

Please, check pages 3 & 4 with additional information

Cosmetorium 2021

Exhibitors Deadlines

May - June 25 January 9 February 22 April 26 May Innovatorium Innovatorium Exhibitors day First Announcement **First Announcement** Deadline to • Exhibitors will You can book your Each exhibitor Date/location to be • • receive: title. confirmed. At this meeting receive the will receive 50 space, now! speaker and job information about copies of the FA you will receive information title & speaker's Innovatorium and + the about the buildup day, picture the process to get personalized stands, marketing, promotions...and we will be digital version a space Information • there to clarify any question *about the product* that exhibitors may have to be presented at Innovatorium



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27 July	3 September	14 September	16 September	20 October
 Full Ticket Complete details about your TechFocus, Workshop and Innovatorium space The information provided up to this date will appear in the FT promotion 	 Catalogue & profile form Deadline for any change in the catalogue Deadline to receive the form "Formulario Perfil y Stand" 	Full Ticket Each exhibitor will receive 50 copies of the FT + the personalized digital version 	 Stands 2022 Exhibitors will receive information about Cosmetorium 2022: price list, venue, dates, floorplan and booking form. Booking forms will be accepted from this day 	 Sorteo stands 2022 As in previous years, at the end of the first day, will take place the raffle for next year's stands. Be part of the raffle without commitment Only exhibitors that have sent the pre-booking form will be able to take part



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What are the First Announcement (FA) and Full Ticket (FT)?

They are the main promotions of Cosmetorium, used to present the programme, exhibitors, useful information and new features of the event. There are 2 versions, hard copy and digital. The hard copy version will be promoted through inserts on the main magazines of the sector, each exhibitor will receive 50 copies and there will be a mailing campaign to attendees of previous years.

The digital version serves to promote the event on Social media, the event's website and emailing campaign. Each exhibitor will receive a personalized digital version of this promotion, a great tool to share with their customers.

What is the difference between FA and FT?

The FA is launched in May and marks the start of Cosmetorium's promotions. It contains the outline of the programme however, it might not be the final version. The FT, on the other hand, is launched in September and contains the final version of the programme and list of exhibitors.

Many attendees use these promotions to discover what is happening in the event, decide and plan their visit. For that, it is key that exhibitors follow the deadlines shown before.



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Forms

This year we have simplified the forms to improve the planning process of the event for our exhibitors. **"Formulario-perfil y Stand"** is the main form and have all the info needed. Deadline to send it to us, 3.9.21. Contains all the info in Spanish and English.

Exhibitors without TechFocus presentations, Workshops or space at Innovatorium, that is the only form that they will need to send. Those exhibitors with a presentation will need to fill the correspondent form (TechFocus, Workshop or Innovatorium).

In case you may need additional information please contact <u>JoseZaragozano@step-exhibitions.com</u> Pls, send your forms to **vickychapman@step-exhibitions.com**