

NEW

in-cosmetics[®] north america

New York City • 11-12 October 2017

Make-up Bar

Showcase your expertise with new ingredients and technologies for colour cosmetics



DRAFT



Make-up
BAR



Give visitors a chance to experience new make-up formulations first-hand!

WHY?



- Make-up was the most dynamic category in the cosmetics market for the third year running
- New functional ingredients and technologies are driving the next generation in colour cosmetic products
- 73% of in-cosmetics visitors would like to test more ingredients

WHAT?



A Make-up Bar (try-out area) built next to the Sensory Bar, where visitor can try new formulations and discover new technologies for:

- **EYE MAKE-UP**
 - mascaras, eye-shadows, eye-liners...
- **FACIAL MAKE-UP**
 - foundations, concealers, blush...
- **LIP MAKE-UP**
 - lipsticks, lip gloss
- **NAIL MAKE-UP**

BENEFITS?



- Demonstrate expertise / know-how and help visitors identify innovative pigments, technologies to deliver captivating and trend-setting colour cosmetics products.
- Boost traffic to your stand without the need to have a representative of your company at the bar
- Acquire new leads

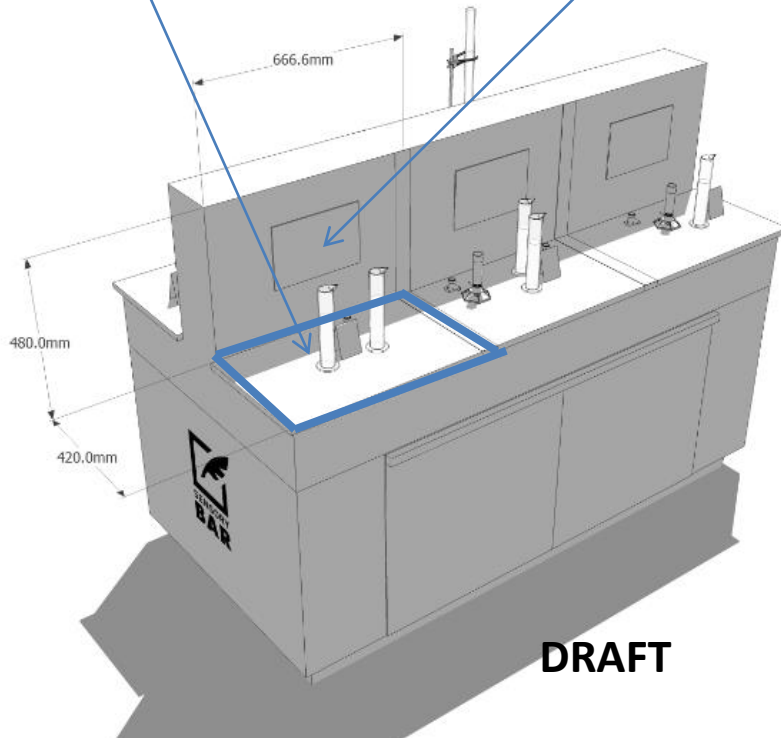
What's included?

A **dedicated display area** on the bar (60cm x 42cm) to display your sample formulation(s)
It is the responsibility of each exhibitor to stage their entry.

An **explanatory board** including Exhibitor Name, Stand Number and Project Description.

The Make-up Bar and its participants will be **heavily promoted** in the pre-show visitor campaign, on the event website and in the Show Catalogue.

All entries will be entered in the **“Make-up Award”** judged at the event by a panel of colour cosmetics experts



Become the Official Sponsor [exclusive]

What's included?

- **Pre-show**
 - Logo/Banner on the Make-up Bar page of the Show website
 - Preview Magazine
 - Visitor Leaflets
 - Email promoting the Make-up bar
- **At show:**
 - 1 Sponsor-branded exclusive Mini-Bar [2 entries]
 - Prominent Branding on the Feature (including on back wall)
 - Logo on Hanging Banner above the Feature
 - Logo/Banner highlighted in the Show Catalogue and Pocket Guide

Draft [2016 Sensory Bar Visual]



- **Post-Show:**
 - Logo/Banner on the Make-up Bar Review report available to download from the website [Sponsor's entry listed first]

Sponsorship Cost: US\$ 9,900

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Contact us to secure your entry:
www.latinamerica.in-cosmetics.com/help/contact/

HOW
MUCH?



US\$ 1,250 per exhibitor

Make-up Bar sponsorship US \$ 9,900
(including 2 Make-up Bar entries)

HOW DO
I BOOK?



Contact your local agent:

<http://northamerica.in-cosmetics.com/en/help/contact/>