

**PBA** EXECUTIVE  
**SUMMIT**

NOVEMBER 17-18  
**2025**

ARIZONA BILTMORE | PHOENIX, ARIZONA

SPONSORSHIP OPPORTUNITIES

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



# 2025 EXECUTIVE SUMMIT

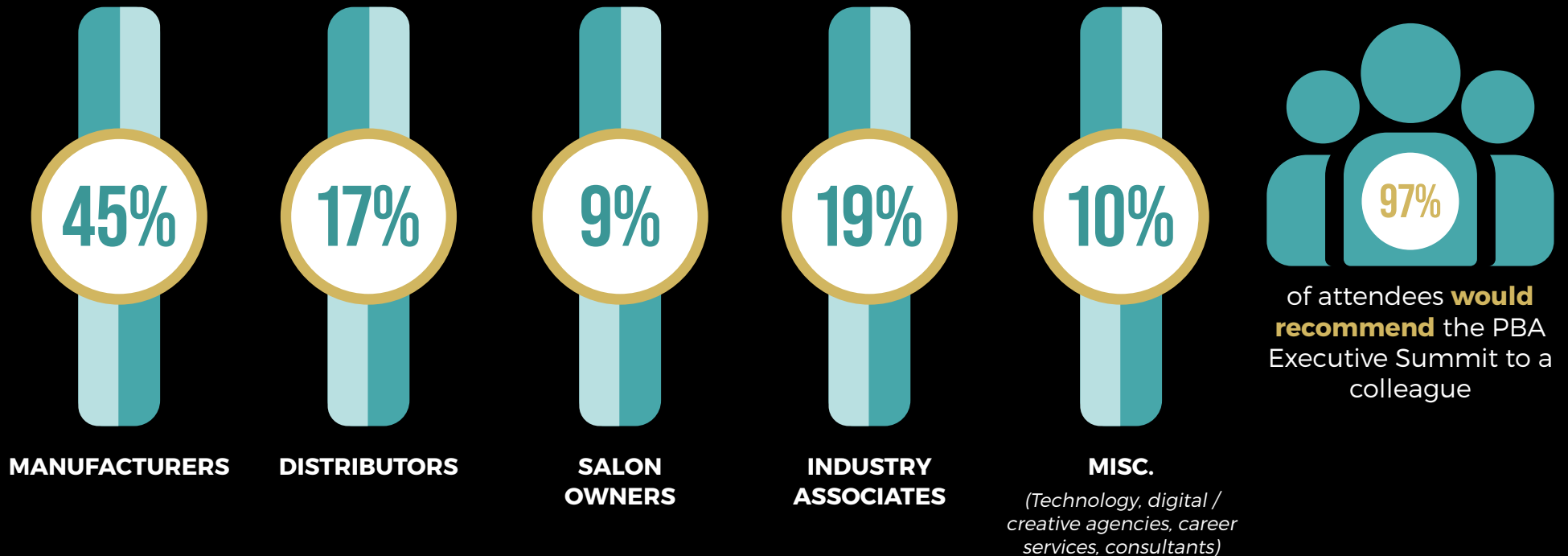


The annual PBA event that brings beauty industry leaders together for connections, thought provoking keynote presentations and data insights.



# WHO ATTENDS EXECUTIVE SUMMIT?

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



## MARKETING & PROMOTION



**350**

Live Attendees



**5200+**

Annual Web Page Views



**34%**

Average Email Open Rate



**6%**

Average Click Through Rate

“The Executive Summit as a first-time attendee was perfect. It is informative and energizing and a great way to head into 2025!”

“The distributors and manufacturers had access to very key information that is invaluable, and as a salon owner, I also gained a ton of insight into helping grow my team!”

# PAST ATTENDEES INCLUDE:

ALFAPARF  
MILANO

Aloxxi

amika:

AVEDA  
THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

B  
BEAUTY  
BY IMAGINATION

BIG  
BEAUTY  
INDUSTRY  
GROUP

BEAUTYNOVA

BettyDain  
CREATIONS, INC.

bobit

CONAIR

Cosmo Prof.  
licensed to create.

davines  
beauty + sustainability

EST. 1938  
DENMAN  
professional

greencircle  
SALONS

Henkel

KaO  
SALON DIVISION

KEVIN.MURPHY

K18  
BIOMIMETIC  
HAIRSCIENCE

Living proof.

L'ORÉAL  
PROFESSIONAL PRODUCTS

Meevo  
POWERED BY MILLENNIUM

Milady

M  
MINERVA

MOROCCANOIL

NEILL

OLAPLEX

PAUL  
MITCHELL

Phorest

SALLYBEAUTY  
HOLDINGS, INC.

SalonCentric

SalonInteractive

salon  
service group

SALON  
SERVICES

SAM VILLA

SUMMER  
FRIDAYS

SWEIS INC

TRICOCI  
SALON | SPA

ULTA  
BEAUTY

WELLA  
COMPANY



# 2025

## 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!



**ONLY 2 LEFT!**

## **EXECUTIVE SUMMIT WELCOME RECEPTION SPONSOR**

**NOVEMBER 17, 2025**

The Welcome Reception is the official kick-off to the Summit and a great avenue for showing your brand's support.

- 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 on the tables at the general session
- Early access to the attendee list

**\$7,500**

**4 OPPORTUNITIES AVAILABLE**

**ORDER DEADLINE: SEPTEMBER 1, 2025**

Contact us for Visionary Member Pricing



# EXECUTIVE SUMMIT BREAKFAST SPONSOR

**NOVEMBER 18, 2025**

Show your support by being the exclusive sponsor for the Executive Summit breakfast!

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

**\$7,000**

**1 OPPORTUNITY AVAILABLE**

**ORDER DEADLINE: SEPTEMBER 1, 2025**

Contact us for Visionary Member Pricing



# EXECUTIVE SUMMIT LUNCH SPONSOR

**NOVEMBER 18, 2025**

Show your support by being the exclusive sponsor for the Executive Summit lunch!

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

**\$7,000**

**1 OPPORTUNITY AVAILABLE**

**ORDER DEADLINE: SEPTEMBER 1, 2025**

Contact us for Visionary Member Pricing





**ONLY 2 LEFT!**

## EXECUTIVE SUMMIT **BREAK SPONSOR**

**NOVEMBER 18, 2025**

Sponsor the morning beverage break 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 set up company information on a cocktail table during the break
- Early access to the attendee list

**\$5,000**

**3 OPPORTUNITIES AVAILABLE**

**ORDER DEADLINE: SEPTEMBER 1, 2025**

Contact us for Visionary Member Pricing



**ONLY 3 LEFT!**

## EXECUTIVE SUMMIT **CLOSING RECEPTION** SPONSOR

**NOVEMBER 18, 2025**

The closing reception is the final networking event of the Executive Summit. Featuring a hosted, full bar and appetizers, your brand will leave an impression.

- 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 on the tables at the general session
- Early access to the attendee list

**\$6,500**

**4 OPPORTUNITIES AVAILABLE**

**ORDER DEADLINE: SEPTEMBER 1, 2025**

Contact us for Visionary Member Pricing

# **ADDITIONAL NETWORKING ACTIVITIES**

**DURING THE EXECUTIVE SUMMIT,  
PLUS, MORE SPONSORSHIP  
OPPORTUNITIES**

Answering the call for more networking time during the Executive Summit, industry leaders can choose to attend these optional activities on Monday, November 17.



# EXECUTIVE SUMMIT NETWORKING WINE/ LUNCH EVENT SPONSOR

There is always a need for more networking! On Monday, November 17, the PBA will have an optional networking wine or lunch event at or near the Biltmore Resort.

Options are still being worked on for 2025, so check back for details soon.

This is a great sponsorship opportunity to get your brand noticed and to show your support for the industry.

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

## \$3,500

**2 OPPORTUNITIES AVAILABLE**

**ORDER DEADLINE: SEPTEMBER 1, 2025**

Contact us for Visionary Member Pricing



# 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

## \$4,500

**1 OPPORTUNITY AVAILABLE**

**ORDER DEADLINE: SEPTEMBER 1, 2025**



# PBA GOLF TOURNAMENT BEER HOLE SPONSOR

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- 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**

**ORDER DEADLINE: SEPTEMBER 1, 2025**



# 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

**\$1,500**

**1 OPPORTUNITY AVAILABLE**

**ORDER DEADLINE: SEPTEMBER 1, 2025**



# PBA GOLF TOURNAMENT LUNCH SPONSOR

- Signage at Golf Lunch
- Option to provide swag item and promotional material on tables
- Listed as sponsor in all Exec Summit golf tournament info
- Two guests can join golfers at the lunch

**\$2,000**

**1 OPPORTUNITY AVAILABLE**

**ORDER DEADLINE: SEPTEMBER 1, 2025**





# PBA GOLF TOURNAMENT REGULAR HOLE SPONSOR

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- Sponsor signage at hole
  - GPS Signage in cart as they approach the hole
  - Listed as sponsor in all Exec Summit golf tournament info
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**\$500**

**17 OPPORTUNITIES AVAILABLE**

**ORDER DEADLINE: SEPTEMBER 1, 2025**



## EXECUTIVE SUMMIT GROUP, GUIDED HIKE

Anyone with a love for the outdoors can opt to join a group, guided hike on Monday afternoon. Take in the beautiful Arizona desert while socializing with industry peers for a 2 hour hike.

- 2 hikers from your company included
- Sponsorship recognition on all Executive Summit emails
- Recognition from general session as the hike sponsor
- Logo on event agenda
- Logo and thank you on all hike activity emails

# \$2,500

**1 OPPORTUNITY AVAILABLE**

**ORDER DEADLINE: SEPTEMBER 1, 2025**

# 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)

The logo features the letters 'PBA' in a bold, sans-serif font inside a white speech bubble shape. To the right of this, the word 'EXECUTIVE' is written in a smaller, all-caps, sans-serif font above the word 'SUMMIT', which is in a larger, bold, all-caps, sans-serif font. The entire logo is white and set against a dark grey background with a subtle geometric pattern.

**PBA** EXECUTIVE  
**SUMMIT**

PBA BUSINESS MEMBERS,  
CONTACT **MARISSA ROSS**  
**MARISSA@PROBEAUTY.ORG**

PBA VISIONARY MEMBERS,  
CONTACT **JODY TYVELA**  
**JODY@PROBEAUTY.ORG**

**PROBEAUTY.ORG/EXECUTIVE-SUMMIT**