

**ABA**  
CANADA



# Corporate Membership Program

Corporate member benefit package valid for all new and renewing  
corporate members for the year 2021





# WELCOME



## SERVING THE CANADIAN BEAUTY INDUSTRY SINCE

The ABA is the only National Canadian association working for the Canadian Beauty Industry & the Professionals behind it. For 86 years the Allied Beauty Association, a non profit membership organization; staffed with a few permanent employees supporting an elected board of directors along with a handful of task force groups and advisory councils comprised of our corporate and professional members; has been dedicated to supporting and educating Beauty Professionals across Canada through educational events, competitions and on-line/on-demand content.

The ABA's ultimate goal of raising the standards of our professional beauty industry, comes from the support and participation of our members. Our mission is to act as one national voice representing all Canadian beauty professionals; defending the rights of the professional beauty industry and speaking on our members' behalf on government regulatory changes affecting our industry. Your Allied Beauty Association also conducts a professional market watch and regularly shares findings, insights, news and dates onto our social media platforms and website.

By becoming a member of the ABA, you will be adding your voice with other industry professionals, owners, distributors, manufacturers and schools who are committed to growing and improving our beautiful industry.







## Join the ABA & show your support for Canadian beauty professionals

The Allied Beauty Association was created by distributors and supported by manufacturers, these industry leaders are the reason that the only national association that represents and defends the rights and protects the values of the professional beauty industry exists.

Your membership goes beyond a discount for participation at a trade show; your annual contribution is what allows the Allied Beauty Association to keep performing its mission of being the Voice of the Industry that strives for Inclusion, Diversity, and Equity for all the professionals and students. Your membership allows us to continue to be a strong advocate defending the rights

of our members with regulatory authorities, media, and other associations, and supports us in our Lobbying efforts for proper licensing, fair taxation and just trade practices for all.

As a corporate member, we encourage you to get involved and serve on working committees, run for election to your membership category's advisory council, and put your name in the hat for a position on the ABA Board of Directors. These opportunities allow you to share your ideas, give educated feedback, have an impact of effecting change, and build a stronger and respected

Executive Director  
Alain Audet



## Complimentary Digital Visibitiliy

As a corporate member of the ABA you receive a complimentary digital package to give your brand or company visibility across our digital platforms, with vetted Canadian beauty professionals.

### Digital Snapshot\*



11K  
Followers



20K  
Followers



260K  
Visits YTD



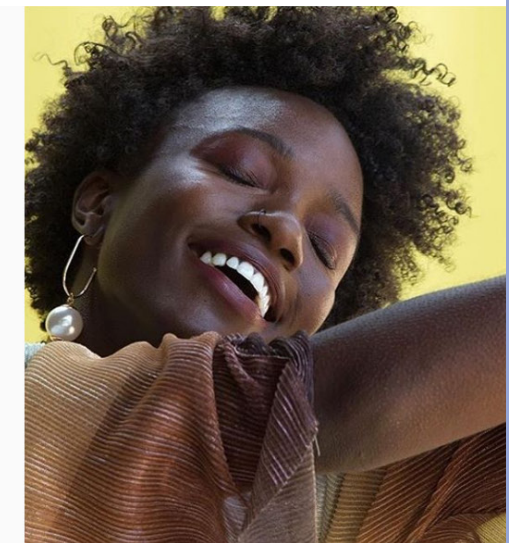
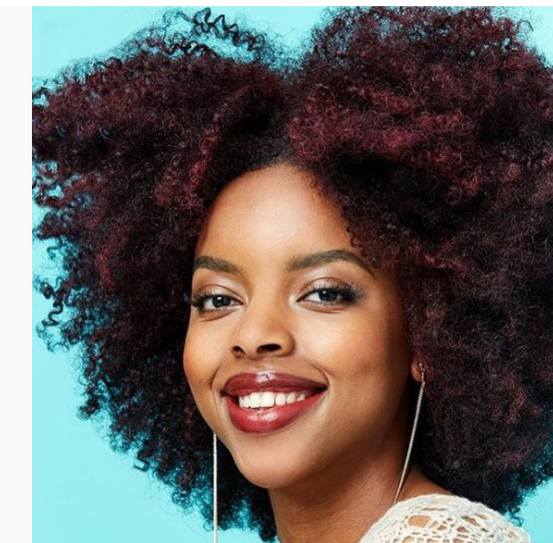
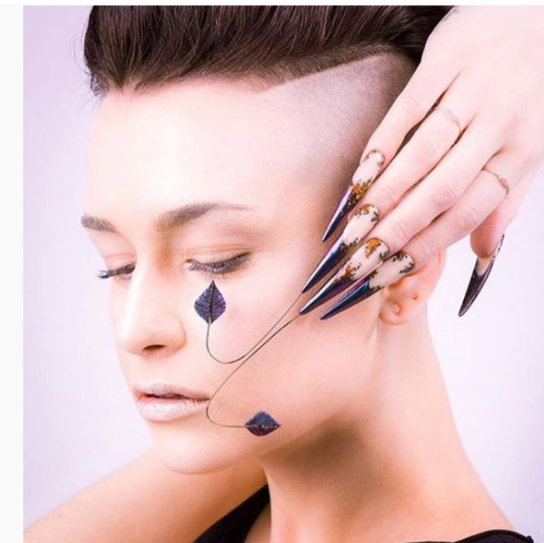
16K  
Subscribers

\*As of Sept 1<sup>st</sup>, 2020

Each yearly membership and renewal gets access to these digital opportunities:

1. Instagram
  - 1 triad (3 separate posts in sequence)
  - 5 stories (shared to FB simultaneously)
  - 1 IG Live
2. Facebook
  - 3 Posts
  - 1 FB Live
3. ABA Blog with linked FB Post
4. 1 Dedicated email to entire database
5. Logo featured on [ABA Website](#) with direct link





**Send all content and questions to:**  
**[communication@abacanada.com](mailto:communication@abacanada.com)**





# Additional Digital Campaign Packages

In addition to the complimentary digital opportunities you can purchase additional packages to create campaigns around your company, launches, developments and any other relevant messages you want communicated nationally to Canadian beauty professionals across the spectrum of brands.

		45 Day	90 Day **
	<b>Posts</b>	3	6
	<b>Stories</b>	3	6
	<b>Live</b>	1	1
	<b>Triads</b> <small>Set of 3 Pictures in a row</small>	3	6
	<b>Stories</b>	3	6
	<b>Live</b>		1
	<b>Full</b>	1	2
	<b>Section</b> <small>1 of 3 Topics in Email</small>	-	1
	<b>Blog</b> <small>Includes a FB Post Links to Blog Article</small>	1	2
<b>Member Price</b>		<b>\$1150</b>	<b>\$2250</b>
<b>Non-Member Price</b>		<b>\$2300</b>	<b>\$4500</b>

Put a spot light on your brand, email:  
[communication@abacanada.com](mailto:communication@abacanada.com)  
 Prices valud until December 31<sup>st</sup>, 2020





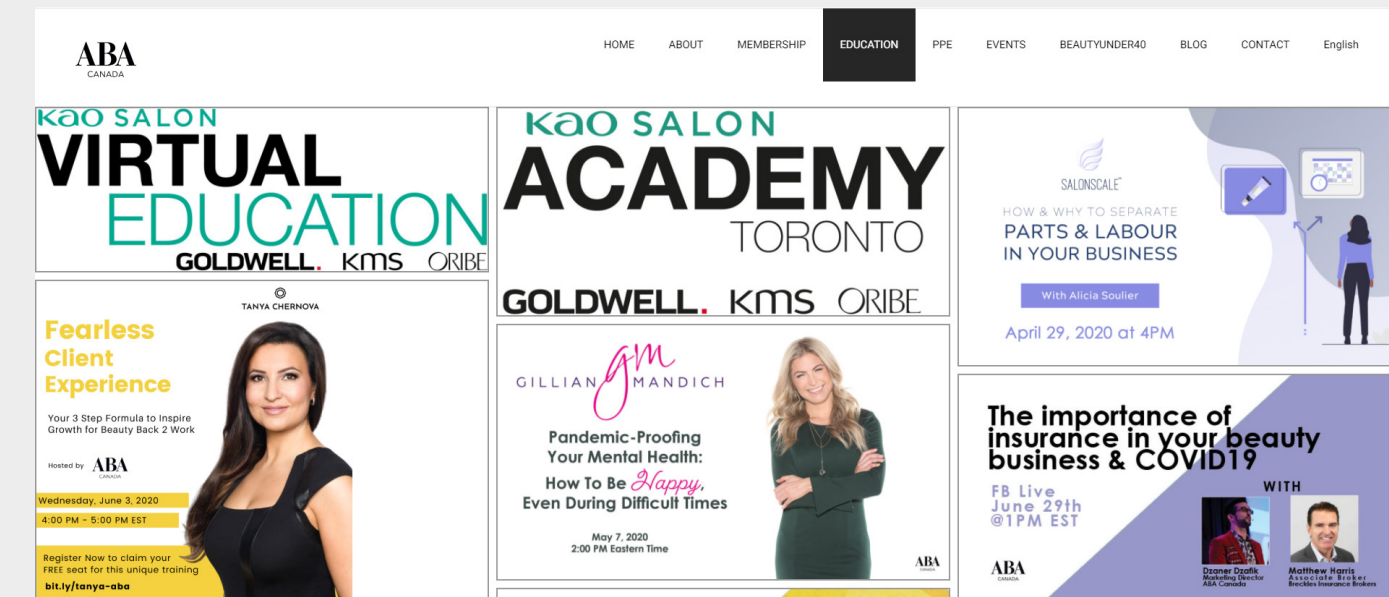


# EDUCATION



Reach thousands of Canadian beauty professionals outside your databases with education offerings!

ABA Canada launches a new website and ABA Member Only Portal with dedicated member only content, get your content featured on our member portal at no additional charge for your 2021 renewal! Supply links to all external content as well to get traffic directed toward your educators and education offerings.



Put a spot light on your brand, email:  
[communication@abacanada.com](mailto:communication@abacanada.com)



## Corporate Benefits

ABA Canada has worked diligently to provide benefits to assist your business. The following are a few examples of benefits currently available. For more please login to your member portal and check the Corporate Benefits Section.



Lower your fund transfer fees and obtain better currency exchange rates from Wester Union. A transactional service that plugs and plays into your existing account - set up in minutes.

- Register your employees onto myABA Membership Perks at a preferred rate
- Access to membership at Cosmoprof / ICMAD / Cosmetic Alliance / PBA
- Beauty Industry Report (BIR) Membership
- French Founders Annual Membership
- Two examples on the next page with many more offered. Please log into your member portal and find out more!



Lower your credit card transaction fees and turn your merchant fees into profit with your ABA membership! Active ABA members will receive: a free cost analysis, the lowest beauty association merchant rates available with easy and hassle-free signup and 24-hour tech support.





## Professional Benefit Provider



Every corporate member also has the opportunity to become a myABA benefit provider at no additional cost. Providing benefits to our professional member base such as, on-line purchase discounts, education vouchers, first in-store visit coupons, etc. is a great way to increase your brand visibility, grow targeted business units, access a new client base and solidify your relationship with established customers.

Being a professional benefit provider comes with its own marketing and visibility options. To the right you can read about the digital opportunities included as a myABA benefit provider, in addition to your corporate member complimentary digital package. Each yearly membership, and renewal gets access to these digital opportunities:

1. Instagram
  - Ongoing stories on membership with links to member benefits page throughout the year (shared to FB simultaneously)
  - 2 IG Lives minimum
2. Facebook
  - Ongoing posts on membership with links to member benefits page throughout the year
  - 2 FB Lives minimum
3. Email Campaigns
  - Dedicated email announcement to entire database
  - Dedicated emails to members as part of our member nurturing campaign
4. Dedicated space on abacanada.com member benefits page with direct link to landing page.



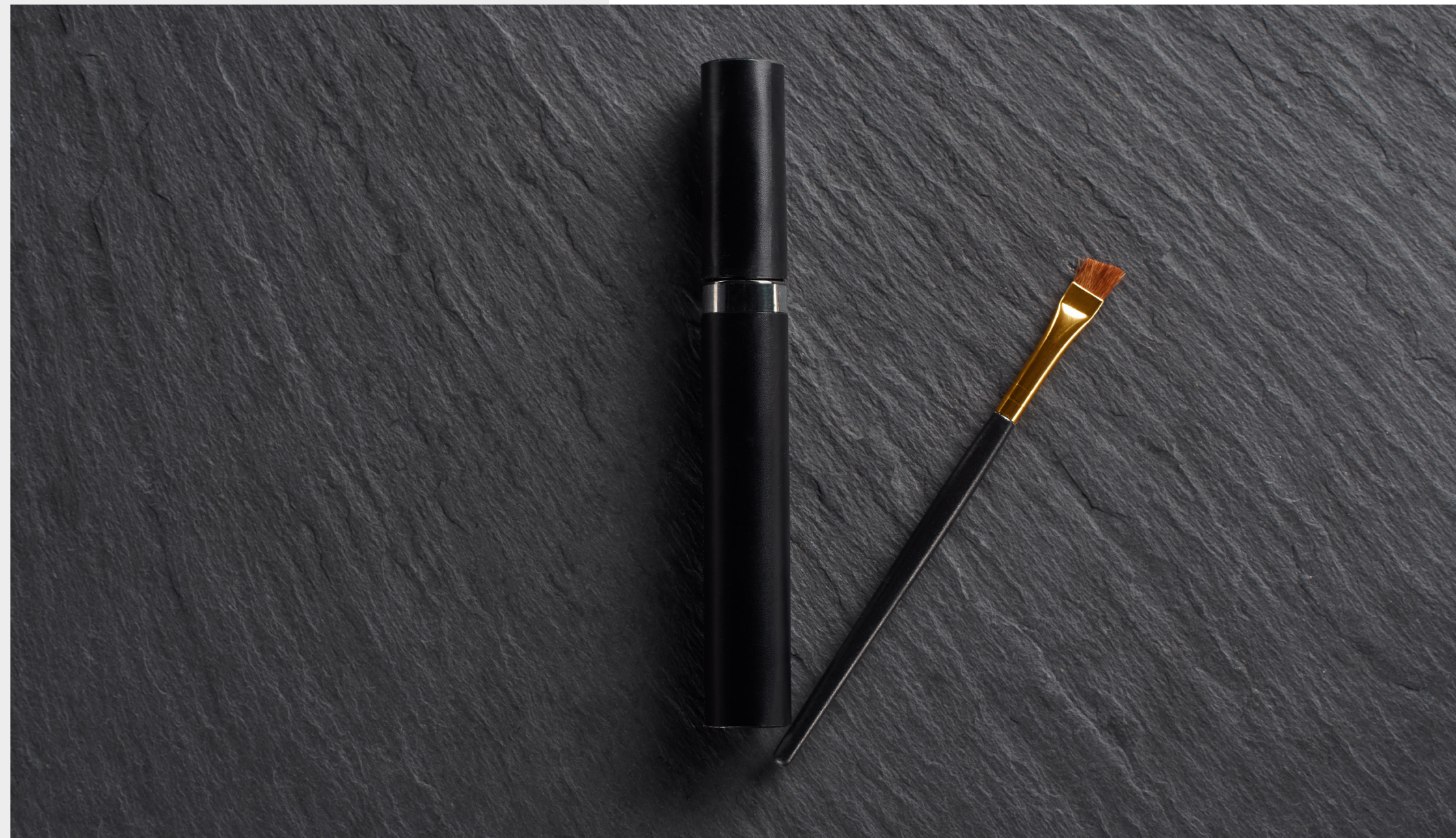
## Sponsorship Opportunities

ABA corporate members get first pick at all sponsorship opportunities. This includes physical and virtual events, community programs and industry projects.

Current & Past Sponsorship Opportunities:

1. Beauty Under 40 Awards 2021
2. Beauty Under 40 On Tour 2021
3. World of Beauty Competitions
4. 5 Points Mentorship Program
5. Presenting sponsor for Trade Show Activations
6. National or Regional Surveys
7. Educational Events

And many more opportunities to come!







Your membership demonstrates your involvement in the future of the Canadian professional beauty industry and your support of the only national association that defends and represents the beauty professionals, beauty business owners as well as distributors and manufacturers.

Thanks to your continued financial support we can work on educational and mentorship programs, promote inclusion, diversity, equality, and equity in our industry as well as creating networking opportunities and business-building tools for our members.

An association's strength is measured by the size and weight of its membership, the stronger the base, the louder is our united voice. This allows us to have more influence over Federal, Provincial, and Regional authorities and have a say in suggested changes in legislation, regulation, and code of practices that would affect our industry.

Thank you for your consideration in joining, reactivating, or renewing your membership to ABA Canada. We hope that you will also invite your network of industry contacts and your employees to join ABA Canada and add their voice to our growing movement.

THE ABA TEAM



# ABA

CANADA

Join or renew today by contacting:  
Carley Wilson – [membership@abacanada.com](mailto:membership@abacanada.com)  
1-800-268-6644

[www.abacanada.com](http://www.abacanada.com)

