



#PBExpress

**A JOURNEY OF LIVE TRENDS AND LOOKS
FROM ACROSS INDIA**



#PBExpress



Celebrate this festive season with live demos, trend talks and pro-tips onboard the #PBExpress. Be a part of the #PBExpress virtual journey and put your brand, salon or city on the trend map for 2020-21.

#PBExpress will flag off on the 17th of November 2020 and will run right up till the end of February 2021. It will halt at major cities across the North, South, West and East zones of India.

We promise an exciting ride for salon owners, hairdressers, beauticians, make-up artists and nail technicians as we journey through hair, skin, make-up and nail trends, skill upgrades, technical know-how and business insights. Learn from the best minds in the industry from the comfort of your homes.

SPONSORSHIP OPPORTUNITIES

REGIONAL SPONSOR

As a Regional Sponsor you can choose a particular state or region of choice where you would like to expand your brand to.

- Sponsor one webinar session or complete week dedicated to your preferred region/state (North, South, East or West)
 - Exclusive feature of your session in the PBI / HJI magazine
 - Your logo will be featured on the website and emails promoting your sponsored session with a link to your website, distributed by our region specific database
 - Your brand featured in the social media post for that day or week promoting sessions, tagging your social media account
 - Sponsor artwork provided for you to share on your social channels and website (Facebook & Instagram)
 - Your brand's Facebook page tagged in the Facebook live stream
 - Your logo featured on the waiting page before the broadcast starts
- Your brand mentioned in the post-webinar features reviewing the session and detailing speakers' main take-away, on all our global websites

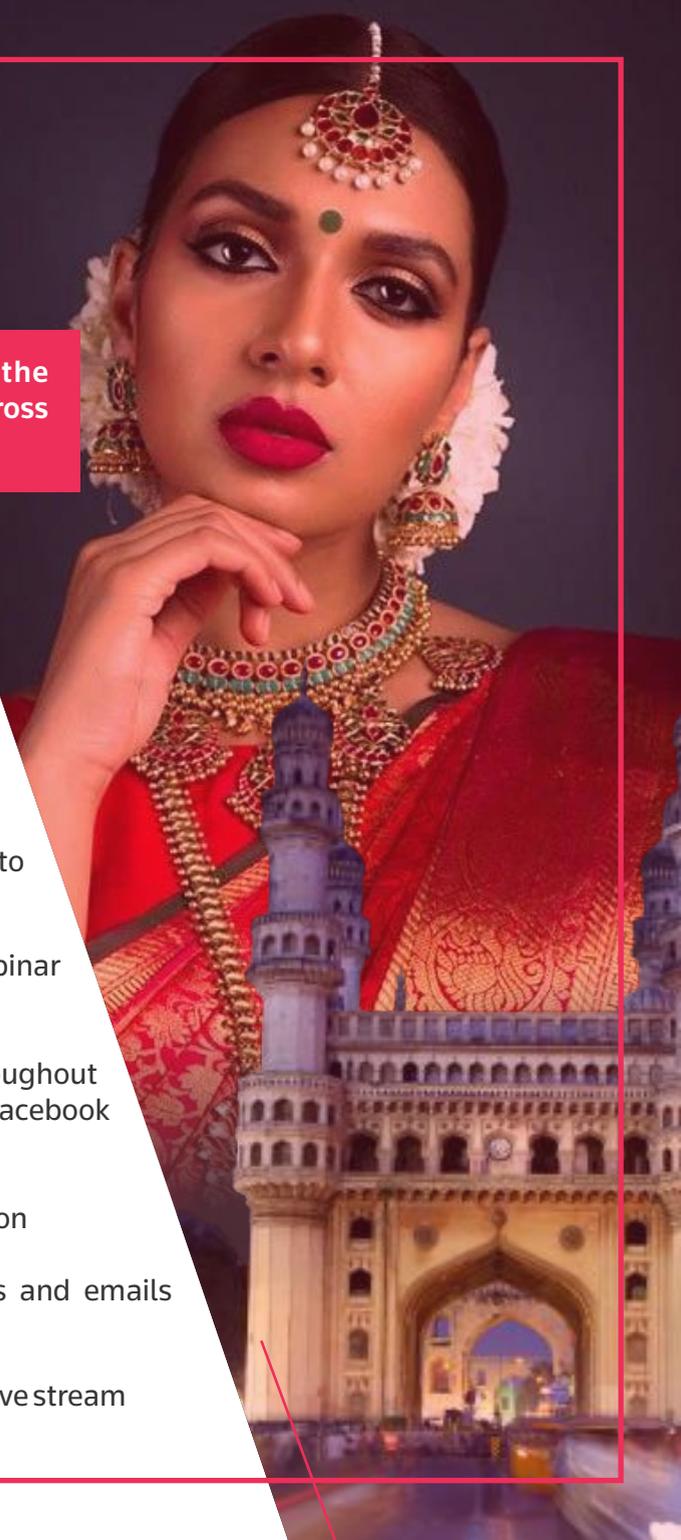


SPONSORSHIP OPPORTUNITIES

EXPRESS SPONSOR

As an Express Sponsor you will be provided the exclusivity for your brand presence to be featured across all sessions through 3 months pan India

- Includes individual Regional Sponsorship with promotions spread pan India
- 'Sponsored by' and your logo featured on the backdrop of the host throughout the sessions
- Introduction from the host of the session to include a short mention
- #PBExpress is sponsored by [your brand] with a link to your website posted in the chat
- E-shot sent to all PB data (100,000) pre & post-webinar to promote your brand
- Your brand featured in the social media posts throughout #PBExpress - tagging your social media account (Facebook & Instagram)
- Inclusion of your brand representative in one live session
- Your brand representative profiled on the websites and emails promoting the speakers for each session
- Your brand's Facebook page tagged in the Facebook live stream



FOR COLLABORATION,
PLEASE CONTACT

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