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COSMOPROF
NORTH AMERICA MIAMI
2025

COSMOPROF
NORTH AMERICA **MIAMI**

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**THE LEADING B2B BEAUTY EVENT IN
THE AMERICAS, DEDICATED TO ALL
SECTORS OF THE INDUSTRY**

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MIAMI
MIAMI BEACH CONVENTION CENTER

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JANUARY 21 – 23, 2025

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COSMOPROF NORTH AMERICA

COSMOPACK NORTH AMERICA

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DISCOVER
BEAUTY
powered by COSMOPROF

COSMOPROF NORTH AMERICA MIAMI

Cosmoprof North America (CPNA) is the leading B2B trade show platform for the beauty industry in the Americas. CPNA's comprehensive three-day event covers all beauty sectors, facilitating product launches and business connections.

In 2024, CPNA expanded to **Miami**, attracting **19,000+ visits** and **700+ exhibitors**, aiming to maximize business potential across **North, South, and Central America**, the **Caribbean Islands**, and the **East Coast of the United States**.

The exhibition is one of the destination 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, Las Vegas, Mumbai, Bangkok, and Miami.

2024 EDITION

1ST

SQM

12,000+

2024 ATTENDANCE

19,355

VISITS FROM 113
COUNTRIES OF ORIGIN

2024 EXHIBITORS

704

FROM 40
COUNTRIES OF ORIGIN



DISCOVER BEAUTY



Discover Beauty presents a line-up that **includes hidden gems from across the globe**, each one adding value, solutions, and excitement to the show.

This high-end curated section is centrally located on the show floor and provides a traditional exhibition presentation where all attendees are invited to come and discover these skin care, makeup, and fragrance brands.

FEATURES:

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



Maria Torres, a highly respected beauty expert within several facets of the beauty world, including fragrance, skincare, and makeup, will serve as Advisor to the Discover Beauty brands.

As a Latina entrepreneur, Ms. Torres' company represented and distributed such brands as Gianni Versace, Dolce & Gabbana, Moschino, Loewe, Blumarine, Dsquared, Pink Sugar, ALOF, and Swiss Bellefontaine. Ms. Torres' work ethic and passion for all things "Beauty" has given her an unparalleled track record in all areas of developing brands for the US market and maintaining strong partnerships in Europe and other parts of the world.

PROMOTIONAL PACKAGE



Participating companies in Discover Beauty 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 page** in the show directory
- Promotion on the official **Cosmoprof North America mobile app**



HOW IS IT IMPLEMENTED?



It all starts out with a special **dedicated show floor area** strategically located to allow maximum visibility and foot traffic; within proximity to the Buyer Lounge and Press Zone.

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
\$5,950
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.



THE DISCOVER BEAUTY SPACE INCLUDES:

- ✓ Exhibit space (10x10 or 9sqm)
- ✓ Vinyl wood flooring
- ✓ 3 meter back wall w/ 1M wide x 8FT tall custom graphic
- ✓ 1 wood counter w/52" x 36" exhibitor logo graphic
- ✓ 2 wood shelves
- ✓ 2 white stools
- ✓ 2 arm lights
- ✓ Electric outlet

2025 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. 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 benefit from exposure in this show-within-a-show area and **receive prime real estate placement** on the show floor.

To qualify, a brand must be:

- Branded as prestige with high-quality ingredients and quality packaging
- New to the US market or have a limited retail footprint
- Financially and operationally set up to meet retailer expectations
- Sophisticated, unique, and innovative
- Ready to launch and able to submit finished products by Fall 2025

Participation is allowed for only 2 editions.



REASONS FOR PARTICIPATION



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

- Buyer Program
- CosmoTalks and Cosmopack Education
- CosmoTrends
- Press Zone
- VIP Bag
- Marketing campaign – preshow & onsite
- Special directory and website listing

RESERVE YOUR SPOT TODAY!

Alessandra Allegri
alessandra.allegri@cosmoprof.it

Libby Griffiths
libby.griffiths@informa.com

