

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 INDUSTRY

NEW DAY FORMAT

LAS VEGAS
MANDALAY BAY CONVENTION
CENTER

JULY 13 - 15, 2026

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

COSMOPROF NORTH AMERICA
COSMOPACK NORTH AMERICA

Organizer – USA Beauty LLC

informa markets |  **Bologna Fiere** |  **PBA** Professional Beauty Association
SCIENTIFIC • INNOVATION • EDUCATION

A new world for beauty

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



GET STARTED

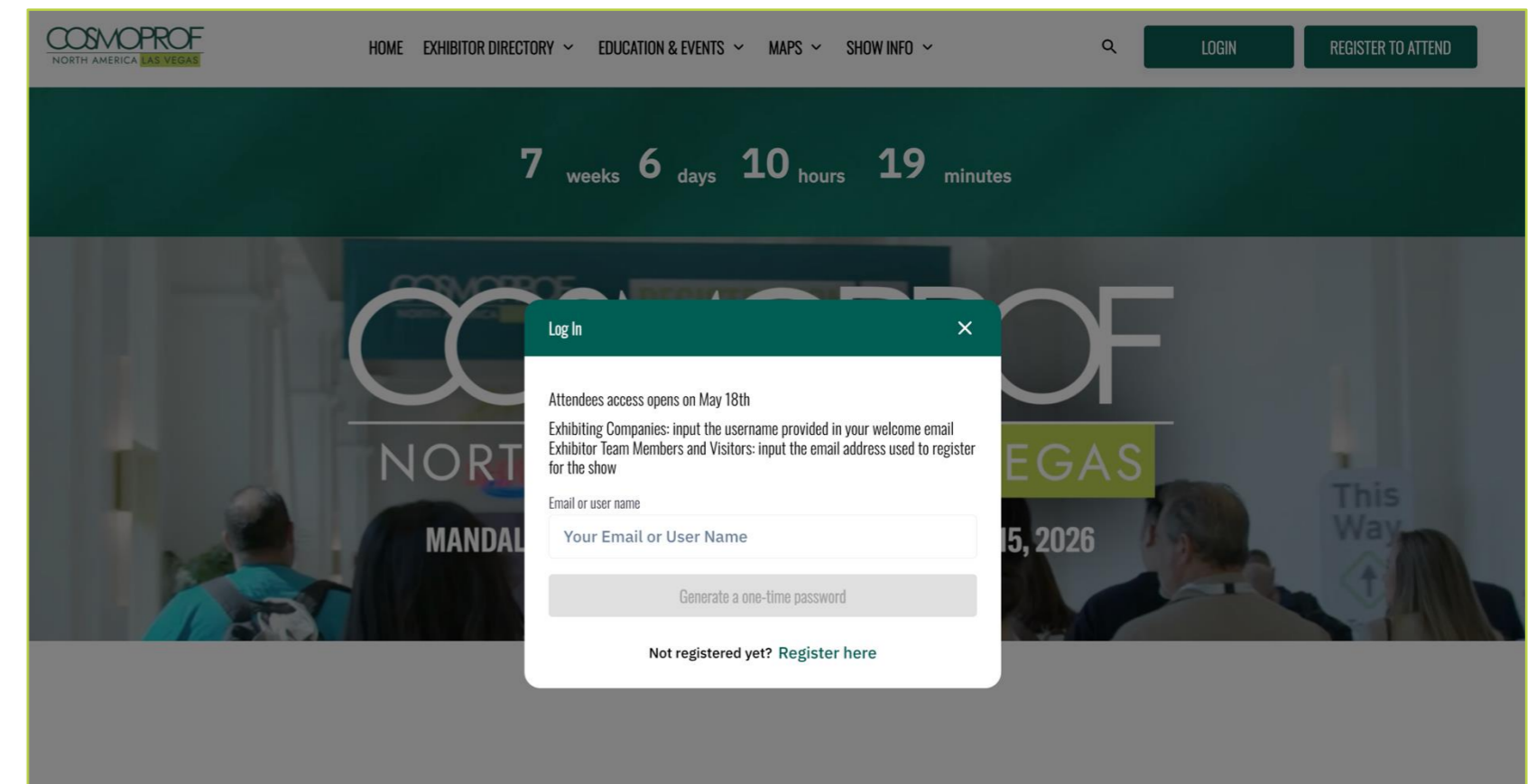
Access The Online Directory, featuring My Match, [here >>](#)

Log in 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: Online Directory Open—Discover, Connect, Schedule

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 22nd 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

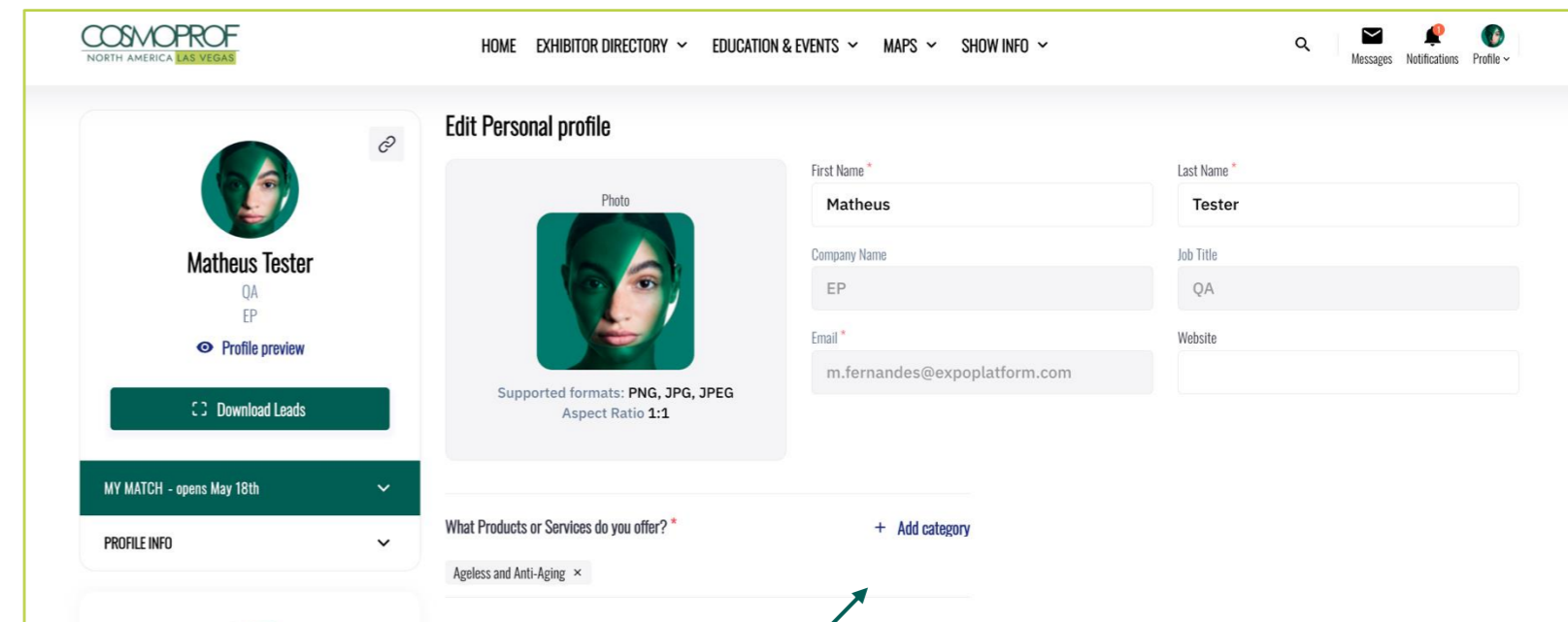
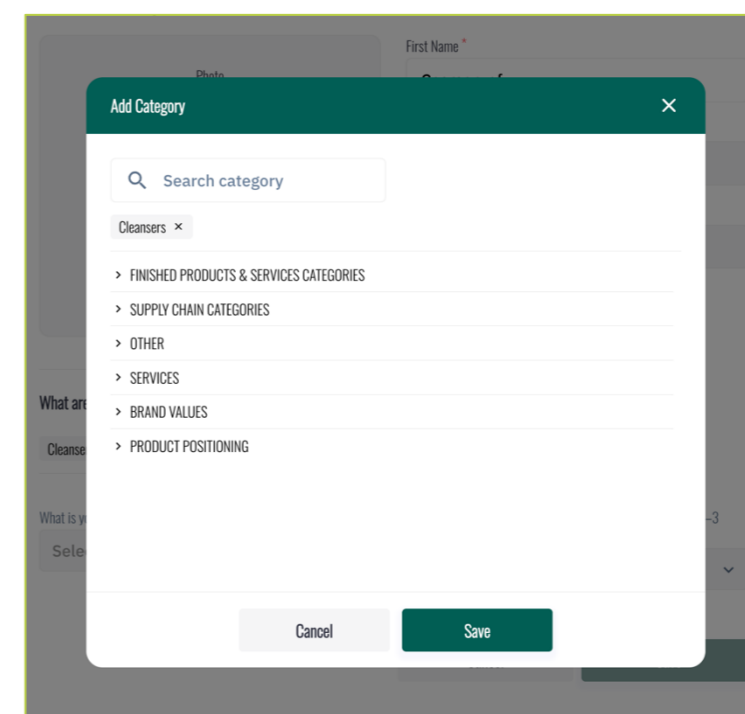
Add the website for the brand or business that you represent.

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.

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.

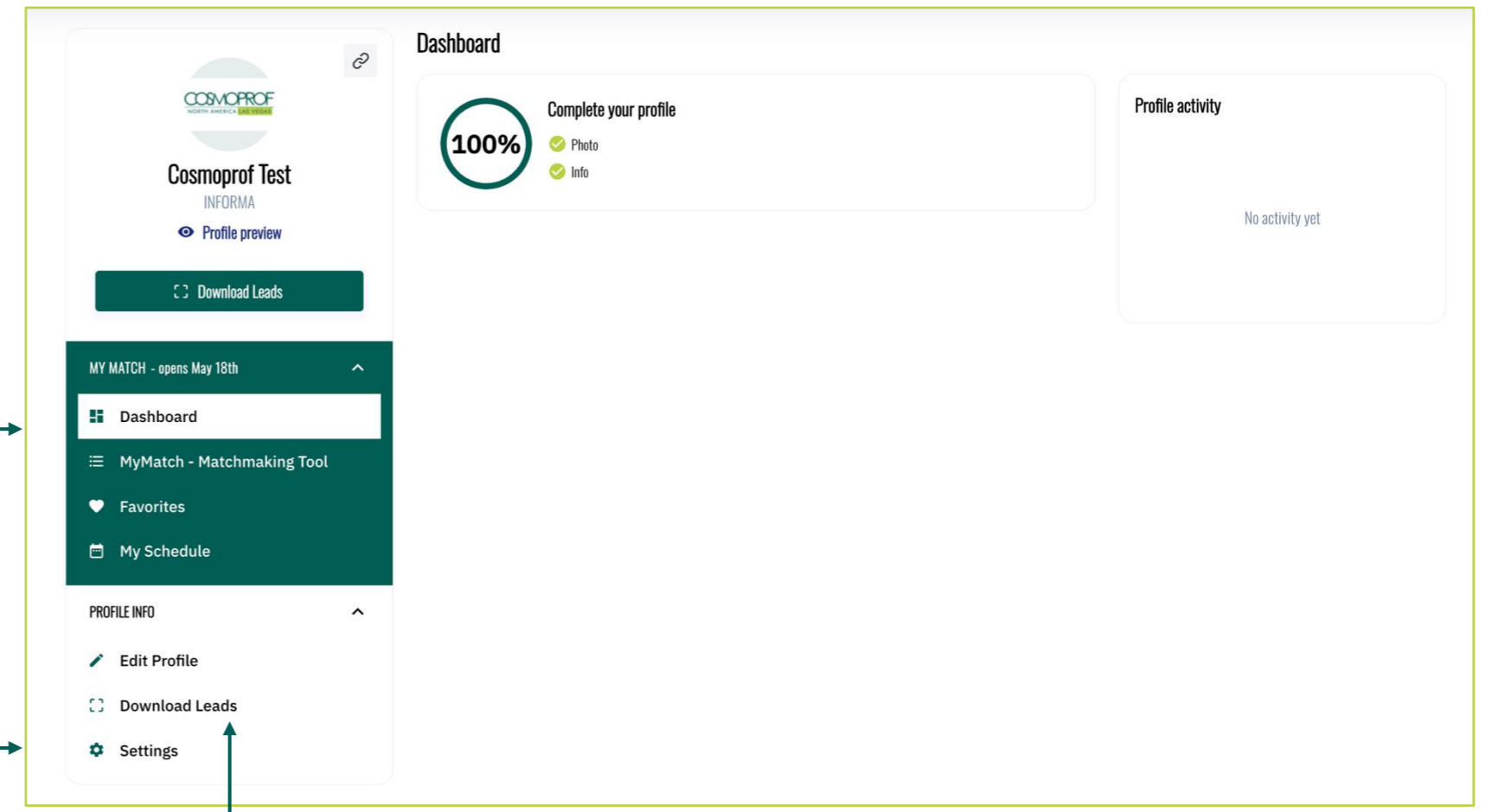
→ Connection Settings

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.



NEW

Download Leads

Track your engagement and identify potential prospects. Download an export showing which visitors or fellow exhibitors have viewed your profile, previewed your content or added you to their favorites.

VISITOR LIST - Attendees

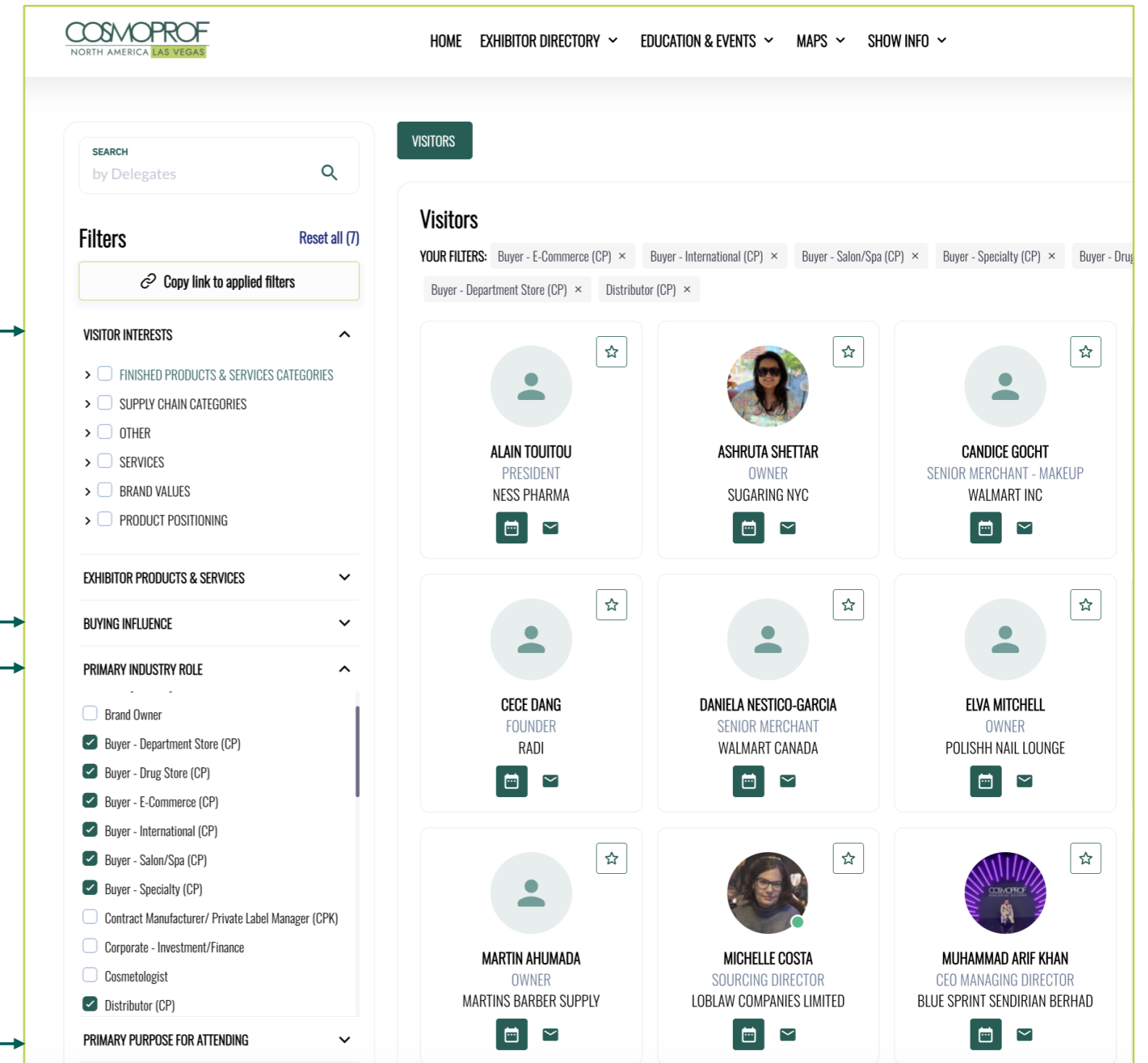
The Visitors List includes show attendees and exhibitor team members.

Navigate to the Visitor List in the My Match menu.
Here you will find the show attendees PLUS Exhibitor Team Members.

Visitor Filters

Use the Visitor filters on the left side bar to search for visitors by their interests, role in the industry and more:

- FINISHED PRODUCTS & SERVICES
- SUPPLY CHAIN CATEGORIES
- OTHER CATEGORIES
- SERVICES
- BRAND VALUES
- PRODUCT POSITIONING
- BUYING INFLUENCE
- PRIMARY INDUSTRY ROLE
- PRIMARY PURPOSE OF ATTENDING



The screenshot shows the COSMOPROF VISITORS interface. On the left is a 'Filters' sidebar with sections for VISITOR INTERESTS, EXHIBITOR PRODUCTS & SERVICES, BUYING INFLUENCE, PRIMARY INDUSTRY ROLE, and PRIMARY PURPOSE FOR ATTENDING. The PRIMARY INDUSTRY ROLE section is expanded, showing roles like 'Buyer - Department Store (CP)', 'Buyer - Drug Store (CP)', 'Buyer - E-Commerce (CP)', 'Buyer - International (CP)', 'Buyer - Salon/Spa (CP)', 'Buyer - Specialty (CP)', 'Contract Manufacturer/ Private Label Manager (CPK)', 'Corporate - Investment/Finance', 'Cosmetologist', and 'Distributor (CP)'. The main area displays a grid of visitor profiles, each with a profile picture, name, title, and company. The profiles shown include: ALAIN TOUITOU (PRESIDENT, NESS PHARMA), ASHRUTA SHETAR (OWNER, SUGARING NYC), CANDICE GOCHT (SENIOR MERCHANT - MAKEUP, WALMART INC), CECE DANG (FOUNDER, RADI), DANIELA NESTICO-GARCIA (SENIOR MERCHANT, WALMART CANADA), ELVA MITCHELL (OWNER, POLISHH NAIL LOUNGE), MARTIN AHUMADA (OWNER, MARTINS BARBER SUPPLY), MICHELLE COSTA (SOURCING DIRECTOR, LOBLAW COMPANIES LIMITED), and MUHAMMAD ARIF KHAN (CEO MANAGING DIRECTOR, BLUE SPRINT SENDIRIAN BERHAD). The top navigation bar includes HOME, EXHIBITOR DIRECTORY, EDUCATION & EVENTS, MAPS, and SHOW INFO. The top right has a 'VISITORS' button. The left sidebar has a search bar and a 'Filters' section with a 'Reset all (7)' link and a 'Copy link to applied filters' button.

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 LIST – Exhibitor Team Members

The Visitors List includes show attendees and exhibitor team members.

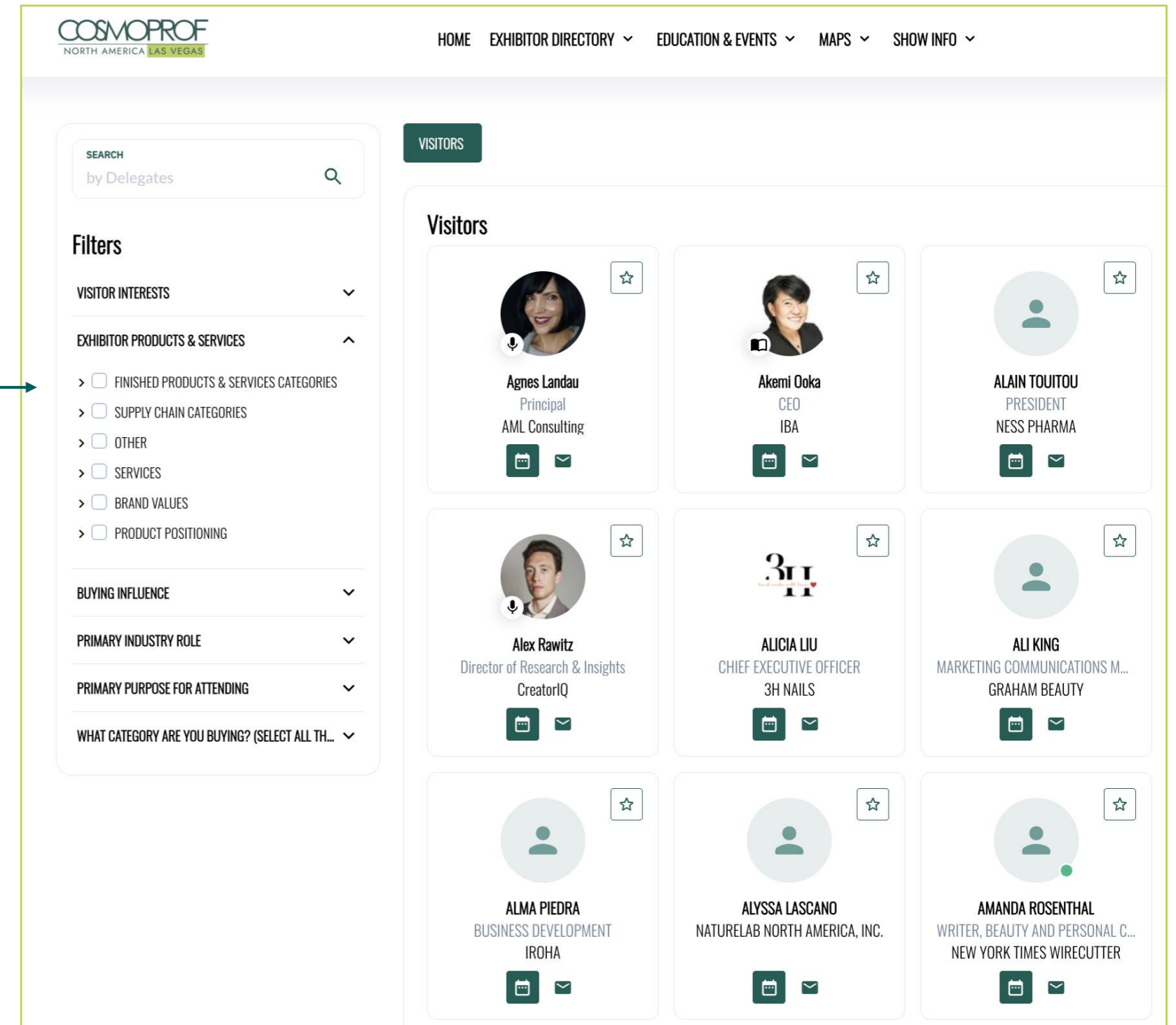
Exhibitor Products & Services Filters

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.



The screenshot shows the COSMOPROF website interface for the VISITORS section. At the top, there is a navigation bar with links for HOME, EXHIBITOR DIRECTORY, EDUCATION & EVENTS, MAPS, and SHOW INFO. Below the navigation bar is a search bar labeled "SEARCH by Delegates" and a "VISITORS" button. The main content area is divided into two columns. The left column contains a "Filters" section with several expandable categories: VISITOR INTERESTS, EXHIBITOR PRODUCTS & SERVICES (with sub-options for Finished Products & Services Categories, Supply Chain Categories, Other, Services, Brand Values, and Product Positioning), BUYING INFLUENCE, PRIMARY INDUSTRY ROLE, PRIMARY PURPOSE FOR ATTENDING, and WHAT CATEGORY ARE YOU BUYING? (SELECT ALL TH...). The right column displays a grid of visitor profiles, each with a profile picture, name, title, company, and contact icons (calendar and envelope). The profiles shown are: Agnes Landau (Principal, AML Consulting), Akemi Ooka (CEO, IBA), ALAIN TOUITOU (PRESIDENT, NESS PHARMA), Alex Rawitz (Director of Research & Insights, CreatorIQ), ALICIA LIU (CHIEF EXECUTIVE OFFICER, 3H NAILS), ALI KING (MARKETING COMMUNICATIONS M., GRAHAM BEAUTY), ALMA PIEDRA (BUSINESS DEVELOPMENT, IROHA), ALYSSA LASCANO (NATURELAB NORTH AMERICA, INC.), and AMANDA ROSENTHAL (WRITER, BEAUTY AND PERSONAL C., NEW YORK TIMES WIRECUTTER).

VISITOR PROFILES

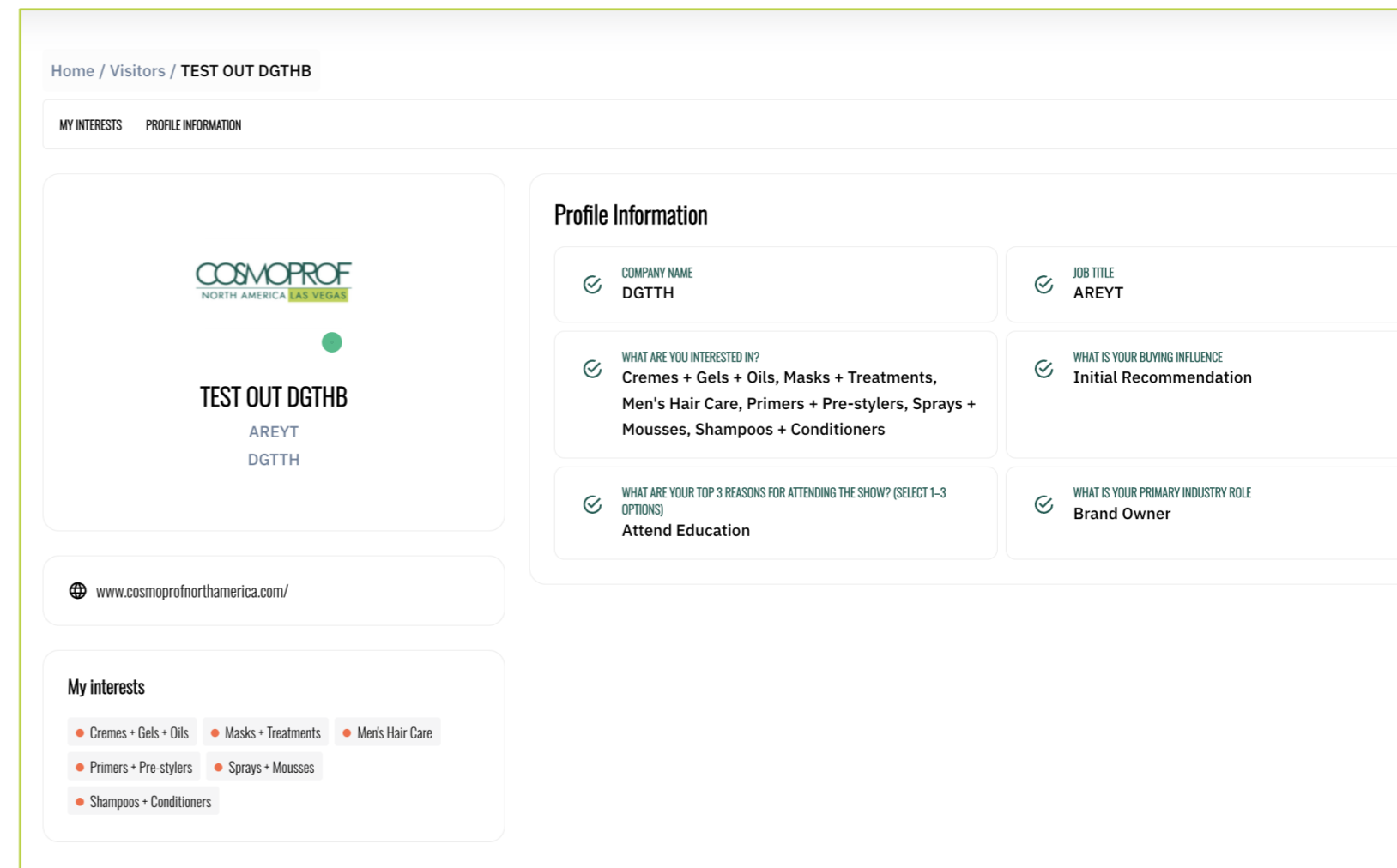
Learn About The Visitor

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.



Home / Visitors / TEST OUT DGTHB

MY INTERESTS PROFILE INFORMATION

COSMOPROF
NORTH AMERICA LAS VEGAS

TEST OUT DGTHB
AREYT
DGTHB

www.cosmoprofnorthamerica.com/

My interests

- Cremes + Gels + Oils
- Masks + Treatments
- Men's Hair Care
- Primers + Pre-stylers
- Sprays + Mousses
- Shampoos + Conditioners

Profile Information

COMPANY NAME DGTHB	JOB TITLE AREYT
WHAT ARE YOU INTERESTED IN? Cremes + Gels + Oils, Masks + Treatments, Men's Hair Care, Primers + Pre-stylers, Sprays + Mousses, Shampoos + Conditioners	WHAT IS YOUR BUYING INFLUENCE Initial Recommendation
WHAT ARE YOUR TOP 3 REASONS FOR ATTENDING THE SHOW? (SELECT 1-3 OPTIONS) Attend Education	WHAT IS YOUR PRIMARY INDUSTRY ROLE Brand Owner

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.

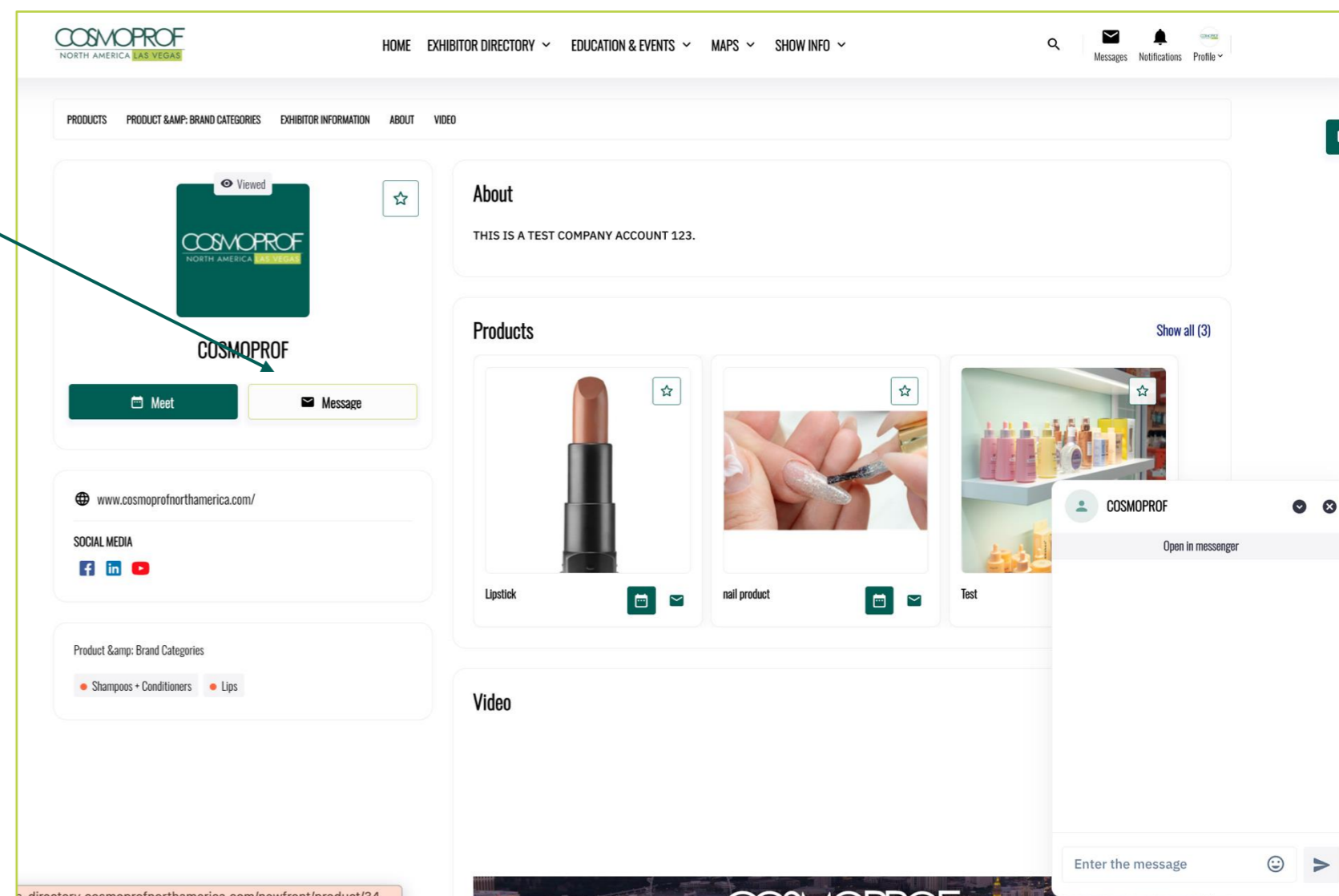
A message box will appear, allowing you to type in your message and send.

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 

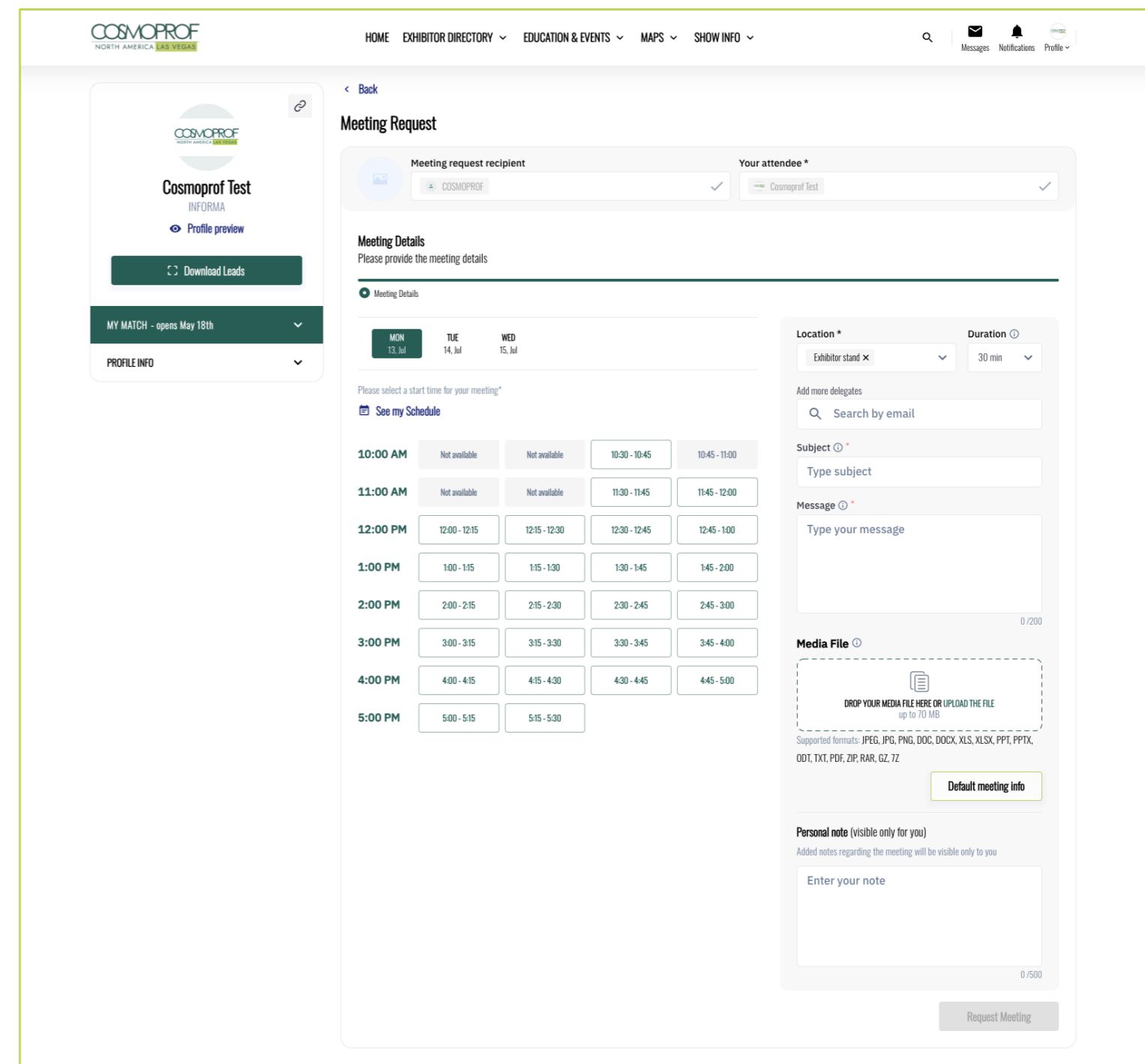
found on the visitor and exhibitor team member profile pages. Only participants that are active in the platform will show this option.

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 includes a 'Meeting request recipient' dropdown set to 'COSMOPROF' and a 'Your attendee' dropdown set to 'Cosmoprof Test'. Below this is a 'Meeting Details' section with a calendar grid for selecting a date and time. The calendar shows days MON, TUE, and WED. The time slots range from 10:00 AM to 5:00 PM. A 'Location' dropdown is set to 'Exhibitor stand x' and a 'Duration' dropdown is set to '30 min'. There is a 'Subject' field with a placeholder 'Type subject' and a 'Message' field with a placeholder 'Type your message'. A 'Media File' section allows for uploading files up to 70 MB, with supported formats listed as JPEG, PNG, DOC, DOCX, XLS, XLSX, PPT, PPTX, ODT, TXT, PDF, ZIP, RAR, GZ, 7Z. A 'Personal note' field is also present with a placeholder 'Enter your note'. 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:**

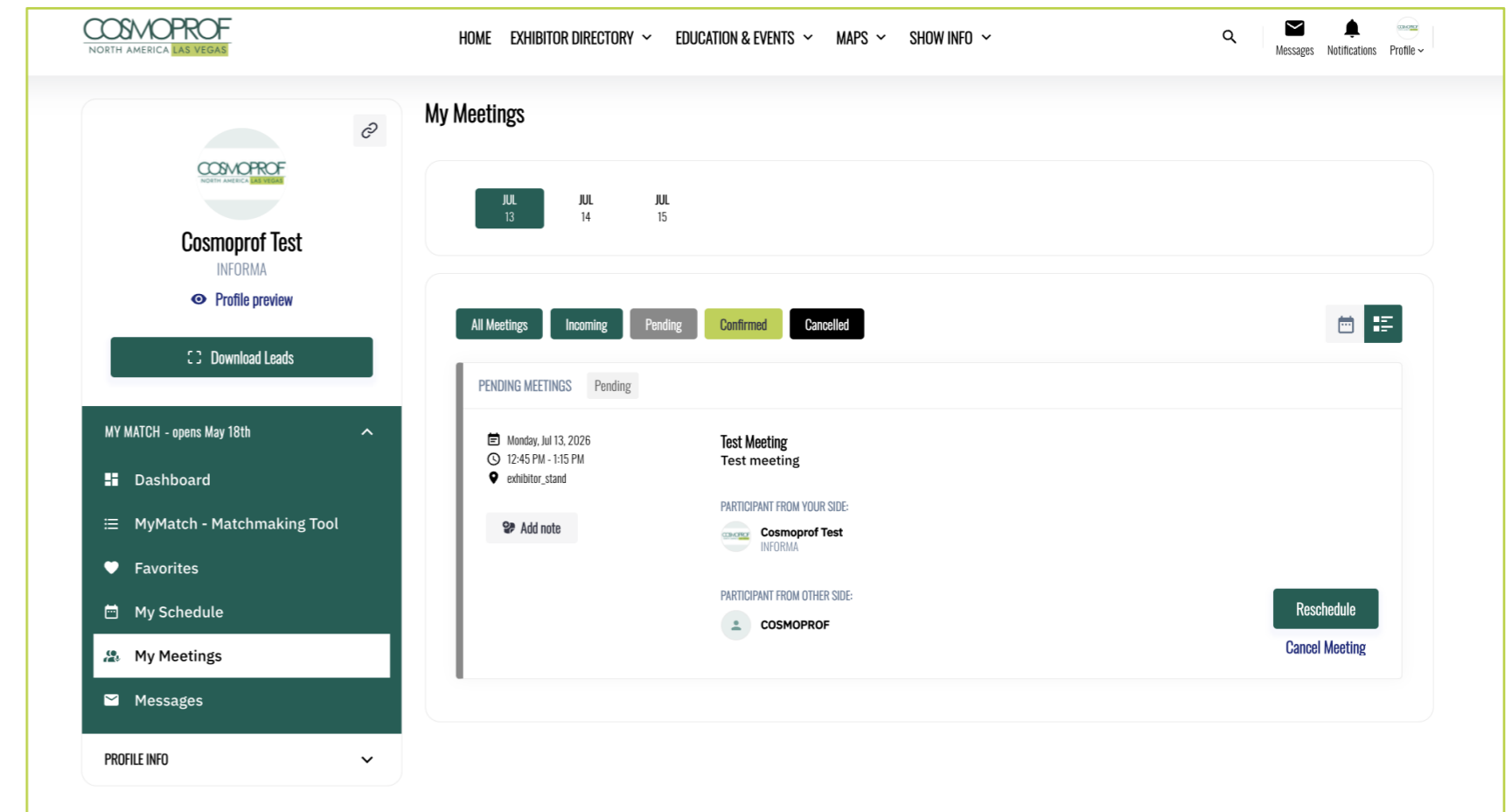
This is a meeting request you sent that has not been confirmed

→ **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 – NETWORKING TOOL

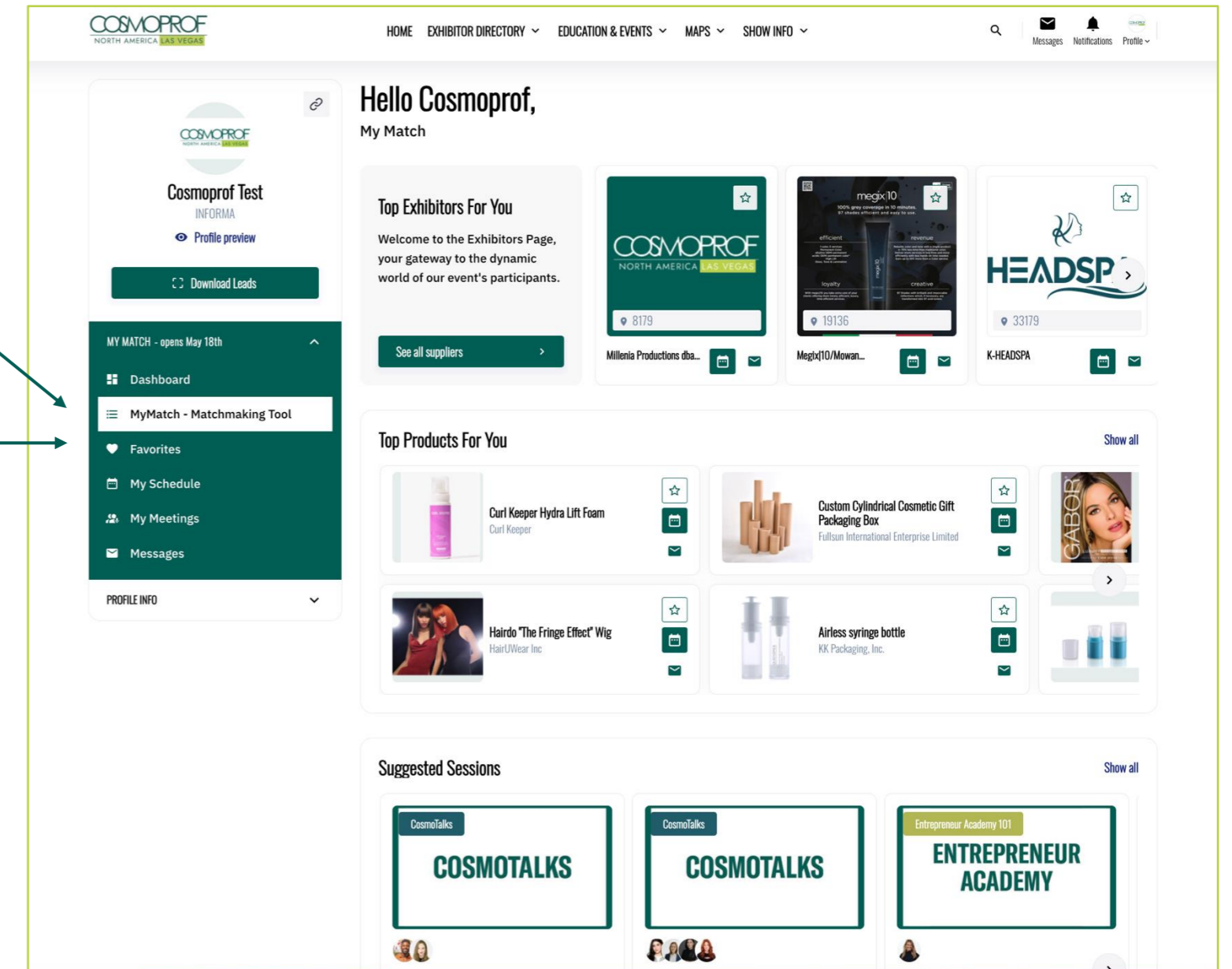
Navigate to the My Match Networking in the profile menu. The information you provided in your profile and your activity in the platform are used to populate suggested matches, including visitors to consider connecting with and sessions and speakers to discover.

Favorites

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

Click the star on Exhibitor 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 & Sessions

Navigate to Profile and expand the My Match menu to click My Schedule. Here you will find all your confirmed meetings, incoming meeting requests and sessions you plan to attend.

Edit Meetings

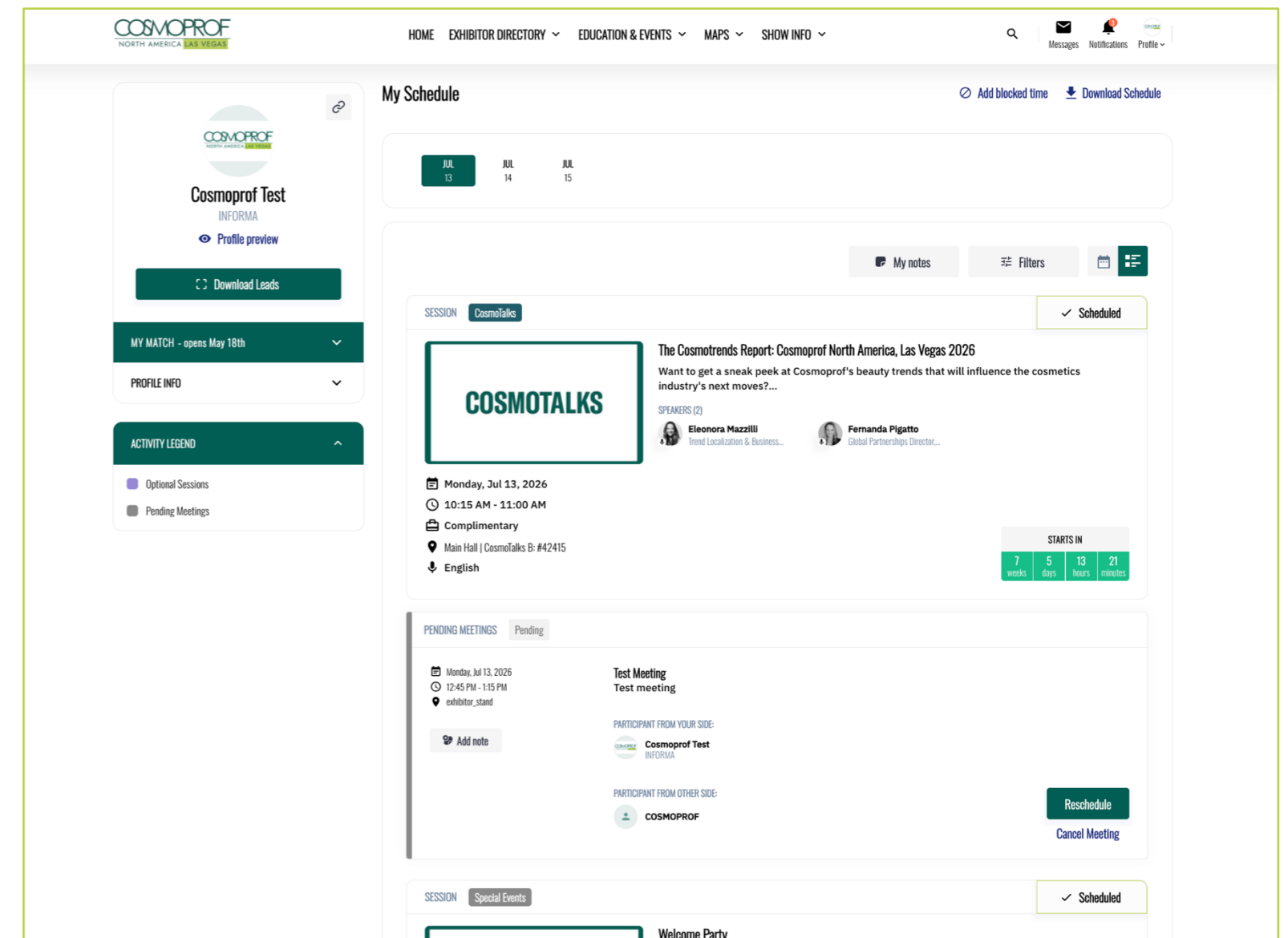
You can click edit, reschedule, confirm or cancel on the meetings to be taken to that meeting request.

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.





EDUCATION SESSIONS & SPECIAL EVENTS

Education Sessions

View CosmoTalks 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.

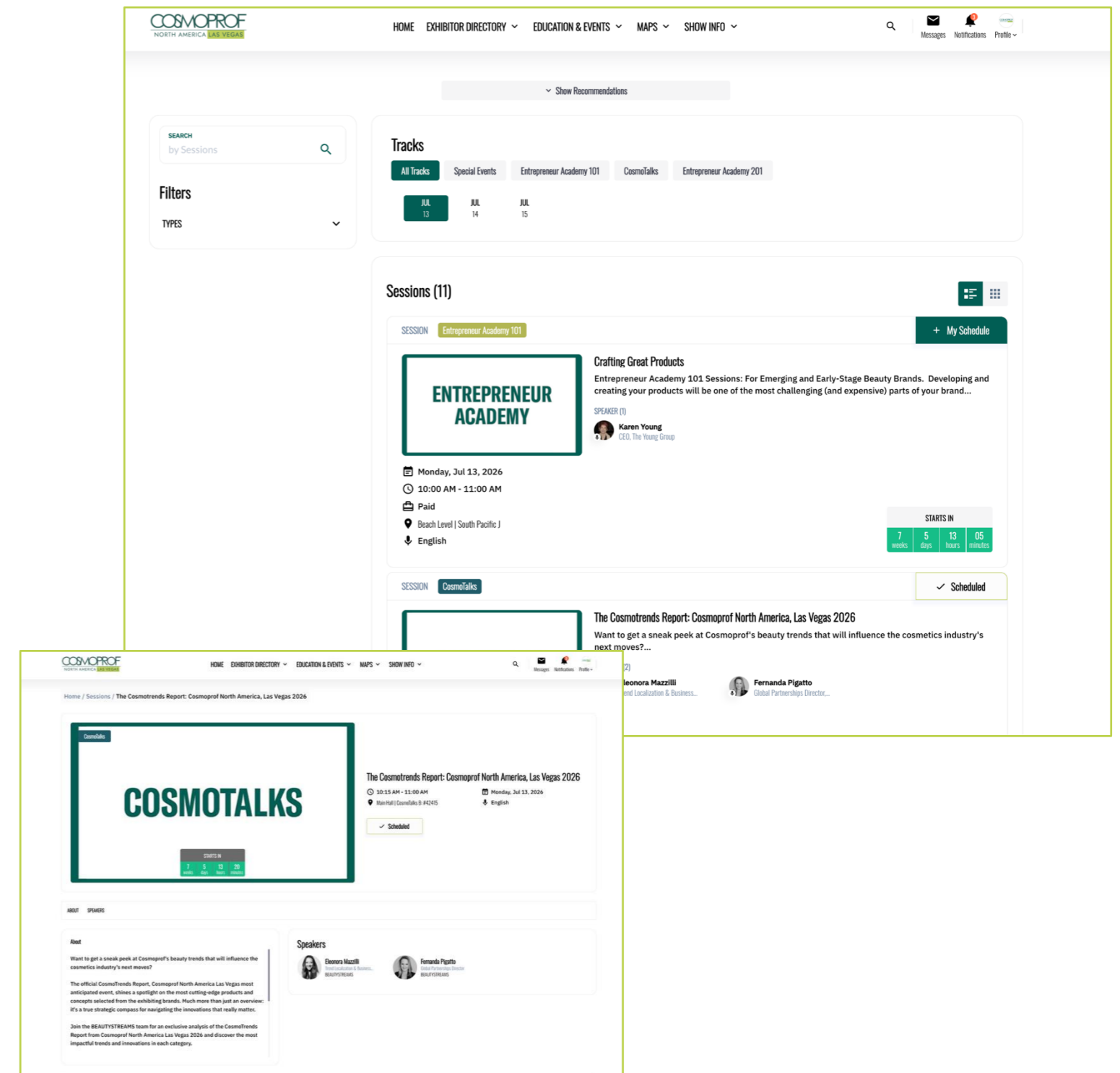
Add sessions to your schedule by clicking the **+ MY SCHEDULE** button. This will be your reminder to attend, not your registration.

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 **+ MY SCHEDULE** button. This will be your reminder to attend.



MAPS & SHOW INFO

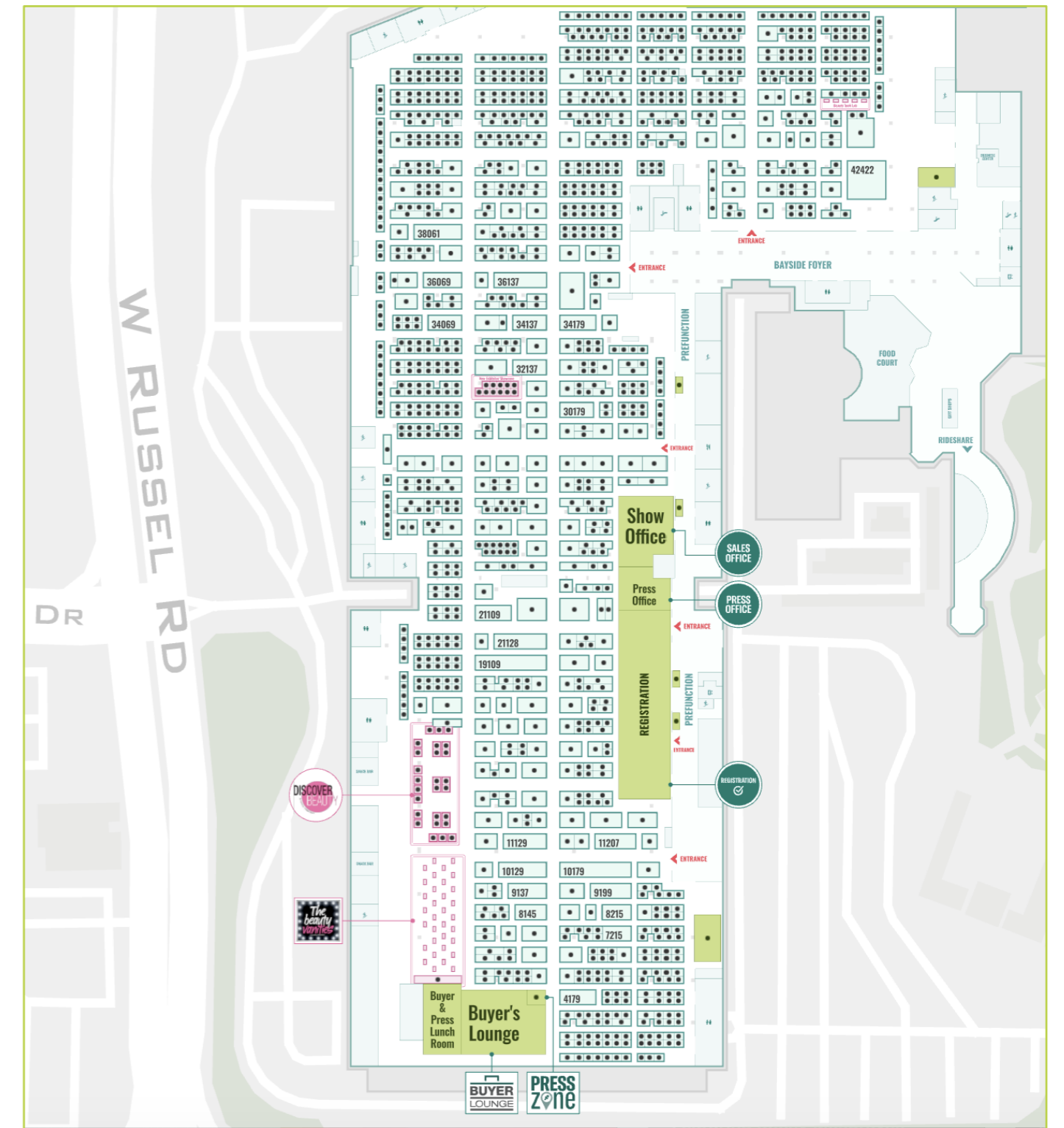
Maps

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.

Interactive Map Coming Mid-June





COSMOPROF NORTH AMERICA MOBILE APP

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

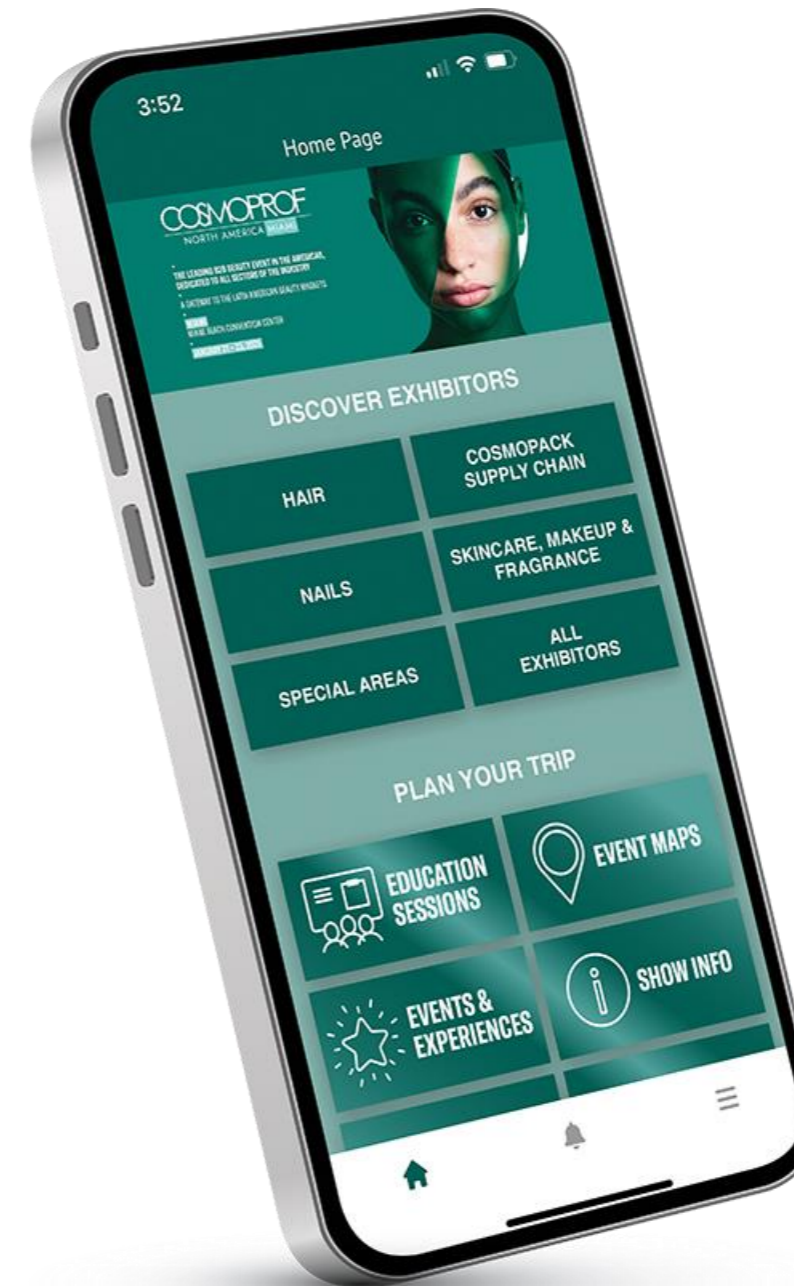
Login Credentials

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
- **NEW:** Access Your QR Code To Print Your Badge

PLEASE NOTE: If you have the mobile app from a previous CPNA event, open and select "change event" from the menu to find the new Las Vegas 2026 edition. **This edition will be available mid-June.**





NEED HELP

If you need help accessing or navigating the platform please review our Help Guides page [found here](#).

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