

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 2017. We are pleased to present your 2017 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:**

**PBA Business Forum** provides an overview of the key trends and issues effecting the beauty industry as well as providing attendees with an update of PBA's key initiatives and strategic initiatives. This year PBA is proud to host 2017 Keynote Speaker, Ervin "Magic" Johnson, who will discuss business successes in his keynote presentation "Understand Your Customer and Over Deliver."

**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. The event runs from Saturday, July 8 to Monday, July 10.

**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 Sunday, July 9, beginning at 6:30pm with the NAHA Red Carpet Reception.

**PBA Sponsored Education** includes specialized education for manufacturers, distributors and salon professionals, taught by industry's leading experts. This year's Distributor Workshop, taking place on Monday, July 10th, will focus on how the blurred lines of the consumer/producer relationship are redefining notions of traditional supply chain, and forcing the industry to work smarter. Classes are available a la carte for Sunday, July 9th and Monday, July 10th.

Please visit [probeauty.org/beautyweek](http://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  
Executive Director  
Professional Beauty Association



Reuben Carranza  
Chairman, Board of Directors  
Professional Beauty Association

## **2017 COSMOPROF NORTH AMERICA EXPO HOURS**

Sunday, July 9 | 10:00am - 6:00pm

Monday, July 10 | 9:00am - 6:00pm

Tuesday, July 11 | 9:00am - 3:00pm

## **pba MEMBER BENEFITS**

The Professional Beauty Association exists to elevate, unify and serve the beauty industry and the professionals who improve people's lives.

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)
- 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
- PBA Member exhibitor welcome pack, including PBA member signage/lanyard
- Invitation to the PBA Member Cocktail Reception

Being a member of the Professional Beauty Association advances our industry. To learn more about becoming a member please visit [probeauty.org/join](http://probeauty.org/join) or call the PBA Membership team at 480.455.3460.