

ONLINE DIRECTORY
FEATURING

 **COSMOPROF
MY MATCH**

EXHIBITOR TEAM
MEMBER
HOW-TO GUIDE

COSMOPROF

NORTH AMERICA
LAS VEGAS | MIAMI

- **THE LEADING B2B BEAUTY EVENT IN THE AMERICAS, DEDICATED TO ALL SECTORS OF THE BEAUTY INDUSTRY**

- **NEW VENUE**

- **LAS VEGAS**

MANDALAY BAY CONVENTION CENTER

- **JULY 23 – 25, 2024**

COSMOPROF NORTH AMERICA

COSMOPACK NORTH AMERICA

- [COSMOPROFNORTHAMERICA.COM](https://cosmoprofnorthamerica.com)



Organizer – Usa Beauty LLC

informa **markets**



A new world for beauty

Bologna, Hong Kong, Las Vegas,
Mumbai, Bangkok, Miami



GET STARTED

Login Credentials

Cosmoprof North America Las Vegas exhibitor team members that are registered for their show credentials will receive a welcome email to the platform from cosmoprofna@expoplatform.com, with the subject line: ATTN: Your Online Directory Login.

If you do not receive a welcome email on June 24th or within 24 hours of registering, please contact customer.service@cosmoprofna.com



CREATE YOUR PROFILE

Upon logging in, navigate to Edit Profile.

Photo or Logo

Upload your photo or a logo for your profile. Supported formats include png, jpg and jpeg. The aspect ratio is 1:1.

First & Last Name

You may edit your first and last name if needed.

Website

Add the website for the brand or business that you represent.

Products & Services Offered - **IMPORTANT**

Select the product and services that your company offers by clicking the + **Add category**. This will help the platform recommend visitors to connect with as well as suggest matches.

Click save when complete.

Fields in grey reflect information provided during show registration. If you need to change this information please contact customer.service@cosmoprofna.com.



CREATE YOUR PROFILE

Dashboard

Your Dashboard shows all your notifications and the completeness of your profile.

Settings

→ Notification Settings

You can toggle off and on your notifications for meetings and messages. These notifications will come via email.

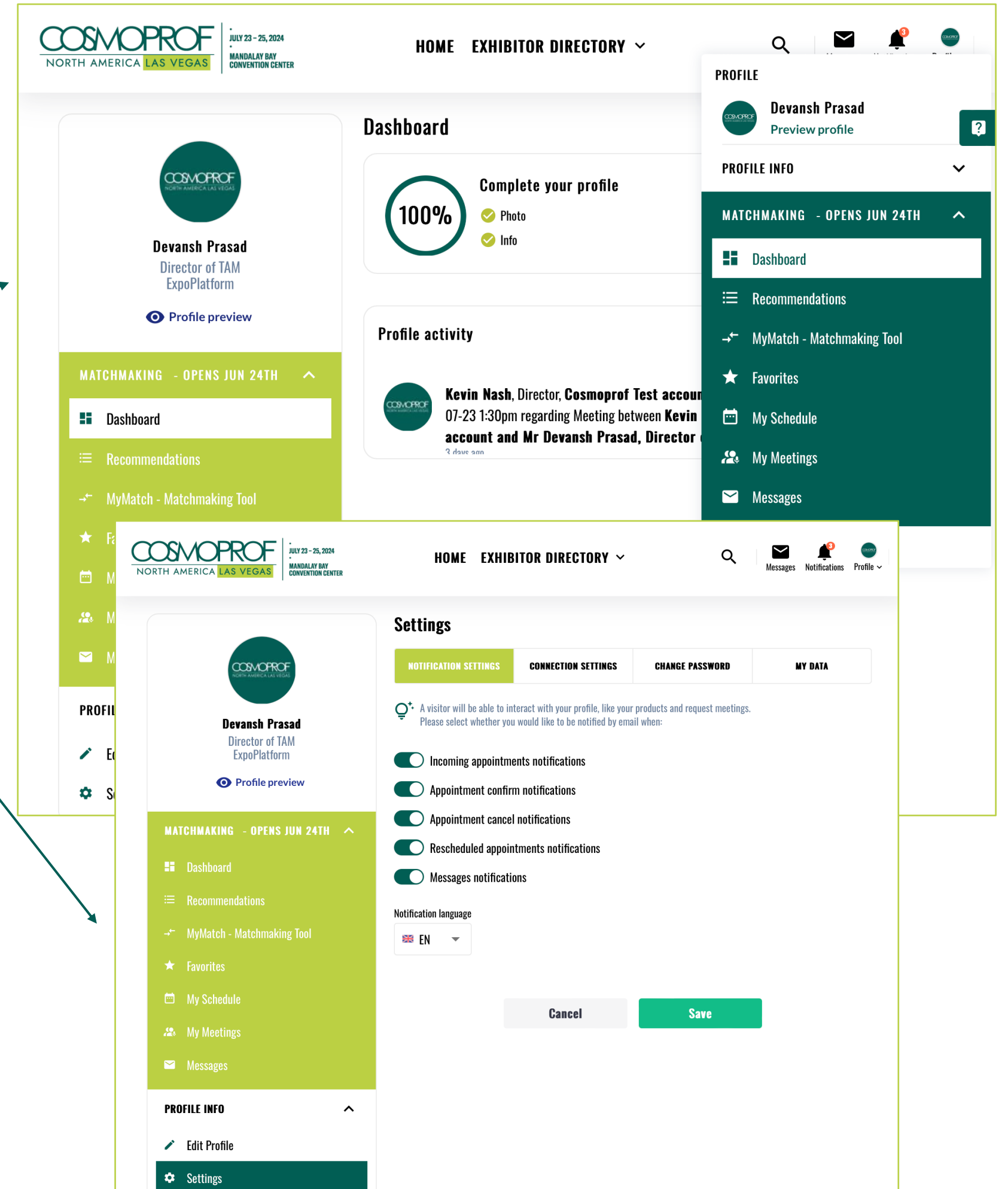
→ Connection Settings

You can toggle off and on settings that allow other users to interact with you.

→ Change Password

→ My Data

You can remove your account from the platform here and see your account data. Please note: The cancel registration link does not cancel your show registration, it is just your access to this platform.



VISITOR LIST

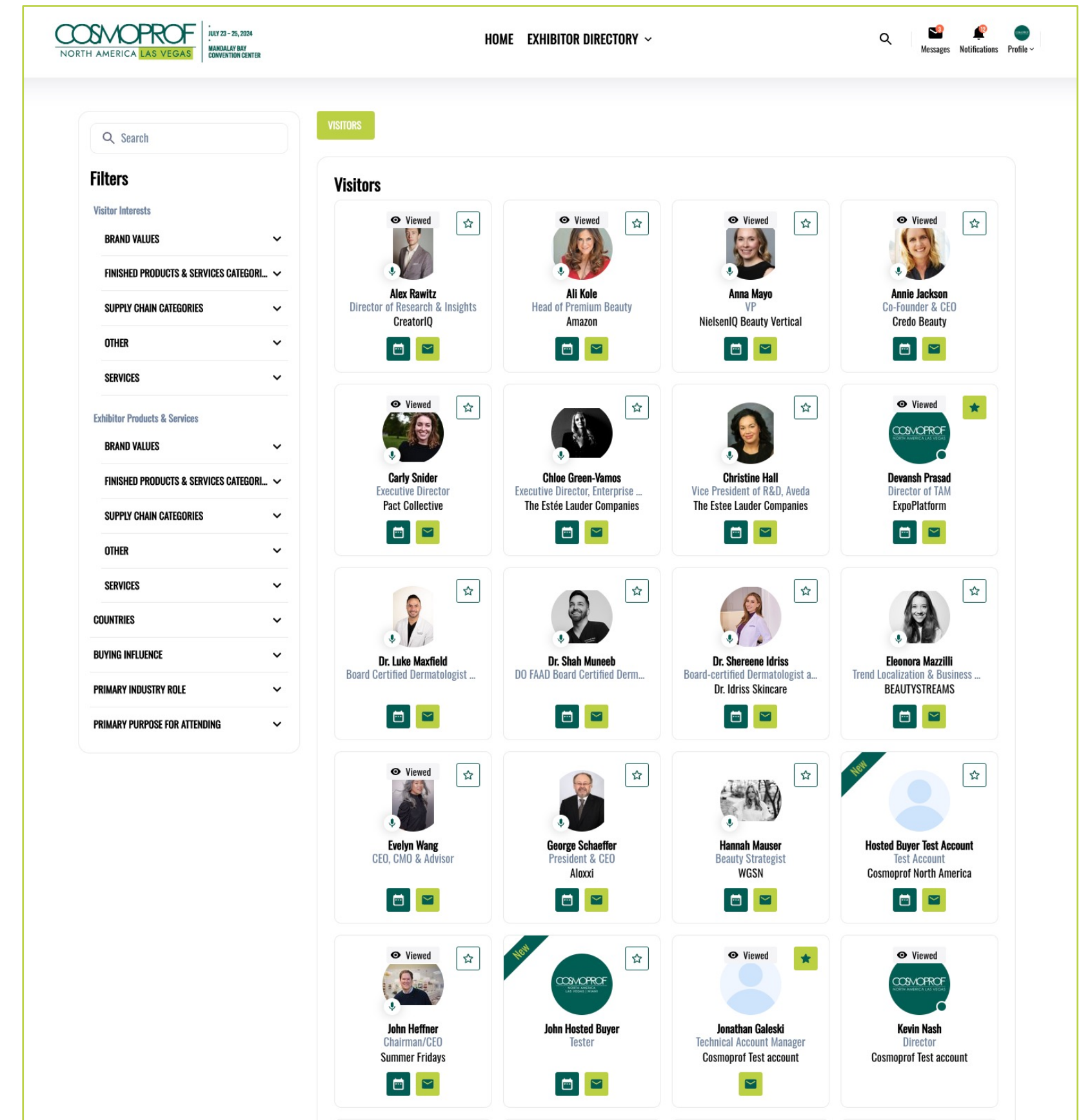
includes show attendees and exhibitor team members

Navigate to the Visitor List in the Matchmaking menu. Here you will find the show attendees PLUS Exhibitor Team Members. You can review and connect with both!

Visitor Interests Filters

Use the Visitor Interests filters on the left side bar to search for visitors by their interests in the following categories:

- FINISHED PRODUCTS & SERVICES
- SUPPLY CHAIN CATEGORIES
- BRAND VALUES
- COUNTRY OF ORIGIN
- SHOW SECTOR/PAVILION
- OTHER CATEGORIES
- SERVICES
- BUYING INFLUENCE
- PRIMARY INDUSTRY ROLE
- PRIMARY PURPOSE OF ATTENDING



The screenshot displays the COSMOPROF MY MATCH interface. At the top, it shows the event details: COSMOPROF NORTH AMERICA LAS VEGAS, JULY 23 - 25, 2024, MANDALAY BAY CONVENTION CENTER. Navigation links include HOME and EXHIBITOR DIRECTORY. A search bar and icons for Messages, Notifications, and Profile are also present.

The main content area is divided into two sections:

- Filters:** A sidebar on the left with a search bar and dropdown menus for:
 - Visitor Interests: BRAND VALUES, FINISHED PRODUCTS & SERVICES CATEGOR..., SUPPLY CHAIN CATEGORIES, OTHER, SERVICES.
 - Exhibitor Products & Services: BRAND VALUES, FINISHED PRODUCTS & SERVICES CATEGOR..., SUPPLY CHAIN CATEGORIES, OTHER, SERVICES.
 - COUNTRIES
 - BUYING INFLUENCE
 - PRIMARY INDUSTRY ROLE
 - PRIMARY PURPOSE FOR ATTENDING
- Visitors:** A grid of 20 visitor profiles, each featuring a profile picture, name, title, company, and contact icons (message and connect). Profiles include:
 - Alex Rawitz, Director of Research & Insights, CreatorIQ
 - All Kole, Head of Premium Beauty, Amazon
 - Anna Mayo, VP, NielsenIQ Beauty Vertical
 - Annie Jackson, Co-Founder & CEO, Credo Beauty
 - Carly Snider, Executive Director, Pact Collective
 - Chloe Green-Vamos, Executive Director, Enterprise..., The Estée Lauder Companies
 - Christine Hall, Vice President of R&D, Aveda, The Estée Lauder Companies
 - Devansh Prasad, Director of TAM, ExpoPlatform
 - Dr. Luke Maxfield, Board Certified Dermatologist...
 - Dr. Shah Muneeb, DO FAAD Board Certified Derm...
 - Dr. Shereene Idriss, Board-certified Dermatologist a..., Dr. Idriss Skincare
 - Eleonora Mazzilli, Trend Localization & Business..., BEAUTYSTREAMS
 - Evelyn Wang, CEO, CMO & Advisor
 - George Schaeffer, President & CEO, Alorxi
 - Hannah Mauser, Beauty Strategist, WGSN
 - Hosted Buyer Test Account, Test Account, Cosmoprof North America
 - John Heffner, Chairman/CEO, Summer Fridays
 - John Hosted Buyer, Tester
 - Jonathan Galeski, Technical Account Manager, Cosmoprof Test account
 - Kevin Nash, Director, Cosmoprof Test account

VISITOR LIST

includes show attendees and exhibitor team members

Exhibitor Products & Services Filters

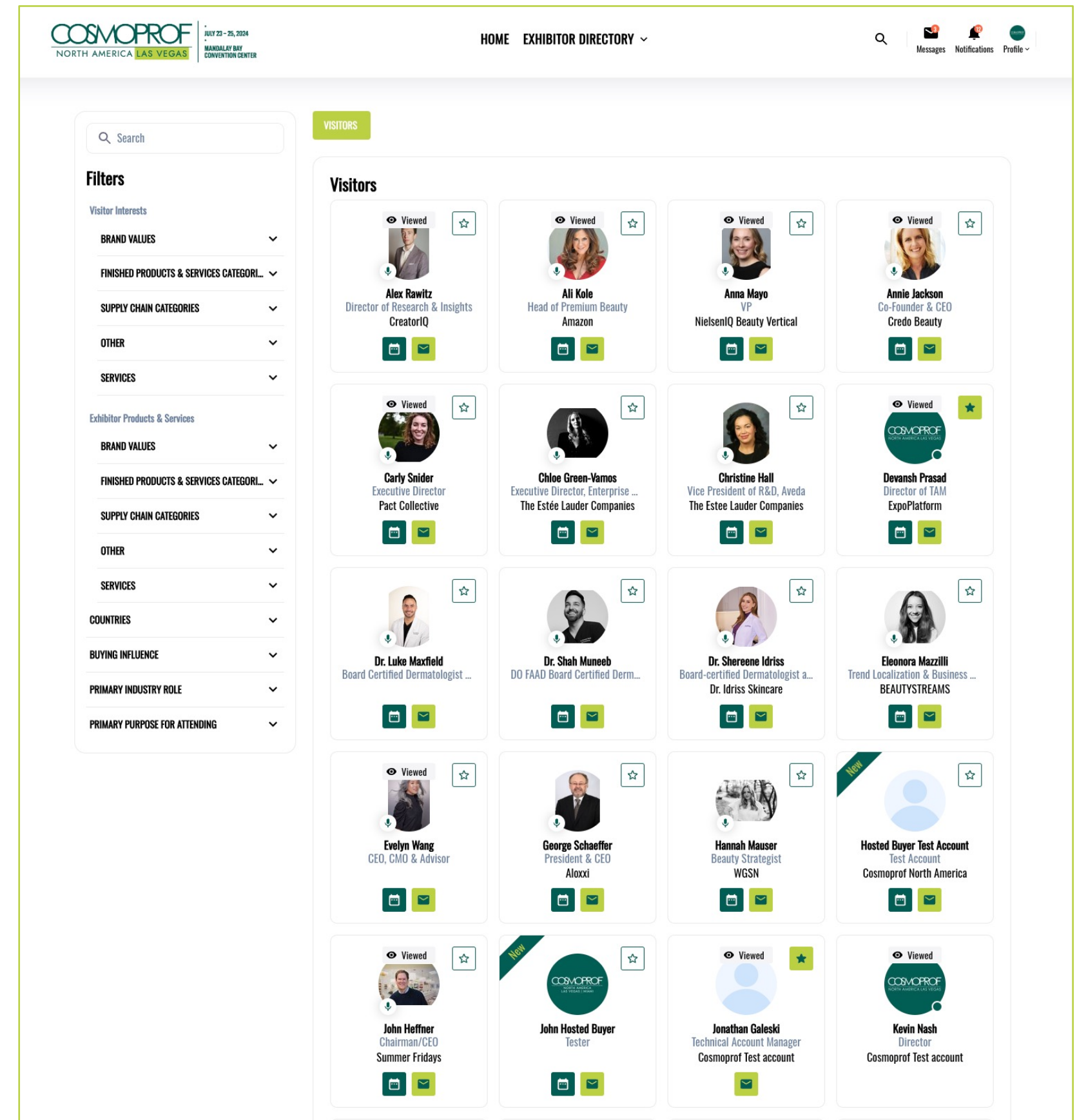
Use the Exhibitor Products & Services filters on the left side bar to search for exhibitors with specific products and services:

- FINISHED PRODUCTS & SERVICES
- SUPPLY CHAIN CATEGORIES
- BRAND VALUES
- COUNTRY OF ORIGIN
- SHOW SECTOR/PAVILION
- OTHER CATEGORIES
- SERVICES

Search Tool

The search field can also be used to search for specific visitors or keywords.

PLEASE NOTE: Visitors are being added to the platform daily as they register for the show. Be sure to check back often, especially the last two weeks before the show.



The screenshot displays the COSMOPROF MY MATCH website interface. At the top, the event details are shown: COSMOPROF NORTH AMERICA LAS VEGAS, JULY 23 - 25, 2024, MANDALAY BAY CONVENTION CENTER. Navigation links include HOME and EXHIBITOR DIRECTORY. A search bar is located at the top right, along with icons for Messages, Notifications, and Profile.

The main content area is divided into two sections. On the left is a 'Filters' sidebar with a search input and two main categories: 'Visitor Interests' and 'Exhibitor Products & Services'. Each category has several dropdown menus for filtering. The 'Visitor Interests' filters include BRAND VALUES, FINISHED PRODUCTS & SERVICES CATEGORIES, SUPPLY CHAIN CATEGORIES, OTHER, and SERVICES. The 'Exhibitor Products & Services' filters include BRAND VALUES, FINISHED PRODUCTS & SERVICES CATEGORIES, SUPPLY CHAIN CATEGORIES, OTHER, SERVICES, COUNTRIES, BUYING INFLUENCE, PRIMARY INDUSTRY ROLE, and PRIMARY PURPOSE FOR ATTENDING.

On the right is the 'Visitors' section, which displays a grid of visitor profiles. Each profile includes a profile picture, a 'Viewed' status, a star icon, and contact icons for messaging and email. The profiles listed are:

- Alex Rawitz, Director of Research & Insights, CreatorIQ
- All Kole, Head of Premium Beauty, Amazon
- Anna Mayo, VP, NielsenIQ Beauty Vertical
- Annie Jackson, Co-Founder & CEO, Credo Beauty
- Carly Snider, Executive Director, Pact Collective
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- Jonathan Galeski, Technical Account Manager, Cosmoprof Test account
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VISITOR PROFILES

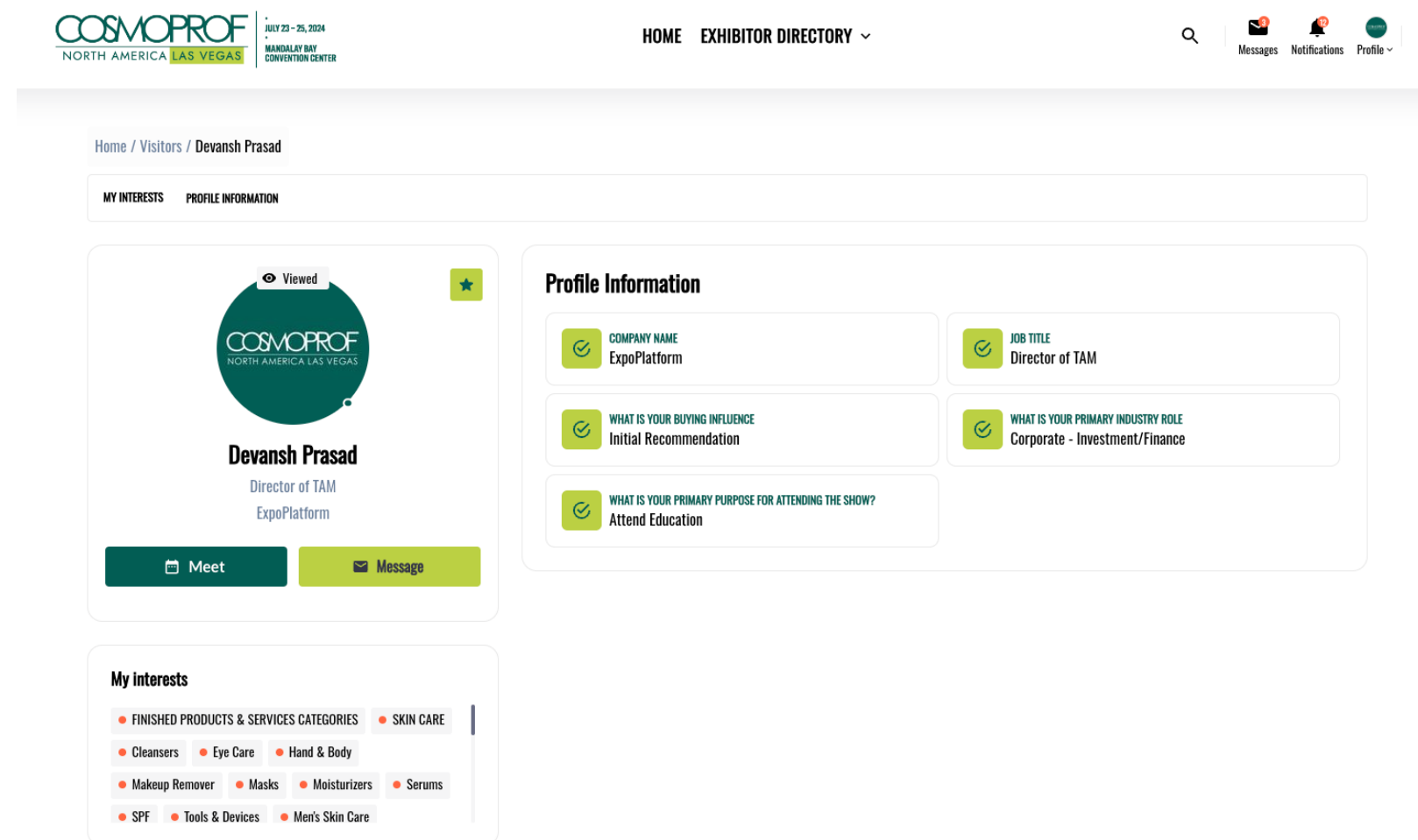
Learn About The Visitor

Learn about a visitor by reviewing the provided information in the profile, including:

- Company
- Job Title
- Industry Role
- Primary Purpose of Attending
- Buying Influence

Interests

Dive deeper into what the visitor is looking for at the show by reviewing the My Interests section.



The screenshot shows the profile page for Devansh Prasad, Director of TAM at ExpoPlatform. The page includes a header with the event details (COSMOPROF NORTH AMERICA LAS VEGAS, JULY 23 - 25, 2024, MANDALAY BAY CONVENTION CENTER) and navigation links (HOME, EXHIBITOR DIRECTORY). The profile is divided into several sections:

- Profile Information:**
 - Company Name: ExpoPlatform
 - Job Title: Director of TAM
 - What is your buying influence: Initial Recommendation
 - What is your primary industry role: Corporate - Investment/Finance
 - What is your primary purpose for attending the show?: Attend Education
- My Interests:**
 - FINISHED PRODUCTS & SERVICES CATEGORIES
 - SKIN CARE
 - Cleansers
 - Eye Care
 - Hand & Body
 - Makeup Remover
 - Masks
 - Moisturizers
 - Serums
 - SPF
 - Tools & Devices
 - Men's Skin Care

CONNECT WITH VISITORS & EXHIBITORS - MESSAGES

Send A Message

Exchange messages via the Messages icon  **Message** found on the visitor and exhibitor team member profile pages. Only participants that are active in the platform will show this option.

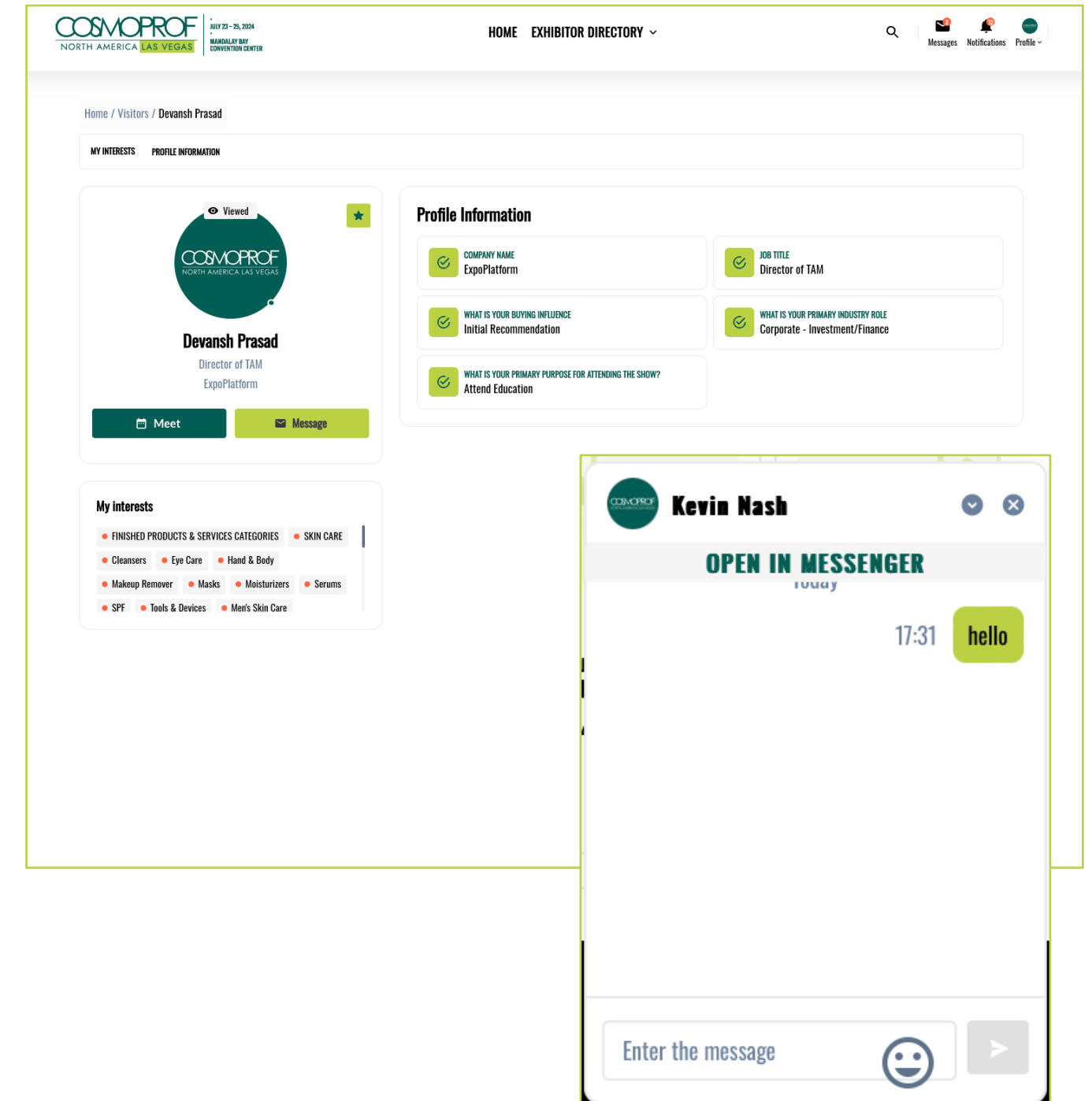
A message box will appear, allowing you to type in your message and send.

Review Messages

To see all your messages in one place, navigate to Profile in the upper right corner, then select Messages in the Matchmaking drop-down.

Message Allotment - **IMPORTANT**

Be purposeful about who you message! Each exhibitor team member is allowed a maximum of 50 message sends. This does not include replies after the initial message is sent. The allotment is intended to limit “spamming”.



CONNECT WITH VISITORS & EXHIBITORS - MEETINGS

Request A Meeting

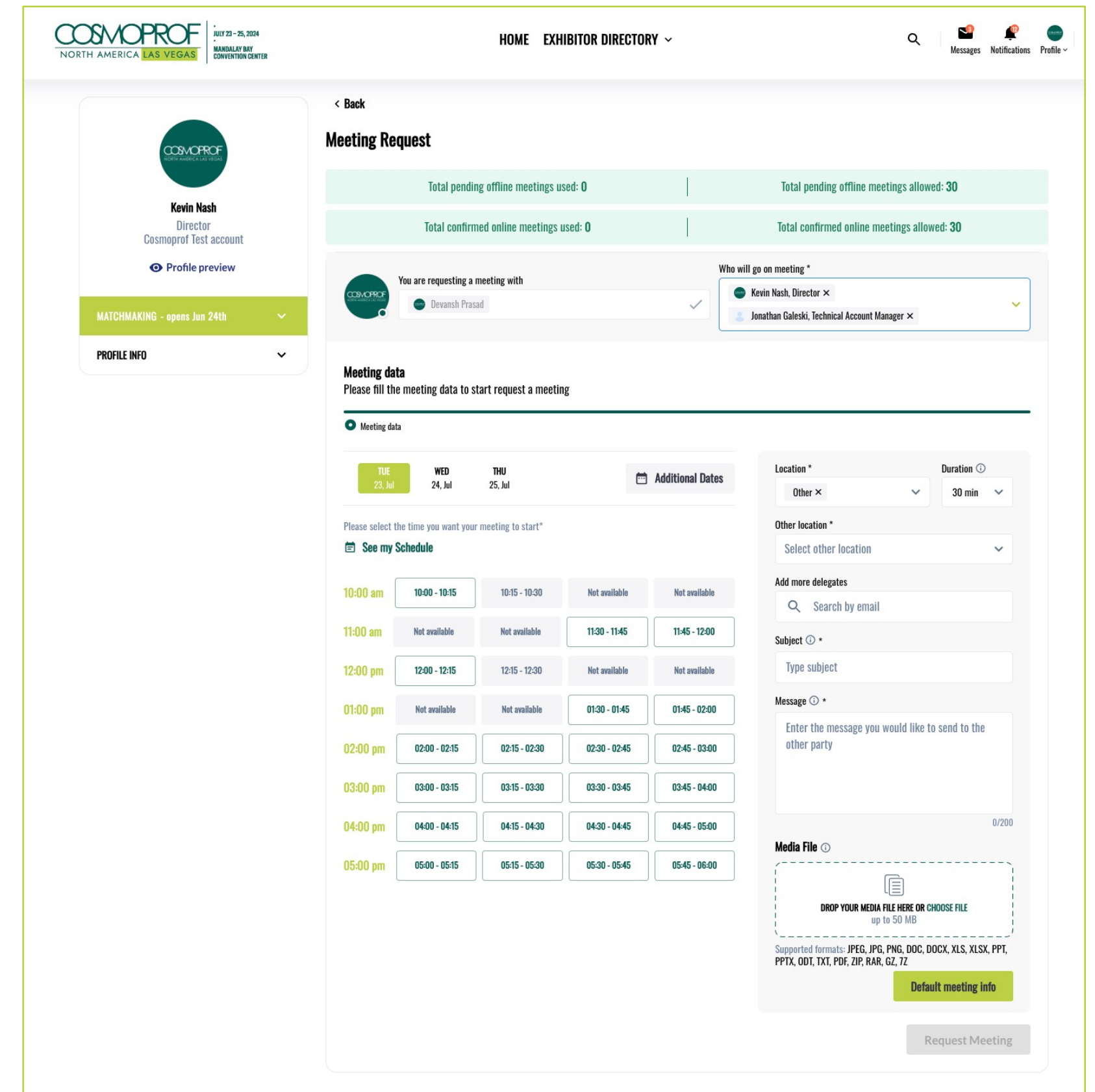
Request to meet via the Meet icon  found on the visitor and exhibitor team member profile pages. Only participants that are active in the platform will show this option.

Fill in all the required data, including:

- Your Team Members that will be joining the meeting
- Desired date and time
- Location: select Other and then Exhibitor Booth
- Duration
- Meeting subject and details
- Any attachments you wish to include

Meeting Request Allotment - **IMPORTANT**

Be purposeful about who you send meeting requests to! Each visitor and exhibitor is allowed a maximum of 50 meeting requests. This includes all requests sent, whether they are confirmed or declined/cancelled. The allotment is intended to limit “spamming”.



The screenshot shows the 'Meeting Request' form in the COSMOPROF interface. The form is for a user named Kevin Nash, Director of Cosmoprof Test account. It includes a 'Meeting Request' summary with pending and confirmed meeting counts. The 'Who will go on meeting' section lists Kevin Nash and Jonathan Galeski. The 'Meeting data' section includes a calendar for selecting a date and time, a location dropdown (set to 'Other'), a duration dropdown (set to 30 min), a subject field, a message field, and a media file upload section. The form is titled 'Meeting Request' and includes a 'Request Meeting' button at the bottom.

CONNECT WITH VISITORS & EXHIBITORS - MEETINGS

Review Meetings – Received & Requested

Review meeting requests you have sent and received by navigating to Profile in the upper right corner, then selecting My Meetings. You can filter your meetings by:

→ Incoming:

This is a meeting request sent to you. If you wish to accept the meeting click Confirm. If you do not wish to have the meeting click Cancel. **Out of courtesy to all show participants we recommend responding to all meeting requests. If you are declining/cancelling the request please provide a brief explanation.**

→ Pending:

This is a meeting request you sent that has not been confirmed

→ Confirmed:

This is a meeting request you received or sent that is confirmed

→ Cancelled:

This is a meeting request you received or sent that is declined

The screenshot displays the 'My Meetings' section of the COSMOPROF website. On the left, there is a profile card for Devansh Prasad, Director of TAM ExpoPlatform, with options for 'MATCHMAKING - OPENS' and 'PROFILE INFO'. The main area shows a calendar for July 23-25 and a list of meetings. The 'CONFIRMED MEETINGS' section shows a meeting on Tuesday, 23 Jul 2024, from 10:30 am to 11:30 am at an exhibitor booth. The meeting title is 'Review new nail product' with a description: 'Hello - I buy for TEST and would like to review your new nail product.' Participants include Devansh Prasad (Your Side) and Kevin Nash (Other Side). Action buttons for 'Reschedule' and 'Cancel Meeting' are visible. The 'INCOMING MEETINGS' section shows a meeting on the same date from 01:30 pm to 02:00 pm at an exhibitor booth, titled 'Meeting Intro meeting.' Participants include Devansh Prasad (Your Side) and Kevin Nash (Other Side). Action buttons for 'Confirm', 'Reschedule', and 'Cancel Meeting' are visible.

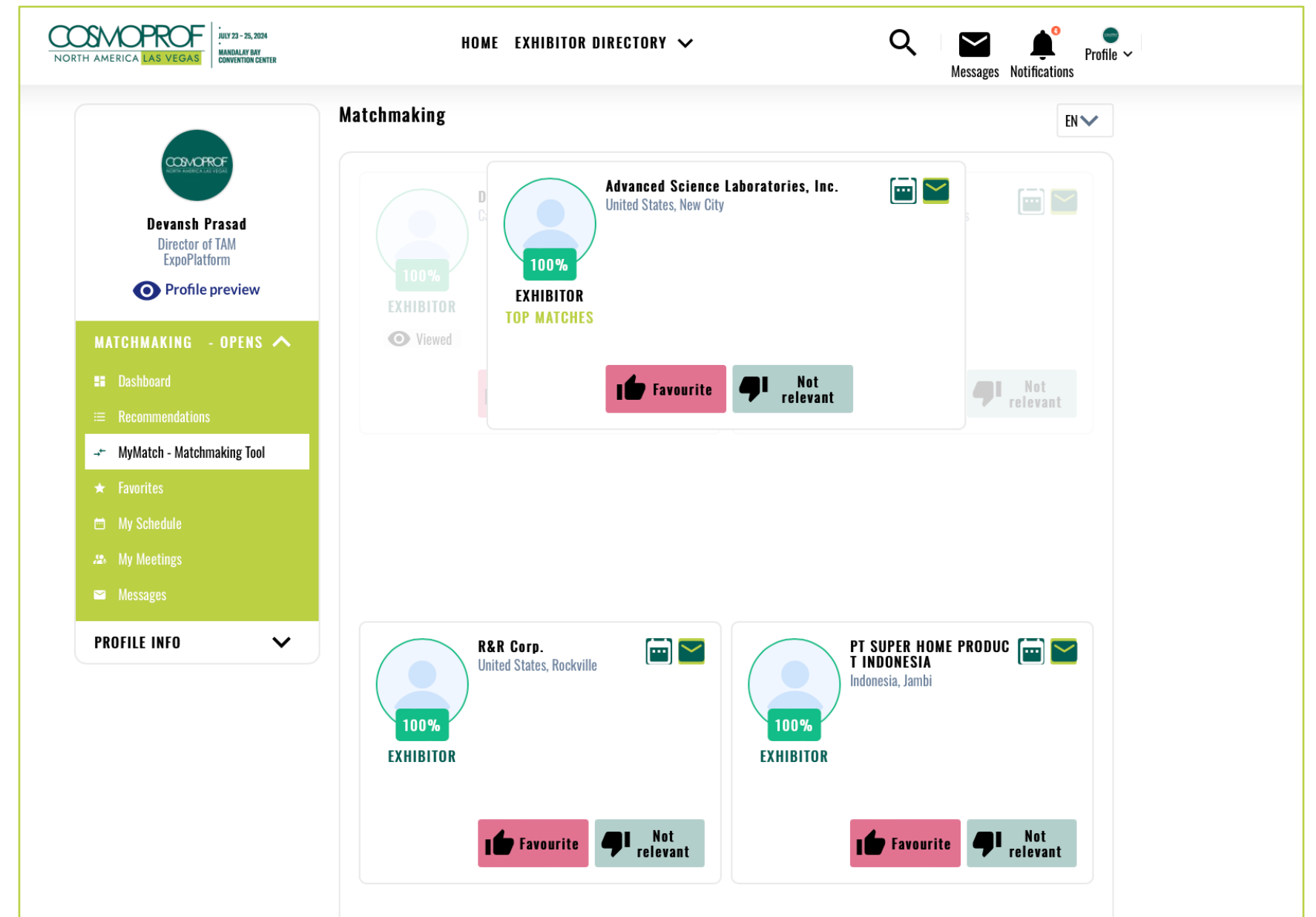
MYMATCH – MATCHMAKING TOOL

Suggested Matches

The information you provided in your profile and your activity in the platform are used to populate suggested matches; show visitors and also exhibitor team members to consider connecting with. Navigate to Profile in the upper right corner, then select Matchmaking.

Review Your Matches

Click on the profiles to review the suggested matches. Mark the suggested matches as Favorite or Not Relevant based on your review. Those that you mark as Favorite will be saved in the Favorites section of your profile. Your actions will further refine the tool's recommendations.



RECOMMENDATIONS & FAVORITES

View Recommendations

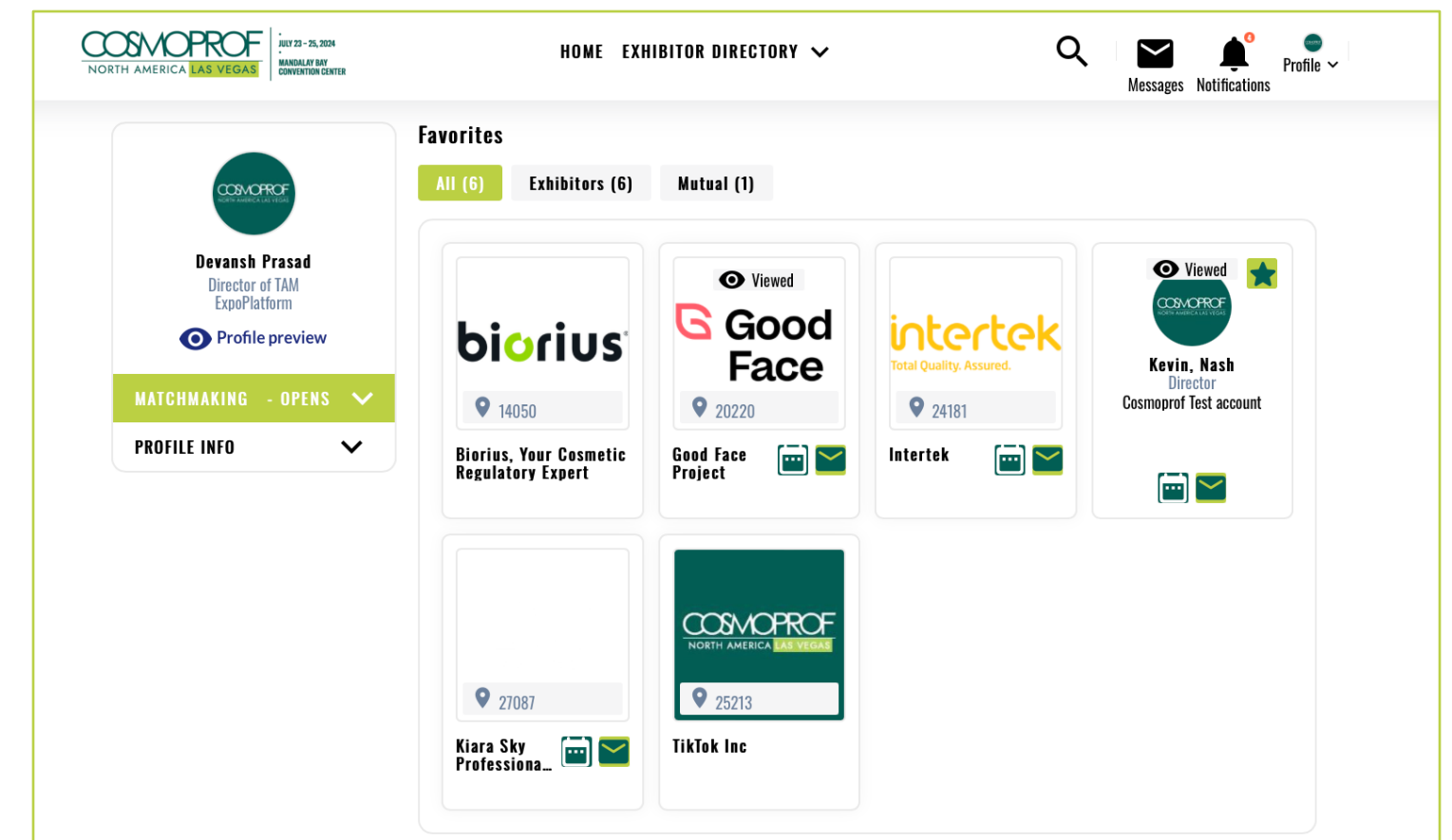
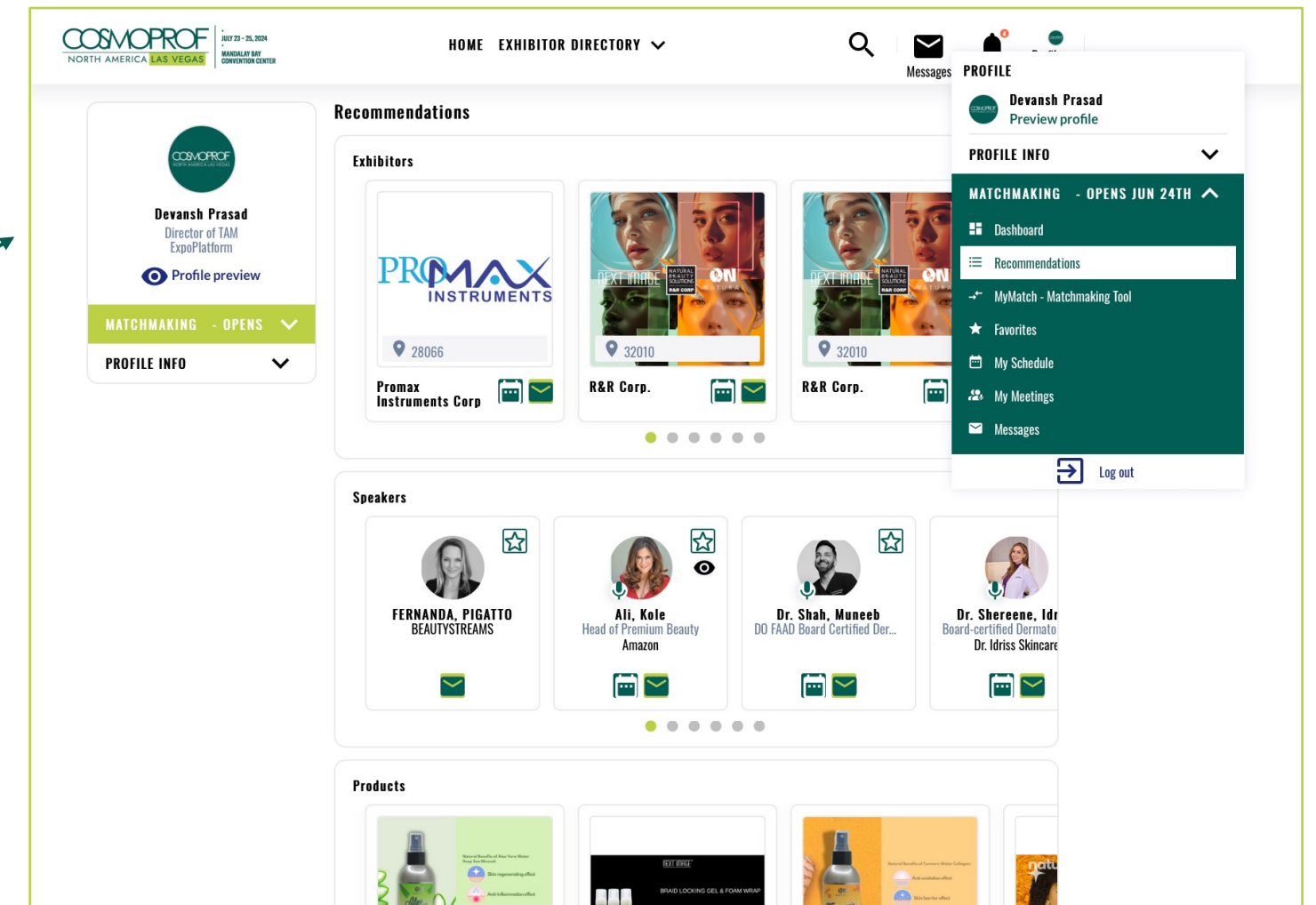
The information you provided in your profile and your activity in the platform are used to populate recommended participants, products and sessions for you. Navigate to Profile in the upper right corner, then select Recommendations.

Favorites

Navigate to Profile in the upper right corner, then select Favorites to view.

Click the star on participants profiles to favorite them and show on this page.

Your favorites selections in MyMatch are also saved on this page. You will find mutual MyMatch favorites, someone you favorited that also favorited you, under the Mutual tab.





MY SCHEDULE

View Meetings

Navigate to Profile and expand the Matchmaking menu to click My Schedule. Here you will find all your confirmed meetings and incoming meeting requests.

Edit Meetings

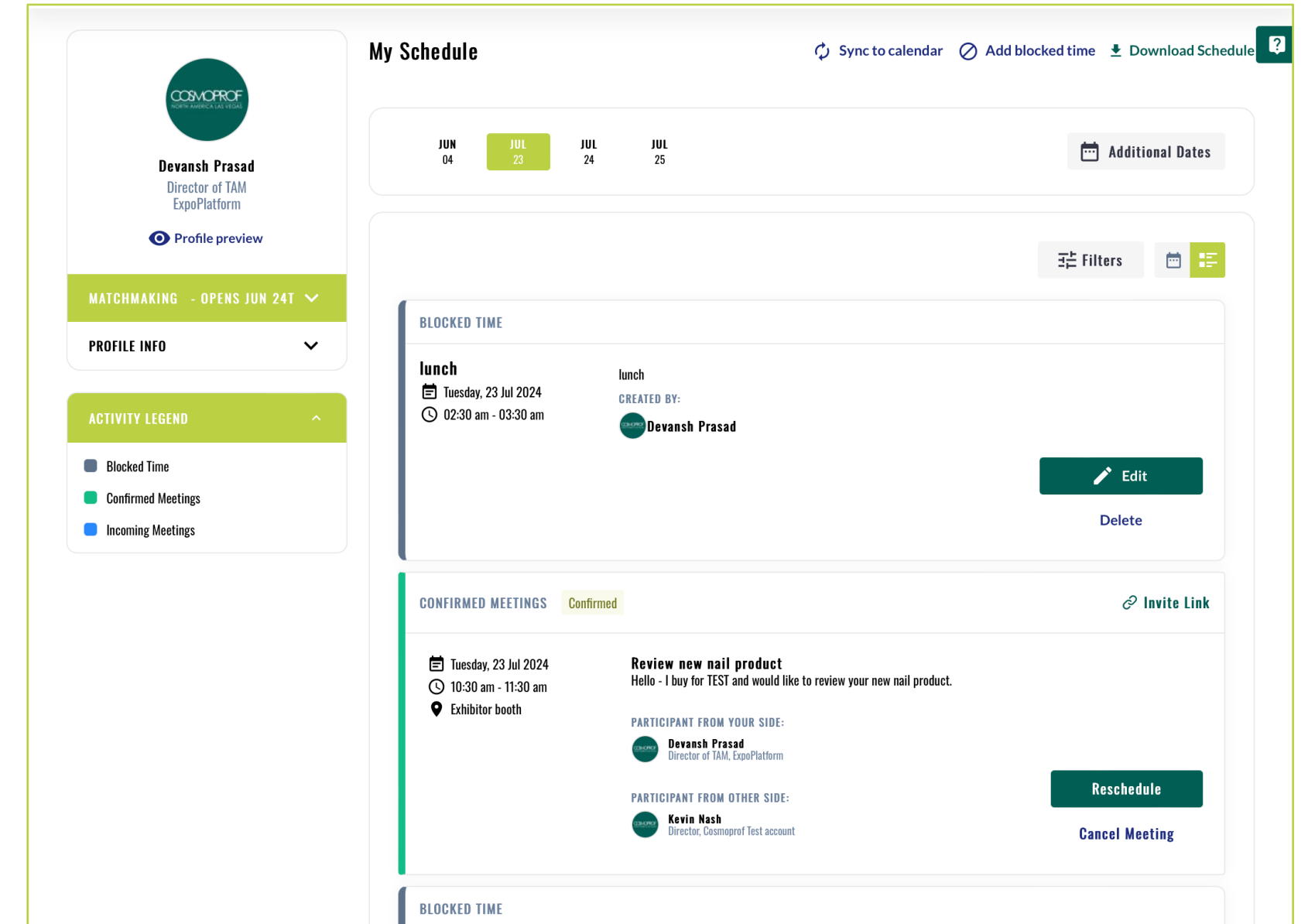
You can click edit, reschedule, confirm or cancel on the meetings to be taken to that meeting request for editing.

Block Time

You can block time slots on your calendar by clicking “Add blocked time” at the top of the page. This will prevent anyone from requesting a meeting with you at this time.

Download & Sync To Calendar

Stay organized by syncing your schedule to your personal calendar or downloading a pdf of it.






EDUCATION SESSIONS & SPECIAL EVENTS


Education Sessions

View CosmoTalks, Cosmopack Education and Entrepreneur Academy sessions by track and or date. You can also filter by complimentary or paid sessions. Click into a session to read the summary and view speakers.

Add sessions to your schedule by clicking the  button. This will be your reminder to attend, not your registration. **PLEASE NOTE: You can only register for sessions through the show registration platform, not here. To access your show registration and add sessions, [click here](#).**

Special Events

View special events happening at the show by clicking on the Special Events track.

Add special events to your schedule by clicking the  button. This will be your reminder to attend. **PLEASE NOTE: some special events require a paid ticket from a third party. Links to register for those events can be found in the event summary.**



COSMOPROF MY MATCH

MAPS & SHOW INFO

Maps

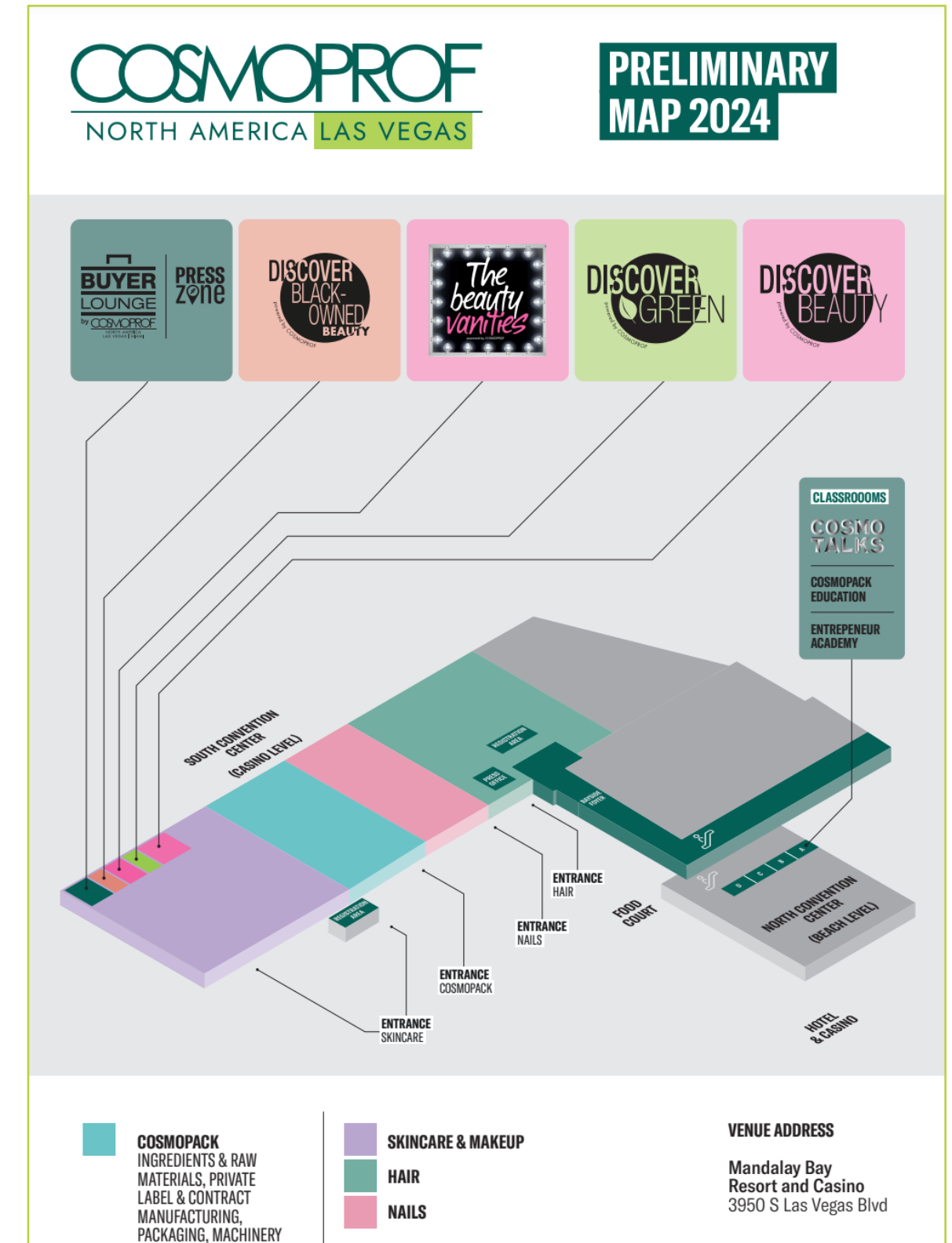
Navigate to Maps in the main menu.

There is an overview map of the show floor displaying where each sector of the show is located.

A few weeks prior to the show the **interactive floorplan map** will also be available, displaying where each specific booth is located.

Show Info

Under the Show Info section of the main menu you will find links to general show info, hotel and travel, and contacts.





MOBILE APP – COMING SOON

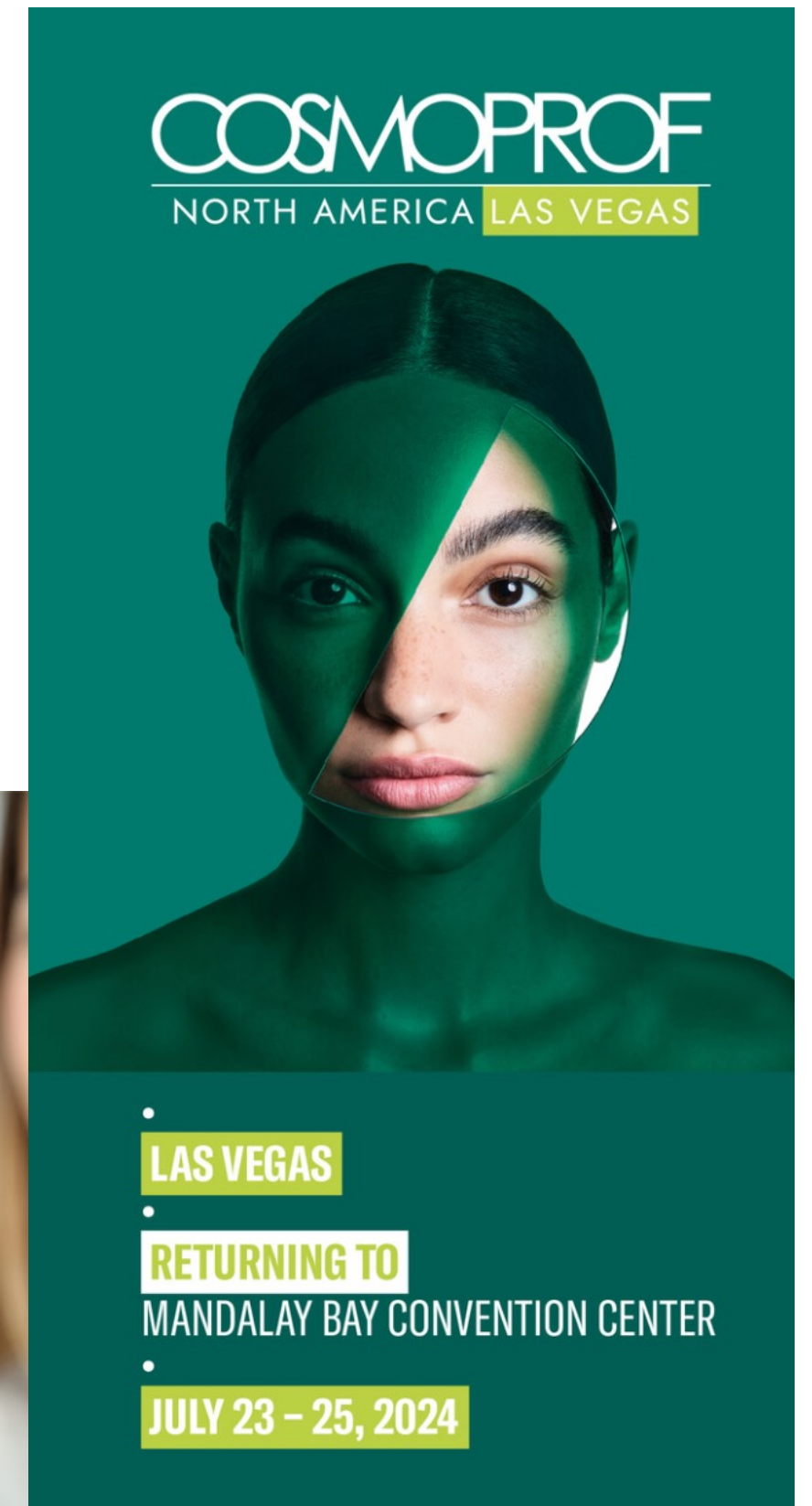
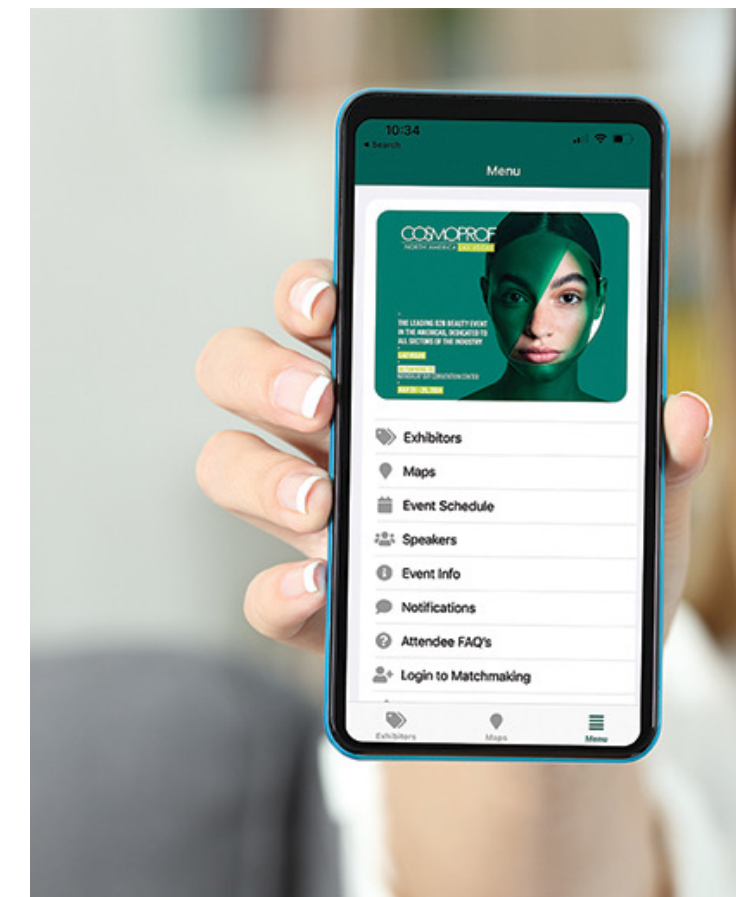
The Cosmoprof North America Mobile App will be available to download in the iOS and Google Play app stores prior to the show. All registered visitors and exhibitors will be notified when it is available to download.

Login Credentials

Your login to the mobile app will be the same as this platform, and all your activity in this platform will carry over to the mobile app.

Features

- Search Exhibitors & Sessions
- View Maps
- Access My Schedule & Favorites
- Receive Important Notifications





NEED HELP

If you need help accessing or navigating the platform please review our Digital Tools FAQs [found here](#).

Still need assistance? Contact our customer service team at: customer.service@cosmoprofna.com