

COSMOPROF

NORTH AMERICA LAS VEGAS



**BEAUTY AT YOUR
SERVICE**
EXPERIENCE THE
NEWEST BEAUTY
PRODUCTS

*Glamour
Me* 

powered by COSMOPROF

Organizer - North American Beauty Events LLC.



www.cosmoprofnorthamerica.com

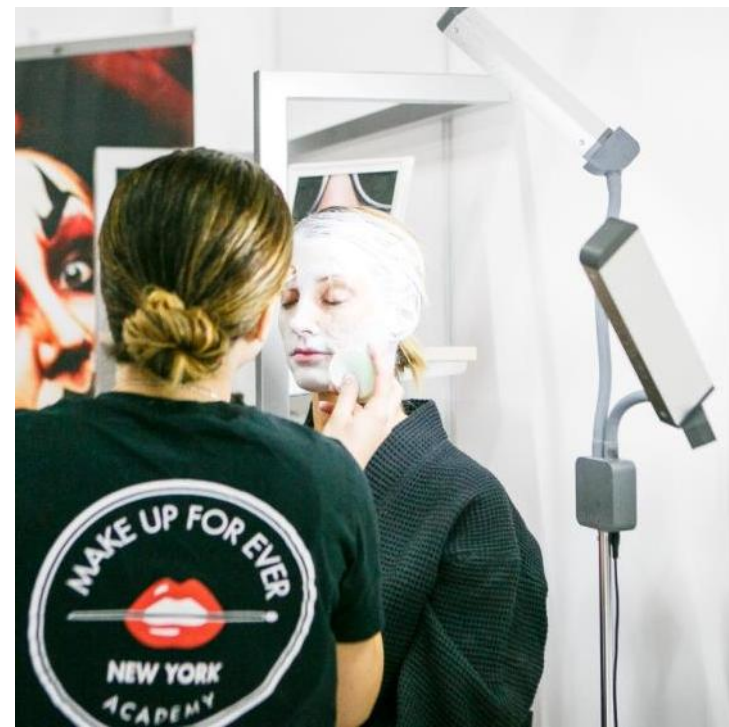
24TH-26TH
JULY 2016
LAS VEGAS
MANDALAY BAY
CONVENTION CENTER

WHAT IS IT?

- Glamour Me is a new dedicated beauty lounge located on the show floor inside the Cosmetics & Personal Care Section
- The beauty lounge will be open during regular show hours: Sunday, July 24 & Monday, July 25 from 9am to 6pm and on Tuesday, July 26 from 9am to 3pm
- The beauty lounge will house several stations: vanity table + chair for makeup, brow, & hair and a low table for nail station
- Each category will be sponsored by one exhibiting company
- Preferred access to our pr and marketing team to maximize your exposure

limited spot available!

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HOW DOES IT WORK?



1. LOOK AND REVIEW

FEATURED EXHIBITOR
PRODUCTS & SERVICES

3. DETAILS

GIVE ONSITE HOSTESS FULL
INFORMATION

* provide credit card information/cash donation

2. BOOK

RESERVE YOUR 30-MINUTE
SERVICE APPOINTMENT

4. SIT PRETTY

TRAINED TRUSTED PROFESSIONALS
WILL PROVIDE THE SELECTED
SERVICE

5. CAPTURE & SHARE



TAKE A SELFIE & SHARE WITH YOUR ONLINE COMMUNITY

*provide hashtags & handles for all participating exhibitors and exhibition

HOW IT WORKS?



EXHIBITORS

1. Each station will be sponsored by an exhibitor who specializes in that respective category (exhibitors can sponsor one station only)
2. Exhibitors will be responsible for providing one artist to perform the demo service who will be available for entire 3-days of the show [opening till closing]
3. Product being demoed by exhibitor must be their newest product and / or look for the upcoming season
4. By April 15, 2016, exhibitors must share with organizers what will be featured - both product / look description

VISITORS

1. Attendees can experience new products and look firsthand from participating exhibitors from various services / stations [skin, makeup, nail, hair, brows]
2. Attendees can book 30-minute service (mini makeover / touch-ups / product demo) onsite with hostess inside the Glamour Me lounge during regular show hours only; only one service can be scheduled at a time
3. Beauty services are done independent of one another so the stylist can explain the product / application
4. \$20 suggestive fee - funds collected onsite provided to charity [INSPIRE event]
5. Take selfie, post, and tag @cosmoprofna at end of service

WHO CAN PARTICIPATE?



Sponsorship is only available to Cosmoprof North America 2016 exhibitors!



THE AREA IS OPEN TO ALL COSMOPROF NORTH AMERICA 2016 ATTENDEES, HOWEVER, **VIP BUYERS AND MEDIA** GET PREFERRED ACCESS

CONTACT

If interested in learning more about this program please contact us: cpna@cosmoprofnorthamerica.com or phone 702-558-8460.



SERVICES SOUGHT: HAIR



- **HAIR STYLING STATION:** open to hair care / styling companies who can provide quick styling / braiding services
- **HAIR TOOL STATION:** open to hair tool companies who can provide flat iron / curling services
- **HAIR CARE STATION:** open to hair accessories companies who can provide quick updos
- **BROW STATION:** open to brow companies who can provide quick brow cleanups or filling / coloring

SERVICES SOUGHT: MAKEUP, NAILS & SKINCARE



- **MAKEUP STATION:** open to full color line companies who can provide makeup touch-ups for eyes, lips, & skin (foundation & cheek)
- **SKINCARE STATION:** open to skincare companies who can provide demos to include mask application (face/ eye), anti-aging services and/or facial massage services
- **NAIL COLOR STATION:** open to nail color companies who can provide quick color change services
- **NAIL ART STATION:** open to nail art companies who can provide quick nail art services



WHEN IS THE DEADLINE ?



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- Interested exhibitors must commit by May 6, 2016 to one station sponsorship*
- Confirmed sponsors must submit all creative communications materials to organizers by May 13, 2016 [including product information and name, URL, images, hashtag / handle for social media Instagram]
- Exhibitor is responsible for bringing own tools and products required to perform service (only basic furniture provided)

*Organizer reserves the right to approve / deny proposed product / service

WHAT'S IN IT FOR YOU?

FACILITATE ACCESS INTO HANDS OF KEY BUYERS & TRADE MEDIA

- Provide key industry decision makers the most effective way to understand and appreciate your products / services as your company will be responsible for providing a stylist to perform the demo and explain the products for the duration of the show
- Connect with VIP's you may not see at your booth



INCREASE BRAND AWARENESS

- Limited number of spaces available ensures premium visibility
- Allows exhibitors the opportunity to demonstrate products on the show floor
- Edited selection of products in an area that puts the spotlight on the service aspect of the beauty industry



ENHANCE EVENT RETURN ON INVESTMENT

- Twice as much exposure for your brand on the show floor
- Exhibitors will get contact information of all attendees who received services as leads



ADDED BONUS



- Perfect Co is a company that's not only focused on developing mobile beauty apps, but also on delivering an integrated beauty platform for real products, brands, influencers and beauty users
- Their social network, Beauty Circle, is a one-stop shop to discover, try and buy beauty products, exchange ideas, and learn about the latest trends
- Brands can leverage the online platform to connect with users and link their offerings to an ecommerce site or retail store
- One signature official look will be created by a NAHA award winning makeup artist and will integrate all participating exhibitor sponsor's products
- The signature look will incorporate a complete makeover / touchup: makeup / hair / nail / skin / brows
- All participating sponsor exhibitors will be featured on the consumer portal BEAUTY CIRCLE giving them exposure to millions of beauty consumers to drive product sales and awareness

