

PBa ISSE

salon + spa expo

JUNE 25-26, 2022 | **LONG BEACH, CA**

EXHIBITOR SPONSORSHIP OPPORTUNITIES



UPDATED 01/05/22

ENDLESS

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OPPORTUNITIES.



INTERNATIONAL SALON + SPA EXPO

ISSE is the professional beauty experience you don't want to miss! Licensed professionals, salon owners, students, and industry influencers attend to experience the best the industry has to offer: a curated offering of innovative education, the newest trends and products from the industry's leading brands, and creative connections!



produced BY THE PROFESSIONAL BEAUTY ASSOCIATION

The Professional Beauty Association (PBA) is home to passionate, hardworking industry professionals looking to build exceptional careers that last. Whether you're a stylist who's just starting out, an industry veteran, or a company ready to take its business to the next level, we're here to help guide, connect, inspire and most importantly advocate for you. Join us as we elevate, inspire, and unite the beauty industry.



PBA ISSE SALES@PROBEAUTY.ORG | **480.455.3461** | PROBEAUTY.ORG/EXHIBIT
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SPONSOR PACKAGES

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ISSE offers unparalleled opportunities to promote your brand before, during and after the event. ISSE attracts the industry's most active licensed salon and spa professionals across the globe through highly targeted digital, direct mail, print, PR, influencer and social media campaigns.

***DESIGN SERVICES ARE AVAILABLE FOR ALL OPPORTUNITIES LISTED BELOW**

CUSTOMIZED PACKAGES

Looking for a more customized sponsorship solution? Contact us for additional details on putting together your customized opportunity today! sales@probeauty.org or **480.455.3461**

ISSE REGISTRATION SPONSOR

**EXCLUSIVE
OPPORTUNITY!**

INVESTMENT:
\$10,000
QTY AVAILABLE:
1

Order Deadline:
12/1/21

Reach all ISSE attendees as they begin their ISSE journey! This is a unique opportunity to promote your brand to all ISSE attendees through digital and onsite ticketing and registration experience. Take advantage of this complete package now before it's gone!

SOLD OUT!

SPONSORSHIP INCLUDES:

- + High-impact branding in two registration areas
- + Logo included on registration open email series (x2 sends)
- + Logo and call out as the exclusive registration sponsor on the ISSE page at probeauty.org for 12 weeks (banner ad)
- + Logo and call out as the exclusive registration sponsor included on all registered attendee email confirmations
- + One full-page, 4-color print ad in the ISSE Show Directory



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PRE-SHOW DIRECT MAILER

INVESTMENT:
\$2,500

QTY AVAILABLE:
Limited!

Order Deadline:
11/8/21

Reach licensed professionals at their ISSE Expo! This direct mailer helps attendees plan their experience - from educational sessions to ensure you're at the front of the schedule!

SOLD OUT!

+ Full-Page \$2,500



DEDICATED E-BLAST

INVESTMENT:
\$3,000 - \$4,500

QTY AVAILABLE:
Limited!

Order Deadline:
assets due 5
business days
before send

Promote your brand digitally with a sponsored e-blast to a targeted audience of 350k+ salon and spa ISSE prospects and registrants! Take advantage of this captive audience with your newest innovations, techniques, or discount offers. A limited number of opportunities are available – book now to secure your preferred email date!

- + Regular \$3,000
- + Two weeks pre-show \$4,500

Enjoy 15% OFF All Brands*
on SalonCentric.com
Use Code: SCISSE2021

Including:
CREW, amika, BLOWAGE, L'ANZA, L'OREAL, matrix, PULPHRIOT, SUREBLOOM, REDKEN

*Participating brands and products only. Excludes Orla Kiely. Valid 3/19 - 3/25/21 at 11:59 pm ET. Online Only. One time use only. Limit \$350 purchase. May not be combined with other offers.

Thank you for participating in the ISSE Digital Experience!

As our way of letting you know how much we loved seeing you there, we'd like to give you an exclusive offer! Please enjoy 15% OFF at SalonCentric.com! Be sure to checkout all of our amazing professional products and digital education from the industry's top artists! We'd love to have you as a part of our Beauty Community!

SHOP NOW

The Professional Beauty Association works with various organizations that offer associated and complementary products and services that we hope you find valuable for your business. The PBA does not necessarily endorse these organizations, products or services.

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SOCIAL MEDIA

INVESTMENT:

\$500 - \$1,000

QTY AVAILABLE:

Limited!

Order Deadline:

assets due 5
business days
before post

Partner with us on social! Whether you're interested in unique posts, reposts, stories or highlights, we can create a custom package that is sure to meet your needs and reach our highly engaged audience across Facebook and Instagram!

- + Facebook \$500
- + Instagram \$750
- + Instagram Post and Story \$1,000



WEBSITE BANNER ADS

INVESTMENT:

500-\$1,500/WEEK

QTY AVAILABLE:

Limited!

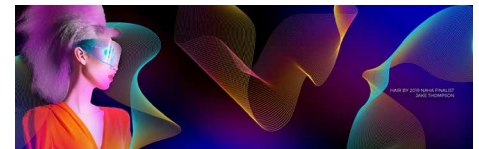
Order Deadline:

assets due 5
business days
before post

Our website is a central hub where we house all news, research and the latest industry information and resources. Reach the nearly 1 million people who visit probeauty.org annually with our premium ad space to be featured on the ISSE landing page.

Additional website opportunities are also available!

- + ISSE and NAHA pages \$1,500/week
- + Beacon page \$750/week
- + Discounts available for multiple week packages



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NEWSLETTER

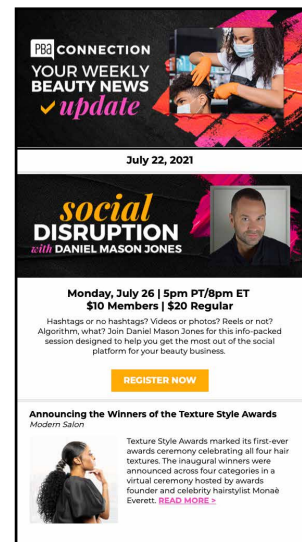
INVESTMENT:
\$750 - \$3,500
QTY AVAILABLE:
Limited!

Order Deadline:
assets due 5
days before send

Our weekly newsletter is a great way to reach our engaged Membership of 350k+ industry professionals. Advertising options include banner ads, highlights and features.

- + Banner Ads \$500
- + Sponsored Content (Below the Fold) \$750
- + Sponsored Featured Content (Above the Fold) \$1,500
- + Blog Post + Sponsored Featured Content (Above the Fold) \$2,000

Priced per week (one send). Book 4 or more slots and save 10%!



ATTENDEE BAGS

INVESTMENT:
\$10,000
QTY AVAILABLE:
1

Order Deadline:
12/17/21

Complimentary attendee bags are given to every attendee at the show. Be the brand that everyone wants. Sponsor is responsible for providing the bags to be distributed across three days. Bag design requires pre-approval. **If you would like to include a sample/brochure in the bag, they must arrive prestuffed or pay an additional fee for bag stuffing.**

SPONSORSHIP INCLUDES:

- + One full-page, 4-color print ad in the ISSE Show Directory
- + One insert in the attendee bag
- + One e-blast to pre-show prospects
- + One website banner ad for one month

EXCLUSIVE OPPORTUNITY!



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LANYARD

EXCLUSIVE OPPORTUNITY!

INVESTMENT:
\$7,500
QTY AVAILABLE:
1

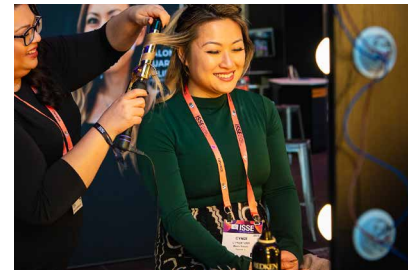
Order Deadline:
12/17/21

Be the first to grab this package! Sponsor your lanyards to be displayed for three days. Lanyard requires approval.

SOLD OUT!

SPONSORSHIP INCLUDES:

- + One full-page, 4-color print ad in the ISSE Show Directory
- + One e-blast to pre-show prospects



HANGING BANNERS

INVESTMENT:
\$4,000 - \$7,500
QTY AVAILABLE:
13

Order Deadline:
5/13/22

Make a powerful statement with a highly visible hanging banner. These prominent banners are a great opportunity to promote your booth, brand, and products.

- + Location to be decided by you based on availability. Pricing determined by location.
- + High-traffic locations available inside the Promenade and Pacific lobbies, along with on the expo floor. Pricing includes installation. Sponsor to supply banner. Priced per unit.



ESCALATOR WINDOW CLINGS

INVESTMENT:
\$3,500
QTY AVAILABLE:
4

Order Deadline:
5/2/22

Be the first thing attendees see when entering the show floor! Window clings are an excellent way to grab attendees' attention upon entering the Exhibition Hall. Opportunities are available above the show escalators entrance. Don't delay - spaces are limited and sell out quickly!

- + Priced per unit. Minimum purchase of 2



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OVERHEAD AISLE SIGNS

INVESTMENT:

\$1,500

QTY AVAILABLE:

6

Order Deadline:

5/2/22

Want more booth traffic? Grab attendee's attention with an overhead aisle sign upgrade! Your brand will be highlighted in overhead directional signage and help lead attendees directly to your booth.

- + Only a few locations available, call to see if one is available near your booth location!



LIGHTBOXES

INVESTMENT:

\$2,000 - \$3,000

QTY AVAILABLE:

5

Order Deadline:

5/2/22

Lightboxes are in prominent and high-traffic locations, at Promenade registration or Arena registration. These not only enhance your image, but create eye-catching exposure to drive attendees to your booth!

- + \$2,000 | Single-Sided
- + \$3,000 | Double-Sided



METER BOARDS

INVESTMENT:

\$800 - \$1,600

QTY AVAILABLE:

10

Order Deadline:

5/2/22

Get your message front and center on the show floor or entrance areas. Advertise on strategically placed 8' tall meter boards in high-traffic areas of the show. Locations will vary.

- + \$800 | Single-Sided
- + \$1,600 | Double-Sided



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ISSE BRAND GREETER

INVESTMENT:

\$3,000

QTY AVAILABLE:

3

Order Deadline:

5/31/22

Your staff will greet attendees as they arrive at the convention center. It's your chance to make a lasting impression by distributing your company flyer and/or travel size product (show bags are excluded) in the registration areas. Exhibitor may provide one greeter for the Promenade lobby on one day of the show. Any sampling or materials must arrive pre-assembled and ready for distribution.



ONSITE SHOW DIRECTORY

INVESTMENT:

\$2,000 - \$4,250

QTY AVAILABLE:

Limited!

Order Deadline:

5/2/22

The ISSE Onsite Show Directory is THE most valuable onsite resource to guide attendees through the weekend, and long after the show as a reference guide to share with co-workers. Multiple opportunities available:

- + Full-Page \$2,000 | Full-Page Inside Front Cover \$3,000 | Full-Page Back Cover \$3,200
- + Two-Page Spread \$3,500
- + Exhibitor Listing Enhancement: Boxed Listing (list by company) OR Bold Listing (list by product): \$200
- + Boxed Listing (list by company) AND Bold Listing (list by product): \$350



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ISSE 2022 MOBILE APP

INVESTMENT:

\$500 - \$1,500

QTY AVAILABLE:

Varies

Order Deadline:

6/3/22

The ISSE 2022 show app is the #1 resource for attendees to find classes, maps and your brand! The 2022 show app is refreshed and rebuilt with these opportunities:

PUSH NOTIFICATION - \$500 - 14 AVAILABLE

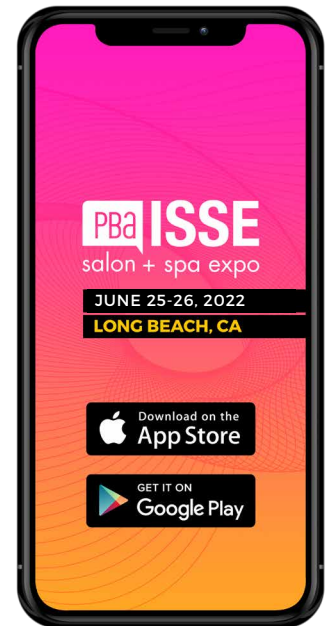
Drive visits to your booth! Push out your 250 character brand message to all ISSE 2022 app users.

PREMIUM BANNER AD - \$1,500 - 10 AVAILABLE

Your designed brand message is featured prominently on the app home page, with a link to your booth in the ISSE 2022 app.

FEATURED BRAND AD - \$1,000 - 10 AVAILABLE

Your logo is featured on the app home page, with a link to your booth in the ISSE 2022 app.



MAP AND "YOU ARE HERE" BOARDS

INVESTMENT:

\$500

QTY AVAILABLE:

10

Order Deadline:

5/2/22

Stand out! Highlight your booth in the official event map – distributed to all attendees – and on directional boards throughout the event.



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PBA BEAUTY BAR

INVESTMENT:

\$250

PBA VISIONARY

MEMBER:

FREE

QTY AVAILABLE:

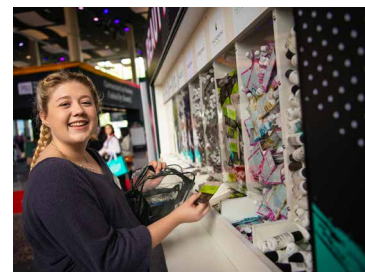
20

Onsite Arrival Deadline:

5/2/22

The PBA Beauty Bar is a great way to get your samples in the hands of attendees while supporting PBA Charities Cut it Out. Give back and make an impact all in one!

- + Logo placement on the Beauty Bar and onsite signage
- + Logo in the onsite directory
- + Sponsor must provide 1,000 samples
- + *The PBA Charities CUT IT OUT is a 501(C)(3) charitable organization and a program of the PBA Foundation. CUT IT OUT empowers front-line stylists to recognize symptoms and refer victims of domestic violence to safety.*



PBA MEMBER PERKS

INVESTMENT:

MEMBERS:

\$2,500

REGULAR:

\$3,000

QTY AVAILABLE:

Unlimited

Order Deadline:

5/2/22

Celebrate PBA Members with a Member benefit or discount at the show. This is a great opportunity to offer Members a percentage savings off their purchase, an added gift or bonus with purchase, etc. This NEW! sponsorship includes:

- + PBA Member email and communications with participating booth information and Member benefit/ discount information prior to the event
- + Logo and offer listed on a dedicated ISSE PBA Member benefits page
- + ISSE App push notification for Members to redeem their benefits
- + Follow up email to PBA Members during the event with logo and benefit/discount included to drive more Members to your booth

NEW!



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PBA MEMBERSHIP

GIVES YOU MORE!

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At the Professional Beauty Association, we believe in redefining what it means to be a beauty professional in today's world by connecting, understanding, educating, celebrating and fighting for the community that we - collectively - stand for and serve, whether you're running a beauty brand or working behind the chair.

PBA membership provides discounts on exhibiting at ISSE, sponsorships and additional savings and benefits throughout the year! Take advantage of offers from our partners like UPS, GE, Dell and more for all your personal and business needs.

Connect with your community and join as a Business of Visionary member today!

PBA MEMBER EXHIBITORS ENJOY **VIP SAVINGS!**

Maximize your ISSE experience with a PBA Membership! PBA Business and Visionary Member exhibitors receive 300lbs free drayage, a storage area, 10% off labor - in addition to year-round perks like access to business documents and discounts.

Visionary Members also get additional exhibitor discounts and marketing add-ons! Join Today!

MEMBER BENEFITS AND **HIGHLIGHTS:**

- + Industry Event Discounts
- + Exclusive Networking
- + Exclusive Member Education
- + Industry News & Research
- + Retail Discounts
- + 350k+ Members
- + Members in All 50 States
- + Members in 21+ Countries

PROBEAUTY.ORG/JOIN | INFO@PROBEAUTY.ORG | 480.281.0424



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A SPECIAL THANKS TO OUR VISIONARY MEMBERS

PBA Professional Beauty Association
Connected by Passion. United by Beauty.

VISIONARY ELITE



VISIONARY PLUS



VISIONARY



Learn how our comprehensive Visionary Membership can help elevate your brand.

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