

MODERN SALON

PROCESS SPONSOR COLOR EDUCATION PROFILE

Your PROCESS Gold Sponsorship includes a full-page Color Education Profile. This will highlight your company's unique educational opportunities and solutions and the related benefits you offer stylists and salon owners. The profile will also be used to highlight your brand in a variety of other ways including online, via social media, and at our COLORFEST event at ABS 2017.

Our content team will work with you to make this as simple as possible. It is a formatted editorial page, but you are able to choose from a flexible menu of questions.

Please submit your information via email to PROCESS Associate Editor Jamie Newman (Jamie.Newman@bobit.com). All responses and materials are due no later than AUGUST 15th, 2016.

PART 1: PROVIDE INFORMATION ABOUT YOUR BRAND

Choose from a list of questions those which you feel emphasize your company's strengths and best address your brand's education story. Please limit responses to 150 words and be as specific as possible.

- **All sponsors should answer questions #1 and #2.**
- **Plus, sponsors choose** up to five additional questions to answer.

1. If a salon or individual solo artist professional switches to or adds your company's haircolor line, what education and resources can they expect to receive immediately and then over the first six months of partnering with your color brand? **(REQUIRED: ALL SPONSORS)**
2. What's the newest product innovation in haircolor from your company that salon pros should know about? **(REQUIRED: ALL SPONSORS; please include product image** and may send product release as overview.)

(Answer up to an additional FIVE of the following questions)

3. Who are the lead colorists and/or top haircolor educators who represent your company, and how and where can salons and colorists connect with them?
4. Does your brand have a haircolor contest or competition/s? How can salons or colorists get involved?
5. How can salons or individual colorists "earn" haircolor education from your company?
6. What is your most popular haircolor education class or experience, and why?
7. What type of swatch books and other haircolor education resources do you have that salons or individual colorists can add to their color library? How do they acquire those resources?

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8. What kind of haircolor business-building education do you offer salons?
9. What would most surprise colorists about your company's haircolor education?
10. How, when and where can salons and colorists find formulas and how-tos featuring your haircolor?
11. What haircolor products (or range of color) is generating the most buzz heading into fall? Why?
12. Does your company have an advanced academy? If yes, what are the key haircolor classes and cost?
13. What other key haircolor education initiatives does your company currently have underway or planned?

PART 2: PROVIDE IMAGES

A high-resolution image of your company **logo** is REQUIRED, as is a **product image** representing "what's new" in color from your company (to illustrate question #2).

In addition to your logo and product image, we'll need a minimum of two of the items below. The images you send should reflect your company's identity. Feel free to send something outside of these parameters if you feel it best represents your brand. *All images MUST be hi-res (300 dpi) and large enough to print/enlarge.*

1. A **head shot of platform artist** or an educator in action, or CEO/brand leader (whomever you want to position as the voice/source of your responses)
2. A photo that **represents your education experience** (of an advanced academy or from an advanced workshop, or show, etc.)
3. A **model image** demonstrating one of your products (with products used, basic formula, credits, if available.) This image should be different than your collection/cover submission (see next page) and may be sourced from marketing or education materials.
4. Photo representing **whatever is buzzworthy in color from your brand** (to illustrate question #11)

PART 3: PROVIDE US WITH YOUR CONTACT INFORMATION

Please send us the following information:

1. Company name
2. Website URL for salon professionals
3. Hotline # for salon professionals (if available)
4. Follow us @ (social media platforms and info)
5. Advanced academy name and location/s
6. Leading brand educators (list up to six, or indicate the "group" name)
7. Other resources for your brand (books, DVDs, etc.)

Thank you for helping us assemble this valuable PROCESS Color Education Profile reference for stylists and owners throughout our MODERN SALON Media audience! As noted, all materials are due to Associate Editor Jamie Newman (Jamie.Newman@bobit.com) by **August 15th, 2016**.

In addition to the information detailed here, the PROCESS editorial team will be reaching out for more information as needed related to your sponsorship of PROCESS 2016, including editorial images for your Color "Fashion" Collection page (and split cover option—*remember, first come-first serve on this limited opportunity!*)

If you have any questions, please contact Associate Editor Jamie Newman (Jamie.Newman@bobit.com) PROCESS Project Editor Laurel Nelson (LaurelNelson14@gmail.com) or MODERN SALON Publisher Steve Reiss (steve.reiss@bobit.com).