

in-cosmetics® north america

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Sensory Bar

Showcase your expertise with new textures and sensations





Sensory Bar

Give visitors a chance to experience new textures first-hand!

WHY



- Formulation architecture, texture and sensoriality are very hot topics in specialty chemicals for personal care
- New functional ingredients and delivery systems are driving the next generation in texture development
- 73% of in-cosmetics visitors would like to test more ingredients

WHAT



A Sensory Bar (try-out area) built next to the Formulation Lab, where visitor can try formulations with:

- **Innovative Textures/New Sensations** - Transforming/hybrid textures, heating/cooling, jellies, butters, powders, etc...
- **Evocative/Symbolic Fragrances** - Highly linked to emotion
- **Surprising Tastes** - Lipstick / oral care
- **State-Of-The Art Pigments** - Visual impact

BENEFITS

- Demonstrate expertise / know-how and help visitors identify new textures/sensations to capture the consumer imagination
- Boost traffic to your stand without the need to have a representative of your company at the bar
- Acquire new leads



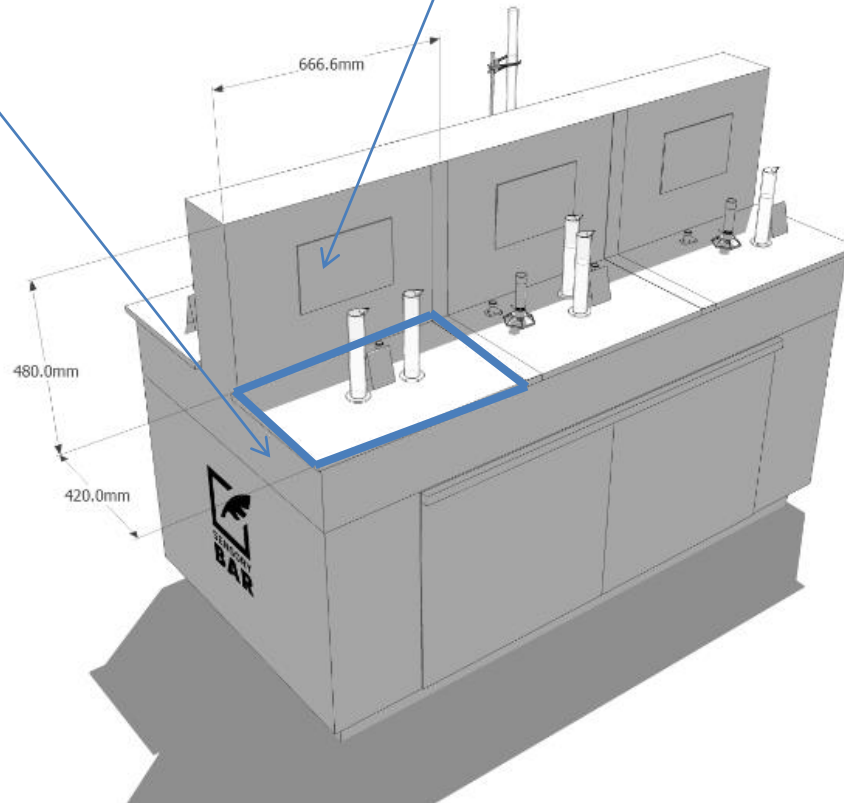


What is included?

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

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

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



How Much?
US\$ 995 per entry

Sponsorship!
US\$ 9,750 per entry