



## **Cosmoprof North America Announces New Location, Date Format for 2022**



Events by MODERN Staff|

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**Cosmoprof** North America (CPNA) 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," says 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."

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