

**SPONSORSHIP**  
**OPPORTUNITIES**  
**2024 / 2025**



Professional  
Beauty  
Association

NONPROFIT • ADVOCACY • COMMUNITY



The North American Hairstyling Awards, known as NAHA, celebrates the works of talented hair artists in North America. The coveted NAHA award is a prestigious honor in the beauty industry. The Professional Beauty Association proudly recognizes these top artists.

# JUNE 1, 2025

ORLANDO | ALONGSIDE PREMIERE ORLANDO



## TARGET AUDIENCE:

Licensed professionals; stylists who are either independent, work in a salon or educate



## ESTIMATED SIZE OF EVENT:

Over **1,500** attendees



## ESTIMATED TOTAL DIGITAL REACH:

**500,000+**  
across channels



# PBA BEACON

AN ELITE PROGRAM FOR STUDENTS

PBA's Beacon is an elite program to provide top beauty industry students with the opportunity to gain career insights from beauty leaders and one-on-one networking with some of the top beauty influencers and beauty brands across the US.

## APRIL 5, - APRIL 7, 2025

CHICAGO | ALONGSIDE AMERICA'S BEAUTY SHOW

## MAY 31, - JUNE 2, 2025

ORLANDO | ALONGSIDE PREMIERE ORLANDO



### TARGET AUDIENCE:

Students or newly graduated licensed professionals



### ESTIMATED SIZE OF EVENT:

Exclusive, at approx.  
**180+** attendees



### ESTIMATED TOTAL DIGITAL REACH:

**500,000+** across channels  
**2,000+** schools/  
administrators





# PBA EXECUTIVE SUMMIT

The PBA Executive Summit is where manufacturers, distributors, salon & spa owners and industry leaders come together to connect and collaborate; utilizing consumer and salon insights, forecasting and visionary thought to unite, inspire, create change, and spark innovation.

## NOVEMBER 11-12, 2024

PHOENIX, ARIZONA

## NOVEMBER 2025



### TARGET AUDIENCE:

C-Suite executives and beauty industry decision makers



### ESTIMATED SIZE OF EVENT:

Approx. **350**



### ESTIMATED TOTAL DIGITAL REACH:

**~40,000**  
LinkedIn Followers





# **PBA** **SALON** **LEADERS EXPERIENCE**

The Salon Leaders Experience will bring the top salon owners and managers from across the country together for two days of leadership and business education, camaraderie and fun. Taking place in the vibrant city of Austin, this event will soon be the favorite of the industry.

## **FEBRUARY 16-17, 2025**

**AUSTIN, TEXAS**



### **TARGET AUDIENCE:**

Owners, managers, and  
leadership in salons  
across the US



### **ESTIMATED SIZE OF EVENT:**

Approx. **300**



### **ESTIMATED TOTAL DIGITAL REACH:**

**500,000+** across channels

**20,000+** salon owners  
& leaders

# SPECIAL THANKS TO OUR VISIONARY MEMBERS

## VISIONARY ELITE



## VISIONARY SELECT



## VISIONARY PLUS



## VISIONARY



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

CONTACT [JODY@PROBEAUTY.ORG](mailto:JODY@PROBEAUTY.ORG)

# INTERESTED IN SPONSORING?

Get in touch with us, and we're happy to discuss in more detail  
and determine the right opportunity for you!

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