

PBA EXECUTIVE
SUMMIT

NOVEMBER 17-18
2025

ARIZONA BILTMORE | PHOENIX, ARIZONA

SPONSORSHIP OPPORTUNITIES

JODY@PROBEAUTY.ORG



2025 EXECUTIVE SUMMIT

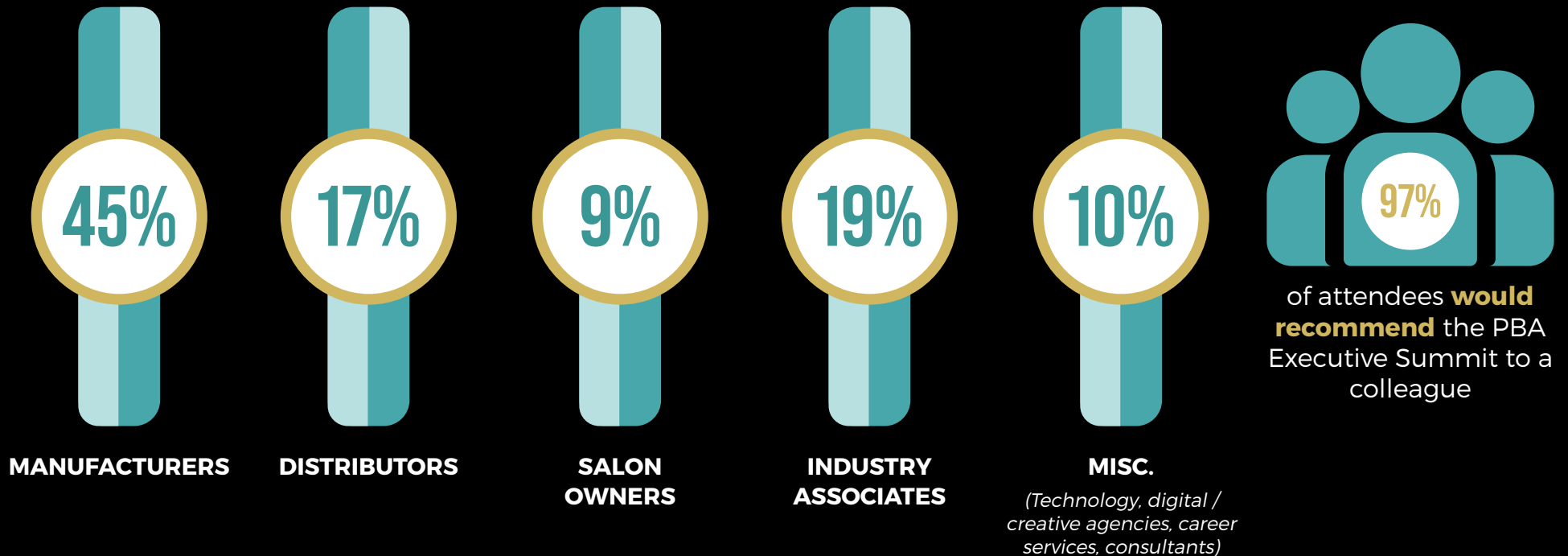


The annual PBA event that brings beauty industry leaders together for connections, thought provoking keynote presentations and data insights.



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

Betty Dain
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



SOLD OUT!

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

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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

- 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

- 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

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

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, spaced-out, uppercase font above the word 'SUMMIT', which is in a large, bold, sans-serif font.

PBA EXECUTIVE
SUMMIT

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

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

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