



2019 COSMOPROF NORTH AMERICA LAS VEGAS

MANDALAY BAY CONVENTION CENTER

28 – 30 JULY



## PROGRAM OUTLINE

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





# COSVOPROFINITION OF THE 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"





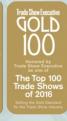














## 2018 EVENT OVERVIEW

- 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

## **SPOTLIGHTS**

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

- Fully-furnished stand with a department store-like presentation that features small artisan labels who are a prime fit for high-end retail stores, boutiques, salons and spas
- 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 Spotlights exhibitors to
   US retailer database
- Inclusion in the press release introducing all Discover Beauty Spotlights exhibitors distributed to the Cosmoprof North America media list
- Brand promotion on the Cosmoprof North America website

## **SHOWTIME PROMOTION:**

- Customized exhibit space
- Inclusion in the show directory available to all attendees
- Brand promotion on the Cosmoprof North America smart phone app

PACKAGE COST \$5,000

# 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 SPOTLIGHTS **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 department store-like setting to distinguish the area from the rest of the show floor.

## DISCOVER BEAUTY SPOTLIGHTS SPACE INCLUDES\*

- 100 lbs of complimentary drayage
- One lighted tabletop- 72"L 30"D 38"H advertised usable space front is 70 ¾" x 33 ½" and the top is 70 ¾" x 28 ¾"
- 2 stools
- Secure storage space nearby, adjacent to the Discover Beauty area
- Electric outlet / consumption included
- Logo branding



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 TO QUALIFY



## **EXHIBITORS**:

Participating companies enjoy exposure in this high-end show within a show area garner additional attention from key specialty retailers by 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























## 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**

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## **INTERNATIONAL SALES TEAM:**

EUROPE, AFRICA, MIDDLE EAST, ASIA & SOUTH AMERICA

#### Alessandra Allegri

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#### **Patrizia Loddo**

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