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**COSMOPROF**  
**NORTH AMERICA**  
**2023**

**COSMOPROF**  
NORTH AMERICA LAS VEGAS

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**THE LEADING B2B BEAUTY  
EVENT IN THE AMERICAS,  
DEDICATED TO ALL SECTORS  
OF THE BEAUTY INDUSTRY**  
[COSMOPROFNORTHAMERICA.COM](https://cosmoprofnorthamerica.com)  
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**LAS VEGAS**

LAS VEGAS CONVENTION CENTER  
(LVCC)  
.....

**JULY 11 - 13, 2023**

COSMOPROF NORTH  
AMERICA

COSMOPACK NORTH  
AMERICA

**DISCOVER**  
**BEAUTY**  
**SPOTLIGHTS**

powered by COSMOPROF



## COSMOPROF NORTH AMERICA AT A GLANCE

Cosmoprof North America is the **leading B2B beauty trade show in the Americas** that encompasses **all sectors of the beauty industry: from ingredients and raw materials to finished product.**

Cosmoprof North America is recognized for its dynamic growth and unique programs, and it is a powerful platform which has the continuous **support and presence of key industry players and leading beauty associations.**

The exhibition is one of the destinations in the Cosmoprof network, a 360° worldwide platform which involves over 500,000 professionals and 10,000 exhibitors from all over the world, with shows in Bologna, Hong Kong, Mumbai and Bangkok.

2023 EDITION

20<sup>TH</sup>

SQF

239,570

2022 VISITORS

32,000+

2022 EXHIBITORS

1,100+

[Click here to watch CPNA 2022 post show video](#)



**TYPE OF ATTENDEES**

In 2022, throughout the three-day event, **32,000** retailers, e-commerce, distributors, importers, beauty brands, suppliers, and press connected with exhibiting companies to discover new product launches and develop new business opportunities.

**PRIMARY BUSINESS NATURE**

<b>30%</b>	Distributors & Retailers	<b>17%</b>	Beauty Consultants, Investment /Finance, Marketing /Creative, Corporate, and R&D
<b>8%</b>	Professional Beauty Personnel	<b>2%</b>	Press / Online Media
<b>23%</b>	Manufactures & Service Suppliers	<b>20%</b>	Other

**TOP 5 US STATES AND COUNTRIES IN ATTENDANCE**

**UNITED STATES**

<b>CALIFORNIA</b>	<b>TEXAS</b>	<b>FLORIDA</b>	<b>NEW YORK</b>	<b>NEW JERSEY</b>
1	2	3	4	5

**INTERNATIONAL COUNTRIES**

<b>CANADA</b>	<b>MEXICO</b>	<b>SOUTH KOREA</b>	<b>AUSTRALIA</b>	<b>UK</b>
1	2	3	4	5

**SELECT RETAILERS, DISTRIBUTORS, & BRANDS IN ATTENDANCE**

1 Hotels, 7 Dollar Beauty Supply, Affinity Beauty Concepts, Alibaba, Beauty Box Babes, Beauty Kit Solutions, BeautyZone, Belk, Bloomingdale's, Burt's Bees, Cartim, CitiTrends, Clorox, COOLA, Costco Wholesale, The Detox Market, eCosmetics, Empress Beauty Distributors, Everra, Exclusive Beauty Supplies, Health & Glow India, HEB, Hudson's Bay, Icstitum, Jinny Beauty Supply, Jocott Brands, Kingdom Beauty Supplies, Laboratoire Larima, Living Proof, Macy's, Macy's Backstage, Malin + Goetz, Mary Kay, Medly, Naimie's, National Salon Resources, Nationwide Nails Supplies, Neiman Marcus, Nordstrom, PA Beauty Supply, Paula's Choice, Premier Beauty Concepts, Premier Beauty Supply, Procter & Gamble, Professional Salon Services, Rexall, Sally Beauty Holdings, ShopHQ, Shoppers Drug Mart, Skyline Beauty Supply Corp., Solfish, Space NK, Target, Thirteen Lune, Tik Tek Marketing, TJX, Top Brands International, Ulta Beauty, Verishop, Violet Grey, Von Maur, and Zulily

## DISCOVER BEAUTY SPOTLIGHTS



Spotlights is an exclusive initiative within the Discover Beauty program. This **department store-like presentation** serves as a showcase for companies that are smaller in size yet big on creativity and are a prime fit for salons, spas, boutiques, and high-end retail stores.

This area serves as a great presentation of innovative labels that have a **smaller range of products but deliver ingenuity and artisan craftsmanship.**

### FEATURES:

- An all-inclusive high-end curated exhibit area
- The area will have its own distinguishing high-end look and customized marketing
- Participation in goody bags distributed to consumer and trade media, and VIP buyers



## PROMOTIONAL PACKAGE



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

## PRESHOW PROMOTION:

- Special area mention 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

## SHOWTIME PROMOTION:

- **Customized exhibit space**
- **Signage and special floor markers** on the show floor to draw attendees to the area, allowing maximum visibility and footprint
- Dedicated **Discover Beauty Spotlights page** in the show directory
- Promotion on the official **Cosmoprof North America mobile app**



# DOWNLOAD THE OFFICIAL APP!



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**FIND EXHIBITORS, MAPS, EDUCATION,  
AND MORE!**

**HOW IS IT IMPLEMENTED?**



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.

**PACKAGE COST**  
**\$6,710**  
**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.



**DISCOVER BEAUTY SPOTLIGHTS SPACE INCLUDES:**

- ✓ 100 LBS OF COMPLIMENTARY DRAYAGE
- ✓ ONE LIGHTED TABLETOP: 72”L 30”D 38”H
- ✓ ADVERTISED USABLE SPACE: FRONT IS 70 ¾” X 33 ½” AND THE TOP IS 70 ¾” X 28 ¾”
- ✓ 2 STOOLS
- ✓ SECURE STORAGE SPACE NEARBY, ADJACENT TO THE DISCOVER BEAUTY AREA
- ✓ ELECTRIC OUTLET / CONSUMPTION INCLUDED
- ✓ BRAND SIGNAGE

*2023 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. Electricity is not allowed in the area. Special set-up and tear-down hours for this area. Please consult with your sales manager for dates and times.*

## HOW TO QUALIFY?



Participating companies in Discover Beauty Spotlights benefit from additional 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:

- New to the US market or have a limited retail footprint
- Financially secure to ensure distribution rollout costs
- Sophisticated, unique, and innovative
- Ready to launch and able to submit finished products by February 2023
- No more than a two-time exhibitor of the area



**REASONS FOR PARTICIPATION**



Participation in Discover Beauty Spotlights enables you to tune into many unique value-added programs:

- Boutique
- Buyer Program
- Cosmoprof North America Awards
- CosmoTrends
- Mentorship Program
- Press Zone
- Marketing campaign – preshow & onsite
- Special directory and website listing



**RESERVE YOUR SPOT TODAY!**

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