



COSMOPROF
NORTH AMERICA LAS VEGAS

**WHERE
BEAUTY BRANDS AND
PACKAGING SUPPLIERS
CONNECT ON
THE WEST COAST**

**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**



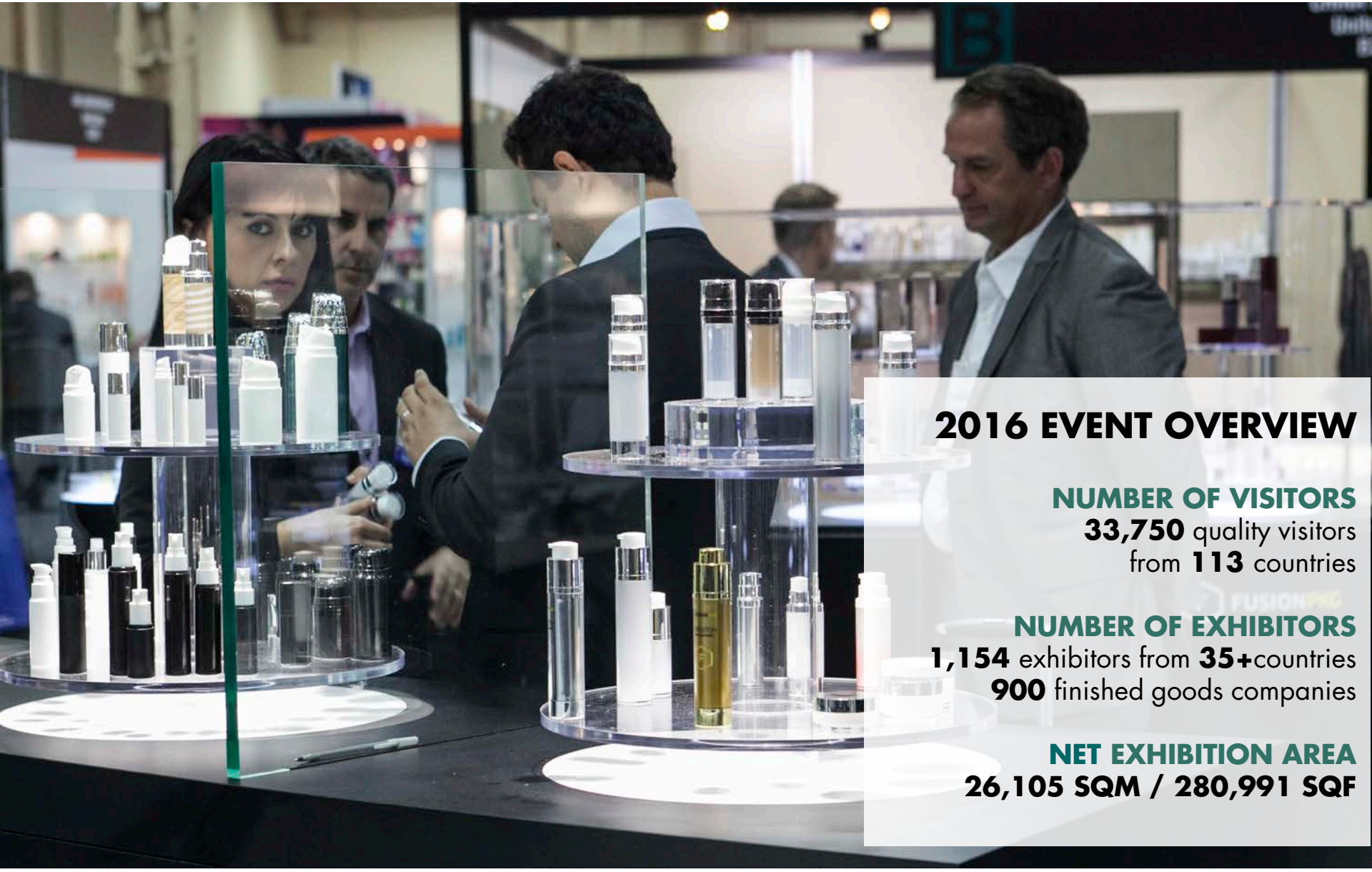
AWARD WINNING EVENT
Winner of The Most Innovative Trade
Show Organization

Trade Show Executive
GOLD 100
COSMOPROF
Honored by
Trade Show Executive
as the
**GREATEST
SHOW in 2015**
Setting the Gold Standard
for the Trade Show Industry

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**THE MOST
INNOVATIVE
SHOW in 2015**
Setting the Gold Standard
for the Trade Show Industry

Trade Show Executive
GOLD 100
COSMOPROF
Honored by
Trade Show Executive
as the
**BEST PROGRAM TO
HELP EXHIBITORS
MAXIMIZE ROI in 2015**
Setting the Gold Standard
for the Trade Show Industry

Trade Show Executive
GOLD 100
DANIELA CIOCAN
COSMOPROF North America
Honored by
Trade Show Executive
with the
**MARKETING
GENIUS
AWARD in 2015**
Setting the Gold Standard
for the Trade Show Industry



2016 EVENT OVERVIEW

NUMBER OF VISITORS

33,750 quality visitors
from **113** countries

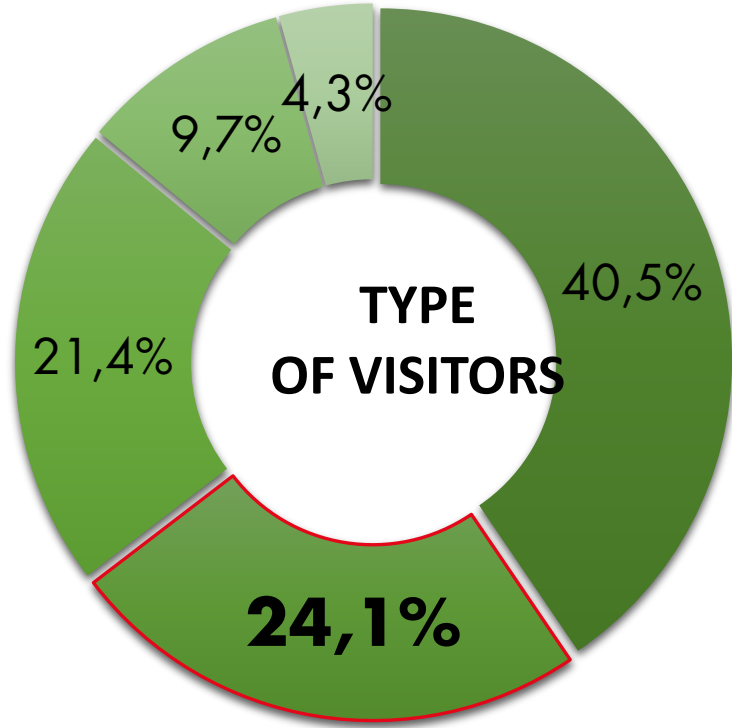
NUMBER OF EXHIBITORS

1,154 exhibitors from **35+** countries
900 finished goods companies

NET EXHIBITION AREA

26,105 SQM / 280,991 SQF

YOUR WEST COAST CONNECTION
 DEDICATED TO DOMESTIC AND
 INTERNATIONAL DECISION MAKERS



- **40.5% DISTRIBUTORS/BUYERS**
 DISTRIBUTORS, RETAIL BUYERS, IMPORTERS & EXPORTERS,
 INTERNATIONAL BUYERS
- **24.1% MANUFACTURERS/SERVICE SUPPLIERS**
 MANUFACTURERS NON-EXHIBITING,
 SUPPLIERS TO THE INDUSTRY
 Your Customers!
- **21.4% PROFESSIONAL OPERATORS**
 CHAIN SALONS, SALON OR SPA OWNERS, SCHOOL OWNERS,
 CONSULTANTS, STUDENTS, SALONS, SPA MANAGERS, HAIRSTYLISTS,
 ESTHETICIANS, NAIL ARTISTS, MASAGE THERAPISTS
- **9.7% OTHERS**
 MANUFACTURERS REP GROUPS, OTC, NO RESPONSE/N/A
- **4.3% PRESS**
 TRADE MEDIA, CONSUMER MEDIA, BLOGGERS, INFULENCERS

TOP FIVE STATES IN ATTENDANCE:



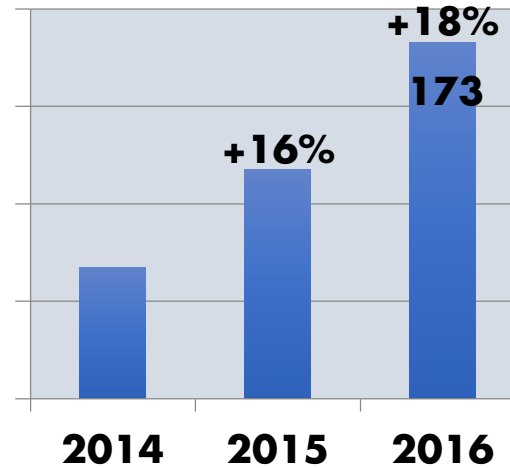
- CALIFORNIA***
- NEW YORK**
- FLORIDA**
- TEXAS**
- NEVADA**

***40% OF
 DOMESTIC
 ATTENDEES
 ARE FROM
 CALIFORNIA**



EACH YEAR,
**MORE AND MORE
PACKAGING & CONTRACT
MANUFACTURING
COMPANIES**
EXHIBIT AT
COSMOPROF NORTH AMERICA

Exhibitors



WHAT
PACKAGING & CONTRACT
MANUFACTURING
EXHIBITORS SAY
ABOUT THE 2016 EDITION OF
COSMOPROF NORTH AMERICA

“[CPNA] is indispensable to HCP as we grow our customer base and reinforce our global presence in the beauty industry.”

Damien Dossin
President, HCP

“One of our main objectives to attend the show in Las Vegas was to get new contacts to open market in the West Coast. We met lots of potential customers in the US West Coast that visited Cosmoprof North America!”

Rosa Porrás Mansilla
Marketing Communication
Manager, VIROSPACK

SELECT MANUFACTURERS IN ATTENDANCE AT CPNA 2016

- Ales Group USA • Anastasia Beverly Hills • Aveda • AVON • Bare Escentuals • Beautycounter • Black Opal • Bumble and Bumble • Burt's Bees • Butter London • Colgate-Palmolive • ColorProof Evolved Color Care • Cosway Company Inc. • Coty • CoverGirl & Max Factor Cosmetics • Dermalogica • Drunk Elephant • e.l.f. Cosmetics • Elizabeth Arden • eos Products, LLC • Estee Lauder Inc. / Aveda • Fashion Fair Cosmetics • FRESH • ghd • GlamGlow/Estee Lauder • glo • Glossier • Gurwitch Products • Guthy|Renker LLC • H2O+ • Jafra Cosmetics International • Josie Maran Cosmetics • Juice Beauty • Kao USA, inc. • Kendo Brands • Kerastase & Shu Uemura Art of Hair • Keune Haircosmetics Inc USA • KOSE Corporation • Living Proof • LORAC Cosmetics, LLC • L'Oreal - Kerastase • L'Oreal U.S.A. • Madison Reed • Mane USA • Markwins International • MATRIX • Melt Cosmetic • Merle Norman • Murad, a Unilever Company • Natura Cosmetics Columbia • Nu Skin Enterprises, Inc. • Onyx Brands • Ouidad • Pacsun • Parlux Fragrances • Paula's Choice Skincare • PCA SKIN • Pericone MD • Peter Coppola Beauty LLC • Peter Coppola LLC • Pfizer • philosophy • Pravana • Procter & Gamble • Redken 5th Avenue • Redken/Pureology • Remington • Rene Furterer • Revlon • Revlon Professional ECUADOR • Rodan+Fields • Sexy Hair Concepts • Sexy, Fit, Fab • Shiseido America • SHISEIDO CO., LTD. • Skinn International • Smashbox Cosmetics • Sonya Dakar • St.Tropez • Supergoop! • The Clorox Company/Burt's Bees Division • The Honest Company • The Kardashians • Thibiant Beverly Hills • Tweezerman International • Urban Decay • Urban Therapy • Twisted Sista • vbeaute

SELECT PACK&OEM COMPANIES EXHIBITING AT CPNA 2016



DISCOVER PACK IS A NEW CURATED
SPECIAL AREA INSIDE THE PACKAGING PAVILION

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

DISCOVER
PACK

powered by COSMOPROF





powered by COSMOPROF

MORE THAN A NEW EXHIBITION AREA

5 REASONS WHY

- 1** The premier international event in the Americas brings you **West Coast** buyers from indie beauty companies seeking innovation
- 2** A unique project that provides **pre-scheduled, face-to-face b2b meetings** with selected **key US and international buyers**
- 3** A **stylized area** located in a prime position inside the Packaging Section with a fully furnished high-end, modern booth environment
- 4** Hear from **industry influencers on packaging & branding topics** through conferences hosted by leading publications
- 5** The only North American event that gives you **a built-in client base of over 1,000 companies** who are present and exhibiting in the finished product areas



DISCOVER PACK WHO CAN PARTICIPATE

THE EXHIBITORS

THE FOLLOWING CRITERIA MUST BE MET IN ORDER TO EXHIBIT IN THIS NEW PROJECT:

- Suppliers of innovative packaging
- Ingredients/Raw Materials suppliers
- Novel contract manufacturing capabilities
- Innovative Fillers
- Providers of unique delivery encapsulation systems
- Converters
- Unique decoration process providers
- Open to companies who have not exhibited in any other packaging program at CPNA within the past two years

THE BUYERS

QUALIFIED BUYERS FOR THE B2B MEETINGS ARE:

- Product manufacturers and retail companies seeking innovative solutions for packaging and contract manufacturing
- Key decision makers represented from the following departments: Supply Chain - Procurement/Sourcing/Purchase - Product Development - Plant/Operations - Private Label - Packaging Solutions - R&D



PACKAGE OFFER

AN ALL-INCLUSIVE PROGRAM

ONSITE BENEFITS

❑ 12 sqm special decorated booth

Each exhibit space is tastefully designed, and individualized with your company logo, as a fully furnished meeting room. Overall area is highly stylized to distinguish your area from the other booths on the show floor.

❑ Hotel hospitality

Up to a 3-night stay in a single/double room at Mandalay Bay if reserved by June 15, 2017 (check-in is July 8, 2017 and check-out is July 11, 2017); room is non-transferrable

PACKAGE COST
\$8,004

PRESHOW PROMOTION

- ❑ 1 dedicated **email blast** featuring exhibitors to **potential buyers database**
- ❑ 1 dedicated **email blast** featuring exhibitors to **CPNA database**
- ❑ Inclusion in the **press release** introducing all exhibitors distributed to the CPNA media list (if exhibitor booth is secured by April 1, 2017)
- ❑ Brand promotion on the **Cosmoprof North America website**
- ❑ **10 VIP tickets** to invite buyers to CPNA free of charge and unlimited tickets offered at 50% off

SHOWTIME PROMOTION

- ❑ Access to the **Discover Pack dedicated lounge**
- ❑ Guaranteed **B2B Meetings**: 20-minute brand meetings with qualified buyers
- ❑ Brand promotion on the Cosmoprof North America **official show app**
- ❑ **2 free tickets** to one dedicated packaging conference

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



COSMOPROF

NORTH AMERICA LAS VEGAS

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