

# FREE MARKETING AND PROMOTION OPPORTUNITIES

## Preferred Rate E-Card Program

The Preferred Rate E-Card program grants each exhibitor the ability to offer their best customers a 50% discount 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 receive a half-price ticket!



## VIP Buyer Program

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 2010. For each VIP, you must provide a name, company name and email address.

## Cosmoprof North America Newsletter

The Cosmoprof North America E-Newsletter is sent out on a regular basis to a qualified database of business professionals of up to 40,000 with event updates. Each newsletter spotlights several exhibitors at no charge; if you are interested in being featured you may submit a brief introductory paragraph no more than 50 words, your company's logo and URL plus a JPEG photo of your key item. Due to the high popularity of this program we cannot guarantee placement in a specific newsletter. Contact your sales manager for additional information.

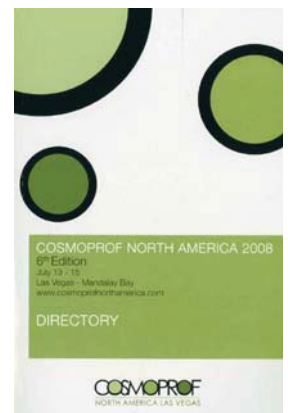


## **Public Relations Efforts**

Send your Media Coordination Form via email to our PR Agency 3 months prior to the event to notify us of new items launching at the event to allow our experts to notify the media as part of regular media outreach. Onsite, you may bring your press kit and company information to the press office and benefit from exposure towards international press.

## **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 so that the information printed is accurate.



## **Beauty Match Listing:**

The searchable online directory is free to anyone visiting Cosmoprof North America website pre-show allowing visitors to find exhibitors who fit their criteria; onsite computer terminals are placed throughout the show floor to allow visitors to quickly find products of interest. Check your company profile to ensure accuracy and listing by reviewing your online Exhibitor Profile.



## **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 brought from emerging markets within the Americas. Domestic exhibitors can also enroll in a similar opportunity organized and carried out by foreign trade specialists from US Commerce Service Department. For more details contact your sales manager.

## Cosmoprof North America – July 18-20, 2010 Las Vegas, NV Media Coordination Form

In order to more easily match media requests before, during, and after Cosmoprof North America, please take a moment to complete the following information about your company's product(s) / service(s) as well as who should be contacted for media inquires. Cosmoprof North America's Marketing & Public Relations team will keep this information on file to help better promote the show and easily facilitate inquires from the media.

Company Name: \_\_\_\_\_  
Company Address: \_\_\_\_\_  
Company Website: \_\_\_\_\_  
First time at Cosmoprof North America? yes / no  
Contact Name for Media Inquires: \_\_\_\_\_  
Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Is the company a Minority or Women owned business? yes / no

Does your company have an English speaking representative who can address the media? yes / no

Are you launching a **NEW** product(s) / service(s) at Cosmoprof North America? yes / no

Please briefly describe the **NEW** product(s) / service(s) including key features: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If your company is not launching a new product(s) / service(s), please briefly describe your company's product(s) / service(s), including key features: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Do you OR will you have high resolution / 300 dpi images of the product? yes / no

**Please return form and address any questions to Cosmoprof North America's public relations firm – Y Public Relations.**  
(By completing this form, Cosmoprof North America, Y Public Relations, and/or any related entity do NOT guarantee media coverage on your company's product(s) / service(s). This form is simply designed to help facilitate media inquires and gather as much information on participants as possible in an organized manner to help better promote the Cosmoprof North America event.)

Y Public Relations L.L.C.  
Yvette Masterson / Chidimma Ozor  
Office: 702.567.0399 / Fax: 702.567.0599  
[cosmoprofna@ypublicrelations.com](mailto:cosmoprofna@ypublicrelations.com)

