

COSMOPROF
NORTH AMERICA
LAS VEGAS
2024

COSMOPROF

NORTH AMERICA
LAS VEGAS | MIAMI

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

• **NEW VENUE**

• **LAS VEGAS**

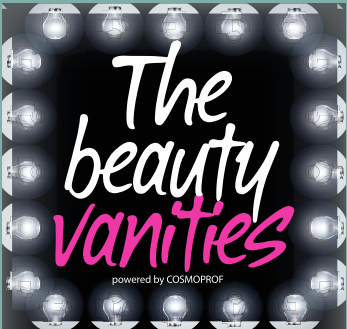
MANDALAY BAY CONVENTION CENTER

• **JULY 23 – 25, 2024**

COSMOPROF NORTH AMERICA

COSMOPACK NORTH AMERICA

• COSMOPROFNORTHAMERICA.COM



Organizer – Usa Beauty LLC

informa markets



A new world for beauty

Bologna, Hong Kong, Las Vegas,
Mumbai, Bangkok, Miami



COSMOPROF NORTH AMERICA LAS VEGAS 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 products.

Cosmoprof North America is recognized for its dynamic growth and unique programs, and it is a powerful platform that 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, Bangkok, and Miami

2024

21ST
EDITION

SQ FT

240,000

+

2023 ATTENDANCE

25,000

+ VISITS FROM
99 COUNTRIES OF

2023 EXHIBITORS

1,100+

[CLICK HERE
TO WATCH
COSMOPROF
2023
POST SHOW →](#)



COSMOPROF BUYERS AND ATTENDEES

In 2023, throughout the three-day event, thousands of retailers, e-commerce, distributors, importers, beauty brands, suppliers, and press connected with exhibiting companies to discover new product launches and develop new business opportunities.

VISITOR PROFILE

39% **BUYERS, DISTRIBUTOR IMPORTERS/EXPORTERS**

26% **MANUFACTURER BRAND OWNERS**

21% **CORPORATE: MARKETING, R&D, PRODUCT & PACKAGE DEVELOPMENT, INVESTMENT/FINANCE**

4% **MANUFACTURER SALES**

4% **BEAUTY PROFESSIONALS**

8% **PRESS/OTHER**



TOP 5 US STATE AND INTERNATIONAL COUNTRIES IN ATTENDANCE

UNITED STATES	CALIFORNIA	FLORIDA	NEW YORK	TEXAS	NEVADA
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INTERNATIONAL COUNTRIES	CANADA	MEXICO	SOUTH KOREA	CHINA	UK
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THE BEAUTY VANITIES



The Beauty Vanities is an all-inclusive program that was **specifically created to provide some extra TLC for smaller brands** with a limited number of SKUs.

FEATURES:

- An all-inclusive 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 The Beauty Vanities 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 **The Beauty Vanities 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 **dedicated show floor area** strategically placed 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
\$3,500
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 BEAUTY VANITIES SPACE INCLUDES:

- ✓ 100 LBS OF COMPLIMENTARY DRAYAGE
- ✓ 1 VANITY TABLE
- ✓ 1 VANITY MIRROR
- ✓ 2 PEDESTALS
- ✓ 2 STOOLS
- ✓ BRAND SIGNAGE

2024 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 The Beauty Vanities 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:

- New to the US market or have a limited retail footprint
- Have no more than 10 SKUs
- Financially secure to ensure distribution rollout costs
- Sophisticated, unique, and innovative
- Ready to launch and able to submit finished products by February 2024
- No more than a two-time exhibitor of the area



REASONS FOR PARTICIPATION



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

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



RESERVE YOUR SPOT TODAY!

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