

**GREEN
VILLAGE
PROGRAM
OUTLINE**

COSMOPROF
NORTH AMERICA LAS VEGAS



COSMOPROF

NORTH AMERICA LAS VEGAS

THE PREMIER B2B BEAUTY EVENT ENCOMPASSING
ALL SECTORS OF THE INDUSTRY IN ONE VENUE AND THE MOST
IMPORTANT FORUM FOR THE ENTIRE BEAUTY INDUSTRY

AWARD WINNING EVENT

- Named TSE's Gold 100 2017 Best Program to Help Exhibitors Maximize their ROI
- Named TSE's Gold 100 2017 Best Launching Pad
- Winner of the 2017 President's "E" Award for Export Service"
- Named IAEE's "2017 Art of the Show"
- Named TSNN's "2016 Top 250 Trade Show"
- Named TSE's "Greatest Show in 2015"
- Named TSE's "The Most Innovative Show in 2015"
- Named TSE's "Best Program to Help Exhibitors Maximize ROI in 2015"
- Named "The Top 100 Trade Shows of 2016"





WELCOME TO COSMOPROF

2019
COSMOPROF
NORTH AMERICA
LAS VEGAS

JULY 28 - 30

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2019 EVENT OVERVIEW

▶ NUMBER OF VISITORS

40,000 quality visitors

▶ NUMBER OF EXHIBITORS

1,435 exhibitors from **43** countries

▶ NET EXHIBITION AREA

29,045 SQM / 312,638 SQF,
+3% from 2018

▶ PRESS

300+ members of the press

COUNTRY PAVILIONS

Argentina, China, Germany, Italy, Pakistan,
Poland, South Korea, and Spain

INTERNATIONAL BUYER DELEGATIONS

Angola, Australia, Canada, China, Dominican
Republic, Ecuador, El Salvador, Guatemala,
India, Italy, Jamaica, Japan, Mexico,
Panama, Russia, and Thailand

AREA DESCRIPTION

GREEN VILLAGE

Green Village is a new concept in the Cosmetics & Personal Care section showcasing a select number of green & natural brands. The area is comprised of three parts:

- Exhibiting space showcasing green, ecofriendly, clean, organic products
- “CBD Beauty” special area, dedicated to beauty brands that have CBD as an essential ingredient
- “Discover Green” special area, dedicated to a niche selection of brands exhibiting with console units



WHEREABOUTS?



Green & Natural Brands



The Green Village is strategically located in the middle of the “Cosmetics & Personal Care” section, allowing maximum visibility and foot traffic.

Participating companies in Green Village will enjoy exposure in this high-end show within a show area and receive prime real estate placement in a dedicated area on the show floor.

DO YOU HAVE SUSTAINABLE PACKAGING?



Sustainable packaging...

- Is beneficial, safe, and healthy for individuals and communities throughout its life cycle
- Meets market criteria for performance and cost
- Is sourced, manufactured, transported, and recycled using renewable energy
- Optimizes the use of renewable or recycled source materials
- Is manufactured using clean production technologies and best practices
- Is made from materials healthy throughout the life cycle
- Is physically designed to optimize materials and energy
- Is effectively recovered and utilized in biological and/or industrial closed loop cycles

[Source: <https://www.packagingdigest.com/sustainable-packaging>]

If you have sustainable packaging, you will benefit from extra exposure!

You will be identified by a special label, positioned on the ready stand fascia name, as well as in the other promotional materials.



EXHIBIT SPACE OPTIONS



A **12 sqm Ready Stand** package includes the following items:

- ✓ Carpet (color is pepper)
- ✓ White cloth wall panels
- ✓ 500 watt outlet
- ✓ Rectangular table
- ✓ (4) Chairs
- ✓ (1) Moveable Shelf Unit with (5) shelves
- ✓ (1) Track lighting set with 3 halogen spotlights
- ✓ (1) Wastebasket
- ✓ Fascia board with company name & booth number



READY STAND BASIC STARTING COSTS

		12 to 23 sqm	total for 12 sqm
INLINE BOOTH	<i>1 open side</i>	\$434 per sqm	\$5,208
CORNER BOOTH	<i>2 open sides</i>	\$516 per sqm	\$6,192
RAW SPACE	<i>Minimum size: 24 sqm</i>	Starting from \$ 340	

EXTRA PROMOTION

PRESHOW PROMOTION:

- 1 dedicated **email blast** featuring Green Village exhibitors to **retailer, spa, and distributor database**
- Brand promotion on the Cosmoprof North America **website**

SHOWTIME PROMOTION:

- **Dedicated flyer** presenting Green Village and distributed on the show floor to all attendees
- **Signage and special floor markers** are posted to draw visitors to this area.
- Inclusion in the **Show Directory/Show Floor Maps** available to all attendees
- Label “**Eco-Pack**” on fascia name for companies using sustainable packaging

green and clean

REASONS FOR PARTICIPATION

PARTICIPATION ENABLES YOU TO TUNE INTO MANY UNIQUE VALUE-ADDED PROGRAMS:

- ✓ BUYER PROGRAM
- ✓ COSMOPROF & COSMOPACK NORTH AMERICA AWARDS
- ✓ COSMOTRENDS
- ✓ SPECIAL DIRECTORY AND WEBSITE LISTING
- ✓ MARKETING CAMPAIGN – PRESHOW & ONSITE



COSMOPROF
NORTH AMERICA LAS VEGAS

RESERVE YOUR SPOT TODAY!

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**THE LEADING B2B BEAUTY
EVENT IN THE AMERICAS,
DEDICATED TO ALL SECTORS
OF THE BEAUTY INDUSTRY**
COSMOPROFNORTHAMERICA.COM
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LAS VEGAS

MANDALAY BAY
CONVENTION CENTER
.....

AUGUST 29 - 31, 2021

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