



**PBA** EXECUTIVE  
**SUMMIT**

LEAD BEYOND LIMITS - Ignite Your Impact.

NOVEMBER 17-18  
**2025**

ARIZONA BILTMORE | PHOENIX, ARIZONA

**SPONSORSHIP  
OPPORTUNITIES**

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





# 2025

**PBA** EXECUTIVE  
**SUMMIT**

**LEAD BEYOND LIMITS** - Ignite Your Impact.

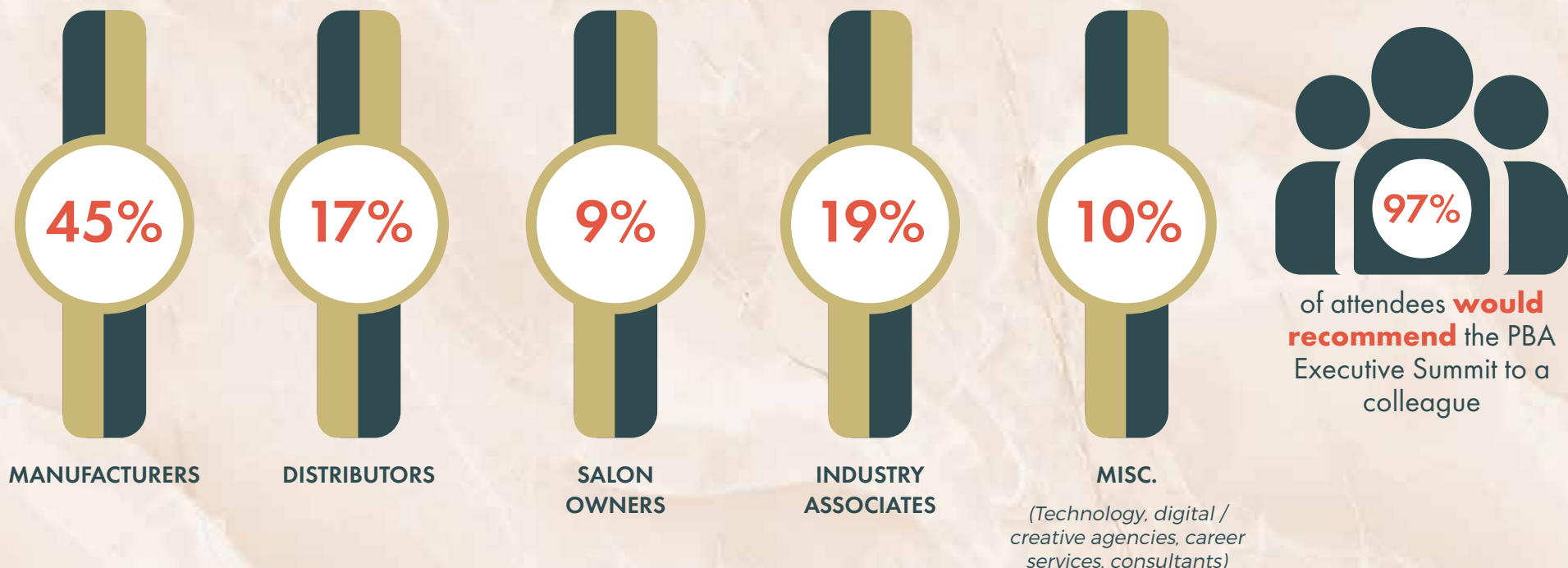


The annual PBA event that brings beauty industry leaders together for connections, thought provoking keynote presentations and data insights.



# 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

Bethy Dain  
CREATIVES LLC.

bobit

CONAIR

Cosmo Prof.  
licensed to create.

davines  
beauty + sustainability

EST. 1958  
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!

A photograph of two women standing side-by-side, smiling. The woman on the left has dark hair and is wearing a dark red lace dress. The woman on the right has blonde hair and is wearing a colorful floral dress. Both are wearing lanyards with badges. The background features a large yellow circle and abstract geometric shapes in blue and purple.

# 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



# SOLD OUT!

## 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 NETWORK 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
-



# 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, colored gold, enclosed within a dark blue speech bubble shape. To the right of this, the word 'EXECUTIVE' is written in a smaller, dark blue, all-caps sans-serif font. Below 'EXECUTIVE', the word 'SUMMIT' is written in a large, dark blue, all-caps sans-serif font. The entire logo is centered on a horizontal band with a wood-grain texture.

# 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](https://probeauty.org/executive-summit)**