

EXHIBITOR BROCHURE

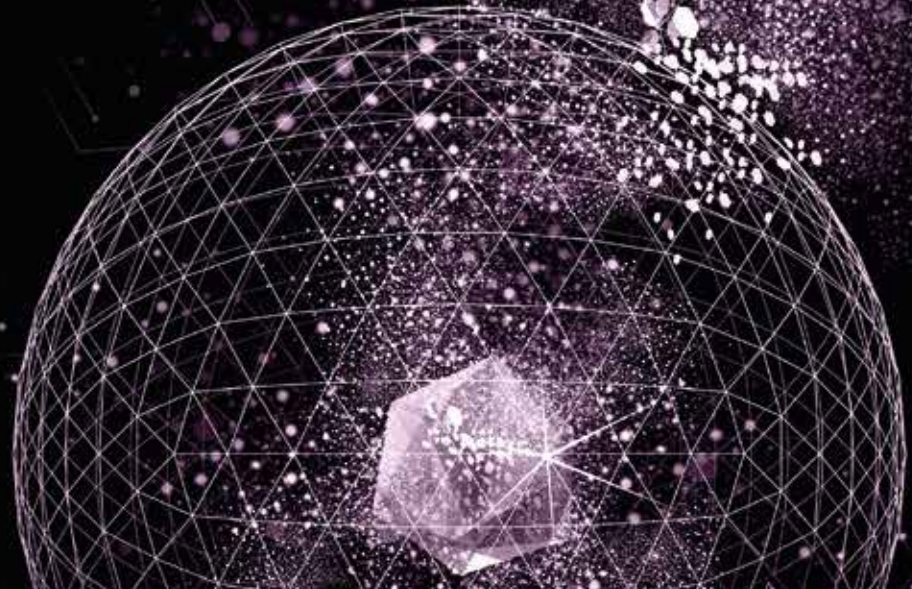
# LUXEPACK LOS ANGELES

The premier show for creative packaging

**FEBRUARY 11 & 12, 2020**

LA CONVENTION CENTER - **LOS ANGELES, CA**

Los Angeles . New York . Monaco . Shanghai [www.luxepack.com](http://www.luxepack.com)



MAKE A SPLASH WITH YOUR WAVES  
OF PACKAGING INNOVATION  
AND INCREASE YOUR MARKET SHARE!

# LUXE PACK

THE PREMIER TRADESHOW DEDICATED TO PACKAGING CREATIVITY, DESIGN,  
TECHNICAL INNOVATION, AND TRENDS FOR ALL LUXURY SECTORS

**WELCOMES ITS 3rd  
WEST COAST EDITION...  
LUXE PACK LOS ANGELES 2020!**

**P**



# REASONS

## to exhibit at LUXE PACK LOS ANGELES:

Los Angeles, the center of design and lifestyle creativity: Cosmetics, wellness, skin care, cbd are among the most thriving sectors in the Southland, certifying the region's status as a market leader.

The only West Coast BtoB tradeshow platform designed to bring you the key packaging decision makers from the many game changing SME's & legacy brands who call the West Coast home.

**New Reach: 89% of LUXE PACK LA 2019 attendance have not attended LUXE PACK NEW YORK.**

The only U.S. tradeshow that runs concurrently with MakeUp in Los Angeles, broadening the industry attendance reach.

“

*Emerging disruptive brands defining a new era & grabbing share of the retail wellness market in Los Angeles.*

*Forbes.com*

*Some of the beauty industry's best natural innovations in skin and body care hail from L.A.'s burgeoning indie beauty scene”.*

*Los Angeles Magazine*

*L.A.—officially becoming a contender for the next fashion capital.*

*Bloomberg*

*P&G launches incubator in Los Angeles aimed to build brands into ventures that can be folded back into the company.*

*The Business Journal*

”

# LUXE PACK

## DEFINING AND EXPANDING YOUR BUSINESS MARKET POSITION IN THE INDUSTRY

- **The most recent added extension of the acclaimed global trade-show brand for over 30 years:** LUXE PACK, the headquarters for creative packaging, brings you decision makers and key players from all fields and brands together.
- **81% of 2019 attendance** was Senior Management (Founders, CEO's Brands Directors, Heads of Packaging)
- **Position your company** as an industry pioneer: Thousands of today's leading global brands attend LUXE PACK LOS ANGELES annually to meet the core supplier community that will help transform their (primary & secondary) packaging product concepts and meet consumer challenges.

- **The only event that gives you direct access to the many booming Indie & DTC brands** who call the West Coast home.

Sample listing:

ILIA, esalon, Imperial Caviar, FabFitFun, Beyond the Beauty, The Detox Market, Drunk Elephant,....

- **Discover new revenue streams.** Increase your 2020 business pipeline by connecting directly with the key packaging decision makers in just 2 days.
- **A small & intimate event** that provides a higher ratio of «in-booth» visits. Get the «big fish in small pond» effect.
- **A successful format:** a friendly atmosphere and special events designed to connect you with the right professional contacts.



# 2019 LUXE PACK LOS ANGELES ATTENDEE STATS

## 4,508

comprehensive attendance with MakeUp In - 15% increase (2018)



## Job positions

### 81% Decision makers

28% General management

21% Packaging development & R&D

14% Design

11% Marketing / Communication



## THE BRANDS THAT

## ATTEND

(2019 Attendee extract)

ALEGENIST • AMAZON  
• APPLE • DRUNK ELEPHANT • KATE SOMERVILLE • DISNEY • BEATS BY DRE • GOOP • APPLE • TATCHA • JUICE BEAUTY • ANASTASIA BEVERLY HILLS • SEPHORA • TOO FACED COSMETICS • HATCHBEAUTY • ILIA • GLAMGLOW • SMASHBOX • JEFFREY STAR COSMETICS INC. • THE HONEST COMPANY • STILA • RODAN & FIELDS • NEUTROGENA • JOHNSON & JOHNSON • CHANEL • LVMH  
(..just to name a few)

## Trade sectors

64% **Cosmetics & perfumes**

9% **Food & Beverage**

9% **Fashion**

7% **Pharmaceutical / CBD**

6% **Wine & Spirits**

5% **Jewelry & Accessories**

## Be part of the greatness



*The best packaging tradeshow I have seen in the last few years! Great job.*

*Cynthia BAEZ, Lead Graphic Developer, INNOVATIVESKINCARE*

*I appreciated how small the show was... I felt that there was a lot of quality over quantity.*

*Hanna LIM, President, LOLLALAND*



*It's the best packaging show near me.*

*Emily MANANTAN, Product Development Specialist, ESALON.*

# LUXE PACK LOS ANGELES MOVING TO DOWNTOWN IN 2020!



**FEBRUARY 11-12, 2020**  
**LOS ANGELES**  
**CONVENTION CENTER**

## *A NEW «LUXE» EXPERIENCE*

Conveniently located in the heart of Downtown Los Angeles, the Los Angeles Convention Center is easily accessible by car and public transportation. A perfect blend of historical charm and modernity, this desirable location offers first-class accommodations and attractions, ranging from the availability of diverse, exquisite cuisine to top-notch entertainment at neighboring L.A. Live historical and cultural attractions.

# CONNECTING YOU

TO INVALUABLE  
CONTACTS  
IN AN  
ENVIRONMENT  
DESIGNED TO  
ENHANCE  
YOUR  
RELATIONSHIP-  
BUILDING  
AND BUSINESS  
DEVELOPMENT.



## The "LAUNCH PAD"

An opportunity for exhibitors to showcase their **FINISHED PRODUCTS** to all show attendees. Highlight your expertise and draw additional traffic to your booth.

## INDUSTRY PRESS PUBLICATIONS

Obtain press visibility with the many targeted LUXE PACK media partners before, during, and after the show.

## TECH TALKS

The opportunity to take center stage and demonstrate your digital technology advances designed to offer packaging products and services a competitive edge.

## TARGETED ATTENDANCE OUTREACH PROGRAM

A specialized outreach attendee program targeted to reach the surge of SME's entering the market as well as the key players from all iconic premium brands.

New for  
2020!

## A TOUCH OF L.A. LAVISH



Complimentary coffee stations, refreshments, and private meeting rooms to ease the show experience.



Dedicated personnel to facilitate the exhibitor experience.



Convenient parking available and easy car drop off/pick up for seamless show entry/exit

# A SEAMLESS EXHIBITOR EXPERIENCE

Cost Effective and All-inclusive Exhibitor's Booth Package

- **\$14,740** (no additional hidden fees).
- **10x10** square foot booths
- **Fully constructed booths** (includes furniture, display case, lighting, carpet, signage, and set-up/dismantling)
- **Consistent booth esthetic** with personalized option offerings available
- **Hosted Lunch**
- **Customize digital Invitations provided.** Invite your contacts and make new ones!

*Request the 2020 LPLA application form for additional details.*



LUXEPACK  
LOS ANGELES

The premier show for creative packaging



2 SHOWS  
in 1 LOCATION

LUXE PACK  
LOS ANGELES  
&



LUXE PACK LOS ANGELES 2020 will once again run concurrently with the 5th edition of MakeUp in Los Angeles, the exclusive trade show dedicated to make-up brands all over the world.

Therefore offering a gathering of the most innovative, creative and cutting-edge products of the make-up landscape from ingredients to formulation, mock up packs and full service.

## LUXE PACK EXHIBITORS OFFER THE BEST PACKAGING RESOURCES BRANDS ARE SOURCING:

- BAGS
- BOTTLES
- BOXES/CARTONS/CASES
- CLOSURES/CAPPERS
- COLLARS
- COSMETIC ACCESSORIES
- DECORATION/FINISHES
- DESIGN/DEVELOPMENT SERVICES
- DISPENSERS/PUMPS/ SPRAYERS/ VALVES
- DISCS
- ECOMMERCE PACKAGING
- FILMS
- JARS/CONTAINERS
- LABELS
- POP DISPLAYS
- PACKAGING PRINTING SPECIALTIES
- RAW MATERIALS
- RIBBONS
- SAMPLES
- SMART PACKAGING SOLUTIONS (ANTI-COUNTERFEITING, AUTHENTICATION...)
- SUSTAINABLE PACKAGING
- TEXTILES/FABRICATIONS
- TUBES
- VIALS/MONO-DOSES



“THE” BEST PACKAGING INDUSTRY RESOURCE  
FOR LONG STANDING BUSINESS SUCCESS.

# JOIN THE PACK!

**When:**

February 11-12, 2020

**Where:**

Los Angeles Convention Center  
1201 South Figueroa Street  
Los Angeles, CA 90015

**CONTACT INFO:**

**U.S.**

Claire Mauger  
Tel: 212.213.4353  
Claire.mauger@infopro-digital.com

**Europe**

Maria VERIGINA  
Maria.verigina@infopro-digital.com

**Asia**

Agnes LEUNG  
Agnes.Leung@infopro-digital.com

[www.luxepack.com](http://www.luxepack.com)