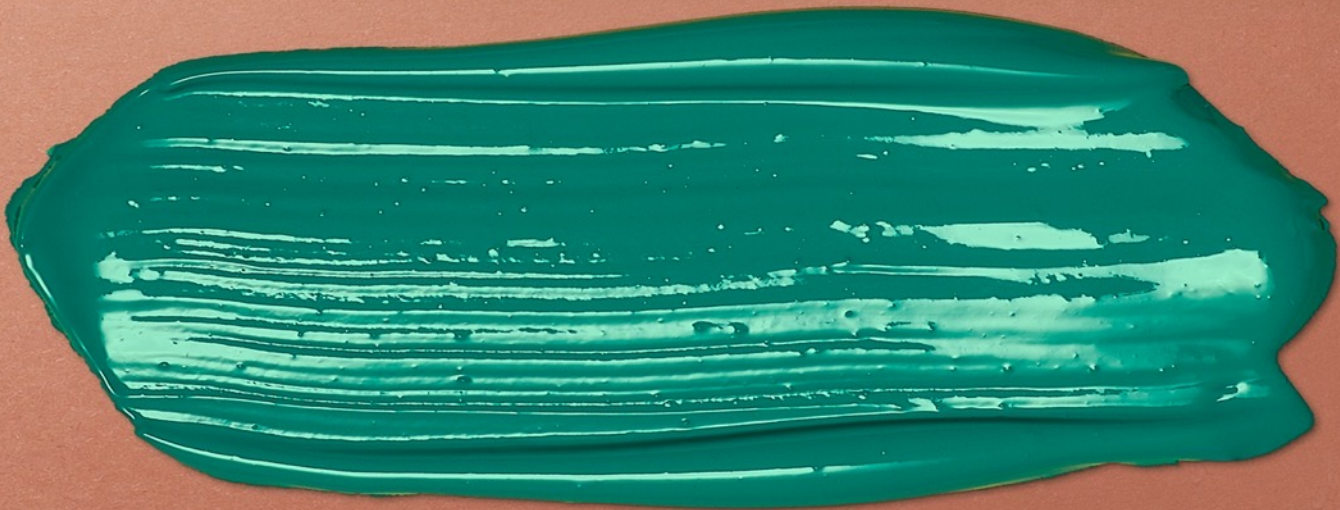


BEAUTY TECH
PROGRAM OUTLINE

COSMOPACK
NORTH AMERICA LAS VEGAS



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COSMOPACK NORTH AMERICA DEDICATED TO THE ENTIRE BEAUTY SUPPLY CHAIN.

Cosmopack North America is **the only event in the Americas fully dedicated to the entire beauty supply chain**, featuring raw materials and ingredients, private label and contract manufacturing, primary and secondary packaging, machinery, technology, and other solutions for the beauty industry.

For the first time in 2022, Cosmopack North America **will have its own dedicated hall**, making it easier than ever to find supply chain solutions that fit attendees' needs. The hall will also feature its own Buyer Lounge and special activations dedicated to the sector.

2019 Cosmoprof/Cosmopack Facts & Figures:

- 312,638 SQF exhibition area
- 1,435 exhibitors from 43 countries
- 40,000+ from 100+ countries
- 8 country pavilions



SPECIAL CALL FOR BEAUTY TECH START-UPS ESTABLISHED COMPANIES

Social media and AI are rapidly shifting how beauty brands, both big and small, do business in a fast-moving industry. As such, **beauty brands are increasingly turning to tech to stay competitive and connect** with consumers in a new way.

That's why Cosmopack North America has decided to invite all tech start-ups and established companies that are disrupting the beauty industry to its show floor.

Beauty Tech is the new special area within Cosmopack that showcases companies providing the latest technological and digital solutions to boost your beauty business.



WHO SHOULD EXHIBIT?

- Beauty Retail Tech – 3D / AI / AR / VR
- Beauty Retail Tech – Apps / Software
- Beauty Retail Tech – Online platforms & Digital Solutions
- Beauty Retail Tech – Retail Experience Enhancement
- Website / Mobile application (Virtual try-on app / Smart skincare tools / Printed makeup / e-Makeup apps)
- Payment solutions: Klarna, Afterpay, Atome etc
- Mobile app developer targeting brand owners
- Visual Merchandising / POP Marketing (Virtual shopping tools: e.g. Augmented & Virtual Reality software platform/services provider e.g Obsess, Morethanmedia, Creote)
- Digital marketing services
- Retail analytics/ CRM services
- eCommerce services/resale platforms (e.g. OpenCart, Shopify, AbleCommerce, Prestashop)
- Biotechnology and Nanotechnology



TYPE OF ATTENDEES (pre-pandemic profile)

40,000+ beauty professionals from
100+ countries & regions

76% from the United States

24% from the rest of the world

33% Distributors & Buyers

21% Professional Beauty Personnel

17% Manufacturers & Service Suppliers

16% Brand R&D and Product Development

9% Other

4% Press/Online Media

Major Objectives of Attendees

- Networking
- Finding new vendors/suppliers

Key Companies In Attendance

1 Hotels, Algenist, AmorePacific, Bath and Body Works, The Beauty Box, Beauty Craft, Bed Bath & Beyond, Bloomingdale's, Blue Sky Beauty, Brandless, Camera Ready Cosmetics, Cos Bar, Cosmoprof Beauty, Costco, Credo, Cult Beauty, CVS Health, The Detox Market, Depasquale Salon Systems, Dermalogica, e.l.f. Beauty, FabFitFun, Farmacias del Ahorro, Free People, Freeman Salon Systems, GlossWire, Glow Cosmetics, Henkel, The Honest Company, Hot Topic, JCPenney Salon, Jinny Beauty Supply, Living Proof, Nordstrom, Olaplex, Old Navy, Paula's Choice, Pharmaca, Premier Beauty Supply, Pure Beauty, Ross Stores, Sally Beauty Holdings, Salon Centric, SC Johnson, Saelo, Shein, ShopHq, Showfields, Silk Rootz, Sweis Inc., Ulta Beauty, Verishop, Victoria's Secret, The Vitamin Shoppe, Von Maur, and many others.

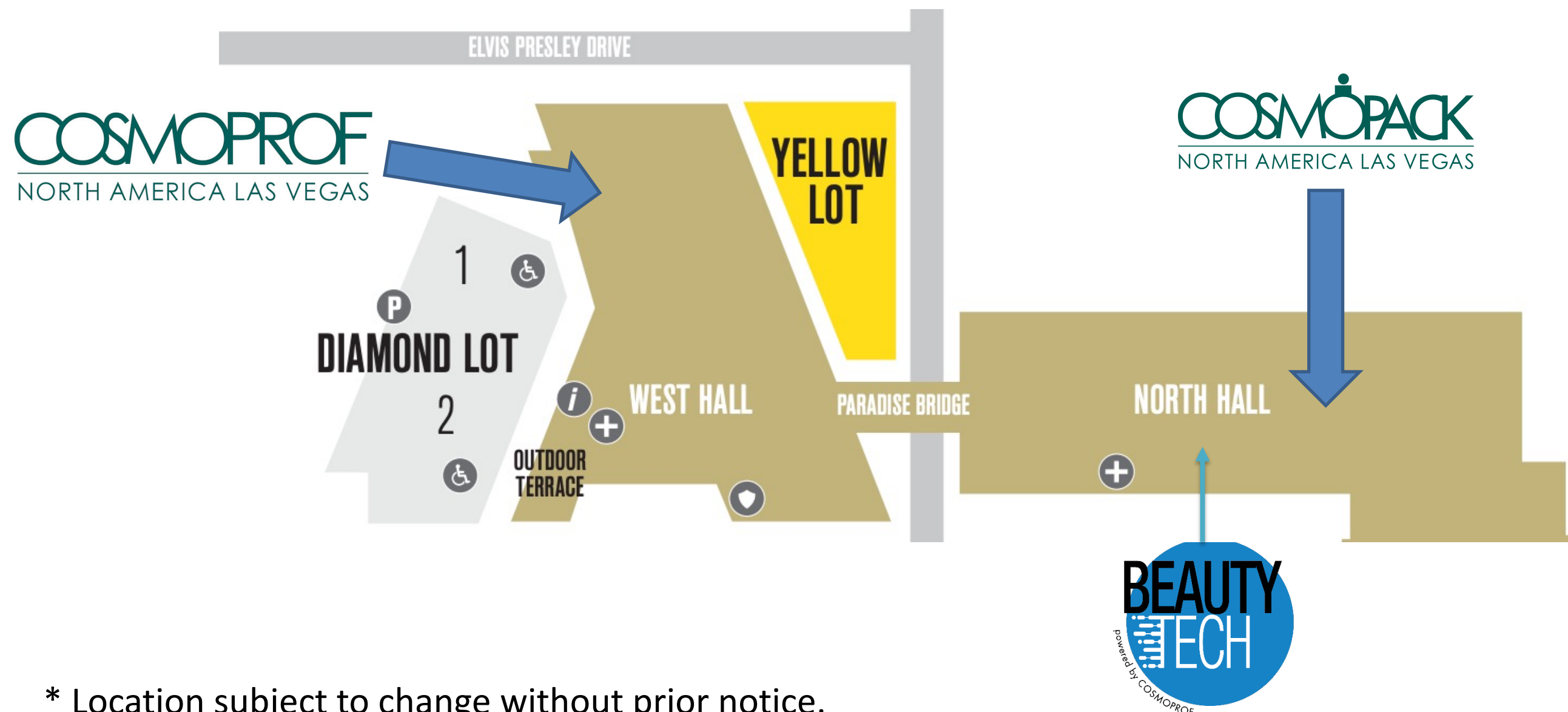


WHERE?

Beauty Tech will be located in the **North Hall** (Cosmopack), dedicated exclusively to solutions for the beauty supply chain.

The special area can be found at the beginning of the hall, situated close to the main entrance.

Dedicated signage including hanging banners and directional signage will be located near the entrances to ensure additional awareness.



* Location subject to change without prior notice.

EXHIBIT SPACE

It all starts out with a **dedicated innovative space** strategically located to allow maximum visibility and foot traffic. **Signage and special floor markers** are posted to draw brands, companies, and investors to engage and explore the area.

Each stand is tastefully designed to distinguish the area from the rest of the show floor, providing a **unique opportunity to access the global beauty community** at the leading B2B beauty event in the Americas.

What's included?

- a. *Display unit with the ability to hang a monitor*
- b. *Built in counter top with lockable storage*
- c. *2 arm lights*
- d. *1 stool*
- e. *Company logo graphic on display unit wall & counter*
- f. *Trash can*
- g. *1 10-amp electrical outlet*



**PACKAGE
COST
US \$3,800**

all-inclusive

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.



PROMOTIONAL PACKAGE

Participating companies in Beauty Tech benefit from additional **brand exposure to buyers and press** through a series of dedicated PR and communication programs.

Preshow Promotion

E-newsletter featuring Beauty Tech company showcase sent to over 20,000 contacts in Cosmoprof North America's database

Inclusion in the **press release** introducing Beauty Tech area, distributed to the Cosmoprof North America media list

Inclusion in the **pre-show brochure** sent to previous attendees

A dedicated section on the **Cosmoprof North America website**

Social media promotion on Cosmoprof North America's official accounts

Onsite Promotion

Signage and special floor markers on the show floor to draw attendees to the area, allowing maximum visibility and footprint

Dedicated Beauty Tech page in the **show directory**

Promotion on the official Cosmoprof North America **mobile app**



CONTACT US TO LEARN MORE:

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NEW VENUE

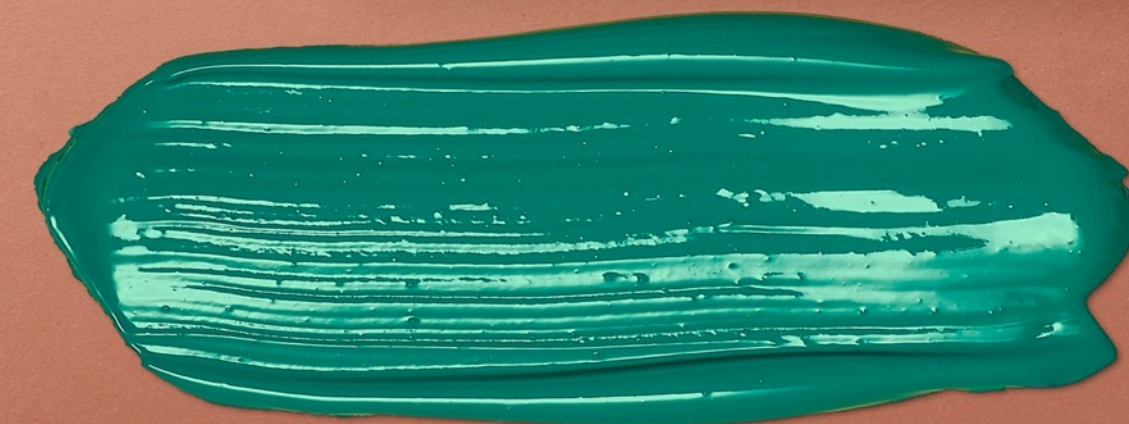
LAS VEGAS

LAS VEGAS CONVENTION CENTER (LVCC)

JULY 12 – 14, 2022

COSMOPROF NORTH AMERICA

COSMOPACK NORTH AMERICA



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A NEW WORLD FOR BEAUTY
BOLOGNA, HONG KONG,
LAS VEGAS, MUMBAI, BANGKOK