

Dear Exhibitor,

On behalf of the Professional Beauty Association (PBA) and Cosmoprof North America (CPNA), we would like to extend a special welcome and thank you for exhibiting at Cosmoprof North America 2016. We are pleased to present your 2016 Exhibitor Resource Guide (ERG). This guide is designed to give you the tools and information needed to ensure a smooth-running and successful show experience. The Guide includes information on booth furnishings and utilities, details on labor, shipping, badge registration, and much more.

Cosmoprof North America takes place during PBA Beauty Week – an inclusive beauty event catering to all sectors of the industry. PBA Beauty Week brings attendees and exhibitors resources to advance their businesses from networking to education. PBA Beauty Week is produced by the Professional Beauty Association and hosted by Cosmoprof North America.

PBA BEAUTY WEEK EVENTS INCLUDE:

INSPIRE: A Night Celebrating Beauty Entrepreneurs will make its debut on Saturday, July 23rd. INSPIRE, is a night focused on the entrepreneurial and charitable spirit of the professional beauty industry. This must attend event will also feature the live Beauty Pitch™ 2016 competition. Proceeds from all INSPIRE events will benefit both the Professional Beauty Association's Foundation and City of Hope, a comprehensive cancer center.

PBA Business Forum updates and educates salon and spa owners and beauty professionals on current initiatives of the Professional Beauty Association and tips on how to take their businesses, careers and their entire profession to a higher level. The Forum begins Sunday, July 24 with breakfast at 7:30am followed by the presentation.

Beacon offers the best and brightest cosmetology students from across the nation the opportunity to network and learn from some of the most successful artists in the industry. Saturday, July 23 through Monday, July 25.

North American Hairstyling Awards (NAHA) celebrates the artistry and skill of beauty professionals in the most prestigious photographic hairstyling competition in North America. Winners in all 14 categories will be announced with Alan Cumming as the 2016 host. Sunday, July 24, beginning at 6:30pm with the NAHA Red Carpet Reception.

PBA Sponsored Education includes specialized education for salon professionals, manufacturers and distributors taught by the industry's leading experts. Classes are available a la carte for Sunday, July 24, through Tuesday, July 26.

Please visit probeauty.org/beautyweek for more information and to purchase tickets to these special events.

On behalf of the Professional Beauty Association, we look forward to serving you and the entire professional beauty industry at Cosmoprof North America and PBA Beauty Week.



Steve Sleeper
PBA Executive Director



Reuben Carranza
PBA Board of Directors Chair

2016 COSMOPROF NORTH AMERICA EXPO HOURS

Sunday, July 24 | 10:00am - 6:00pm

Monday, July 25 | 9:00am - 6:00pm

Tuesday, July 26 | 9:00am - 3:00pm

pba MEMBER BENEFITS

PBA advances the professional beauty industry by providing our members with education, government advocacy, charitable outreach, events and more.

PBA exhibiting members receive:

- 300 lbs. FREE drayage
- 10% discount on GES installation/de-installation labor
- Discount flat small package handling @ \$5 per carton (up to 50 lbs. each)
- Discounts on PBA Beauty Week advertising and sponsorship opportunities
- Access to the exclusive PBA Member Lounge on the show floor
- Discounted admission to PBA Beauty Week events and education on the CPNA show floor
- VIP "empties" crate storage area
- PBA Member exhibitor welcome pack, including PBA member signage/lanyard
- Invitation to the PBA Member Cocktail Reception

PBA membership advances our industry. Learn more and become a member at probeauty.org or by calling the PBA Membership Team at 800.468.2274.