



Breast Cancer Sampling 2024

Raise Awareness, Drive Sales & Sample to 20k Consumers

Celebrate Breast Cancer Awareness Month and drive sales at the same time! 20,000 bags filled with samples will be distributed at 10 breast cancer awareness events in key markets such as Boston, Los Angeles, NYC, Detroit, Washington D.C., Philadelphia, Orlando & more.*

This is the perfect opportunity to reach a large number of loyal consumers. Elegant organza bags are filled with 8-10 samples and a coupon book designed to direct consumers to purchase your product online or in stores.

58% of consumers said they would buy the product after trying it† - don't miss this opportunity!



Program Options & Costs:

Sampling ONLY Option

Cost: \$7,500 + 20,000 samples

Coupon^{††} ONLY Option - 20,000 Bags

Cost: \$4,500

SAVE! Sampling + Coupon^{††}

Cost: \$10,500 + 20,000 samples

*Events may change; subject to availability. Program requires a minimum of 7 vendors. †According to a study by Arbitron. ††Coupon redemption not included.

NOTE: Costs do not include sales tax.

SIGNUP DEADLINE 5/30/24
ARTWORK DUE 7/15/24 | SAMPLES DUE 8/19/24



Sample Distribution Begins: October 2024

Program Details:

- 20,000 Sample bags distributed to attendees at breast cancer awareness walks
- Vendors ship to CosPro's warehouse, where samples are collated into organza bags
- CosPro XM provides per event shipping, live street teams, full event management and detailed event recaps

Requirements:

- Individual sample size must not exceed 2 oz. in weight
- Coupons^{††} may be substituted for a sample
- Breakable items must be inside bubble wrap
- Saleable items must have barcodes covered with 'not for resale' label
(CosPro can cover barcodes for an additional fee)