



## Show Directory 2011 - Promotional Opportunities

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Fax back to Toni C. Davis, CPNA Show Sales Director at 480-905-0708**

**(Form must be in CPNA Office by Friday, May 20, 2011.)**

## Show Directory

The Official CPNA Show Directory, which lists 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	<b>\$3,650 US</b>
_____ Full Page	<b>\$2,300 US</b>

### Premium Position (4 color only)

_____ Inside Front Cover	<b>\$4,100 US</b>
_____ Inside Back Cover	<b>\$3,350 US</b>
_____ Back Cover	<b>\$3,550 US</b>



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

### **On-Site Directory Listing Enhancements**

<input type="checkbox"/> Bold Listing	<b>\$300 US</b>
<input type="checkbox"/> Bold and Outlined	<b>\$400 US</b>
<input type="checkbox"/> Bold and Boxed (shaded)	<b>\$500 US</b>
<input type="checkbox"/> Add Company Logo (4 Color)	<b>\$500 US</b>



## 2011 Ancillary Sponsorship Opportunities

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Fax back to Toni C Davis, CPNA Show Sales Director at 480-905-0708**

**(Form must be in CPNA Office by Friday, May 13, 2011.)**

## Convention Center

\_\_\_\_\_ **Situation Maps**

**\$2,000 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	<b>Single Sponsor Bag:</b>	<b>\$21,000 US</b>
	<b>Double Sponsor Bag:</b>	<b>\$10,500 US each</b>
	<b>Triple Sponsor Bag:</b>	<b>\$7,000 US each</b>

Complimentary promotional bags will be distributed to Cosmoprof North America **and** PBA Beauty Week 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, PBA Beauty Week logo, and Sponsor logo;

**Double Sponsor Bag** to have CPNA logo, PBA Beauty Week, and two Sponsor logos;

**Triple Sponsor Bag** to have CPNA logo, PBA Beauty Week logo, and three Sponsor logos.

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

_____ Bag Inserts (each item)	<b>\$400 US</b>
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_____ Badge Lanyards	<b>\$8,500 US</b>
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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.

_____ CPNA E-Newsletter Spotlight	<b>\$500 US</b>
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Create own 50-word message and notify visitors of your specials and presence at the show. Email prepared by the organizers.

_____ Customized Email Blast	<b>\$1,500 US</b>
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Create own message and notify visitors of your specials and presence at the show. Email prepared by exhibiting company.

_____ Hotel Room Drops	<b>Price Available upon Request</b>
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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.