

# COSMOPROF

NORTH AMERICA LAS VEGAS

## COMPLIMENTARY MARKETING & SPONSORSHIP OPPORTUNITIES

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

### LAS VEGAS

MANDALAY BAY  
CONVENTION CENTER  
.....

**AUG 29-31, 2021**

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**ORGANIZER – NORTH AMERICAN BEAUTY EVENTS LLC**



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

## CUSTOM SPONSORSHIPS AVAILABLE!

Contact us today to discuss customized sponsorship opportunities designed for your objectives and budget.



## DOMESTIC SALES TEAM:

USA, CANADA & MEXICO

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## PREFERRED RATE E-CARD PROGRAM

**INVESTMENT:**  
FREE

Invite key clients to see you at the CPNA 2021 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 Cosmoprof tickets via e-mail**. There is no cost to the exhibitor.

When registering booth staff, confirmed exhibitors can download a form letter to send to your customers with instructions on how to register for a 30% discount on ticket entrance. Be sure to promote these codes to get more visits at the show!



## COMPLIMENTARY SHOW PASSES

**INVESTMENT:**  
FREE

**QTY AVAILABLE:**  
5 per exhibitor

*Order Deadline:*  
8/23/21

Exhibitors may offer free admission to (5) five qualified guests. 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 2021. 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. See Show Rules & Regulations for entrance qualifications.





# COMPLIMENTARY PRE-SHOW OPPORTUNITIES

## SOCIAL MEDIA EXPOSURE

**INVESTMENT:**  
FREE

*Order Deadline:*  
Now through  
show end

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.



## ONLINE EXHIBITOR LISTING

**INVESTMENT:**  
FREE

*Order Deadline:*  
8/27/21

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.



## BUYER PROGRAM

**INVESTMENT:**  
FREE

*Order Deadline:*  
7/5/21

Our beauty industry buyer program encourages networking between exhibitors and top buyers, including retailers, international buyers, and professional beauty distributors. Select 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](http://cosmoprofnorthamerica.com).

**BUYER  
PROGRAM**



## COSMOPROF ONSITE DIRECTORY LISTING

**INVESTMENT:**  
FREE

**QTY AVAILABLE:**  
n/a

*Order Deadline:*  
7/5/21

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.

Enhance your Directory listing with highlights, bolding or an outlined box for even more visibility at the show! See Paid Opportunities for details.



## COSMOTRENDS

**INVESTMENT:**  
FREE

*Order Deadline:*  
7/16/21

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.

