

2026 PBA NAHA Media & Content Policy

Professional Beauty Association (PBA)

Last updated: January 26, 2026

Applies to

All credentialed media, photographers, videographers, influencers, creators, sponsor/brand content teams, and any other individuals or entities producing content (“Content Creators”) at the Professional Beauty Association’s (PBA) North American Hairstyling Awards (NAHA) and any related PBA/NAHA activities (“Event”).

By applying for, accepting, or using PBA NAHA media or creator credentials, you agree to be bound by this Policy.

This Policy is intended to support a safe, respectful, and high-quality experience for all PBA NAHA participants while enabling meaningful media and creator coverage.

1. Purpose & Scope

This Policy is intended to:

- Protect the integrity, safety, and experience of the PBA NAHA event.
- Clarify how Content Creators may capture, use, and distribute content.
- Ensure consistent, accurate representation of the NAHA and PBA brands.
- Balance access for media and creators with the needs of finalists, winners, talent, sponsors, and attendees.

This Policy applies to:

- All coverage of PBA NAHA on-site and at officially associated events or activations.
- All forms of content creation, including but not limited to photo, video, audio, livestreams, social media posts, short-form video, long-form video, and written or online editorial.

2. Credential Types & Eligibility

PBA may issue different types of credentials, including but not limited to:

- **Editorial Media Credentials**
For accredited trade and consumer media, including print, digital, broadcast, and radio outlets.
- **Creator / Influencer Credentials**
For independent or networked creators, influencers, and digital publishers whose primary distribution is through social platforms or personal channels.
- **Sponsor / Brand Content Credentials**
For staff and contracted teams creating content for PBA NAHA sponsors, brand partners, and exhibitors.
- **Photography / Video Access Credentials**
For professional photo and video personnel whose primary role is image capture.

PBA reserves the right to determine eligibility, credential type, access level, and approval or denial at its sole discretion.

3. Credential Use & Identification

- **Non-Transferable:** Credentials are issued to a specific individual and may not be shared, lent, or transferred.
- **ID Requirement:** A government-issued photo ID may be required at any time to verify identity.
- **Property of PBA:** All credentials remain the property of PBA and must be surrendered upon request.
- **Revocation:** PBA may revoke credentials and remove any individual from the Event at its sole discretion, including but not limited to violation of this Policy, other Event rules, or on-site instructions.

Each individual member of a team (photographers, videographers, producers, assistants, etc.) must be individually credentialed to access restricted media areas.

4. Access Areas & Restrictions

Access is determined by credential type and capacity constraints and may include:

- Red carpet or step-and-repeat areas
- Media risers or designated photo and video positions
- Winners' Lounge, press rooms, or sponsor interview spaces
- Select backstage or behind-the-scenes areas
- Show seating and or designated camera positions inside the show

PBA may:

- Limit the number of people in any area at any time.
- Rotate access, including timed or pooled coverage.

- Reassign or restrict access areas without prior notice for safety, production, or operational reasons.

Uncredentialed guests, friends, or crew are not permitted in media zones, backstage areas, Winners' Lounge, or other restricted spaces.

5. Live Streaming & Real-Time Coverage

To protect the integrity of PBA NAHA's official broadcast:

- **Credentialed media, creators, and content teams may not livestream, broadcast, or otherwise provide continuous real-time coverage of the PBA NAHA show program or award presentations from inside the show venue.**

This includes live streams on Instagram, TikTok, Facebook, YouTube, Twitch, or any other platform that would reasonably substitute for, replicate, or compete with PBA NAHA's official livestream or broadcast coverage.

- Limited real-time, short-clip posting (such as brief Stories, Reels, or TikToks) from certain areas may be allowed at PBA's discretion, provided it does not substitute for or compete with the official broadcast and complies with staff instructions.
- Live streaming from non-show areas (such as pre-show red carpet or general lobby spaces) may be allowed at PBA's discretion, provided it does not obstruct traffic, create safety concerns, or conflict with exclusive coverage arrangements.

PBA and/or its broadcast partners retain sole authority to determine what constitutes competing live or real-time coverage.

6. Content Capture: Photo, Video & Audio

Content Creators may capture content subject to the following conditions:

- All directions from PBA staff, security, and venue personnel must be followed.
- Content capture must not block aisles or exits, or interfere with production, show elements, or the attendee experience.
- Use of tripods, monopods, lighting rigs, or other equipment may be limited or prohibited in certain areas.
- Drones or other unmanned aerial systems are not permitted unless expressly authorized in writing by PBA and the venue.

PBA may enforce quiet zones, no-flash requirements, or time-limited capture in certain spaces.

7. Use of NAHA & PBA Brand Elements

- Logos, event marks, show key art, and other brand assets may only be used in accordance with PBA brand guidelines and solely for editorial or approved promotional coverage of PBA NAHA.
- Use of NAHA or PBA marks must not imply sponsorship, endorsement, or official partnership unless a formal agreement exists.
- Sponsors and brand partners must comply with their separate agreements with PBA in addition to this Policy.

PBA may require correction, modification, or removal of content that misuses its intellectual property.

8. Content Use: Editorial, Social & Commercial

8.1 Editorial & News Coverage

Accredited press and independent creators may use content captured at PBA NAHA for editorial, informational, or news coverage related to the Event and the professional beauty industry.

Content should accurately represent PBA NAHA, finalists, winners, sponsors, and participants, and must not be edited in a way that is intentionally misleading or defamatory.

8.2 Social & Creator Use

Influencers and creators may publish content on their owned channels, including social platforms, websites, and newsletters, as part of their PBA NAHA coverage.

Sponsored creator content may not use Event footage, logos, or likenesses in a manner that constitutes paid advertising, brand promotion, or other commercial use without separate written approval as outlined in Section 8.3.

Sponsored posts and paid partnerships must comply with all FTC disclosure requirements and applicable platform rules, including clear and conspicuous use of #ad or #sponsored where appropriate.

8.3 Commercial & Advertising Use

Use of PBA NAHA content, including images, logos, video, or likenesses of finalists, winners, or talent, in paid advertising, brand campaigns, product packaging, or other commercial materials requires separate, written permission from PBA and, where applicable, the individuals featured.

Sponsors must follow the terms of their sponsorship agreements regarding the use of PBA NAHA marks and footage.

PBA may request removal or modification of content that infringes rights, violates privacy, or misrepresents the Event or its participants.

9. Privacy, Consent & Respect

Content Creators must:

- Respect all clearly marked no-photography zones and comply with instructions when individuals request not to be filmed or photographed in non-public contexts.
- Exercise sensitivity in backstage or private areas, including dressing rooms, prep areas, and restrooms. Recording in restrooms or similar spaces is prohibited at all times.
- Avoid capturing minors as the primary subject of content, unless part of a public audience setting or with parent or guardian consent, where reasonably practical.

Harassment, aggressive behavior, or intrusive filming that makes participants uncomfortable is grounds for immediate credential revocation.

10. Official PBA NAHA Coverage & Content Rights

PBA and its authorized partners will be capturing photo, video, and audio at PBA NAHA. By entering the Event, you acknowledge and agree that:

- You may be photographed, filmed, or recorded, and your name, image, and likeness may be used in Event coverage, broadcasts, livestreams, archival materials, promotional content, and other PBA initiatives without further approval or compensation, subject to applicable law.
- PBA may use any content you voluntarily share with PBA, including tagging NAHA or PBA or submitting content for potential reposting, on its own channels with appropriate credit where feasible.

11. Compliance, Violations & Remedies

PBA may, in its sole discretion:

- Issue verbal or written warnings.
- Modify or limit access level or movement on site.
- Revoke credentials and escort individuals from the venue without refund.
- Restrict or deny future credentialing requests.

PBA may also request removal, editing, or clarification of published content that:

- Violates this Policy or other Event rules.
- Infringes intellectual property or privacy rights.

- Poses safety, security, or reputational risks, including material misrepresentation of the Event, participants, or official proceedings.

12. Modifications to This Policy

PBA may update or modify this Policy at any time. The most current version will be posted at probeauty.org. Material changes may be communicated via email to approved credential holders where feasible.

13. Contact

Questions regarding this Policy or PBA NAHA media credentials:

Email: press@probeauty.org

Website: probeauty.org