



COSMOPROF
NORTH AMERICA LAS VEGAS

BOUTIQUE

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NORTH AMERICA LAS VEGAS

BOUTIQUE: THE BEAUTY BAR SAMPLING PROGRAM OUTLINE

JULY 2017
9TH - 11TH
LAS VEGAS

MANDALAY BAY
CONVENTION CENTER
www.cosmoprofnorthamerica.com

A NEW WORLD FOR BEAUTY
BOLOGNA LAS VEGAS HONG KONG

Organizer - North American Beauty Events LLC.

professional
pba beauty
association

 **Bologna**
Fiere

BOUTIQUE: WHAT IS IT?

CUSTOMIZED BEAUTY SAMPLING FOR A CAUSE

- Onsite sampling bar station located the highly-trafficked foyer area directly from the lobby
- High-end environment with clear dispensers presented as a wall display with brand logos
- Limited to 20 exhibiting companies featuring key star product
- All funds collected onsite will be donated to Look Good Feel Better Foundation
- Supported by powerful onsite marketing activities including footprints leading to the area, signage in key floor areas and handouts to all attendees



BOUTIQUE: HOW DOES IT WORK?

EXHIBITORS

1. Contact your sales manager to enroll
2. Submit sample details to organizers
3. Submit paperwork and \$1,000 payment; deadline is subject to availability
4. **Provide details on product sample – name, size, logo, URL, 25-word description**
5. Prepare 1,000 samples (minimum size 15mL | .5 oz)
6. Ship samples + 2 full size products according to instructions provided



VISITORS

1. Visit the sampling bar to receive a box and flyer listing all participating brands
2. Test the products & select 7 products
3. Scan badge for each product collected
4. Checkout and get the box wrapped
5. Provide suggestive donation of \$10



WHY PARTICIPATE

CUSTOMIZED BEAUTY BOX SAMPLING

BOUTIQUE

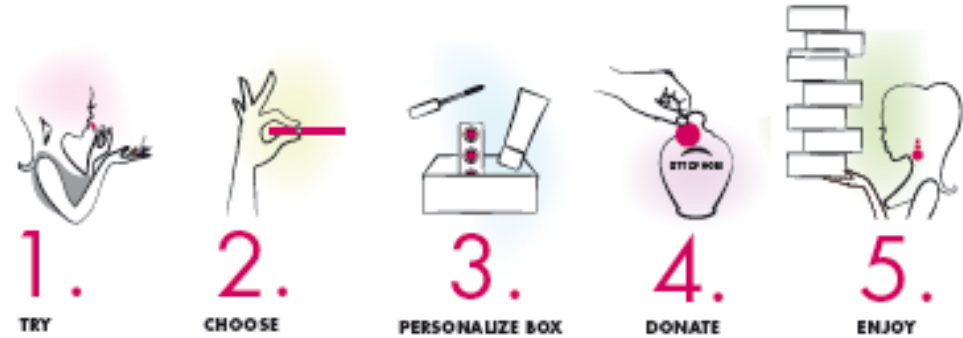
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- Onsite exposure to CPNA 2017 attendees
- Support a good cause - proceeds donated to Look Good Feel Better Foundation
- Enhanced exposure onsite and pre show
- Limited availability – 20 spots available on a first come first serve basis

HOW TO PARTICPATE CUSTOMIZED BEAUTY SAMPLING

BOUTIQUE

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- 1,000 deluxe samples
- \$1,000 participation fee
- Distribution at the Trade Show

CONTACT:

If interested in learning more about this program please contact us:

Toni Davis

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BOUTIQUE: WHAT'S IN IT FOR YOU?

PARTICIPATION BENEFITS

FACILITATE

Access into Hands of Key Buyers & Trade Media

- ❑ Get your products into the hands of key industry decision makers
- ❑ Connect with VIP's you may not see at your booth

INCREASE

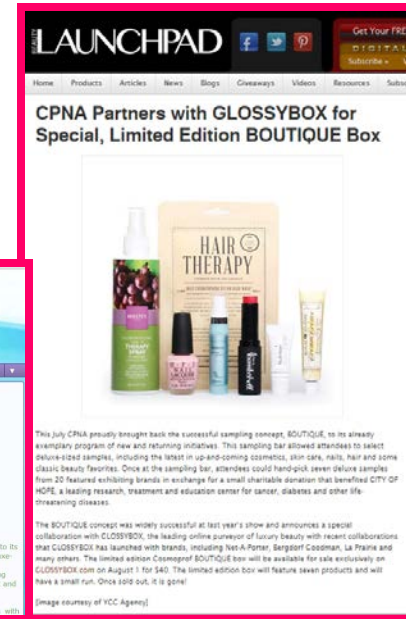
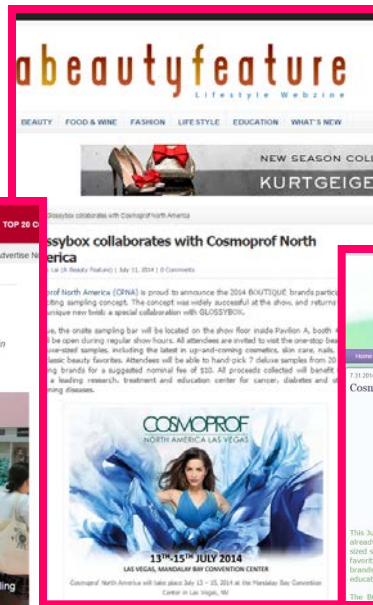
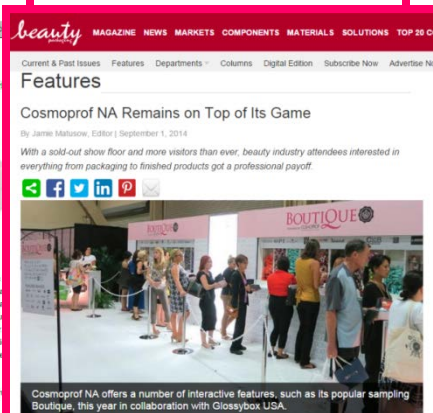
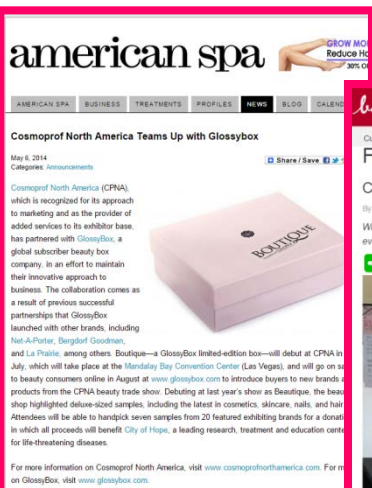
Brand Awareness

- ❑ Limited number of spaces available ensures premium visibility
- ❑ Edited selection of products

ENHANCE

Event Return On Investment

- ❑ Twice as much exposure for your brand on the show floor



OMNIPRESENCE ONSITE

EXPOSURE TO ATTENDEES THROUGH DIFFERENT POINTS OF CONTACT DURING THE EVENT ALLOWS ENHANCED BRAND AWARENESS AND ROI

ONSITE OUTREACH:

Boutique Onsite Sampling Bar

- Additional exposure on the show floor
- Prime visibility and branding onsite
- Targeted product sampling to interested buyers
- Exposure in all event marketing materials distributed onsite & pre-show

BE A PART OF
THE NEW ONSITE
SAMPLING BAR

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