

BEYOND BEAUTY AMERICAS MIAMI BEACH

OCTOBER 15-17, 2020 - MIAMI BEACH CONVENTION CENTER

MANUFACTURING
TECHNOLOGY FOR
SUPPLY CHAIN

HEALTH BEAUTY
BRAND FINISH
PRODUCTS

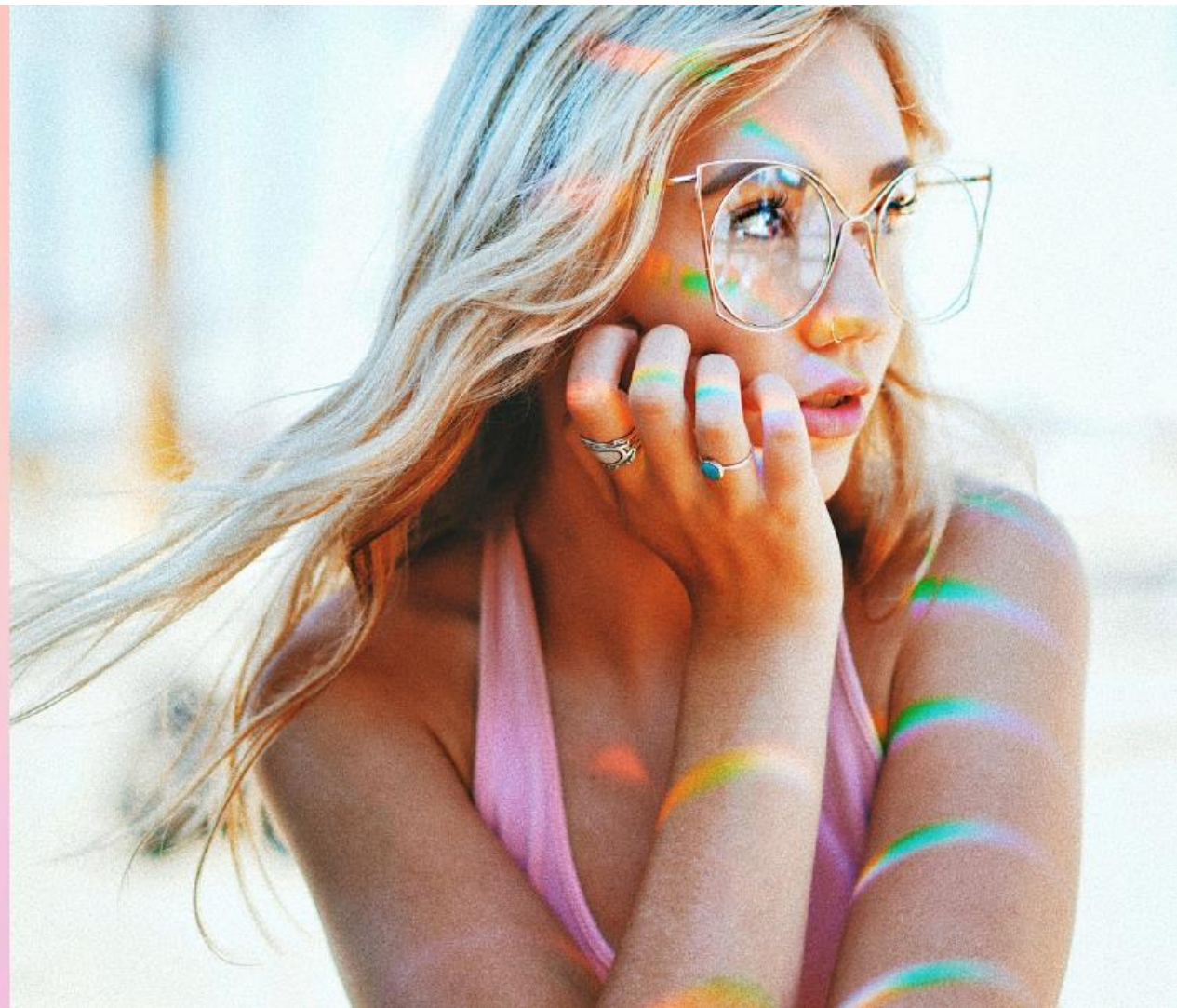
BEAUTY FOOD
SUPPLEMENTS

RETAIL BEAUTY
AND TECHNOLOGY

SPA & SALONS
PRODUCT AND
EQUIPMENT

www.beyondbeautyamericas.com

ORGANISED BY  **informa**markets



INFORMA MARKETS BEAUTY NETWORK



COSMOPROF
INDIA MUMBAI

MUMBAI • INDIA

NEW!
PERSONAL CARE INGREDIENTS & LAB

COSMOPROF CBE
ASEAN BANGKOK

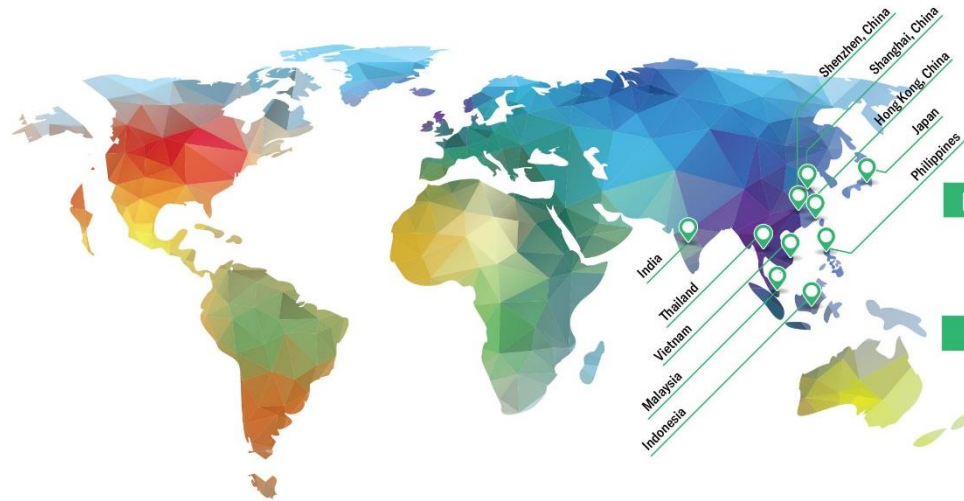
BANGKOK • THAILAND

COSMOPROF
ASIA HONG KONG
亞太區美容展

HONG KONG • CHINA

CHINA BEAUTY EXPO
中国美容博览会

SHANGHAI • CHINA



CHENGDU • CHINA **SHENZHEN • CHINA**



HO CHI MINH CITY • VIETNAM **KUALA LUMPUR • MALAYSIA** **PASAY CITY • PHILIPPINES**



JAKARTA • INDONESIA **KUALA LUMPUR • MALAYSIA** **HO CHI MINH CITY • VIETNAM**



TOKYO • JAPAN



Show Positioning & Objectives

- ❖ Comprehensive B2B beauty event for and located in the USA east-coast
- ❖ Gateway for brands to unlock business potential in east-coast USA, South America, and Caribbean Islands
- ❖ Championing beauty and health by introducing the latest trends of Natural & Organic Beauty Food Supplements
- ❖ Celebrating diversity and self-expression with Fashion Beauty elements

Show Overview

Date:
October 15-17, 2020
(10AM-6PM)

No. of Expected
Exhibitors: 450

B2B Event (18+)

Venue: Miami Beach
Convention Center,
Hall D

No. of Expected
Visitors: 8,000+

Exhibition space:
11,000 sqm

Product Sectors



Special & Featured Areas/Events:

- ❖ Manufacturing Technology
- ❖ Branded Finished Products
- ❖ “Expressions”
 - ❖ Celebrating Diversity
 - ❖ Anti-Aging & Wellness
 - ❖ Fashion Beauty & Trends
- ❖ “Made in USA”
- ❖ Licensing Zone
- ❖ Retail Technology Summit
- ❖ Aesthetic Conference co-location

Exhibitor Profile

PRODUCT SECTORS:

- Supply Chain
 - Contract Manufacturing/OEM/ODM/Private Label
 - Machinery & Equipment
 - Packaging Materials Suppliers
 - Ingredients & Laboratory
- Brand Finished Products- Retail
 - Cosmetics, Personal Care & Toiletries
 - Natural & Organic Beauty Food Supplements
 - Hair & Skincare
 - Fashion Beauty
- Brand Finished Products- Salon Distribution
 - Beauty Salon & Spa
 - Hair & Nails

EXPECTED INTERNATIONAL EXHIBITORS:



Argentina



Brazil



Canada



Chile



China



Colombia



Ecuador



France



Italy



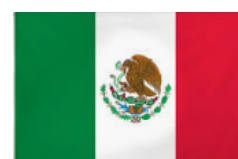
India



Japan



Korea



Mexico



Peru



Taiwan



Thailand

Visitor Profile

Brand owners/developers

Buying sources- purchase manager

Importers

Distributors

Retail chains

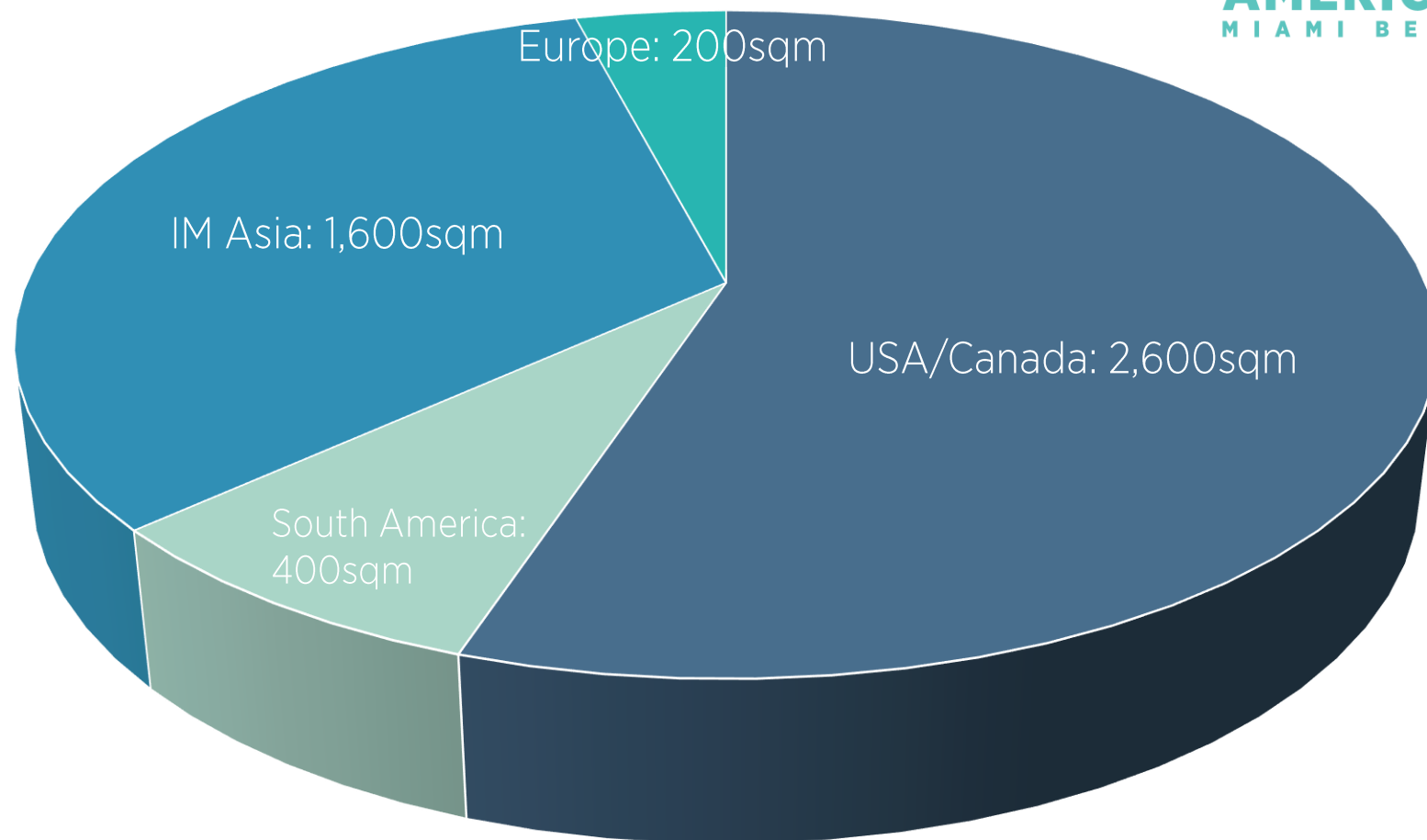
Boutique owners; specialty retail stores

Online stores

Chain salons & spa owners

Social media influencers

Sales Breakdown



■ USA/Canada ■ South America ■ IM Asia (Korea, Japan, China, HK, Taiwan, Thailand and India) ■ Europe

Sales & Marketing

Suggested Participation Rates:

RAW (48sqm min.)	USD \$350/sqm
READY STAND (12sqm min.)	USD \$430/sqm

- ❖ US \$600 registration fee per company
- ❖ No octanorm or pipe & drapes style booths
- ❖ 5% Early-bird discount (DL: Feb. 1, 2020)
- ❖ 5% Loyalty discount (DL: July 15, 2020)

- Sales brochure/flyers and contracts (English & Spanish)
- Advertising & sponsorship sales kit
- E-blasts
- Data center in Sao Paulo, Brazil
- Data center in Peru- collecting data from Peru, Colombia, Ecuador, Argentina and Chile
- Buyer Delegations from North & South America
- Forwarding & Logistics Information
- Online Exhibitor Manual

Website: www.beyondbeautyamericas.com

Social Media:

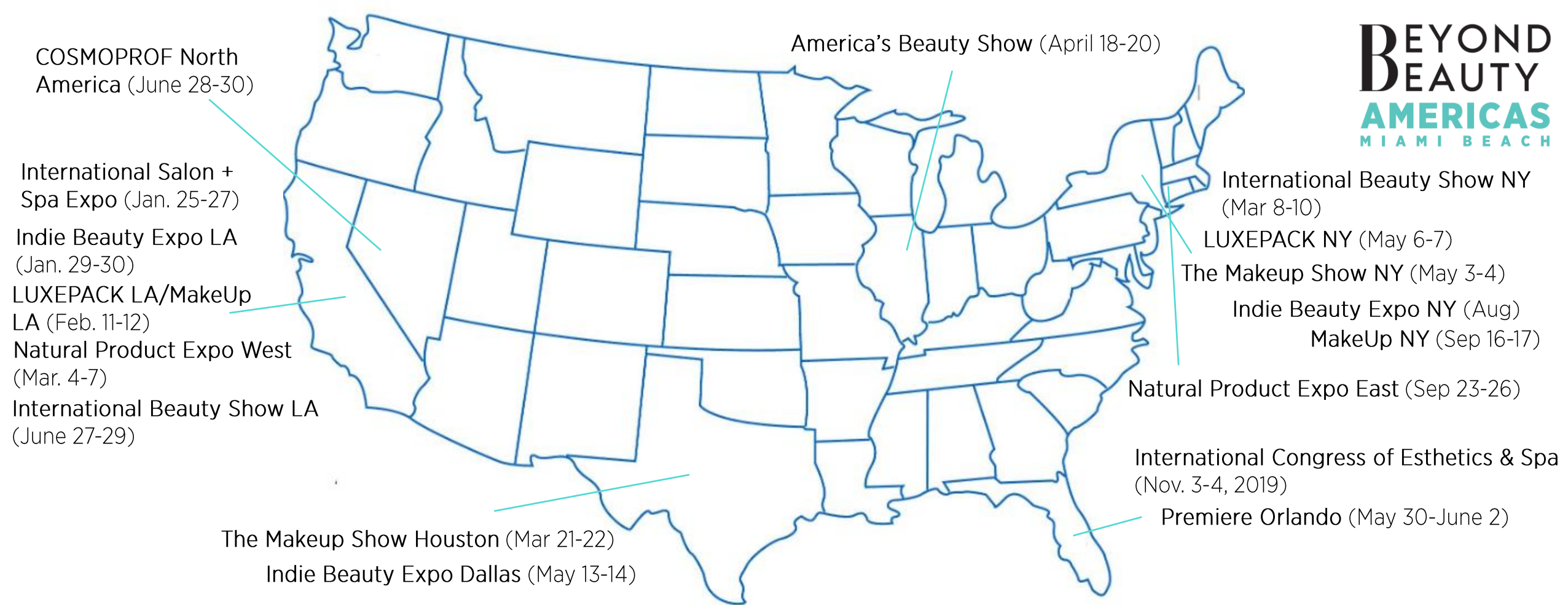


Event Launch

- COSMOPROF ASIA SHOW PROMOTION:
 - Official announcement at ICMAD reception at CA (Nov. 14)
 - Lightbox, backdrop, poster, TV loop at CA
 - E-blast to IM Beauty database (week of Nov. 18)
- SEARCH ENGINE OPTIMIZATION: Google keywords advertising
- ROADSHOWS:
 - PCPC- Annual Meeting (March 1-3, 2020; Palm Beach, FL)- bungalow and sponsorship
 - Asia (Korea & Japan)→ January 2020 TBC w/ overseas offices
 - Europe/South America→ TBD



Global Beauty Events Promotion



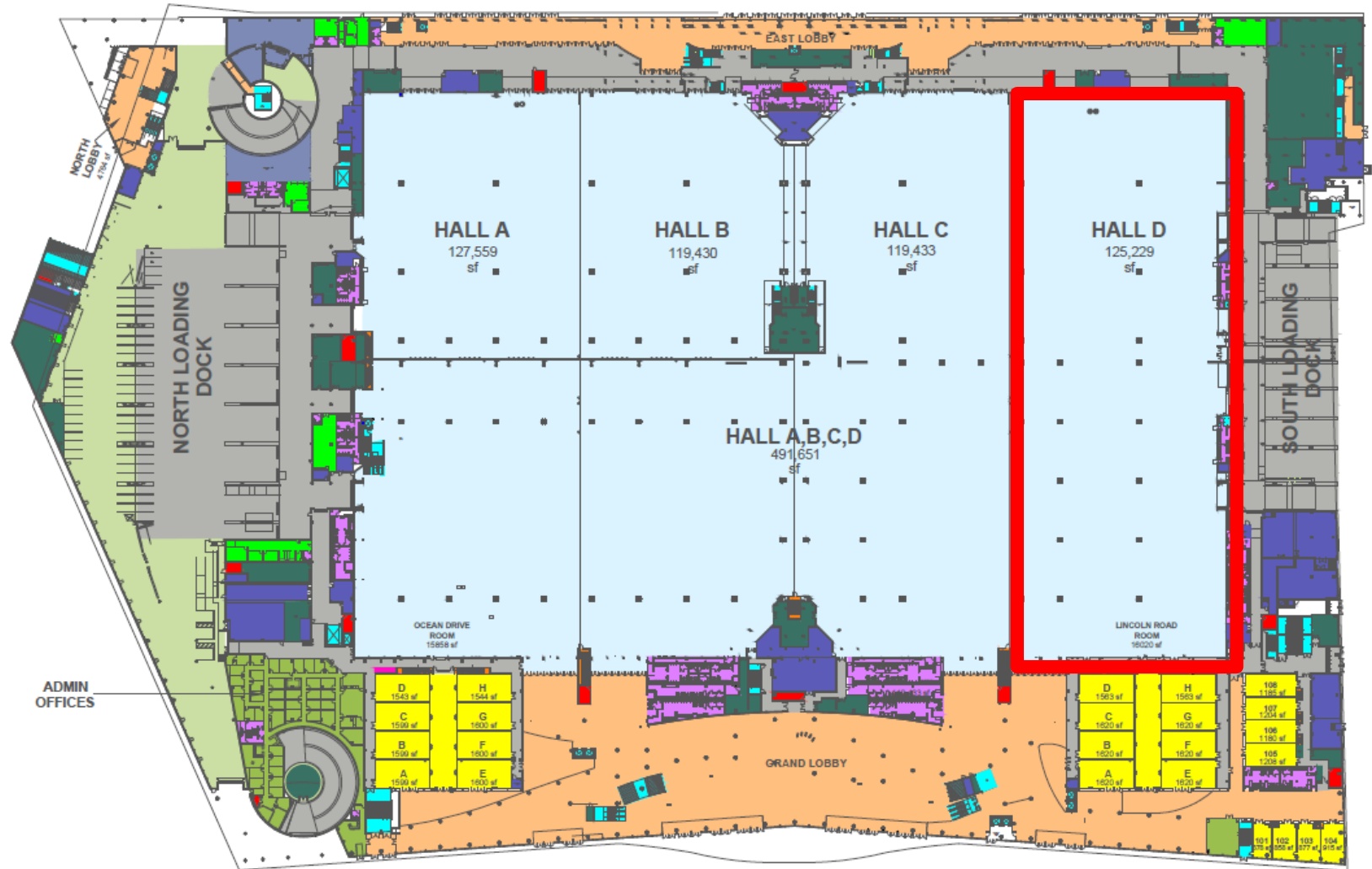
2020 Domestic Beauty Events Promotion

Operation & Logistics

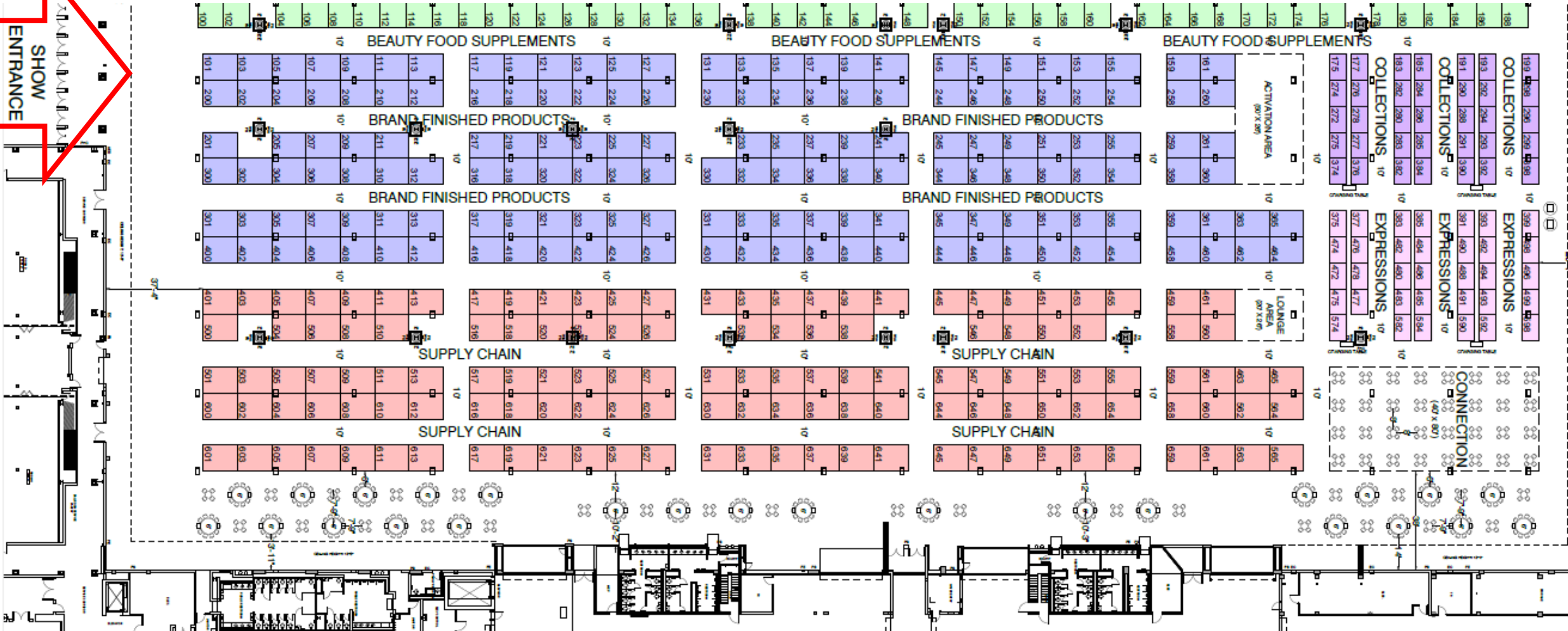
*Managed by Informa Markets
Beauty Division New York*

- ❖ VENUE: Miami Beach Convention Center (MBCC), Hall D
 - ❖ Year 1- only one hall available in the dates requested
- ❖ Official service providers:
 - ❖ Stand Contractor: Expo Convention Contractor, Inc.
 - ❖ Freight Forwarder- TWI Group
 - ❖ Housing- OnPeak
 - ❖ Airline- TBD
 - ❖ Temp Staff Agency- TBD
 - ❖ Registration- TBD

Venue Floorplan (Level 1):



HALL D



**BEYOND
BEAUTY** **AMERICAS**
MIAMI BEACH

See you in Miami Beach!