



# 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

**TONES OF  
BEAUTY**

powered by COSMOPROF

## PROGRAM OUTLINE

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



Professional  
Beauty  
Association



# 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

W  
E  
L  
C  
O  
M  
E

W  
E  
L  
C  
O  
M  
E



## 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

## TONES OF BEAUTY

- A section for brands dedicated to the evolving shades & types of beauty of the multicultural consumer
- Participation in goody bags distributed to trade media and VIP buyers
- The area will have its own distinguishing high-end look and customized marketing



*love,*  
*Aunt Bonnie*

**NOTE:**

To ensure only the most innovative products at the event, we will be curating with love, Aunt Bonnie's founder Corey Huggins.

# PACKAGE DESCRIPTION



## PRESHOW PROMOTION :

- 1 dedicated **email blast** featuring Tones of Beauty exhibitors to **US retailer database**
- Inclusion in the **Press Release** introducing all TOB 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

**\$4,500**

*discover*

**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?



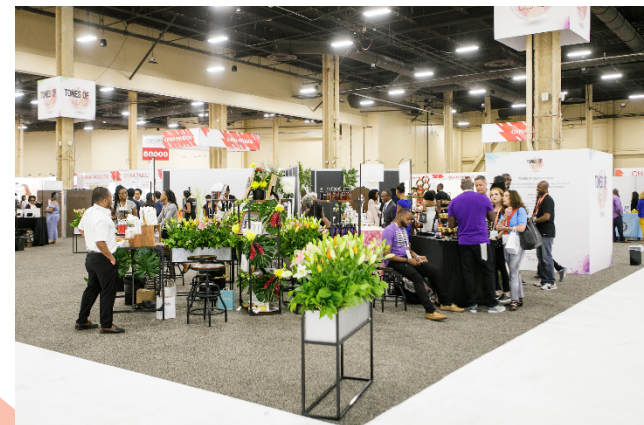
## TONES OF BEAUTY EXHIBIT SPACE :

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.

### TONES OF BEAUTY SPACE INCLUDES\*

- 100 lbs of complimentary drayage
- 1 shelving unit
- 1 standing lamp
- 1 console table
- 2 stools
- Electric outlet / consumption included
- Booth signage



**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 in Tones Of Beauty can 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:

- Finished beauty products that answer the needs of the emerging multicultural market
- New to US market or with limited retail footprint
- Financially secure to ensure distribution rollout costs
- Sophisticated, 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](http://1TO1BEAUTYMATCHMAKING.COM)

\*additional costs associated





# 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

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



## **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