

DATA-DRIVEN SALON *experience*

A Month-Long Look at Metrics

LIVE ONLINE

SEPT 28 | OCT 5, 9, 12, 19, 26, 30

datadrivensalon.com/EXPERIENCE

Introducing A **Data-Driven** Experience In A **Technology-Driven** Landscape

An Online Deep-Dive Into Evolving Business Metric Needs

The ALL NEW 2020 Data-Driven Salon Experience is an online deep-dive into the business metrics required for success in today's ever-evolving salon environment.



For an entire month, Salon Today will be hosting a series of Monday, peer-driven, educational sessions that focus on the key metrics that drive a salon's growth and success, and the best practices that drive those metrics. Visitors to Salon Today's experiential landing page for DDSE will be able to register for sessions revolving around benchmarks and best practices from industry-leading salon owners and business coaches to improve their business in a myriad of areas including; retail & service sales, engagement, culture, marketing and staff and client retention.

Showcase your organization's data products and services by becoming a sponsor of this valuable experience, today!

3 Reasons to Sponsor Data-Driven Salon Experience



POSITION

your organization as a data-driven thought leader



ENGAGE

with salon purchase decision-makers



GENERATE

valuable sales leads for up to ONE YEAR

Schedule

(as of SEP 9, 2020 | visit datadrivensalon.com/EXPERIENCE for updated schedule)

SEP 28

11:00AM - 11:30AM PT

Owner's Forum:
Rejuvenating Your Brand

11:30AM - 12:00PM PT

Scheduling Management

12:00PM - 12:30PM PT

Metric Presentation:
Percentage of Guests
Purchasing Retail

OCT 5

11:00AM - 12:00PM PT

Owner's Forum:
Recruiting Top Talent and
Retaining Them

12:00PM - 12:30PM PT

Sales Tracking and Leaderboards

12:30PM - 1:00PM PT

Metric Presentation:
Productivity—Managing
Per Square Footage

OCT 9

11:00AM - 12:00PM PT

Friday Forum:
An open discussion with your peers
around your metrics assignment,
followed by a brainstorm on top
salon owner issues.

OCT 12

11:00AM - 12:00PM PT

Owner's Forum:
Charge What You're Worth and How
To Raise Your Prices

12:00PM - 12:30PM PT

Metrics that Will Double
Your Color Profits

12:30PM - 1:00PM PT

Metric Presentation:
Average Ticket—Ringing
Up Higher Sales

OCT 19

11:00AM - 11:30AM PT

Owner's Forum:
The Teacher is Always In

11:30AM - 12:00PM PT

Cracking the Code to
Customer Loyalty

12:00PM - 12:30PM PT

Metric Presentation:
Client Retention—Know
How to Hold

OCT 26

11:00AM - 11:30AM PT

Owner's Forum:
Mastering Your SEO to Drive New
Clients

11:30AM - 12:00PM PT

Marketing to Target Demographics

12:00PM - 12:30PM PT

Metric Presentation:
Client Count—Building Your Mass

OCT 30

11:00AM - 12:00PM PT

Friday Forum: Wrap up this month
and test your skills with your peers!

Featured Speakers

(as of SEP 9, 2020 | visit datadrivensalon.com/EXPERIENCE for updated schedule)



Debra Penzone
PENZONE Salons + Spas
Columbus, OH



Stefanie Jackson
Canvas Salon & Skin Bar
Powell, OH



Laura Ortmann
Ginger Bay Salons and Spas
St. Louis, MO



Chris Sulimay
Salon 124
Atlanta, GA



Jen Baudier
Bella Style Salon
Slidell, LA



Anna Walt
Design One Salon Spa
Grand Rapids, MI



Amanda Olusanya
James Irving Grooming Room
Minneapolis, MN



Allyson and Shannon King
Hair & Co. BKLYN, Brooklyn, NY

Packages

PLATINUM \$18,000

VALUE

+ Dedicated Online Presentation

One 30-minute presentation put on by members of your organization within the middle of one of our highly-anticipated, Monday educational sessions hosted by the Salon Today editorial team.

\$15,000

+ One Year Content Syndication/Lead Gen Program

For 12 months, Salon Today will send out an ePromo to its audience once per month (12x total), sharing valuable assets from our DDSE platinum sponsors (white papers, case studies, etc.) with links to a branded lead-gen form for your organization. Additionally, we will promote these downloadable assets across the Salon Today website and social media channels.

\$12,000

+ Enhanced Company Profile on DDSE Site

Your organization will be prominently highlighted as a sponsor on our DDSE landing page for 12 months, with an enhanced profile featuring a summary of your organization, contact information, and supporting multimedia.

\$6,000

+ Dedicated "Metrics that Matter" ePromo

Your organization will be featured in an ePromo as it relates to a pivotal salon business metric, sent to the entire list of Salon Today's 27,000 opt-in subscribers.

\$3,500

PACKAGE VALUE **\$40,000**

Bonus Inclusions

+ One Custom Question in Salon Today's 2020 "Fall Tech Survey"

One bespoke question of your choice will be included within Salon Today's "Fall 2020 Technology Research Survey," and the replies to that question will be provided to you as proprietary market research findings.

+ Salon Owner/Manager Representation

Collaborate with our editorial team to provide up to one chosen salon owner/manager to share a pivotal business metric during the same educational session that your organization sponsors.

+ Logo Inclusion on All DDSE Marketing Materials

Your logo and sponsorship level will be included in all marketing collateral that Salon Today distributes for DDSE, both before and after the event, for up to 12 months.

+ Leads From Up to Two Downloadable Assets During a Session

Receive dedicated leads from all individuals who download your assets (white papers, case studies, etc.) during the Monday night educational session that your organization sponsors.

+ Leads From Content Syndication Program

Receive dedicated leads from all individuals who download your assets (white papers, case studies, etc.) during the allocated time frame within your sponsorship level (either six months or 12 months).



We're ready to enhance
your digital and event
marketing today!

Packages

GOLD \$6,500

VALUE

+ Bi-Monthly Content Syndication/Lead Gen Program

Every other month for 12 months (6x total), Salon Today will send out an ePromo to its audience, sharing valuable assets from our DDSE gold sponsors (white papers, case studies, etc.) with links to a branded lead-gen form for your organization.

\$6,000

+ Company Profile on DDSE Site

Your organization's logo and contact information will be listed on the DDSE landing page for 12 months.

\$3,500

+ Dedicated "Metrics that Matter" ePromo

Your organization will be featured in an ePromo as it relates to a pivotal salon business metric, sent to the entire list of Salon Today's 27,000 opt-in subscribers.

\$3,500

+ 30-Second Spoken Commercial

30-second spoken commercial about your organization within a DDSE Friday Forum.

\$2,500

PACKAGE VALUE **\$15,500**

Bonus Inclusions

- + Co-sponsorship of one DDSE "Friday Forum" webinar
- + Logo Inclusion on All DDSE Marketing Materials

Your logo and sponsorship level will be included in all marketing collateral that Salon Today distributes for DDSE, both before and after the event, for up to 12 months.

- + Leads From Up to One Downloadable Asset During Friday Forum

Receive dedicated leads from all individuals who download your asset (white papers, case studies, etc.) during the "Friday Forum" that you co-sponsor.

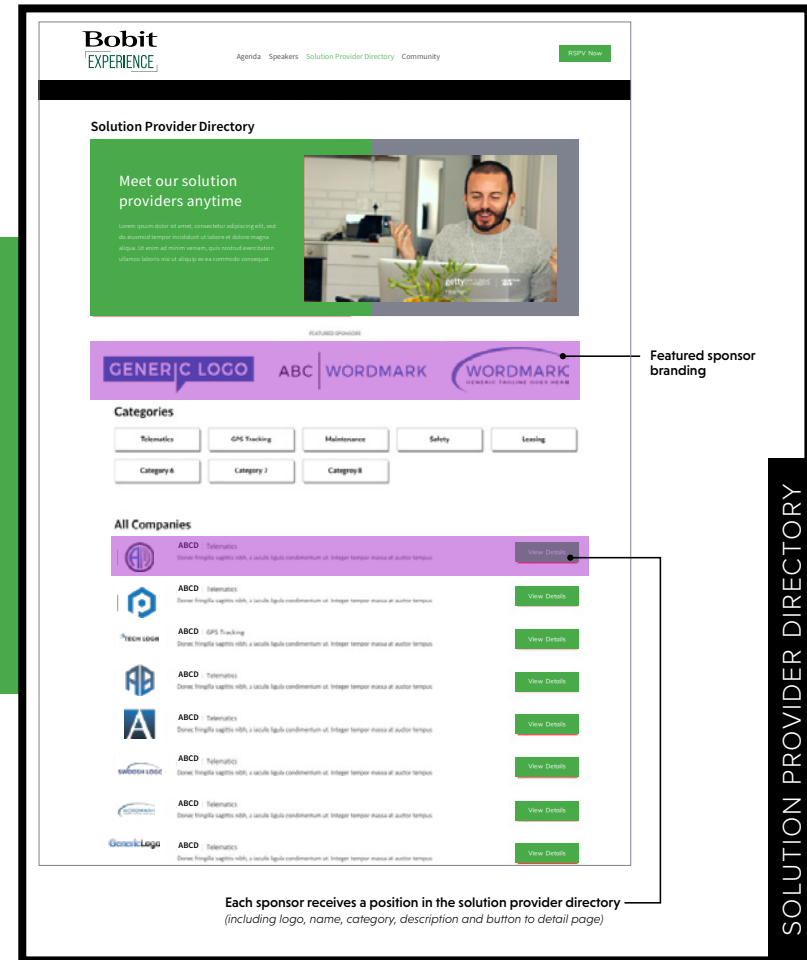
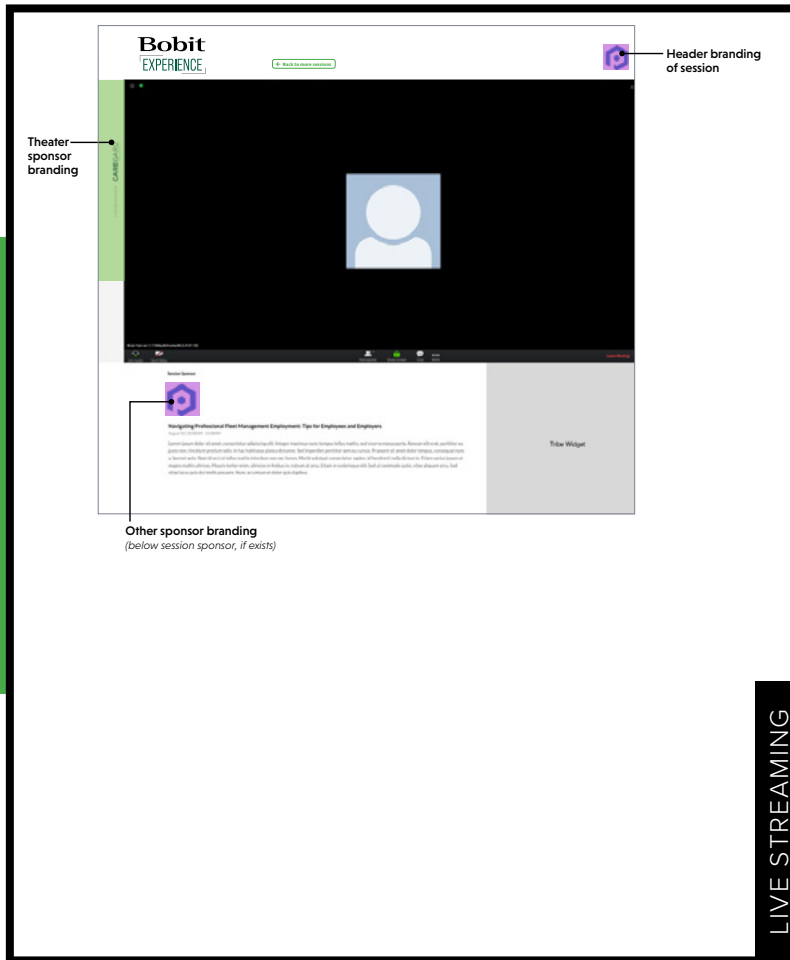
- + Leads From Content Syndication Program

Receive dedicated leads from all individuals who download your assets (white papers, case studies, etc.) during the allocated time frame within your sponsorship level (either six months or 12 months).



**We're ready to enhance
your digital and event
marketing today!**

Visualize



*Screen shot for illustrative purposes. Not final rendering of sponsor fulfillment.

Visualize

Bobit EXPERIENCE Agenda Speakers Solution Provider Directory Community [GET IT NOW](#)

Solution Provider - ABCD

Logo branding

Unique landing page with url

Product image

Customizable detailed company info

Live Q&A/forum widget for sponsor to engage with attendees

Lead generation form

SOLUTION PROVIDER DETAIL

The screenshot shows a landing page for a solution provider named 'ABCD'. It features a header with the Bobit Experience logo and navigation links. The main content area includes a title 'Solution Provider - ABCD', a sub-header 'We have the Best GPS Tracking System', a product image of a smartphone displaying a tracking app, and a section titled 'Sponsored - ABCD' with a live Q&A/forum widget. At the bottom, there is a 'Message ABCD' form for lead generation.

Bobit EXPERIENCE Agenda Speakers Solution Provider Directory Community [GET IT NOW](#)

Agenda

Contact Us: (800) 576-8788

GET YOUR OWN COPY Of The Digital Edition! GOVERNMENT-FLEET

Monday, November 4, 2019

8:00 AM - 7:00 PM Registration Open

8:00 AM - 9:00 AM Breakfast with Compliance Summit Sponsors

9:00 AM - 9:40 AM Compliance Summit Featured Presentation - A Fine Kettle of Fish: Dealer Plaintiffs With Fraud and Legal Challenges

9:40 AM - 10:30 AM Compliance Summit Featured Presentation - When Sales Is to Blame for Noncompliance

10:30 AM - 10:45 AM Networking Break

10:45 AM - 11:30 AM Compliance Summit Featured Presentation - Safety Pursue Out-of-State Sales and Reduce the Risk of Identity Fraud

11:30 AM - 12:00 PM Compliance Summit Tag-Team Presentation - It's the End of the World As We Know It

12:00 PM - 2:00 PM ACE Certification Exam

2:00 PM - 2:40 PM Reinsurance Symposium Tag Team Presentation - What's New in the World of FAI Reinsurance

2:40 PM - 3:00 PM Networking Break

3:10 PM - 4:00 PM Reinsurance Roundup Part I

4:00 PM - 4:15 PM Networking Break

4:15 PM - 4:45 PM Reinsurance Roundup Part II

5:00 PM - 6:00 PM Industry Summit & PALS Evening Keynote

Session sponsor branding

AGENDA

The screenshot shows an agenda page for Monday, November 4, 2019. It lists various sessions throughout the day, including registration, breakfast, compliance summit presentations, networking breaks, and an ACE certification exam. A 'GET YOUR OWN COPY Of The Digital Edition! GOVERNMENT-FLEET' banner is visible on the right side. The Bobit Experience logo and navigation links are at the top.

*Screen shot for illustrative purposes. Not final rendering of sponsor fulfillment.

Visualize

The screenshot displays the Bobit Experience Community interface. The main content area shows a feed of posts, including a sponsored message from 'Heavy Duty Trucking' and a post about truckers exempt from Illinois' 'Stay at Home' Order. The right sidebar features a 'Profile completion tracker' showing 75% completion, a 'List of most engaged users' with names like 'Megan Whitlock' and 'Lynne Park', and a 'Community sponsor display banner' for 'NEED GPS TRACKING FOR YOUR FLEET?'. The bottom right corner of the interface has a vertical 'COMMUNITY' label.

Annotations on the left side of the screenshot:

- Customizable icons for solution providers and attendees
- Community sponsor locked display message (separate sponsorship)

Annotations on the right side of the screenshot:

- Profile completion tracker
- List of most engaged users
- Community sponsor display banner (separate sponsorship)

*Screen shot for illustrative purposes. Not final rendering of sponsor fulfillment.