

SPONSORSHIP
OPPORTUNITIES
2024 / 2025



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.

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

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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