ISSE 2021 EXHIBITOR PROSPECTUS & SPONSORSHIP OPPORTUNITIES

PROBEAUTY.ORG/ISSE

SALES@PROBEAUTY.ORG | 480.455.3461 | PROBEAUTY.ORG/EXHIBIT
THREE EVENTS. ONE LOCATION. ENDLESS OPPORTUNITIES.

INTERNATIONAL SALON + SPA EXPO
The International Salon + Spa Expo in sunny Long Beach, California is the destination for the most engaging experience in professional beauty. Licensed professionals, salon owners, students, industry influencers and educators attend to experience the best the industry has to offer. The hottest new trends and products from the industry’s leading brands, the best education and influencers!

NORTH AMERICAN HAIRSTYLING AWARDS
The North American Hairstyling Awards is the most prestigious beauty competition in North America and honors the professional salon industry’s most talented artists in 15 unique categories. The competition culminates in a star-studded awards ceremony at ISSE, which features awards, artistic presentations, and endless inspiration.

BEACON
PBA’s Beacon is an elite program for students that provides top beauty industry students a unique opportunity to gain career insights from leading beauty influencers and network with owners from the most successful salons across the United States. Designed to inspire and prepare students for a successful career, the prestigious Beacon program accepts a limited number of applicants each year.

PRODUCED BY THE PROFESSIONAL BEAUTY ASSOCIATION
The Professional Beauty Association (PBA) is home to passionate, hardworking industry professionals looking to build exceptional careers that last. Whether you’re a stylist who’s just starting out, an industry veteran, or a company ready to take its business to the next level, we’re here to help guide, connect, inspire and most importantly advocate for you. Join us as we elevate, inspire, and unite the beauty industry.
ISSE offers unparalleled opportunities to promote your brand and products through targeted, customized exhibitor and sponsorship offerings. Our dedicated sales team is ready to help you develop your ISSE package today!

**OUR STANDARD ISSE BOOTH PACKAGE INCLUDES:**
+ 10’ x 10’ inline booth space
+ 300 pounds of drayage*
+ Pipe and drape
+ Standard carpet
+ One 8’ draped table and two chairs
+ One ID booth sign
+ One wastebasket
+ Five exhibitor badges
+ Company listing in digital directory and printed directory**

$27 per square foot  
$400 additional per corner

Peninsula/islands start at $25 per sq foot. Additional opportunities are available. Contact the ISSE sales team at sales@probeauty.org or 480.455.3461 to learn more, and reserve your space!

**SPONSORSHIP OPPORTUNITIES**
In addition to being on the show floor to connect with attendees, you can extend your reach with sponsorship opportunities with ISSE, NAHA, the California Compliance Symposium, and the Beacon Student Program. Learn more at probeauty.org/sponsorship.

**Exhibiting at ISSE requires a PBA membership, which provides great savings and benefits throughout the year!** Take advantage of new great benefits with UPS, GE, Dell and more for all your personal and business needs.

*All exhibitors must be PBA members. Join today at probeauty.org/join
**Print deadlines apply
Pricing is subject to change.
ISSE SHOW HIGHLIGHTS

3 TOP INDUSTRY EVENTS – ONE LOCATION

A weekend with more opportunities to connect with attendees– NAHA, CA Compliance Symposium, Hairbrained Teach In, Barber Brawl, and the NailPro Word Cup Competition!

96%
Of Attendees Purchase Products

71%
Attend to Connect with Brands

200+
Classes

300+
Top Brands

25k+
Attendees

OVER
25MM+
Marketing Impressions
I had not been to ISSE since 2014 and I have to say I was just as excited for it and satisfied with it as the first time, I definitely enjoyed it and learned so much! It reminded me that, this is the industry I love and belong in! -B Correa
ISSE is bringing even more to the show experience in 2021! Connect with brand educators, engage with more professional brands including skincare and makeup companies and see even more education demos from the industry’s top experts!

**BEAUTY FOCUS**
The Beauty Focus area offers a fresh perspective on beauty. This curated space provides beautiful and easy to set-up spotlight displays on the show floor, designed to showcase your skin and beauty brand with a sleek display and a logo’d counter.

**GREEN BEAUTY**
The Green Beauty booths are designed to showcase the latest in natural beauty solutions to stylists, estheticians and salon owners from all over. These easy to set up booths are limited - so contact us today!

**PRO CONNECT LOUNGE**
A space to connect, recharge, snap a pic, and catch pop-up events! From the photo booth, to the meet and greets with influencers like Larisa Love, Zach Mesquit, Matty Conrad, the Pro Connect Lounge is a MUST for your ISSE 2021 agenda!

**BRAND PLATFORMS**
An extraordinary option for manufacturers and distributors! Two new areas on the show floor designed to showcase multiple brands in one location on a new platform! This turn-key space includes a dedicated stage for brand educators to perform live demonstrations, new product reveals, etc. without spending time and resources on building multiple large displays.
ISSE REACHES A TARGETED AUDIENCE OF GLOBAL BEAUTY PROFESSIONALS!

ISSE MARKETING CAMPAIGNS REACH OVER 25 MILLION PROFESSIONALS, THROUGH A TARGETED CAMPAIGN OF TRADITIONAL AND DIGITAL MEDIA.

- **PRESHOW MAILER**: REACH 900,000+
- **DIGITAL ADS**: REACH 17+ MILLION
- **WEBSITE TRAFFIC**: 500,000+ PAGE VIEWS
- **EMAIL**: REACH 5+ MILLION
- **EARNED MEDIA**: PR & INFLUENCER 2+ MILLION

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Wow, so well organized. Fun, upbeat environment. Every single exhibitor was friendly and engaging. Loads of educational opportunities. Excellent all around! - A Goungo
ISSE 2020 featured over 200 classes and mainstage performances, with some of the industry’s top educators.

The 2020 Education Lineup Included:

- J Ladner
- Gina Bianca
- Alfredo Lewis
- Chrystofer Benson
- Candy Shaw
- Elizabeth Faye
- Sally Rogerson
- Michael Devellis
- Keya Neal
- Daniel Mason-Jones
- Lori Nestore
- Yene Damtew
- Nicck Townsend
- Matty Conrad
- Lori Crete
- Naeemah Lafond
- Chelsea James
- Presley Poe
- Sam Villa
- Wanza Poole
- Craig McLaurin
- John Mosely

In addition to mainstage and classroom education, ISSE is your chance to educate salon pros about your brand, and create valuable connections!
At the Professional Beauty Association, we believe in redefining what it means to be a beauty professional in today’s world by connecting, understanding, educating, celebrating and fighting for the community that we -- collectively -- stand for and serve, whether you’re running a beauty brand or working behind the chair.

Exhibiting at ISSE requires a PBA membership, which provides great savings and benefits throughout the year! Take advantage of great benefits with UPS, GE, Dell and more for all your personal and business needs.

**PBA MEMBERSHIP GIVES YOU MORE!**

+ Industry Event Discounts
+ Exclusive Networking
+ Exclusive Member Education
+ Industry News & Research
+ Retail Discounts
+ 350k+ Members
+ Members in All 50 States
+ Members in 21+ Countries

**MEMBER BENEFITS AND HIGHLIGHTS:**

**PROBEAUTY.ORG/JOIN | INFO@PROBEAUTY.ORG | 480.281.0424**
ISSE SPONSORSHIPS

ISSE offers unparalleled opportunities to promote your brand before, during and after the event. ISSE attracts the industry’s most active licensed salon and spa professionals across the globe through highly targeted digital, direct mail, print, PR, influencer and social media campaigns.

*DESIGN SERVICES ARE AVAILABLE FOR ALL OPPORTUNITIES LISTED BELOW

Customized Packages
Looking for a more customized sponsorship solution? Contact us for additional details on putting together your customized opportunity today! sales@probeauty.org or 480.455.3461

ISSE Registration Sponsor

INVESTMENT: $10,000
QTY AVAILABLE: 1

Order Deadline: 12/16/2020

Reach all ISSE attendees as they embark on their ISSE journey! This EXCLUSIVE branding opportunity puts you directly in front of all ISSE attendees throughout the full digital and onsite ticketing and registration experience. Take advantage of this complete package now before it’s gone!

SPONSORSHIP INCLUDES:
+ High-impact branding in two registration areas
+ Logo included on registration open email series (x2 sends)
+ Logo and call out as the exclusive registration sponsor on the ISSE page at probeauty.org for 12 weeks (banner ad)
+ Logo and call out as the exclusive registration sponsor included on all registered attendee email confirmations
+ One full-page, 4-color print ad in the ISSE Show Directory

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SPONSOR PACKAGES

Pre-Show Direct Mailer

INVESTMENT: $2,500
QTY AVAILABLE: Limited!

Order Deadline: 10/9/2020

The ISSE Preshow Brochure is the piece attendees use to plan their ISSE experience and as a reference guide to share with co-workers. Get your brand in this brochure mailed to over 250k cosmetologists.

+ Full-Page $2,500

Dedicated E-Blast

INVESTMENT: $3,000 - $4,500
QTY AVAILABLE: Limited!

Order Deadline: assets due 5 business days before send

Promote your brand digitally with a sponsored e-blast to a targeted audience of 350k+ salon and spa ISSE prospects and registrants! Take advantage of this captive audience with your newest innovations, techniques, or discount offers. A limited number of opportunities are available – book now to secure your preferred email date!

+ Regular $3,000
+ Two weeks pre-show $4,500

Social Media

INVESTMENT: $500 - $1,000
QTY AVAILABLE: Limited!

Order Deadline: assets due 5 business days before post

Partner with us on social! Whether you’re interested in unique posts, reposts, stories or highlights, we can create a custom package that is sure to meet your needs and reach our highly engaged audience across Facebook and Instagram!

+ Facebook $500
+ Instagram $750
+ Instagram Post and Story $1,000

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Website Banner Ads

INVESTMENT: $1,500 - $4,500
QTY AVAILABLE: Limited!

Order Deadline: assets due 5 business days before post

Our website is a central hub where we house all news, research and the latest industry information and resources. Reach the nearly 1 million people who visit probeauty.org annually with our premium ad space to be featured on the ISSE landing page.

Additional website opportunities are also available!

+ ISSE, NAHA pages $2,500 week
+ Beacon page $1,500 week

Newsletter

INVESTMENT: $500 - $3,500
QTY AVAILABLE: Limited!

Order Deadline: assets due 5 days before send

Our weekly newsletter is a great way to reach our engaged Membership of 350k+ industry professionals. Advertising options include banner ads, highlights and features.

+ Banner Ads $500
+ Sponsored Content (Below the Fold) $1,000
+ Sponsored Featured Content (Above the Fold) $2,000
+ Blog Post + Sponsored Featured Content (Above the Fold) $2,500

Priced per week (one send). Book 4 or more slots and save 10%!
SPONSOR PACKAGES

Attendee Bags

INVESTMENT: $10,000
QTY AVAILABLE: 1

Order Deadline: 1/5/2021

Complimentary ISSE attendee bags are given to every attendee as they enter the show. Be the brand everyone is seeing! Sponsor is responsible for producing 7,000 bags to be distributed across three days. Bag design requires pre-approval, no product sampling and bags must arrive pre-stuffed.

SPONSORSHIP INCLUDES:
+ One full-page, 4-color print ad in the ISSE Show Directory
+ One insert in the attendee bag
+ One e-blast to pre-show prospects
+ One website banner ad for one month
+ No product sampling and inserts must arrive in bags pre-stuffed

Lanyard

INVESTMENT: $7,500
QTY AVAILABLE: 1

Be the brand on every attendee badge! Sponsor is responsible for producing 7,000 lanyards to be distributed across three days. Lanyard requires pre-approval.

SPONSORSHIP INCLUDES:
+ One full-page, 4-color print ad in the ISSE Show Directory
+ One e-blast to pre-show prospects

Hanging Banners

INVESTMENT: $4,000 - $7,500
QTY AVAILABLE: 13

Order Deadline: 2/19/2021

Make a powerful statement with a highly visible hanging banner. These prominent banners are a great opportunity to promote your booth, brand, and products.

+ Location to be decided by you based on availability. Pricing determined by location.
+ High-traffic locations available inside the Promenade and Pacific lobbies, along with on the expo floor. Pricing includes installation. Sponsor to supply banner. Priced per unit.
SPONSOR PACKAGES

Escalator Window Clings

INVESTMENT: $3,000
QTY AVAILABLE: 6
Order Deadline: 1/4/2021

Be the first thing attendees see when entering the show floor! Window clings are an excellent way to grab attendees’ attention upon entering the Exhibition Hall. Opportunities are available above the show escalators entrance. Don’t delay – spaces are limited and sell out quickly!

* Priced per unit. Minimum purchase of 2

Overhead Aisle Signs

INVESTMENT: $1,500
QTY AVAILABLE: 6
Order Deadline: 1/4/2021

Want more booth traffic? Grab attendee’s attention with an overhead aisle sign upgrade! Your brand will be highlighted in overhead directional signage and help lead attendees directly to your booth.

* Only a few locations available, call to see if one is available near your booth location!

Lightboxes

INVESTMENT: $1,500 - $2,300
QTY AVAILABLE: 5
Order Deadline: 1/4/2021

Lightboxes are in prominent and high-traffic locations, at Promenade registration or Arena registration. These not only enhance your image, but create eye-catching exposure to drive attendees to your booth!

* $1,500 | Single-Sided
* $2,300 | Double-Sided
SPONSOR PACKAGES

Meter Boards

**INVESTMENT:** $750 - $1,500  
**QTY AVAILABLE:** 10  
**Order Deadline:** 1/4/2021

Get your message front and center on the show floor or entrance areas. Advertise on strategically placed 8’ tall meter boards in high-traffic areas of the show. Locations will vary.

- **$750 | Single-Sided**
- **$1,500 | Double-Sided**
- Add on a brochure pocket - $100

ISSE Brand Greeter

**INVESTMENT:** $3,000  
**QTY AVAILABLE:** 3  
**Order Deadline:** 2/12/2021

Your staff will greet attendees as they arrive at the convention center. It’s your chance to make a lasting impression by distributing your company flyer and/or travel size product (show bags are excluded) in the registration areas. Exhibitor may provide one greeter for the Pacific lobby, and one for the Promenade lobby, on one day of the show. Any sampling or materials must arrive pre-assembled and ready for distribution.

Onsite Show Directory

**INVESTMENT:** $2,000 - $4,250  
**QTY AVAILABLE:** Limited!  
**Order Deadline:** 1/4/2021

The ISSE Onsite Show Directory is THE most valuable onsite resource to guide attendees through the weekend, and long after the show as a reference guide to share with co-workers. Multiple opportunities available:

- Full-Page $2,000 | Full-Page Inside Front Cover $3,000 | Full-Page Back Cover $3,200
- Two-Page Spread $3,500
- Exhibitor Listing Enhancement: Boxed Listing (list by company) OR Bold Listing (list by product): $200
- Boxed Listing (list by company) AND Bold Listing (list by product): $350

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SPONSOR PACKAGES

Map and “You Are Here” Boards

INVESTMENT:
$500
QTY AVAILABLE:
10
Order Deadline:
1/4/2021

Stand out! Highlight your booth in the official event map – distributed to all attendees – and on directional boards throughout the event.

PBA Beauty Bar

INVESTMENT:
FREE!
QTY AVAILABLE:
20
Onsite Arrival Deadline:
1/1/2021

The PBA Beauty Bar is a great way to get your samples in the hands of attendees while supporting PBA Charities Cut it Out. Give back and make an impact all in one!

- Logo placement on the Beauty Bar and onsite signage
- Logo in the onsite directory
- Sponsor must provide 1,000 samples
- The PBA Charities Cut it Out is a 501(C)(3) charitable organization and a program of the PBA Foundation. CUT IT OUT empowers front-line stylists to recognize symptoms and refer victims of domestic violence to safety.
The North American Hairstyling Awards is the most prestigious professional beauty competition in North America and honors the salon industry’s top artists – who push the boundaries of skill and creativity.

**Icon Sponsor**

**INVESTMENT:**
$30,000

**QTY AVAILABLE:**
3

*Order Deadline: 1/11/2021*

Elevate your brand with a 5-minute Artistic Presentation during the NAHA Award Ceremony. These fashion runway presentations guarantee your brand will receive maximum exposure to a captivated, enthusiastic audience ready to see your brand’s creativity.

- A 5-minute artistic presentation
- One 30-second video during the NAHA Ceremony
- Present one award during the NAHA Ceremony
- Logo recognition as an Icon Sponsor on select onsite signage
- Logo on the NAHA Step and Repeat at the red-carpet reception
- One product in the NAHA Attendee and Finalist Gift Bags
- Model prep space
- One 2-page, 4-color spread ad in the NAHA Tribute Journal
- Recognition as an Icon Sponsor in the NAHA Tribute Journal
- A dedicated Icon Sponsor banner on the NAHA website – where you can include a short video, link, and logo
- Logo included in the sponsor banner on email communications to NAHA attendees
- 10 NAHA VIP, 5 General Admission tickets
- Five ISSE passes
- Full video of your on-stage presentation
<table>
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<tr>
<th>SPONSOR PACKAGES</th>
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<tr>
<td><strong>Finalist Announcement Sponsor</strong></td>
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**INVESTMENT:**  
$25,000

**QTY AVAILABLE:**  
2

Get your brand in front of the top beauty professionals as the NAHA finalist announcement sponsor.

- Your brand logo featured as the finalist announcement sponsor on the NAHA page
- Logo on the NAHA Finalist announcement emails going to salon professionals, platform artists, and top educators nationwide
- One dedicated brand email to all NAHA finalists
- Logo on Congratulations email to all finalists
- Call out as Finalist sponsor on the congratulations mailing
- Logo included in the Finalist announcement video
- Call out in Finalist announcement social posts
- Listed as sponsor in PBA NAHA entry open press release, finalist announcement, and winner announcement
- Sponsor acknowledgement in the NAHA Tribute Journal
- 1-page ad in the NAHA Tribute Journal
- 5 NAHA General Admission Tickets
- 5 ISSE Tickets
- Product included in Finalist and Attendee Gift Bag
- Logo on onsite Step & Repeat
- Logo on select onsite signage
Master Sponsor

INVESTMENT: $18,500
QTY AVAILABLE: 2

Elevate your brand by presenting a NAHA award category during the NAHA Ceremony. Get your company representatives in front of a captive audience and be part of the enthusiasm and anticipation of winning a coveted NAHA Award!

- Present one award during the NAHA Ceremony
- Logo on screen during your award presentation
- Logo recognition as a Master Sponsor on select onsite signage
- Logo on the NAHA Step and Repeat at the red-carpet reception
- One product in the NAHA Attendee and Finalist Gift Bags
- One 1-page, 4-color ad in the NAHA Tribute Journal
- Recognition as a Master Sponsor in the NAHA Tribute Journal
- Logo with link to your website included in the sponsorship section of the NAHA website
- Logo included in the sponsor banner on email communications to NAHA attendees
- Five NAHA General Admission tickets
- Five ISSE passes

Order Deadline: 1/11/2021
SPONSOR PACKAGES

Red Carpet Happy Hour Sponsor

Sponsor the prestigious pre-ceremony NAHA 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 gifts/samples/literature as well as your company logo on the Red Carpet Reception signage.

+ Logo featured on lit panels on all bars
+ Branded signature drink inspired by your company
+ Signature drink menu signage with your logo on all bars
+ Cocktail napkins with your company logo/message
+ Logo on red carpet reception welcome signage
+ Logo on the red carpet and attendee Step and Repeats
+ A small space at the red-carpet reception for a photo booth, table or opportunity for your brand to interact with attendees
+ One product in the NAHA Attendee and Finalist Gift Bags
+ One 1-page, 4-color ad in the NAHA Tribute Journal
+ Sponsor acknowledgment in the NAHA Tribute Journal
+ Logo with link to your website included in the sponsorship section of the NAHA website
+ Logo included in the sponsor banner on email communications to NAHA attendees
+ Eight NAHA VIP tickets, 5 General Admission Tickets
+ Three ISSE passes

INVESTMENT: $18,500
QTY AVAILABLE: 1

Order Deadline: 1/11/2021

EXCLUSIVE OPPORTUNITY!
SPONSOR PACKAGES

Presenting Sponsor

INVESTMENT: $12,000
QTY AVAILABLE: 10

Order Deadline: 1/11/2021

Present one award during the NAHA Ceremony
Verbal recognition with logo to be played at the opening of NAHA
Sponsor acknowledgment in the NAHA Tribute Journal
Five NAHA 2021 General Admission tickets
Five ISSE passes

NAHA Bag Branding Sponsor

INVESTMENT: $10,000
QTY AVAILABLE: 1

Order Deadline: 1/25/2021

Maximize your company’s exposure as the official attendee Swag Bag sponsor for NAHA 2021. 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 logo.

- Logo prominently featured on NAHA finalist and attendee gift bags
- One product in 2,000 attendee gift bags and 150 premium full-size for finalist gift bags (2 different products)
- Logo on the sponsors acknowledgment page of the NAHA Tribute Journal, and select onsite signage
- One 1-page, 4-color ad in the NAHA Tribute Journal
- Sponsor acknowledgment in the NAHA Tribute Journal
- Logo with link to your website included in the sponsorship section of the NAHA
- Five NAHA 2021 General Admission tickets
- Five ISSE passes
Winner Announcement Sponsor

**INVESTMENT:** $10,000

**QTY AVAILABLE:** 1

**Order Deadline:** 1/11/2021

- Your brand logo featured as the winner announcement sponsor on the NAHA page
- Logo on the NAHA Winner announcement emails going to salon professionals, platform artists, and top educators nationwide
- One dedicated brand email to all NAHA winners
- Call out in Winner announcement social posts
- Listed as sponsor in PBA NAHA winner announcement press release
- Sponsor acknowledgement in the NAHA Tribute Journal
- 1-page ad in the NAHA Tribute Journal
- 5 NAHA General Admission Tickets
- 5 ISSE Tickets
- Product included in Finalist and Attendee Gift Bag
- Logo on onsite Step & Repeat
- Logo on select onsite signage

Brand Activation Stations

**INVESTMENT:** $5,000

**QTY AVAILABLE:** 3

One interactive space (approx 6’x6’), designed and supplied by you, will bring your brand to life and create Instagrammable moments for NAHA attendees as they gear up for the Ceremony during the Red Carpet Reception.
SPONSOR PACKAGES

Winners’ Lounge Sponsor

INVESTMENT: $7,500

QTY AVAILABLE: 1

Be part of the NAHA excitement as winners are escorted to an exclusive Winners’ Lounge to give interviews and snap photos after their acceptance speech! The lounge is elegantly decorated with lounge furniture and decor, and includes champagne, select beverages and hors d’oeuvres during the award ceremony.

+ Access to Winners’ Lounge for a pre-ceremony reception for up to 50 people. Additional food, beverages, furniture, and services are the responsibility of the sponsor.
+ Step and repeat in the lounge used for winners’ photographs and social media coverage
+ Recognition as the Winners’ Lounge sponsor on directional signage to lounge
+ Logo included in decorative elements used in the Winners’ Lounge
+ Up to two representatives in the Winners’ Lounge to meet and greet Winners
+ Verbal recognition with logo to be played at the opening of NAHA
+ One 1-page, 4-color ad in the NAHA Tribute Journal
+ Sponsor acknowledgment in the NAHA Tribute Journal
+ Logo with link to your website included in the sponsorship section of the NAHA website
+ Product placement in the Finalist and Attendee Gift Bags
+ Five NAHA 2021 General Admission tickets
+ Five ISSE passes
SPONSOR PACKAGES

**Finalist & Attendee Gift Bag Product Sponsorship**

**INVESTMENT:**
$1,000

**QTY AVAILABLE:**
Limited!

*Onsite Arrival Deadline: 3/9/2021*

Make a memorable impression at NAHA 2021! Place your product, travel kit, or special gift into the hands of the first 2,500 attendees arriving at the Awards Ceremony. All inserts are subject to PBA approval. Finalists (approximately 100) are presented with a high-end swag bag to congratulate them for being a cut above the rest. Make it a night to remember - Place your special gift in this one-of-a-kind bag! All inserts are subject to PBA approval.

- One product in 2,000 attendee gift bags and 150 premium full-size for finalist gift bags (2 different products)
- One full-page, 4-color print ad in the NAHA Tribute Journal
- Logo with link to your website included in the sponsorship section of the NAHA website
- Two NAHA 2021 General Admission tickets
- Two ISSE passes

**INVESTMENT:**
$1,500 - $2,400

**QTY AVAILABLE:**
Limited!

*Order Deadline: 1/4/2021*

The NAHA Tribute Journal is an annual full-color keepsake book featuring the work of NAHA 2021 finalists as well as colleagues and sponsor advertisements congratulating the finalists and winners. Promote your brand and honor the work of the beauty industry with your own 4-color, full-page ad or a 2-page spread. This keepsake book is given out to every NAHA attendee.

- $2,400: One 2-page, 4-color spread ad in the NAHA Tribute Journal
- $1,500: One full-page, 4-color print ad in the NAHA Tribute Journal
PBA’s Beacon is an elite program for students that provides top beauty industry students a unique opportunity to gain career insights from leading beauty influencers, and network with owners from the most prestigious salons across the United States.

**Class of 2021 Announcement Sponsor**

Be a part of the excitement as we announce the Beacon Class of 2021! Get your brand out in front of the top beauty school students, schools, instructors, and administrators through our PBA Beacon Application Sponsorship!

- Your logo on the PBA Beacon webpage with a link to your website
- Logo on all the Beacon Class of 2021 announcement emails going to salons, spas, schools & students nationwide
- One dedicated brand email to the Beacon Class of 2021
- Logo on all social media posts announcing the Beacon class of 2021
- Listed as sponsor in official PBA Beacon Class of 2021 press release
- Brand part of live stream announcement

**Career Conversation Sponsor**

INVESTMENT: $2,500

QTY AVAILABLE: 1

Be featured front and center in this new series of conversations with Beacon influencers, grads and top beauty school students, schools, instructors, and administrators.

- Logo placement on registration page
- Logo included on all confirmation and reminder emails
- Logo placement on email registration communications
- Logo placement on presentation materials and opening sponsorship recognition
- Sponsored by callout on newsletter highlights
- Social shares with logo and callout
- Ongoing registration available on probeauty.org/education with branding
- Logo included in the video that plays in the waiting room before the webinar begins
SPONSOR PACKAGES

Guiding Light

INVESTMENT: $15,000
QTY AVAILABLE: 1

Order Deadline: 1/11/2021

Interact directly with the next generation of professionals! This unique sponsorship provides direct access to the future of the industry.

- One 40-minute speaking presentation on the Beacon stage
- Signage on stage (incorporated into backdrop)
- Logo on the Beacon Step & Repeat
- 30-second video/ad played during event
- One full-page, 4-color print ad in ISSE Onsite Directory
- Two e-blasts to Beacon students
- One banner ad on Beacon website
- Swag giveaway to students from the Beacon stage
- Company’s personalized PowerPoint slide played in sponsor rotation during Beacon program breaks
- Ability to engage with Beacon students during breaks in the lounge/lobby

T-Shirt Sponsor

INVESTMENT: $5,000
QTY AVAILABLE: 1

Order Deadline: 1/11/2021

Who doesn’t love their favorite t-shirt?! Be a part of this new EXCLUSIVE opportunity for 2021 to sponsor a t-shirt for Beacon students to commemorate their experience and remember your brand as they begin their new careers!

- Solo sponsor on back of t-shirts
- Logo on the Beacon Step & Repeat
- 15-second video/ad played during event
- Logo on Beacon website
- Opportunity to provide product for Beacon Swag Bags
- Company’s personalized PowerPoint slide
**SPONSOR PACKAGES**

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### Registration Sponsor

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<thead>
<tr>
<th>INVESTMENT:</th>
<th>$5,000</th>
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<td>QTY AVAILABLE:</td>
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Order Deadline: 1/11/2021

Be the first memory Beacon students remember! This sponsorship opportunity allows for excellent brand placement throughout the registration process and product sampling in swag bags!

- Logo on registration site and confirmation email sent to attendees
- Logo on the Beacon Step & Repeat
- 15-second video/ad played during event
- Logo on signage at onsite Beacon check-in
- Logo on Beacon website
- Opportunity to provide product for Beacon Swag Bags
- Company’s personalized PowerPoint slide played in sponsor rotation during Beacon breaks

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### Swag Bag Sponsor

<table>
<thead>
<tr>
<th>INVESTMENT:</th>
<th>FREE</th>
</tr>
</thead>
<tbody>
<tr>
<td>QTY AVAILABLE:</td>
<td>10</td>
</tr>
</tbody>
</table>

Order Deadline: 1/11/2021

Introduce your products to the future industry!

Support the Beacon swag bag with the opportunity to include your branding and product samples.

- Logo on Beacon Swag Bag
- Logo on Beacon website
- Logo/ad included in rolling PowerPoint played during event
- Opportunity to provide product for Beacon Swag Bags