

Secrets to Exhibiting Success

Welcome to your first in-cosmetics Global. To help you make the most of your investment, we've put together this handy guide to help you prepare for the event.

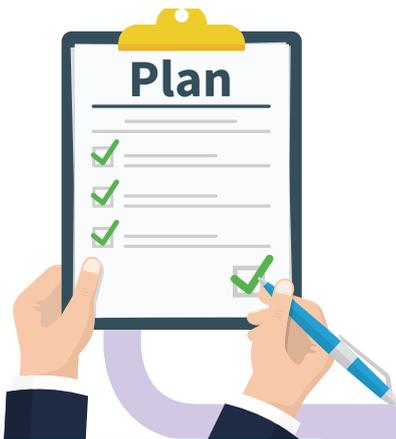
Before the Show

Prepare yourself

Whether it's the first time you've ever exhibited, or just your first time at in-cosmetics Global, there's always a lot to think about and to action in preparation for a show. To help keep on top of this, make the most of the event checklist and Exhibitor Hub online, so you don't miss a thing!

"Minimalist stand designs are fine, but if all the staff are busy, it helps if the stand design clearly states which products are supplied - that way if I am interested in them I can come back later."

Manager Scouting Raw Materials,
Beiersdorf



90% of visitors use the show website before and during the show to plan their event. Only 6% of visitors do not pre-schedule any time.

Don't forget the simple messages

The show can get very busy; you may not be able to speak with all visitors. Will your stand graphics and displays tell visitors who you are and what you supply?

Have you considered where to place your Konduko reader so visitors can easily tap to download your product information?



My Event – Plan for success!

Make sure you add product details, contact information, brochures, product categories and much more in the Exhibitor Portal. Visitors will be able to reach out and arrange appointments with you. You can also search through the visitor list and request appointments with your target audience.

Tick the product categories that you carry 12 weeks before the show. Visitors will be "matched" with exhibitors that carry the ingredients they are looking for, and sent lists of recommended suppliers to meet.



52% of visitors have over 70% of their time at the show scheduled before the event.

Source: The Collective Group

Announce your participation to your network

Do your clients know you are exhibiting for the first time? Make the most of social media using #incosGlobal. Showcase your innovations, and invite them to your stand. We also supply personalised banners and e-invitations through your portal account. As it's your first year, we will post about you on our social media channels too!



Did you know that the in-cosmetics group has a **40,000** strong social media community?

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"If I talk to a salesman I don't trust a single word they say. Techies are less available for these events, it's the salesmen who are present to push their products. I want to speak to the scientists."

R&D Manager, ILC

At the Show

Who do visitors want to talk to?

Visitors are technical people and they want to know how to technically work with your ingredients. Will formulators with the technical knowhow be there to answer their scientific questions?



63% of visitors said they would prefer to talk to the original raw material supplier than to a distributor, as they feel that they would have a more in-depth technical discussion.

Attract visitors with all five senses

Display your formulations at Innovation Zone, Make-Up Bar and Sensory Bar for them to try out. They want to experience the benefits and sensory features first hand. Many are the sole representative for their company, bring samples for them to try and take back to demonstrate to their colleagues - help them sell your products for you.

80% of visitors said it was crucial or very important to see, test, smell and feel ingredients in finished formulations.

78% of visitors go to exhibitors' stands after seeing products on the Innovation Zone, Make-Up Bar and Sensory Bar. Contact our team to find out more.

How will visitors find you?

There are 800+ exhibitors and 10,000+ visitors - that's a lot of people in one hall! Increase visitors' awareness of your brand with additional promotion throughout the show such as rigged banners and product displays in special areas.



How will you communicate?

Brief your team so they are confident with the ingredients and their specifications. Focus on solving their problems and giving them ideas. Ensure you use the Konduko App to capture your conversation so you can follow up with the visitor directly. You won't have time to speak to everyone, so make sure your Konduko Reader is visible, so visitors can tap and you don't miss a lead.

Visitors gain their first impressions not only from your stand design or products, but also your facial expression. Be the first to smile. A smile is the best invitation to a conversation. Above all, don't look unapproachable.

Source: Exhibit Marketing and Trade Show Intelligence



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After the Show

Follow up quickly

Prepare post show communications in advance so you can get in touch with visitors straight away while you are still fresh in their minds. Login to your Konduko account straight after the show to download the data of visitors who tapped your reader and who you scanned using the app. The information can then be uploaded directly into your CRM systems.



78% of visitors said they would use the in-cosmetics website after the show to look for products that they didn't have time to see at the event.

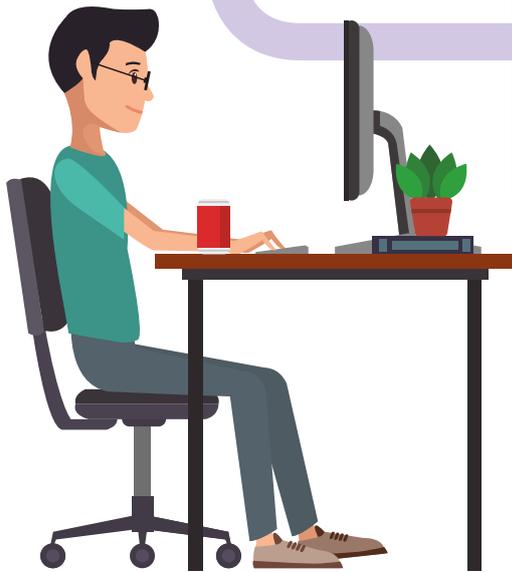
Believe it or not, it is reckoned that **75%** of tradeshow leads are never followed up. The clock is ticking. It's vital that you follow up all leads quickly, while you're still fresh in people's minds. And before your competitors do it!

Source: Sixothree

Keep your profile up to date

Your profile will be online for a few weeks after the show, it continues to be one of the most visited sections of the website. Visitors often complain they can't get hold of exhibitors after the show so make sure your contact details remain up to date in the Exhibitor Portal.

Analyse your return on investment and talk to your sales representative to book your stand for next year. You may also benefit from exhibiting at one of our other shows around the world.



in-cosmetics®

World leading events
for personal care ingredients

For more tools to help you prepare your participation visit our website:
in-cosmetics.com/exhibit/manage-your-participation