

ONLINE DIRECTORY
FEATURING

 **COSMOPROF
MY MATCH**

EXHIBITOR TEAM
MEMBER
HOW-TO GUIDE

COSMOPROF
NORTH AMERICA **LAS VEGAS**

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

• **LAS VEGAS**
MANDALAY BAY CONVENTION CENTER

• **JULY 15 – 17, 2025**

COSMOPROF NORTH AMERICA **COSMOPACK** NORTH AMERICA

• **COSMOPROFNORTHAMERICA.COM**

Organizer – Usa Beauty LLC

informa **markets**



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



GET STARTED

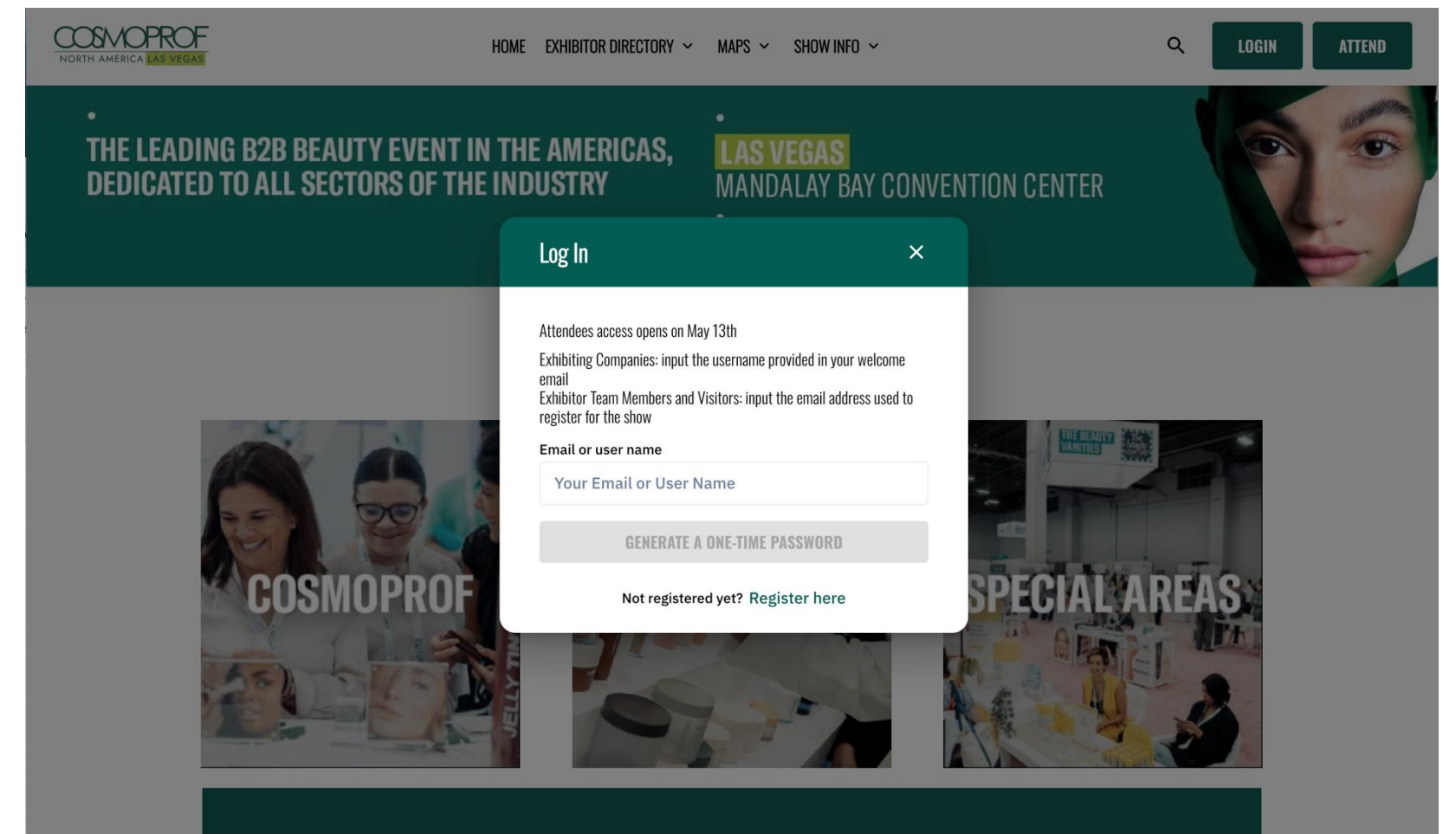
Access The Online Directory, featuring My Match, [here >>](#)

Login Credentials

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

Input the email address used to register for your show badge to request your one-time password. If you log out, you will need to request a one-time password again. You will not set your own password.

If you do not receive a welcome email by May 23rd or within 24 hours of being registered for your badge, 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

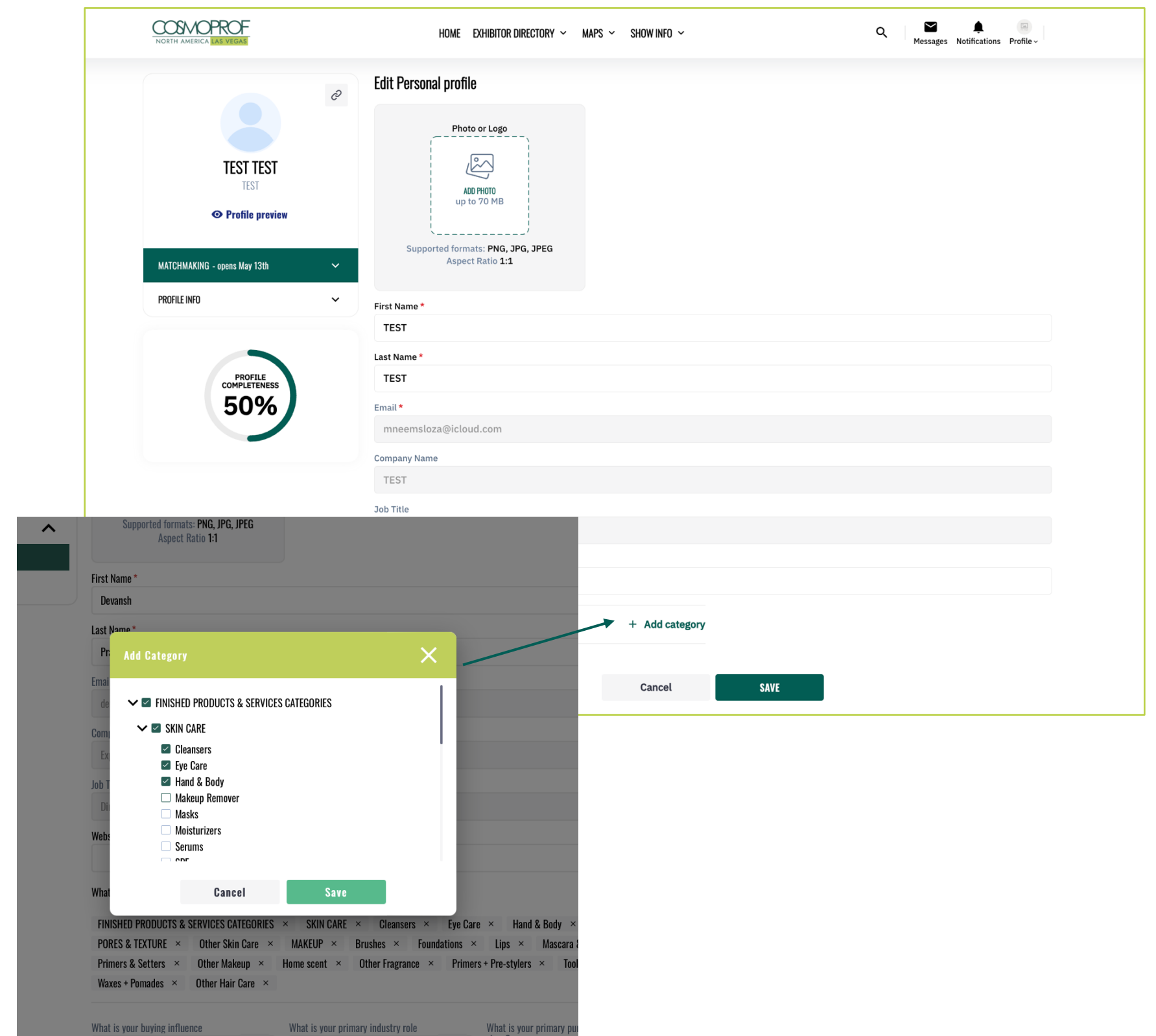
Add the website for the brand or business that you represent.

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.

The screenshot displays the 'Edit Personal profile' interface. At the top, there's a navigation bar with 'HOME', 'EXHIBITOR DIRECTORY', 'MAPS', and 'SHOW INFO'. Below this, the user's profile is shown with a placeholder for a photo and the name 'TEST TEST'. A 'MATCHMAKING' section indicates 'opens May 13th'. The 'PROFILE INFO' section includes 'Edit Profile' and 'Settings' options. The 'Edit Personal profile' form contains fields for 'First Name', 'Last Name', 'Email', 'Company Name', 'Job Title', and 'Website'. A 'Photo or Logo' section allows adding a photo up to 50 MB. A 'What are you interested in?' section has a '+ Add category' button. A 'PROFILE COMPLETENESS' indicator shows '50%'.

VISITOR LIST

includes show attendees and exhibitor team members

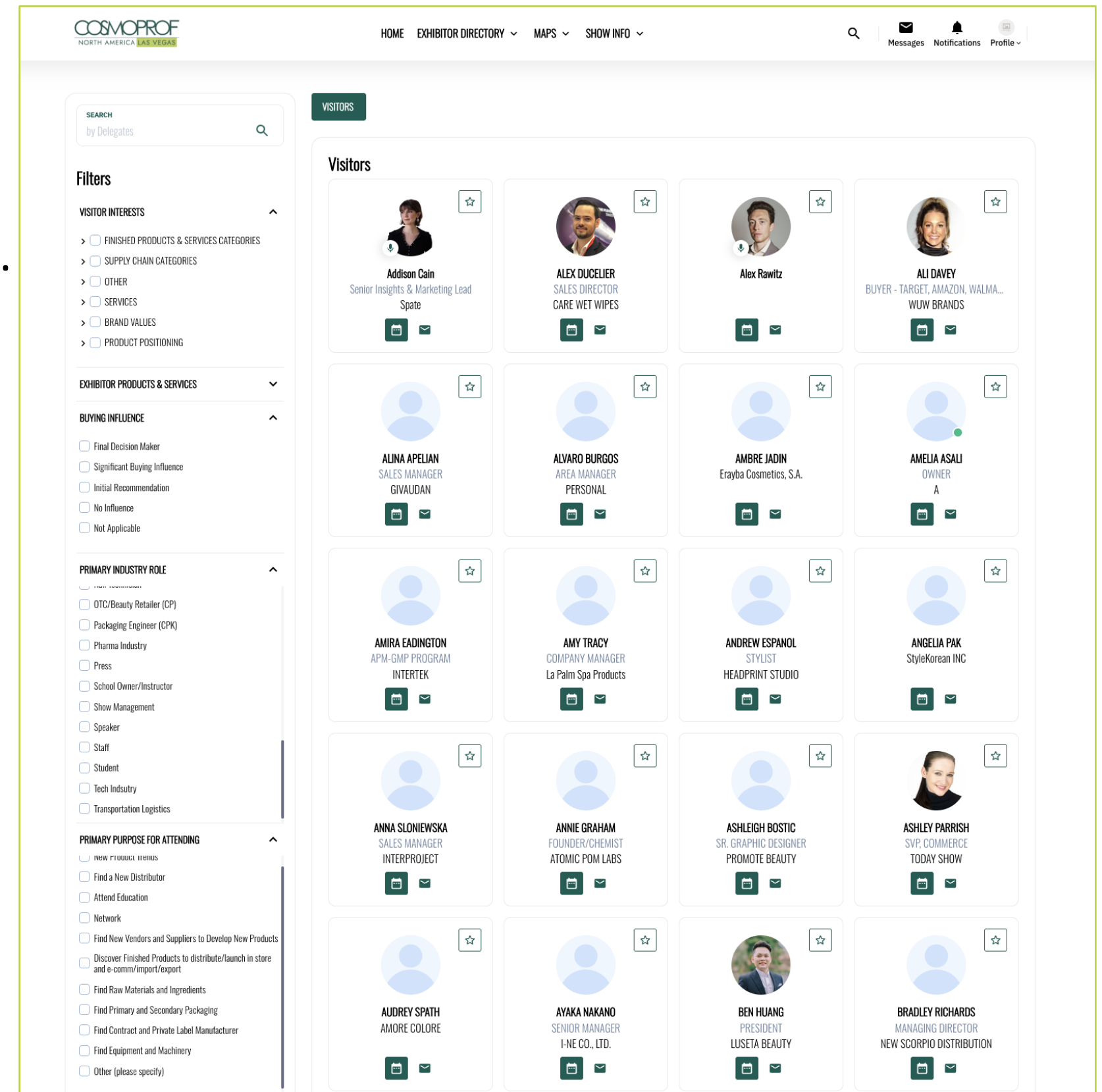
Navigate to the Visitor List in the Matchmaking menu. Here you will find the show attendees PLUS Exhibitor Team Members. You can review and connect with both!

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
- OTHER CATEGORIES
- SERVICES
- BRAND VALUES
- PRODUCT POSITIONING

- BUYING INFLUENCE
- PRIMARY INDUSTRY ROLE
- PRIMARY PURPOSE OF ATTENDING



The screenshot displays the 'VISITORS' section of the COSMOPROF MY MATCH website. On the left, there is a 'Filters' sidebar with three main sections: 'VISITOR INTERESTS', 'EXHIBITOR PRODUCTS & SERVICES', and 'BUYING INFLUENCE'. Below these are 'PRIMARY INDUSTRY ROLE' and 'PRIMARY PURPOSE FOR ATTENDING'. The main area shows a grid of 16 visitor profiles, each with a profile picture, name, title, and company name. Each profile also has a star icon and a contact icon.

Name	Title	Company
Addison Cain	Senior Insights & Marketing Lead	Spate
ALEX DUCELIER	SALES DIRECTOR	CARE WET WIPES
Alex Rawitz		
ALI DAVEY	BUYER - TARGET, AMAZON, WALMA...	WUW BRANDS
ALINA APELIAN	SALES MANAGER	GIVAUDAN
ALVARO BURGOS	AREA MANAGER	PERSONAL
AMBRE JADIN		Erayba Cosmetics, S.A.
AMELIA ASALI	OWNER	A
AMIRA EADINGTON	APM-GMP PROGRAM	INTERTEK
AMY TRACY	COMPANY MANAGER	La Palm Spa Products
ANDREW ESPANOL	STYLIST	HEADPRINT STUDIO
ANGELIA PAK		StyleKorean INC
ANNA SŁONIEWSKA	SALES MANAGER	INTERPROJECT
ANNIE GRAHAM	FOUNDER/CHEMIST	ATOMIC POM LABS
ASHLEIGH BOSTIC	SR. GRAPHIC DESIGNER	PROMOTE BEAUTY
ASHLEY PARRISH	SVP. COMMERCE	TODAY SHOW
AUDREY SPATH		AMORE COLORE
AYAKA NAKANO	SENIOR MANAGER	I-NE CO., LTD.
BEN HUANG	PRESIDENT	LUSETA BEAUTY
BRADLEY RICHARDS	MANAGING DIRECTOR	NEW SCORPIO DISTRIBUTION



VISITOR LIST – Cont.

The Visitors List includes show attendees and exhibitor team members.

Exhibitor Products & Services Filters

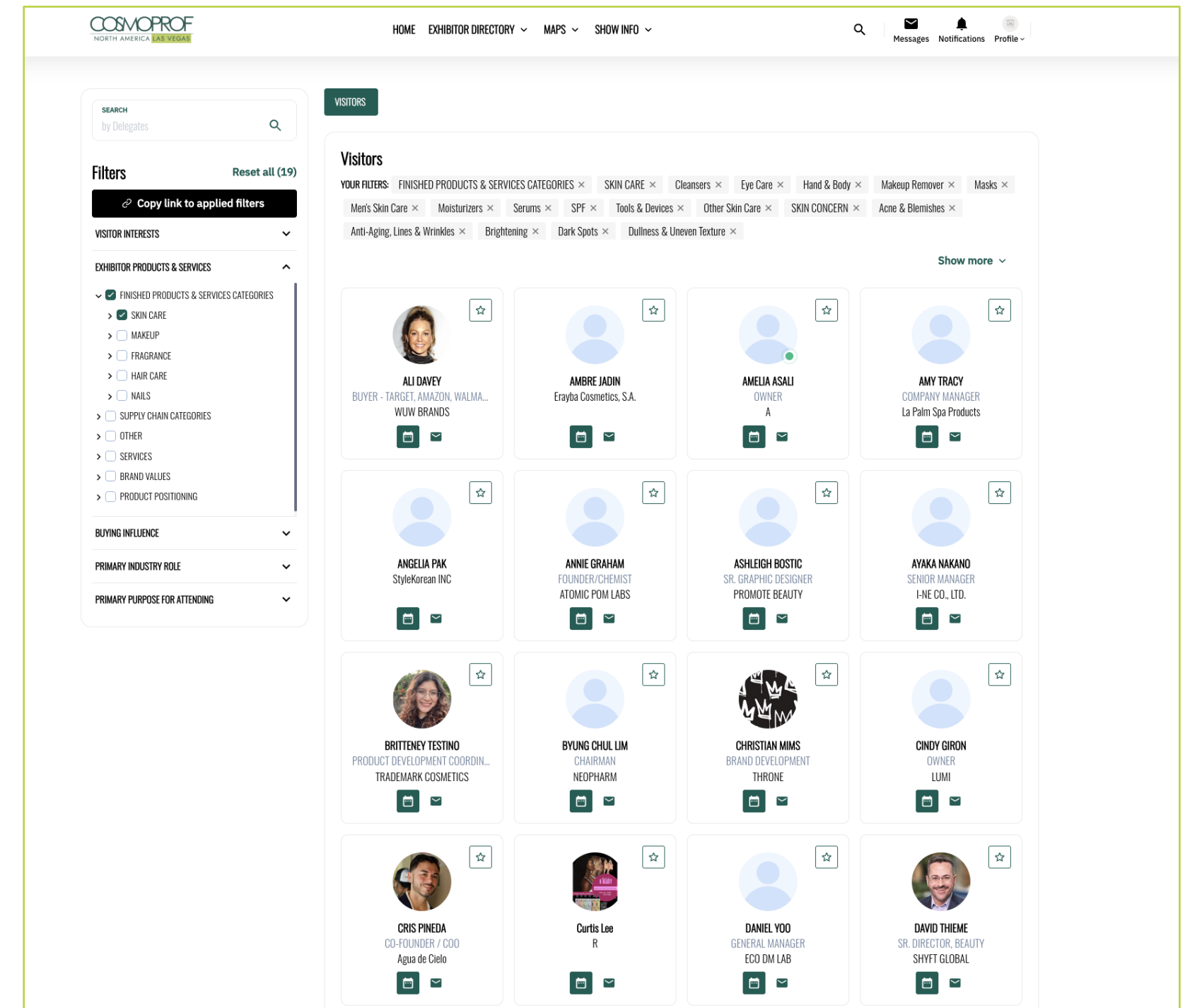
Use the Exhibitor Products & Services filters on the left side bar to search for exhibitors with specific products and services:

- FINISHED PRODUCTS & SERVICES
- SUPPLY CHAIN CATEGORIES
- OTHER CATEGORIES
- SERVICES
- BRAND VALUES
- PRODUCT POSITIONING

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.



VISITOR PROFILES

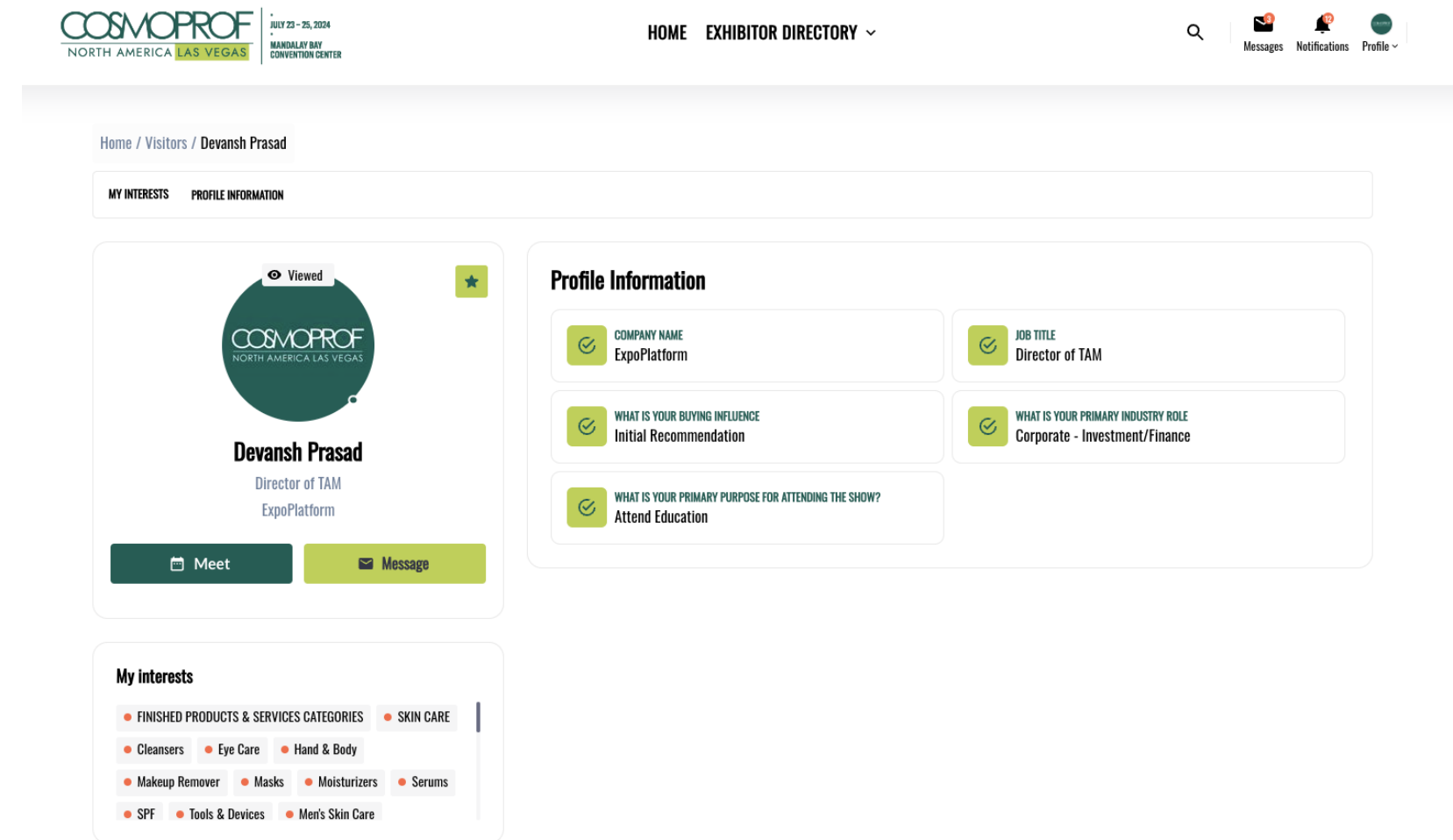
Learn About The Visitor

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 visitor profile for Devansh Prasad, Director of TAM at ExpoPlatform. The page includes a profile card with a 'Viewed' status and 'Meet'/'Message' buttons. A 'Profile Information' section contains fields for Company Name (ExpoPlatform), Job Title (Director of TAM), Initial Recommendation, Primary Industry Role (Corporate - Investment/Finance), and Primary Purpose for Attending (Attend Education). A 'My Interests' section lists categories like Finished Products & Services, Skin Care, and various product types such as Cleansers, Eye Care, and Serums.

CONNECT WITH VISITORS & EXHIBITORS - MESSAGES

Send A Message

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



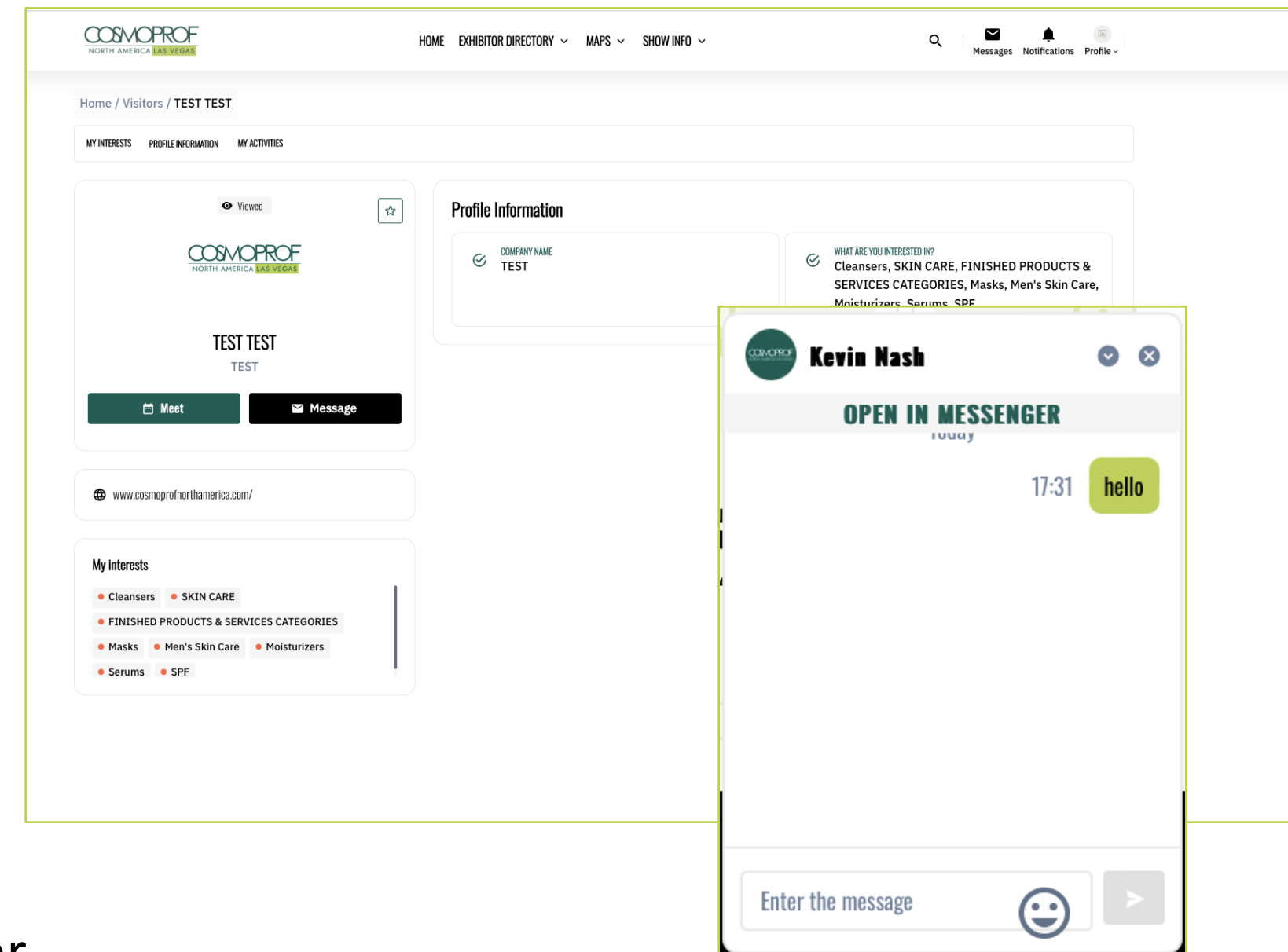
A message box will appear, allowing you to type in your message and send.

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 30 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

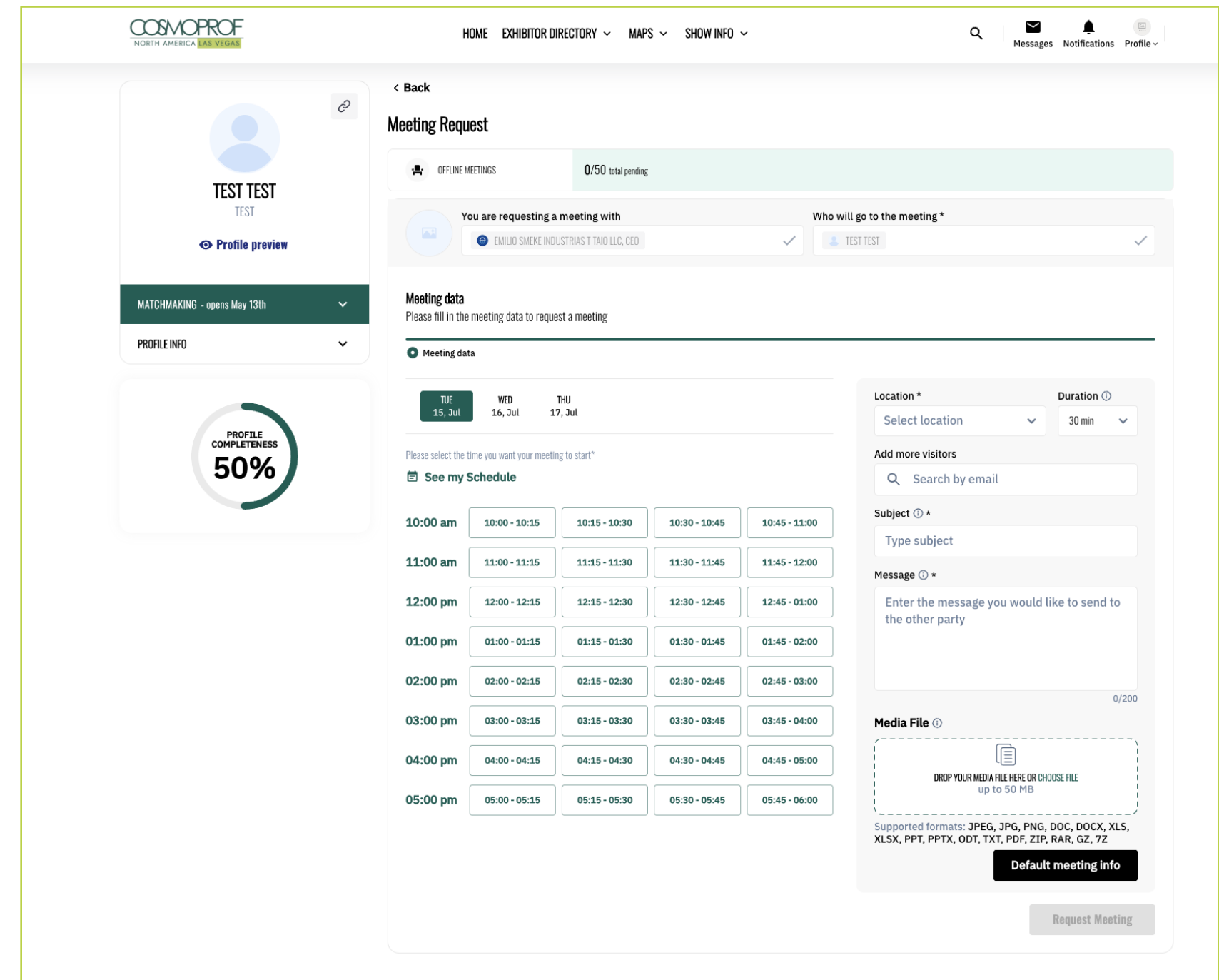
Request to meet via the Meet icon  found on the visitor and exhibitor team member profile pages. Only participants that are active in the platform will show this option.

Fill in all the required data, including:

- Your Team Members that will be joining the meeting
- Desired date and time
- Location: select the exhibitor stand/booth
- Duration: select the length of meeting
- 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 30 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 on the COSMOPROF platform. The form is titled 'Meeting Request' and shows '0/50 total pending' requests. It includes a 'Meeting data' section with a calendar grid for selecting a date and time. The calendar shows the following timeslots:

	TUE 15 Jul	WED 16 Jul	THU 17 Jul
10:00 am	10:00 - 10:15	10:15 - 10:30	10:30 - 10:45
11:00 am	11:00 - 11:15	11:15 - 11:30	11:30 - 11:45
12:00 pm	12:00 - 12:15	12:15 - 12:30	12:30 - 12:45
01:00 pm	01:00 - 01:15	01:15 - 01:30	01:30 - 01:45
02:00 pm	02:00 - 02:15	02:15 - 02:30	02:30 - 02:45
03:00 pm	03:00 - 03:15	03:15 - 03:30	03:30 - 03:45
04:00 pm	04:00 - 04:15	04:15 - 04:30	04:30 - 04:45
05:00 pm	05:00 - 05:15	05:15 - 05:30	05:30 - 05:45

The form also includes a 'Location' dropdown, a 'Duration' dropdown (set to 30 min), a 'Subject' field, a 'Message' field, and a 'Media File' upload section. A 'Request Meeting' button is at the bottom right.

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:

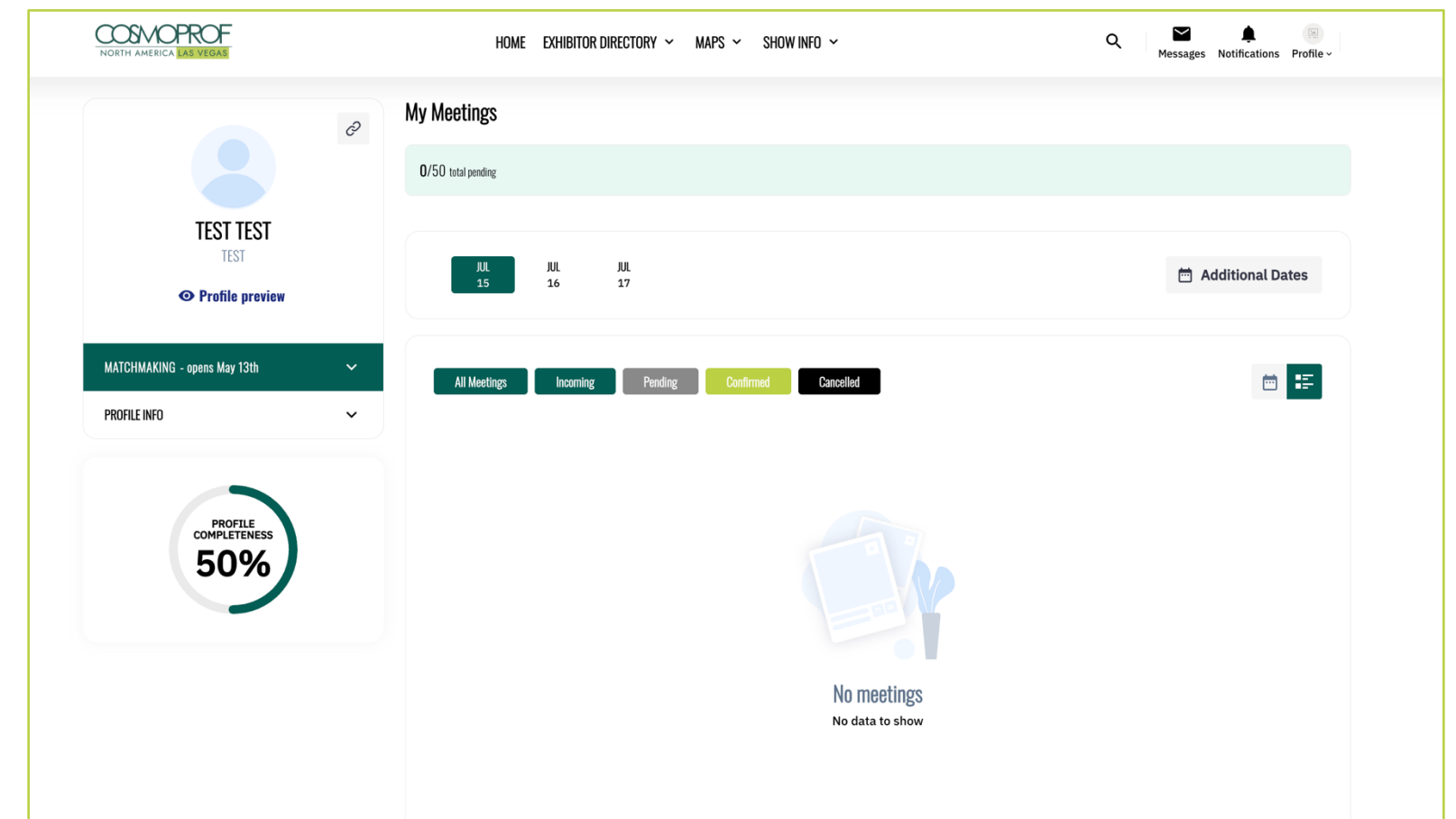
This is a meeting request you sent that has not been confirmed

→ 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





MY MATCH – MATCHMAKING TOOL

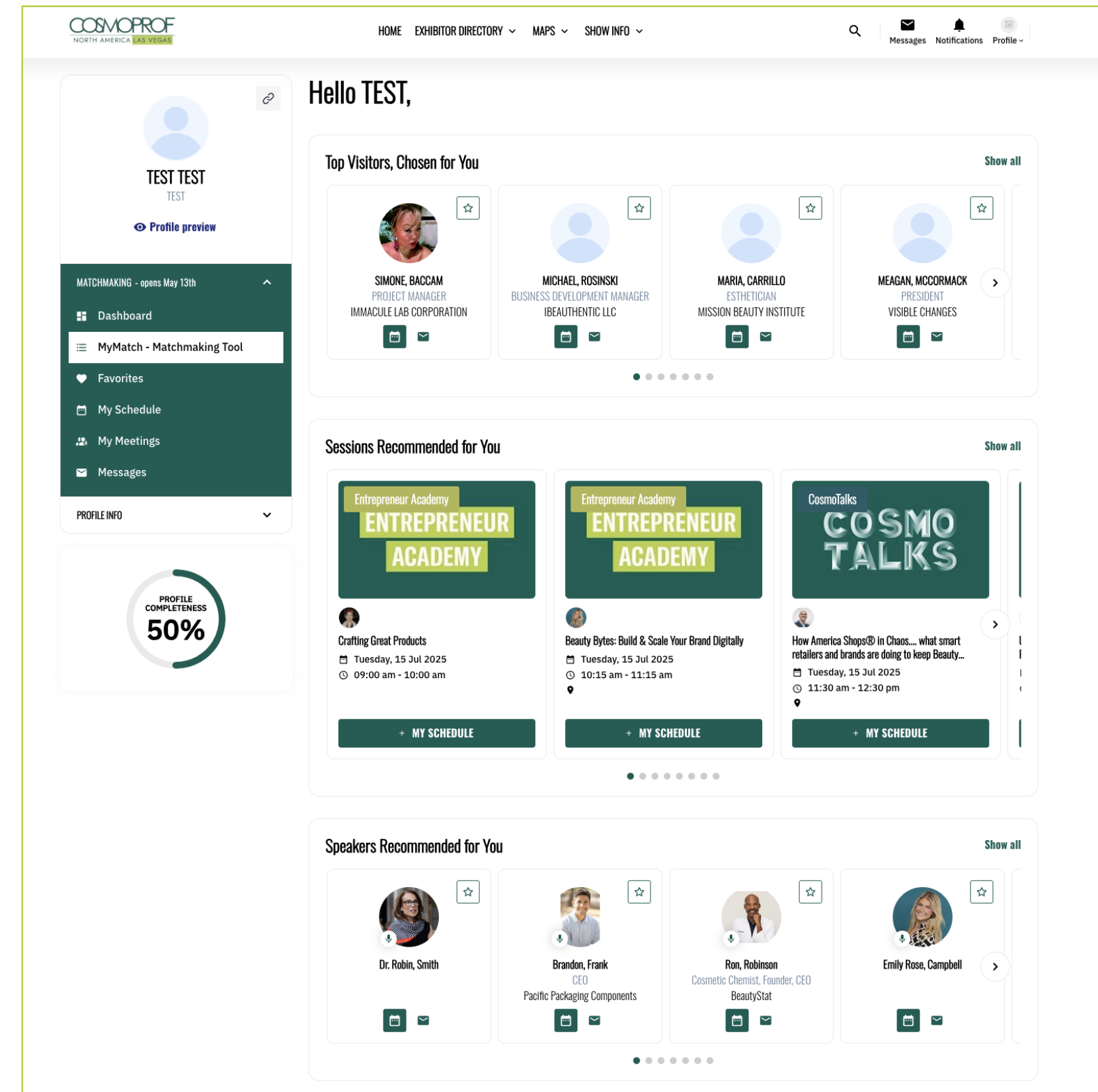
Navigate to the My Match – Matchmaking Tool in the profile menu. The information you provided in your profile and your activity in the platform are used to populate suggested matches, including visitors to consider connecting with and sessions and speakers to discover.

Favorites

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

Click the star on Exhibitor Team Member profiles and Speaker profiles to favorite them and show on this page.

Your favorites selections in My Match are also saved on this page. You will find mutual My Match 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.

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.


The screenshot shows the "My Schedule" interface. On the left is a profile card for Devansh Prasad, Director of TAM at ExpoPlatform, with a "Profile preview" link and a "MATCHMAKING - OPENS JUN 24T" button. Below this is an "ACTIVITY LEGEND" with three items: "Blocked Time" (grey square), "Confirmed Meetings" (green square), and "Incoming Meetings" (blue square). The main area is titled "My Schedule" and includes a calendar navigation bar with "JUN 04", "JUL 23" (selected), "JUL 24", and "JUL 25", along with "Additional Dates" and "Filters" buttons. The "BLOCKED TIME" section shows a "lunch" event on Tuesday, 23 Jul 2024, from 02:30 am to 03:30 am, created by Devansh Prasad, with "Edit" and "Delete" buttons. The "CONFIRMED MEETINGS" section shows a "Confirmed" meeting on Tuesday, 23 Jul 2024, from 10:30 am to 11:30 am at an "Exhibitor booth". The meeting details include the title "Review new nail product", a message "Hello - I buy for TEST and would like to review your new nail product.", and participants: Devansh Prasad (Director of TAM, ExpoPlatform) on the user's side, and Kevin Nash (Director, Cosmoprof Test account) on the other side. There are "Reschedule" and "Cancel Meeting" buttons for this meeting. At the bottom, there is a "BLOCKED TIME" section.



EDUCATION SESSIONS & SPECIAL EVENTS

Education Sessions


View CosmoTalks and Entrepreneur Academy and Cosmpack Education 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.

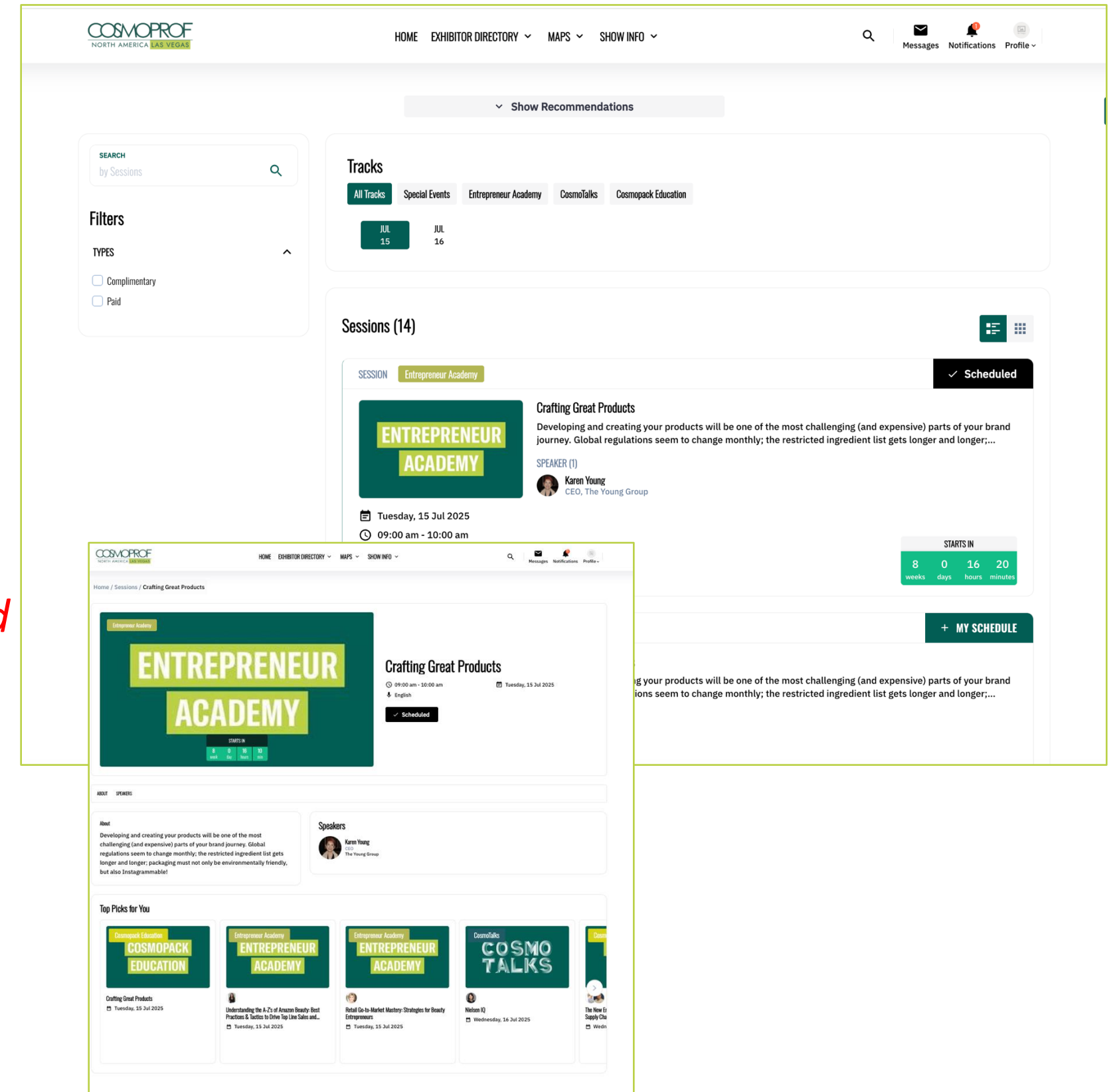
Add sessions to your schedule by clicking the  button. This will be your reminder to attend, not your registration.

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.





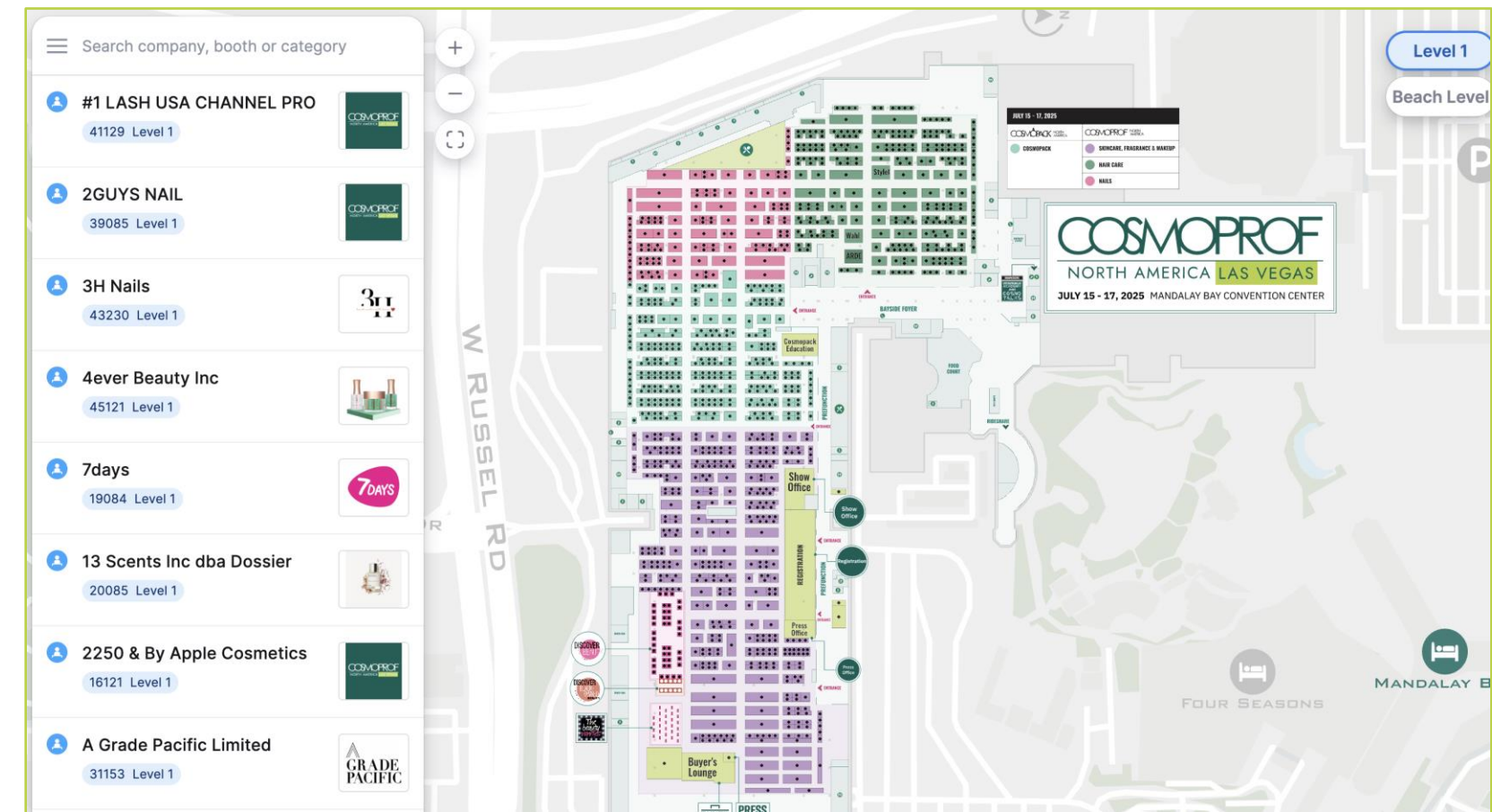
MAPS & SHOW INFO

Maps

Navigate to Maps in the main menu to view the overview map and when available, the interactive floorplan map. The interactive floorplan map displays where each specific booth is located. In the mobile app you can use it to get direction from one booth to another.

Show Info

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





COSMOPROF NORTH AMERICA MOBILE APP

The Cosmoprof North America Mobile App is available to download in the iOS and Google Play app stores.

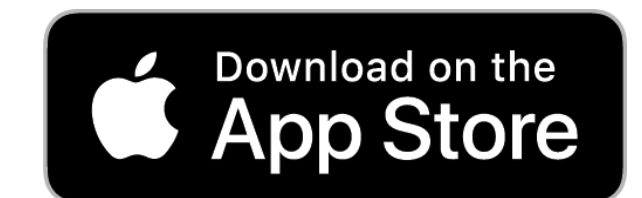
Login Credentials

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

PLEASE NOTE: If you have the mobile app from the 2024 Las Vegas event or 2025 Miami event, open and select "change event" from the menu to find the new Las Vegas 2025 edition.





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