

# DIGITAL WEEK

powered by **COSMOPROF ASIA**

9 - 13 November 2020  
[COSMOPROF-ASIA.COM/DIGITAL-WEEK](http://COSMOPROF-ASIA.COM/DIGITAL-WEEK)

**CONNECTING  
GLOBAL BEAUTY PROFESSIONALS  
WITH REAL-TIME  
TRADE OPPORTUNITIES**

**COSMOPACK**  
ASIA HONG KONG  
亞太區 美容展

**COSMOPROF**  
ASIA HONG KONG  
亞太區 美容展

Organiser  
Cosmoprof Asia Ltd



informa markets

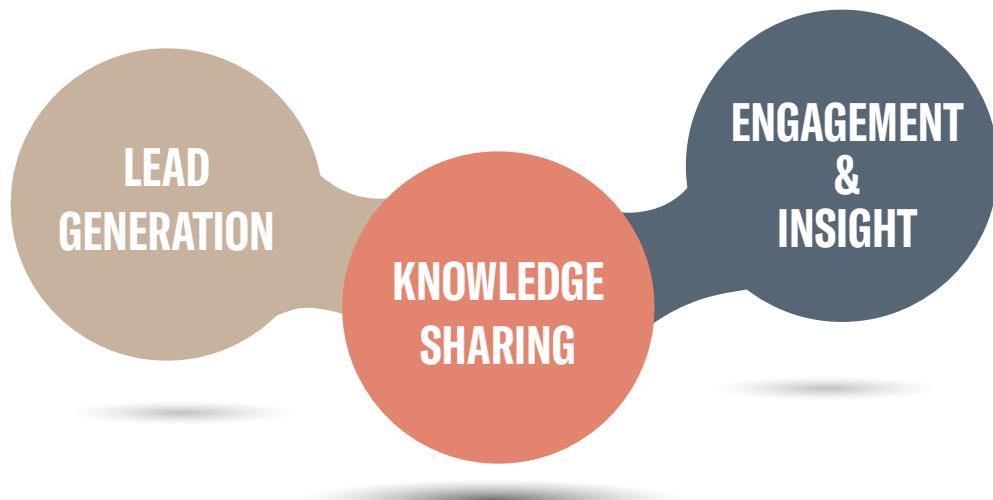
# WE'RE GOING VIRTUAL!

In challenging times, Cosmoprof Asia is committed to keeping the global beauty community connected, inspired and energised. This has led to us reimagining our annual events from a digital perspective. With seamless networking and intelligent connection at its heart, **Cosmoprof Asia Digital Week** is an expansive online solution dedicated to the beauty professionals around the globe.

The Digital Week is not, however, merely a digital facsimile of our face-to-face events. It's been devised to take full advantage of the opportunities that an online environment affords. Expect a one-stop digital platform that makes **networking, learning, sourcing, selling and sharing** feel entirely seamless!

**5 DAYS OF BUSINESS MATCHING**  
**3,000+ PRODUCT SHOWCASES**

**10K+ PARTICIPANTS EXPECTED**  
**20+ LIVE LEARNING SESSIONS**



## WHY EXHIBIT?

Join for 5 days of connectivity and content, offering the tools you need to stay ahead of the curve and succeed in the beauty industry.

- An **AI-powered “Match&Meet” business matching platform** offers you an effective online networking experience via a **digital product showroom, meeting planner, 1-1 live chat and video conferencing**.
- Benefit from the **strong visitor database** to reach over **200K** professional audience from Cosmoprof Asia.
- Bonus exposure at the official **WeChat** account of Cosmoprof Asia, reach out to over **20K** Chinese audience!
- Live and on-demand webinars, thought-leadership talks and wellbeing sessions to keep you **informed and empowered**.

## BENEFITS



It can bring **more potential customers** (qualified leads).



It **saves money** normally incurred on logistics, lodging and boarding in case of physical events.



**Interaction** possible with all the visitors.



Schedule meeting using chat tools to **increase exposure** of exhibitors.



Various forms of media (i.e. videos, digital brochures) **enhance the sales** experience.



**Measure your results** with detailed reports including visitors traffic and leads generated.

# GET READY TO MEET YOUR NEXT CUSTOMER!

Cosmoprof Asia Digital Week is the place to meet new people and generate new opportunities. Whether your target audience comprises the beauty supply chain or branded finished products, you'll find them all at Cosmoprof Asia Digital Week.

## EXHIBITOR PROFILE

**500+** exhibitors encompassing all beauty sectors:

### The Avant-Garde Beauty Supply Chain



MACHINERY & EQUIPMENT



INGREDIENTS & LAB

### Whole Line-Up of Branded Finished Products



COSMETICS & TOILETRIES



BEAUTY SALON



NAIL & ACCESSORIES



OEM & ODM



PACKAGING MATERIALS



PRINT & LABEL



HAIR SALON



NATURAL & ORGANIC

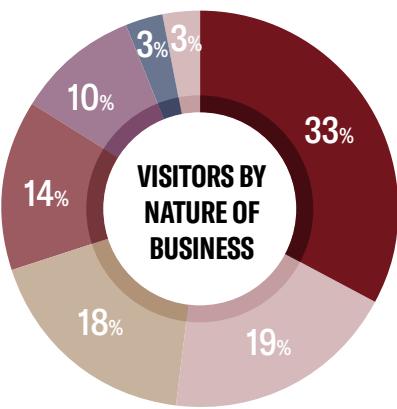


CLEAN & HYGIENE

NEW

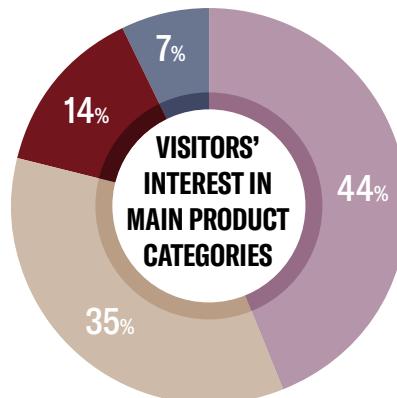
## VISITOR PROFILE

An expected **10K+** buyers from Asia-Pacific and international markets:



- 33% Wholesalers/Distributors/Agents
- 19% Beauty Salons
- 18% Finished Product Manufacturers
- 14% Retailers
- 10% OEM/ODM Manufacturers
- 3% Hair Salons
- 3% Others

- 44% Finished products, tools & equipment
- 35% Beauty supplies, service and materials
- 14% Natural and organic products
- 7% Accessories & gift items



### RETAILERS & BRANDS:

Aeon, Amore Pacific, AS Watson, Avon, Chanel, Christian Dior, Coty, Dairy Farm Group, DFS Group, Estée Lauder, H&M, Harvey Nichols, Kiko, Kose, Li & Fung, L'Oréal, Lane Crawford, La Prairie, LVMH, Makeup Forever, Mary Kay, MECCA, P&G, Primark, SaSa, Shiseido, Target, The Shilla Duty Free, TJX, Unilever, Walgreens Boots Alliance, Victor's Secret, Walmart, Woolworths.

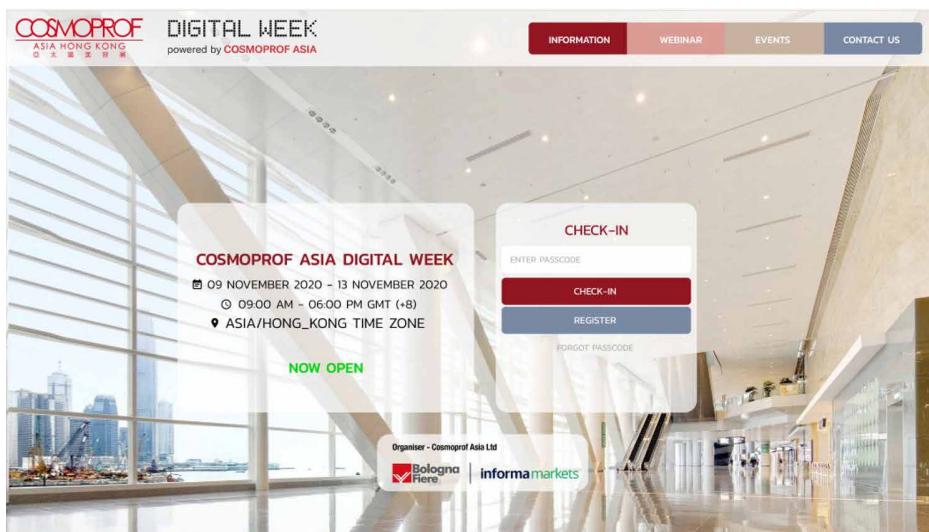
### ONLINE SHOPS:

Alibaba, Amazon, Birchbox, Cosme De Net, JD.com, StrawberryNET, Suning.com, Tmall, VIP.com.

# DIGITAL WEEK FEATURES

## LANDING PAGE

- Exhibitor and Visitor Login
- Digital Week Countdown Timer
- Event Schedule at a Glance
- Promotion Video
- Sponsored logos
- Exhibitor Listing
- Webinar and Live Events



\* Image is for reference only

sample: company profile

## MATCHING PLATFORM

- **Exhibitor Listing**  
Each exhibitor enjoys one free listing entry. Buyers can use this tool to search and view your company profile and schedule a meeting.
- **Product Showroom & Brand Listing**  
Upload your brands and product information to increase chance of being searched by potential buyers.
- **Catalogue & Video**  
Exhibitor can upload company logo, product catalogue and video.

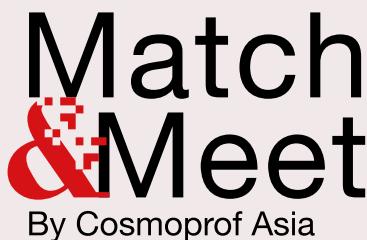
sample: meeting agenda

sample: product showroom

sample: meeting scheduling

\* Images are for reference only

# HOW MATCHING WORKS?



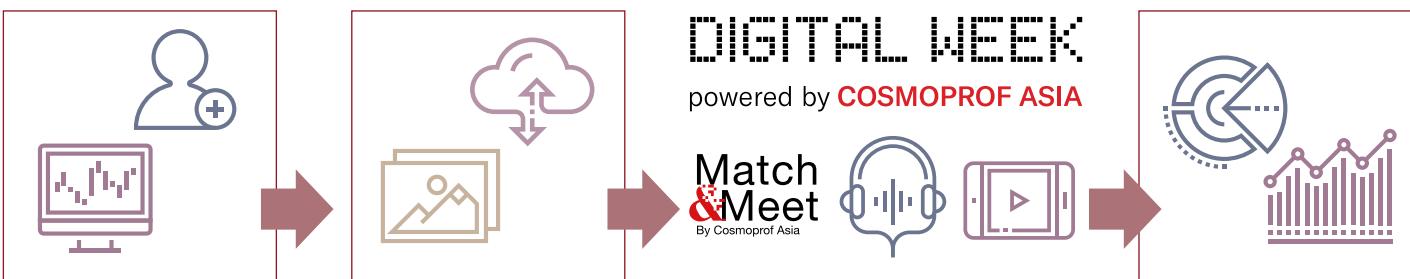
**Match&Meet** is the AI-enabled online buyer-supplier business matching system, exclusively offered to Cosmoprof Asia Digital Week exhibitors to enjoy seamless and multi-functions.

## HIGHLIGHTS:

- ✓ Exhibitor profile management
- ✓ Buyer searching by multi-filter
- ✓ Raise meeting request
- ✓ Pre-set your meeting agenda
- ✓ Live chat with buyers
- ✓ Virtual video meeting
- ✓ Lead generation report
- ✓ Post event analytics report
- ✓ Powerful 3-ways matching functions: exhibitor-exhibitor, buyer-exhibitor and exhibitor-buyer
- ✓ Smart recommendations based on buyers product interests

**MATCH&MEET** business matching features are included in the Digital Week package.  
Multiple user account can be added on paid basis to suit your needs!

## THE FLOW



Upload  
**COMPANY PROFILE,  
PRODUCT IMAGES &  
DETAILS**

Platform **OPENS 1 WEEK  
BEFORE THE EVENT**

Listing is ready for viewing  
and allow meeting  
pre-scheduling

**DIGITAL WEEK OPENS  
(9-13/11/2020)**

- Live chat with buyers
- 1:1 video meeting with buyers
- Attend CosmoTalks - the virtual series
- Special events:  
Cosmo Virtual Stage;  
#Beautyhunt; Let's Relax,  
etc.

**EXHIBITOR REPORT**

- Lead generation
- Data analytics
- Traffic overview

# EVENT HIGHLIGHTS

Cosmoprof Asia offers a packed calendar of talks, special showcases providing valuable opportunities to glean insight and forecasts in the Asia-Pacific beauty market. Additionally, the targeted initiatives arranged will add more value to the exhibition offerings.



## LEAD GENERATION

With Cosmoprof Asia Digital Week, we're bringing networking into digital age. Take full advantage of the AI-enabled **Match&Meet** platform to make relevant connection to expand your business: present your brands and products, find your potential business partners with intelligent search functions; reach out proactively and meet them in virtual rooms!



## ENGAGEMENT & INSIGHT

Generating and revealing the power of community! The comprehensive programme brings together thousands of investors and innovators. Engage and gather industry professionals at the **Cosmo Virtual Stage**; influencers to present new products and masters to show the latest hair and makeup styling; attend relaxing session to recharge energy.



## COSMO TRENDS



## KNOWLEDGE SHARING

Cosmoprof Asia offers outstanding educational experience for everyone - from the beginners to professionals. Attend **CosmoTalks - the virtual series** to learn from experts and industry leaders on product trends, market watch and regulations; download market reports from resources room and meet international media at the e-media room.

At the heart of Cosmoprof Asia Digital Week, **CosmoTrends** (the online guide collecting the latest innovations presented by Digital Week exhibitors) and **#BeautyHunt** (KOL and beauty influencers to discover what's new and hot ideas in make-up, products and tools) will bring the community together to explore emerging trends and innovations to help business executives make informed, strategic decisions.

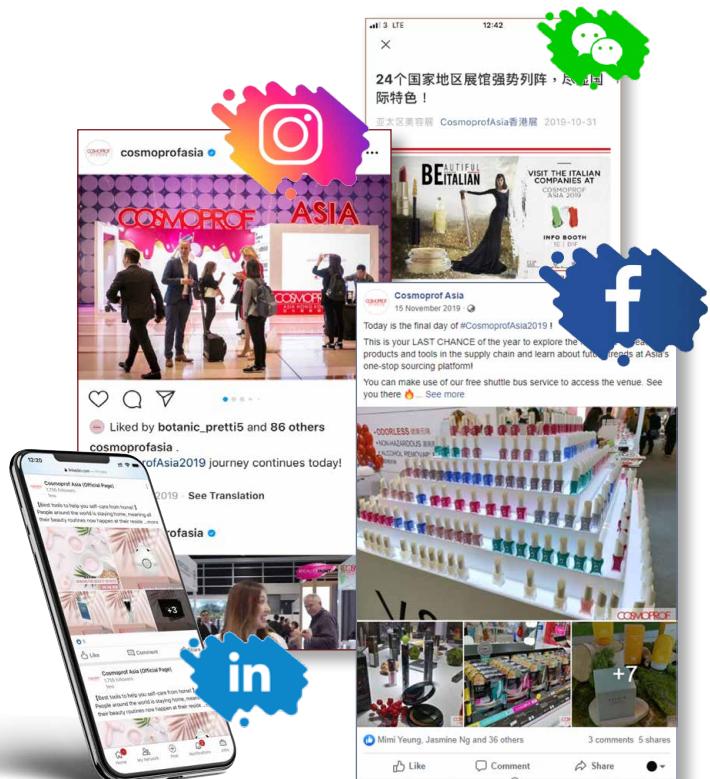
# BUYER PROMOTION AND MARKETING CAMPAIGNS

We invest in an extensive marketing campaign to ensure everyone involved in all segments of the beauty industry are informed about the Cosmoprof Asia Digital Week.

- E-mailing to target buyers including manufacturers, private labels, trading companies, wholesalers, retailers, sourcing agents and buying offices.
- Advertising in beauty trade magazines, publications and online banner advertising in trade media websites.
- Liaison with press and media channels to generate special media coverage, feature articles, advertising and press releases on the Event.
- Contact with influential trade associations in key countries to gain their support and collaboration in lining up their trade and buying communities to participate.
- A professional call centre is employed to personally telephone international buyers in our buyer database.

As a signature campaign of Cosmoprof Asia, top buyers from emerging countries are encouraged to leverage the resources and platform of the **Buyer Programme** to develop concrete business opportunities with the exhibiting companies at Cosmoprof Asia.

Key buyers from the regions will be invited to join the NEW Cosmoprof Asia **VIP Buyer Programme** to participate in Digital Week.



## Online & Social Media

We help our exhibitors to reach more than **540K** professionals through online and social media content. Riding on Cosmoprof Asia's extensive social media promotion, amplify your presence at Digital Week!

- |                   |   |
|-------------------|---|
| <b>LinkedIn:</b>  | 1,386 followers and received 63K impressions                              |
| <b>Facebook:</b>  | 19,405 followers and 145M post reach                                      |
| <b>Youtube:</b>   | 65,029 views  |
| <b>Blog:</b>      | 11,020 total page views from Jan to Dec 2019                              |
| <b>WeChat:</b>    | 19,555 followers  |
| <b>Instagram:</b> | 4,968 followers and 60K post reach  |
| <b>Twitter:</b>   | 1,105 followers and generated 123.7K impressions                          |
| <b>Website:</b>   | www.cosmoprof-asia.com got 2.1M total page views and 415K visits in 2019. |

# BECOME AN EXHIBITOR

Exhibitor Registration deadline is 26 October, 2020.

## Digital Showroom Packages for Exhibitors:

		STANDARD	PREMIUM	PRESTIGE	ELITE*
<b>STANDARD PRICE</b>		<b>USD 2,500</b>	<b>USD 3,000</b>	<b>USD 3,500</b>	<b>USD 5,000</b>
<b>Exhibitors Listing</b>	Listing of company, product and brand	✓	✓	✓	✓
	Elite Exhibitor - appear at top of search results				✓
<b>Product Showroom</b> Custom built with the following features:	Company profile & description (60 words)	✓	✓	✓	✓
	Company Logo	✓	✓	✓	✓
	Product Photos <i>(Additional USD 100 for 3 photos)</i>	6	9	12	15 (Max)
	Brand Logo (up to 3 logos)	✓	✓	✓	✓
	Video x 1 (up to 5 mins)	✓	✓	✓	✓
	Brochure x 1 (up to 5MB)	✓	✓	✓	✓
	Make appointment with exhibitors and buyers	✓	✓	✓	✓
	Business Name Card Collection (from connected buyers)	✓	✓	✓	✓
	Live Chat & Video Call	✓	✓	✓	✓
<b>Post-event Report</b>	Reports include meeting requests data and lead generation to your company	✓	✓	✓	✓
<b>Accounts (logins)</b>	Number of individual registrants for your staff that will have access to interactive matching platform, all online education and demos.	1	2	3	4
<b>Additional Staff Accounts</b>	Provides for additional logins to access to interactive matching platform, all online education and demos.	USD 500 per account (up to 10 accounts)			
<b>cosmoprof-asia.com exposure</b>	Featured in Exhibitor List for 4 months after the Digital Week	✓	✓	✓	✓
<b>Cosmoprof Asia Social Media Platforms Exposure</b>	Featured in WeChat-Digital Week Navigator (exhibitor list and product showroom)	✓	✓	✓	✓
	Featured in Facebook post (1 product photo) #			✓	✓
	Featured in Instagram post (1 product photo) #			✓	✓
	Featured in wechat article (2 product photos) #				✓
<b>PR</b>	Press Release - English (not more than 600 words and 2 photos)				✓
<b>eDM</b>	Lead Generation eDM (up to 10,000 contacts)				✓

\* subject to availability

# This is non-exclusive post and offered on first-come-first-served basis. Deadline is applied.

# BOOST YOUR IMPACT WITH A SPONSORSHIP!

Looking for a way to enhance your presence at Cosmoprof Asia Digital Week? Gain more leads, and increased exposure through one of these great sponsorship opportunities:

- **Banner & video adv** — get 360-degree exposure before, during, and after the Digital Week
- **Webinar sponsorship** — get your brand in front of an engaged, relevant audience attended the Digital Week
- **Logo exposure** — insert your logo on Digital Week promotional materials with sponsorship tag
- **Social media marketing** — increase your exposure by reaching out to our followers on social media
- **Text message adv** — reach your target audience directly on their phones with Digital Week notifications to gain awareness
- **Factory Tour (video live demo)** — walk through and show your audience how your factory and production lines look like

**IF YOU WOULD LIKE TO DISCUSS A BESPOKE SPONSORSHIP OPPORTUNITY OR ANY OF THE PACKAGES OUTLINED IN THIS BROCHURE, CONTACT OUR SALES TEAMS!**

**Cosmoprof Asia** is organised by Cosmoprof Asia Ltd, a joint-venture company between BolognaFiere Group and Informa Markets Asia Ltd.

Organiser - Cosmoprof Asia Ltd



Cosmoprof Asia  
Digital Week

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**Contact us to reserve your space!**

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