



north american hairstyling awards
professional beauty association
15825 n 71st street #100
scottsdale az 85254
probeauty.org/naha



Sunday, July 22, 2012

MARKETING AND PROMOTIONAL OPPORTUNITIES

What is NAHA?

The North American Hairstyling Awards (NAHA) is the most prestigious photographic beauty competition in North America, celebrating the artistry and skill of the professional salon industry. Part of PBA Beauty Week, individuals are recognized in 13 categories of excellence during a star-studded Awards Ceremony held at the Mandalay Bay Convention Center in Las Vegas, NV.

NAHA Promotional Campaign

Each fall PBA embarks on an ambitious marketing campaign in preparation for the Awards Ceremony and PBA Beauty Week which includes:

- More than two dozen industry and consumer publications generating more than a million media impressions
- More than 100,000 website page views in the months leading up to the ceremony
- Promotional e-blasts to the entire PBA database of 20,000 salon/spa professionals

NAHA allows you, the sponsor/supporter, to connect and network with the industry's most talented artists and salon professionals.

As a sponsor or advertiser, you will receive exclusive benefits and special recognition before, during, and after the Awards Ceremony. Whatever your budget or goals, the PBA staff can create the marketing and promotional opportunity that is right for your company.

All NAHA Level sponsors receive the following benefits:

- Access to VIP seating (rope and stanchion area) at the Awards Ceremony
- Acknowledgement on the sponsors page in the Annual NAHA Tribute Journal
- Your company's personalized PowerPoint slide to be played at the start of the Awards Ceremony
- A full page, four-color advertisement in the Annual NAHA Tribute Journal
- Verbal recognition of your sponsorship during the Awards Ceremony
- Promotion on the sponsor recognition section of the NAHA website
- A rotating web banner on the NAHA website to run the entire cycle of NAHA 2012



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Levels of Elite Sponsorship

Diamond Sponsor \$25,000 - Artistic Presenter Package (2 Available)

Each year, NAHA offers previous winners the opportunity to produce artistic presentations as part of the Awards Ceremony. These are strictly "fashion runway" presentations for entertainment. This Diamond Package offers two sponsoring companies the maximum exposure before, during, and after the NAHA Awards Ceremony. In order to receive maximum marketing and branding exposure, sponsor commitment deadline is March 16, 2012. PBA/NAHA will provide:

- Premium placement of logo recognition on all NAHA 2012 advertising and marketing campaigns (1.3 million impressions - time permitting)
- Audio tag mentions for sponsoring companies at the event
- Model room – tables, chairs, hair dryers, clothing steamer, and clothing racks
- Three (3) hotel rooms each night (Saturday and Sunday) including tax
- Full badge status to the following events for all Artistic Team members working behind the scenes (up to five (5) passes provided for each event; must confirm names by deadline date; all times TBD):
 - NAHA 2012
 - PBA Beauty Week July 21-24: General Sessions, Sunday and Monday
 - Cosmoprof North America 2012: 3-day show badges
 - Get Together Party: Saturday July 21, 2012
- 20 NAHA 2012 tickets (must confirm names by the deadline date)
- Access to VIP seating area (rope and stanchion section) at the Awards Ceremony
- Full contact list of NAHA 2012 finalists & winners
- Product placement in the Gifting the Elite swag bags
- Your company's representative (one only) will present a NAHA category winner (*choice TBD) with their award on stage
- 30-60 second corporate commercial to be played as an introduction of your company representative presenting the award to a category winner
- Your company logo on the NAHA Step-and-Repeat banner (Diamond, Platinum and Gold only)
- Two page, four-color spread advertisement in the Annual NAHA Tribute Journal
- Your company's personalized PowerPoint slide to be played at the start of the Awards Ceremony
- Verbal recognition of your sponsorship at Awards Ceremony
- Promotion on the sponsor-recognition section of the NAHA website
- Dedicated web banner on NAHA website to run the entire cycle of NAHA 2012
- Your company logo on all NAHA 2012 on-site signage

Sponsor company to provide Artistic Presenter with additional support directly; the following list includes the standard items but is not limited to:

- Team travel fees and housing for any additional staff after the three rooms noted above
- Model travel fees as required by AP
- Model and team meals
- Model clothing
- Choreographer
- Any additional expenses to successfully complete the artistic presentation

**Category choice assigned upon confirmation; returning sponsors have first right of refusal on category held for 2011 if renewal is received by December 16, 2011.*



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Platinum Sponsor \$20,000 (3 Available)

- 15 NAHA 2012 tickets (must confirm names by the deadline date)
- Access to VIP seating area (rope and stanchion section) at the Awards Ceremony
- Full contact list of NAHA 2012 finalists & winners
- Product placement in the Gifting the Elite swag bags
- Your company's representative (one only) will present a NAHA category winner (*choice TBD) with their award on stage
- 30-60 second corporate commercial to be played as an introduction of your company representative presenting the award to a category winner
- Your company logo on the NAHA Step-and-Repeat banner (Diamond, Platinum, Gold only)
- Two page, four-color spread advertisement in the Annual NAHA Tribute Journal
- Your company's personalized PowerPoint slide to be played at the start of the Awards Ceremony
- Verbal recognition of your sponsorship at Awards Ceremony
- Promotion on the sponsor-recognition section of the NAHA website
- Dedicated web banner on the NAHA website to run the entire cycle of NAHA 2012
- Your company logo on all NAHA 2012 on-site signage
- Three 3-day badges to Cosmoprof North America 2012
- Three (3) tickets to the Get Together Party on July 21, 2012

Gold Sponsor \$15,000 (5 Available)

- 12 NAHA 2012 tickets (must confirm names by the deadline date)
- Access to VIP seating area (rope and stanchion section) at the Awards Ceremony
- Your company's representative (one only) will present a NAHA category winner (*choice TBD) with their award on stage
- 30-60 second corporate commercial to be played as an introduction of your company representative presenting the award to a category winner
- Your company logo on the NAHA Step-and-Repeat banner (Diamond, Platinum, Gold only)
- Full-page, four-color advertisement in the Annual NAHA Tribute Journal
- Your company's personalized PowerPoint slide to be played at the start of the Awards Ceremony
- Verbal recognition of your sponsorship at Awards Ceremony
- Promotion on the sponsor-recognition section of the NAHA website
- Rotating web banner on the NAHA website to run the entire cycle of NAHA 2012
- Your company logo on the NAHA 2012 advertising and marketing campaign (time permitting)
- Your company logo on all NAHA 2012 on-site signage
- Two 3-day badges to Cosmoprof North America 2012
- Two (2) tickets to the Get Together Party on July 21, 2012

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Silver Sponsor \$10,000 (3 Available)

- Eight (8) NAHA 2012 tickets (must confirm names by the deadline date)
- Access to VIP seating area (rope and stanchion section) at the Awards Ceremony
- Your company's representative (one only) will present a NAHA category winner (*choice TBD) with their award on stage
- Full-page, four-color advertisement in the Annual NAHA Tribute Journal
- Your company's personalized PowerPoint slide to be played at the start of the Awards Ceremony
- Your company name and/or logo on select NAHA 2012 on-site signage
- Verbal recognition of your sponsorship at Awards Ceremony
- Promotion on the sponsor-recognition section of the NAHA website
- Rotating web banner on the NAHA website to run the entire cycle of NAHA 2012

Bronze Sponsor \$7,000

- Five (5) NAHA 2012 tickets (must confirm names by the deadline date)
- Access to VIP seating area (rope and stanchion section) at the Awards Ceremony
- Full-page, four-color advertisement in the Annual NAHA Tribute Journal
- Your company's personalized PowerPoint slide to be played at the start of the Awards Ceremony
- Your company name and/or logo on select NAHA 2012 on-site signage
- Verbal recognition of your sponsorship at Awards Ceremony
- Promotion on the sponsor-recognition section of the NAHA website
- Rotating web banner on the NAHA website to run the entire cycle of NAHA 2012

Additional Sponsorship Opportunities

NAHA 2012 Red Carpet Bar Sponsor • Investment: \$7,000

Bumping elbows with beauty industry professionals as they gather prior to the ceremony is almost as fun as the ceremony itself! Treat attendees at the Red Carpet Reception to a cocktail courtesy of your company! PBA will distribute sponsored cocktail tickets to the attendees as they arrive at the reception. NAHA signage with your company logo will be placed at the sponsored bar so attendees know that their next drink is on you! Opportunity includes a full-page, four-color ad in the Annual NAHA Tribute Journal, one (1) rotating web banner ad on the NAHA 2012 website, company name listed on the sponsor's page of the NAHA 2012 website, and two (2) NAHA tickets. *Limited availability*

NAHA 2012 Attendee Swag Bag Sponsor • Investment: \$10,000 (Exclusive)

Maximize your company's exposure as the official attendee Swag Bag sponsor for NAHA 2011. These complimentary bags will be given to each attendee, finalist, and winner and are filled with swag from their favorite sponsors. Your logo will share top billing on the bag with the NAHA 2012 logo. Opportunity includes a full-page, four-color ad in the Annual NAHA Tribute Journal, one (1) rotating web banner ad on the NAHA 2012 website, company name listed on the sponsor's page of the NAHA 2012 website, and four (4) NAHA tickets. Sponsor must provide bags subject to PBA specifications and approval.

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NAHA 2012 Red Carpet Reception Sponsor • Investment: \$15,000 (Exclusive)

Host the prestigious pre-ceremony Red Carpet Reception and welcome the "who's who" of the beauty industry. This opportunity includes space for a 200 sq. ft. display area to distribute your PBA approved gifts/samples/literature as well as your company logo on the Red Carpet Reception signage. Opportunity also includes a full page, four-color ad in the Annual NAHA Tribute Journal, one (1) rotating web banner ad on the NAHA 2012 website, company name listed on the sponsor's page of the NAHA 2012 website, four (4) NAHA tickets, two (2) 3-day tickets to Cosmoprof North America 2012, and two (2) tickets to the Get Together Party on July 21, 2012.

Advertising Opportunities

NAHA 2012 Website Banner Ad • Investment: \$500 each (Limited Availability)

The official online source for all NAHA information, www.probeauty.org/naha attracts hundreds of qualified salon and spa professionals every day. Rotating web banner ads (124x124), strategically placed on highly visible pages can be one of the most effective and affordable promotional vehicles today. Web banner will appear for the duration of the 2012 campaign.

NAHA 2012 e-Blasts Banner Ad • Investment: \$1,200 each

E-blasts will be sent to all NAHA salon prospects and past attendees. E-blasts are produced by the advertiser and sent out PBA. Artwork is subject to PBA approval.

HairDesignerTV.com Website Banner Ad • Investment: \$1,500 each

NAHA 2012 will be webcast live on hairdesignerTV.com. Reach over 40,000 stylists worldwide as they follow the NAHA 2012 Awards Ceremony from the comfort of their homes and businesses. HairDesignerTV attracts the top salons and artists around the world because of its long standing reputation and editorial integrity known throughout the beauty industry.

NAHA 2012 Tribute Journal Keepsake Advertisement • Investment: \$1,500 - \$2,400*

The NAHA Tribute Journal is an annual full-color keepsake book featuring the work of NAHA 2012 finalists, colleagues, and sponsor advertisements congratulating the finalists and winners. Promote your brand and honor the work of the beauty industry with your four-color, full-page ad or a four-color *two-page spread. This keepsake book is given out to every NAHA attendee.

HairDesignerTV.com Sponsor Ad • Investment: \$3,000 each

Just like the awards ceremonies on TV, HairDesignerTV will be running 30-second commercials during the NAHA 2012 webcast. Increase your brand(s) visibility by having your company and/or product(s) commercial shown during the award ceremony program breaks and reach more than 40,000 stylists worldwide as they follow the webcast.

Beauty Industry Supporters • Investment: \$3,000

Be a NAHA 2012 supporter and be an integral part of North America's premier beauty Awards Ceremony. Opportunity includes a full-page, four-color ad in the Annual NAHA Tribute Journal, one (1) rotating web banner ad on the NAHA 2012 website, company name listed on the sponsor's page of the NAHA 2012 website, and two (2) NAHA tickets.



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Gifting the Elite at NAHA 2012 • Investment: \$4,000

NAHA finalists (approximately 85) are presented with a high-end swag bag to congratulate them for being a cut above the rest. Make it a night to remember for them - place your special product sample or gift in this one-of-a-kind bag. Opportunity includes a full-page, four-color ad in the NAHA Tribute Journal, one (1) rotating web banner ad on the NAHA 2012 website, company name listed on the sponsor's page of the NAHA 2012 website, and two (2) NAHA tickets. *Limited availability*

It's in the Bag! • Investment: \$5,000

Make a memorable impression at NAHA 2012! Place your product sample, travel kit or literature into the hands of 3,000 salon and spa professionals attending the Awards Ceremony. Each NAHA attendee receives this bag of swag from their favorite sponsors. Opportunity includes a full-page, four-color ad in the NAHA Tribute Journal, one (1) rotating web banner ad on the NAHA 2012 website, company name listed on the sponsor's page of the NAHA 2012 website, and two (2) NAHA tickets. *Limited availability*

All inserts are subject to PBA approval.

Custom Marketing and Promotional Opportunities

Investment: Contact your Account Manager

Maximize your marketing budget. Your account manager will work with you and your budget to create a custom package that meets your goals.

Deadlines for Deliverables

Due No Later Than

Artwork for NAHA Tribute Journal	June 1, 2012
DVD/Video commercial for Awards Ceremony	June 1, 2012
PowerPoint slides for Theaters	June 15, 2012
Attendee Bag Inserts must be on site on	July 18, 2012

All customer supplied artwork and product for distribution is subject to PBA approval – please plan your submissions for approval accordingly to meet deadline dates listed above.

E-Mail Blast must reference your participation in the event and include the ISSE Long Beach logo.

Toni Davis – Sales Director | toni@probeauty.org | 480-455-3443
 Jana Meincke – Sales Manager | jana@probeauty.org | 480-455-3432



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NAHA 2012 TERMS & CONDITIONS

- 100% of total fee is due within 30 days signing this agreement. If contract is submitted within 30 days of the event, full payment is due immediately upon receipt of signed agreement. All fees are non-refundable.
- The terms of this agreement may not be modified, except by written Agreement, signed by both parties.
- It is understood that this form shall be legally binding between NAHA Management, hereinafter known as PBA, and your company, hereinafter known as Sponsor, only upon acceptance by PBA.
- Sponsor shall be responsible for providing the "finished" Promotional Opportunity (i.e. artwork, names, product, etc.) as required by the deadline date and for meeting the exact specification indicated in the confirmation letter. In the event that such deadline is not met by the Sponsor, the opportunity in question shall revert back to PBA without obligation.
- If any term of this Agreement shall be declared invalid or unenforceable, the remainder of the Agreement shall continue in full force and effect. This Agreement shall be binding upon the heir and successors of the Sponsor. This Agreement constitutes the entire Agreement between Sponsor and PBA concerning NAHA 2012 Sponsorship Opportunities.
- Award Presenter is required to report to the mandatory NAHA rehearsal held on Sunday July 22, 2012 (time TBD). Failure to appear will result in presenter not being allowed to appear on stage at the Awards Ceremony. Only one person from your company will be allowed on stage during the ceremony for the presentation of award. PBA reserves the right to replace scheduled presenter with no further obligation to sponsor company and no refund of monies in the event of a rehearsal no-show and/or if at the time of ceremony, it has been deemed that presenter is not fit to appear on stage due to inebriation.
- Cancellation: Any sponsor wishing to cancel this contract must do so in writing to Show Management. If such notice is received by Show Management before fulfillment begins, one half (50%) of the total fee shall be due to Show Management. If notice is received after fulfillment begins, the total fee (100%) shall be due to Show Management. All fees Paid to PBA are non-refundable and non-transferable.
- Initiation of this proposal does not constitute a hold on items contained until fully executed by your company and the Professional Beauty Association (PBA).

Sponsorship Requested: _____ **Cost: \$** _____

Advertisement Requested: _____ **Cost: \$** _____

NAHA 2012 AGREEMENT and ACCEPTANCE

Print Name: _____

Signature: _____ Date: _____

Contact Name (if different from above): _____

Phone: _____ Contact Email: _____

Payment Information: (All payments are non-refundable)

Visa Mastercard American Express Check PBA Please Charge my card \$ _____

Account Number: _____ Sec. Code: _____ Exp. Date: ____ / ____ (mm/yy)

Cardholder's Name: _____ Signature: _____

PBA Acceptance: _____ Date: _____