

COSMOPROF
NORTH AMERICA LAS VEGAS



JULY 2016
24TH - 26TH
LAS VEGAS
MANDALAY BAY
CONVENTION CENTER
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INTERNATIONAL BUSINESS FORUM & EXHIBITION – FOCUS ON THE BEAUTY SUPPLY CHAIN PROGRAM OUTLINE

Organizer - North American Beauty Events LLC.



INTERNATIONAL BUSINESS FORUM & EXHIBITION - FOCUS ON THE BEAUTY SUPPLY CHAIN

A NEW FORMAT LAUNCHED AT COSMOPROF NORTH AMERICA 2016



International Business Forum & Exhibition – Focus on the Beauty Supply Chain
is far more than a new exhibition area:

- ❑ A curated **business platform** welcoming **top packaging suppliers, contract manufacturers, and OEM/raw materials providers** that exemplify innovative techniques, novel capabilities, unique decoration processes or technologies
- ❑ A unique project combining two great event concepts: open expo environment that exposes company to foot traffic on show floor + **pre-scheduled, face-to-face b2b meetings** with selected **key US and international buyers**
- ❑ A **stylized area** located in a prime position inside the Packaging Pavilion with a high-end, modern lounge and meeting rooms
- ❑ Two **forums** will provide insights, relevant intelligence and business opportunities to the attendees of “International Business Forum & Exhibition – Focus on the Beauty Supply Chain” with well-recognized international speakers



INTERNATIONAL BUSINESS FORUM & EXHIBITION FOCUS ON THE BEAUTY SUPPLY CHAIN



- WHY?**
- ❑ To recognize and exploit new business opportunities in the American market, due to the high demand for innovation, new trends, design and research in the North American market
 - ❑ To meet key US and international buyers
 - ❑ To network with the more than 1,000 domestic and international exhibitors participating
 - ❑ To hear case histories from companies who have successfully entered the market
 - ❑ To take part in networking initiatives
 - ❑ To hear from industry influencers on packaging & design topics inside a targeted program of conferences hosted by leading publications



INTERNATIONAL BUSINESS FORUM & EXHIBITION FOCUS ON THE BEAUTY SUPPLY CHAIN

WHO CAN PARTICIPATE

THE FOLLOWING CRITERIA MUST BE MET IN ORDER TO EXHIBIT IN THIS EXCLUSIVE FORMAT:

- Suppliers of innovative packaging
- Ingredients / Raw Materials
- Novel contract manufacturing capabilities
- Innovative Fillers
- Providers of unique delivery encapsulation systems
- Converters
- Unique decoration process



QUALIFIED BUYERS FOR THE B2B MEETINGS ARE:

- Product manufacturers and retail companies seeking **innovative** solutions to their **packaging** and **contract manufacturing** needs

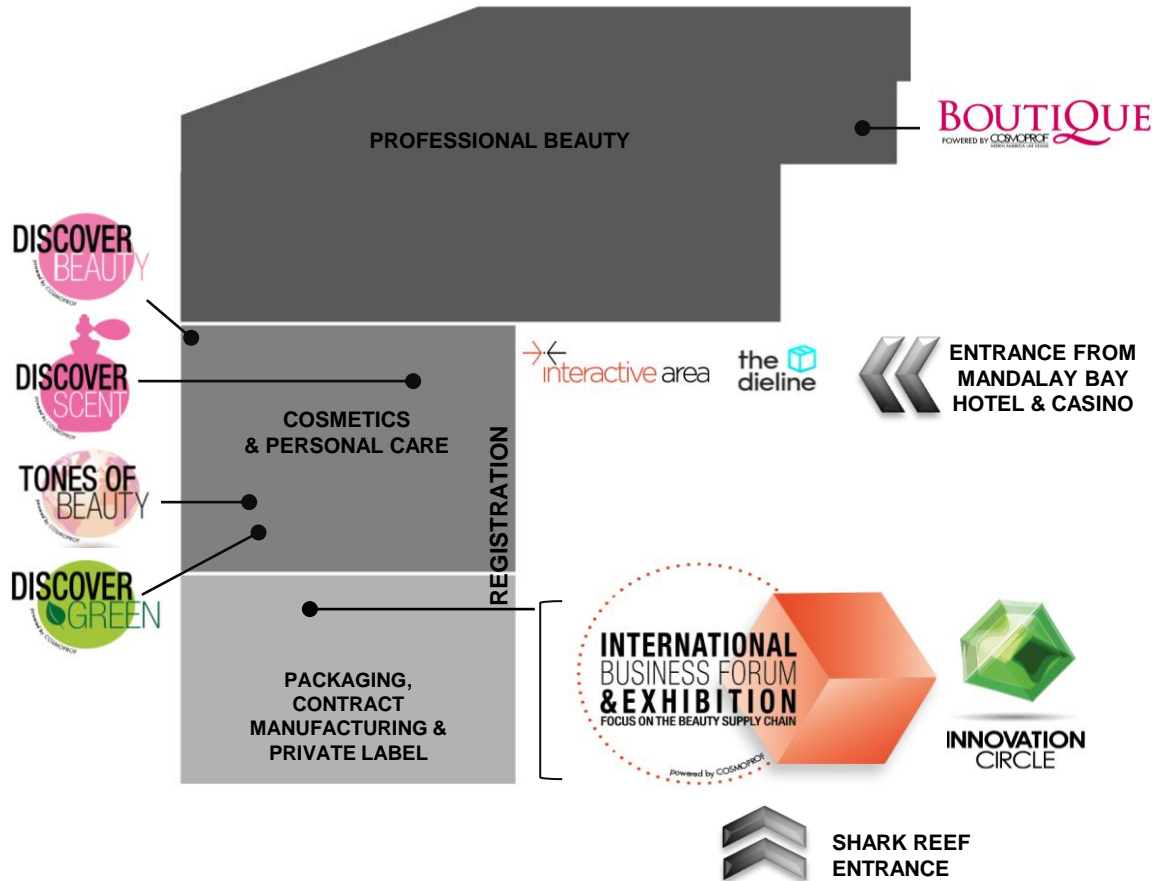
- Key roles from the following departments: **Supply Chain - Procurement/Sourcing/Purchase - Product Development - Plant/Operations - Private Label - Packaging Solutions - R&D**



INTERNATIONAL BUSINESS FORUM & EXHIBITION FOCUS ON THE BEAUTY SUPPLY CHAIN

WHERE?

International Business Forum & Exhibition – Focus on the Beauty Supply Chain is located inside the **Packaging Sector** in a high-traffic area. The area will also benefit from a constant flow of visitors thanks to the Packaging sector dedicated entrance.



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SPECIAL AREAS

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SECTORS:

- PROFESSIONAL BEAUTY
- COSMETICS & PERSONAL CARE
- PACKAGING, CONTRACT MANUFACTURING & PRIVATE LABEL

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PACKAGE OFFER

THIS ALL-INCLUSIVE PROGRAM OFFERS A COMPREHENSIVE PACKAGE THAT FEATURES:

EXHIBIT SPACE*:

- ❑ **12 sqm special decorated lounge space.** Each booth is tastefully designed and fully furnished as a lounge - type setting to distinguish the area from the other booths on the show floor.

PRESHOW PROMOTION:

- ❑ 1 dedicated **email blast** featuring exhibitors to potential buyers database
- ❑ Inclusion in the **press release** introducing all exhibitors distributed to the CPNA media list (if exhibitor booth is secured by April 15, 2016)
- ❑ Brand promotion on the **Cosmoprof North America** website

SHOWTIME PROMOTION:

- ❑ Guaranteed **B2B Meetings:** 20-minute brand presentations with qualified buyers
- ❑ **One full page 4-color** advertising page placed in Cosmoprof North America show directory distributed complementary to all show attendees
- ❑ Brand promotion on the **Cosmoprof North America official show app**
- ❑ **Free entrance tickets** to dedicated seminars

*Note that:

Limited number of spots available. Brands are pre-selected to ensure buyer criteria needs are met. Space assignment is done by the organizers one month prior to event date.



INTERNATIONAL BUSINESS FORUM & EXHIBITION FOCUS ON THE BEAUTY SUPPLY CHAIN

RATES & CONTACT



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

PACKAGE TOTAL COST: \$ 7,500

CONTACT:

If interested in learning more about this program please contact:

INTERNATIONAL SALES TEAM:

EUROPE, AFRICA, MIDDLE EAST, ASIA & SOUTH AMERICA

Patrizia Necchi

patrizia.necchi@cosmoprof.it

Phone: (+39) 02.45.47.08.207

Chiara Santi

chiara.santi@cosmoprof.it

Phone: (+39) 02.45.47.08.218

DOMESTIC SALES TEAM:

USA, CANADA & MEXICO

Toni Davis

toni@probeauty.org

Phone: 480. 455.3443

Ebony King

ebony@probeauty.org

Phone: 480.455.3429