



COSMOPROF

NORTH AMERICA LAS VEGAS

**2019
COSMOPROF
NORTH AMERICA
LAS VEGAS**

JULY 28 – 30

MANDALAY BAY
CONVENTION CENTER

**ANNOUNCING THE
DEBUT OF COSMOPACK
NORTH AMERICA!**

COSMOPACK
NORTH AMERICA LAS VEGAS

**DISCOVER
GREEN**
powered by COSMOPROF

PROGRAM OUTLINE

Organizer - North American Beauty Events LLC.

PBA Professional
Beauty
Association

**Bologna
Fiere**

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"
- 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 GREEN

- A section for brands dedicated to **green, eco-friendly, clean, organic, and/or natural products**
- Participation in **goody bags** distributed to trade media and VIP buyers
- The area will have its own **distinguishing high-end look** and **customized marketing**



PACKAGE DESCRIPTION



PRESHOW PROMOTION :

- 1 dedicated **email blast** featuring Discover Green exhibitors to **US retailer, spa and distributor database**
- Inclusion in the **Press Release** introducing all DG exhibitors distributed to the CPNA 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
\$4,995

green and clean

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 Green

DISCOVER GREEN SPACE INCLUDES *

- 100 lbs of complimentary drayage
- 1 console unit with product shelving that is 6' w x 30" deep
- 2 stools
- 1 easel board that is 24" w x 72" h (chalkboard portion is 18" w x 60" h)
- Use of communal furniture (couches/chairs)

DISCOVER GREEN EXHIBIT SPACE:

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

Each stand is tastefully designed and fully furnished to distinguish the area from the rest of the show floor.

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



TO SEE MORE IMAGES FROM CPNA 2018, GO ONLINE TO:
http://cosmoprofnorthamerica.com/news_press/PhotoGallery.aspx

**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 in Discover Green will enjoy exposure in this high-end show within a show area and receive prime real estate placement in a dedicated area on the show floor.

TO QUALIFY A BRAND MUST BE:

- Positioned as a green, eco-friendly, clean, organic, and/or natural products that is free of: 1,4-Dioxane (PEGs, PEs, -xynols, and -eths like cetearath-20), Artificial Colors/Dyes, Fragrance/Parfum, Formaldehyde, Hydroquinone, Microbeads (polyethylene or polypropylene), Heavy Metals, Nanoparticles, Oxybenzone, Parabens (butyl-, ethyl-, methyl-, propylparabens), Petrochemicals, Phthalates (DBP, DEP, DMP), Sulfates (sodium laurel-, sodium kaureth-, ammonium laureth- and sodium myreth sulfate), Toluene, Talc, Triclosan, DEA, TEA, MEA, and Nitrosamines
- New to US market or with limited retail footprint
- Financially secure to ensure distribution rollout costs
- Unique and innovative
- Ready to launch and able to submit finished products by February 2019



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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