



COSMOPROF
NORTH AMERICA LAS VEGAS

**2019
COSMOPROF
NORTH AMERICA
LAS VEGAS**

**MANDALAY
BAY
CONVENTION
CENTER**

28 – 30 JULY

**DISCOVER
BEAUTY**
powered by COSMOPROF

PROGRAM OUTLINE

Organizer - North American Beauty Events LLC.



COSMOPROF

NORTH AMERICA LAS VEGAS

**THE PREMIER B2B BEAUTY EVENT ENCOMPASSING
ALL SECTORS OF THE INDUSTRY IN ONE VENUE, THE MOST
IMPORTANT FORUM FOR THE ENTIRE BEAUTY INDUSTRY**

AWARD WINNING EVENT

- Named TSE's Gold 100 2017 Best Program to Help Exhibitors Maximize their ROI
- Named TSE's Gold 100 2017 Best Launching Pad
- Winner of the 2017 President's "E" Award for Export Service"
- Named IAEE's "2017 Art of the Show"
- Named TSNN's "2016 Top 250 Trade Show"
- Named TSE's "Greatest Show in 2015"
- Named TSE's "The Most Innovative Show in 2015"
- Named TSE's "Best Program to Help Exhibitors Maximize ROI in 2015"
- Winner of TSE's "Marketing Genius Award in 2015"
- Named "The Top 100 Trade Shows of 2016"



COSMOPROF

NORTH AMERICA LAS VEGAS

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2018 EVENT OVERVIEW

▶ NUMBER OF VISITORS

40,000 quality visitors,
+9% from 2017

▶ NUMBER OF EXHIBITORS

1,415 exhibitors from **56** countries,
+10% from 2017

▶ NET EXHIBITION AREA

29,520 SQM / 311,150 SQF,
+8% from 2017

▶ PRESS

400+ members of the press

NATIONAL AND GROUP PAVILIONS

Argentina, Brazil, Chile, China/Taiwan,
Dominican Republic, France, Germany, Italy,
Pakistan, South Korea, and Spain

INTERNATIONAL BUYER DELEGATIONS

Australia, Brazil, Canada, Chile, China,
Germany, Honduras, India, Kenya, Mexico,
Panama, Uruguay, United Kingdom, and
Taiwan

PROGRAM DESCRIPTION

DISCOVER BEAUTY

This all-inclusive program offers a **comprehensive** package that features:

- Ready-stand modern lounge & own meeting room space
- Guaranteed appointments with specialty retail buyers
- Preferred access to our PR and marketing team to maximize your exposure
- Participation in goody bags distributed to trade media and VIP buyers
- Limited number of spots available

NOTE:

Brands are pre-selected to ensure retailer criteria needs are met.



PACKAGE DESCRIPTION



PRESHOW PROMOTION :

- 1 dedicated **email blast** featuring Discover Beauty exhibitors to **US retailer database**
- Inclusion in the **Press Release** introducing all DB exhibitors distributed to the CPNA media list
- Brand promotion on the Cosmoprof North America **website**

SHOWTIME PROMOTION :

- **Guaranteed Meetings:** 15-minute brand presentations in front of elite US retail buyers
- Inclusion in the **Show Directory** available to all attendees
- **12 sqm** fully furnished lounge space
- Brand promotion on the Cosmoprof North America smart phone **app**
- On-floor DB **meeting room** space

PACKAGE COST
\$8,250

all-inclusive

NOTE: Limited space availability. Official space assignment is done by the organizers one month prior to event date. All space assignments provided beforehand are subject to change.

HOW IS IT IMPLEMENTED?



DISCOVER BEAUTY EXHIBIT SPACE :

It all starts out with a special **dedicated show floor area** strategically located to allow maximum visibility and foot traffic.

Signage and special floor markers are posted to draw visitors to this area.

Each stand is tastefully designed and fully furnished as a clean white modern lounge-type setting to distinguish the area from the rest of the show floor.



DISCOVER BEAUTY LOUNGE INCLUDES*

- 100 lbs of complimentary drayage
- 1 glass tall showcase
- 1 white free-standing shelving unit
- 1 long white table
- 1 table lamp
- 2 sets of stackable corner tables
- 2 sitting chairs
- 1 white leather seating couch
- White carpet
- Electric outlet / consumption included
- 1 vertical fascia name

TO SEE MORE IMAGES FROM CPNA 2018, GO ONLINE TO:
<https://cosmoprofnorthamerica.com/news-and-press/photo-gallery/>

**2019 booth design may change from above; actual furnishings to be announced in May 2019. Please note that removal / addition of furniture is not permitted and the use of displays or props is limited and major displays must be authorized prior to event.*

HOW IS IT IMPLEMENTED?



DISCOVER BEAUTY MEETING ROOM SPACE:

The unique selling proposition provides access to your own dedicated semi-private meeting room space located adjacent to the Discover Beauty space with monitored access for pre-scheduled appointments only.

- ✓ Dedicated meeting room space may be customized to reflect own brand identity
- ✓ Meetings are scheduled over the course of one day to optimize time for both the buyers and exhibitors
- ✓ Meetings are timed at 15-minutes intervals for each exploratory meeting
- ✓ Buyers rotate from meeting spaces going from one exhibitor company to the next according to a pre-set schedule

DISCOVER BEAUTY PRIVATE MEETING ROOM DESCRIPTION

- Approximately 9 sqm with 8 ft tall white walls
- 4 chairs total per space
- 2 tables
- Brand name signage / logo provided



HOW TO QUALIFY



EXHIBITORS :

Participating companies enjoy exposure in this high-end show within a show area and gain face to face meetings with key specialty retailers in addition to receiving prime real estate placement on the show floor.

TO QUALIFY A BRAND MUST BE:

- New to US market or with limited retail footprint
- Financially secure to ensure distribution rollout costs
- Sophisticated, unique, innovative
- Ready to launch and able to submit finished products by February 2019

RETAILERS :

- This innovative program is created specifically for fashion forward retailers seeking new comers to beauty poised to become the next “it” brand
- National or local specialty store prestige retailers who understand what it takes to build a new brand, who can work with small companies to build their volume, fine tune marketing & merchandising strategies

2018 RETAILERS IN ATTENDANCE



REASONS FOR PARTICIPATION



PARTICIPATION ENABLES YOU TO TUNE INTO **MANY UNIQUE VALUE ADDED PROGRAMS** :

- ✓ BOUTIQUE, THE ONSITE SAMPLING BAR*
- ✓ BUYER PROGRAM
- ✓ TV SHOPPING AUDITIONS
- ✓ SPECIAL DIRECTORY AND WEBSITE LISTING WHICH INCLUDES COMPANY LOGO
- ✓ MARKETING CAMPAIGN – PRESHOW & ONSITE
- ✓ ONLINE MATCHMAKING PLATFORM – 1TO1BEAUTYMATCHMAKING.COM

*additional costs associated





RESERVE YOUR SPOT TODAY!

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DOMESTIC SALES TEAM:

USA, CANADA & MEXICO

Toni Davis

toni@probeauty.org
800-468-2274 x3443

Heather Guinta

heather@probeauty.org
800-468-2274 x3429

INTERNATIONAL SALES TEAM:

EUROPE, AFRICA, MIDDLE EAST, ASIA & SOUTH AMERICA

Alessandra Allegri

alessandra.allegri@cosmoprof.it
+39 02 454.708.216

Patrizia Loddo

patrizia.loddo@cosmoprof.it
+39 02 454.708.220