

# PBa ISSE

salon + spa expo

JANUARY 29-31, 2022 | LONG BEACH, CA



**EDUCATION  
AND STAGE**

**OPPORTUNITIES**



# EDUCATION AND STAGE OPPORTUNITIES

**PBA ISSE**  
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## MAIN STAGE

**PBA  
MEMBER  
EXCLUSIVE!**

Maximize your brand and education with a mainstage production! The mainstage seats over 550 licensed professionals + will be streamed live to an even larger audience! Full production is included (AV, lights, sound). Don't miss out on this premium experience!



*Only 10 spots available!*

**\$4500**

**\$5500 PREMIUM TIMES**

**(SHOW OPENING ON SATURDAY AND ALL SUNDAY)**

### 45 MINUTES ON STAGE + LIVE STREAMING

- Session highlighted on onsite signage (multiple locations) and show directory
- Logo and session callout included on mainstage entry unit schedule
- Included in ISSE preshow mailing, delivered to salon and spa professionals nationwide
- Session and brand callout included in show app
- Logo included in Main Stage promotional emails
- Logo included on ISSE education web page
- Included in attendee Newsletter (on the day of mainstage performance)
- Ability to offer a PBA Member benefit or discount
- Ability to promote products/brand with pop-up offer during the session live stream
- Brand video played in waiting room of livestream prior to start of session
- Ability to chat, poll and engage with attendees in livestream
- Follow up email to attendees with promotional offer
- Full session analytics (both digital and in person attendees)



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## SHOW FLOOR STAGE

**VISIONARY MEMBERS RECEIVE  
DISCOUNTED PRICING**



Reach attendees with your top education directly on the show floor! Our new show floor stage, located off a main double aisle, is designed to bring your education to life for all attendees in the heart of the ISSE action.

*Limited quantity available!*

**\$3500**

**\$4000 PREMIUM TIMES**

**+\$500 REGULAR**

### 30 MINUTES ON STAGE

- Session highlighted on onsite signage and show directory
- Logo and session callout included on show floor stage schedule
- Session and brand callout included in show app
- Logo included in Show Floor Stage promotional emails
- Logo included on ISSE education web page
- Included in attendee Newsletter (on the day of show floor stage performance)



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**SALES@PROBEAUTY.ORG | 480.455.3461 | PROBEAUTY.ORG/ISSE**

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## EXCLUSIVE CLASSROOMS

**VISIONARY MEMBERS RECEIVE  
DISCOUNTED PRICING**



Brand a classroom for one day or the entire weekend of the show.

**CLASSROOMS AVAILABLE WILL SEAT  
APPROXIMATELY 125 - 200 PEOPLE**

**\$3500 / DAY**

**\$8000 / WEEKEND**

**+\$500 REGULAR**

- Session highlighted on onsite signage and show directory
- Logo and session callout included on show floor stage schedule
- Session and brand callout included in show app
- Logo included in Show Floor Stage promotional emails
- Logo included on ISSE education web page
- Included in attendee Newsletter (on the day of show floor stage performance)



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## DIGITAL ONLY CLASSES

**VISIONARY MEMBERS RECEIVE DISCOUNTED PRICING**



Reach a wider audience with our digital only sessions! Available to all in-person attendees plus those who purchase the ISSE Digital ticket. Limited to two classes per day.

*Limited quantity available!*

**\$2000 / PER SESSION**

**+\$500 REGULAR**

- Logo included on ISSE education web page
- Brand logo included on education session page and in all session promotions
- Session and brand callout included in show app
- Full webinar analytics
- Ability to promote products/brand page with pop up offer during session
- Ability to chat, poll and engage with Members during session
- Brand video played in waiting room prior to start of session
- Additional option to include follow up email to session attendees after show