



# PBA EXECUTIVE SUMMIT

## ONE INDUSTRY: **ALIGNED**

*Protecting Our Industry. Leading What's Next.*



# SPONSORSHIP OPPORTUNITIES

## NOVEMBER 16-17, 2026

ARIZONA BILTMORE | PHOENIX, ARIZONA



## 2026 PBA EXECUTIVE SUMMIT

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# PBA EXECUTIVE SUMMIT

## ONE INDUSTRY: **ALIGNED**

*Protecting Our Industry. Leading What's Next.*



The professional beauty industry has never been more interconnected or more challenged. Rapid innovation, shifting consumer expectations, evolving business models, and increasing pressure on the professional channel have created a moment that demands more than individual success. It demands collective leadership.

Our greatest opportunities and our greatest challenges are not ours to solve alone. The future of professional beauty will be shaped by an industry willing to come together around shared priorities, shared responsibility, and a shared vision for what's possible.



At the PBA Executive Summit, leaders from across manufacturing, distribution, salon ownership, and industry services gather to explore the issues that matter most, strengthen the professional channel, and identify opportunities for growth and innovation. More than a gathering of executives, it is a forum for meaningful dialogue, strategic collaboration, and collective action.

This year's theme, One Industry: Aligned, recognizes a simple truth: our greatest strength lies not in individual sectors, but in how we work together. When manufacturers, distributors, salon owners, and industry partners align around a common purpose, we create a stronger, more resilient future for professional beauty.

Because when our industry moves in the same direction, we don't just respond to what's next.

## **WE DEFINE IT.**



# 2026-2027 PBA BOARD OF DIRECTORS & ADVISORY COUNCIL

Your sponsorship puts you in direct contact with the industry's most influential leaders.

## BOARD OF DIRECTORS

### ALEX COHN, CHAIR

Premier Beauty Supply

### JASON YATES, VICE CHAIR

John Paul Mitchell Systems

### SHELBY MICHAELIS, TREASURER

Salon Service Group

### BONNIE CONTE

Avalon Salon Spa

### JOHN CUTRONE

Innersence Organic Beauty

### JANAE DAVIS

Salon Janae

### JAY ELARAR

Moroccanoil

### BRANDON HUTCHINS

Beauty Industry Group

### CHET POPE

27 The Salon

### STEVEN PORTER

Steven Porter Hair

## ADVISORY COUNCIL

### MANUFACTURER MEMBERS

BETH CARSON, Sam Villa

JULIE FORTIER, L'Oreal Professional

GIOVANNI PICONE, Alfaparf

---

### SALON/SPA MEMBERS

MAGGIE DIFALCO, Maggie The Salon

CINDY FELDMAN, Progressions Salon Spa Store

BOBBI NEILSEN, Allure Beauty Bar

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### DISTRIBUTOR MEMBERS

JOSH HAFETZ, Ethos Beauty Partners

SHEILA PHILLIPS, Liquid Assets, LLC

GUY LACEY, Salon Services Pro

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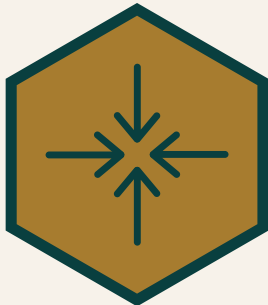
### BEAUTY PROFESSIONAL MEMBERS

DR. TYE CALDWELL, ShearShare

NICOLLE TALLEY, De'Von Emages

TONY VOZZOLO, Salon O

# WHY SPONSOR PBA EXECUTIVE SUMMIT?



## ALIGN WITH INDUSTRY LEADERS

Join the executives and decision-makers shaping the future of professional beauty.

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## SUPPORT MEANINGFUL COLLABORATION

Help create the environment where manufacturers, distributors, salon owners, and industry partners come together around shared opportunities and challenges.

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## ELEVATE YOUR BRAND PRESENCE

Position your organization alongside the leaders, conversations, and initiatives moving the industry forward.

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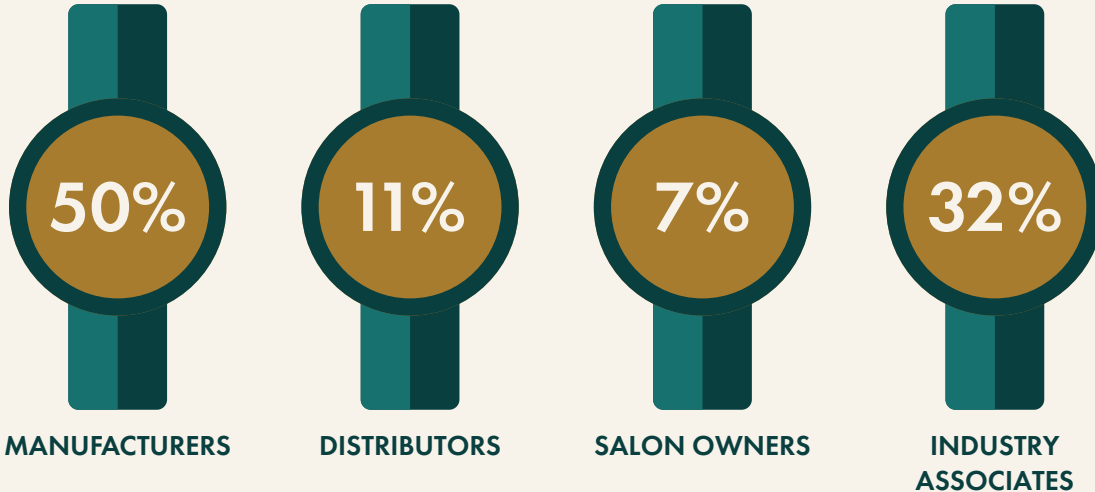
## INVEST IN THE FUTURE OF PROFESSIONAL BEAUTY

Demonstrate your commitment to a stronger, more connected industry while gaining valuable insights into what comes next.

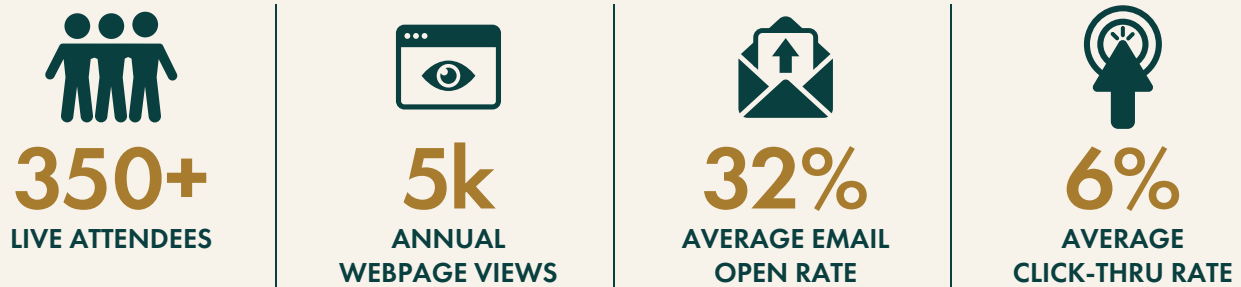
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# WHO ATTENDS EXECUTIVE SUMMIT?

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



## MARKETING & PROMOTION



“

*"I absolutely loved the PBA Executive Summit. The content, the conversations, and the energy in the room all reinforced why PBA is such an important anchor for our industry".*

**Leah Cole, National Account Manager, Pro Beauty – US & CA, Living Proof**

*"PBA Executive Summit is unique in that it is the one event in the year that pulls together leaders across the industry. I found tremendous value in the breakout sessions and the opportunity to engage with industry leaders in thoughtful conversations".*

**Michael Cole, Northwestern Mutual**

”



**99%** OF ATTENDEES WOULD RECOMMEND THE PBA EXECUTIVE SUMMIT TO A COLLEAGUE

# PAST ATTENDEES INCLUDE:

ALFAPARF  
MILANO

amika:



AVEDA  
THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

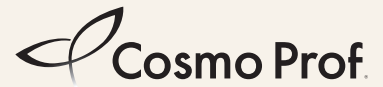


BEAUTYNOVA

Betty Dain  
CREATIONS LLC.

BOULEVARD

Bumble and bumble.



dyson



JCPenney



L'ORÉAL  
PROFESSIONAL PRODUCTS



Milady



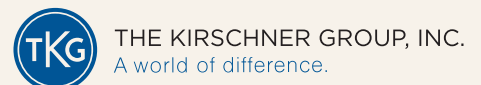
MODERN  
SALON

MOROCCANOIL



OLAPLEX

PAUL  
MITCHELL



# 2026 SPONSORSHIP OPPORTUNITIES

The PBA Executive Summit is where the professional beauty industry's most influential leaders come together to align around the issues shaping our future. Attended by C-suite executives, business owners, manufacturers, distributors, and industry partners, the PBA Executive Summit fosters the conversations, relationships, and insights that strengthen the professional channel and drive meaningful progress.

As a sponsor, your organization is positioned alongside the leaders, conversations, and initiatives shaping what's next for professional beauty while demonstrating your commitment to a stronger, more connected industry.

## EVERY SPONSOR RECEIVES

### BRAND VISIBILITY

- Logo placement on the PBA Executive Summit landing page
- Logo inclusion in PBA Executive Summit email communications
- Logo placement in the printed event agenda
- PBA Business & Visionary Newsletter Feature
- PBA LinkedIn Feature | Brand/Company Spotlight

### EXECUTIVE ACCESS

- Early access to attendee list to support pre-event networking



**ONLY 5 LEFT!**

**2026 PBA EXECUTIVE SUMMIT**

# WELCOME RECEPTION SPONSOR

**NOVEMBER 16, 2026**

As the official opening event of the PBA Executive Summit, the Welcome Reception brings together leaders from every corner of professional beauty to connect, collaborate, and begin the conversations that shape the days ahead. Sponsoring this experience positions your company at the center of the relationships and dialogue that help unite and advance the industry.

## ADDITIONAL SPONSORSHIP BENEFITS

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### BRAND VISIBILITY

- Prominent logo placement on Welcome Reception signage
- Sponsor acknowledgment from the PBA Executive Summit main stage

### EXECUTIVE ACCESS

- Reserved preferred seating for eight (8) guests during the General Session

### BRAND ENGAGEMENT

- Opportunity to include a branded gift, resource, or promotional item in attendee gift bags

# \$8,500

**6 OPPORTUNITIES AVAILABLE**

*Contact us for Visionary Member Pricing*

**REQUEST MORE INFO**

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# SOLD OUT!

2026 PBA EXECUTIVE SUMMIT

## BREAKFAST SPONSOR

NOVEMBER 17, 2026

As the exclusive Breakfast Sponsor of the PBA Executive Summit, your company will be front and center as industry leaders gather to connect, exchange ideas, and prepare for a day of insight and collaboration. This high-visibility opportunity aligns your brand with one of the event's most engaged networking experiences.

### ADDITIONAL SPONSORSHIP BENEFITS

#### BRAND VISIBILITY

- Prominent logo placement on Breakfast signage
- Sponsor acknowledgment from the PBA Executive Summit main stage
- Opportunity to make brief remarks at the opening of the meal

#### EXECUTIVE ACCESS

- Reserved company table for ten (10) guests during breakfast

#### BRAND ENGAGEMENT

- Opportunity to provide a branded tabletop resource at each breakfast table
- Opportunity to include a branded gift, resource, or promotional item in attendee gift bags

# \$10,000

#### EXCLUSIVE OPPORTUNITY

*Contact us for Visionary Member Pricing*

REQUEST MORE INFO

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# 2026 PBA EXECUTIVE SUMMIT LUNCH SPONSOR

NOVEMBER 17, 2026

The PBA Executive Summit Lunch brings attendees together to continue the conversations, connections, and ideas emerging throughout the day. As the exclusive sponsor, your company will be associated with one of the event's most valuable opportunities for relationship-building and peer-to-peer dialogue.

## ADDITIONAL SPONSORSHIP BENEFITS

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### BRAND VISIBILITY

- Prominent logo placement on Lunch signage
- Sponsor acknowledgment from the PBA Executive Summit main stage
- Opportunity to make brief remarks at the opening of the meal

### EXECUTIVE ACCESS

- Reserved company table for ten (10) guests during lunch

### BRAND ENGAGEMENT

- Opportunity to provide a branded tabletop resource at each lunch table
- Opportunity to include a branded gift, resource, or promotional item in attendee gift bags

# \$10,000

### EXCLUSIVE OPPORTUNITY

*Contact us for Visionary Member Pricing*

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**ONLY 2 LEFT!**

## 2026 PBA EXECUTIVE SUMMIT **BREAK SPONSOR**

**NOVEMBER 17, 2026**

Between sessions, industry leaders continue the conversations sparked on stage. The PBA Executive Summit Break sponsorship provides a natural gathering point for attendees to connect, exchange perspectives, and build relationships in a more informal setting.

### **ADDITIONAL SPONSORSHIP BENEFITS**

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#### **BRAND VISIBILITY**

- Prominent logo placement on Break signage
- Sponsor acknowledgment from the PBA Executive Summit main stage

#### **BRAND ENGAGEMENT**

- Opportunity to host branded materials or company information at a designated networking table during the break
- Strategic visibility during one of the PBA Executive Summit's highest-traffic networking periods

**\$6,000**

**3 OPPORTUNITIES AVAILABLE**

*Contact us for Visionary Member Pricing*

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**ONLY 3 LEFT!**

**2026 PBA EXECUTIVE SUMMIT**

# CLOSING RECEPTION SPONSOR

**NOVEMBER 17, 2026**

The Closing Reception is where conversations turn into connections and new ideas become future opportunities. As the final networking event of the PBA Executive Summit, this experience brings industry leaders together to reflect, reconnect, and continue building relationships beyond the event.

## ADDITIONAL SPONSORSHIP BENEFITS

### BRAND VISIBILITY

- Prominent logo placement on Closing Reception signage
- Sponsor acknowledgment from the PBA Executive Summit main stage

### EXECUTIVE ACCESS

- Reserved preferred seating for eight (8) guests during the PBA Executive Summit General Session

### BRAND ENGAGEMENT

- Opportunity to include a branded gift, resource, or promotional item in attendee gift bags

**\$7,500**

**4 OPPORTUNITIES AVAILABLE**

*Contact us for Visionary Member Pricing*

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**NEW FOR 2026!**

**2026 PBA EXECUTIVE SUMMIT**

# GENERAL SESSION HOST SPONSOR

**NOVEMBER 17, 2026**

As the official General Session Host Sponsor, your organization helps welcome attendees and frame the conversations that define the PBA Executive Summit. This premier sponsorship aligns your brand with the event's central theme and places you at the forefront of the industry's most important discussions.

## ADDITIONAL SPONSORSHIP BENEFITS

### BRAND VISIBILITY

- Recognition as Official General Session Host Sponsor
- Logo displayed throughout General Session programming
- Opening and closing stage recognition
- Recognition in event agenda and attendee communications

### EXECUTIVE ACCESS

- Premium reserved seating placement
- Opportunity to appear on stage alongside PBA leadership

### BRAND ENGAGEMENT

- Deliver two-minute welcome remarks during General Session
- Introduce the PBA Executive Summit theme and opening experience

# \$18,000

### EXCLUSIVE OPPORTUNITY

*Contact us for Visionary Member Pricing*

**REQUEST MORE INFO**

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**NEW FOR 2026!**

**2026 PBA EXECUTIVE SUMMIT**

# **SPEAKER INTRODUCTION SPONSOR**

**NOVEMBER 17, 2026**

The Speaker Introduction Sponsor positions your organization alongside the insights, expertise, and leadership shaping the future of professional beauty. This exclusive opportunity provides meaningful stage presence and executive visibility while supporting the conversations that drive the industry forward.

## **ADDITIONAL SPONSORSHIP BENEFITS**

### **BRAND VISIBILITY**

- Recognition as the official Speaker Introduction Sponsor
- Logo displayed on screen prior to keynote presentation
- Verbal recognition from the PBA Executive Summit host
- Recognition in event agenda and attendee communications

### **EXECUTIVE ACCESS**

- Premium reserved seating for eight (8) guests

### **BRAND ENGAGEMENT**

- Deliver a two-minute approved introduction for keynote speaker
- Association with one of the PBA Executive Summit's premier educational experiences

**\$15,000**

**2 OPPORTUNITIES AVAILABLE**

**1 EXCLUSIVE OPPORTUNITY PER SPEAKER**

*Contact us for Visionary Member Pricing*

**REQUEST MORE INFO**

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**NEW FOR 2026!**

**2026 PBA EXECUTIVE SUMMIT**

# EXECUTIVE INSIGHTS ROUNDTABLE SPONSOR

**NOVEMBER 17, 2026**

The Executive Insights Roundtable Sponsor helps create an environment for candid discussion, shared learning, and meaningful collaboration among industry leaders. These curated conversations provide attendees with an opportunity to exchange perspectives, explore challenges, and identify opportunities shaping the future of professional beauty.

## ADDITIONAL SPONSORSHIP BENEFITS

### BRAND VISIBILITY

- Recognition on Roundtable signage and event materials
- Recognition in event agenda and attendee communications

### EXECUTIVE ACCESS

- Host a curated executive roundtable discussion
- Direct engagement with participating industry leaders

### BRAND ENGAGEMENT

- Collaborate with PBA on a discussion topic aligned with the PBA Executive Summit theme
- Association with one of the event's most interactive leadership experiences

**\$12,500**

**3 OPPORTUNITIES AVAILABLE**

*Contact us for Visionary Member Pricing*

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# SOLD OUT!

2026 PBA EXECUTIVE SUMMIT

## SWAG BAG SPONSOR

NOVEMBER 17, 2026

### ***Extend Your Presence Beyond the Event.***

The Swag Bag Sponsor places your brand directly in the hands of every PBA Executive Summit attendee. Used throughout the event and often long after it concludes, the official attendee bag provides lasting visibility while serving as a tangible reminder of your organization's support for the professional beauty industry.

## ADDITIONAL SPONSORSHIP BENEFITS

### **BRAND VISIBILITY**

- Exclusive logo placement on the official PBA Executive Summit attendee bag
- Sponsor acknowledgment from the PBA Executive Summit main stage

### **BRAND ENGAGEMENT**

- Opportunity to provide the official attendee bag for all registered attendees
- Opportunity to include a branded gift, resource, or promotional item in each attendee bag

# \$8,000

### **EXCLUSIVE OPPORTUNITY**

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# NEW FOR 2026!

2026 PBA EXECUTIVE SUMMIT

## REGISTRATION EXPERIENCE SPONSOR

NOVEMBER 17, 2026

The Registration Experience Sponsor helps welcome attendees to the PBA Executive Summit from the moment they arrive. This high-visibility opportunity places your brand at the center of the attendee experience and aligns your organization with the event's first touchpoint.

### ADDITIONAL SPONSORSHIP BENEFITS

#### BRAND VISIBILITY

- Prominent branding throughout the registration area
- Logo placement on attendee lanyards
- Logo placement on registration and check-in screens
- Recognition in attendee registration communications

#### BRAND ENGAGEMENT

- Association with the attendee arrival and check-in experience

# \$8,500

#### EXCLUSIVE OPPORTUNITY

*Contact us for Visionary Member Pricing*

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**NEW FOR 2026!**

2026 PBA EXECUTIVE SUMMIT

# HOTEL KEY CARD SPONSOR

NOVEMBER 17, 2026

The Hotel Key Card Sponsor provides repeated brand exposure throughout the PBA Executive Summit experience. As one of the most frequently used attendee touchpoints, this sponsorship keeps your organization top of mind from arrival through departure.

## ADDITIONAL SPONSORSHIP BENEFITS

### BRAND VISIBILITY

- Logo placement on all official attendee hotel key cards
- Recognition in attendee welcome communications
- Signage recognition at registration

### BRAND ENGAGEMENT

- Brand integration into a highly visible attendee touchpoint

**\$8,000**

### EXCLUSIVE OPPORTUNITY

*Contact us for Visionary Member Pricing*

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# NEW FOR 2026!

2026 PBA EXECUTIVE SUMMIT

## ROOM DROP SPONSOR

NOVEMBER 17, 2026

The Room Drop Sponsor delivers a branded experience directly to attendees in a private, distraction-free setting. This unique opportunity allows your organization to create a memorable connection and extend your presence beyond the PBA Executive Summit venue.

### ADDITIONAL SPONSORSHIP BENEFITS

#### BRAND VISIBILITY

- Recognition in event materials and attendee communications
- Signage recognition at registration

#### BRAND ENGAGEMENT

- Opportunity to place a branded gift or product in attendee guest rooms
- Custom sponsor message included with room drop experience

# \$10,000

#### EXCLUSIVE OPPORTUNITY

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# SPECIAL THANKS TO OUR VISIONARY MEMBERS

## VISIONARY ELITE

**AVEDA**  
THE ART AND SCIENCE OF PURE POWDER AND PLANT ESSENCES

*Babe*  
HAIR EXTENSIONS

BELLAMI  
PROFESSIONAL



**BIOLAGE**  
PROFESSIONAL HAIR SPA

Bumble and bumble.

**DESIGN ESSENTIALS**

**DevaCurl**

DONNA  
BELLA

hairtalk  
extensions

**HALO**  
couture

**HOTHEADS**  
HAIR EXTENSIONS

**JOICO**  
the joy of healthy hair

KENRA  
PROFESSIONAL

KÉRASTASE  
PARIS

**Lead**

ROLFS  
GLOBAL  
INSTITUTE  
powered by L'ORÉAL

L'ORÉAL  
PROFESSIONNEL  
PARIS

L'ORÉAL  
PROFESSIONAL PRODUCTS

**matrix**



Research Laboratories, Inc.

**MIZANI**

**MOROCCANOIL**

#myidentity  
evolve together @L'Oréal-Paris

**PRAVANA**

**PULPRIOT**

**PUREOLOGY**  
PROFESSIONAL COLOR CARE

**REDKEN**  
5TH AVENUE NYC

**SalonCentric**

Schwarzkopf  
PROFESSIONAL

**★ sexyhair**

**STMNT**  
STATEMENT  
GROOMING GOODS

shu uemura  
art of hair

**VERB**

**ZOTOS**  
PROFESSIONAL

## VISIONARY SELECT

aquage

**BGG** beautyquestgroup

**my**salon  
suite

**one'n only**

**RUSK**



Professional  
Beauty  
Association

NONPROFIT • ADVOCACY • COMMUNITY

# SPECIAL THANKS TO OUR VISIONARY MEMBERS

## VISIONARY PLUS

amika:



BARBICIDE

BEAUTYNOVA

BIO:IONIC

Celeb  
LUXURY

Cosmo Prof



DEPOT  
THE MALE TOOLS & Co.

dyson



JCPenney



MARKET  
DEFENSE

Milady

milk  
shake



OLAPLEX

Ouidad  
THE CURL EXPERT

PAUL  
MITCHELL

pure  
brazilian  
Professional 90 Minute Smoothing System

trendier AI



## VISIONARY

ALFAPARF  
MILANO



BaBylissPRO

BOSLEY MD

BOULEVARD



DANGER JONES



face reality

INNERSENSE



L'ANZA  
HEALING HAIR COLOR & CARE



Living proof



SAM VILLA



LEARN HOW OUR COMPREHENSIVE VISIONARY  
MEMBERSHIP CAN HELP ELEVATE YOUR BRAND.

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



## ONE INDUSTRY: **ALIGNED**

*Protecting Our Industry. Leading What's Next.*

**SPONSORSHIP OPPORTUNITIES ARE  
EXPECTED TO SELL OUT BEFORE SEPTEMBER 1.**

***Contact us early to secure your opportunity today!***



PBA BUSINESS MEMBERS,  
CONTACT **MARISSA ROSS**

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



PBA VISIONARY MEMBERS,  
CONTACT **JODY TYVELA**

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

[PROBEAUTY.ORG/EXECUTIVE-SUMMIT](https://probeauty.org/executive-summit)