

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 with freckles. The right side is covered in a vibrant, matte green makeup. Her hair is dark and pulled back.

# COSMOPROF

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## NORTH AMERICA LAS VEGAS

**2019**  
**COSMOPROF NORTH AMERICA**  
LAS VEGAS

**28 – 30 JULY**

**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](http://cosmoprofnorthamerica.com)

Organizer  
North American Beauty Events LLC

**PBA** Professional  
Beauty  
Association

**Bologna**  
Fiere

# COSMOPROF

NORTH AMERICA LAS VEGAS

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

## AWARD WINNING EVENT

- Best program to help exhibitors maximize their ROI
- 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"
- Winner of TSE's "Marketing Genius Award in 2015"
- Named "The Top 100 Trade Shows of 2016"





# COSMOPROF

NORTH AMERICA LAS VEGAS

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## 2018 EVENT OVERVIEW

- ▶ **NUMBER OF VISITORS**  
**40,000** quality visitors,  
**+9%** from 2017
- ▶ **NUMBER OF EXHIBITORS**  
**1,415** exhibitors from **56** countries,  
**+10%** from 2017
- ▶ **NET EXHIBITION AREA**  
**29,520 SQM / 311,150 SQF**,  
**+8%** from 2017
- ▶ **PRESS**  
**400+** members of the press

### NATIONAL AND GROUP PAVILIONS

Argentina, Brazil, Chile, China/Taiwan, Dominican Republic, France, Germany, Italy, Pakistan, Spain, and South Korea

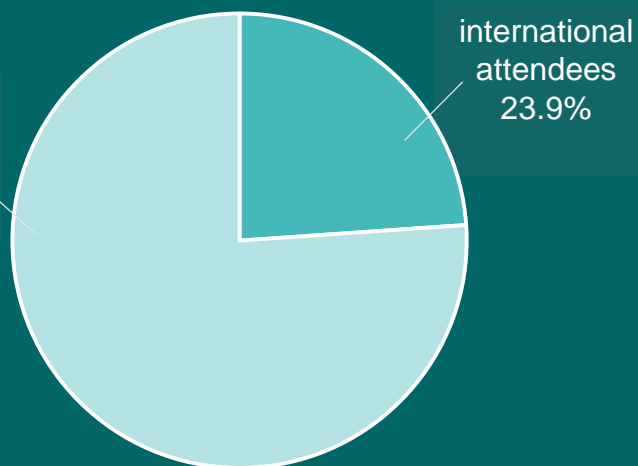
### INTERNATIONAL BUYER DELEGATIONS

Australia, Brazil, Canada, Chile, China, Germany, Honduras, India, Kenya, Mexico, Panama, Taiwan, United Kingdom, and Uruguay

# ATTENDEE PROFILE

The ideal platform for high-quality business-to-business activities for beauty companies from the entire Americas and the world beyond.

40,000 Attendees



domestic attendees\*  
76.1%

international attendees  
23.9%

*\*36.8% of domestic attendees are from California and 7.9% are from New York*

□ International Attendees    ■ Domestic Attendees

## 2018 TOP 5 INTERNATIONAL COUNTRIES IN ATTENDANCE

- 22.1% Canada
- 9.73% Mexico
- 7.62% China
- 6.04% South Korea
- 4.36% Australia

## MAJOR DISTRIBUTORS, RETAILERS & BRANDS IN ATTENDANCE AT CPNA 2018

Algenist • Alibaba Group • Amazon • Amazon India • AmorePacific • AMWAY • Armstrong McCall • ASOS.com • Aveda • Avon • Barneys New York • Beauty Brands • Beauty Collection • Belk • Benefit Cosmetics • Bloomingdale's • Boots • boscia • C.O. Bigelow • Apothecaries • Clinique • Coty • CVS • Dermalogica • Dermstore • Drunk Elephant • Estée Lauder • EVINE Live • GLAMGLOW • Guthy Renker • HauteLook/Nordstrom Rack • HCT Packaging Inc • Hourglass Cosmetics • HSE24 • Henkel • HSN • Hyundai Home Shopping • JC Penney Salon • JD.com • Jinny Beauty Corp. • Josie Maran Cosmetics • Kao • Kate Somerville • Kevin Murphy • Kohl's • L Brands • L'Oréal • Landmark Group • Life of Riley Salon Supply • MAC Cosmetics • Macy's • Mary Kay • MATRIX • Milani • Murad • Murale • Morphe, LLC • Neiman Marcus • Nordstrom • Nudestix • P&G • Peninsula Beauty • Pharmacia • Physician Formula • QVC • Redken • Revlon • Ron Robinson • Sally Beauty Holdings • Sears • Sephora • Shiseido • Shopper's Drug Mart • Smashbox • Space NK • Target • Tarte Cosmetics • TATCHA • The Honest Company • TJX Companies, Inc • ULTA Beauty • Unilever • Urban Decay • Walgreens • Walmart • Xin Bao • Youngblood Mineral Cosmetics • Zulily

# ATTENDEE PROFILE

The only comprehensive business-to-business beauty event in North America dedicated to domestic and international decision makers

## TYPES OF BUYERS IN ATTENDANCE:

### COSMETICS & PERSONAL CARE

Retail Store Buyers –  
Department Stores | Specialty  
Stores | Chain Stores |  
Apothecary | Drug Stores | Mass  
Merchandisers | Web-based  
Buying Offices | Distributors

### PACKAGING, CONTRACT MANUFACTURING & PRIVATE LABEL

Make-Up, Skincare,  
Personal Care & Nail  
Manufacturers (Top  
Management, Marketing  
team, Product development,  
Purchase, Plant/Operations,  
R&D)

### PROFESSIONAL BEAUTY (HAIR, NAIL, TOOLS AND WELLNESS&SPA )

Importer | Exporters | Distributors  
| OTC Buyers | Hair Salon  
Owners – Single & Chain  
| Wellness & Spa Buyers – Hotel  
& Resort Destination Spa  
Managers | Day Spa Owners





# 10 REASONS TO **ATTEND**

**COSMOPROF**  
NORTH AMERICA LAS VEGAS

1. THE ONLY **B2B PREMIER BEAUTY EVENT** in North America covering all industry facets
2. Generate **BUSINESS LEADS** from the high quality visitors attending
3. **NETWORK**: every day offers an opportunity to reunite and connect
4. Get Inspired: See **PRODUCT TRENDS** and ideas from across the globe and from all beauty sectors
5. Reinforce you and your team's **KNOW-HOW**: case studies and industry leaders participate in seminars
6. The **INTERNATIONAL FLAVOR**: attendees from 109 countries and exhibitors from 56 countries
7. It's the place to meet today's **INDUSTRY LEADERS & LEADING COMPANIES**
8. Compete and Plan: monitor your competitors' activities and form **NEW STRATEGIC ALLIANCES** to grow your business
9. An **EXCLUSIVE** ambiance dedicated to the business of beauty
10. Las Vegas location: fun and **COST EFFECTIVE TRAVEL DESTINATION** offers many options for all budgets

Cosmoprof North America is part of the global Cosmoprof network, with shows in Bologna, Hong Kong & Mumbai. The Cosmoprof network - with 7,000 exhibitors and 370,000 professionals involved - is the reference event for the international beauty community, offering unparalleled networking opportunities and expertise.



## **COSMOPROF NORTH AMERICA DELIVERS RESULTS:**

"I devoted a year to preparing for Cosmoprof and it was **ABSOLUTELY** worth the investment of time and energy. I introduced my brand to retailers and distributors that I'd otherwise not be able to access. The resulting partnerships will be critical to scaling the brand."

-Angel Cornelius, Founder & CEO, Maison 276 (formerly La Belle Femme)

# THE SECTORS

**COSMOPROF**  
NORTH AMERICA LAS VEGAS

HAIR



WELLNESS  
& SPA



NAIL



TOOLS



COSMETICS  
& PERSONAL  
CARE




**COSMOPACK:**  
Packaging,  
Contract  
Manufacturing,  
& Private Label



**THE ONLY INTERNATIONAL B2B ALL-INCLUSIVE PREMIER BEAUTY  
EVENT IN THE AMERICAS**





**The best, most comprehensive array of cosmetics and personal care items from around the World. New products and established brands from a wide variety of companies from Asia, Europe and South America in addition to the major U.S. manufacturers.**

**The area includes Discover Beauty, Spotlights, Discover Green, The Beauty Vanities and Tones of Beauty.**



## DISCOVER BEAUTY

### A WORLD CLASS OPPORTUNITY

This CPNA exclusive program helps facilitate face-to-face meetings for newly emerging brands with influential retail buyers. This curated section features a limited number of brands who are housed in a prime visible location on the show floor and receive fully furnished chic lounge spaces



### KEY 2018 BUYERS IN ATTENDANCE

Dillard's  
The Style of Your Life.

COBIGELOW  
ESTABLISHED 1838  
APOTHECARIES

bloomingdales

SPACE NK  
APOTHECARY LONDON



Neiman Marcus

BARNEYS  
NEW YORK

★ macy's

## DISCOVER BEAUTY SPOTLIGHTS

A section that features **small artisan labels** who are a **prime fit for high-end retail stores, boutiques, salons and spas**. The section offers exposure for brands who have **unique product ranges** and are relatively new to the marketplace. The high-end department store-like presentation is limited to only a few pre-approved brands.



## DISCOVER GREEN

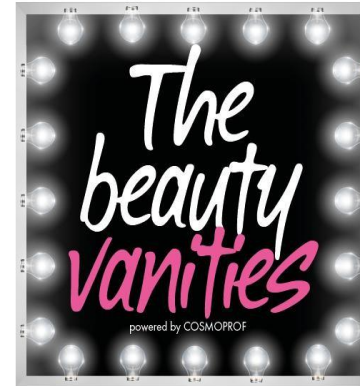
This premier section is dedicated to **eco-friendly brands that specialize in green, clean, organic, and/or natural products**. This area has its own distinguishing high-end look and is located in a prime area on the show floor. To ensure only the most innovative products at the event, we will be curating with Insider's Guide to Spas' founder and editorial director, Mary Bemis.





## THE BEAUTY VANITIES

This all-inclusive program was specifically created to highlight **outstanding niche beauty startups who have a limited range of products** across all categories and are still under the radar the opportunity to stand out at the exhibition.



## EMERGING BEAUTY

A dedicated section assigned for **small manufacturers and open exclusively to companies who've never exhibited at the event prior to 2019**. Participating exhibitors experience the powerful business opportunities afforded by Cosmoprof North America.



## TONES OF BEAUTY

An exclusive section for **multicultural beauty products dedicated to the evolving shades & types of beauty for the Black & Brown consumer**. This showcase has its own luxury look and customized marketing program for its selected brands. The first global platform of its kind, Tones of Beauty, will highlight everything from the new & niche to the classic favorites of darker beauty. Hosted and curated by love, Aunt Bonnie, the showcase is guaranteed authenticity and relevance.



**The leading international event focusing on the entire beauty supply chain, a “show within a show”, opens the same day of Cosmoprof North America.**

**Cosmopack North America will reinforce and provide its own brand identity to the entire supply chain which was formerly named “packaging, contract manufacturing and private label”.**

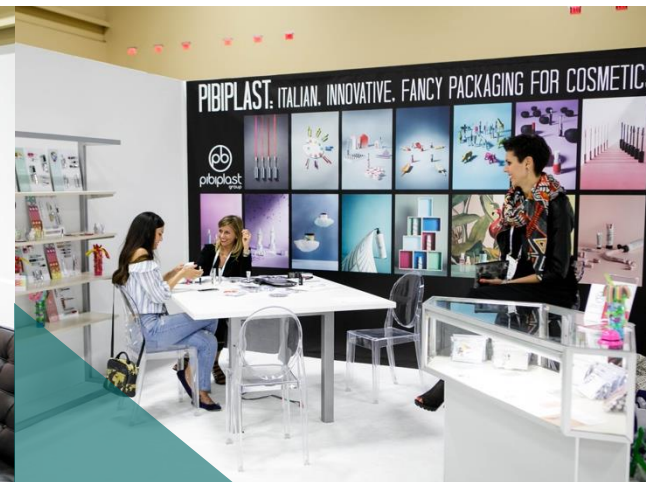
**Cosmopack North America benefits from the synergy with branded finished product sectors, since all branded finished product exhibitors are the first potential Cosmopack NA customers.**




### DISCOVER PACK

A highly stylized and curated area specifically designed **for Cosmopack North America first-time exhibitors only** that would like to benefit from a special exhibit package.

2018 DISCOVER PACK EXHIBITORS INCLUDED: BAY CITIES | COSMETIC SERVICE | COSMOPAK USA | EAST HILL INDUSTRIES, LLC | EASY POWDER CO., LTD. | EXPRESS TUBES, INC. | FANSO PTY LTD | FR & PARTNERS | MASCARA PLUS COSMETICS | PENNELLI FARO | SHYA HSIN / S.H.A. BEAUTY | TRENDCOLOR | VALMATIC | YUTO





The world's most prestigious skincare, spa, nail, and hair companies exhibit the latest products, equipment and tools in a specialized environment. This special section houses professional products and treatments, specialized equipment and tools, spa management software, design consultants and natural health beauty products. Buyers discover new products and explore established lines while exhibitors meet promising prospects and cement valuable business connections.



# PROFESSIONAL BEAUTY

COSMOPROF  
NORTH AMERICA LAS VEGAS

## DISCOVER PRO BEAUTY

This high-end, curated section combines the best of both worlds: **pre-arranged face-to-face meetings with key invited buyers in the professional beauty market** buyers in addition to receiving prime real estate on the show floor.



### KEY 2018 BUYERS IN ATTENDANCE



## EMERGING BEAUTY

A dedicated section assigned for **small manufacturers and open exclusively to companies who've never exhibited at the event before** to allow them to experience the powerful business opportunities afforded by Cosmoprof North America.

EMERGING  
BEAUTY

# COUNTRY PAVILIONS

COSMOPROF  
NORTH AMERICA LAS VEGAS

*Cosmoprof North America is the stage for global beauty trends.*

Beauty products showcasing authentic elements and innovation from countries recognized for strong heritage in the beauty industry are represented as part of cohesive national presentations. The distinguishing impactful presentations conveyed by each country pavilion comes complete with design elements inspired by their unique culture.

**THE LEADING NATIONS INVOLVED IN 2018 WERE : Argentina, Brazil, Chile, China/Taiwan, Dominican Republic, France, Germany, Italy, Pakistan, South Korea, and Spain.**



# B2B MEETINGS

COSMOPROF  
NORTH AMERICA LAS VEGAS

*The international b2b platform offering unsurpassed value added programs to build international connections.*

## INTERNATIONAL BUYER PROGRAM

### A COSMOPROF EXCLUSIVE

This free program is open to all exhibitors allowing them to meet one-on-one with **pre-qualified** importers and distributors from international markets as part of pre-scheduled appointments: **520** face-to-face meetings took place involving **371** exhibiting companies and **25** buyers

**BUYERS REPRESENTED:** Australia, Brazil, Canada, Chile, China, Germany, Guatemala, Kenya, Mexico, Panama, Taiwan, United Kingdom, and Uruguay.



## U.S. COMMERCIAL SERVICE PARTNERSHIP

A special partnership helping US exhibitors meet with international buyers: **165** international buyer delegates from **18** countries attended the event as special invited guests, **362** meetings between U.S. companies and international buyer delegates took place.

**BUYERS REPRESENTED:** Australia, Brazil, Canada, China, Dominican Republic, Ecuador, El Salvador, Ghana, Guatemala, India, Mexico, New Zealand, Peru, Russia, Senegal, South Korea, UAE, and the United Kingdom.



## DOMESTIC BUYER PROGRAM

A service offered to international exhibitors to facilitate face-to-face meetings with US distributors: **45** international exhibiting companies and **15** US distributors participated for a total of **74** meetings.





# COMMUNICATION & PROMOTIONAL ACTIVITY

COSMOPROF  
NORTH AMERICA LAS VEGAS

*A comprehensive communication strategy to raise industry awareness*



**E-NEWS** delivered to opt-in leads regularly: **monthly** and closer to event date **bi-monthly**

**MEDIA EDITORIAL COVERAGE** with articles pre-show and post show

**ADVERTISING:** strategic coverage in the top trade magazines – print, online and online search engine campaign

**SOCIAL NETWORK PRESENCE:** Facebook, LinkedIn, YouTube, Twitter, & Instagram

**MARKETING SUPPORT:** pre-show print materials mailed to **60,000** qualified industry leads

**E-MEDIA SUPPORT:** leading online beauty influencers covered the event live and post show reviewing exhibitor's innovative products reaching **over 1 billion total estimated impressions**

**INDUSTRY BLOG:** CPNANewsFlash.com is updated regularly with unique content from industry thinkers with links to the entire online CPNA platform

**MOBILE APP** allows full interactivity onsite including navigation and exhibitor search by product category



@cosmoprofna

# PROGRAMS OF UNPARELLED RESULTS

COSMOPROF  
NORTH AMERICA LAS VEGAS

*The B2B platform facilitating real business connections.*

## BOUTIQUE ONSITE SAMPLING BAR

**A first-of-its-kind initiative at a trade show. A customized sampling bar open throughout the 3-day event.**

- Participation limited to 20 companies
- Participants enjoy additional exposure on the show floor
- Targeted product sampling
- Obtain qualified sales leads
- Exposure in all event marketing materials distributed onsite



## TV SHOPPING LIVE AUDITIONS

Live auditions in front of key shopping channel merchants held on the show floor.

With participation in 2018 from top decisions makers such as domestic TV channels **HSN**, **EVINE** and **QVC** and international TV channels **HSE24** [Germany], **QVC** [Worldwide], and **TV Shopping Network** [Australia].



# PROGRAMS OF UNPARELLED RESULTS

**COSMOPROF**  
NORTH AMERICA LAS VEGAS

*The B2B platform facilitating real business connections.*

## A POWERFUL EDUCATIONAL PROGRAM

A rich program of conferences and seminars brought business and industry leaders as well as experts from fields of marketing, branding and online marketing to participate in round-table discussions and panels to share their knowledge and insights.

C-level executives covered topics for distributors, marketing, product development, top executives, sales.



THE CONFERENCES  
WERE ORGANIZED IN  
COOPERATION WITH  
TRADE MAGAZINES  
AND ASSOCIATIONS



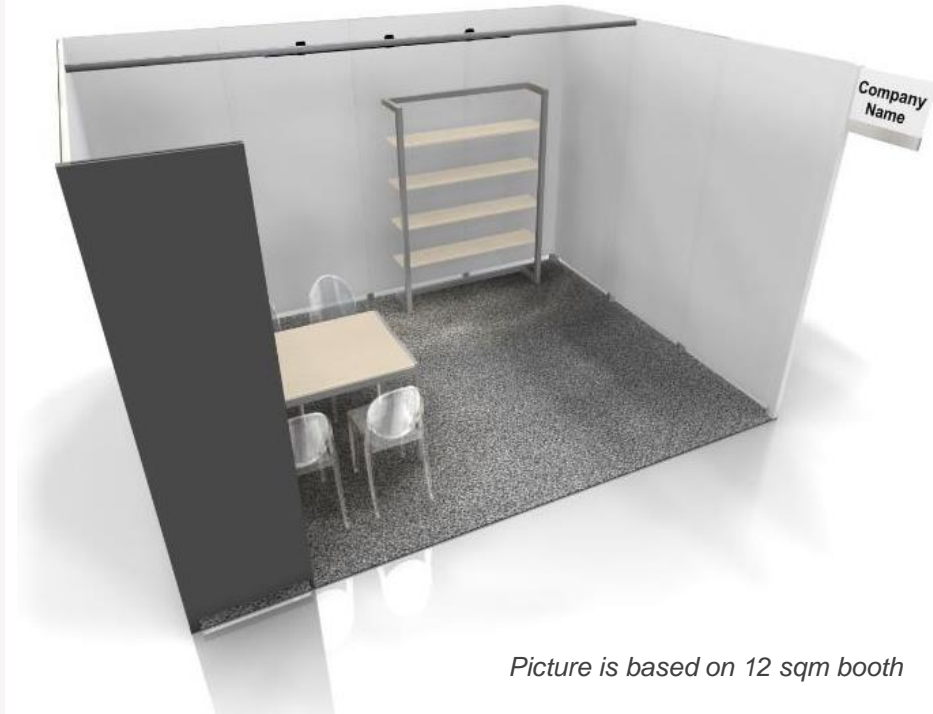


# EXHIBIT SPACE OPTIONS

## OPTION 1: READY STAND - BASIC

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



*Picture is based on 12 sqm booth*

### READY STAND BASIC STARTING COSTS

		12 to 23 sqm	total for 12 sqm
INLINE BOOTH	1 open side	\$421 per sqm	\$5,052
CORNER BOOTH	2 open sides	\$501 per sqm	\$6,012

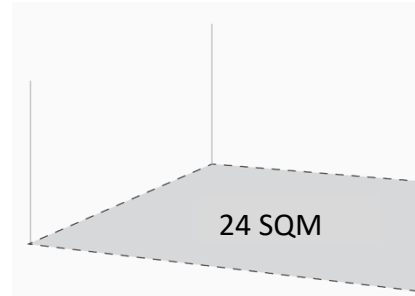
***book your space today!***

# EXHIBIT SPACE OPTIONS

## OPTION 1: RAW SPACE ONLY

**24 sqm minimum of concrete floor.** Please note the following:

- Concrete floor space only (no furnishings or walls)
- Exhibitor is responsible for mandatory floor covering/carpet
- Exhibitor is responsible for finished back wall that is 8 feet tall and side wall(s) if space is a corner or inline
- Space can be increased by individual square meters at a minimum of 1 x 3 meters
- Carpet & wall panels can be purchased through GES



### RAW SPACE STARTING COSTS

		cost per sqm	total
INLINE BOOTH	<i>1 open side</i>	24 to 71 sqm: \$316/sqm	total for 24 sqm: \$7,584
CORNER BOOTH	<i>2 open sides</i>	24 to 71 sqm: \$330/sqm	total for 24 sqm: \$7,920
PENINSULA BOOTH	<i>3 open sides</i>	36 to 71 sqm: \$339/sqm	total for 36 sqm: \$12,204
ISLAND BOOTH	<i>4 open sides</i>	48 to 71 sqm: \$345/sqm	total for 48 sqm: \$16,560

*book your space today!*





# COSMOPROF

## NORTH AMERICA LAS VEGAS

**2019  
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NORTH  
AMERICA  
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**28 – 30 JULY**

**MANDALAY BAY  
CONVENTION  
CENTER**

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

**COSMOPACK**  
NORTH AMERICA LAS VEGAS

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