

Innovation Zone Box

What am I buying?

An Innovation Zone display box to showcase your new products – only products less than 8 months old by the time the show opens

Pre-event promotion on the show website featuring your new product – not to mention being automatically entered into the **Innovation Zone Awards** (if booking by the entry deadline in September)

Smart Event Reader located on the box for lead capture (optional – expect over 150 leads as a benchmark)

The perfect setting to promote your new prototype or ingredient for the first time. As a rule, over 75% of in-cosmetics Asia visitors head to the Innovation Zone looking for new developments in the industry

What are the benefits?

- **Lead generation:** Get enquiries from our qualified audience of formulators, R&D & regulatory professionals
- **Product promotion:** This type of opportunity will ensure your product launch gets noticed
- **Targeted audience:** Reach a specific segment of our professional R&D, Marketing and Product Development community



Interested? [Contact your local agent now](#)

Innovation Zone Formulation Display

in-cosmetics™
asia

What am I buying?

Let visitors see your product come to life. A display shelf in front of your box on the Innovation Zone allows visitors the chance to see, smell and touch your new formulations.

Enhancement of your Innovation Zone box to stand out from other Innovation Zone displays

The perfect setting to display your new prototype or ingredient to show visitors (75% of which, on average, visit the Zone)

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