

## NORTH AMERICA LAS VEGAS

2019 COSMOPROF NORTH AMERICA LAS VEGAS **JULY 28 - 30** 

MANDALAY BAY CONVENTION CENTER

ANNOUNCING THE DEBUT OF COSMOPACK NORTH AMERICA!





## 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"
- Named "The Top 100 Trade Shows of 2016"



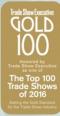














- NUMBER OF VISITORS 40,000 quality visitors, +9% from 2017
- NUMBER OF EXHIBITORS
  1,415 exhibitors from 56 countries,
  +10% from 2017
- NET EXHIBITION AREA 29,520 SQM / 311,150 SQF, +8% from 2017
- PRESS400+ members of the press

#### NATIONAL AND GROUP PAVILIONS

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

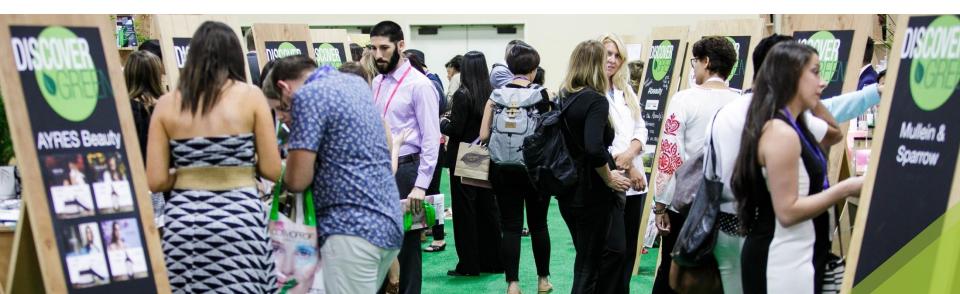
#### INTERNATIONAL BUYER DELEGATIONS

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 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

## DISCOVER GREEN

## **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 DISCOVER



#### 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:

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#### **Toni Davis**

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#### **INTERNATIONAL SALES TEAM:**

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