

HBA Global Expo & Conference

THE INTERNATIONAL EVENT OF THE YEAR



JUNE 19-21, 2012 ✦ New York, New York ✦ Jacob K. Javits Convention Center ✦ www.hbaexpo.com

NEW YORK CITY



INDUSTRY LEADERS



NETWORK

EDUCATE



TRENDS

[16,000] Beauty Professionals.

[600] Exhibitors and Educational Partners.

[60] Beauty Focused Educational Sessions.

[1] Event — HBA Global Expo & Conference

The Leading Product Development Event for the Personal Care, Fragrance, Wellness and Cosmetics Industry.

INTERNATIONAL ATTENDEE BENEFITS:

- Complimentary Exhibit Hall Admission
- Complimentary Attendance to International Focused Sessions in the HBA Conference
- 25% Discount off the Remaining Educational Sessions
- Access to the HBA Industry Awards
- International Business Center Available
- Access to Keynote Address and Onsite Networking Activities

New York City



Welcome!

What is HBA Global Expo & Conference?

HBA Global Expo...
WHERE BEAUTY MEETS BUSINESS.

Located in New York City and hosted for the 20th year, HBA Global Expo & Conference is the largest product development event for the cosmetics, personal care, skin care, fragrance and wellness industries. HBA Global in 2011 had the pleasure of hosting more than 16,000 industry professionals representing 69 countries. Join us in New York City – the beauty capital of the world and home to HBA Global Expo!

Leading companies such as Avon, Revlon, Estee Lauder, MAC Cosmetics, L'Oreal, Procter & Gamble, Limited Brands, Colgate, Sephora, Coty and many more including emerging leading companies such as Tarte, Urban Decay, Laura Geller Makeup, Nars Cosmetics, Sonia Kuska, Bumble and Bumble, Paula Dorf Cosmetics and Yes To Carrots are well represented each year with buying teams from their brand and product development groups.

Who Should Attend HBA Global?

If you are looking to source, network and learn about the latest in beauty and you are a manufacturer of cosmetics, personal care, natural products, cosmeceuticals, functional foods, nutraceuticals or involved in the product development of cosmetics, personal care and fragrance products than HBA Global is your must and ONLY attend event of the year!

What You'll See:

Interact with more than 600 educational partners and exhibitors, including leading suppliers who provide the following products and services:

- Primary & Secondary Packaging
- Raw Materials & Ingredients
- Private Label/Contract Packaging
- Fragrance Sampling & Essential Oils
- Applicators, All (brushes, sponges)
- Testing, Analytical Services
- Lab Equipment
- Natural Products
- Skin Care
- Color Cosmetics
- Finished Goods
- Cosmetics
- Hair Care
- Formulations

Exhibit Hall Hours:

Tuesday	June 19, 2012	10:00am – 4:00pm
Wednesday	June 20, 2012	10:00am – 5:00pm
Thursday	June 21, 2012	10:00am – 3:00pm

Education Program:

HBA Global Conference • June 19 – June 21, 2012

The three-day conference program, with more than 200 industry experts in our faculty, is renowned for providing cutting-edge information on the latest industry trends, new product developments, marketing and branding know-how, as well as the latest in organics, package design, global distribution, and technical advancements.

Conference Program Options

This year's conference program will feature the following in 2012:

- Marketing/Trends Track
- Green Track
- Social Media Track
- Technical Track
- International Track

Be sure to attend this year's Keynote Address and other general sessions taking place on the show floor, including the TREND SPOT and SOCIAL SPOT theaters, Networking Roundtables and the New Product Innovations Showcase – **FREE to all HBA Global badge attendees.**

Registration & Conference Options:

As part of an official delegation hosted by the U.S. Dept. of Commerce International Buyer Program, each international registrant receives:

- **FREE** attendance to the international focused sessions;
- **FREE** attendance at the exhibit hall for three days, including the New Product Innovations Showcase by Mintel and the Trends Education Theatre and other show floor activities;
- **Access** to the International Business Center, which provides business services including appointment assistance and a lounge;
- **FREE** attendance to the Welcome Reception hosted as part of the HBA Industry Awards on Tuesday, June 19;
- **25% discount** off the cost of any additional conference sessions
- **FREE** attendance to the Keynote Address on Tuesday morning in the Special Events Hall.

HBA Industry Awards:

Tuesday, June 19, 2012

Be sure to attend the HBA Industry Awards, a complimentary, networking opportunity for international visitors. For updated information, visit www.hbaexpo.com/events in the coming months or stop by the International Business Center at HBA Global Expo in New York for time and location.

HBA Global Expo International Business Center (IBC):

A special lounge for welcoming international visitors in the Jacob K. Javits Convention Center. **The Lounge will provide the following:**

- Special registration area staffed with multilingual registration personnel
- Lounge setting for networking
- Conference room for private meetings
- Export directory
- Export counselling by Department of Commerce staff
- Matchmaking services
- Personal/private meetings/demonstrations
- Interpreters

Contact the Commercial Service Officer at your local United States Embassy or Consulate to discuss participation in this important beauty and personal care industry trade show.

Information on exhibitors, education sessions, special events, registration, travel & hotel accommodations can be obtained by:

Internet: www.hbaexpo.com

Email: marketing@hbaexpo.com