



# COSMOPROF

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NORTH AMERICA LAS VEGAS

## 2018 ADVERTISING AND PROMOTIONAL OPPORTUNITIES

**JULY 2018**  
**29<sup>TH</sup> - 31<sup>ST</sup>**  
**L A S V E G A S**

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M A N D A L A Y B A Y  
C O N V E N T I O N C E N T E R  
[www.cosmoprofnorthamerica.com](http://www.cosmoprofnorthamerica.com)

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A NEW WORLD FOR BEAUTY  
BOLOGNA LAS VEGAS HONG KONG MUMBAI

**Organizer - North American Beauty Events LLC.**



## **A. FREE OPPORTUNITIES**

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2. VIP BUYER PASSES
3. PUBLIC RELATIONS VISIBILITY
4. DIRECTORY LISTING
5. ONLINE EXHIBITOR LISTING
6. 1 TO 1 BEAUTY MATCHMAKING
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## **C. ORDER FORMS AND PRICING**

## A. FREE OPPORTUNITIES

### PRE-SHOW OFFERS

#### A1. PREFERRED RATE E-CARD PROGRAM

Invite key clients to see you at the CPNA 2018 event and offer them discounted passes! The Preferred Rate E-Card program grants each exhibitor the ability to offer their best customers a **50% discount on regular priced CPNA tickets via e-mail**. There is no cost to the exhibitor. When registering booth staff, confirmed exhibitors can download a form letter that they can send to their customers with instructions on how to register for a half-price ticket entrance! Be sure to promote these codes to get more visits at the show!

#### A2. VIP BUYER PASSES

Exhibitors may offer **free admission to (5) five qualified VIP guests**. (See Show Rules & Regulations for entrance qualifications). Fill out the online form when you register your booth staff and each VIP will receive an invitation letter, via email, indicating that your company has generously offered them complimentary admission to Cosmoprof North America 2018. For each VIP, you must provide a name, company name, and email address.

There is no cost to the exhibitor (standard pricing of three-day admission is \$160). Limit five (5) VIP Guests per signed exhibitor contract, not per booth.

**DEADLINE:** Upon opening of exhibitor registration to show end

# SAVING OFFER

Get 50% Off Show Tickets - Courtesy of Our Company  
Enter the Code Below Along With Our Booth Number.

**COSMOPROF**  
NORTH AMERICA LAS VEGAS

**JULY 2018**  
**29<sup>TH</sup> - 31<sup>ST</sup>**  
**LAS VEGAS**

**CODE: 2018PREFERRED**  
**BOOTH: \_\_\_\_\_**



**TO 5 VIP GUESTS!**

## A. FREE OPPORTUNITIES

### PRE-SHOW OFFERS

### A3. PUBLIC RELATIONS VISIBILITY

1. Tap into our publicity outreach! Fill out the Media Coordination Form on the "Exhibitors" tab on the CPNA website immediately upon receiving your exhibitor confirmation to notify our marketing & PR team of new items launching at the event. This information will allow us to understand and share as appropriate your company news with select media trade outlets as part of our regular PR outreach efforts.
2. Onsite, you may bring your press kit and company information to the press office.
3. Additionally, exhibitors can post their "press releases" online by logging in to the exhibitor portal.

**DEADLINE: Through June 8, 2018**

### A4. DIRECTORY LISTING

The Official Show Directory is offered free of charge to all visitors, exhibitors and members of the media in attendance. Your company listing is free; make sure to update your information in the Exhibitor Log-In Section online so that the information printed is accurate. Please be sure to do this by May 8<sup>th</sup> at the latest!

Upgrade your listing as well by adding highlights, bold characterizations, outlining boxes, etc. to enjoy enhanced visibility during the event.

**DEADLINE May 25, 2018**

**COSMOPROF**  
NORTH AMERICA LAS VEGAS



**COSMETICS & PERSONAL CARE COMPANY LISTING**

<b>A</b> DG 9 <b>808 DUDE</b> <small>808dude.com</small>	20121 <b>ALPS SOUTH ITALY</b> <small>alpsitaly.com</small> Italy	25190 <b>ASEPTA LABORATORIES</b> <b>MONACO H-E-A-T INC</b> <small>aseptalusa.com</small> United States
	15120 <b>AMANDA BLAKLEY SKINCARE</b> <small>abkblkskincare.com</small> United States	DG 14 <b>AVIVIA ROSE</b> <small>aviviarose.com</small> United States
		DG 12 <b>AVO365</b> <small>avo-365.com</small> United States
		DB 34 <b>AYRES</b> <small>ayresbeauty.com</small> United States
		<b>B</b> ES INC DG 1 <b>BALANCED GURU</b> <small>balancedguru.com</small> United States
		25140 <b>BASS BRUSH COMPANY</b> <small>bassbrushes.com</small> United States
		DB 39 <b>BAY SOLEIL ADVANCED SUN CARE</b> <small>baysoleil.com</small> United States
21146 <b>ALGABO S.A</b> <small>algabo.com</small> Argentina	ANTHONY BRANDS <small>anthony.com</small> United States	
	23120 <b>AO SKINCARE</b> <small>aoskincare.com</small>	



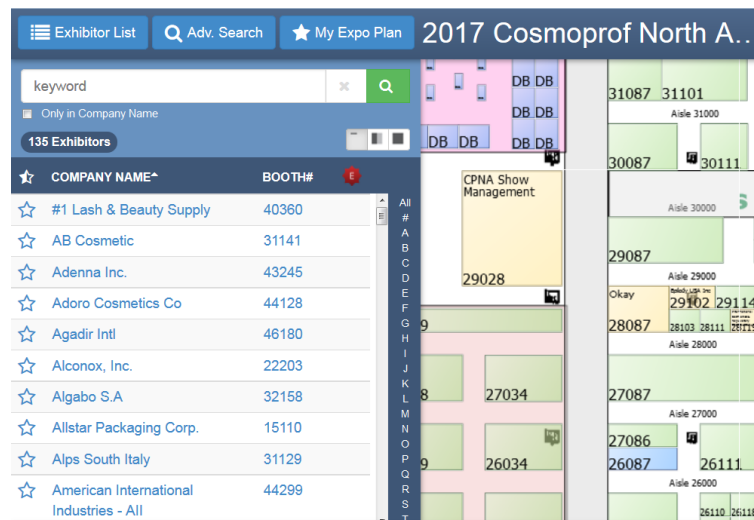
## A. FREE OPPORTUNITIES

### PRE-SHOW OFFERS

#### A5. ONLINE EXHIBITOR LISTING

The searchable online directory is free to all Cosmoprof North America website visitors. It allows visitors to search exhibitors according to various criteria before and during the event. Review your company profile to ensure accuracy of company description and product categories.

**DEADLINE: July 31, 2018**



#### A6. 1 TO 1 BEAUTY MATCHMAKING

The online portal allows exhibitors to find registered attendees (company name and title) and to request up to 50 meetings for free. Log in as of June 25th and throughout the show days to see the most up-to-date list.

**Effective June 25, 2018**



## A. FREE OPPORTUNITIES

### PRE-SHOW OFFERS

#### A7. SEE IT @ CPNA

Enhance your online visibility and increase your event ROI **before the show** by participating in this program. A major beauty content provider will review products exhibiting at CPNA 2018 and will post the product reviews on their platforms as well as on CPNA social outlets. All you need to do is submit two full size products and product info. Earlier participation gives you better exposure.

Contact [juliette@cosmoprofnorthamerica.com](mailto:juliette@cosmoprofnorthamerica.com) for more details and to sign up.

**DEADLINE: Varies**

#### A8. SOCIAL MEDIA EXPOSURE

Tag us and use @cosmoprofna (to promote your presence at this year's event and share your handle in the EXHIBITOR LOG IN area so we can find and tag you back. Make sure to check the hashtags #COSMOPROFNA, #COSMOPROFLV, and #COSMOPROF as well.



@cosmoprofna



facebook.com/cosmoprofnorthamerica



@cosmoprofna



"Cosmoprof North America"



youtube.com/user/cosmoprofna

## A. FREE OPPORTUNITIES

### ONSITE SPECIAL PROGRAMS

#### A9. BEAUT-E ZONE

Top US press will be present **onsite** during the event to view submissions from exhibitors for the CPNA Daily Best in Beauty. At the conclusion of each day, these online influencers will select their 'picks' for CPNA Daily Best in Beauty and post their selections on their respective social platform. The five host names will be unveiled by the end of May!

**ONSITE:** Visit the Beaut-E Zone lounge on **Sunday, July 29<sup>th</sup>** and **Monday, July 30<sup>th</sup>** from 1pm - 4pm and on **Tuesday, July 31<sup>st</sup>** from 12pm - 2pm

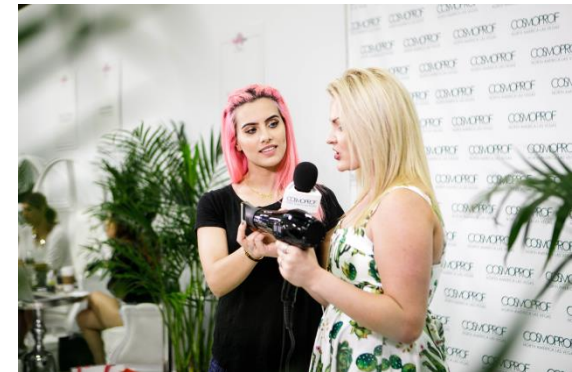


*Beaut-E*Zone  
powered by COSMOPROF

#### A10. CPNA BEAUT-E REVIEWS

Get your product featured in Cosmoprof North America's **post show** social media campaign. The industry looks to CPNA to find the newest and best in beauty. Exhibitors can visit the CPNA Beaut-E Reviews section on the show floor (inside the Cosmetics and Personal Care Section) during show hours and present their star product for online viewing. A top online influencer and videographer will capture your sales sizzle and share with the online beauty community, after the conclusion of the event.

**ONSITE:** Visit the CPNA Beaut-E Reviews lounge on **Sunday, July 29<sup>th</sup>** and **Monday, July 30<sup>th</sup>** from 1pm - 4pm



COSMOPROF  
NORTH AMERICA LAS VEGAS



## A. FREE OPPORTUNITIES

### ONSITE SPECIAL PROGRAMS

#### A11. INTERNATIONAL BUYER PROGRAM



Both international and domestic exhibitors can enroll in this program and team up with Cosmoprof North America to actively pursue opportunities to meet pre-qualified buyers from emerging markets. Be sure to **fill out the IBP Questionnaire Form** available on the website.

Domestic exhibitors may also enroll in a similar opportunity organized and carried out by foreign trade specialists from the US Commercial Service. For more details contact [marketing@cosmoprofnorthamerica.com](mailto:marketing@cosmoprofnorthamerica.com).

**DEADLINE: June 1, 2018**



#### A12. DOMESTIC BUYER PROGRAM



International exhibitors have the opportunity to connect with domestic distributors and enjoy face-to-face meetings on Saturday, July 28th. To sign up for the program, be sure to fill out the **Domestic Buyer and Exhibitor Questionnaire Form** on the website.

**DEADLINE: June 1, 2018**





## B. PAID OPPORTUNITIES ONLINE

### B1. DEDICATED EMAIL BLAST

Create and submit your own HTML-designed email blast with customized message to be sent out to Cosmoprof North America's database of pre-registered visitors and qualified leads. Each dedicated email blast will be sent to 10,000 contacts.

Email developed and designed by exhibiting company. HTML code and hosted images required. Contact your sales manager to get specific instructions. *Limited availability!*

**Dedicated E-Mail Blast: \$1,500 US**

**DEADLINE: May 25 – July 25, 2018**

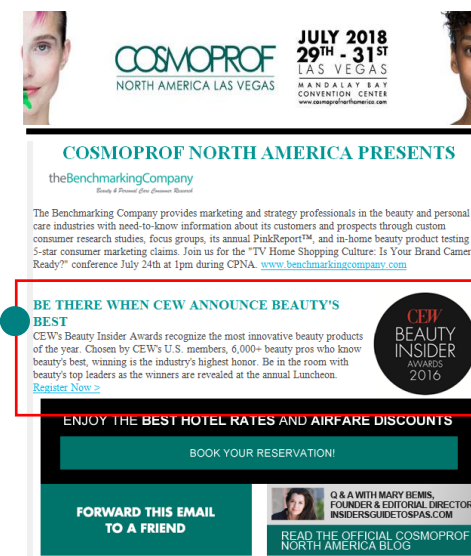
### B2. CPNA E-NEWSLETTER TEXT AD

The Cosmoprof North America E-Newsletter is sent out on a regular basis to a qualified database of business professionals and pre-registered attendees of up to 20,000 with event updates. Each newsletter spotlights up to four exhibiting companies; if you are interested in being featured you may submit a brief paragraph of 50 words or less, your company's logo and URL plus a JPEG photo of your key item – email all the items requested to [cpna@cosmoprofnorthamerica.com](mailto:cpna@cosmoprofnorthamerica.com).

**CPNA E-Newsletter Spotlight: \$500 US**

**DEADLINE: March 15 – July 20, 2018**

**COSMOPROF**  
NORTH AMERICA LAS VEGAS



## B. PAID OPPORTUNITIES

### ONLINE

#### B3. REGISTRATION SPONSORSHIP

Get your company extra publicity by having your logo featured on email registration confirmations sent to all pre-registered attendees.

Your company logo will be embedded into all email confirmations that go out to attendees registered before the show dates. The logo will be hyperlinked by your preference of url. *Limited availability!*

**Registration Sponsorship: \$7,500 US for exclusive sponsorship, or \$3,000 to be featured as one of three sponsors**  
**DEADLINE: March 16, 2018**



#### REGISTRATION CONFIRMATION

REGISTRANT ID xxxxxx  
Name:xx  
Company Name: xx  
Address:

Please bring this confirmation, along with photo ID and industry credentials to the in order to receive your name badge.

Thank you for registering to attend Cosmoprof North America/PBA Beauty Week. CPNA/PBA Beauty Week will be held July 29-31, 2018 at the Mandalay Bay Convention Center, 3950 S. Las Vegas Blvd., Las Vegas, NV 89119.

Guests Invited by the organizers who are not affiliated with any media outlet are invited to pick up their badge and lanyard in the Special Guest Lounge Office located nearby the Visitor Registration Area in Bayside D on the first level of the Mandalay Bay SOUTH Convention Center beginning on Saturday, July 28th.

#### [COSMOPROF NORTH AMERICA SHOWHOURS](#) [Show Hours](#)

Sunday, July 29 10am-6pm  
Monday, July 30 9am-6pm  
Tuesday, July 31 9am-3pm

Download The Official Cosmoprof 2018 Mobile App!

We look forward to seeing you at the 2018 Cosmoprof North America & PBA Beauty Week!

**THANK YOU TO OUR 2018 REGISTRATION SPONSORS**

**Your logo here!** -----



## B. PAID OPPORTUNITIES ONLINE

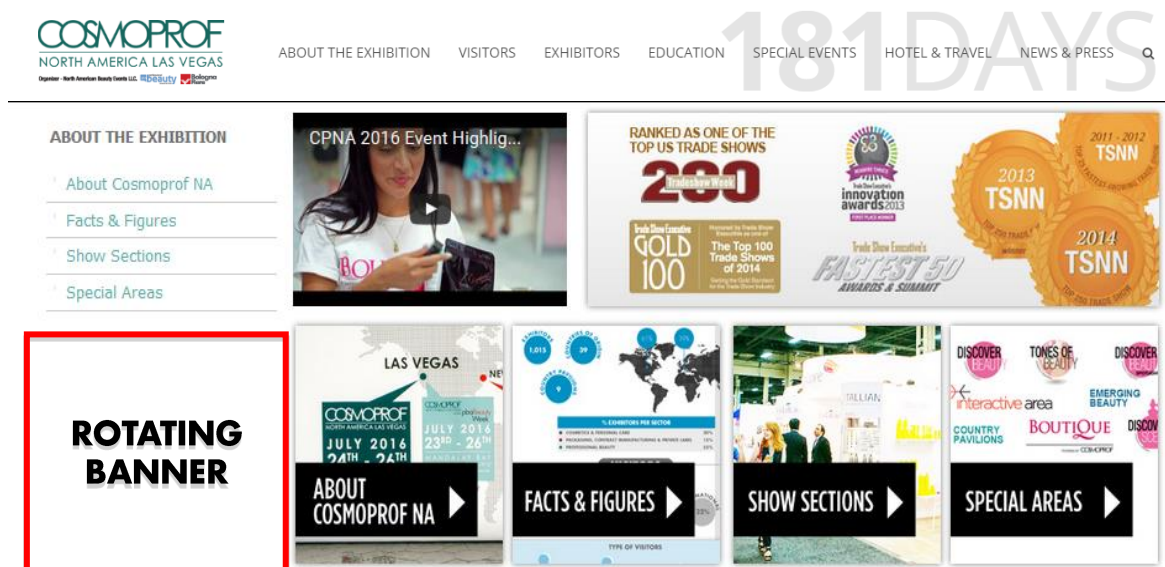
### B4. ROTATING BANNER AD LIMITED TO 10 EXHIBITORS – ONE PER COMPANY

Cosmoprof North America's website attracts thousands of visitors daily. Get additional exposure by being featured as one of two advertisers with a rotating banner ad. For one month, your ad will be placed on both the Visitors and Exhibitor pages, two of the most viewed sections of the website.

If you are interested in being featured, submit your ad (ad dimensions are: width 290px by height 290px) to [cpna@cosmoprofnorthamerica.com](mailto:cpna@cosmoprofnorthamerica.com).

**Rotating Website Banner Ad: \$800 US**

**DEADLINE: April 1 – July 31, 2018**



## B. PAID OPPORTUNITIES

### ONLINE

#### B5. ONLINE FLOORPLAN: SPOTLIGHT BANNER AD

The online floorplan hosts rotating banner ads that provide additional exposure. The dimensions of the ad are 205 x 60 pixels and will link to any URL provided. The image must be sent according to the specs provided no later than June 16, 2018. Limited to 8 advertisers per show cycle.

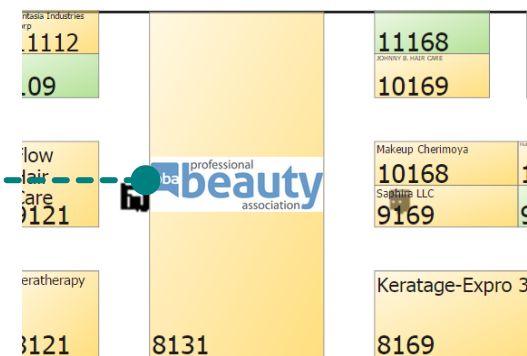
**Online Floorplan- Spotlight Banner Ad: \$750 US**  
**DEADLINE: March 19 – July 6, 2018**



#### B6. ONLINE FLOORPLAN: LOGO BRANDING

Your company logo will appear directly on your booth within the online floorplan. Offer available to exhibiting companies with booth sizes of 6 SQM X 6 SQM or larger; logo size depends on the booth size. The logo image must be sent to us according to the specs provided no later than June 16, 2018.

**Online Map - Logo Branding: \$300 US/logo**  
**DEADLINE: March 19 – July 20, 2018**



#### B7. VIDEO UPLOADS

Videos are a powerful tool. If you have them, this is a unique way to enhance your listing and support your marketing efforts.

**Video Uploads: \$600 US/video**  
**DEADLINE: May 21 – July 8, 2018**





## B. PAID OPPORTUNITIES

### ONSITE

#### B8. SHOW DIRECTORY ADVERTISING

The show directory provides information on exhibiting companies. This Directory is offered **complimentary** to over 36,000 expected visitors, members of the press and more than 1,200 exhibitors during the show.

This directory remains an informational source of reference throughout the year. Purchasing an advertisement in this publication ensures your company exposure to all attendees, as well as year-round exposure. Listing is complimentary to all exhibitors. Upgraded listings are available for purchase.

Prime advertising space sells out quickly; be sure to reserve now! Specs are available upon request.

**DEADLINE for Artwork: May 25, 2018**

#### PRICE LIST

##### Standard Position (4 Color Only)

Two Page Spread

**\$3,650 US**

Full Page

**\$2,300 US**

##### Premium Position (4 Color Only)

Inside Front Cover

**\$4,100 US**

Inside Back Cover

**\$3,350 US**

Facing Contents Page

**\$2,550 US**

##### On-Site Directory Listing Enhancements

Bold Listing

**\$300 US**

Bold and Outlined

**\$400 US**

Add Company Logo (4 color)

**\$500 US**

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NORTH AMERICA LAS VEGAS



COSMOPROF NORTH AMERICA LAS VEGAS		PACKAGING, PRIVATE LABEL & CONTRACT MANUFACTURING COMPANY LISTING
<b>W</b>	<b>Y</b>	<b>Z</b>
12098 WIN-PACK INDUSTRIAL LIMITED win-pack.com China	4018 YANGZHOU HUIJIANG PLASTIC PACKING CO.,LTD yjhjiang.en.alibaba.com China	9034 YUTAO ZHENHONG PACKAGING MATERIAL CO., LTD. zh-packing.com China
6192 WORLD SPONGE MANUFACTURING CO., LTD worldsponge.co.kr/eng Korea (South)	8022 YIWU GANGHUA PLASTIC PRODUCTS FACTORY ganhua.cn China	7051 Z&Z DEVELOPMENT CO.,LTD. z-z.cn China
11052 WORLD WIDE PACKAGING LLC wwpinc.com United States	8043 YIWU JIANSHENG PLASTIC PRODUCTS CO.,LTD ywpackage.com China	3030 ZHANGJIAGANG YUNWU INDUSTRY CO.,LTD ywnw.com China
9204 WORMSER CORPORATION wormsercorp.com USA (South)	3039 YUEN HING CO.,LTD PACKAGING LIMITED yupacking.co China	6035 ZHEJIANG BENTO COSMETIC PACKAGING CO.,LTD. bentopack.com.cn China
9042 WUXI SUNMART SCIENCE AND TECHNOLOGY CO.,LTD. sunmartgroup.com China	7050 YUAN HANG CO.,LTD yuanhang.com China	2055 ZHEJIANG RUN DA PRESS PUMP CO.,LTD rundapump.com China
<b>X</b>	7043 YUTAO BLOOMING COMMODITY CO.,LTD bloomingsun.com China	8051 ZHEJIANG WANGSHENG PLASTIC PACKAGING CO.,LTD zywangsheng.com China
5099 XELA PACK xela-pack.com United States	6047 YUTAO JINGYI PLASTIC INDUSTRIAL CO., LTD. jy-gnayer.com China	8050 ZHONGSHAN LUENCHENG DISPENSING PUMP LTD. cls.com.cn China
	7022 YUTAO NYMPH PACKAGING CO., LTD nymphpack.com China	4055 ZHONGSHAN WEIZHAO PLASTIC MFG CO.,LTD weizhao.com China
	6022 YUTAO SUN RAIN SPARYER CO.,LTD. on-sunrain.com China	

## B. PAID OPPORTUNITIES

### ONSITE

#### B9. BAG INSERTS

##### LIMITED TO EIGHT EXHIBITORS – ONE PER COMPANY

Place your product/sales literature right in the hands of the beauty industry professionals. Tote bags contain everything attendees need onsite including a show directory and expo hall map. Attendees go through these bags looking for show specials so be sure to add a little incentive and create a call to action to drive them to your booth. All inserts are subject to organizer's approval whereby the number and type of pieces/samples must be discussed. Limited to 8.

**Bag Insert (each item): \$2,000 US**

**DEADLINE:** approved insert must arrive at GES warehouse between Wednesday, June 6th and Friday, June 8, 2018

#### B10. SPONSORED BADGE LANYARDS

Attached to every attendee badge, your company's name (as well as logo, when possible) will be visible to all. The first 5,000 attendees will receive a lanyard.

**Sponsored Badge Lanyards: \$8,500 US**

**DEADLINE for Final Artwork: May 21, 2018**





## B. PAID OPPORTUNITIES

### ONSITE

#### B11. NEW PRODUCT PRESS PREVIEW EVENT

Open to exhibitors who have new products launching at Cosmoprof North America, this is the best way to present and connect with registered media. Up to 20 companies will have a chance to present their NEW product during the lunch event on Sunday, July 29<sup>th</sup> from 12:00pm – 2:00pm. All media are invited to participate, enjoy lunch, and discover all newness unveiled at the show.

Offer is limited to 20 exhibiting companies.  
Contact [pr@cosmoprofnorthamerica.com](mailto:pr@cosmoprofnorthamerica.com) for more details.  
Participation in Media Hour is **\$750**.

**DEADLINE: June 15, 2018**



## B. PAID OPPORTUNITIES

### ONSITE

#### **B12. NEW PRODUCT BUYER PREVIEW EVENT** NEW

Open to exhibitors who have new products launching at Cosmoprof North America, this is the best way to present and connect with registered buyers. Up to 20 companies will have a chance to present their NEW product during the lunch event on Monday, July 30<sup>th</sup> from 12:00pm – 2:00pm. All buyers are invited to participate, enjoy lunch, and discover all newness unveiled at the show.

Offer is limited to 20 exhibiting companies.

Contact [sylvia@cosmoprofnorthamerica.com](mailto:sylvia@cosmoprofnorthamerica.com) for more details.

Participation in Buyer Hour is **\$750**.

**DEADLINE: June 15, 2018**





## B. PAID OPPORTUNITIES

### ONSITE

#### B13. GLAMOUR ME

Glamour Me is a dedicated beauty lounge located in the prime foyer area. Each of the eight stations (categories are within the hair, makeup, nails, and skincare segment) will be sponsored by an exhibitor who specializes in that respective category (exhibitors can sponsor one station only). Exhibitors will be responsible for providing one artist to perform the demo service who will be available for entire 3-days of the show [opening till closing]. Product being demoed by exhibitor must be their newest product and / or look for the upcoming season. Availability is limited to eight exhibitors.

Contact [cpna@cosmoprofnorthamerica.com](mailto:cpna@cosmoprofnorthamerica.com) for more details. Sponsorship of one station is **\$2,500**.



**DEADLINE:** Subject to availability



## B. PAID OPPORTUNITIES

### ONSITE

#### B14. BOUTIQUE: CUSTOMIZED SAMPLING ONSITE

BOUTIQUE is an area located in the prime foyer area at Cosmoprof North America and is open to all attendees throughout the show hours. BOUTIQUE offers a limited number of exhibitors the ability to showcase their brand and sample their key products to all attendees from this high-traffic location.

BOUTIQUE serves as a main attraction point at the show; The products given out are reviewed and selected by the organizers; the samples must be deluxe sizes and minimum quantity requested is 2,000 pieces.

#### SAMPLING FOR A CAUSE

- Onsite sampling bar station located inside the Professional Beauty Section directly from the lobby
- High-end environment with clear dispensers presented as a wall display with brand logos
- Limited to 20 exhibiting companies featuring key star product
- All funds collected onsite will be donated to the Look Good Feel Better Foundation
- Supported by powerful onsite marketing activities including footprints leading to the area, signage in key floor areas and handouts to all attendees

**BOUTIQUE: \$1,000 US & 2,000 deluxe samples**

**DEADLINE: Subject to availability**





## B. PAID OPPORTUNITIES

### ONSITE

#### B15. FREESTANDING SIGNAGE AND SITUATION MAPS

##### A) FREESTANDING SIGNAGE

Increase your visibility with single or double-sided signs that are strategically placed throughout the show floor lobby and registration areas. Viewed by over 36,000 visitors of the show, these signs provide unsurpassed marketing exposure.

**Freestanding Sign, Single Sided: \$1,575 US**

**Freestanding Sign, Double Sided: \$2,050 US**

**DEADLINE:** Final artwork approved by June 29, 2018

##### B) SITUATION MAPS

Place your logo pointing at your booth location on the situation maps located around the show floor. Availability is limited to 16 signs on trade show floor.

**Situation Maps: \$2,000 US**

**DEADLINE:** Final artwork approved by June 29, 2018



## B. PAID OPPORTUNITIES

### ONSITE

#### B16. LIGHTBOX

Lightboxes are located at prominent and high-traffic locations in the show ground. These not only enhance your company image, but also create eye-catching exposure to attract more buyers to your stand.

Contact your sales rep for specifications and deadlines.  
*Limited availability.*

**1 Lightbox: \$2,500 US**

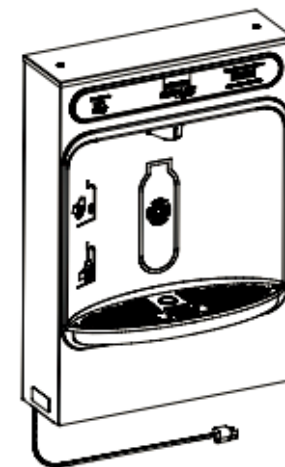


#### B17. WATER COOLER ADVERTISEMENT

Make use of the Water Cooler Ad Space to be located on a major walkway of the exhibition halls to display your company/product logo and attract buyers to your stand.

Contact your sales rep for specifications and deadlines.  
*Limited availability.*

**1 Water Cooler Station: \$1,500 US**





## B. PAID OPPORTUNITIES

### ONSITE

#### B18. HOTEL TV ADS

Mandalay Bay is the official hotel for the exhibition. To promote CPNA, two channels will be made available to all guests and feature unique promotional content. Exhibitors may purchase 30 second or one minute ad times to run during July 28th – July 31st. Video content must be submitted by June 1st. CPNA reserves the right of refusal for advertising provided. Fees will apply if production work is required to format the video ad or is involved. One minute video ad with info: **\$500** for the week (July 28 – 31, 2018); organizers can provide creative agencies.

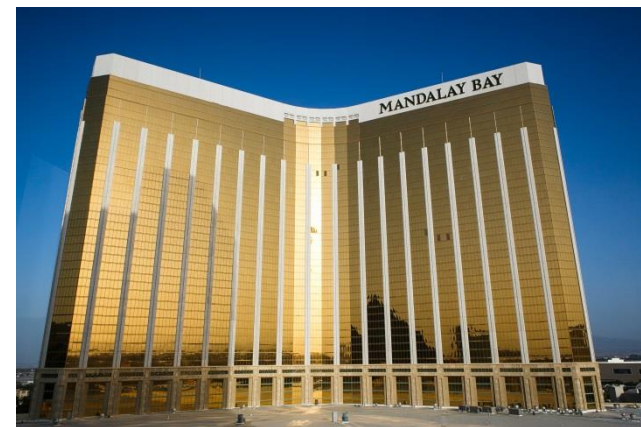
**DEADLINE: June 15, 2018**



#### B19. HOTEL ROOM DROPS

Mandalay Bay Hotel will distribute your magazine, product, flyer, newsletter, deal sheet, etc. to every room in the participating hotel block. Want to distribute to only attendees and not exhibitors? Easily done! Would you like to distribute to exhibitors only? Again, easily done!

**Prices will vary based on item type dropped in each room. Item type required for a quote.**



#### B20. TAILOR-MADE SPONSORSHIPS

Contact us to achieve the most for your sponsorship dollars. CPNA will work with you to arrange custom sponsorships catered to your budget. Examples of custom sponsorships are hotel room key cards, water bottles, registration sponsorships, etc.



# CONTACTS

## DOMESTIC SALES TEAM:

USA, CANADA & MEXICO

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