

COSMOPROF
NORTH AMERICA LAS VEGAS

**NEW
DATES!**

**2020
COSMOPROF
NORTH AMERICA
LAS VEGAS**

**SEPTEMBER
20 - 22**

**MANDALAY BAY
CONVENTION CENTER**

The leading
B2B beauty
trade show
in the
Americas.



PROGRAM OUTLINE

Organizer - North American Beauty Events LLC



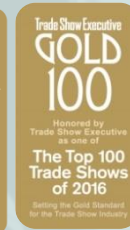
COSMOPROF

NORTH AMERICA LAS VEGAS

THE PREMIER B2B BEAUTY EVENT ENCOMPASSING ALL SECTORS OF THE INDUSTRY IN ONE VENUE, THE MOST IMPORTANT FORUM FOR THE ENTIRE BEAUTY INDUSTRY

AWARD WINNING EVENT

- Named TSE's Gold 100 2017 Best Program to Help Exhibitors Maximize their ROI
- Named TSE's Gold 100 2017 Best Launching Pad
- Winner of the 2017 President's "E" Award for Export Service"
- Named IAEE's "2017 Art of the Show"
- Named TSNN's "2016 Top 250 Trade Show"
- Named TSE's "Greatest Show in 2015"
- Named TSE's "The Most Innovative Show in 2015"
- Named TSE's "Best Program to Help Exhibitors Maximize ROI in 2015"
- Named "The Top 100 Trade Shows of 2016"



WELCOME TO COSMOPROF



2019
COSMOPROF
NORTH AMERICA
LAS VEGAS

JULY 28 - 30

2019
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JULY 28 - 30

2019 EVENT OVERVIEW

- ▶ **NUMBER OF VISITORS**
40,000 quality visitors
- ▶ **NUMBER OF EXHIBITORS**
1,435 exhibitors from 43 countries
- ▶ **NET EXHIBITION AREA**
29,045 SQM / 312,638 SQF,
+3% from 2018
- ▶ **PRESS**
300+ members of the press

COUNTRY PAVILIONS

Argentina, China, Germany, Italy, Pakistan, Poland, South Korea, and Spain

INTERNATIONAL BUYER DELEGATIONS

Angola, Australia, Canada, China, Dominican Republic, Ecuador, El Salvador, Guatemala, India, Italy, Jamaica, Japan, Mexico, Panama, Russia, and Thailand

PROGRAM DESCRIPTION

DISCOVER GREEN

- A section for brands dedicated to green, eco-friendly, clean, organic, and/or natural products
- Potential participation in goody bags distributed to trade media and VIP buyers
- The area will have its own distinguishing high-end look and customized marketing
- Brands are pre-selected to ensure green criteria qualifications are met

The fifth annual Discover Green will once again be curated by Mary Bemis, a spa media entrepreneur who specializes in start-ups, having worked as founding editor-in-chief for American Spa and co-founder and editor-in-chief of Organic Spa magazines, and on the launch teams of Luxury SpaFinder and New Beauty magazines. A past director of the International Spa Association and the New York Spa Alliance, Mary serves on the advisory committee of the Advanced Spa Therapy Education Certification Council (ASTECC). She is currently the Founder and Editorial Director of Insider's Guide to Spas.



PACKAGE DESCRIPTION



PRESHOW PROMOTION :

- 1 dedicated email blast featuring Discover Green exhibitors to retailer, spa, and distributor database
- Brand promotion on the Cosmoprof North America website

SHOWTIME PROMOTION :

- Customized exhibit space
- Inclusion in the Show Directory available to all attendees

PACKAGE COST
\$4,995

green and clean

NOTE: Limited space availability. Official space assignment is done by the organizers one month prior to event date. All space assignments provided beforehand are subject to change.

HOW IS IT IMPLEMENTED?



DISCOVER GREEN SPACE INCLUDES*

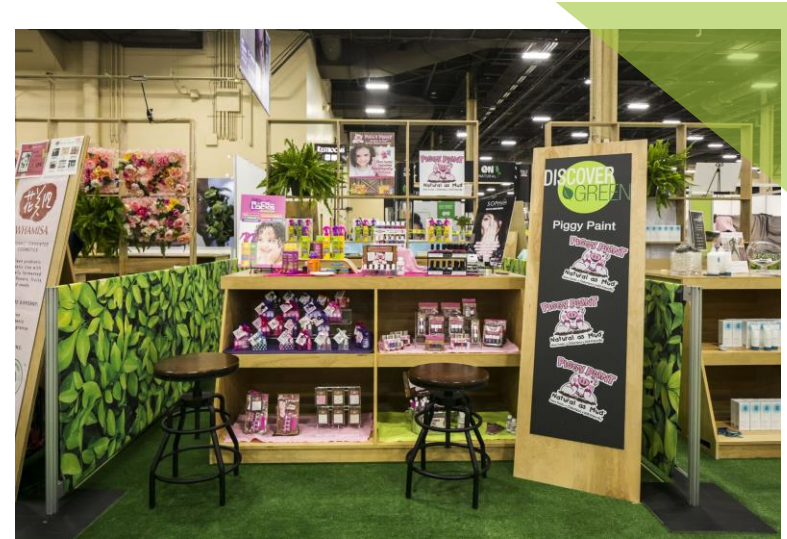
- 100 lbs of complimentary drayage
- 1 console unit with product shelving that is 6' w x 30" deep
- 2 stools
- 1 easel board that is 24" w x 72" h (chalkboard portion is 18" w x 60" h)
- Booth signage

DISCOVER GREEN EXHIBIT SPACE:

It all starts out with a special dedicated show floor area strategically located to allow maximum visibility and foot traffic.

Each stand is tastefully designed and fully furnished to distinguish the area from the rest of the show floor.

Signage and special floor markers are posted to draw visitors to this area.



TO SEE MORE IMAGES FROM CPNA 2019, GO ONLINE TO:
<https://cosmoprofnorthamerica.com/news-and-press/photo-gallery/>

*2020 booth design may change from above. Please note that removal / addition of furniture is not permitted and the use of displays or props is limited and major displays must be authorized prior to event.

HOW TO QUALIFY



EXHIBITORS :

Participating companies in Discover Green will enjoy exposure in this high-end show within a show area and receive prime real estate placement in a dedicated area on the show floor.

TO QUALIFY, A BRAND MUST BE:

- Positioned as a green, eco-friendly, clean, organic, and/or natural products that is free of: Coal Tar Dyes, Formaldehyde, Fragrance/Parfum, Hydroquinone, Microbeads, Oxybenzone, Parabens, PEG compounds, Petrolatum, Pthalates, Sulfates, Talc, and Triclosan
- New to US market or have limited retail footprint
- Financially secure to ensure distribution rollout costs
- Unique and innovative
- Ready to launch and able to submit finished products by February 2020
- No more than a two-time exhibitor of the area

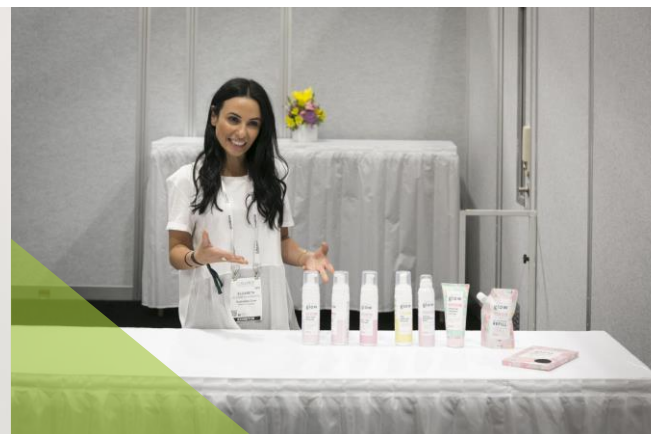


REASONS FOR PARTICIPATION



PARTICIPATION ENABLES YOU TO TUNE INTO MANY UNIQUE VALUE-ADDED PROGRAMS:

- ✓ BUYER PROGRAM
- ✓ TV SHOPPING AUDITIONS
- ✓ COSMOPROF & COSMOPACK NORTH AMERICA AWARDS
- ✓ COSMOTRENDS
- ✓ SPECIAL DIRECTORY AND WEBSITE LISTING
- ✓ MARKETING CAMPAIGN – PRESHOW & ONSITE



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RESERVE YOUR SPOT TODAY!

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