

**COSMOPROF
NORTH AMERICA
LAS VEGAS
2026**

COSMOPROF

**NORTH AMERICA
LAS VEGAS | MIAMI**



**DISCOVER
BEAUTY**

powered by COSMOPROF

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

LAS VEGAS
MANDALAY BAY CONVENTION
CENTER

JULY 13 - 15, 2026

[COSMOPROFNORTHAMERICA.COM](https://www.cosmoprofnorthamerica.com)

COSMOPROF NORTH AMERICA
COSMOPACK NORTH AMERICA

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 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, Mumbai and Bangkok.



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COSMOPROF 2025
POST SHOW →](#)

COSMOPROF BUYERS AND ATTENDEES

In 2025, the three-day event brought together thousands of retailers, e-commerce professionals, distributors, importers, beauty brands, suppliers, and media representatives. Attendees engaged with exhibiting companies to build new partnerships, exchange insights, and discover emerging trends and innovations.

PRIMARY BUSINESS NATURE



TOP 5 US STATE AND COUNTRIES IN ATTENDANCE



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 innovation is located on the show floor in a prime location and provides a traditional exhibition presentation where all attendees are invited to come and discover these skin care, makeup, and fragrance brands.

New for this edition, exhibitors will have the opportunity to showcase their brand values, including Black-Owned, AAPI-Owned, Hispanic/Latino Owned, Indigenous-Owned, Women-Owned, Conscious Beauty, through additional signage.

FEATURES:

- An all-inclusive high-end 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



CURATED BY 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



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 **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 **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. The area is designed as a sophisticated retail-style environment, ensuring an exclusive and immersive experience for exhibitors and visitors alike.

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
\$7,000*

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 rental items are subject to applicable sales tax.



DISCOVER BEAUTY SPACE INCLUDES:

- ✓ 3M X 3M BOOTH STRUCTURE
- ✓ (1) GRAPHIC HEADER WITH DISCOVER BEAUTY DESIGNATION - BLACK-OWNED, CONSCIOUS BEAUTY, FEMALE FOUNDED, ETC. (122.0625" X 19.5")
- ✓ (1) GRAPHIC BACKWALL PANEL (41.5" X 95.1875")
- ✓ (1) LOCKING STORAGE COUNTER WITH GRAPHIC KICK PANEL (40.125" X 40")
- ✓ (2) STOOLS
- ✓ (1) WASTEBASKET
- ✓ (2) SHELVES
- ✓ (2) ARM LIGHTS
- ✓ (1) 5 AMP ELECTRICAL OUTLET
- ✓ CUSTOM FLOORING
- ✓ BOOTH CLEANING
- ✓ 100 LBS OF FREE DRAYAGE



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. 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 Discover Beauty benefit from additional exposure in this high-end show-within-a-show area and receive prime real estate placement in a dedicated area on the show floor.

To qualify, a brand must be:

- New to the US market or have a limited retail distribution
- Financially secure to ensure market launch and roll-out distribution cost
- Branded as luxury, prestige with high quality ingredients and prime quality packaging
- Innovative, creative and unique
- Brands are allowed to exhibit 2 times unless approved by CPNA



REASONS FOR PARTICIPATION



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

- Buyer Program
- Coaching & Mentor Program
- Cosmoprof & Cosmopack North America Awards
- CosmoTrends
- Press Zone
- Marketing campaign – preshow & onsite
- Special directory and website listing
- Vip Goodie Bags
- Directory

RESERVE YOUR SPOT TODAY!

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