

A close-up portrait of a woman's face, split vertically. The left side of her face (from the viewer's perspective) is her natural skin tone, while the right side is covered in a vibrant green cosmetic product. She has dark hair pulled back and is looking slightly to the side.

COSMOPROF

NORTH AMERICA LAS VEGAS

2019 MARKETING AND
SPONSORSHIP
OPPORTUNITIES

**2019
COSMOPROF NORTH AMERICA
LAS VEGAS**

JULY 28 – 30

**MANDALAY BAY
CONVENTION CENTRE**

**ANNOUNCING THE
DEBUT OF COSMOPACK
NORTH AMERICA!**

COSMOPACK
NORTH AMERICA LAS VEGAS

A new world for beauty
Bologna, Hong Kong,
Las Vegas, Mumbai

cosmoprofnorthamerica.com

**Organizer
North American Beauty Events LLC**

PBA Professional
Beauty
Association

**Bologna
Fiere**



A / FREE OPPORTUNITIES

PRE-SHOW OFFERS

1. PREFERRED RATE E-CARD PROGRAM AND REFERRAL
 2. COMPLIMENTARY SHOW PASS
 3. PUBLIC RELATIONS VISIBILITY
 4. DIRECTORY LISTING
 5. ONLINE EXHIBITOR LISTING
 6. 1 TO 1 BEAUTY MATCHMAKING
 7. SOCIAL MEDIA EXPOSURE
- ### ONSITE SPECIAL PROGRAMS
8. BUYER PROGRAM
 9. TV SHOPPING AUDITIONS

B / PAID OPPORTUNITIES

ONLINE

1. DEDICATED EMAIL BLAST
2. CPNA E-NEWSLETTER TEXT AD
3. CPNA E-NEWSLETTER BOTTOM BANNER
4. ROTATING BANNER AD
5. ONLINE FLOORPLAN: SPOTLIGHT BANNER AD
6. ONLINE FLOORPLAN: LOGO BRANDING
7. VIDEO UPLOADS

ONSITE

8. SHOW DIRECTORY ADVERTISING
9. BAG INSERTS
10. SPONSORED BADGE LANYARDS
11. BOUTIQUE: CUSTOMIZED SAMPLING ONSITE
12. FREESTANDING SIGNAGE
13. "YOU ARE HERE" BOARD LOGO BRANDING
14. LIGHTBOX
15. TAILOR-MADE SPONSORSHIPS

C / REQUEST FORM AND PRICING

PRE-SHOW OFFERS

A1. PREFERRED RATE E-CARD PROGRAM

Invite key clients to see you at the CPNA 2018 event and offer them discounted passes!

The Preferred Rate E-Card program grants each exhibitor the ability to offer their best customers a **30% discount on regular priced CPNA tickets via e-mail**. There is no cost to the exhibitor.

When registering booth staff, confirmed exhibitors can download a form letter that they can send to their customers with instructions on how to register for a half-price ticket entrance!

Be sure to promote these codes to get more visits at the show!

SAVING OFFER

Get 30% Off Show Tickets – Courtesy of Our Company. Enter the Code Below Along With Our Booth Number.



JULY 2018
28TH- 30TH
LAS VEGAS

CODE: 2019 PREFERRED
BOOTH: _____

PRE-SHOW OFFERS

A2. COMPLIMENTARY SHOW PASS

Exhibitors may offer **free admission to (5) five qualified guests**. (See Show Rules & Regulations for entrance qualifications).

Fill out the online form when you register your booth staff and each guest will receive an invitation letter, via email, indicating that your company has generously offered them complimentary admission to Cosmoprof North America 2018. For each guest, you must provide a name, company name, and email address.

There is no cost to the exhibitor (standard pricing of three-day admission is \$170). Limit five (5) guests per signed exhibitor contract, not per booth.

DEADLINE: Upon opening of exhibitor registration to show end.



TO 5 VIP GUESTS!

PRE-SHOW OFFERS

A3. PUBLIC RELATIONS VISIBILITY

1. Tap into our publicity outreach! Fill out the Media Coordination Form on the “Exhibitors” tab on the CPNA website immediately upon receiving your exhibitor confirmation to notify our marketing & PR team of new items launching at the event. This information will allow us to understand and share as appropriate your company news with select media trade outlets as part of our regular PR outreach efforts.
2. Onsite, you may bring your press kit and company information to the press office.
3. Additionally, exhibitors can post their "press releases" online by logging in to the exhibitor portal.



DEADLINE: Through June 7, 2019

PRE-SHOW OFFERS

A4. DIRECTORY LISTING

The Official Show Directory is offered free of charge to all visitors, exhibitors and members of the media in attendance. Your company listing is free; make sure to update your information in the Exhibitor Log-In Section online so that the information printed is accurate.

Please be sure to do this by May 25th at the latest! Upgrade your listing as well by adding highlights, bold characterizations, outlining boxes, etc. to enjoy enhanced visibility during the event.

DEADLINE: May 25, 2019



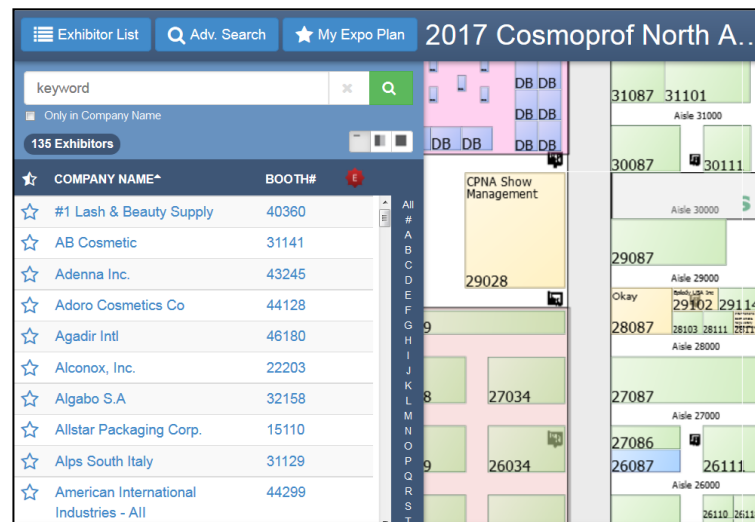
PRE-SHOW OFFERS

A5. ONLINE EXHIBITOR LISTING

The searchable online directory is free to all Cosmoprof North America website visitors.

It allows visitors to search exhibitors according to various criteria before and during the event. Review your company profile to ensure accuracy of company description and product categories.

DEADLINE: July 31, 2019



PRE-SHOW OFFERS

A6. 1 TO 1 BEAUTY MATCHMAKING

The online portal allows exhibitors to find registered attendees (company name and title) and to request up to 50 meetings for free. Log in as of July 1st and throughout the show days to see the most up-to-date list.

Effective July 1, 2019



A7. SOCIAL MEDIA EXPOSURE

Tag us and use @cosmoprofna to promote your presence at this year's event and share your handle in the EXHIBITOR LOG IN area so we can find and tag you back. Make sure to check the hashtags #COSMOPROFNA and #COSMOPROF as well.



facebook.com/cosmoprofnorthamerica



[@cosmoprofna](https://www.instagram.com/cosmoprofna)



"Cosmoprof North America"



youtube.com/user/cosmoprofna

ONSITE SPECIAL PROGRAMS

A8. BUYER PROGRAM

This program meant for beauty industry professionals from around the world encourages networking between exhibitors and top buyers consisting of retailers, international buyers, and professional beauty distributors. Selected exhibitors will participate in prearranged one-on-one meetings with interested buyers during the show in a designated meeting area on the show floor.

For more information on how to participate, visit cosmoprofnorthamerica.com.

DEADLINE: May 31, 2019

**BUYER
PROGRAM**



ONSITE SPECIAL PROGRAMS

A9. TV SHOPPING AUDITIONS

Exclusively at Cosmoprof North America, key merchants from leading domestic (HSN and QVC) and international (TV shopping channels will host an “open see” casting call to review brands as they for the next hot beauty product and on-air talent spokesperson).

For more information on how to participate, visit cosmoprofnorthamerica.com.

DEADLINE: May 31, 2019



ONLINE

B1. DEDICATED EMAIL BLAST

LIMITED TO 10 EXHIBITORS – ONE PER COMPANY

Create and submit your own HTML-designed email blast with customized message to be sent out to Cosmoprof North America's database of pre-registered visitors and qualified leads. Each dedicated email blast will be sent to 10,000 contacts.

Email developed and designed by exhibiting company. HTML code and hosted images required. Contact your sales manager to get specific instructions.

Dedicated E-Mail Blast: \$2,500 US

DEADLINE: April 15 – July 19, 2019



ONLINE

B2. CPNA E-NEWSLETTER TEXT AD

LIMITED TO 10 EXHIBITORS – ONE PER COMPANY

The Cosmoprof North America E-Newsletter is sent out on a regular basis to a qualified database of business professionals and pre-registered attendees of up to 20,000 with event updates. Each newsletter spotlights up to two exhibiting companies. If you are interested in being featured, you may submit a brief paragraph of 25 words or less, your company's logo or a JPEG photo of your key item, and URL.

CPNA E-Newsletter Text Ad: \$500 US

DEADLINE: April 15 – July 19, 2019

The screenshot shows an e-newsletter header for Cosmoprof North America, dated 28-30 July at the Mandalay Bay Convention Center. The main content area features an advertisement for 'theBenchmarkingCompany'. The ad includes a red-bordered box with the text: 'BE THERE WHEN CEW ANNOUNCE BEAUTY'S BEST', 'CEW's Beauty Insider Awards recognize the most innovative beauty products of the year. Chosen by CEW's U.S. members, 6,000+ beauty pros who know best, winning is the industry's highest honor. Be in the room with beauty top leaders as the winners are revealed at the annual Luncheon. Register Now >'. To the right of this text is a circular logo for 'CEW BEAUTY INSIDER AWARDS 2016'. Below the red box, the ad promotes 'ENJOY THE BEST HOTEL RATES AND AIRFARE DISCOUNTS' with a 'BOOK YOUR RESERVATION!' button. At the bottom, there is a 'FORWARD THIS EMAIL TO A FRIEND' button and a link to 'READ THE OFFICIAL COSMOPROF NORTH AMERICA BLOG'.

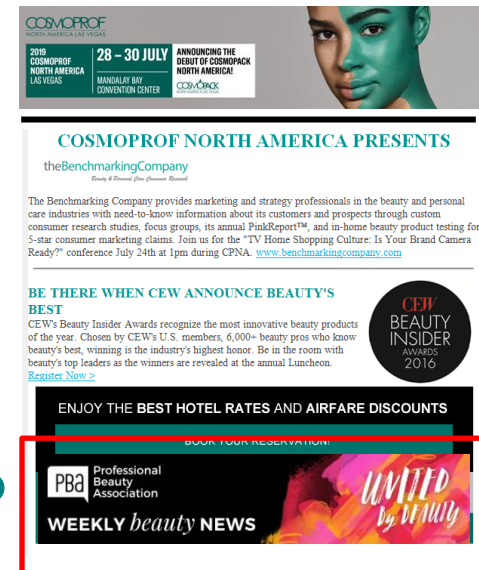
ONLINE

B3. CPNA E-NEWSLETTER BOTTOM BANNER

The Cosmoprof North America E-Newsletter is sent out on a regular basis to a qualified database of business professionals and pre-registered attendees of up to 20,000 with event updates. Each newsletter will feature a max of one bottom banner from an exhibiting company to be designed by the exhibitor. Contact your sales manager to get specific instructions.

CPNA E-Newsletter Banner: \$1,000 US

DEADLINE: April 15 – July 19, 2019



ONLINE

B4. ROTATING BANNER AD

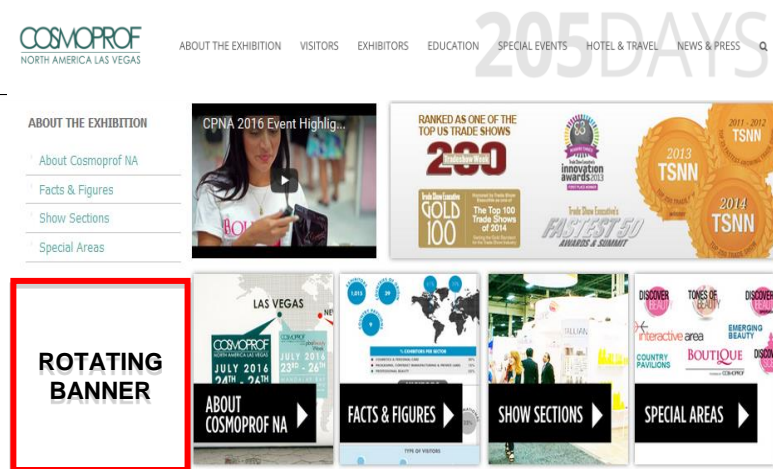
LIMITED TO 10 EXHIBITORS – ONE PER COMPANY

Cosmoprof North America's website attracts thousands of visitors daily. Get additional exposure by being featured as one of five advertisers each month with a rotating banner ad. For one month, your ad will be placed on both the Visitors and Exhibitor pages, two of the most viewed sections of the website.

Limited to 10 exhibitors; there will be five available spots for the month of June and five available spots for the month of July. If you are interested in being featured, contact your sales rep.

Rotating Website Banner Ad: \$1,000 US

DEADLINE: April 1 – July 31, 2019



ONLINE

B5. ONLINE FLOORPLAN: SPOTLIGHT BANNER AD

LIMITED TO EIGHT EXHIBITORS – ONE PER COMPANY

The online floorplan hosts rotating banner ads that provide additional exposure. The dimensions of the ad are 205 x 60 pixels and will link to any URL provided. The image must be sent according to the specs provided no later than June 16, 2018.

Limited to eight exhibitors per show cycle.

Online Floorplan- Spotlight Banner Ad: **\$750 US**

DEADLINE: March 18 – July 5, 2019

☆ Alconox, Inc.	22203
☆ Algabo S.A	32158
☆ Allstar Packaging Corp.	15110
☆ Alps South Italy	31129
☆ American International Industries - All	44299
☆ A-Meshi Cosmetic Industries Ltd	40129
☆ Andis Company	46181
☆ APC Packaging	15181
☆ Arter Neon Sign, Inc.	42226
☆ B. KOLOR MAKEUP & SKINCARE	18181
☆ Beauty Perfection	49277
☆ BEAUTY TREATS	33087

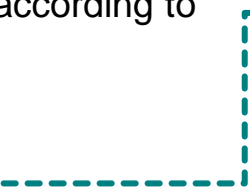
ONLINE

B6. ONLINE FLOORPLAN: LOGO BRANDING

Your company logo will appear directly on your booth within the online floorplan. Offer available to exhibiting companies with booth sizes of 6 SQM X 6 SQM or larger; logo size depends on the booth size. The logo image must be sent to us according to the specs provided no later than June 14, 2019.

Online Map - Logo Branding: \$300 US/logo

DEADLINE: March 18 – June 14, 2019



1112		11168	
09		10169	1
low hair care 0121	professional beauty association	Makeup Cherimoya 10168 Sagitt LLC 9169	10 9:
eratherapy 8121	8131	Keratage-Expro 3 8169	

B7. VIDEO UPLOADS

Videos are a powerful tool. If you have them, this is a unique way to enhance your listing and support your marketing efforts.

Video Uploads: \$600 US/video

DEADLINE: May 20 – July 5, 2019



ONSITE

B8. SHOW DIRECTORY ADVERTISING

The show directory provides information on exhibiting companies. This Directory is offered **complimentary** to over 40,000 expected visitors (including members of the press) and more than 1,400 exhibitors during the show. This directory remains an informational source of reference throughout the year. Purchasing an advertisement in this publication ensures your company exposure to all attendees, as well as year-round exposure. Listing is complimentary to all exhibitors. Upgraded listings are available for purchase.

Prime advertising space sells out quickly; be sure to reserve now! Specs are available upon request.

DEADLINE for Artwork: May 24, 2019

PRICE LIST

Standard Position (4 Color Only)

Two Page Spread **\$3,650 US**

Full Page **\$2,300 US**

Premium Position (4 Color Only)

Inside Front Cover **\$4,100 US**

Inside Back Cover **\$3,350 US**

Facing Contents Page **\$2,550 US**

On-Site Directory Listing Enhancements

Bold Listing **\$300 US**

Bold and Outlined **\$400 US**

Add Company Logo (4 color) **\$500 US**



COSMOPROF NORTH AMERICA LAS VEGAS		PACKAGING, PRIVATE LABEL & CONTRACT MANUFACTURING COMPANY LISTING	
W	Y		
12098 WIN-PACK INDUSTRIAL LIMITED win-pack.com China	4018 YANGZHOU HUIJIANG PLASTIC PACKING CO.,LTD yshi@ang.en.alibaba.com China	9034 YUTAO ZHENHONG PACKAGING MATERIAL CO., LTD. zh-packaging.com China	
6192 WORLD SPONGE MANUFACTURING CO., LTD worldsponge.co.kr/eng Korea (South)	8022 YIWU GANGHUA PASTIC PRODUCTS FACTORY gonghua.cn China	Z	
11052 WORLD WIDE PACKAGING LLC wwpack.com United States	8043 YIWU JIANGSHENG PLASTIC PRODUCTS CO.,LTD yiwupackage.com China	7051 Z&Z DEVELOPMENT CO.,LTD. z-z.cn China	
9204 WORMSER CORPORATION wormsercorp.com United States	3039 YU RONG COSMETICS PACKAGING LIMITED yurongpack.com China	3030 ZHANGJIAGANG YUNWU INDUSTRY CO.,LTD yunwu.com China	
9042 WUXI SUNMART SCIENCE AND TECHNOLOGY CO.,LTD. sunmartgroup.com China	7050 YUAN HANG CO.,LTD yuanhang.com China	8035 ZHEJIANG BENYU COSMETIC PACKAGING CO.,LTD. benyupack.com.cn China	
X	7043 YUTAO BLOOMING COMMODITY CO.,LTD blooming-packaging.com China	2055 ZHEJIANG RUN DA PRESS PUMP CO.,LTD readapump.com China	
5099 XELA PACK xelaipack.com United States	6047 YUTAO JINGYI PLASTIC INDUSTRIAL CO., LTD. y-jingyi.com China	8051 ZHEJIANG WANGSHENG PLASTIC PACKAGING CO.,LTD yiwowangsheng.com China	
	7022 YUTAO NYMPH PACKAGING CO., LTD nymphpack.com China	8050 ZHONGSHAN LUENCHENG DISPENSING PUMP LTD. dlc-zsm.cn China	
	4022 YUTAO SUN RAIN SPARYER CO.,LTD. cs-sunrain.com China	4055 ZHONGSHAN WEIZHAO PLASTIC MFG CO.,LTD zhaizao.com China	

ONSITE

B9. BAG INSERTS

LIMITED TO EIGHT EXHIBITORS – ONE PER COMPANY

Place your product/sales literature right in the hands of the beauty industry professionals. Tote bags contain everything attendees need onsite including a show directory and expo hall map. Attendees go through these bags looking for show specials so be sure to add a little incentive and create a call to action to drive them to your booth. All inserts are subject to organizer's approval whereby the number and type of pieces/samples must be discussed. Limited to eight exhibitors.

Bag Insert (each item): \$2,000 US

DEADLINE: approved insert must arrive at GES warehouse between Wednesday, June 5th and Friday, June 7th.



ONSITE

B10. SPONSORED BADGE LANYARDS

Attached to every attendee badge, your company's name (as well as logo, when possible) will be visible to all. The first 5,000 attendees will receive a lanyard.

Sponsored Badge Lanyards: \$3,000 US

DEADLINE for Final Artwork: May 17, 2019

SOLD OUT



ONSITE

B11. BOUTIQUE: CUSTOMIZED SAMPLING ONSITE

LIMITED TO 20 EXHIBITORS – ONE PER COMPANY

BOUTIQUE is an area located in the prime foyer area at Cosmoprof North America and is open to all attendees throughout the show hours. BOUTIQUE offers a limited number of exhibitors the ability to showcase their brand and sample their key products to all attendees from this high-traffic location. BOUTIQUE serves as a main attraction point at the show. The products given out are reviewed and selected by the organizers; the samples must be deluxe sizes and minimum quantity requested is 1,000 pieces.

SAMPLING FOR A CAUSE

- Onsite sampling bar station located inside the Professional Beauty Section directly from the lobby
- High-end environment with clear dispensers presented as a wall display with brand logos
- Limited to 20 exhibiting companies featuring key star product
- All funds collected onsite will be donated to the Look Good Feel Better Foundation
- Supported by powerful onsite marketing activities including footprints leading to the area, signage in key floor areas and handouts to all attendees

BOUTIQUE: \$1,000 US & 1,000 deluxe samples

DEADLINE: Subject to availability



ONSITE

B12. FREESTANDING SIGNAGE

LIMITED AVAILABILITY

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

Freestanding Sign, Double Sided: \$2,500 US

DEADLINE: Final artwork approved by June 28, 2019



B13. "YOU ARE HERE" BOARD

Place your logo pointing at your booth location on the "You Are Here" maps located around the show floor.

Availability is limited to 16 signs on trade show floor.

Situation Maps: \$2,000 US

DEADLINE: Final artwork approved by June 28, 2019



ONSITE

B14. LIGHTBOX

LIMITED AVAILABILITY

Lightboxes are located at prominent and high-traffic locations in the show ground. These not only enhance your company image, but also create eye-catching exposure to attract more buyers to your stand.

Contact your sales rep for specifications and deadlines.

Limited availability!

1 Lightbox: \$4,000 US



B15. TAILOR-MADE SPONSORSHIPS

Contact us to achieve the most for your sponsorship dollars. CPNA will work with you to arrange custom sponsorships catered to your budget.

Examples of custom sponsorships are hotel room key cards, water bottles, registration sponsorships, etc.

C. REQUEST FORM AND PRICING

2019 REQUEST FORM AND PRICING

Please return the following form by fax or email.

For USA, Canada and Mexico:

Toni C. Davis **+1 480-905-0708** | toni@probeauty.org

For Europe, Africa, Middle East, Asia and South America:

Chiara Santi **+39 02-795-036** | chiara.santi@cosmoprof.it

Form must be received **prior to deadlines.**

COMPANY NAME

CONTACT

PHONE NUMBER

E-MAIL

PAID MARKETING AND PROMOTIONAL OPPORTUNITIES

QTY	ITEM	UNIT PRICE
	1. DEDICATED EMAIL BLAST	\$2,500 US
	2. CPNA E-NEWSLETTER TEXT AD	\$500 US
	3. CPNA E-NEWSLETTER BOTTOM BANNER	\$1,000 US
	4. ROTATING BANNER AD	\$1,000 US
	5. ONLINE FLOORPLAN: SPOTLIGHT BANNER AD	\$750 US
	6. ONLINE FLOORPLAN: LOGO BRANDING	\$300 US/PER LOGO
	7. VIDEO UPLOADS	\$600 US/PER VIDEO
QTY	ITEM	UNIT PRICE
	9. BAG INSERTS (EACH ITEM)	\$2,000 US
	10. SPONSORED BADGE LANYARDS SOLD OUT!	\$8,500 US
	11. BOUTIQUE: CUSTOMIZED SAMPLING ONSITE	\$1,000 US & \$1,000 US DELUXE SAMPLES
	12. FREESTANDING SIGNAGE (DOUBLE-SIDED)	\$2,500 US
	13. "YOU ARE HERE" BOARD LOGO BRANDING	\$2,000 US
	14. LIGHTBOX	\$4,000 US
	15. CUSTOM SPONSORSHIP	PRICES VARY

PAID MARKETING AND PROMOTIONAL OPPORTUNITIES

QTY	8. Show Directory All positions are 4 color. Space is limited. Please indicate a first, second and third choice.	UNIT PRICE
STANDARD POSITION (4 COLOR ONLY)		
	TWO PAGE SPREAD	\$3,650 US
	FULL PAGE	\$2,300 US
PREMIUM POSITION (4 COLOR ONLY)		
	INSIDE FRONT COVER	\$4,100 US
	INSIDE BACK COVER	\$3,350 US
	FACING CONTENTS PAGE	\$2,550 US
ON-SITE DIRECTORY LISTING ENHANCEMENTS		
	BOLD LISTING	\$300 US
	BOLD AND OUTLINED	\$400 US
	ADD COMPANY LOGO (4 COLOR)	\$500 US



COSMOPROF

NORTH AMERICA LAS VEGAS

**2019
COSMOPROF
NORTH AMERICA
LAS VEGAS**

JULY 28 – 30
MANDALAY BAY
CONVENTION CENTER

**ANNOUNCING THE DEBUT OF
COSMOPACK NORTH AMERICA!**



Organizer - North American Beauty Events LLC.



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