

COSMOPROF

A close-up photograph of two women's faces. The woman on the left has the left side of her face (from her perspective) painted in a vibrant blue. The woman on the right has the right side of her face (from her perspective) painted in a vibrant teal. Both women have their hair pulled back and are looking directly at the camera with neutral expressions.

NORTH AMERICA LAS VEGAS

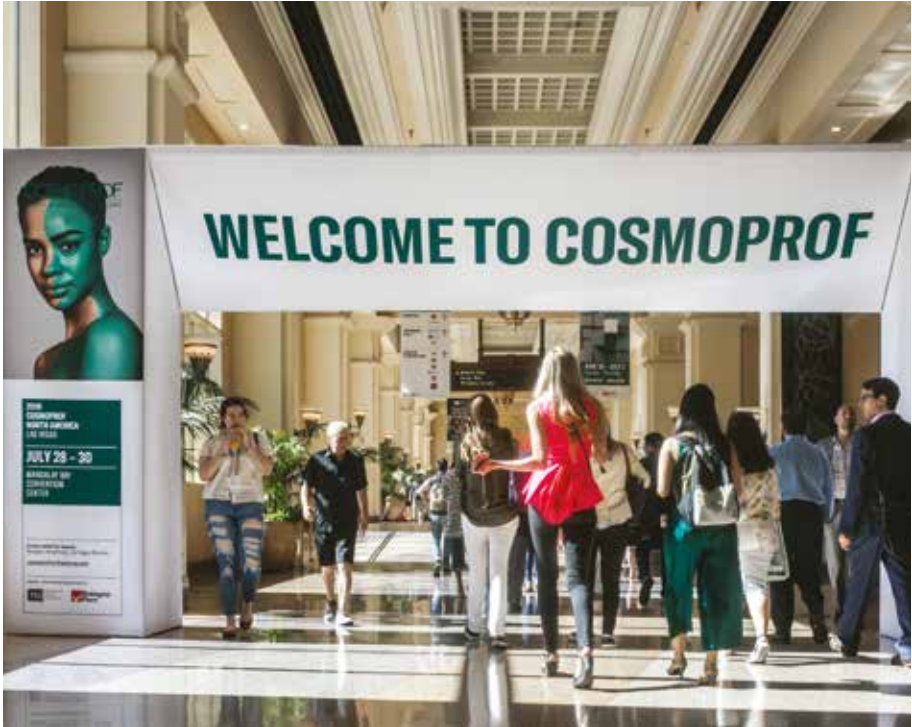
**2020
COSMOPROF
NORTH AMERICA
LAS VEGAS**

**SEPTEMBER
20 – 22**

**MANDALAY BAY
CONVENTION
CENTER**

**NEW
DATES!**

The leading B2B
beauty trade show
in the Americas.



THE LEADING B2B BEAUTY TRADE SHOW IN THE AMERICAS

Cosmoprof North America (CPNA) is recognized for its dynamic growth and unique programs. The event offers the entire industry an opportunity to come together, make new relationships, and foster collaborations.

CPNA serves as the premier launching pad for new beauty brands, introducing revolutionary technologies, product innovations, and new channels for distribution, packaging, and manufacturing.

The show is a powerful platform that has the ongoing support and presence of leading beauty associations and key industry entities.

CPNA is one of the destinations of the Cosmoprof network, today a 360° worldwide platform for the international beauty community, with shows in Bologna, Hong Kong, Mumbai, and Bangkok, which all together involve over 500,000 professionals and 10,000 exhibitors from all over the world.

FACTS & FIGURES

EXHIBITORS

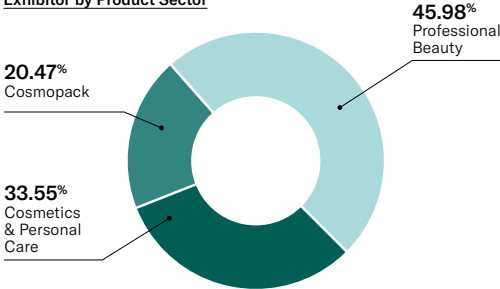
312,638^{sqf}
29,045^{sqm}
Exhibition area

1,435
Exhibitors

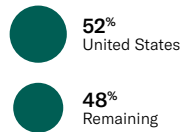
43
Countries

8
Country Pavilions

Exhibitor by Product Sector



Exhibitors Origin

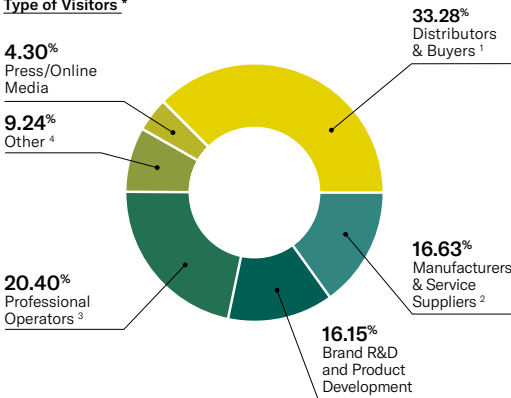


VISITORS

40,000+
Attendees

100+
Countries

Type of Visitors *



1. Distributors, Retail Buyers, Importers & Exporters, International Buyers
2. Non-Exhibiting Manufacturers and Suppliers to the Industry, Vendors, Contractors
3. Chain Salons, Salon/Spa/School Owners, Consultants, Students, Salons, Spa Managers, Hairstylists, Estheticians & Skin Care Professionals, Massage Therapists, Nail Technicians, Stylist/Cosmetologist, Consultants, Instructors, Speakers, Related Categories
4. OTC & Independent Supply Beauty Buyers/Owners, Manufacturers Rep Groups, N/A & Other

Top 5 in Attendance

International Countries
Canada
Greater China
Mexico
South Korea
UK

States ^{*}
California
New York
Texas
Florida
Nevada

39.55% of domestic attendees come from California

* Based off 2018 attendees

EXPLORE

Explore North America’s largest presentation of beauty brands covering all industry sectors from across the globe under one roof.



The only B2B beauty event for the entire supply chain in the Americas, this “show-within-a-show” offers the most comprehensive range of solutions for the entire beauty supply chain: packaging companies, private label and contract manufacturers, machinery and equipment providers, raw materials and service suppliers are featured.

Professional Beauty

Dedicated to the professional distribution channel, this section showcases everything found in the salon and spa world, including professional hair or nail care, styling products, accessories, implements, tools, equipment, furniture and attire.

Cosmetics & Personal Care

Showcasing the best in beauty – cosmetics, skincare, toiletries, fragrance, organic beauty products and accessories – specialized for the retail channel distribution.

Country Pavilions

Beauty products showcasing authentic elements and innovation from countries recognized for strong heritage in beauty are represented as part of cohesive national presentations.



TREND DIRECTION

Insights found inside various curated areas where you will be able to discover the best, most comprehensive array of cosmetics and personal care items from around the world.

CBD Beauty

This new, all-inclusive special area was specifically created for beauty brands that have CBD as an essential ingredient in their entire product line and the suppliers that cater to them.

Discover Beauty

Presenting a high-end curated section that includes hidden gems from across the globe- each one adding value and a unique point of view to distinguish the retailer's merchandise mix and ultimately delight customers.

Discover Beauty Spotlights

This department store-like section serves as a showcase for companies that are big on creativity yet smaller in size but who are a prime fit for high-end retail stores, boutiques, salons, and spas.

Green Village

A showcase of green/natural cosmetics including specialty areas:
- Discover Green
- the newly launched CBD Beauty.

Discover Green

A dedicated area focused on green, eco-friendly, clean, organic, and/or natural products, showcasing novel ideas from beauty marketers from the globe.

The Beauty Vanities

An exclusive all-inclusive program specifically created to provide some extra TLC for smaller brands with a limited number of products.

Tones of Beauty

This special area is conceptually dedicated to the evolving shades & types of beauty of the multicultural consumer.



GET INSPIRED

Find inspiration in special projects organized in partnership with exhibiting companies, global trend agencies, and industry executives.

Cosmoprof & Cosmopack North America Awards

The Awards formally recognize the absolute best in beauty products, celebrate innovation, and honor excellence in packaging design and formulation among exhibitors. Winners will be announced across various categories during a ceremony at the show.

CosmoTrends

The annual report on beauty trends, featuring the most innovative products from Cosmoprof exhibitors. This is an exclusive look at everything that is cutting edge in the cosmetics industry. The report written by BEAUTYSTREAMS, an international trend agency, is a true must-read for everyone in the beauty world because it covers innovations in the beauty market and solutions offered by high-tech, high-performance products. An onsite installation will be on display showcasing trends among exhibitors generated from a pre-show report.



CONNECT

Network with beauty buyers and distributors in pre-arranged face-to-face meetings and hear from leading voices in the industry on topics ranging from branding to digital strategies and e-commerce to sustainability.

Buyer Program

This program meant for beauty industry professionals from around the world encourages networking between exhibitors and top buyers consisting of retailers, international buyers, and professional beauty distributors. Selected exhibitors will participate in prearranged one-on-one meetings with interested buyers during the show in a designated meeting area on the show floor.

A dedicated Cosmopack Buyer Program was established with aims to reinforce the brand identity of the entire supply chain to create new business opportunities and showcase the most innovative trends in the sector. Cosmopack exhibitors have the opportunity to network with buyers (private label directors, purchasing directors, brand managers, and more) and Cosmetics & Personal Care and Professional Beauty exhibitors to fulfill their business needs.

CosmoTalks

Cosmoprof North America's conference format that combines creativity, inspiration, and business. With more than 25 seminars and workshops, it aims to be the widest ranging series of conferences and in-depth talks in the beauty industry. CosmoTalks will host its first ever keynote featuring Beauty Bakerie's CEO and Founder, Cashmere Nicole.

Entrepreneur Academy

This unique, one-day intensive conference was created to provide beauty entrepreneurs with a hands-on practical workshop that will provide them with many of the tools necessary to help them succeed. Entrepreneur Academy classes will show attendees how to turn ideas into action, build a brand, and manage financials and more.

TV Shopping Auditions

Leading TV shopping channels - HSE24, HSN, and QVC - will participate in an "open see" casting call to review products from exhibitors in their quest to find the next multi-million dollar idea.

U.S. Commercial Service Meetings

The U.S. Commercial Service, in cooperation with Cosmoprof North America, is pleased to offer complimentary programs to help U.S. exhibitors develop their international sales. U.S. exhibitors can sign up to request counseling meetings with U.S. Commercial Service beauty industry specialists and introductory meetings with international buyers/distributors from various countries.

THE INTERNATIONAL PLATFORM

FOLLOW US, BOOST YOUR BUSINESS!



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Cosmoprof North America is organized by North American Beauty Events LLC



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