

COSMOPROF

NORTH AMERICA LAS VEGAS

SPONSORSHIP 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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informamarkets

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 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, a dedicated section of the show, makes Cosmoprof North America 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.



SPONSORSHIP OPPORTUNITIES

Enhance your Cosmoprof North America exhibiting experience with a sponsorship opportunity. Sponsorship opportunities are available on a first come, first served basis. Contact your sales manager to learn more.



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THE AMERICAS

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JOHN LEDERER – ALL SECTIONS

Sales Manager
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DEDICATED EMAIL BLAST

MAY/JUNE EMAIL DATE
INVESTMENT:
\$4,260

QTY AVAILABLE:
5

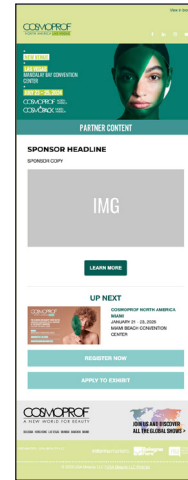
JULY EMAIL DATE
INVESTMENT:
\$4,950

QTY AVAILABLE:
5

CREATIVE DUE:
10 business days
prior to send date

An email dedicated to your brand message and imagery to be sent out to Cosmoprof North America's database of pre-registered visitors and qualified leads. Email header and footer will be branded Cosmoprof North America Las Vegas. Body content of email to be provided by sponsor.

Partner Content Subscribers: 25,000
Avg. Unique Open Rate: 43%
Avg. Unique Click Rate: 7%



COSMOPROF MOBILE APP

INVESTMENT:
\$1,000 - \$10,000

QTY AVAILABLE:
Varies

ORDER DEADLINE:
6.14.24

CREATIVE DUE:
6.21.24

Push Notification
ORDER DEADLINE:
7.5.24

CREATIVE DUE:
7.12.24

The Cosmoprof North America Las Vegas mobile app is the #1 resource for attendees to find sessions, maps, and your brand!

POWERED BY SPONSOR - \$10,000 - 1 AVAILABLE

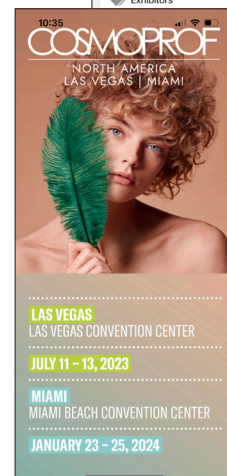
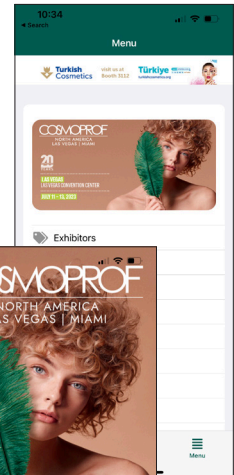
Be the presenting sponsor of the Cosmoprof North America Las Vegas mobile app, putting your brand in front of attendees every time they utilize it. Sponsorship includes: Logo on splash (loading) page, 1 banner ad, 1 push notification, and recognized as "powered by" sponsor on all mobile app promotions.

PUSH NOTIFICATION - \$1,000 - 6 AVAILABLE

Drive visits to your booth! Push out your 100-character brand message to all Cosmoprof North America Las Vegas app users.

BANNER AD - \$2,500 - 5 AVAILABLE

Banner ad placement, at the top of most app pages, with a link to your booth in the Cosmoprof North America Las Vegas app.



DIGITAL OPPORTUNITIES

INSTAGRAM STORIES — NEW

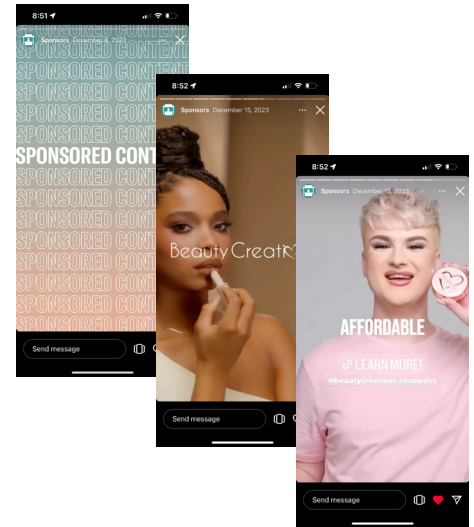
INVESTMENT:
\$1,750

QTY AVAILABLE:
10

CREATIVE DUE:
10 business days
prior to post date

Tell the Cosmoprof North America audience your brand or product story through a sponsored Instagram Stories series. Provide up to 4 story slides, photo, and/or video to be posted in sequence. Stories to be saved in highlight reel to prolong exposure. Links to brand website or product page(s) and calls-to-action encouraged.

@cosmoprofna followers: 44,800



ONLINE FLOORPLAN BANNER AD

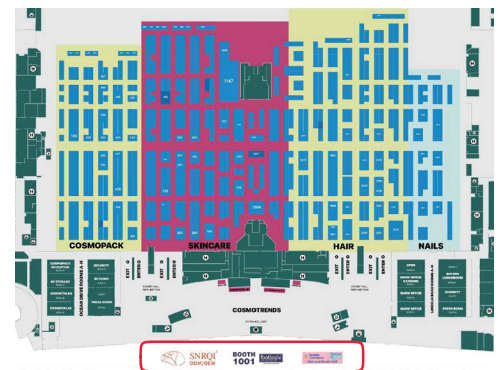
INVESTMENT:
\$850

QTY AVAILABLE:
2

ORDER DEADLINE:
6.7.24

CREATIVE DUE:
6.14.24

The floorplan will be accessible through the Cosmoprof North America website, online directory. Give your business added visibility with a banner ad on the floorplan - for all to see each time they review the floorplan for pre-planning and while at the show.



EMAIL SPOTLIGHT — NEW

INVESTMENT:
\$2,950

QTY AVAILABLE:
6

CREATIVE DUE:
10 business days
prior to post date

The Cosmoprof North America emails are sent out on a regular basis to a qualified database of 30,000+ industry professionals and past and present show attendees with event updates. Put your company in front of this audience before the show with a spotlight on your products, services and/or what you will be offering at the show.

SPONSOR SPOTLIGHT HEADLINE

IMG

SPONSOR COPY

LEARN MORE

DIGITAL SHOW PREVIEW ADVERTISING — **NEW**

INVESTMENT:
Varies

QTY AVAILABLE:
Varies

ORDER DEADLINE:
4.22.24

CREATIVE DUE:
4.29.24

Promote your company in the Digital Event Preview to be a part of visitors' first-look at what they can expect to experience at the show. The event preview is available on Cosmoprof North America's website starting in mid-May, and is promoted through email, social channels and postcards direct mailed to registered and prospective attendees.

STANDARD POSITION-2 PAGE SPREAD

INVESTMENT: \$2,225

QUANTITY AVAILABLE: Varies

STANDARD POSITION-FULL PAGE

INVESTMENT: \$1,395

QUANTITY AVAILABLE: Varies

PREMIUM POSITION-INSIDE FRONT COVER

INVESTMENT: \$2,485

QUANTITY AVAILABLE: 1

PREMIUM POSITION-INSIDE BACK COVER

INVESTMENT: \$1,975

QUANTITY AVAILABLE: 1

PREMIUM POSITION-FACING CONTENT PAGE

INVESTMENT: \$1,665

QUANTITY AVAILABLE: Varies

REGISTRATION SPONSORSHIP

INVESTMENT:
\$21,950
ORDER DEADLINE:
5.17.24
CREATIVE DUE:
5.24.24

There's no better way to make a first impression than owning a presence at registration. This exclusive opportunity includes:

- Kiosk panels in registration area
- Logo on select registration directional signage
- Logo on select counter panels
- Logo on email confirmations



LANYARDS

INVESTMENT:
\$11,075
QTY AVAILABLE:
ORDER DEADLINE:
4.5.24
CREATIVE DUE:
4.12.24

SOLD!

Lanyards are attached to every attendee badge, inserting your company's name/logo into all interactions at the show for maximum branding frequency! Cost of production is additional.



SPONSORED COFFEE BAR — **NEW**

INVESTMENT:
\$7,500
QTY AVAILABLE:
3 (1 per day)
ORDER DEADLINE:
5.17.24
CREATIVE DUE:
5.24.24

Make a great first impression with a complimentary coffee or espresso for attendees courtesy of your brand. Host a 2 hour coffee bar in the lobby 1 morning of the show, complete with:

- Branded 6' bar
- 300 made to order drinks
- Bartender for 2 hours
- All service charges and taxes included
- Promotion via day-of-show email, mobile app events schedule, mobile app push notification, and website

Other branded items such as branded napkins, additional signage, logo print on coffees are an additional charge

COSMOPROF NORTH AMERICA WELCOME PARTY & AWARDS

INVESTMENT:
\$10,650

QTY AVAILABLE:

SOLD!

DEADLINE:
5.17.24

CREATIVE DUE:
5.24.24

Get your message in front of major decision makers at the official Cosmoprof North America Las Vegas Welcome Party! This popular kick-off networking event takes place in conjunction with the Cosmoprof North America Awards and Cosmopack North America Awards ceremonies. The event welcomes hundreds of attendees and exhibitors and offers the perfect opportunity to meet and mingle with colleagues from across the world.

Includes:

- Logo placement on promotion materials
- Logo placement on all onsite directional signage
- 2 branded App push notifications to all attendees and exhibitors
- Company mention during verbal announcement promoting the party on the show floor
- Exclusive branding on a bar at the party
- Sponsor branded meter boards
- Signature drink inspired by your brand, with signage including your logo
- Logo on cocktail napkins provided at the sponsored bar
- Commercial-style brand interstitial video played on the main stage before the presentation of the Cosmoprof & Cosmopack North America Awards (30 seconds max, incorporating video and audio)



ONSITE OPPORTUNITIES

SPONSORED HAPPY HOUR — NEW

INVESTMENT:
\$10,000

QTY AVAILABLE:
1

ORDER DEADLINE:
5.17.24

CREATIVE DUE:
5.24.24

Greet attendees at the end of the day with a complimentary beverage courtesy of your brand. Host a 2 hour happy on the exhibit floor on Wednesday afternoon, complete with:

- Branded 6' bar
 - Selection of beer, wine and seltzers
 - Bartender for 2 hours
 - All service charges and taxes included
 - Promotion via day-of-show email, mobile app events schedule, mobile app push notification, and website
- Other branded items such as branded napkins and additional signage are an additional fee.

SHOW DIRECTORY ADVERTISING

INVESTMENT:
Varies

QTY AVAILABLE:
Varies

ORDER DEADLINE:
6.14.24

CREATIVE DUE:
6.21.24

The show directory is a complimentary guide available to all attendees for show information, events, and exhibitors to reference at the show and throughout the year. Maximize your show experience with an enhanced listing, full page ad or 2-page spread*. Prime advertising space sells out quickly!

STANDARD POSITION (4-COLOR ONLY)

2-Page Spread | \$4,450
Full Page | \$2,795

PREMIUM POSITION (4-COLOR ONLY)

Inside Front Cover | \$4,975 **SOLD!**
Inside Back Cover | \$3,950
Facing Content Page | \$3,325

ON-SITE DIRECTORY LISTING ENHANCEMENTS

Bold Listing | \$345
Bold & Outlined | \$450
Add Company Logo | \$560



*Standard position placement varies. Facing content pages are prominent locations across from content and placement varies.

SHOW BAGS

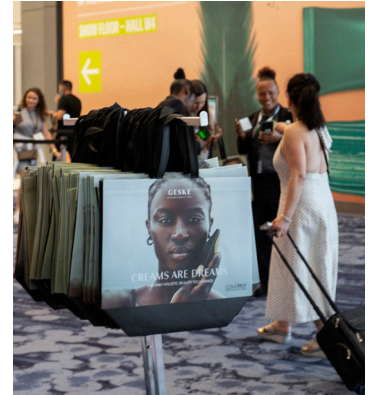
INVESTMENT:
\$11,075 for placement

SOLD!

ORDER DEADLINE:
4.5.24

CREATIVE DUE:
4.12.24

Complimentary bags are available to every attendee as they enter the show to help them collect sales materials and samples. Add your branding to the Show Bag to extend awareness beyond the booth and even beyond the show once attendees bring them home. Cost of production is additional.



METERBOARD SIGNAGE

INVESTMENT:
\$3,375

QTY AVAILABLE:
20

ORDER DEADLINE:
5.17.24

CREATIVE DUE:
5.24.24

Increase your visibility with double-sided signs that are strategically placed throughout the venue. Viewed by thousands of visitors at the show, these signs provide unsurpassed marketing exposure.



LIGHTBOXES

INVESTMENT:
\$4,395

QTY AVAILABLE:
15

ORDER DEADLINE:
5.17.24

CREATIVE DUE:
5.24.24

Lightboxes are located at prominent and high-traffic locations throughout public spaces of the show. These double-sided graphics not only enhance your company image, but also create eye-catching exposure to attract more buyers to your booth.



ONSITE OPPORTUNITIES

DIGITAL IMPACT DISPLAY

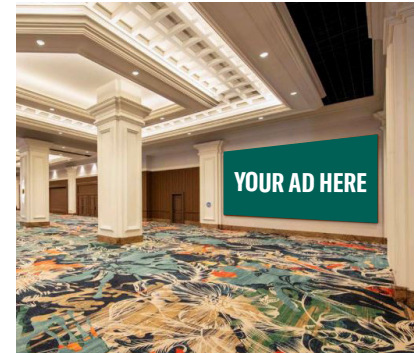
INVESTMENT:
\$5,995

QTY AVAILABLE:
11

ORDER DEADLINE:
6.7.24

CREATIVE DUE:
6.14.24

Showcase your brand on this high impact 23'w x 13'h digital screen located in the high-traffic entrance to the show lobby. PLUS... as a bonus your video or static image will also appear on another 11'w x 6'h screen for additional exposure along visitors' route to the show floor. Your :08 spot will run in a 1.5 minute loop on both screens, all three days of the show.



HOTEL KEY CARDS — NEW

INVESTMENT:
\$25,950

QTY AVAILABLE:
1

ORDER DEADLINE:
4.24.24

CREATIVE DUE:
5.1.24

Place your branding directly in the hands of attendees as they check in to the host hotels, Mandalay Bay and Delano, with a custom advertising message on physical guest room key cards. Capture attention and provide maximum impact as attendees handle these Cosmoprof North America co-branded key cards multiple times each day. Sponsorship includes production and distribution to 1,800 rooms.



VIP BAGS — NEW

INVESTMENT:
\$4,995

SOLD!

ORDER DEADLINE:
5.17.24

CREATIVE DUE:
5.24.24

Put your brand in the hands of the most influential group at Cosmoprof North America! The VIP bags are gifted to 240 buyers, retailers, distributors, press, influencers and VIPs that are hosted in the Buyer's Lounge and Press Lounge. These bags are not only thank yous, but they are also part of VIPs discovery of products and brands being showcased at Cosmoprof North America. Sponsorship includes logo on 240 Cosmoprof North America branded bags PLUS the option to include a product inside the bags.



EXHIBITOR SHOWCASE — NEW

INVESTMENT:
\$1,695
QTY AVAILABLE:
12
ORDER DEADLINE:
5.17.24
CREATIVE DUE:
5.24.24

Have a groundbreaking or innovative product or technology hitting the market? Or just a stand-out product that you'd like to get more eyeballs on at the show? Place it in the Exhibitor Showcase to have more Cosmoprof North America attendees discover it! In addition to being featured in this dedicated space at the show, your product will be promoted via the Printed Show directory and a pre-show email sent to attendees. Click [here](#) for details.

