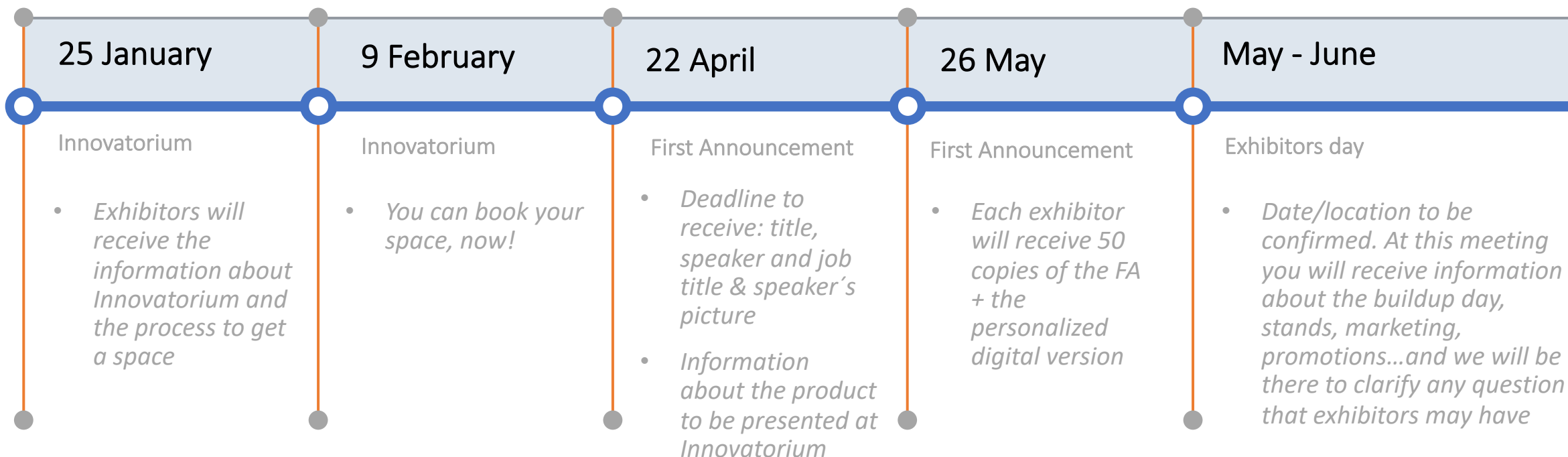




Cosmetorium 2021

Exhibitors Deadlines

Please, check pages 3 & 4 with additional information

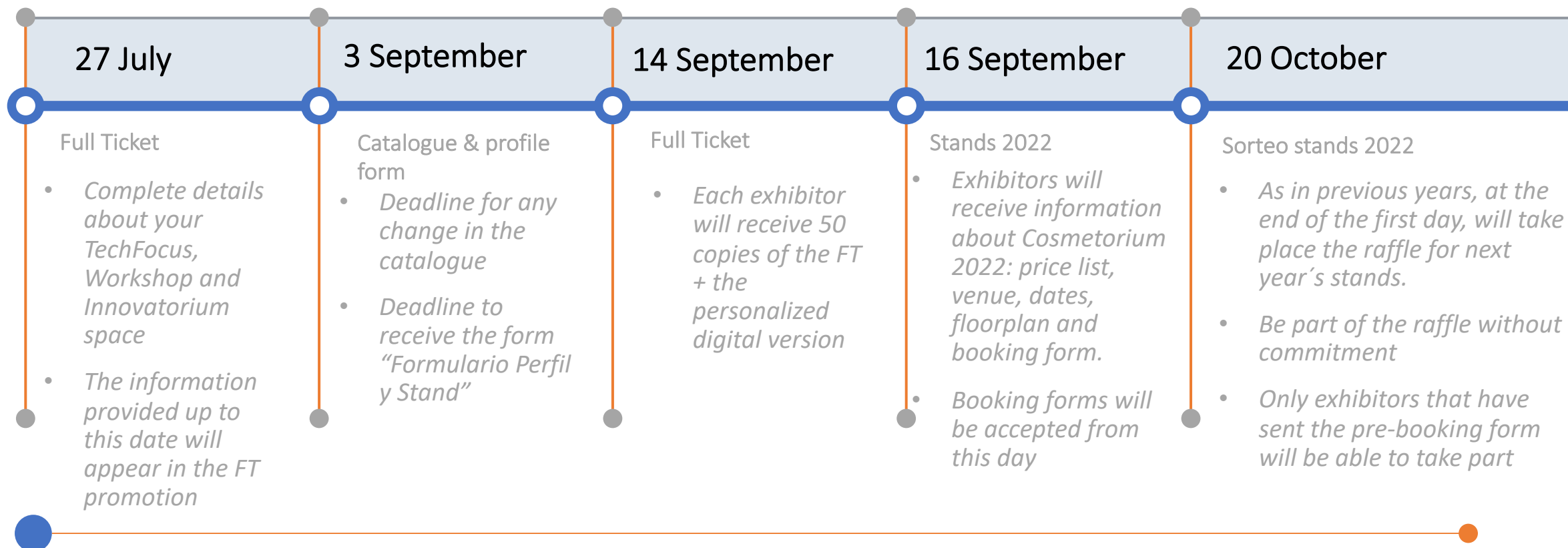




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Cosmetorium 2021

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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 JoseZaragozano@step-exhibitions.com

Pls, send your forms to vickychapman@step-exhibitions.com