

PBA **SALON**
LEADERS EXPERIENCE
**2025 SPONSORSHIP
OPPORTUNITIES**

JODY TYVELA | JODY@PROBEAUTY.ORG





FEBRUARY 16-17, 2025
AUSTIN, TX

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.

Produced by the Professional Beauty Association, the Salon Leaders Experience will be complemented by support from amazing industry partners through sponsorships. There are many opportunities to choose from depending on each company's objectives and desires. Contact the PBA staff below to discuss the sponsorship that is right for you.

JODY TYVELA | JODY@PROBEAUTY.ORG





SOLD OUT!

BREAKFAST

FEBRUARY 16 & 17

As one of the main networking opportunities of the day, get your company recognized as the breakfast sponsor.

AS THE BREAKFAST SPONSOR, YOU'LL RECEIVE:

- Breakfast sponsor signage prominent in the area – provided by the event
- App recognition
- Main Stage verbal and logo recognition and thank you
- Main Stage – A Pro Tip or Fun Fact supplied by you will be shown during Main Stage seating and breaks.
- Opportunity to provide a flyer or product at the breakfast tables.
- Recognition on the website and all attendee communications as an event sponsor
- One complimentary registration for the event

\$4,500

2 OPPORTUNITIES | ONE EACH DAY



SOLD OUT!

LUNCH

FEBRUARY 16 & 17

Between the morning general sessions and afternoon breakouts, lunch will be served in the foyer and outdoor spaces for all attendees.

AS THE LUNCH SPONSOR, YOU'LL RECEIVE:

- Lunch sponsor signage prominent in the area – provided by the event
- App recognition
- Main Stage verbal and logo recognition
- Main Stage – A Pro Tip or Fun Fact supplied by you will be shown during Main Stage seating and breaks.
- Opportunity to provide a flyer or product at the lunch tables.
- Recognition on the website and all attendee communications as an event sponsor
- One complimentary registration for the event

\$6,500

2 OPPORTUNITIES | ONE EACH DAY



SOLD!

HAPPY HOUR RECEPTION

FEBRUARY 17

To officially close out the event, our Salon Leaders Happy Hour takes place Monday afternoon for 1.5 hours.

AS THE SOLO SPONSOR FOR THIS ACTIVITY, YOU'LL RECEIVE:

- Happy Hour recognition signage prominent in the area - provided by the event
- Logo will be placed on the Happy Hour signage, you'll receive app recognition, logo'd beverage napkins, signature drink and you'll have an opportunity to set up a small display/experience (approximately 6' x 8' in size) during the happy hour. Ask about more details.
- One complimentary registration for the event

\$7,500

1 OPPORTUNITY



TASTE OF AUSTIN ROTATING RECEPTION

FEBRUARY 16

ADDITIONAL CHARGE FOR ATTENDEES

The kick-off social event of the conference is the Taste of Austin Rotating Reception. Attendees will jump on a bus and start at one of three amazing Austin establishments.

At each location they will have the opportunity to network with other salon professionals as well as the sponsor from that location. Then, when ready, attendees will move onto the next restaurant for more cocktails and appetizers. Each destination has a unique vibe, selection for sponsorship is on a first request basis:

SOLD

WANDERLUST – trendy wine bar with great outdoor patio space – charcuterie fare

MALVERDE – downtown, upper-level venue with amazing open-air space and latin food

COOPER'S BARBEQUE – suburban, authentic bbq in a rustic setting

CONTINUED ON NEXT PAGE >>>

TASTE OF AUSTIN ROTATING RECEPTION

FEBRUARY 16

ADDITIONAL CHARGE FOR ATTENDEES

Sponsors can also erect a fun, photo backdrop or experiential opportunity at their location!

They will also have event provided logo signage, beverage napkins with the sponsor logo, recognition on all emails and promotion about the reception and most of all get to sponsor an evening of fun and socializing.

- Reception sponsored logo signage
- Beverage napkins with logo or statement from sponsor
- App advertising and recognition
- Main Stage Recognition as reception sponsor both days, including recap photos
- Main Stage – A Pro Tip or Fun Fact supplied by you will be shown during Main Stage seating and breaks.
- Recognition on the website and all attendee communications as an event sponsor
- Two complimentary registrations to the Taste of Austin reception

\$5,000 PER LOCATION

2 OPPORTUNITIES





SOLD OUT!

RELAX & REBOOT LOUNGE

Throughout the event, a luxury lounge area will be fully accessible to attendees. This space will serve as a networking lounge, space to reboot and also one to have a little pampering and fun. The lounge will include shoulder and neck massage stations available free of charge to attendees, as well as soft furniture and flavored water refreshments.

AS THE LOUNGE SPONSOR, YOU'LL RECEIVE:

- Presented by naming rights
- Logo signage provided in the area
- App recognition and advertising
- One dedicated email promotion to attendees
- Main Stage Recognition as reception sponsor both days, including recap photos
- Main Stage – A Pro Tip or Fun Fact supplied by you will be shown during Main Stage seating and breaks.
- Option to set up a company experiential area in the lounge (approximately 8' x 8' in size).
- One complimentary registration for the event

\$5,000 or \$10,000

2 OPPORTUNITIES

EXCLUSIVE SPONSORSHIP AT \$10,000



POLISH CHANGE STATIONS

At the lounge, there will be two nail tech stations set up to perform quick polish changes for those busy salon professionals who need a quick refresh. The sponsor of the polish stations will receive signage, can choose or provide the polish colors and will be promoted throughout the app.

\$3,500

1 OPPORTUNITY

BICYCLE SMOOTHIE BLENDER

At the lounge, there is an opportunity to sponsor the Bicycle Smoothie station. This fun, turn-key, interactive area has two bicycles with blenders attached to the handlebars. After an attendee loads their smoothie ingredients, they cycle for about a minute and watch the blender make their very own smoothie. Sponsors receive logo signage, app recognition and advertising, main stage recognition, logo'd smoothie cups for attendees and the option to have a representative on site (comp ticket) to enjoy the fun! Contact us for more information and pictures.

\$6,000

1 OPPORTUNITY



WELLNESS STATION PRODUCT SPONSOR

Wellness Stations are located around the general session and breakout areas and feature products that attendees may like to relieve a headache, freshen up or that you would like to expose them to. Sample products or full size bottles of lotion, sanitizer, tissues, candies etc are acceptable. Sponsors receive logo signage on wellness station, product exposure to the attendees and app/website recognition.

\$2,000 + product donation

3 OPPORTUNITIES

PHOTO OPP EXPERIENTIAL

Be the official sponsor of the event photos! The manned, ring roamer camera will make an appearance throughout the event and during all of the high activity times and as the sponsor your logo will be included on all of the photos and boomerang videos sent to attendees via their phone. You will also be recognized from main stage and through the event app/website as a sponsor and get one complimentary registration for the event.

[Contact us for more information.](#)

\$5,000

1 OPPORTUNITY



SOLD OUT!

INTERACTIVE WORKBOOK SPONSOR

AS THE WORKBOOK SPONSOR, YOU'LL RECEIVE:

- EXCLUSIVE SPONSOR OF SALON LEADERS EXPERIENCE WORKBOOKS
- LOGO ON WORKBOOK
- OPPORTUNITY TO PROVIDE PRINT-READY CONTENT/AD IN WORKBOOK, UP TO 4 PAGES OR TWO FULL-PAGE SPREADS

\$5,000

1 OPPORTUNITY



UPLIFTING AND FUNNY RESTROOM CLINGS

Let your company be responsible for some positive vibes and words of affirmation or humor during an attendee's stop in the restroom. Mirror clings showcasing sayings like "Here's looking at you gorgeous!" and "You look marvelous, now get out there!" will be sponsored by your company. One opportunity will allow clings into the lower level men's and women's restrooms. Your company will also be showcased on the event app and website as an event sponsor!

\$3,500

1 OPPORTUNITY

WELLNESS WALK SPONSOR

SOLD!

An optional activity for attendees will be the Wellness Walk on Monday morning around the Austin Lake located adjacent to the hotel. Sponsors will get signage, recognition on the app and website, app advertising and the option to provide a complimentary logo item to participants. Plus a free event registration is included with the sponsorship.

\$3,500

1 OPPORTUNITY



SOLD!

HOTEL KEY CARDS

As the Hotel Key Card sponsor you will get your logo and design on the keycards of all event attendees. They will recognize and appreciate your support every time they enter their rooms.

AS THE KEY CARD SPONSOR, YOU'LL RECEIVE:

- Your logo and design on the hotel keycards for attendees
- App recognition
- Main stage - A Pro Tip or Fun Fact supplied by you will be shown during Main Stage seating and breaks.
- Recognition on the website and all attendee emails as an event sponsor
- One complimentary registration for the event

\$5,000

1 OPPORTUNITY



HOTEL TV CHANNEL MESSAGING

The pre-programmed default channel of attendee's televisions will be the Salon Leaders Experience Channel.

AS THE PARTICIPATION CHANNEL SPONSOR, YOU'LL RECEIVE:

- A 30 second video slot to be shown on the channel that loops in attendees rooms upon arrival and turning the televisions on.
- App recognition
- Recognition on the website and all attendee emails as an event sponsor

\$3,500

5 OPPORTUNITIES



ADD ON A LOBBY COLUMN CLING TO ANY SPONSORSHIP

As a sponsor of any of the Salon Leader Experience opportunities valued at \$4,000 or more, you can add on one of the seven opportunities to sponsor a custom cling wrapped column in the Hyatt Austin lobby for \$4,000. Ask us for pictures and more information.

\$4,000

7 OPPORTUNITIES | EXCLUSIVE & LIMITED

EMAILS TO SALON LEADER EXPERIENCE ATTENDEES

Reach attendees prior to engaging with them on-site. As we approach the event date, each sponsor will receive one dedicated email to event attendees. Content is provided by the sponsor but must be approved by PBA.

\$2,500

4 OPPORTUNITIES | LIMIT 1 SPONSOR EMAIL PER WEEK

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

PBA **SALON**
LEADERS EXPERIENCE

JODY TYVELA | JODY@PROBEAUTY.ORG

PROBEAUTY.ORG