

**THE LEADING B2B BEAUTY EVENT
WHERE BRANDS, SUPPLIERS, BUYERS,
AND DISTRIBUTORS CONNECT TO
GROW ACROSS THE AMERICAS**

LAS VEGAS
MANDALAY BAY CONVENTION CENTER

JULY 13 - 15, 2027

COSMOPROF NORTH AMERICA
COSMOPACK NORTH AMERICA

COSMOPROFNORTHAMERICA.COM/LAS-VEGAS



EXHIBITOR SPACE OPTIONS & PRICING

READY STAND

INCLUDES:

- (4) Chairs
- (1) Wastebasket
- 500 watt outlet
- Rectangular table
- Carpet (color is pepper)
- White cloth wall panels (8ft in height)
- (1) Moveable Shelf Unit with (4) shelves
- ½ meter graphic on front panel of booth
- Fascia board with company name & booth number
- Affixing anything directly to the walls is not allowed
- Track lighting with 3 adjustable heads

PLEASE NOTE:

- Ready Stand Rental Items are subject to applicable sales tax
- Square foot measurements are rounded approximations

STANDARD PRICING

SIZE	PRICE	STARTING COST
INLINE BOOTH (1 OPEN SIDE)		
12 to 36 sqm (129 to 387 sqft)	\$604	12 sqm \$604/sqm = \$7,248
CORNER BOOTH (2 OPEN SIDES)		
12 to 23 sqm (129 to 247 sqft)	\$715	12 sqm \$715/sqm = \$8,580
24 to 36 sqm (258 to 387 sqft)	\$633	



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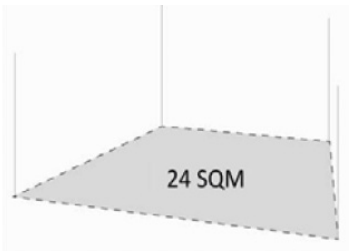
RAW SPACE

INCLUDES:

- Concrete floor space only (no furnishings or walls)
- Exhibitor is responsible for finished back wall that is 8 feet/2,4 meters tall and side wall(s) if space is a corner or inline
- Exhibitor is responsible for mandatory floor covering/carpet
- Space can be increased by individual square meters at a minimum of 1x3 meters
- Carpet & wall panels can be ordered through GES

PLEASE NOTE:

- Square foot measurements are rounded approximations



STANDARD PRICING

SIZE	PRICE	STARTING COST
INLINE BOOTH (1 OPEN SIDE)		
24 to 71 sqm (258 to 764 sqft)	\$438	24 sqm \$438/sqm = \$10,512
72 & larger sqm (775 & larger sqft)	\$408	
CORNER BOOTH (2 OPEN SIDES)		
24 to 71 sqm (258 to 764 sqft)	\$459	24 sqm \$437/sqm = \$11,016
PENINSULA BOOTH (3 OPEN SIDES)		
36 to 71 sqm (388 to 764 sqft)	\$467	36 sqm \$467/sqm = \$16,812
72 & larger (775 & larger)	\$425	
ISLAND BOOTH (4 OPEN SIDES)		
48 to 71 sqm (517 to 764 sqft)	\$479	48 sqm \$479/sqm = \$22,992
72 to 111 sqm (775 to 1,195 sqft)	\$433	
112 to 135 sqm (1,205 to 1,453 sqft)	\$414	
136 & larger sqm (1,463 & larger sqft)	\$395	



ACTIONABLE LEADS. RICHER INSIGHTS.

Your custom Lead Insights dashboard offers a single, near real-time view of all your lead capture event scans, Online Directory and My Match engagements, and reporting in one place.

Understand who your leads are and how they have engaged with your digital profile and in-person at your booth, enabling you to prioritize and target them with tailored follow up messaging faster and more effectively.

Now including CompuLEAD's Lead Capture Apps, a \$770 value, to facilitate your lead collection process at the shows. These lead scans are seamlessly integrated into your Lead Insights dashboard.

Lead Insights unlocks the full potential of your participation in Cosmoprof North America with actionable insights that help you turn your leads into customers and maximize your return on investment.

Target the right leads, with the right message, at the right time.

WATCH A DEMO

BENEFITS



Lead Access: Access all your event and digital leads in one place, updated throughout your campaign in near real-time. Leads are cleaned, validated and unified across products, improving their accuracy and completeness. Customizable export of the data enables simple integration with your existing process and systems.



Lead Scoring: Leads are ranked by the most frequent and meaningful engagement with your profile and content, allowing you to save time, effort and budget by prioritizing the leads most likely to convert to customers.



Lead Profiles: Engagement data is combined with company intelligence data, building enhanced profiles of your target leads, giving you a deeper understanding of who your leads are and what their needs are. This enables you to tailor your follow up messaging more effectively and turn leads into customers.



Lead Targeting: Sophisticated customizable individual and company filtering and segmentation allows you to pinpoint your hottest prospects and most qualified potential customers in seconds.



Campaign Insights and Reporting: Quickly visualize how your campaign is performing and whether you are attracting the right audience to analyze the success of your online directory profile and content and measure ROI.

LEAD INSIGHT PACKAGE INCLUDES:

- 2 CompuLEAD® Lead Capture Apps to use in-booth (\$770 value)
- Access to personalized Lead Insights Dashboard*
- Leads cleaned, validated and enhanced
- Lead scoring, targeting and reporting
- Ability to purchase more Lead Capture Apps as needed

*The company dashboard remains intact year-over-year, providing a reliable foundation to build and enhance each show progressively.

PACKAGE PRICE BY BOOTH SIZE:

9-21 sqms: \$899 (\$1,669 value) 24-45 sqms: \$999 (\$1,769 value) 48+ sqms: \$1,399 (\$2,169 value)

Additional CompuLEAD® Lead Capture apps for in-booth scanning can be purchased a-la-cart from Event Citadel. Inquire with your Customer Success Representative for details.

Need support utilizing Lead Insights? Contact: leadinsights@informa.com

