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

DISTRIBUTOR MEMBERS

JOSH HAFETZ, Ethos Beauty Partners

SHEILA PHILLIPS, Liquid Assets, LLC

GUY LACEY, Salon Services Pro

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.

SUPPORT MEANINGFUL COLLABORATION

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

ELEVATE YOUR BRAND PRESENCE

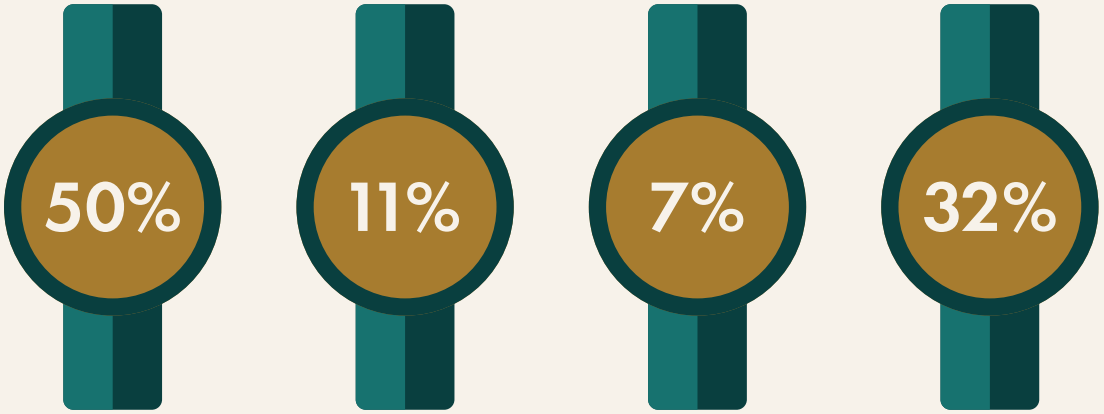
Position your organization alongside the leaders, conversations, and initiatives moving the industry forward.

INVEST IN THE FUTURE OF PROFESSIONAL BEAUTY

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

WHO ATTENDS EXECUTIVE SUMMIT?

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



MANUFACTURERS | DISTRIBUTORS | SALON OWNERS | INDUSTRY ASSOCIATES

MARKETING & PROMOTION

350+
LIVE ATTENDEES

5k
ANNUAL WEBPAGE VIEWS

32%
AVERAGE EMAIL OPEN RATE

6%
AVERAGE CLICK-THRU RATE

"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: | ANDIS | AVEDA
THE ART AND SCIENCE OF PURE FLOWER AND PLANT ESSENCES

BEAUTY BY IMAGINATION | BIG BEAUTY INDUSTRY GROUP | BEAUTYNOVA | Betty Dain CREATIONS LLC.

BOULEVARD | Bumble and bumble. | Cosmo Prof.

davines beauty + sustainability | DENMAN professional EST. 1938 | dyson | Henkel | JCPenney

kao SALON DIVISION | KEUNE | K18 BIOMIMETIC HAIRSCIENCE | Living proof. | L'ORÉAL PROFESSIONAL PRODUCTS

maria nila STOCKHOLM | Meevo® POWERED BY MILLENNIUM | Milady | MINERVA | MODERN SALON

MOROCCANOIL® | NEILL | OLAPLEX | PAUL MITCHELL

Phorest | pure brazilian Professional 90 Minute Smoothing System | SalonCentric | TKG THE KIRSCHNER GROUP, INC. A world of difference.

ULTA BEAUTY | BARBERSHOP V's EST. 1999 | WAHL® PROFESSIONAL | WELLA COMPANY

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 1 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

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

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SOLD OUT!

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

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

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

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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

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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

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SOLD OUT!

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

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NEW FOR 2026!

2026 PBA EXECUTIVE SUMMIT

STRATEGIC LEADERSHIP SESSIONS SPONSOR

NOVEMBER 17, 2026

The Strategic Leadership Sessions 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 Strategic Leadership Sessions signage and event materials
- Recognition in event agenda and attendee communications

EXECUTIVE ACCESS

- Host a Strategic Leadership Session
- 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

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2026 PBA EXECUTIVE SUMMIT

BUBBLES & BEESWAX SPONSOR

NOVEMBER 16, 2026

The Bubbles & Beeswax workshop offers attendees a unique opportunity to connect through a hands-on artisanal experience while creating handcrafted beeswax candles and enjoying light bites and refreshments. Sponsoring this exclusive activity aligns your brand with one of the PBA Executive Summit's most memorable attendee experiences.

ADDITIONAL SPONSORSHIP BENEFITS

BRAND VISIBILITY

- Prominent logo placement on event signage
- Recognition in attendee communications
- Recognition during the activity registration process

BRAND ENGAGEMENT

- Opportunity to include a branded gift, resource, or promotional item in attendee gift bags
- Opportunity to provide a branded gift or takeaway for activity attendees

$7,000

EXCLUSIVE OPPORTUNITY

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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

Contact us for Visionary Member Pricing

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SOLD OUT!

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

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NEW FOR 2026!

2026 PBA EXECUTIVE SUMMIT

COFFEE CART SPONSOR

NOVEMBER 17, 2026

The Coffee Cart Sponsor puts your brand at the center of a highly visible attendee experience throughout the PBA Executive Summit General Session. With three custom coffee carts available throughout the day, this sponsorship creates repeated opportunities for attendees to engage with your brand while connecting, recharging, and continuing the conversations sparked on stage.

ADDITIONAL SPONSORSHIP BENEFITS

BRAND VISIBILITY

- Three custom-branded coffee carts available throughout the General Session
- Custom menu and signage at each coffee cart
- Sponsor acknowledgment from the PBA Executive Summit main stage

BRAND ENGAGEMENT

- Branded cups served throughout the day
- Custom logo printed directly on specialty coffee beverages

$20,000

EXCLUSIVE OPPORTUNITY

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SOLD OUT!

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

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SOLD OUT!

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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PBA Professional Beauty Association

NONPROFIT · ADVOCACY · COMMUNITY

SPECIAL THANKS TO OUR VISIONARY MEMBERS

VISIONARY ELITE

AVEDA | Babe HAIR EXTENSIONS | BELLAMI PROFESSIONAL | BIOLAGE PROFESSIONAL HAIR SPA | Bumble and bumble.

DESIGN ESSENTIALS | DevaCurl | DONNA BELLA | hairtalk extensions | HALO couture

HOTHEADS | JOICO the joi of healthy hair | KENRA PROFESSIONAL | KÉRASTASE PARIS | Lead ROLFS GLOBAL INSTITUTE powered by L'ORÉAL

L'ORÉAL PROFESSIONNEL PARIS | L'ORÉAL PROFESSIONAL PRODUCTS | matrix | McBRIDE Research Laboratories, Inc. | MIZANI

MOROCCANOIL | #mydentity evolve together | 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 | BQG beautyquestgroup | mysalonsuite | one'n only | RUSK

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

CONTACT JODY@PROBEAUTY.ORG

PBA Professional Beauty Association

NONPROFIT · ADVOCACY · COMMUNITY

SPECIAL THANKS TO OUR VISIONARY MEMBERS

VISIONARY PLUS

amika: | Arcutis Biotherapeutics | Armstrong McCall Professional Beauty Supply | Barbicide | Beautynova

Bio Ionic | Celeb Luxury | Collins | Cosmo Prof | Denman Professional | Depot The Male Tools & Co.

dyson | framesi Milan | JCPenney | maria nila | Market Defense

Milady | milk shake | Minerva | Olaplex | Ouidad | Paul Mitchell

pure brazilian Professional 90 Minute Smoothing System | trendier AI | Ulta Beauty | Wella Company | Wet brush pro

VISIONARY

Alfaparf Milano | Andis | Aura | BaBylissPRO | booksy | Bosley MD

Boulevard | Buy-Rite Salon & Spa Equipment | Calecim with PTT-6 | ChatMx | colortrak

Danger Jones | davines beauty + sustainability | EWC | face reality | greencircle Salons | Innersense

Kao Salon Division | Keune | K18 Biomimetic Hairscience | L'anza Healing Hair Color & Care | Living proof. | Meevo Powered by Millennium | Phorest

Sam Villa | selfnamed | Wahl Professional

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

CONTACT JODY@PROBEAUTY.ORG

PBA EXECUTIVE SUMMIT

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

PBA VISIONARY MEMBERS,
CONTACT **JODY TYVELA**

JODY@PROBEAUTY.ORG

PROBEAUTY.ORG/EXECUTIVE-SUMMIT