



SHOW DIRECTORY 2010

Promotional Opportunities

Company Name: _____

Contact: _____

Phone Number: _____

E-mail: _____

**Fax back to Eric Z. Horn, CPNA Show Director at 480-905-0708
(Form must be in CPNA Office by Friday, May 21, 2010.)**

Show Directory:

The Official CPNA Show Directory, which will list complete information on all exhibiting companies, will be offered complimentary to more than 700 exhibitors and over 25,000 expected attendees during the show. An advertisement in this publication further ensures your company year-round exposure as the Directory becomes a reference book and buyer's guide for the industry.

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**

<input type="checkbox"/> _SOLD OUT_ Back Cover	\$3,550 US
<input type="checkbox"/> Facing General Floor Plan Divider	\$2,650 US
<input type="checkbox"/> Facing Contents Page	\$2,550 US
<input type="checkbox"/> Facing Cosmetics and Personal Care divider	\$2,550 US
<input type="checkbox"/> Facing Packaging, Contract Manufacturing, Private Label divider	\$2,550 US
<input type="checkbox"/> Facing Wellness & Spa divider	\$2,550 US
<input type="checkbox"/> Facing Professional Hair, Nail and Equipment divider	\$2,550 US

2010 Ancillary Sponsorship Opportunities

Company Name: _____

Contact: _____

Phone Number: _____

E-mail: _____

**Fax back to Eric Z Horn, CPNA Show Director at 480-905-0708
(Form must be in CPNA Office by Friday, May 14, 2010.)**

Convention Center

Situation Maps **\$2,310 US**

A simple and efficient way to drive attendees to your booth! CPNA offers you the opportunity to place your logo (pointing at your booth location) in the situation maps located around the show floor. Availability is limited. (4 signs on trade show floor)

Free Standing Signs **Single Sided: \$1,575 US**
Double Sided: \$2,050 US

An easy way to increase your visibility with the show's 20,000+ attendees! These free-standing one meter board signs will be located in the corridor guiding attendees from the registration area to the show floor entrances.



SPONSORSHIPS

_____ Promotional Bags

Single Sponsor Bag: \$21,000 US
Double Sponsor Bag: \$10,500 US each
Triple Sponsor Bag: \$7,000 US each

Complimentary promotional bags will be distributed to Cosmoprof *and* Symposium attendees at various locations throughout the high traffic areas of each event. Each exhibiting company will have one bag hand delivered to their booth at the opening of the show, as well.

Bags supplied by CPNA - Artwork for one side of Bag supplied by Sponsor.

Single Sponsor Bag to have CPNA logo, Symposium logo, and Sponsor logo;

Double Sponsor Bag to have CPNA logo, Symposium logo, and two Sponsor logos;

Triple Sponsor Bag to have CPNA logo, Symposium logo, and three Sponsor logos.

A total of six thousand (6000) promotional bags will be distributed (5000 at CPNA and 1000 at Symposium).

_____ Badge Lanyards

\$8,500 US

Hooked on every badge and hung around the neck of each attendee and exhibitor, your company name (and logo, when possible). 5,000 lanyards to be distributed.

_____ Customized Email Blast

\$1,200 US

Create own message and notify visitors of your specials and presence at the show.

_____ Hotel Room Drops

Price Available upon Request

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.*

_____ Custom Sponsorships

Price Available upon Request

Contact us to achieve the most for your sponsorship dollars. CPNA will work with you to arrange a custom sponsorship catered to your budget.