

COSMOPROF

NORTH AMERICA MIAMI

SPONSORSHIP OPPORTUNITIES

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COSMOPROFNORTHAMERICA.COM/MIAMI
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MIAMI

MIAMI BEACH CONVENTION CENTER
.....

JANUARY 23 - 25, 2024

COSMOPROF NORTH AMERICA

COSMOPACK NORTH AMERICA

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ORGANIZER - USA BEAUTY LLC

[informamarkets](http://informamarkets.com)



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

INTRO

GET READY TO TAKE YOUR BEAUTY BUSINESS TO THE NEXT LEVEL!

COSMOPROF NORTH AMERICA MIAMI

Cosmoprof North America is the leading B2B beauty trade show in the Americas showcasing the best in beauty including skin care, hair care, nail care, toiletries, fragrances, organic beauty products, tools, and accessories – specialized with retail and professional distribution in mind.



COSMOPACK NORTH AMERICA BEAUTY SUPPLY CHAIN SOLUTIONS

Cosmopack, a dedicated section of the show, makes Cosmoprof North America 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, and other solutions for the beauty industry.



CONTACTS

SPONSORSHIP OPPORTUNITIES

Enhance your Cosmoprof North America exhibiting experience with a sponsorship opportunity. Sponsorship opportunities are available on a first come, first served basis. Contact your sales manager to learn more.



DOMESTIC SALES TEAM:

THE AMERICAS

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JOHN LEDERER – ALL SECTIONS

Sales Manager
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DIGITAL OPPORTUNITIES

DEDICATED EMAIL BLAST

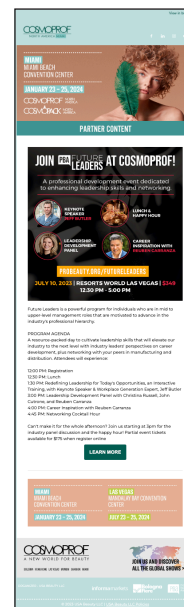
INVESTMENT:
\$3,195

QTY AVAILABLE:
10

CREATIVE DUE:
10 business days
prior to send date

An email dedicated to your brand message and imagery to be sent out to Cosmoprof North America's database of pre-registered visitors and qualified leads. Email header and footer will be branded Cosmoprof North America Miami. Body content of email to be provided by sponsor.

Partner Content Subscribers: 25,000
Avg. Unique Open Rate: 43%
Avg. Unique Click Rate: 7%



COSMOPROF MOBILE APP

INVESTMENT:
\$750 - \$7,500

QTY AVAILABLE:
Varies

ORDER DEADLINE:
12.15.23

CREATIVE DUE:
12.20.23

Push Notification
ORDER DEADLINE:
1.5.24

CREATIVE DUE:
1.12.24

The Cosmoprof North America Miami mobile app is the #1 resource for attendees to find sessions, maps, and your brand!

POWERED BY SPONSOR - \$7,500 - 1 AVAILABLE **SOLD!**

Be the presenting sponsor of the Cosmoprof North America Miami mobile app, putting your brand in front of attendees every time they utilize it. Sponsorship includes: Logo on splash (loading) page, 1 banner ad, 1 push notification, and recognized as "powered by" sponsor on all mobile app promotions.

PUSH NOTIFICATION - \$750 - 6 AVAILABLE

Drive visits to your booth! Push out your 100-character brand message to all Cosmoprof North America Miami app users.

BANNER AD - \$1,875 - 5 AVAILABLE

Banner ad placement, at the top of most app pages, with a link to your booth in the Cosmoprof North America Miami app.



DIGITAL OPPORTUNITIES

INSTAGRAM STORIES - NEW

INVESTMENT:
\$1,250

QTY AVAILABLE:
10

CREATIVE DUE:
10 business days
prior to post date

Tell the Cosmoprof North America audience your brand or product story through a sponsored Instagram Stories series. In collaboration with CPNA social and design teams, provide up to 4 story slides, photo, and/or video to be posted in sequence. Stories to be saved in highlight reel to prolong exposure. Links to brand website or product page(s) and calls-to-action encouraged.

@cosmoprofna followers: 43,000

ONLINE FLOORPLAN ENHANCEMENTS

INVESTMENT:
\$600

QTY AVAILABLE:

DEADLINE:
1.5.24

CREATIVE DUE:
1.12.24

The floorplan will be accessible through the Cosmoprof North America website, exhibitor directory and mobile app. Give your business added visibility with a banner ad on the floorplan - for all to see each time they review the floorplan for pre-planning and while at the show.



SOLD!

REGISTRATION SPONSORSHIP

INVESTMENT:
\$15,975

ORDER DEADLINE:
11.23.23
CREATIVE DUE:
12.1.23

SOLD!

There's no better way to make a first impression than owning a presence at registration. This exclusive opportunity includes:

- Kiosk panels in registration area
- 2 branded double-sided meter boards in registration area
- Logo on select directional banners
- Logo on select counter panels
- Logo on email confirmations



LANYARDS

INVESTMENT:
\$8,000

QTY AVAILABLE:
1000

ORDER DEADLINE:
11.10.23

CREATIVE DUE:
11.17.23

SOLD!

Lanyards are attached to every attendee badge, inserting your company's name/logo into all interactions at the show for maximum branding frequency! Cost of production is additional.



ENTRANCE SCREENS

INVESTMENT:
\$4,000

QTY AVAILABLE:
10

ORDER DEADLINE:
12.13.23

CREATIVE DUE:
12.20.23

SOLD!

Showcase your brand on these 3'h x 80'w digital screens above the exhibit hall entrances. Your :08 spot will run in a 1.5 minute loop all three days of the show.



COSMOPROF NORTH AMERICA MIAMI LAUNCH PARTY

INVESTMENT:
\$10,650

QTY AVAILABLE:
1

ORDER DEADLINE:
12.15.23

CREATIVE DUE:
12.20.23

Get your message in front of major decision makers as the sponsor of the official Cosmoprof North America Miami Launch Party! Get ready for an evening of celebration as we mark the official launch of Cosmoprof North America Miami, taking place on Tuesday, January 23rd immediately following the show at the convention center. All attendees and exhibitors are invited to join us for a night of fun, drinks, and endless networking opportunities.



- Includes:
- Logo placement on promotion materials
 - Logo placement on all onsite directional signage
 - 2 branded App push notifications to all attendees and exhibitors
 - Company mentions during verbal announcements promoting the party on the show floor
 - Exclusive branding on a bar at the party
 - Sponsor branded meter boards
 - Signature drink inspired by your brand, with signage including your logo
 - Logo on cocktail napkins provided at the sponsored bar (1,000 pcs)

SWOOP VEHICLES — NEW

INVESTMENT:
\$5,000

QTY AVAILABLE:
3

ORDER DEADLINE:
12.15.23

CREATIVE DUE:
12.20.23

Help attendees get to/from the show with complimentary rides in a Swoop Vehicle co-branded with Cosmoprof North America Miami and your brand. Swoop vehicles run dedicated routes to/from host hotels and the convention center at peak hours during show days, in addition to all week around Miami Beach for added brand exposure.



SPONSORED COFFEE BAR — NEW

INVESTMENT:
\$7,500

QTY AVAILABLE:
3 (1 per day)

ORDER DEADLINE:
12.15.23

CREATIVE DUE:
12.20.23

Make a great first impression with a complimentary coffee or espresso for attendees courtesy of your brand. Host a 2 hour coffee bar in the lobby 1 morning of the show, complete with:

- Branded 6' bar
- 300 made to order drinks
- Bartender for 2 hours
- All service charges and taxes included
- Promotion via day-of-show email, mobile app events schedule, mobile app push notification, and website

Other branded items such as branded napkins, additional signage, logo print on coffees are an additional charge

SPONSORED HAPPY HOUR — NEW

INVESTMENT:
\$7,500

QTY AVAILABLE:
1

ORDER DEADLINE:
12.15.23

CREATIVE DUE:
12.20.23

Greet attendees at the end of the day with a complimentary beverage courtesy of your brand. Host a 2 hour happy on the exhibit floor on Wednesday afternoon, complete with:

- Branded 6' bar
- Selection of beer, wine and seltzers
- Bartender for 2 hours
- All service charges and taxes included
- Promotion via day-of-show email, mobile app events schedule, mobile app push notification, and website

Other branded items such as branded napkins and additional signage are an additional fee.

ONSITE OPPORTUNITIES

SHOW DIRECTORY ADVERTISING

INVESTMENT:
Varies

QTY AVAILABLE:
Varies

ORDER DEADLINE:
12.15.23

CREATIVE DUE:
12.20.23

The show directory is a complimentary guide available to all attendees for show information, events, and exhibitors to reference at the show and throughout the year. Maximize your show experience with an enhanced listing, full page ad or 2-page spread*. Prime advertising space sells out quickly!

STANDARD POSITION (4-COLOR ONLY)

2-Page Spread | \$3,200
Full Page | \$2,000

PREMIUM POSITION (4-COLOR ONLY)

Inside Front Cover | \$ **SOLD!**
Inside Back Cover | \$2,800
Facing Content Page | \$2,400

ON-SITE DIRECTORY LISTING ENHANCEMENTS

Bold Listing | \$250
Bold & Outlined | \$325
Add Company Logo | \$400



*Standard position placement varies. Facing content pages are prominent locations across from content and placement varies.

SHOW BAGS

INVESTMENT:
\$8,000 for placement

SOLD!

ORDER DEADLINE:
11.10.23

CREATIVE DUE:
11.17.23

Complimentary bags are available to every attendee as they enter the show to help them collect sales materials and samples. Add your branding to the Show Bag to extend awareness beyond the booth and even beyond the show once attendees bring them home. Cost of production is additional.



METERBOARD SIGNAGE

INVESTMENT:
\$2,400

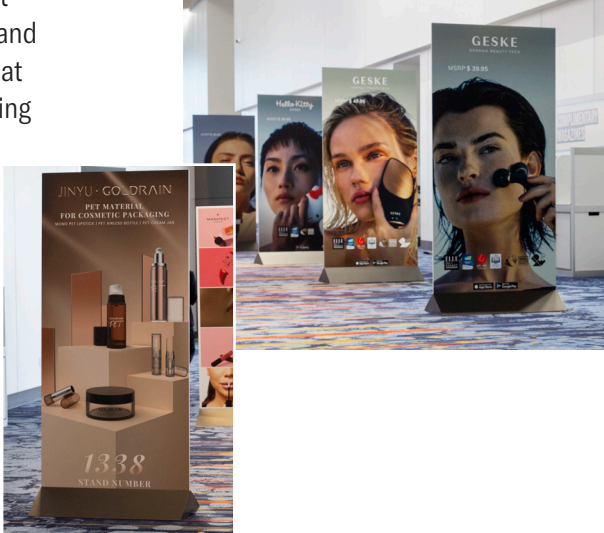
QTY AVAILABLE:
16

ORDER DEADLINE:
12.1.23

SOLD!

CREATIVE DUE:
12.1.23

Increase your visibility with double-sided signs that are strategically placed throughout the show floor and registration areas. Viewed by thousands of visitors at the show, these signs provide unsurpassed marketing exposure.



LIGHTBOXES

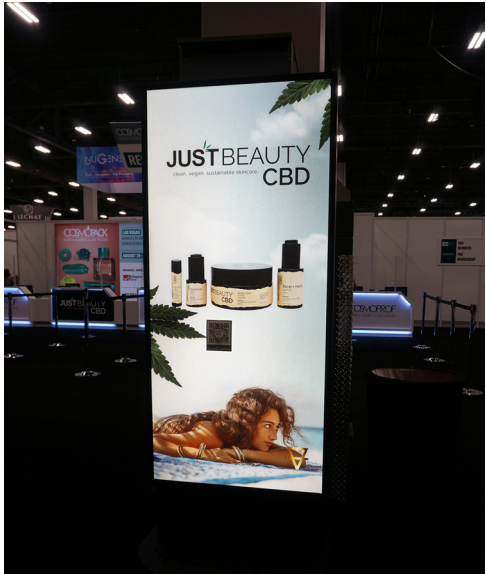
INVESTMENT:
\$3,195

QTY AVAILABLE:
16

ORDER DEADLINE:
12.15.23

CREATIVE DUE:
12.20.23

Lightboxes are located at prominent and high-traffic locations throughout public spaces of the show. These not only enhance your company image, but also create eye-catching exposure to attract more buyers to your booth.





COLUMN CLING – MAIN LOBBY

INVESTMENT:
\$2,975
(front-facing)

QTY AVAILABLE:
5

Apply your branding to columns spread throughout the lobby for a high-impact presence that will drive visitors to your booth and put your brand top of mind as they enter the show.

INVESTMENT:
\$4,250
(full circumference)

QTY AVAILABLE:
5

ORDER DEADLINE:
11.22.23

CREATIVE DUE:
12.1.23



Full circumference pictured.