



COSMOPROF NORTH AMERICA 2011

JULY 31<sup>ST</sup> - AUGUST 2<sup>ND</sup>

LAS VEGAS – MANDALAY BAY CONVENTION CENTER

**ONE-2-ONE BEAUTY MATCHMAKING  
ONLINE SPONSORSHIP OPPORTUNITIES**

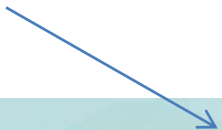


# ONE-2-ONE BEAUTY MATCHMAKING ONLINE SPONSORSHIP OPPORTUNITIES

## CPNA one-2-one beauty matchmaking Sponsor

Sponsor this ad placement that is the only masthead placed ad displayed within the homepage attendee and exhibitor portal that all registered attendees use to pre-plan their visit; size is 468 by 60. The image and materials must be sent to us according to the specs provided no later than May 10th, 2011.

**Price: \$5,000** (Limited to 1 advertiser per show cycle)



The screenshot shows the website header for '2011 Cosmoprof North America' held at the Mandalay Bay Convention Center in Las Vegas, NV, from July 31 to August 2, 2011. A dark green banner ad is placed in the masthead area, containing the text 'CPNA one-2-one beauty matchmaking Sponsor' and '468 x 60'. Below the header, there is a navigation bar with 'My one2one beauty matchmaking' and tabs for 'Exhibitors' and 'Sessions'. A 'Quick Links' sidebar on the left includes 'Exhibitor Search', 'Session Search', 'Interactive Floor Plan', 'HTML Floor Plan', and 'Need Help?'. A central banner reads 'one2one beauty matchmaking' with a 'Welcome to one2one beauty matchmaking' message. To the right, an 'Attendee Login' form is visible, featuring an 'Ecode' input field, a 'Sign me in automatically' checkbox, and a 'Login' button. A 'Forgot your password?' link is also present.



## ONLINE SPONSORSHIP OPPORTUNITIES

### Skyscraper Banner Ad Attendee Portal Site Sponsor

Sponsor the largest tower ad positioned in the masthead area of the Attendee Portal in the welcome landing page; size is 468 x60. The image and materials must be sent to us according to the specs provided no later than May 10th, 2011.

**Price: \$1,000** (Limited to 5 advertisers per show cycle; links to any URL provided and can be animated.)

The screenshot shows the website layout for the 2011 Cosmoprof North America event. At the top, there is a masthead area with the event logo on the left, event details in the center, and a large banner ad on the right. The banner ad is a dark rectangle with white text that reads "Skyscraper Banner Ad Attendee Portal Site Sponsor" and "468 x 60". A blue arrow points to this banner. Below the masthead is a navigation menu on the left with items like "WELCOME", "EXPO HALL", "CONFERENCE SESSIONS", "EXHIBITOR LOGIN", "MY BRIEFCASE", "one2one beauty matchmaking", and "E-mail this page". The main content area features a "Welcome to the 2011 Cosmoprof North America" heading, a photo of the expo floor, and sections for "Tools and features for everyone's use" and "Tools for Exhibitors include:". A "Spotlight Ad Attendee Portal Site Sponsor" box is visible on the right side of the page.



## ONLINE SPONSORSHIP OPPORTUNITIES

### Spotlight Ad Attendee Portal Site Sponsor

Sponsor the spotlight ad placed on the left column of Attendee Portal in the welcome landing page; size is 180 x 150. The image and materials must be sent to us according to the specs provided no later than May 10th, 2011.

**Price: \$750** (Limited to 10 advertisers per show cycle)



The screenshot shows the website header with the logo "COSMOPROF NORTH AMERICA LAS VEGAS" and event details: "2011 Cosmoprof North America, Mandalay Bay Convention Center, Las Vegas, NV, July 31 - Aug 2, 2011". A "Skyscraper Banner Ad Attendee Portal Site Sponsor" box is shown with dimensions "468 x 60". A blue arrow points from this box to a "Spotlight Ad Attendee Portal Site Sponsor" box with dimensions "180 x 150". The main content area includes a navigation menu on the left, a "Welcome to the 2011 Cosmoprof North America" heading, a photo of the expo hall, and sections for "Tools and features for everyone's use" and "Tools for Exhibitors include:". A list of tools for attendees is also provided.

**Skyscraper Banner Ad Attendee Portal Site Sponsor**  
468 x 60

**Spotlight Ad Attendee Portal Site Sponsor**  
180 x 150

**WELCOME**

- EXPO HALL
- CONFERENCE SESSIONS
- EXHIBITOR LOGIN
- MY BRIEFCASE
- one2one beauty matchmaking
- E-mail this page

**Welcome to the 2011 Cosmoprof North America**

**Tools and features for everyone's use :**

- View and print the floor plan in real time by clicking on ['Expo Hall'](#)
- Search for current exhibitors by a variety of parameters by clicking on ['Exhibitor Search'](#)
- See a full list of exhibitors by clicking on ['Exhibitor List'](#)

**Tools for Exhibitors include:**

- Click on ['Exhibitor Login'](#) and type in your password to gain access to the Exhibitor console. Here you can provide details about your products and/or services for potential attendees to search on and find you even before the show!
- In the ['Exhibitor Console'](#) you can preview your listing and make changes to your exhibiting details.
- To reserve your exhibit space, you must click on [Booth Space Request Form](#) located on the left hand side of this page.

**Tools for Attendees include:**

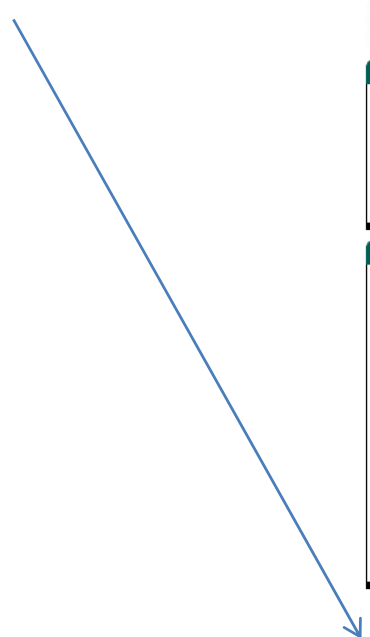


# ONE-2-ONE BEAUTY MATCHMAKING ONLINE SPONSORSHIP OPPORTUNITIES

## CPNA one-2-one beauty matchmaking Banner Sponsor

Your company logo will be placed on the left column as a banner ad sized at 180 x 150 in the welcome landing page of CPNA one-2-one beauty matchmaking search area. Only 2 sponsorships available per show cycle. The image and materials must be sent to us according to the specs provided no later than May 10th, 2011

**Price: \$300** (Limited to 2 advertisers per show cycle)



Go to EXHIBITOR Portal

**one2one beauty matchmaking**  
Welcome to one2one beauty matchmaking

**Quick Links**

- Exhibitor Search
- Session Search
- Interactive Floor Plan
- HTML Floor Plan
- **Need Help?**

**Popular Keywords**

Tan Distributor Social Marketing Nail Contract Manufacturing Make up Hair Accessories Distributors Private label Sales and marketing Eyelash Bottles Accessories and gifts Acrylic nails Containers Eyelash extensions Cosmetics Eyelashes Packaging Skin Care Natural nails Extensions Mineral makeup

**CPNA one-2-one beauty matchmaking Banner Sponsor**  
180 x 150

**Attendee Login**

Please enter your ECode.

Ecode:

Sign me in automatically

Forgot your password?

**How one2one beauty matchmaking works**

one2one beauty matchmaking is a free service that automatically matches and selects the best possible connections for you based on the information you provide. It allows you to schedule meetings before, during and after the show, search for products, create a personalized, printable show floor plan and more!

- **Expand Your Network of Contacts:** Search, match and connect with your peers and colleagues
- **Begin Connecting Today:** Start networking before the Show begins!
- **Schedule Times to Connect:** Plan meetings at the show with attendees and exhibitors
- **Build Business Relationships:** Grow your network of industry contacts

Access to one2one beauty matchmaking is available to all registered attendees and exhibitors.

Your password was emailed to you when you registered for the event.

**Can't find your password?** Click on the arrow on either the Attendee or Exhibitor login and enter your email address. Be sure to enter the email address you provided during registration.



# ONE-2-ONE BEAUTY MATCHMAKING ONLINE SPONSORSHIP OPPORTUNITIES

## Sub-Product Categories

Ensure that any attendee searching for a specific product category sees your online listing; purchase up to 5 product categories to obtain search listing. Use your exhibitor login information to make a purchase.

Price: \$300 (Per Category)

The screenshot displays the Cosmoprof North America website interface. At the top, the header includes the event name "2011 Cosmoprof North America" and dates "July 31 - Aug 2, 2011". A navigation bar shows "My one2one beauty matchmaking" and "My Profile". Below this, a "Featured Items" sidebar lists various sponsorship options like "CPNA one-2-one beauty matchmaking Sponsor" and "Spotlight Ad Attendee Portal Site Sponsor". The main "Items Gallery" features icons for "Banner", "Product KeyWords", "Spotlight Ad Attendee Portal Site Sponsor", "Video Uploads", "CPNA one-2-one beauty matchmaking Banner Sponsor", "CPNA Online Event Map Logo Branding", "Sub Product Categories", "Company NewsReel Uploads", and "Attendee Direct Connect". A "Sub Product Categories" section at the bottom provides a list of categories with checkboxes and prices: "Manufacturing for third parties (\$300.00)", "Raw & semi-processed materials for cosmetic products (\$300.00)", and "Atomizers, aerosol bottles & valves (\$300.00)". A blue arrow points from the "Price: \$300 (Per Category)" text to the "Sub Product Categories" section.

# ONE-2-ONE BEAUTY MATCHMAKING ONLINE SPONSORSHIP OPPORTUNITIES

## KeyWords

Buy a product keyword based on your product and company focus; results are displayed in the Attendee Portal page. The keyword can be anything of your choosing that best describes your product offering i.e. 'organic shampoo'

**Price: \$1,000 (Per Word)**

The screenshot shows the Cosmoprof North America 2011 Attendee Portal. The header includes the event name, location (Mandalay Bay Convention Center, Las Vegas, NV), dates (July 31 - Aug 2, 2011), and the user's role as a 'CPNA one-2-one beauty matchmaking Sponsor'. The user is logged in as 'OPI Products, Inc.' with a 'Logout' link. The current booth is 'A18521'. The main navigation includes 'My Profile', 'My one2one beauty matchmaking', 'Purchase Online Marketing Opportunities', 'Interactive Floor Plan', and 'HTML Floor Plan'. The 'Items Gallery' section features various sponsorship options, including 'CPNA one-2-one beauty matchmaking Sponsor(1)', 'Skyscraper Banner Ad Attendee Portal Site Sponsor(1)', 'Product KeyWords', 'Spotlight Ad Attendee Portal Site Sponsor(1)', 'Video Uploads (1)', 'CPNA one-2-one beauty matchmaking Banner Sponsor(1)', 'CPNA Online Event Map Logo Branding(1)', 'Sub Product Categories(96)', 'Company NewsReel Uploads(1)', and 'Attendee Direct Connect(1)'. The 'Product KeyWords' section is highlighted, showing a description: 'Buy a product keyword based on your product and company focus; results are displayed in the Attendee Portal page. The keyword can be anything of your choosing that best describes your product offering i.e. organic shampoo'. Below this is a search input field with the placeholder text 'type the keyword you want here', a price of '\$1000.00', and 'Add To Cart' and 'Cancel' buttons.

# ONE-2-ONE BEAUTY MATCHMAKING ONLINE SPONSORSHIP OPPORTUNITIES

## Attendee Direct Connect

Select 50 pre-registered attendees based on company name and email directly to those attendees a text email such as an invitation to visit your booth through the one-2-one beauty matchmaking portal. Limit 500 emails; you can purchase in increments of 50 emails.

**Price: \$50** (for 50 text emails)

**COSMOPROF**  
NORTH AMERICA LAS VEGAS

2011 Cosmoprof North America  
Mandalay Bay Convention Center, Las Vegas, NV  
July 31 - Aug 2, 2011

CPNA one-2-one beauty matchmaking Sponsor  
468 x 60

Welcome, OPI Products, Inc. [Logout] Current Booth: A18521

My one2one beauty matchmaking | **My Profile** | Purchase Online Marketing Opportunities | Interactive Floor Plan | HTML Floor Plan

**Featured Items**

- CPNA one-2-one beauty matchmaking Sponsor
- Skyscraper Banner Ad
- Attendee Portal Site Sponsor
- Spotlight Ad Attendee Portal Site Sponsor
- CPNA one-2-one beauty matchmaking Banner Sponsor

**Quick Links**

- Sales Office
- Preview Online Booth
- My Profile
- Interactive Floor Plan
- HTML Floor Plan
- Need Help?**

**Popular Keywords**

Tan Distributor Social Marketing Nail Contract Manufacturing Make up Hair Accessories Distributors Private label

**Items Gallery**

- CPNA one-2-one beauty matchmaking Sponsor(1)
- Skyscraper Banner Ad Attendee Portal Site Sponsor(1)
- Product KeyWords
- Spotlight Ad Attendee Portal Site Sponsor(1)
- Video Uploads (1)
- CPNA one-2-one beauty matchmaking Banner Sponsor(1)
- CPNA Online Event Map Logo Branding(1)
- Sub Product Categories(96)
- Company NewsReel Uploads(1)
- Attendee Direct Connect(1)**

**Product KeyWords**

Buy a product keyword based on your product and company focus; results are displayed in the Attendee Portal page. The keyword can be anything of your choosing that best describes your product offering i.e. organic shampoo

Product KeyWords (\$1000.00)

Add To Cart Cancel

# ONE-2-ONE BEAUTY MATCHMAKING ONLINE SPONSORSHIP OPPORTUNITIES

## 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 May 30th, 2011.

**Price: \$300** (per logo)

The screenshot displays the website interface for Cosmoprof North America Las Vegas. At the top, the event title "2011 Cosmoprof North America" and dates "July 31 - Aug 2, 2011" are shown, along with the location "Mandalay Bay Convention Center, Las Vegas, NV". A navigation bar includes "My one2one beauty matchmaking" and "My Profile". Below this, a menu lists "Purchase Online Marketing Opportunities", "Interactive Floor Plan", and "HTML Floor Plan". The main content area is divided into several sections: "Featured Items" with a list of sponsorship options, "Quick Links" for various site functions, "Popular Keywords" with a list of terms, and an "Items Gallery" featuring various sponsorship icons. A blue arrow points from the "Price: \$300" text to the "CPNA one-2-one beauty matchmaking Sponsor(1)" item in the gallery. Below the gallery is a "Product KeyWords" section with a search input field and an "Add To Cart" button.

**Featured Items**

- CPNA one-2-one beauty matchmaking Sponsor
- Skyscraper Banner Ad
- Attendee Portal Site Sponsor
- Spotlight Ad Attendee Portal Site Sponsor
- CPNA one-2-one beauty matchmaking Banner Sponsor

**Quick Links**

- Sales Office
- Preview Online Booth
- My Profile
- Interactive Floor Plan
- HTML Floor Plan
- Need Help?**

**Popular Keywords**

Tan Distributor Social Marketing Nail Contract Manufacturing Make up Hair Accessories Distributors Private label

**Items Gallery**

- CPNA one-2-one beauty matchmaking Sponsor(1)
- Skyscraper Banner Ad Attendee Portal Site Sponsor(1)
- Product KeyWords
- Spotlight Ad Attendee Portal Site Sponsor(1)
- Video Uploads (1)
- CPNA one-2-one beauty matchmaking Banner Sponsor(1)
- CPNA Online Event Map Logo Branding(1)
- Sub Product Categories(96)
- Company NewsReel Uploads(1)
- Attendee Direct Connect(1)

**Product KeyWords**

Buy a product keyword based on your product and company focus; results are displayed in the Attendee Portal page. The keyword can be anything of your choosing that best describes your product offering i.e. organic shampoo

Product KeyWords (\$1000.00)

type the key word you want here

Add To Cart Cancel

# ONE-2-ONE BEAUTY MATCHMAKING ONLINE SPONSORSHIP OPPORTUNITIES

## Video Uploads

Videos enhance a listing and support your marketing efforts. Videos are limited to 25MBs of space per video.

**Price: \$600** (per video)

The screenshot displays the user interface of the Cosmoprof North America Las Vegas website. At the top, the header includes the Cosmoprof logo, event details for '2011 Cosmoprof North America' (Mandalay Bay Convention Center, Las Vegas, NV, July 31 - Aug 2, 2011), and a banner for 'CPNA one-2-one beauty matchmaking Sponsor' (468 x 60). Below the header, a navigation bar shows 'My one2one beauty matchmaking' and 'My Profile'. The main content area is divided into several sections: 'Featured Items' (listing various sponsorship opportunities), 'Quick Links' (Sales Office, Preview Online Booth, My Profile, Interactive Floor Plan, HTML Floor Plan, Need Help?), 'Popular Keywords' (Tan Distributor Social Marketing, Nail Contract Manufacturing, Make up Hair Accessories, Distributors Private label), and 'Items Gallery' (a grid of icons for Banner, CPNA one-2-one beauty matchmaking Sponsor(1), Skyscraper Banner Ad Attendee Portal Site Sponsor(1), Product KeyWords, CPNA one-2-one beauty matchmaking Banner, CPNA Online Event Map Logo Branding(1), Sub Product Categories(96), Spotlight Ad Attendee Portal Site Sponsor(1), Company NewsReel Uploads(1), and Attendee Direct Connect(1)). A blue arrow points from the 'Video Uploads (1)' icon in the 'Items Gallery' to the 'Video Uploads' section of the page. Below the 'Items Gallery' is a 'Product KeyWords' section with a search input field and an 'Add To Cart' button.

# ONE-2-ONE BEAUTY MATCHMAKING ONLINE SPONSORSHIP OPPORTUNITIES

## Video Uploads

News about your exhibiting company shared with pre-registered visitors online can dramatically enhance your event visibility and support your marketing efforts. Post on the visitor port CPNA one-2-one beauty matchmaking news on your company; news can be either a new product launch announcement or a new brand introduction. Send to us your news item and we will post it online for all pre-registered attendees access onto the CPNA NewsReel Page.

**Price: \$600** (per video)

The screenshot displays the website interface for Cosmoprof North America Las Vegas. At the top, there is a banner for the 2011 Cosmoprof North America event, held at the Mandalay Bay Convention Center in Las Vegas, NV, from July 31 to August 2, 2011. A specific sponsorship opportunity is highlighted: "CPNA one-2-one beauty matchmaking Sponsor" with dimensions of 468 x 60. Below the banner, the user is logged in as "Welcome, OPI Products, Inc." with a "[Logout]" link. The current booth is listed as "A18521".

The main navigation menu includes "My one2one beauty matchmaking" (selected), "My Profile", "Purchase Online Marketing Opportunities", "Interactive Floor Plan", and "HTML Floor Plan".

The "Featured Items" section lists several sponsorship options:

- CPNA one-2-one beauty matchmaking Sponsor
- Skyscraper Banner Ad
- Attendee Portal Site Sponsor
- Spotlight Ad Attendee Portal Site Sponsor
- CPNA one-2-one beauty matchmaking Banner Sponsor

The "Quick Links" section provides shortcuts to:

- Sales Office
- Preview Online Booth
- My Profile
- Interactive Floor Plan
- HTML Floor Plan
- Need Help?

The "Popular Keywords" section lists terms such as "Tan Distributor Social Marketing", "Nail Contract Manufacturing", "Make up Hair Accessories", and "Distributors Private label".

The "Items Gallery" section features a grid of icons representing different marketing tools:

- CPNA one-2-one beauty matchmaking Sponsor(1)
- Skyscraper Banner Ad Attendee Portal Site Sponsor(1)
- Product KeyWords
- Spotlight Ad Attendee Portal Site Sponsor(1)
- Video Uploads (1)
- CPNA one-2-one beauty matchmaking Banner Sponsor(1)
- CPNA Online Event Map Logo Branding(1)
- Sub Product Categories(96)
- Company NewsReel Uploads(1)
- Attendee Direct Connect(1)

The "Product KeyWords" section includes a description: "Buy a product keyword based on your product and company focus; results are displayed in the Attendee Portal page. The keyword can be anything of your choosing that best describes your product offering i.e. organic shampoo". It features a search input field with the placeholder text "type the key word you want here" and a price of "\$1000.00". Buttons for "Add To Cart" and "Cancel" are visible at the bottom.

# ONE-2-ONE BEAUTY MATCHMAKING ONLINE SPONSORSHIP OPPORTUNITIES

## Company NewsReel Uploads

News about your exhibiting company shared with pre-registered visitors online can dramatically enhance your event visibility and support your marketing efforts. Post on the visitor port CPNA one-2-one beauty matchmaking news on your company; news can be either a new product launch announcement or a new brand introduction. Send to us your news item and we will post it online for all pre-registered attendees access onto the CPNA NewsReel Page.

Price: \$150 (per item)

The screenshot displays the website for Cosmoprof North America Las Vegas, 2011. The header includes the event name, dates (July 31 - Aug 2, 2011), and location (Mandalay Bay Convention Center, Las Vegas, NV). A navigation bar contains links for 'My one2one beauty matchmaking', 'My Profile', 'Purchase Online Marketing Opportunities', 'Interactive Floor Plan', and 'HTML Floor Plan'. The main content area is divided into several sections:

- Featured Items:** A list of sponsored items including 'CPNA one-2-one beauty matchmaking Sponsor', 'Skyscraper Banner Ad Attendee Portal Site Sponsor', 'Spotlight Ad Attendee Portal Site Sponsor', and 'CPNA one-2-one beauty matchmaking Banner Sponsor'.
- Quick Links:** A list of links such as 'Sales Office', 'Preview Online Booth', 'My Profile', 'Interactive Floor Plan', 'HTML Floor Plan', and 'Need Help?'.
- Popular Keywords:** A list of keywords including 'Tan Distributor Social Marketing Nail Contract Manufacturing Make up Hair Accessories Distributors Private label'.
- Items Gallery:** A grid of icons representing different sponsorship types: 'Banner', 'CPNA one-2-one beauty matchmaking Sponsor(1)', 'Skyscraper Banner Ad Attendee Portal Site Sponsor(1)', 'Product KeyWords', 'Spotlight Ad Attendee Portal Site Sponsor(1)', 'Video Uploads (1)', 'CPNA one-2-one beauty matchmaking Banner Sponsor(1)', 'CPNA Online Event Map Logo Branding(1)', 'Sub Product Categories(96)', 'Company NewsReel Uploads(1)', and 'Attendee Direct Connect(1)'. A blue arrow points from the 'Price: \$150 (per item)' text to the 'Company NewsReel Uploads(1)' icon.
- Product KeyWords:** A section with a search icon, a text input field containing 'type the key word you want here', and a price of '\$1000.00'. Below the input field are 'Add To Cart' and 'Cancel' buttons.