COSMOPROF

NORTH AMERICA LAS VEGAS

MARKETING AND PROMOTION OPPORTUNITIES 2016

Organiser - North American Beauty Events LLC

pba professional beauty association

Bologna Fiere

INDEX

A. FREE OPPORTUNITIES

- PREFERRED RATE E-CARD PROGRAM
- VIP BUYER PASSES
- PUBLIC RELATIONS VISIBLITY
- DIRECTORY LISTING
- ONLINE EXHIBITOR LISTING
- 1 TO 1 BEAUTY MATCHMAKING
- SEE IT @ CPNA
- MOBILE SHOWROOM
- SOCIAL MEDIA EXPOSURE

ONSITE SPECIAL PROGRAMS

- BEAUT-E ZONE
- CPNA BEAUT-E REVIEWS
- INTERNATIONAL BUYER PROGRAM
- DOMESTIC BUYER PROGRAM

B. PAID OPPORTUNITIES

ONLINE

- DEDICATED EMAIL BLAST
- CPNA E-NEWSLETTER TEXT AD
- ROATING BANNER AD
- CPNA ONLINE MAP: SPOTLIGHT BANNER AD
- CPNA ONLINE MAP: LOGO BRANDING
- VIDEO UPLOADS

ONSITE

- SHOW DIRECTORY
- BAG INSERTS
- SPONSORED BADGE LANYARDS
- CPNA FEATURED EXHIBITOR PRODUCT DISPLAY
- INNOVATION CIRCLE (NEW)
- GLAMOUR ME (NEW)
- COUNTRY OF HONOR SPONSORSHIP
- FREESTANDING SIGNAGE AND SITUATION MAPS
- CLASSROOM RENTAL
- HOTEL TV ADS
- HOTEL ROOMS DROPS
- CUSTOM SPONSORSHIPS
- BOUTIQUE: CUSTOMIZED SAMPLING ONSITE

C. ORDER FORMS AND PRICING

FREE OPPORTUNITIES

1. PREFERRED RATE E-CARD PROGRAM

Invite key clients to see you at the CPNA 2016 event and offer them discounted passes! The Preferred Rate E-Card program grants each exhibitor the ability to offer their best customers a **50% 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!*

2. VIP BUYER PASSES

TO 5 VIP GUESTS

Exhibitors may offer **free admission to (5) five qualified VIP guests**. (See Show Rules & Regulations for entrance qualifications). Fill out the online form when you register your booth staff and each VIP will receive an invitation letter, via email, indicating that your company has generously offered them complimentary admission to Cosmoprof North America 2016. For each VIP, you must provide a name, company name, and email address. **There is no cost to the exhibitor.**
** Limit five (5) VIP Guests per signed exhibitor contract, not per booth.*

Deadline: Upon opening of exhibitor registration to show end

3. PUBLIC RELATIONS VISIBLITY

Tap into our publicity outreach! Email your Media Enrollment Form to our PR agency immediately upon receiving your event confirmation to notify us of new items launching at the event. This information will allow our team to understand and share as appropriate your company news with select media trade outlets as part of our regular PR outreach efforts. Onsite, you may bring your press kit and company information to the press office. Additionally, exhibitors that are confirmed can now log-in and enter “press releases.” Press Releases can be seen by all.

Deadline: Through May 31st, 2016

4. DIRECTORY LISTING

COSMOPROF NORTH AMERICA LAS VEGAS

COSMETICS & PERSONAL CARE COMPANY PROFILES

A

100% PURE
Booth #26563
United States
www.100percentpure.com

DB SPOTLIGHT 20 12 BENEFITS
United States
www.12benefits.com

ABSOLUTE NEW YORK
Booth #25551
United States
www.nicka.com

ACTIVILONG - LABOMAI
Booth #25473
France
www.activilong.com

SCENT11 AIR AROMA
United States
www.air-aroma.com

AQUOLINA & PINK SUGAR
Booth #26251
United States

ASEPTA LABORATOIRES MONACO H-E-A-T INC.
Booth #27290
United States
www.aseptausa.com

DB SPOTLIGHT 3 AYRES BEAUTY
United States
www.ayresbeauty.com

100% PURE
Booth #26563
United States
www.100percentpure.com

DB SPOTLIGHT 20 12 BENEFITS
United States
www.12benefits.com

ABSOLUTE NEW YORK
Booth #25551
United States
www.nicka.com

SCENT9 AMERIKAS
United States
www.amerikasinc.com

AMPRO INDUSTRIES INC. 26371
United States
www.amprogel.com

AQUOLINA & PINK SUGAR
Booth #26251
United States

ASEPTA LABORATOIRES MONACO H-E-A-T INC.
Booth #27290
United States
www.aseptausa.com

DB SPOTLIGHT 3 AYRES BEAUTY
United States
www.ayresbeauty.com

100% PURE
Booth #26563
United States
www.100percentpure.com

AJMAL PERFUME MANUFACTURING & OUDH
Booth #26497
United Arab Emirates
www.ajmalperfume.com

ALGABO S.A
Booth #27638
Argentina
www.algabo.com

26144 ALLEGRESSE
United States
www.bibosque.com

SCENT9 AMERIKAS
United States
www.amerikasinc.com

AMPRO INDUSTRIES INC.
Booth #26371
United States
www.amprogel.com

AQUOLINA & PINK SUGAR
Booth #26251
United States

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 24th 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 24th, 2016

5. 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. Check your company profile to ensure accuracy for company description and product categories and be sure to review your online Exhibitor Profile.

Deadline: May 24th, 2016

6. 1 TO 1 BEAUTY MATCHMAKING

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

Deadline: Effective June 1st, 2016

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. Check your company profile to ensure accuracy for company description and product categories and be sure to review your online Exhibitor Profile.

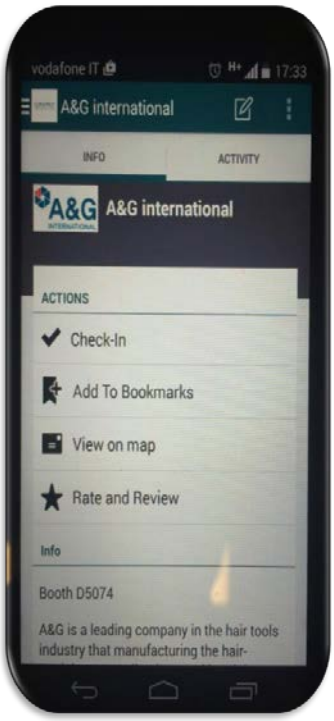
Deadline: May 24th, 2016

7. SEE IT @ CPNA

Enhance your online visibility and increase your event ROI **before the show** by participating in this new program. Major beauty content providers will review products exhibiting at CPNA 2016 and will post the product reviews on their platforms as well as on CPNA social outlets. All you need to do is submit two full size products and product info. Earlier participation gives you better exposure.
Contact cpna@cosmoprofnorthamerica.com for more details and to sign up.

Deadlines: April 1st; May 2nd; May 27th, 2016

8. MOBILE SHOWROOM – *FREE!*



Place all of your company information at the buyers' fingertips!

The Mobile Showroom shares your basic company information and gives buyers preferred access to your information including:

- Company name, logo and product photo
- Booth number with link to your location on the map
- 200 word description
- Full contact information with URL

Your Online Showroom makes you stand out!

- Company description, logo, booth #, web and PDF links
- Ability to post status updates to, rate, and bookmark Exhibitors
- Searchable in the Exhibitor list
- Individual activity feeds for attendee interaction

With interactive features from your personalized showroom, buyers can:

- Book an appointment to meet you during the show
- Get directions to your booth with one simple touch
- Add your company to their Agenda

FREE OPPORTUNITY!

9. SOCIAL MEDIA EXPOSURE

Tag us and use @cosmoprofna (Instagram) and @cosmoproflv (Twitter) 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, #COSMOPROFLV, and #COSMOPROF as well.

ONSITE SPECIAL PROGRAMS

10. BEAUT-E ZONE

Top US beauty online influencers will be present **onsite** during the event to view submissions from exhibitors for the **CPNA Daily Best in Beauty**. At the conclusion of each day, these online influencers will select their 'picks' for CPNA Daily Best in Beauty and post their selections on their respective social platform. *The five host names will be unveiled by the end of May!*

Onsite: Visit the Beaut-E Zone lounge on Sunday, 7/24 and Monday, 7/25 from 1PM - 4PM and on Tuesday, 7/26 from 12PM - 2PM

11. CPNA BEAUT-E REVIEWS

Get your product featured in Cosmoprof North America's **post show** social media campaign. The industry looks to CPNA to find the newest and best in beauty. Exhibitors can visit the CPNA Beaut-E Reviews section on the show floor (inside the Cosmetics and Personal Care Section) during show hours and present their star product for online viewing. A top online influencer and videographer will capture your sales sizzle and share with the online beauty community, after the conclusion of the event.

Onsite: During show hours July 24th – 26th, 2016

12. INTERNATIONAL BUYER PROGRAM

INTERNATIONAL BUYER PROGRAM

Both international and domestic exhibitors can enroll in this program and team up with Cosmoprof North America to actively pursue opportunities to meet pre-qualified buyers from emerging markets.

Visit the website to download and fill out the IBP Questionnaire Form on cosmoprofnorthamerica.com.

Domestic exhibitors may also enroll in a similar opportunity organized and carried out by foreign trade specialists from the US Commercial Service. For more details contact marketing@cosmoprofnorthamerica.com.

Deadline: June 1st, 2016

13. DOMESTIC BUYER PROGRAM

DOMESTIC BUYER PROGRAM

International exhibitors have the opportunity to connect with domestic distributors and enjoy face-to-face meetings on Saturday, July 23rd. To sign up for the program, be sure to download and fill out the Domestic Buyer and Exhibitor Questionnaire form on cosmoprofnorthamerica.com.

Deadline: June 1st, 2016

PAID OPPORTUNITIES

ONLINE

1. DEDICATED EMAIL BLAST

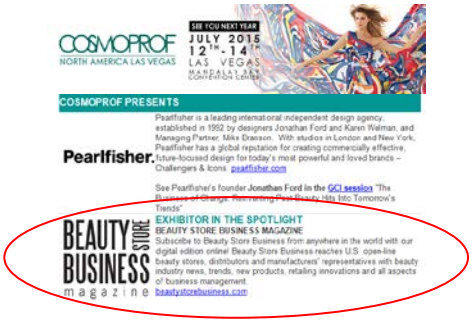
Create and submit your own HTML-designed email blast with customized message to be sent out to Cosmoprof North America's database of pre-registered visitors and qualified leads. Each dedicated email blast will be sent to 10,000 contacts.

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: $1,500 US

Deadline: May 16th – July 8th, 2016

2. CPNA E-NEWSLETTER TEXT AD

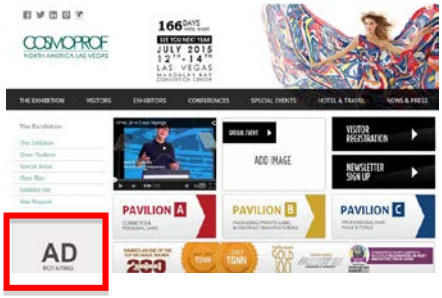


The Cosmoprof North America E-Newsletter is sent out on a regular basis to a qualified database of business professionals and pre-registered attendees of up to 20,000 with event updates. Each newsletter spotlights up to four exhibiting companies; if you are interested in being featured you may submit a brief paragraph of 50 words or less, your company's logo and URL plus a JPEG photo of your key item – email all the items requested to cpna@cosmoprofnorthamerica.com.

CPNA E-Newsletter Spotlight: $500 US

Deadline: April 4th – July 8th, 2016

3. ROTATING BANNER AD



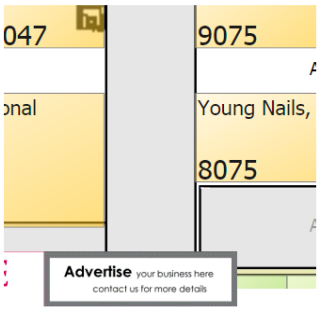
Cosmoprof North America's website attracts thousands of visitors daily. Get additional exposure by being featured as one of two advertisers with a rotating banner ad. For one month, your ad will be placed on both the Visitors and Exhibitor pages, two of the most viewed sections of the website. If you are interested in being featured, submit your ad (ad dimensions are: width 247px by height 247px) to cpna@cosmoprofnorthamerica.com.

Rotating Website Banner Ad: $800 US
Deadline: April 18th – July 29th, 2016

ONLINE MAP & BEAUTY MATCH DIRECTORY PORTAL

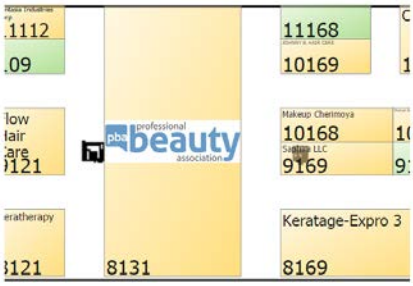
The online interactive map and Beauty Match electronic directory portal help registered attendees find and identify exhibitors before, during and after the event. The online map allows you to brand your company to attract attention to it as well as allowing you to promote products or videos and your company brand image for enhanced visibility.

4. CPNA EVENT ONLINE MAP: SPOTLIGHT BANNER AD



The rotating Spotlight Ad will be placed on the bottom of the Online map page. All attendees check out the online event map. Catch their attention in this hot spot with a track-able banner advertisement; size is 205 x 60 pixels and links to any URL provided. The image and materials must be sent to us according to the specs provided no later than June 17th, 2016. Limited to 12 advertisers per show cycle.
Spotlight Ad Event Online Map: $750 US
Deadline: March 7th – June 17th , 2016

5. CPNA ONLINE EVENT MAP: LOGO BRANDING



Your company logo will appear directly on the online attendee floor map display used by registered visitors. 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 15th, 2016.

CPNA Online Event Map Logo Branding: $300 US per logo
Deadline: March 7th – June 17th , 2016

6. VIDEO UPLOADS

Videos enhance a listing and support your marketing efforts.

Video Uploads: $600 US per video
Deadline: May 2nd – July 1st, 2016

ONSITE

7. SHOW DIRECTORY

The Official Exhibition Directory provides exhibitor listing on all the exhibiting companies. This **Directory** is offered **complimentary** to over 27,000 expected visitors, members of the press and more than 1,000 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!

Deadline for Artwork: May 20th, 2016

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**
Bold and Boxed (shaded)	**$500 US**
Add Company Logo (4 color)	**$500 US**

8. 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 call to action to your advertisement to drive them to your booth. All inserts are subject to organizer's approval.

Bag Insert (each item): $1,500 US
Deadline: Approved insert must arrive at GES warehouse between Friday, June 3rd and Thursday, July 8th, 2016

9. 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: $8,500 US
Deadline for Final Artwork: May 6th, 2016

10. CPNA FEATURED EXHIBITOR PRODUCT DISPLAY

LIMITED TO 30 EXHIBITORS – ONE PER COMPANY

Placed in the Bayside Foyer to allow all attendees the opportunity to review featured products, these display cubes (approx. 18" x 18") come complete with company logo, and will allow all attendees the first look at the products you have to offer on the expo floor. The visibility and placement are an invaluable tool for featured exhibitors. Exhibitors are responsible for product display. Management is responsible for assigning the showcase location.

CPNA Featured Exhibitor Product Display: $400 US

11. INNOVATION CIRCLE (NEW)

INNOVATION CIRCLE

LIMITED TO 10 EXHIBITORS – ONE PER COMPANY

CPNA will introduce INNOVATION CIRCLE at the show for the first time in 2016. This **virtual display case** serves as a showcase for those companies willing to present new high-end products and avant-garde processes in the US market. INNOVATION CIRCLE will be centrally located within the exhibition area and will offer exposure for unique products that are new to the marketplace. The display case will have an interactive display (iPad) where visitors can learn more about the products featured. Availability is limited to 10 exhibitors.

Spot in INNOVATION CIRCLE display case: $1,500 US

12. GLAMOUR ME (NEW)

Glamour Me
powered by COSMOPROF

Glamour Me is a new dedicated beauty lounge located on the show floor inside the Cosmetics & Personal Care Section. Each of the eight stations (hair styling, hair tool, hair art, makeup, brow, nail, nail art, and skincare) will be sponsored by an exhibitor who specializes in that respective category (exhibitors can sponsor one station only). Exhibitors will be responsible for providing one artist to perform the demo service who will be available for entire 3-days of the show [opening till closing]. Product being demoed by exhibitor must be their newest product and / or look for the upcoming season. Availability is limited to eight exhibitors.

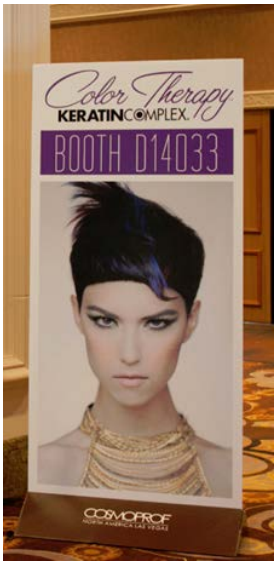
Sponsorship of one Glamour Me Station: $2,500
Deadline: April 15, 2016

13. COUNTRY OF HONOR SPONSORSHIP (WITHIN COUNTRY PAVILION ONLY)

The impactful presentations conveyed by each country pavilion comes complete with distinguishing design elements inspired by their unique culture. Enhance the presence of your country among the 9+ Country and Group Pavilions at Cosmoprof North America! This comprehensive sponsorship package ensures unprecedented exposure before, during and after the event.

Contact patrizia.necchi@cosmoprof.it for more details
Deadline: June 3, 2016

14. FREESTANDING SIGNAGE AND SITUATION MAPS



A

B

A) Increase your visibility with **single or double-sided signs** that are strategically placed throughout the show floor lobby and registration areas. Viewed by over 27,000 visitors of the show, these signs provide unsurpassed marketing exposure.

Freestanding Sign, Single Sided: $1,575
Freestanding Sign, Double Sided: $2,050

B) Place your logo pointing at your booth location on **the situation 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 3rd, 2016

15. CLASSROOM RENTAL

Exhibitors may rent a conference room off the show floor for up to a two hour block. The exhibitor will have access to the room one hour prior to set-up and for 30 minutes after their rental for tear down. The content does not require organizer approval, but the topic must be submitted to marketing. The exhibitor sessions will not be part of the official CPNA educational lineup and will not by promoted by the organizer. A onetime e-mail blast (artwork to be provided by exhibitor) will be sent to a specified CPNA email list. The time slot and day provided will be assigned based on availability.

Room 1: $3,000

- 6' table covered and skirted in front of the room **(**2 chairs)
- Classroom seating for a maximum of 10 people

Room 2: $4,000

- 6' table covered and skirted in front of the room **(**2 chairs)
- Classroom seating for a minimum of 10 people and a maximum of 100 people
- Lectern
- Signage that is either 22"x48" or 28"x44"
- $250 credit to be used toward A/V

Deadline: May 2nd, 2016

16. HOTEL TV ADS

Mandalay Bay is the official hotel for the exhibition. To promote CPNA, two channels will be made available to all guests and feature unique promotional content. Exhibitors may purchase 30 second or one minute ad times to run during July 21st – July 26th. Video content must be submitted by June 1st. CPNA reserves the right of refusal for advertising provided. Fees will apply if production work is required to format the video ad or is involved.

One minute video ad with info: $500 for the week (July 21 – 26, 2016)

Deadline: June 1st, 2016

17. HOTEL ROOM DROPS

Mandalay Bay Hotel will distribute your magazine, product, flyer, newsletter, deal sheet, etc. to every room in the participating hotel block. Want to distribute to only attendees and not exhibitors? Easily done! Would you like to distribute to exhibitors only? Again, easily done!

Prices will vary based on item type dropped in each room.
Item type required for a quote.

18. CUSTOM 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.

19. BOUTIQUE: CUSTOMIZED SAMPLING ONSITE

BOUTIQUE is an area located inside the Cosmoprof North America show floor 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; all attendees who visit are scanned and their information is provided to participating exhibitors to follow up on the leads provided post 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
- 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 PBA Foundation
- Supported by powerful onsite marketing activities including footprints leading to the area, signage in key floor areas and handouts to all attendees

BOUTIQUE onsite sampling: $1,000 US & 1,000 deluxe samples

Deadline: April 1st, 2016

REQUEST FORMS AND PRICING

FAX BACK TO TONI C. DAVIS, CPNA SHOW SALES DIRECTOR AT 480-905-0708.
FORM MUST BE RECEIVED **BY MAY 6TH, 2016.**

COMPANY NAME _____

CONTACT _____

PHONE NUMBER _____

E-MAIL _____

PAID MARKETING AND PROMOTIONAL OPPORTUNITIES

QTY	ITEM	UNIT PRICE
	1) DEDICATED EMAIL BLAST	$1,500
	2) CPNA E-NEWSLETTER TEXT AD	$500
	3) ROTATING BANNER AD	$800
	4) CPNA EVENT ONLINE MAP: SPOTLIGHT BANNER AD	$750
	5) CPNA ONLINE EVENT MAP: LOGO BRANDING	$300
	6) VIDEO UPLOADS	$600 PER VIDEO

7) SHOW DIRECTORY
All positions are 4-color. Space is limited. Please indicate a first, second and third choice.

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
	BOLD AND BOXED (SHADED)	$500 US
	ADD COMPANY LOGO (4 COLOR)	$500 US

QTY	ITEM	UNIT PRICE
	8) BAG INSERTS (EACH ITEM)	$1,500 US
	9) SPONSORED BADGE LANYARDS	$8,500 US
	10) CPNA FEATURED EXHIBITOR PRODUCT DISPLAY	$400 US
	11) INNOVATION CIRCLE (NEWS)	$1,500 US
	12) GLAMOUR ME (NEW)	$2,500 US
	13) COUNTRY OF HONOR SPONSORSHIP	$ US
	14A) FREESTANDING SIGNS | SINGLE SIDED	$1,575 US
	14B) FREESTANDING SIGNS | DOUBLE SIDED	$2,050 US
	15A) CLASSROOM RENTAL (NEW)	$3,000 US

	15B) CLASSROOM RENTAL (NEW)	**$4,000 US**
	16) HOTEL TV ADS (NEW)	**$500 US**
	17) HOTEL ROOM DROPS	**$ US**
	18) CUSTOM SPONSORSHIP	**$ US**
	19) BOUTIQUE: CUSTOMIZED SAMPLING ONSITE	**$1,000 US & 1,000 DELUXE SAMPLES**