

COSMOPROF

NORTH AMERICA LAS VEGAS

COMPLIMENTARY MARKETING OPPORTUNITIES

LAS VEGAS

RETURNING TO

MANDALAY BAY CONVENTION CENTER

JULY 23 - 25, 2024

COSMOPROF NORTH AMERICA

COSMOPACK NORTH AMERICA

[COSMOPROFNORTHAMERICA.COM/LAS-VEGAS](https://cosmoprofnorthamerica.com/las-vegas)

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 Bologna Fiere

 PBA Professional Beauty Association
NONPROFIT - ADVOCACY - COMMUNITY

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

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

COSMOPROF NORTH AMERICA LAS VEGAS

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 North America is 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.





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COMPLIMENTARY OPPORTUNITIES

These opportunities are available to all Cosmoprof North America exhibitors at no additional charge. Maximize your experience and enroll in these programs today!

1:1 BEAUTY MATCHMAKING **NEW & IMPROVED**

INVESTMENT:
Complimentary

This complimentary networking service allows exhibitors and attendees to connect, exchange messages and request meetings seamlessly online before the show begins.

Once the Online Directory opens to exhibitors, you will receive a welcome email. Be sure to login and complete your online booth profile. The information you provide will be visible and searchable in the directory and mobile app, as well as used for attendees to network with you in the 1:1 Beauty Matchmaking tool.

Online Directory opens to exhibitors May 2nd.

1:1 Beauty Matchmaking opens to all June 12th.

PREFERRED RATE SHOW PASS PROGRAM

INVESTMENT:
Complimentary

Invite key clients to see you at Cosmoprof North America and offer them discounted passes! The Preferred Rate Show Pass program grants each exhibitor the ability to offer their best customers a 30% discount on regular priced Cosmoprof tickets via e-mail. There is no cost to the exhibitor.

QTY AVAILABLE:
Unlimited

When registering booth staff, confirmed exhibitors will be able to send an email from the dashboard to their customers with instructions on how to register with a 30% discount.

Exhibitor Registration opens late April/early May.

ONLINE DIRECTORY & MOBILE APP LISTING

INVESTMENT:
Complimentary

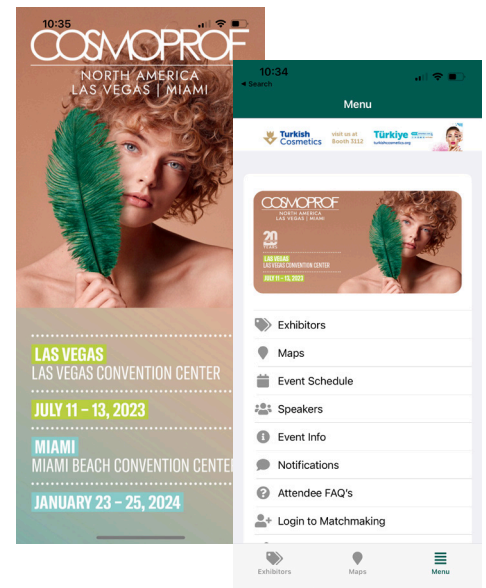
The Online Directory and Mobile App gives show visitors the opportunity to search for exhibitors using various criteria before, during and after the show.

DEADLINE:
Complete by
May 29th

Once the Online Directory opens to exhibitors, you will receive a welcome email. Be sure to login and complete your online booth profile. The information you provide will be visible and searchable in the directory and mobile app, as well as used for the 1:1 Beauty Matchmaking.

Online Directory opening to exhibitors May 2nd.

Online Directory opening to attendees May 30th.



COMPLIMENTARY OPPORTUNITIES

COMPLIMENTARY SHOW PASSES

INVESTMENT:

Complimentary

QTY AVAILABLE:

5 per exhibitor

Exhibitors may offer complimentary admission to (5) five qualified guests. When registering staff for credentials, exhibitors will be prompted to enter the email address for each guest they wish to invite. Invited guests will receive an email with instruction on how to complete their complimentary registration.

Exhibitors can log back into the dashboard at any time to add or change recipients.

There is no cost to the exhibitor (standard pricing of admission is \$185). Limit five (5) guests per signed exhibitor contract, not per booth.

For entrance qualifications, visit: cosmoprofnorthamerica.com/las-vegas/who-should-attend/

Exhibitor Registration opens late April/early May.

SOCIAL MEDIA EXPOSURE

INVESTMENT:

Complimentary

Tag us and use #Cosmoprofna to promote your presence at the show and potential to be shared across one of our channels.



facebook.com/cosmoprofnorthamerica



@cosmoprofna



Cosmoprof North America



@cosmoprofna



@cosmoprofna

OFFICIAL SHOW DIRECTORY

INVESTMENT:

Complimentary

DEADLINE:

Contract must be received and payment made by June 14th.

The Official Show Directory is offered free of charge to all visitors, exhibitors and members of the media in attendance. Your company listing is complimentary and automatically included.

Enhance your directory listing with highlights, bolding or an outlined box for even more visibility at the show! See Sponsorship Brochure for details:

cosmoprofnorthamerica.com/las-vegas/sponsorships/



COMPLIMENTARY OPPORTUNITIES

COSMOTRENDS

INVESTMENT:

Complimentary

DEADLINE:

Applications close
June 7th.

CosmoTrends is the annual report on beauty trends, featuring the most innovative products from Cosmoprof exhibitors. This is an exclusive look at everything that is cutting edge in the cosmetics industry. The report written by BEAUTYSTREAMS, an international trend agency, is a true must-read for everyone in the beauty world because it covers innovations in the beauty market and solutions offered by high-tech, high-performance products. An onsite installation will be on display showcasing trends among exhibitors generated from a pre-show report.

Applications will be available March 19th at:
cosmoprofnorthamerica.com/las-vegas/cosmotrends/



COSMOPROF & COSMOPACK NORTH AMERICA AWARDS

INVESTMENT:

Complimentary

DEADLINE:

Applications close
May 31.

The Cosmoprof North America Awards and Cosmopack North America Awards, in partnership with international trend agency BEAUTYSTREAMS, formally recognize the absolute best in beauty products, celebrate innovation, and honor excellence in packaging design and formulation among exhibitors. An onsite installation will be on display showcasing finalists across six categories.

Applications will be available March 19th at:
northamerica.cosmoprofawards.com/en



PRESS ZONE

INVESTMENT:

Complimentary

Exhibitors have the valuable opportunity to interact with select media and influencers one-on-one at the show, for potential coverage.

Media and Influencer listing and schedule will be available in May via the below webpage. Appointments are pre-scheduled on a first-come-first serve basis at the show.

cosmoprofnorthamerica.com/las-vegas/special-projects/



BEAUTY INDUSTRY REPORT'S COSMOPROF NORTH AMERICA EVENT PREVIEW

INVESTMENT:

Complimentary

DEADLINE:

May 9

Through an exclusive collaboration with the Beauty Industry Report, their winter issue will feature a dedicated Cosmoprof North America Preview, highlighting the Cosmoprof North America Miami brands. If your company is exhibiting, and you have an exciting launch you'd like to showcase, this is the perfect FREE opportunity for you.

To take advantage of this opportunity, please visit:

cosmoprofnorthamerica.com/las-vegas/special-projects/