



**COSMOPROF**  
NORTH AMERICA LAS VEGAS

**2019  
COSMOPROF  
NORTH AMERICA  
LAS VEGAS**

**MANDALAY  
BAY  
CONVENTION  
CENTER**

**28 – 30 JULY**

**BOUTIQUE**  
POWERED BY **COSMOPROF**  
NORTH AMERICA LAS VEGAS

**THE BEAUTY BAR SAMPLING**

## **PROGRAM OUTLINE**

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



# WHAT IS IT?

## BOUTIQUE

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CUSTOMIZED BEAUTY SAMPLING  
FOR A CAUSE

- Onsite sampling bar station located the highly-trafficked foyer area 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 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

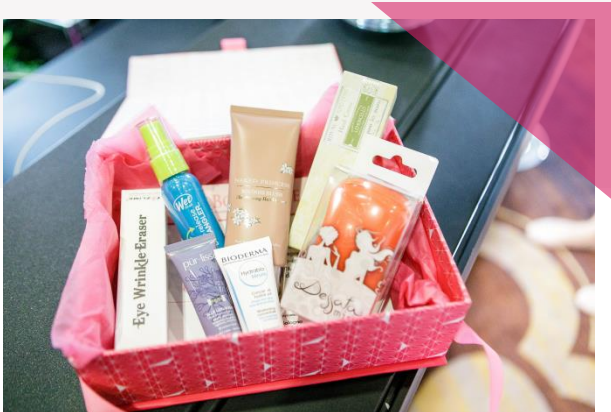


# HOW DOES IT WORK?

**BOUTIQUE**  
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## EXHIBITORS

1. Contact your sales manager to enroll
2. Submit sample details to organizers
3. Submit paperwork and \$1,000 payment; deadline is subject to availability
4. **Provide details on product sample – name, size, logo, URL, 25-word description**
5. Prepare 1,000 samples (minimum size 15mL | .5 oz)
6. Ship samples + 2 full size products according to instructions provided



## VISITORS

1. Visit the sampling bar to receive a box and flyer listing all participating brands
2. Test the products & select 7 products
3. Scan badge for each product collected
4. Checkout and get the box wrapped
5. Provide suggestive donation of \$10





# WHY PARTICIPATE?

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**BOUTIQUE**  
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## CUSTOMIZED BEAUTY BOX SAMPLING

- ✓ Onsite exposure to CPNA 2019 attendees
- ✓ Support a good cause - proceeds donated to Look Good Feel Better Foundation
- ✓ Enhanced exposure onsite and pre show
- ✓ Limited availability – 20 spots available on a first come first serve basis

# HOW TO PARTICIPATE

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- **1,000 deluxe samples**
- **\$1,000 participation fee**
- **Distribution at the Trade Show**



## **CONTACT:**

IF INTERESTED IN LEARNING MORE ABOUT THIS PROGRAM PLEASE CONTACT US:

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# WHAT'S IN IT FOR YOU?

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## participation benefits

### FACILITATE ACCESS INTO HANDS OF KEY BUYERS & TRADE MEDIA

- Get your products into the hands of key industry decision makers
- Connect with VIP's you may not see at your booth



### INCREASE BRAND AWARENESS

- Limited number of spaces available ensures premium visibility
- Edited selection of products



### ENHANCE EVENT RETURN ON INVESTMENT

- Twice as much exposure for your brand on the show floor





# OMNIPRESENCE ONSITE

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## *onsite outreach*

- ✓ Additional exposure on the show floor
- ✓ Prime visibility and branding onsite
- ✓ Targeted product sampling to interested buyers
- ✓ Exposure in all event marketing materials distributed onsite & pre-show

*Boutique Onsite  
Sampling Bar*



# WORLDWIDE PRESENCE

**BOUTIQUE**  
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## *Cosmoprof Worldwide Bologna*



## *Cosmoprof Asia*

