



COSMOPROF NORTH AMERICA ANNOUNCES NEW LOCATION AND DATE FORMAT FOR 2022

The 19th edition will open its doors to international companies and stakeholders at the newly renovated Las Vegas Convention Center

Las Vegas, Nevada (September 9, 2021) - Cosmoprof North America (CPNA), the leading B2B beauty exhibition in the Americas, will host its 19th edition **July 12-14, 2022 at the Las Vegas Convention Center (LVCC)**. The latest edition of the award-winning event was hosted August 29 – 31, 2021 in the Mandalay Bay Convention Center and was the last edition hosted in the space. The LVCC location change is not the only change for the 2022 event - Cosmoprof North America is also moving from a Sunday - Tuesday format, to a Tuesday - Thursday format.

"After a successful 18th edition, Cosmoprof North America is excited to continue offering domestic and international retailers, distributors, beauty brands and suppliers the unique opportunity to come together, make new relationships, foster collaborations, and get inspired in a new space that offers world class services," highlights **Enrico Zannini, General Manager of BolognaFiere Cosmoprof**.

The new LVCC West Hall Expansion will host exhibitors with finished products for retail, salons, and more. The venue features include the Lobby Spectacular screen (the largest digital experience in the U.S. convention and exhibits industry), 600,000 square feet of technologically advanced exhibit space, 328,000 square feet of column-free space, and a stunning 14,000-square-foot outdoor terrace. Cosmopack exhibitors, featuring companies providing services for the entire beauty supply chain, will be located in the North Hall.

"We are thrilled to bring the 19th edition of Cosmoprof North America to what is going to be THE place to share visionary ideas, ignite change and promote success," shares **Nina Daily, Executive Director of the Professional Beauty Association**. "We're looking forward to hosting the best in beauty in a new space and format, designed for networking and building new strategic business relationships for future collaborations."

About Cosmoprof North America: Cosmoprof North America (CPNA) is the largest and most awarded B2B beauty trade show in North America and the single most important networking opportunity in the US for all sectors of the global beauty industry. CPNA hosts an annual trade show that encompasses all sectors of the beauty industry under one roof. Cosmoprof North America is one of the destinations of the Cosmoprof network, today a 360° worldwide platform for the international beauty community, with shows in Bologna, Hong Kong, Mumbai, and Bangkok, which all together involve over 500,000 professionals and 10,000 exhibitors from all over the world. For more information, please visit www.cosmoprofnorthamerica.com.

MEDIA CONTACT

US

Cosmoprof North America
Public Relations
P: 1-212-979-8884
pr@cosmoprofna.com

WORLDWIDE

BolognaFiere Cosmoprof Spa
Paolo Landi
P: +39.02.45.47.08.320
paolo.landi@cosmoprof.it

Arianna Rizzi
P: +39.02.45.47.08.253
arianna.rizzi@cosmoprof.it