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

2014 EVENT OVERVIEW

NET EXHIBITION AREA
20,178 SQM / 217,195 SQF

NUMBER OF EXHIBITORS
946 exhibitors from 40 countries

NUMBER OF VISITORS
27,000+ quality visitors from 120 countries

NATIONAL AND GROUP PAVILIONS
Brazil, China, Italy, Korea (South), Pakistan, Poland, South Africa, Spain, Taiwan and Turkey

INTERNATIONAL BUYER DELEGATIONS
Argentina, Brazil, Canada, India, Mexico and Panama

PRESS
340 members of the press and 191 unique media in attendance

AWARD WINNING EVENT:
- Named as one of the top 100 largest US Shows
- "Winner of TSE Gold Grand Marketing Genius Award"
- "Most Innovative Trade Show Organization"
ATTENDANCE

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

27,000+ attendees
24% international attendees
76% domestic attendees
[34% of domestic attendees from California]

2014 TOP 5 INTERNATIONAL COUNTRIES IN ATTENDANCE
24% Canada
10% Mexico
6% China
4% Australia
4% Japan

ATTENDEE PROFILE

MAJOR DISTRIBUTORS & RETAILERS IN ATTENDANCE AT CPNA 2014

• Alliance Boots • Amazon • APOTHIA • Beauty Brands • Beauty Collection • Beauty Habit • BeautyBar.com • Belk • CO Bigelow • Chatters Canada • Costco • CVS Caremark • Dermstore • Dillards • DS Beauty Group • Duane Reade • Farmacias del Ahorro Mexico • Five Below • Folica.com • Great Clips Inc. • Guthy Renker • Hammacher Schlemmer • HauteLook • HSN • JC Penney • Jinny Beauty • London Drugs Canada • Neill Corp • Nordstrom • Nordstrom Rack • Peninsula Beauty Supply • QVC • Raylon Corp • Regis Corp • Ricky’s NYC • Rite Aid Corporation • Ross Stores • Sally Beauty Holdings Inc • Salon Centric • Sephora • Shoppers Drug Mart • Shop HQ • Space NK • The Beauty Box • The Shopping Channel Canada • TJX Companies, Inc • ULTA • Ultimate Beauty Companies • Universal Beauty Companies • Urban Outfitters • Walgreens • Winners Canada • Wynn Resorts • Zappos • zulily, Inc •
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
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 120 countries and exhibitors from 40 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

WHY TAKE PART

COSMOPROF NORTH AMERICA DELIVERS RESULTS
QUOTES FROM 2014 PARTICIPANTS

"Discover Beauty provided a great opportunity to get my finger on the pulse of what’s up and coming."
-Buyer from Nordstrom Rack

“Great for networking and finding new brands!”
-Buyer from Urban Outfitters

“ We had the chance to introduce our line to many wonderful retailers who are now considering the brand. We are expecting many purchase orders to come through as a result of our time at Cosmoprof.”
-Indie Lee, Discover Beauty Exhibitor
THE VENUE

ONE VENUE WITH HUNDREDS OF PRODUCTS ORGANIZED BY DISTRIBUTION CHANNEL INTO THREE PAVILIONS

- COSMETICS & PERSONAL CARE
- PACKAGING, CONTRACT MANUFACTURING & PRIVATE LABEL
- PROFESSIONAL BEAUTY (Hair, Nail, Tools, Wellness & Spa)

2014:
- 946 total exhibiting companies
- 354 international exhibiting companies

IMPORTANT EXHIBITORS
- Alfaparf
- American International Industries (AII)
- Andis Company
- Art of Beauty Co
- B.Kolormakeup & skincare
- Baralan
- Belson Products
- Betty Dain Creations
- Cala Products
- Caregen
- Conair
- CND
- Cuccio
- Dashing Diva
- DermOrganic
- FHI Heat
- HCT Packaging
- Helen of Troy
- KDS Nail International
- Keratin Complex
- LeChat Nail Care Products
- Macadamia Beauty, LLC
- Maletti/Nilo
- Marianna Industries, Inc.
- Monteil
- Muster & Dikson
- Namaste Laboratories
- OPI Products, Inc.
- Orly
- Oster Professional Products
- Rusk, Inc.
- Satin Smooth
- Spa Ritual
- T4 Spa Concepts & Designs
- Toly
- Turbo Power
- Young Nails, Inc.
- Zotos International
THE ONLY INTERNATIONAL B2B ALL-INCLUSIVE PREMIER BEAUTY EVENT IN THE AMERICAS
OVER 20,000 SQM OF EXHIBITION AREA DEDICATED TO ALL SECTORS OF BEAUTY
Cosmetics & Personal Care

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 Scent, Shades of Beauty.

Discover Beauty
A World Class Opportunity
In its 6th edition, this Cosmoprof NA exclusive program helps facilitate face to face meetings for newly emerging brands with influential retail buyers. The 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 Buyers Invited to Discover Beauty:

amazon.com  BEAUTYBAR.com  DR  HAUTELOOK  NORDSTROM rack  THE BEAUTY BOX  COBIGELOW apothecaries  DERMSTORE  HSN  URBAN OUTFITTERS  Beautyhabit

Modern Luxe Apothecary
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 20 pre-approved brands.

DISCOVER SCENT
Cosmoprof North America unveils a unique new section devoted entirely to scent. This innovative area will illuminate the sense of smell and captivate audiences. Located on the Beauty Avenue, a prime location with dedicated marketing preshow & onsite.

MULTICULTURAL BEAUTY
A new exclusive section for multicultural cosmetic products dedicated to the evolving shades & types of beauty. The new area will have its own distinguishing high-end look and customized marketing. This area will showcase novel ideas from beauty marketers breaking boundaries between general & multicultural beauty.

EMERGING BEAUTY
A dedicated section assigned for small manufacturers and open exclusively to companies who've never exhibited at the event before 2015. Participating exhibitors experience the powerful business opportunities afforded by Cosmoprof North America.
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. Showcasing professional hair care, hair color, styling products, accessories, implements, tools, equipment, furniture, attire as well as all and everything found in the professional salon. This is the premiere show for international and domestic distributors and wholesalers to visit with manufacturers of professional salon products. Buyers discover new products and explore established lines while exhibitors meet promising prospects and cement valuable business connections.

**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.
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.

Some of the most important exhibitors attending 2014 edition are: Baralan, B.Kolormakeup & skincare, Chromavis, Elcos, Fusion, GiPicco's, HCP Packaging, HCT Packaging, Ileos, Ima North America Inc, Toly...
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 2014 were Brazil, China, Italy, Korea (South), Pakistan*, Poland*, South Africa*, Spain, Taiwan and Turkey.

(*new entries 2014)
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:
- **185 face-to-face meetings** took place over 2 days involving 111 exhibiting companies and 11 buyers
- **Buyers Represented:** Ecuador, Chile, Mexico, UAE, India, Colombia, Canada, Korea

US COMMERCIAL SERVICE PARTNERSHIP

A special partnership helping US exhibitors meet with international buyers
- **97 buyers from 9 countries** attended the event as special invited guests and had 110 meetings with domestic exhibitors
- **Buyers Represented:** Brazil, Colombia, Costa Rica, Dominican Republic, Italy, Kazakhstan, Mexico, Panama, Thailand

DOMESTIC BUYER PROGRAM

A service offered to international exhibitors to facilitate face to face meetings with US distributors
- **55 international exhibitor companies** participated
- **16 US distributors**
- **112 appointments**
COMMUNICATION & PROMOTIONAL ACTIVITY

A COMPREHENSIVE COMMUNICATION STRATEGY TO RAISE INDUSTRY AWARENESS

2014 PRESS CAMPAIGN RESULTS:
- 37 editorial mentions in print trade magazines
- 3 TV mentions
- 511 online trade & consumer hits
- 1 newspaper editorial mentions

E-NEWS delivered to opt-in leads regularly: monthly and closer to event date bi-monthly

MEDIA EDITORIAL COVERAGE: 325 articles pre-show with post show coverage still coming in

ADVERTISING: strategic coverage in the top 22 trade magazines – print, online and online search engine campaign

SOCIAL NETWORK PRESENCE: Facebook, LinkedIn, YouTube, Twitter, Pinterest & Instagram

MARKETING SUPPORT: pre-show print materials mailed to 80,000 qualified industry leads

E-MEDIA SUPPORT: 5 leading online beauty influencers covered the event live and post show and live reviewing exhibitor’s innovative products reaching over 10 million beauty consumers

INDUSTRY BLOG: CPNA NewsFlash.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
PROGRAMS, UNPARALLELED RESULTS

THE B2B PLATFORM FACILITATING REAL BUSINESS CONNECTIONS

BOUTIQUE ONSITE 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
- $13,369 in donations collected onsite given to CITY OF HOPE in 2014 edition

TV SHOPPING LIVE AUDITIONS
For the first time ever at a beauty trade show live auditions in front of key merchants held on the show floor.
- With participation in 2014 of top decision makers such as QVC, HSN & Shop HQ
- 22 exhibitors presented over 3 hours
Aurame, Blu Seth Farms, Cailyn Cosmetics, Caption, Chiara Cosmetics, Coast To Coast Australia, Glycelene, Good Karma, Healthilocks, Herbalosophy, Ila Spa, Jabu’she, LVX, Minx, Mizon, Phenicoptere/Glov, Pink Pewter, Qiriness, Salon In A Bottle, Simple Sugars, The Body Art Professional, Voesh New York

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

BEAUTY BUSINESS MAGAZINE | CEW | GCI | ICMA | PBA | WWD.COM
BOOK YOUR SPACE TODAY!

OPTION 1: READY STAND - BASIC

A 12 sqm Ready Stand package includes the following items:

- Carpet (color is Pepper)
- (3) solid white cloth walls made of 1 meter panels
- (1) 500 watt outlet
- (1) rectangular table
- (4) chairs
- (1) moveable shelf unit with 5 shelves
- (1) track lighting set with 3 halogen spotlights
- I.D. sign with company name and booth #
- (1) wastebasket

READY STAND – BASIC COST:

<table>
<thead>
<tr>
<th></th>
<th>12 to 23 sqm</th>
<th>Total for 12 sqm</th>
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</thead>
<tbody>
<tr>
<td>Inline Booth (1 Open Side)</td>
<td>$396/sqm</td>
<td>$4752</td>
</tr>
<tr>
<td>Corner Booth (2 Open Sides)</td>
<td>$472/sqm</td>
<td>$5664</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 floor covering /carpet
- Exhibitor is responsible for 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 1x3 meters
- Carpet & wall panels can be purchased through GES

**RAW SPACE COST:**

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Size Range</th>
<th>Cost per sqm</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inline Booth</td>
<td>24 to 71 sqm</td>
<td>$297/sqm</td>
<td>$7128</td>
</tr>
<tr>
<td>Corner Booth</td>
<td>24 to 71 sqm</td>
<td>$311/sqm</td>
<td>$7464</td>
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<tr>
<td>Peninsula Booth</td>
<td>24 to 71 sqm</td>
<td>$319/sqm</td>
<td>$7656</td>
</tr>
<tr>
<td>Island Booth</td>
<td>32 to 71 sqm</td>
<td>$325/sqm</td>
<td>$10400</td>
</tr>
</tbody>
</table>
DON’T DELAY: RESERVE YOUR SPACE TODAY FOR COSMOPROF NORTH AMERICA 2015!

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BOOK YOUR SPACE NOW- THIS SHOW WILL SELL OUT!

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