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**COSMOPROF
NORTH AMERICA MIAMI
2026**

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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 27 - 29, 2026

COSMOPROF NORTH AMERICA | **COSMOPACK** NORTH AMERICA

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COSMOPROFNORTHAMERICA.COM



Organizer - USA Beauty LLC

informa markets



A new world for beauty

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

COSMOPROF NORTH AMERICA MIAMI AT A GLANCE

Cosmoprof North America (CPNA) is the only event in the Americas that unites the **entire beauty industry**, including skin care, makeup, fragrance, hair, and nails, while also encompassing the entire beauty supply chain.

In 2025, the second edition of CPNA Miami attracted **19,000 attendee visits** and featured **900 exhibitors**, maximizing business opportunities across North, South, and Central America, the Caribbean Islands, and the East Coast of the United States.

Attending the third edition of Cosmoprof North America Miami offers a unique chance to explore the latest trends, connect with industry leaders, and discover innovative business solutions across every beauty category, all in one venue.



2025
EDITION

2ND

SQM

15,000+

2025
VISITS

19,000

FROM 115
COUNTRIES

2025
EXHIBITORS

900

FROM 49
COUNTRIES

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)
- Customized marketing
- Participation in goody bags distributed to consumers, trade media and VIP buyers
- Opportunity to work with Maria Torres as a mentor, prior to as well as during the show to elevate their pitch and refine their marketing strategy.



MENTORING WITH MARIA TORRES

Maria Torres is a highly respected beauty expert within several facets of the beauty world which includes fragrance, skincare and makeup. As a Latina entrepreneur, Ms. Torres' 30-year career includes successfully representing such brands as Gianni Versace, Dolce & Gabbana, Moschino, Loewe, Blumarine, Pink Sugar, Le Rouge Francais, Payot and Orlane. 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 as well as maintaining strong partnerships in Europe and other parts of the world.

PROMOTIONAL PACKAGE



Participation in The Beauty Vanities provides several opportunities, one of which is additional **brand exposure to both buyers and press**, through a series of dedicated PR and communication programs.

PRESHOW PROMOTION:

- Special area “mention” in the **digital preview brochure** sent to previous attendees
- A dedicated section on the **Cosmoprof North America website**
- Opportunity to be included in **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**



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.



THE BEAUTY VANITIES SPACE INCLUDES:

- ✓ 100 lbs of complimentary drayage
- ✓ 1 table
- ✓ 1 shelving unit
- ✓ 2 chairs
- ✓ 1 mini storage locker
- ✓ Brand signage

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.

PACKAGE COST
\$3,900
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.

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 distribution
- Have no more than 10 SKUs
- Financially secure to ensure distribution rollout costs
- Innovative, unique, creative, and sophisticated
- Ready to launch and able to submit finished products by February 2026
- 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 and Cosmopack Awards
- CosmoTalks, Cosmopack Education, and Entrepreneur Academy
- CosmoTrends
- Press Zone
- VIP Bag
- Marketing campaign – preshow & onsite
- Special directory and website listing



RESERVE YOUR SPOT TODAY!

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