



PBA EXECUTIVE
SUMMIT

— 10TH ANNIVERSARY —

THE POWER OF BEAUTY
& THE HUMAN CONNECTION

NOVEMBER 11-12, 2024

ARIZONA BILTMORE | PHOENIX, ARIZONA

JODY TYVELA | [JODY@PROBEAUTY.ORG](mailto:jody@probeauty.org)

2024 EXECUTIVE SUMMIT

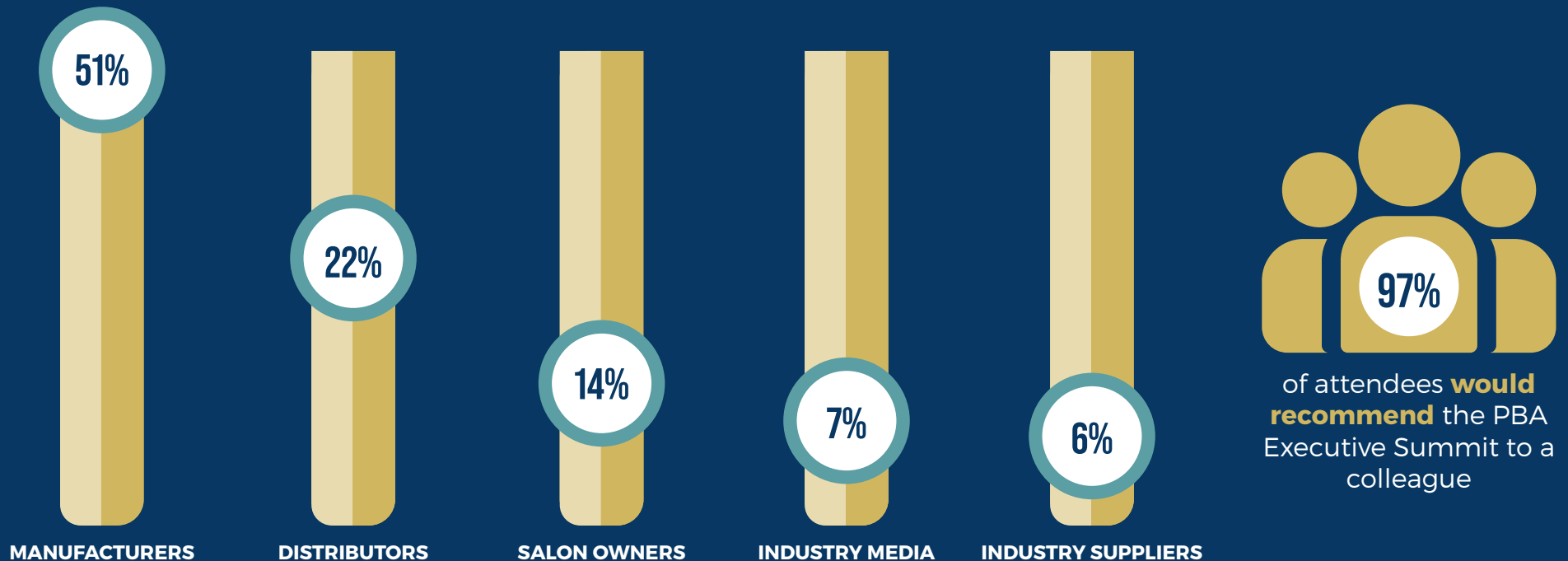


The annual PBA event that brings beauty industry leaders together for connections, thought provoking keynote presentations and data insights.



WHO ATTENDS **EXECUTIVE SUMMIT?**

ATTENDED BY C-SUITE EXECUTIVES AND BEAUTY INDUSTRY DECISION MAKERS:



MARKETING & PROMOTION



340+

Live Attendees
Expected



5200+

Annual Web
Page Views



22%

Average Email
Open Rate



2%

Average Click
Through Rate

“ This is a must attend event for industry professionals. It's a great opportunity to meet new contacts and reconnect with those in your network. ”



“ It is a great opportunity to network with other people in the industry and to gather new ideas to take for our business. ”



**PAST ATTENDEES
INCLUDE:**

amika: Aloxxi.  ARMSTRONG McCALL
PROFESSIONAL BEAUTY SUPPLY Betty Dain CHAATONS LLC. bobit.  colortrak.

CONAIR  Cosmo Prof.
licensed to create.  davines
beauty + sustainability EST. 1938 DENMAN®  FLOYD'S
BARBERSHOP  green circle
SALONS

 INNERSENSE ORGANIC HAIR CARE KEVIN.MURPHY K18
BIOMIMETIC
HAIRSCIENCE  Living proof.® Meevo®
POWERED BY MILLENNIUM Milady.

 MINERVA MOROCCANOIL.  NEILL OLAPLEX PAUL
MITCHELL. PERFECT

PRAVANA®  PREMIER
BEAUTY Qnity  Radiance
HOLDINGS REDKEN
5TH AVENUE NYC SALLY BEAUTY
HOLDINGS, INC.

 SalonCentric  SalonInteractive SAM VILLA®  schedulicity

SUMMER FRIDAYS  SWEIS INC TRICOCI
SALON | SPA ULTA®
BEAUTY WAHL®
PROFESSIONAL WELLA
COMPANY

SPONSORSHIP OPPORTUNITIES



Attended by c-suite manufacturers, distributors and top salon owners, the PBA Executive Summit is a mix of networking and content to unite and move our industry forward. An Executive Summit sponsorship is the best way to get your brand in front of this elite group of industry leaders and support this important industry event!



SOLD OUT!

EXECUTIVE SUMMIT **WELCOME RECEPTION** SPONSOR

NOVEMBER 11, 2024

Showcase your brand as a part of the hosted opening networking reception and share your message with attendees through a variety of touchpoints.

- Recognition on Executive Summit website and emails as a sponsor
- Company logo on welcome reception signage
- Sponsor recognition from main stage
- Reserved preferred seating - invite guests to join you at your reserved table for 8 in the general session
- Logo on printed agendas
- Opportunity to provide a flyer or product on the tables at the general session
- Early access to the attendee list

\$5,000

4 OPPORTUNITIES AVAILABLE

Contact us for Visionary Member Pricing



SOLD OUT!

EXECUTIVE SUMMIT **BREAKFAST OR LUNCH** SPONSOR

NOVEMBER 11-12, 2024

Sponsor a breakfast or lunch networking meal!

- Recognition on Executive Summit website and emails as a sponsor
- Company logo on breakfast or lunch signage
- Reserved seating - invite guests to join you at your company table of 10 for breakfast or lunch
- Opportunity to place an 8.5" x 11" promotional stand on each table at breakfast or lunch.
- Sponsor recognition from main stage
- Logo on printed agendas
- Opportunity to provide a flyer or product on the tables at the general session
- Early access to the attendee list

\$5,000

**BREAKFAST OR LUNCH EXCLUSIVE -
2 OPPORTUNITIES AVAILABLE**

Contact us for Visionary Member Pricing



SOLD OUT!

EXECUTIVE SUMMIT **BREAK SPONSOR**

NOVEMBER 12, 2024

Sponsor the two beverage breaks during the Executive Summit.

- Recognition on Executive Summit website and emails as a sponsor
- Company logo on break signage
- Sponsor recognition from main stage
- Logo on printed agendas
- Opportunity to have company information / table display in the foyer during breaks
- Early access to the attendee list

\$3,500

4 OPPORTUNITIES AVAILABLE

Contact us for Visionary Member Pricing



SOLD OUT!

EXECUTIVE SUMMIT **CLOSING RECEPTION** SPONSOR

NOVEMBER 12, 2024

Be a part of the hosted closing networking reception!

- Recognition on Executive Summit website and emails as a sponsor
- Company logo on closing reception signage
- Sponsor recognition from main stage
- Reserved preferred seating - invite guests to join you at your reserved table for 8 in the general session
- Logo on printed agendas
- Opportunity to provide a flyer or product on the tables at the general session
- Early access to the attendee list

\$4,000

4 OPPORTUNITIES AVAILABLE

Contact us for Visionary Member Pricing



NEW!
**CONNECTIONS
& COLLECTIONS:
NETWORKING LUNCH &
CLASSIC CAR SHOWCASE**



EXECUTIVE SUMMIT CONNECTIONS & COLLECTIONS: NETWORKING LUNCH & CLASSIC CAR SHOWCASE SPONSOR

Industry leaders can add more to their Executive Summit experience by attending the Connections & Collections lunch on Monday, November 11. This optional activity takes place at a **unique, private museum** offering a world-class automobile collection along with displays of rare antiques, memorabilia and custom designed jewelry. Lunch, cocktails, camaraderie and fabulous collections await!

- Sponsor recognition on Executive Summit website and emails
- Company logo on signage related to the event and networking lunch
- Opportunity to provide a branded, swag item to attendees
- Two tickets to attend the networking lunch

\$4,500

2 OPPORTUNITIES AVAILABLE

Contact us for Visionary Member Pricing

An aerial photograph of a golf course in a desert setting. The foreground shows a large, well-manicured green fairway with two prominent sand traps. The middle ground features a smaller green and more desert vegetation, including saguaros and yuccas. In the background, there are large boulders, more cacti, and distant mountains under a blue sky with light clouds. A semi-transparent teal box with rounded corners is overlaid on the right side of the image, containing the text 'PBA GOLF TOURNAMENT'.

**PBA GOLF
TOURNAMENT**



SOLD OUT!

PBA GOLF TOURNAMENT **PRESENTING SPONSOR**

Sponsor a relaxing morning of golf at the Arizona Biltmore.

- PBA Tournament presented by your company name
- Sponsorship recognition on all Executive Summit emails
- Company logo on golf signage
- Company recognition from main stage and logo on printed agendas
- Sponsor logo on sleeve of balls
- Your company representative can announce winners during the golf luncheon
- Two players included with sponsorship
- Opportunity to provide logo'd promotional item to golfers

\$5,000

1 OPPORTUNITY AVAILABLE



PBA GOLF TOURNAMENT **BEER HOLE** SPONSOR

- Includes beer provided with bartender at your hole
- Sponsor signage at hole
- GPS Signage in cart as they approach the hole
- Listed as sponsor in all Exec Summit golf tournament info

\$2,000

2 OPPORTUNITIES AVAILABLE



PBA GOLF TOURNAMENT **BEVERAGE CART** SPONSOR

- Signage on Beverage Cart
- Sponsor logo on drink tickets / snack ticket provided to players
- Listed as sponsor in all Exec Summit golf tournament info

\$3,000

1 OPPORTUNITY AVAILABLE



SOLD OUT!

PBA GOLF TOURNAMENT **LUNCH SPONSOR**

- Signage at Golf Lunch
- Option to provide swag item and promotional material on tables
- Sponsor logo on water bottles provided at start of tournament and lunch
- Listed as sponsor in all Exec Summit golf tournament info

\$2,500

1 OPPORTUNITY AVAILABLE



PBA GOLF TOURNAMENT **REGULAR HOLE** SPONSOR

- Sponsor signage at hole
- GPS Signage in cart as they approach the hole
- Listed as sponsor in all Exec Summit golf tournament info

\$500

17 OPPORTUNITIES AVAILABLE

SPECIAL THANKS TO OUR VISIONARY MEMBERS

VISIONARY ELITE



VISIONARY SELECT



VISIONARY PLUS



VISIONARY



Learn how our comprehensive Visionary Membership can help elevate your brand.

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