



**PBA** EXECUTIVE  
**SUMMIT**

LEAD BEYOND LIMITS - Ignite Your Impact.

NOVEMBER 17-18  
**2025**

ARIZONA BILTMORE | PHOENIX, ARIZONA

**SPONSORSHIP  
OPPORTUNITIES**

**JODY@PROBEAUTY.ORG**





# 2025

**PBA** EXECUTIVE  
**SUMMIT**

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

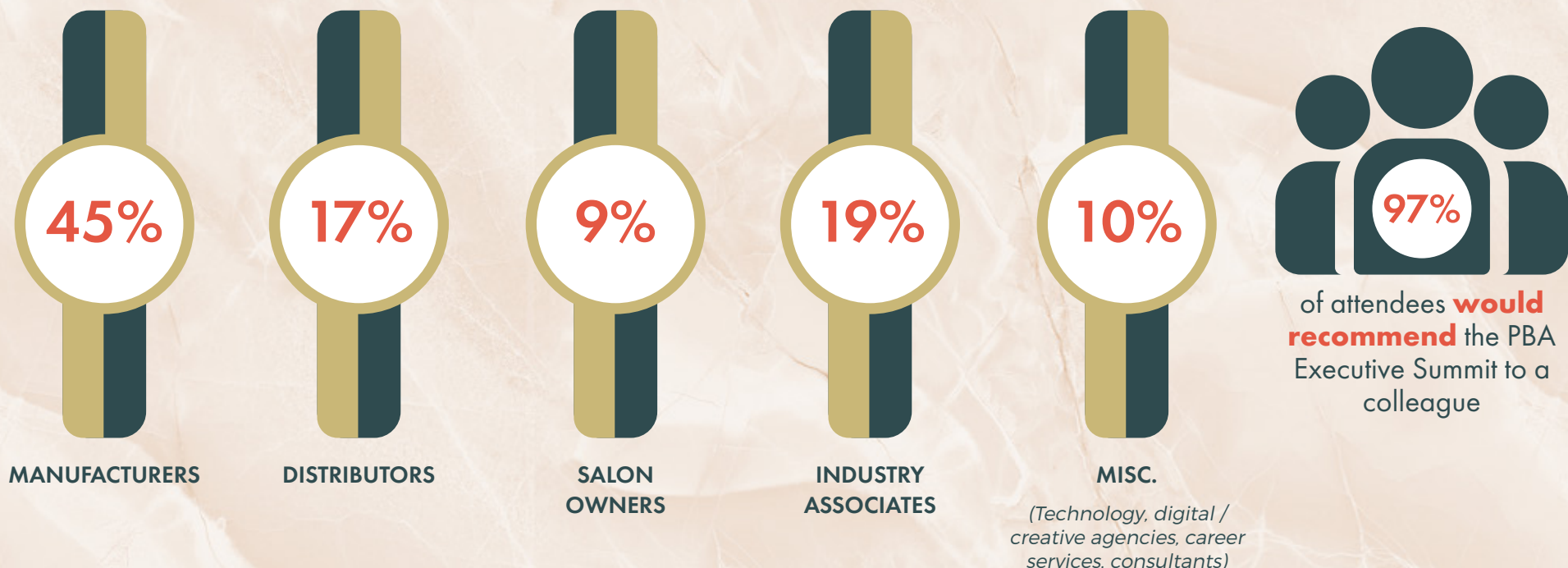


The annual PBA event that brings  
beauty industry leaders together for  
connections, thought provoking keynote  
presentations and data insights.



# 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

Betty Dain  
CREATIONS LLC.

CONAIR

Cosmo Prof.  
licensed to create.

davines  
beauty + sustainability

EST. 1958  
DENMAN  
professional

green circle  
SALONS

Henkel

KaO  
SALON DIVISION

KEVIN.MURPHY

K18  
BIOMIMETIC  
HAIRSCIENCE

Living proof.

L'ORÉAL  
PROFESSIONAL PRODUCTS

Meevo  
POWERED BY MILLENNIUM

Milady.

M  
MINERVA

MODERN  
SALON

MOROCCANOIL.

NEILL

OLAPLEX

PAUL  
MITCHELL

Phorest

SALLY BEAUTY  
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!



# SOLD OUT!

## 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 PRODUCT OR FLYER IN EVENT SWAG BAG
- 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 PRODUCT OR FLYER IN EVENT SWAG BAG
- 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 PRODUCT OR FLYER IN EVENT SWAG BAG
- 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 PRODUCT OR FLYER IN EVENT SWAG BAG
- 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 BILTMORE WINE & HISTORY TOUR SPONSOR

**NOVEMBER 17, 2025**

Executive Summit attendees will join together for a guided history and wine tour featuring hidden rooms, iconic spaces, curated bites, and expert story-telling—all paired with exceptional wines.

- SIGNAGE AT CHECK-IN
- COMPANY LOGO ON NAPKINS AT REFRESHMENT STOPS
- SPONSOR LOGO AND MENTION ON ALL WINE TOUR COMMUNICATIONS
- SPONSOR LOGO ON ON-SITE SIGNAGE
- OPPORTUNITY TO PROVIDE A SWAG ITEM

**\$4,000**

**4 OPPORTUNITIES AVAILABLE**

**ORDER DEADLINE: SEPTEMBER 1, 2025**

Contact us for Visionary Member Pricing



# 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 for the PBA Executive Summit. It features the letters 'PBA' in a bold, sans-serif font inside a dark blue speech bubble. To the right of the speech bubble, 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 set against a light brown, wood-grain textured background.

# 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)**