A RECIPE FOR SUCCESS

THE PREMIER BUSINESS-TO-BUSINESS BEAUTY EVENT ENCOMPASSING ALL SECTORS OF THE INDUSTRY IN ONE VENUE, THE MOST IMPORTANT FORUM FOR THE ENTIRE BEAUTY INDUSTRY

2016 EVENT OVERVIEW

NET EXHIBITION AREA
26,105 SQM / 280,992 SQF

NUMBER OF EXHIBITORS
1,154 exhibitors from 38 countries

NUMBER OF VISITORS
33,750 quality visitors from 113 countries

NATIONAL AND GROUP PAVILIONS
Australia/New Zealand, Brazil, China/Taiwan, Italy, Morocco, Pakistan, Peru, South Korea, Spain, and Turkey

INTERNATIONAL BUYER DELEGATIONS
Brazil, China, Czech Republic, Dominican Republic, El Salvador, Ghana, India, Russia, Saudi Arabia

PRESS
413 members of the press

AWARD WINNING EVENT:
- Named “Greatest Show in 2015”
- Named “The Most Innovative Show in 2015”
- Named “Best Program to Help Exhibitors Maximize ROI in 2015”
- Winner of “Marketing Genius Award”
ATTENDANCE

THE IDEAL PLATFORM FOR HIGH-QUALITY BUSINESS-TO-BUSINESS ACTIVITIES FOR BEAUTY COMPANIES FROM THE ENTIRE AMERICAS AND THE WORLD BEYOND.

33,750 attendees
25% international attendees
75% domestic attendees
[38.84% of domestic attendees from California]

2016 TOP 5 INTERNATIONAL COUNTRIES IN ATTENDANCE
19.94% Canada
8.75% Mexico
8.50% China
4.56% Australia
3.91% South Korea
[26% of international visitors came from Latin America]

MAJOR DISTRIBUTORS & RETAILERS IN ATTENDANCE AT CPNA 2016

Amazon.com • American Eagle Outfitters • Anastasia Beverly Hills • Apothia • Aveda • Barneys New York • BeautyBar.com • Beauty Brands • Beauty Collection • Bed Bath & Beyond Inc • Belk • CHALOUB Group • C.O .Bigelow Apothecaries • Costco • CVS Health • Dermstore • Dillard’s • EVINE Live • Folica.com • Guthy Renker • HauteLook/Nordstrom Rack • HSN • JC Penney Salon • Jinny Beauty Corp. • Kohl’s • London Drugs • MAS Global • Murale • Neiman Marcus • Nordstrom • Peninsula Beauty • Pharmaca • QVC • Ross • Sally Beauty Holdings • Sephora • Shop HQ • Space NK • The Honest Company • TJX Companies, Inc • ULTA Beauty • Ultimate Beauty Companies • Walgreens Boots Alliance • Yes To Inc. • Zulily
ATTENDANCE
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
Packaging & Product Development Decision Makers | Manufacturers (non – exhibiting)

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

*BASED ON 2016 ATTENDEE REPORT
10 REASONS TO ATTEND COSMOPROF NORTH AMERICA

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. RECONNECT: 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 110 countries and exhibitors from 38 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 DELIVERS RESULTS
QUOTES FROM 2016 PARTICIPANTS

"We thought the show was well worth the investment … I also have recommended the show to several friends who are working with start up beauty brands. Our participation was definitely worthwhile."

-Dermadoctor, Discover Beauty Exhibitor

“I am glad I was able to exhibit at Cosmoprof North America because it was a priceless opportunity wrapped in an affordable package...allowing me to bring my indie brand, "The Makeup Bullet," to a worldwide stage! There is nothing like being face to face with buyers and showing them a product that they can touch and hear from your heart as an entrepreneur how you fought to bring it to market for consumers all over the world."

-The Makeup Bullet, Tones of Beauty Exhibitor
THE ONLY INTERNATIONAL B2B ALL-INCLUSIVE PREMIER BEAUTY EVENT IN THE AMERICAS
OVER 26,000 SQM OF EXHIBITION AREA DEDICATED TO ALL SECTORS OF BEAUTY

HAIR

WELLNESS & SPA

NAIL

TOOLS

COSMETICS & PERSONAL CARE

PACKAGING, CONTRACT MANUFACTURING & PRIVATE LABEL
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, Discover Green Leaf, Discover Scent, and Tones of Beauty.

**DISCOVER BEAUTY**

**A WORLD CLASS OPPORTUNITY**

In its 10th edition, 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. Discover Beauty brands are automatically enrolled in the Discover Beauty Awards. They are judged on packaging, overall brand concept and likelihood to succeed in the beauty marketplace by a jury of specialty retailers and important beauty bloggers.

**KEY 2016 BUYERS IN ATTENDANCE:**

- American Eagle Outfitters
- Amazon
- Apothia
- Barneys New York
- Beauty Bar
- C.O. Bigelow
- Hudson’s Bay
- Kohl’s
- Neiman Marcus
- Pharmaca
- Walgreens
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.

DISCOVER GREEN LEAF (New For 2017)
A new section for brands dedicated to green, eco-friendly, clean, organic, and/or natural products interested in distributing to upscale green spas providing guaranteed meetings with US spa directors.
DISCOVER SCENT
This innovative area devoted entirely to scent illuminates the sense of smell and captivated audiences with its few pre-approved brands. Located on the Beauty Avenue, a prime location with dedicated marketing preshow & onsite.

EMERGING BEAUTY
A dedicated section assigned for small manufacturers and open exclusively to companies who’ve never exhibited at the event prior to 2016. 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.
PACKAGING, CONTRACT MANUFACTURING & PRIVATE LABEL

This pavilion houses raw semi-processed material providers, contract manufacturers, private label manufacturers, packaging suppliers, package designers, paperboard suppliers, cosmetic accessories manufacturers, POP display manufacturers, as well as printing specialists. Select exhibitors that attended the 2016 edition include: Baralan, B. Kolormakeup & Skincare S.R.L., Elcos, Fusion Packaging, HCP Packaging, HCT Group, and Viva packaging.

DISCOVER PACK (New For 2017)

A new curated special area inside the packaging pavilion in which participating companies benefit from face-to-face meetings with key US and international buyers in addition to receiving prime real estate on the show floor.
The world’s most prestigious skincare and spa companies exhibit the latest products, equipment and tools in a specialized environment. This special section houses professional skincare 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.

**DISCOVER PRO BEAUTY (New For 2017)**
This new 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 along with a traditional exhibition presentation for attendees to come and discover these brands.

**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.
COUNTRY PAVILIONS

COSMOPROF NORTH AMERICA IS THE STAGE FOR GLOBAL BEAUTY TRENDS

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

The leading nations involved in 2016 were: **Australia/New Zealand, Brazil, China/Taiwan, Italy, Morocco, Pakistan, Peru, South Korea, Spain, and Turkey.**
THE INTERNATIONAL B2B PLATFORM

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:
- **300 face-to-face meetings** took place involving **160 exhibiting companies** and **20 buyers**
- **Buyers Represented:** Canada, El Salvador, Honduras, India, Mexico, Panama, Russia, South Korea, UAE, UK, and Uruguay.

U.S. COMMERCIAL SERVICE PARTNERSHIP
A special partnership helping US exhibitors meet with international buyers
- **163** international buyer delegates from **18 countries** attended the event as special invited guests
- **385** meetings between U.S. companies and international buyer delegates took place
- **Buyers Represented:** Brazil, Cambodia, Chile, China, Czech Republic, Dominican Republic, El Salvador, Finland, Ghana, Guatemala, India, Indonesia, Ireland, Mexico, Panama, Russia, Saudi Arabia, and Singapore

DOMESTIC BUYER PROGRAM
A service offered to international exhibitors to facilitate face to face meetings with US distributors
- **50 international exhibiting companies** participated
- **15 US distributors**
- **98 meetings**
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:** over 100 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:** 14 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
PROBLEMS, UNPARALLELED RESULTS

THE B2B PLATFORM FACILITATING REAL BUSINESS CONNECTIONS

BOBERT ON SITE 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 2016 of top decision makers such as domestic TV channels EVINE Live, HSN, and QVC and international TV channels GS SHOP [Korea], HSE24 [Germany], and The Shopping Channel [Canada].

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:

- Amazon
- American Spa
- The Independent Cosmetic Manufacturers Association (ICMA)
- Insiders Guide to Spas
- The CEW
- Cosmetics 
- Ebony
- WWD
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

READY STAND – BASIC STARTING COSTS:

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Open Sides</th>
<th>Size Range</th>
<th>Cost per Sqm</th>
<th>Total Cost 12 sqm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inline Booth</td>
<td>1 Open Side</td>
<td>12 to 23 sqm</td>
<td>$408/sqm</td>
<td>$4,896</td>
</tr>
<tr>
<td>Corner Booth</td>
<td>2 Open Sides</td>
<td>12 to 23 sqm</td>
<td>$486/sqm</td>
<td>$5,832</td>
</tr>
</tbody>
</table>

Picture is based on 12 sqm booth.
BOOK YOUR SPACE TODAY!

OPTION 2: 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:

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Open Sides</th>
<th>Size Range</th>
<th>Cost per Sqm</th>
<th>Total Cost for 24 sqm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inline Booth</td>
<td>1</td>
<td>24 to 71 sqm</td>
<td>$306/sqm</td>
<td>$7,344</td>
</tr>
<tr>
<td>Corner Booth</td>
<td>2</td>
<td>24 to 71 sqm</td>
<td>$320/sqm</td>
<td>$7,680</td>
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<tr>
<td>Peninsula Booth</td>
<td>3</td>
<td>36 to 71 sqm</td>
<td>$329/sqm</td>
<td>$11,844</td>
</tr>
<tr>
<td>Island Booth</td>
<td>4</td>
<td>48 to 71 sqm</td>
<td>$335/sqm</td>
<td>$16,080</td>
</tr>
</tbody>
</table>
JULY 2017
9TH - 11TH
LAS VEGAS
MANDALAY BAY CONVENTION CENTER
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A NEW WORLD FOR BEAUTY
BOLOGNA  LAS VEGAS  HONG KONG

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