

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**

- **MIAMI**

MIAMI BEACH CONVENTION CENTER

- **JANUARY 21 – 23, 2025**

COSMOPROF NORTH AMERICA

COSMOPACK NORTH AMERICA

- **COSMOPROFNORTHAMERICA.COM**



Organizer – Usa Beauty LLC

informa **markets**



A new world for beauty

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



## GET STARTED

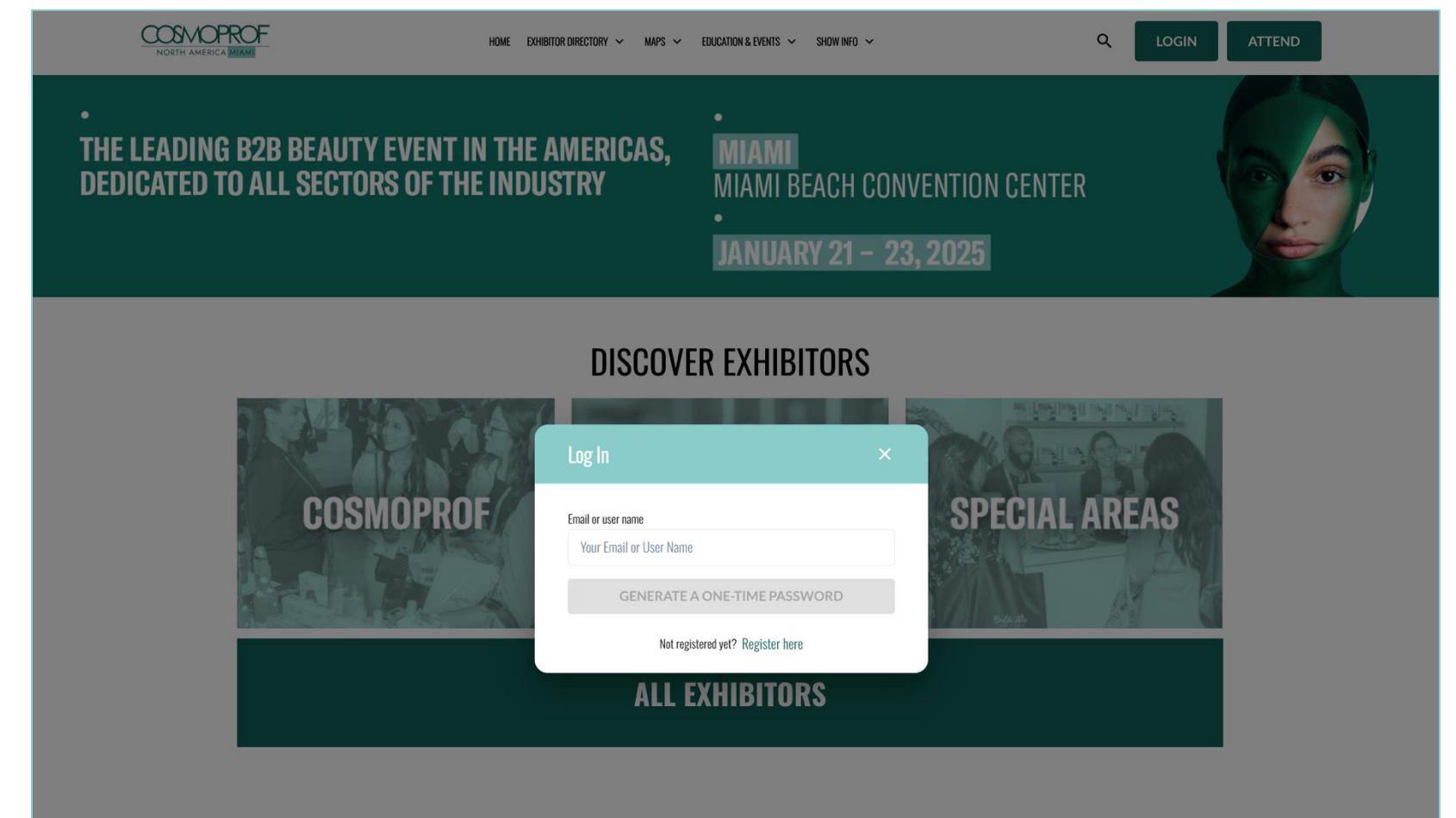
Access The Online Directory, featuring My Match, [here >>](#)

### Login Credentials

All registered Cosmoprof North America Miami exhibitor team members will receive a welcome email to the platform from [cosmoprofna@expoplatform.com](mailto: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 December 6th or within 24 hours of being registered for your badge, please contact [customer.service@cosmoprofna.com](mailto: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

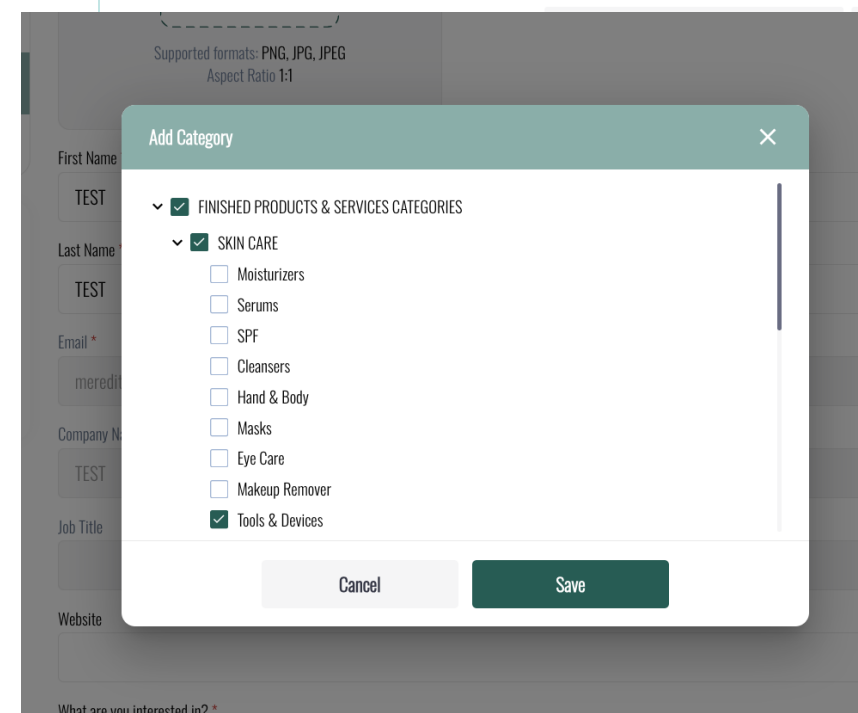
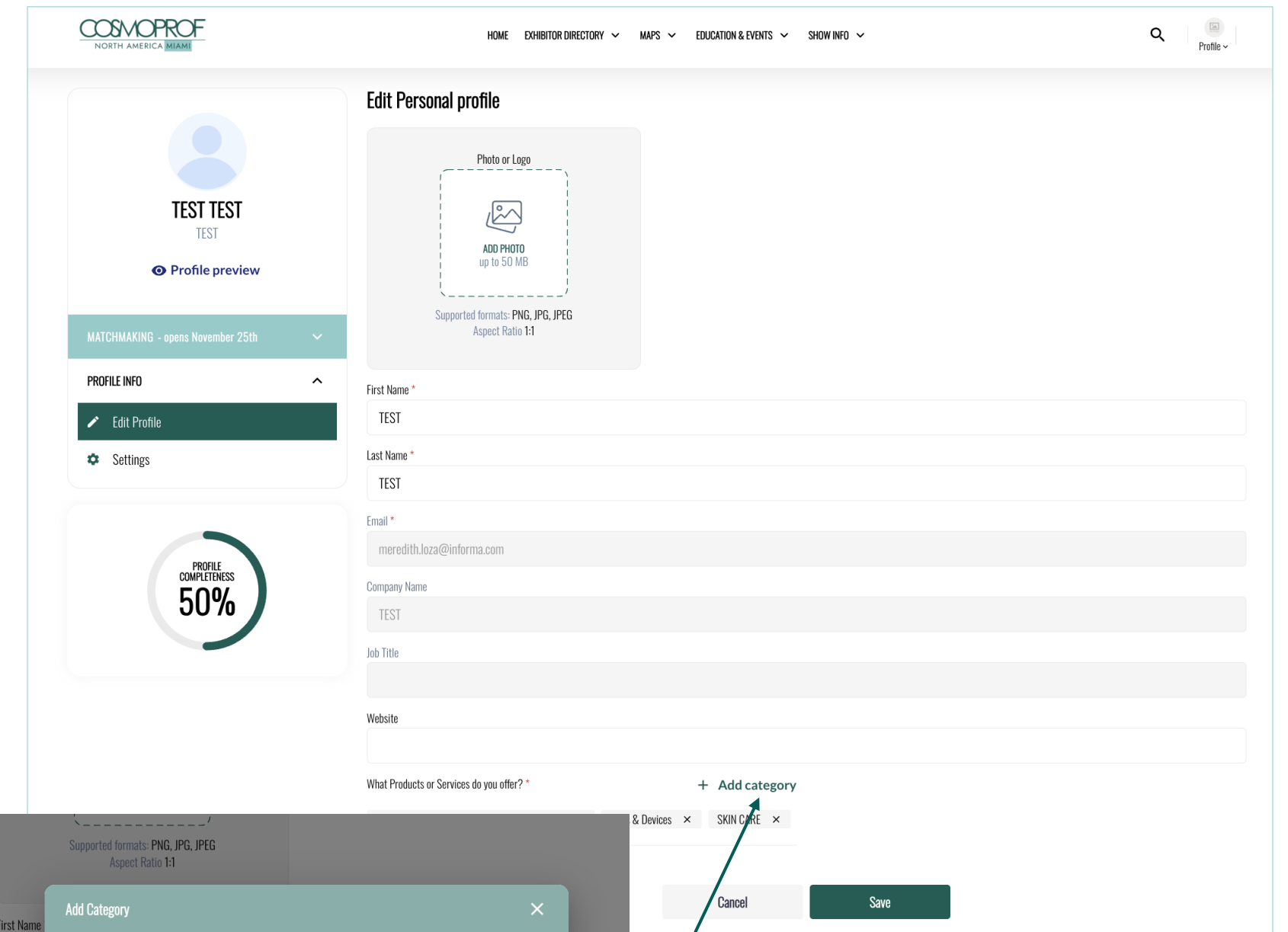
Add the website for the brand or business that you represent.

### 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](mailto:customer.service@cosmoprofna.com).



## CREATE YOUR PROFILE

### Dashboard

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

### Settings

#### → Notification Settings

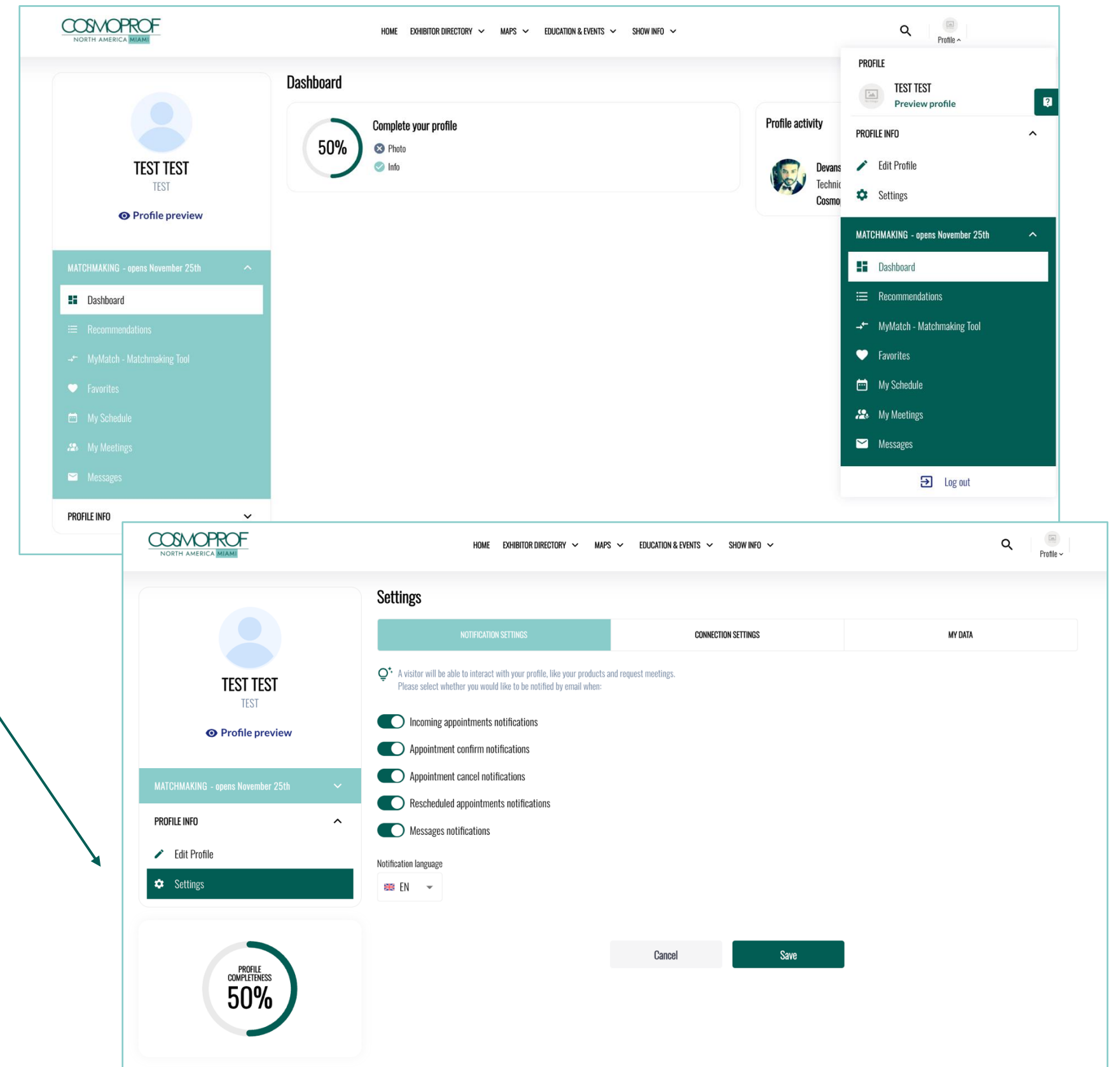
You can toggle off and on your notifications for meetings and messages. These notifications will come via email.

#### → Connection Settings

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

#### → 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

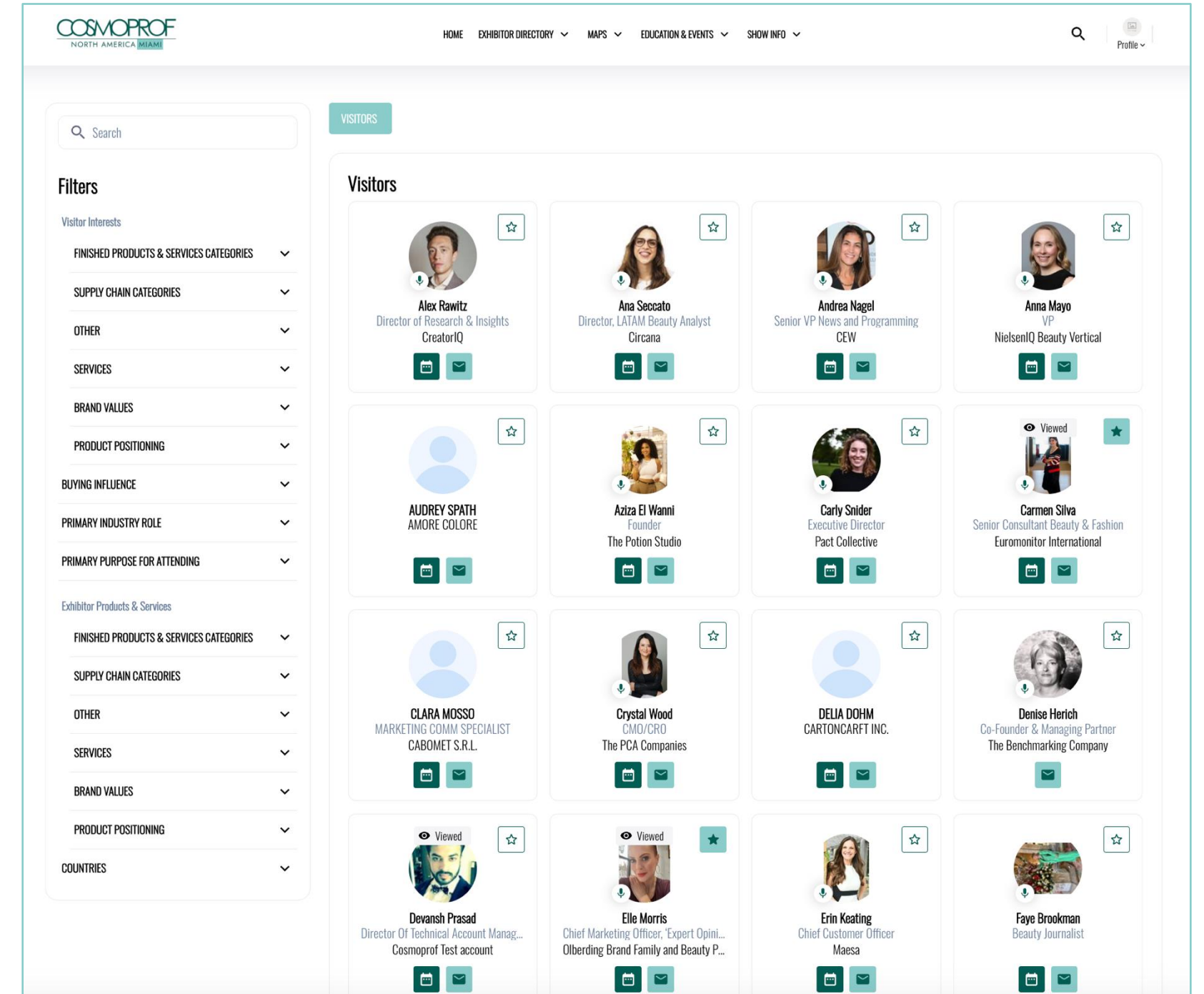
*includes show attendees and exhibitor team members*

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
- SHOW SECTOR
- SPECIAL AREAS
- COUNTRY OF ORIGIN
- SERVICES
- BRAND VALUES
- PRODUCT POSITIONING
- OTHER
- BUYING INFLUENCE
- PRIMARY INDUSTRY ROLE
- PRIMARY PURPOSE OF ATTENDING



The screenshot displays the COSMOPROF MY MATCH website interface. At the top, there is a navigation bar with links for HOME, EXHIBITOR DIRECTORY, MAPS, EDUCATION & EVENTS, and SHOW INFO. A search bar is located in the top right corner. Below the navigation bar, the page is divided into two main sections: Filters and Visitors.

The Filters section on the left side of the page is organized into two main categories: Visitor Interests and Exhibitor Products & Services. Under Visitor Interests, there are dropdown menus for: FINISHED PRODUCTS & SERVICES CATEGORIES, SUPPLY CHAIN CATEGORIES, OTHER, SERVICES, BRAND VALUES, PRODUCT POSITIONING, BUYING INFLUENCE, PRIMARY INDUSTRY ROLE, and PRIMARY PURPOSE FOR ATTENDING. Under Exhibitor Products & Services, there are dropdown menus for: FINISHED PRODUCTS & SERVICES CATEGORIES, SUPPLY CHAIN CATEGORIES, OTHER, SERVICES, BRAND VALUES, PRODUCT POSITIONING, and COUNTRIES.

The Visitors section on the right side of the page displays a grid of 16 visitor profiles. Each profile includes a profile picture, a star icon, and contact information (email and phone icons). The visitors listed are:

- Alex Rawitz, Director of Research & Insights, CreatorIQ
- Ana Saccato, Director, LATAM Beauty Analyst, Circana
- Andrea Nagel, Senior VP News and Programming, CEW
- Anna Mayo, VP, NielsenIQ Beauty Vertical
- Audrey Spath, AMORE COLORE
- Aziza El Wann, Founder, The Potion Studio
- Carly Snider, Executive Director, Pact Collective
- Carmen Silva, Senior Consultant Beauty & Fashion, Euromonitor International
- Clara Mosso, MARKETING COMM SPECIALIST, CABOMET S.R.L.
- Crystal Wood, CMO/CRO, The PCA Companies
- Delia Dohm, CARTONCARFT INC.
- Denise Herich, Co-Founder & Managing Partner, The Benchmarking Company
- Devansh Prasad, Director Of Technical Account Manag..., Cosmoprof Test account
- Elle Morris, Chief Marketing Officer, Expert Opini..., Olberding Brand Family and Beauty P...
- Erin Keating, Chief Customer Officer, Maesa
- Faye Brookman, Beauty Journalist



## VISITOR LIST

includes show attendees and exhibitor team members

## Exhibitor Products & Services Filters

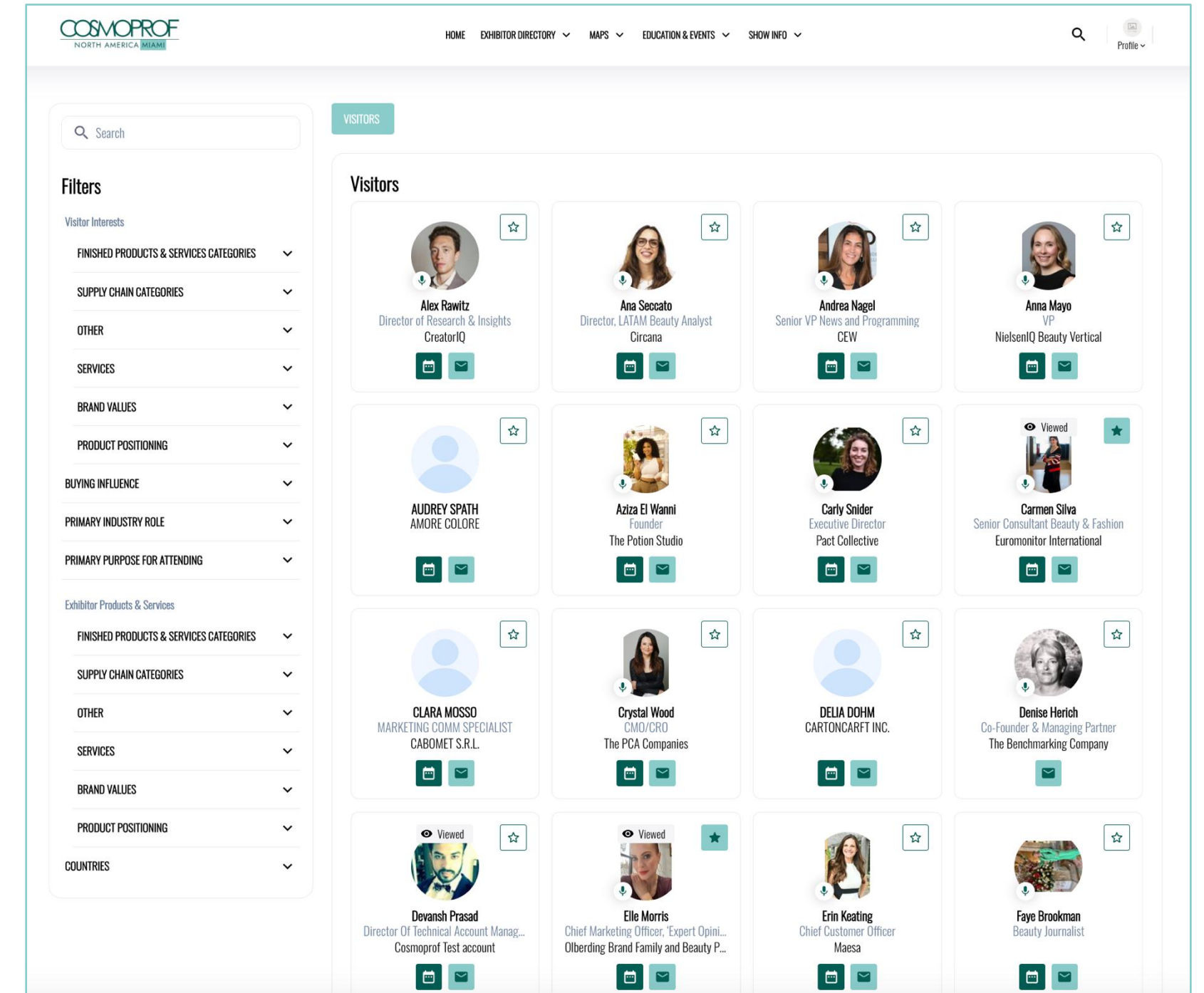
Use the Exhibitor Products & Services filters on the left side bar to search for other exhibitors with specific products and services:

- FINISHED PRODUCTS & SERVICES
- SUPPLY CHAIN CATEGORIES
- SHOW SECTOR
- SPECIAL AREAS
- BRAND VALUES
- COUNTRY OF ORIGIN
- SERVICES
- PRODUCT POSITIONING
- OTHER

## 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

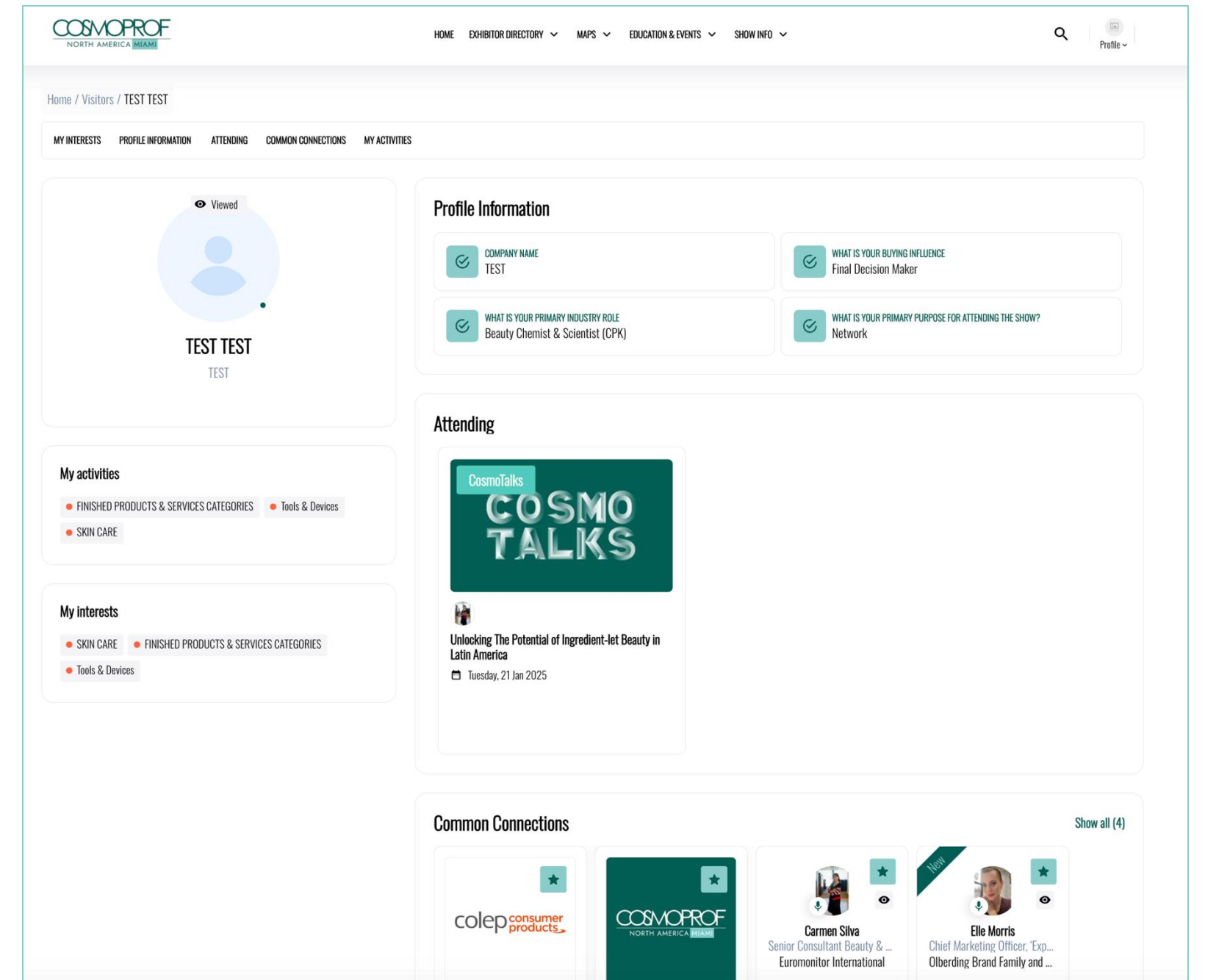
### Learn About The Visitor

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 a user profile for 'TEST TEST' on the COSMOPROF website. The profile includes the following sections:

- Profile Information:**
  - Company Name: TEST
  - What is your buying influence: Final Decision Maker
  - What is your primary industry role: Beauty Chemist & Scientist (CPK)
  - What is your primary purpose for attending the show? Network
- Attending:**
  - Event: COSMO TALKS
  - Topic: Unlocking The Potential of Ingredient-led Beauty in Latin America
  - Date: Tuesday, 21 Jan 2025
- My activities:**
  - FINISHED PRODUCTS & SERVICES CATEGORIES
  - Tools & Devices
  - SKIN CARE
- My interests:**
  - SKIN CARE
  - FINISHED PRODUCTS & SERVICES CATEGORIES
  - Tools & Devices
- Common Connections:**
  - colep consumer products
  - COSMOPROF NORTH AMERICA MIAMI
  - Carmen Silva, Senior Consultant Beauty & ... at Euromonitor International
  - Elle Morris, Chief Marketing Officer, Exp... at Oberding Brand Family and ...

## 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.

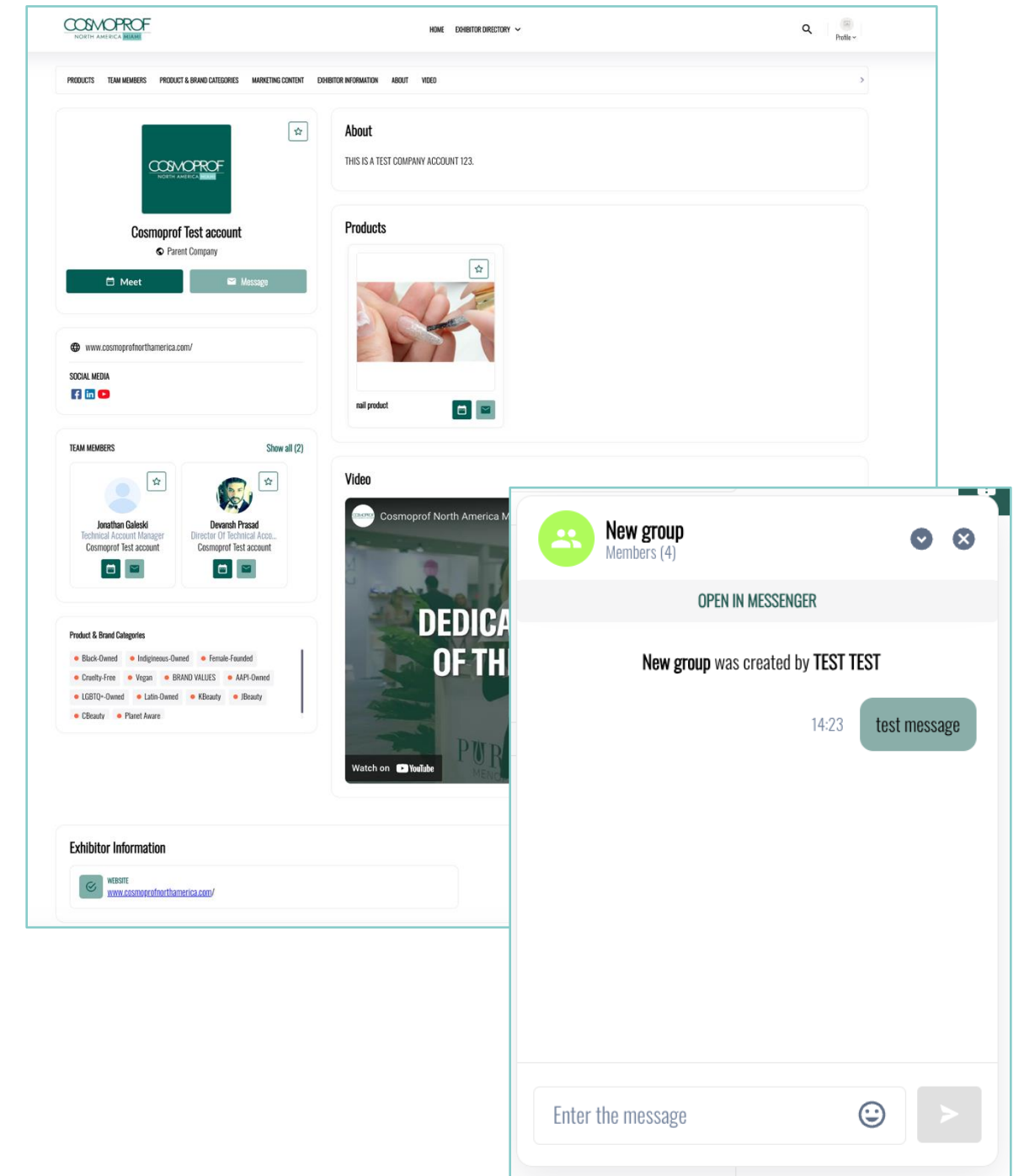
A message box will appear, allowing you to type in your message and send.

### 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

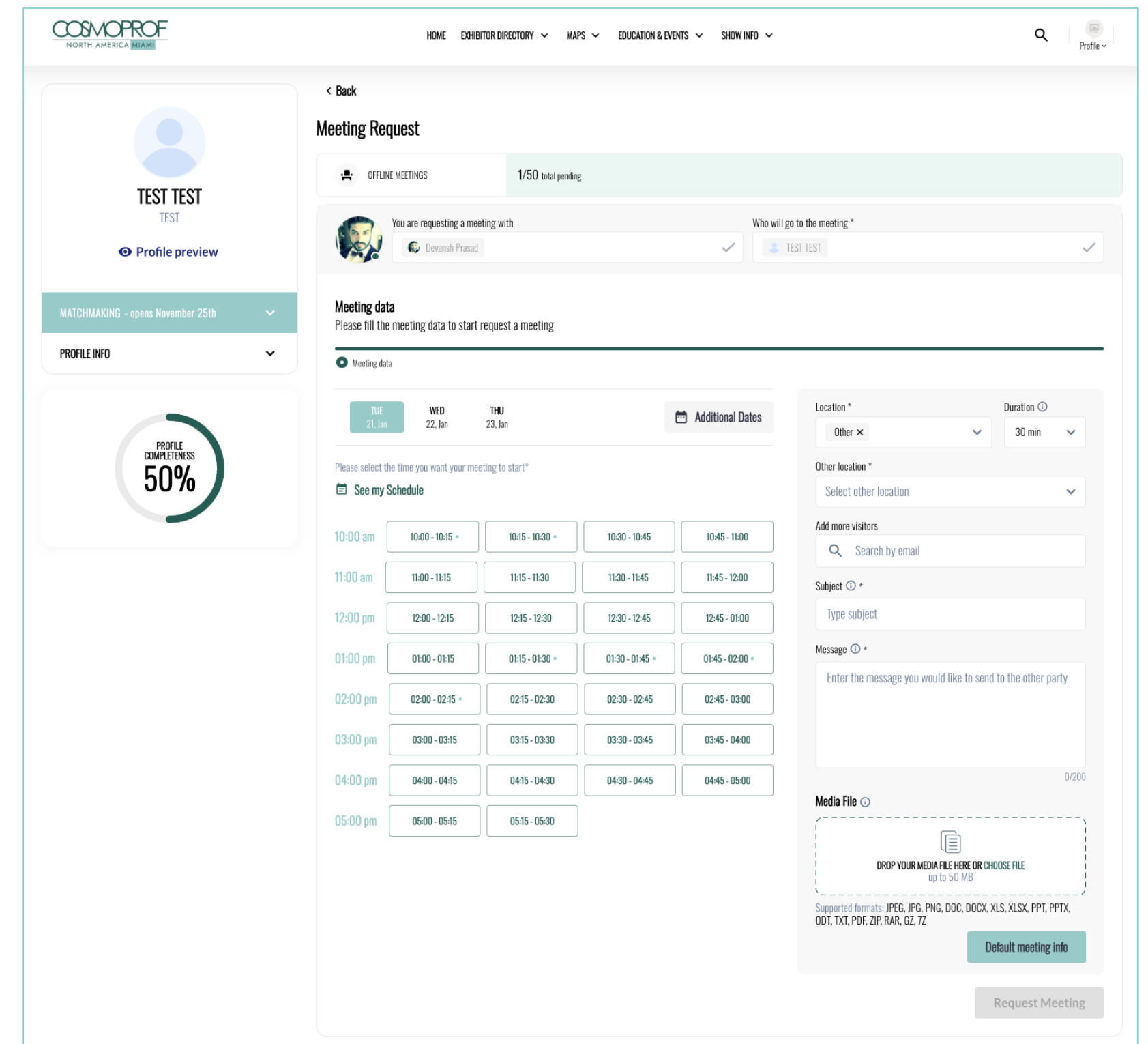
Request to meet via the Meet icon  found on the visitor and exhibitor team member profile pages. Only participants that are active in the platform will show this option.

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 on the COSMOPROF platform. The user profile 'TEST TEST' is visible on the left with a '50%' profile completeness indicator. The form includes a 'Meeting Request' header, a '1/50 total pending' status, and fields for 'You are requesting a meeting with' (Devansh Prasad) and 'Who will go to the meeting' (TEST TEST). The 'Meeting data' section includes a calendar for selecting dates (TUE 21 Jan, WED 22 Jan, THU 23 Jan) and a time slot grid from 10:00 am to 05:00 pm. The right sidebar contains fields for 'Location' (Other x), 'Duration' (30 min), 'Other location', 'Add more visitors' (Search by email), 'Subject', and 'Message'. A 'Media File' upload section is also present, with supported formats listed as JPEG, JPG, PNG, DOC, DOCX, XLS, XLSX, PPT, PPTX, ODT, TXT, PDF, ZIP, RAR, GZ, 7Z. 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:

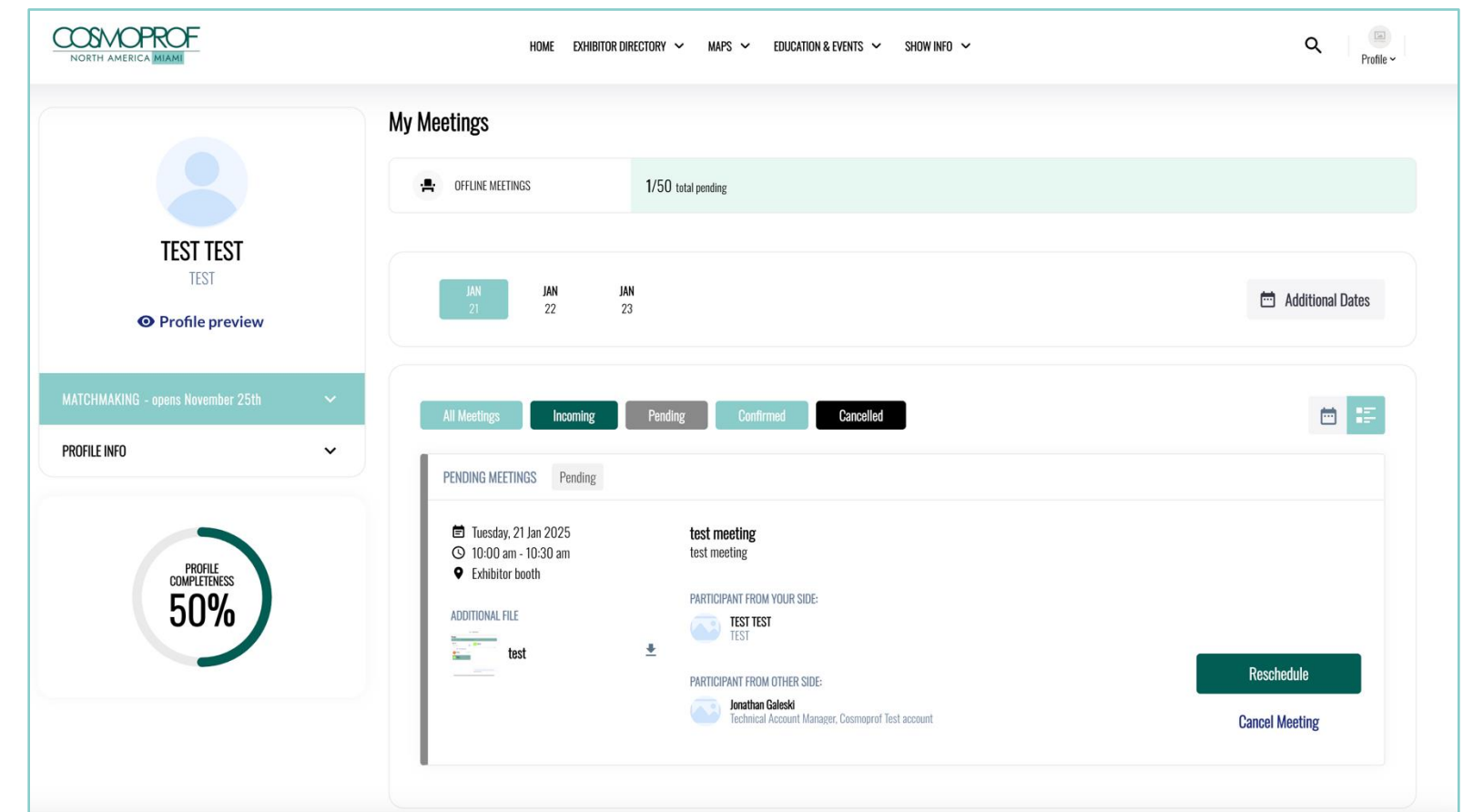
This is a meeting request you sent that has not been confirmed

#### → 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



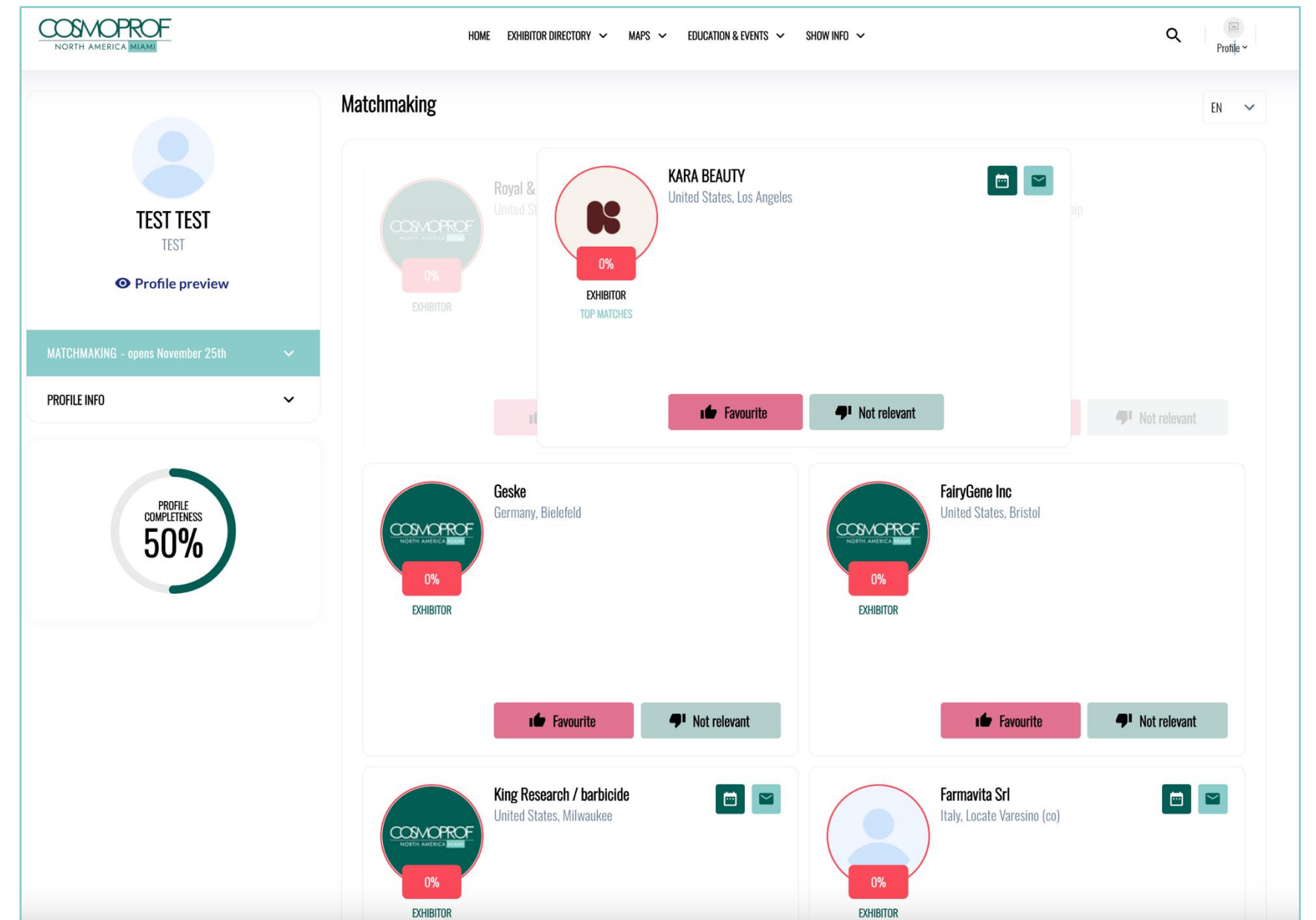
## MYMATCH – MATCHMAKING TOOL

### 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

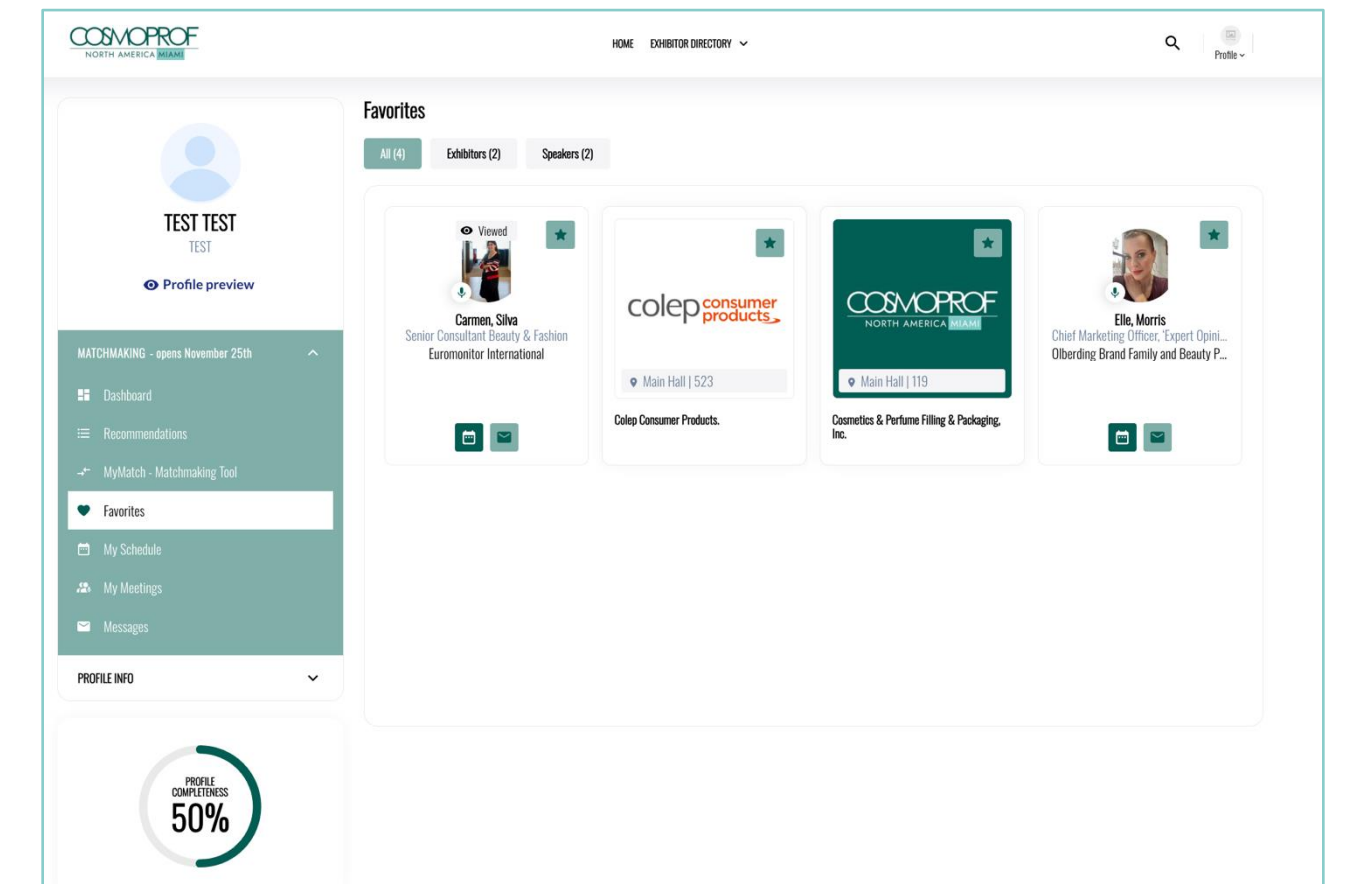
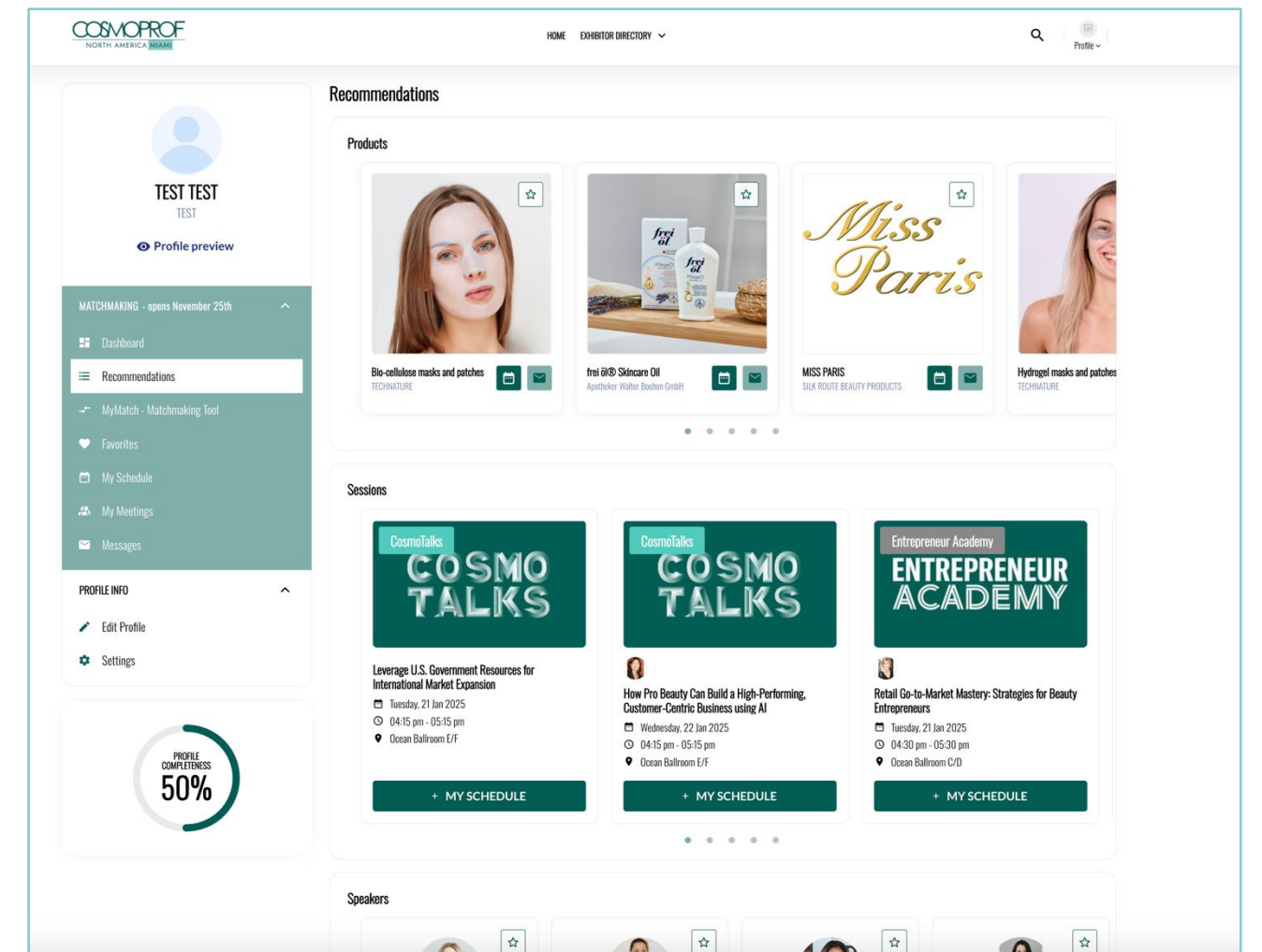
The information you provided in your profile and your activity in the platform are used to populate recommended products, sessions and speakers for you. Navigate to Profile in the upper right corner, then select Recommendations.

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

### Edit Meetings

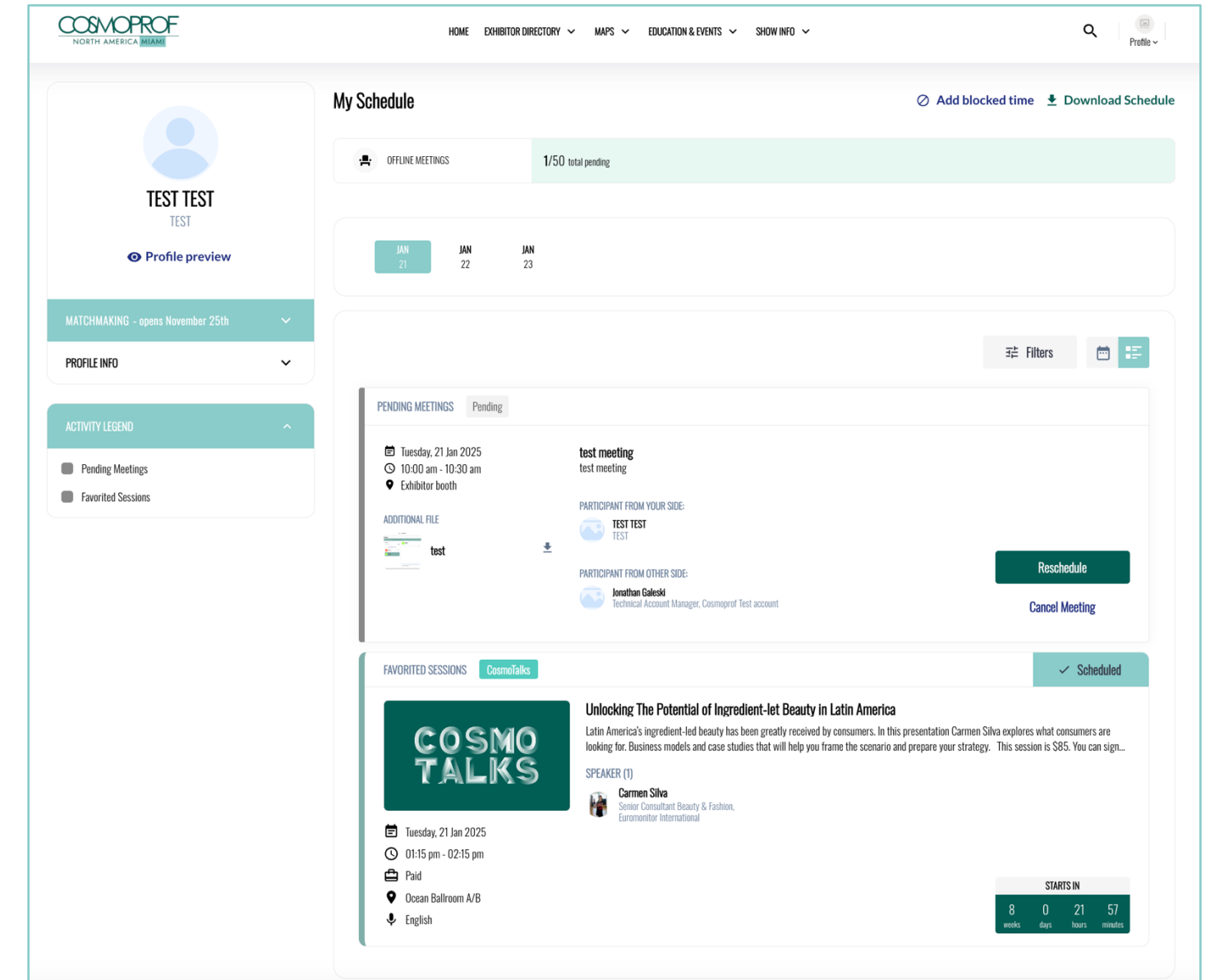
You can click edit, reschedule, confirm or cancel on the meetings to be taken to that meeting request for editing.

### 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

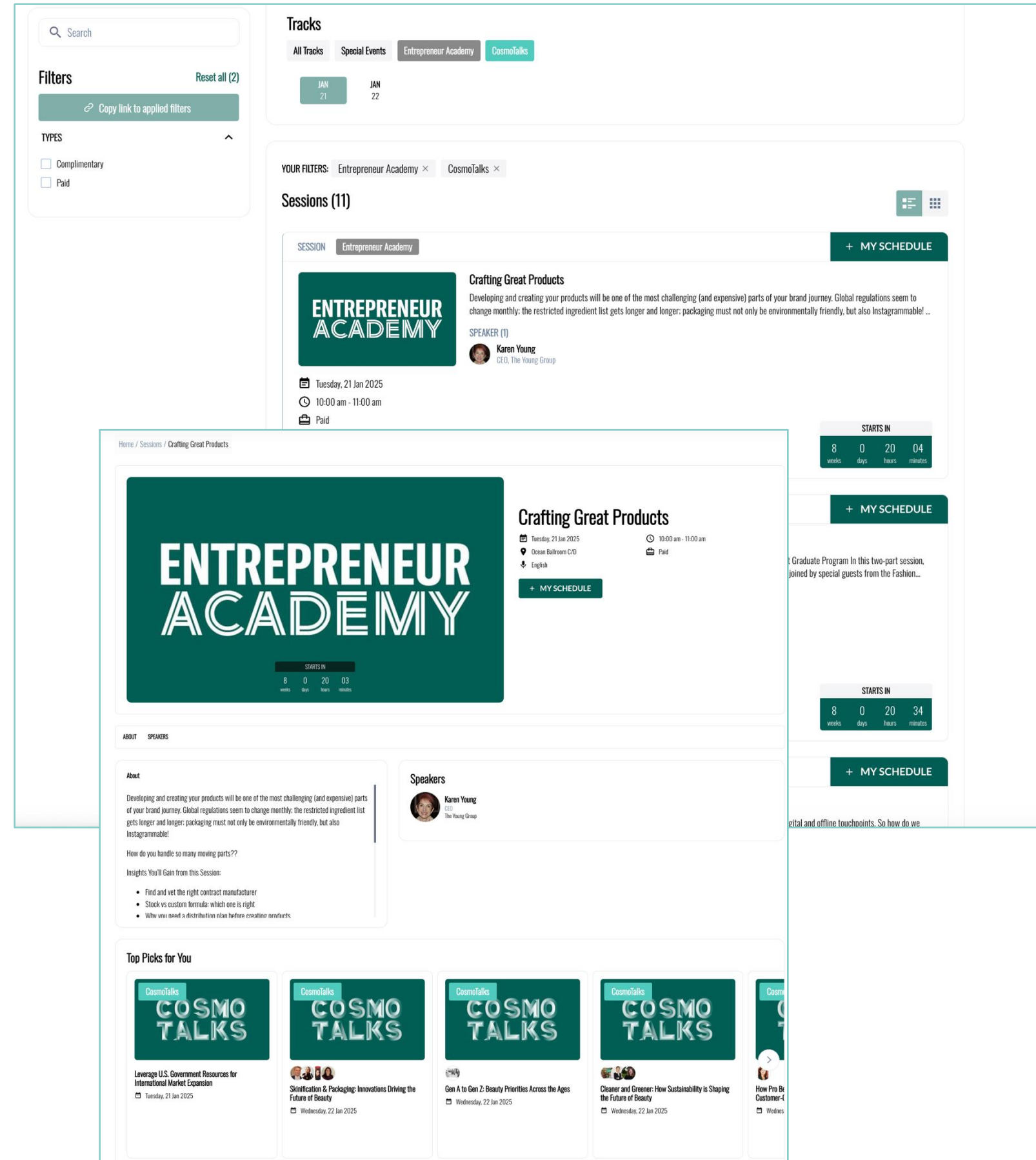
View CosmoTalks and Entrepreneur Academy sessions by track and or date. You can also filter by complimentary or paid sessions. Click into a session to read the summary and view speakers.

**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.





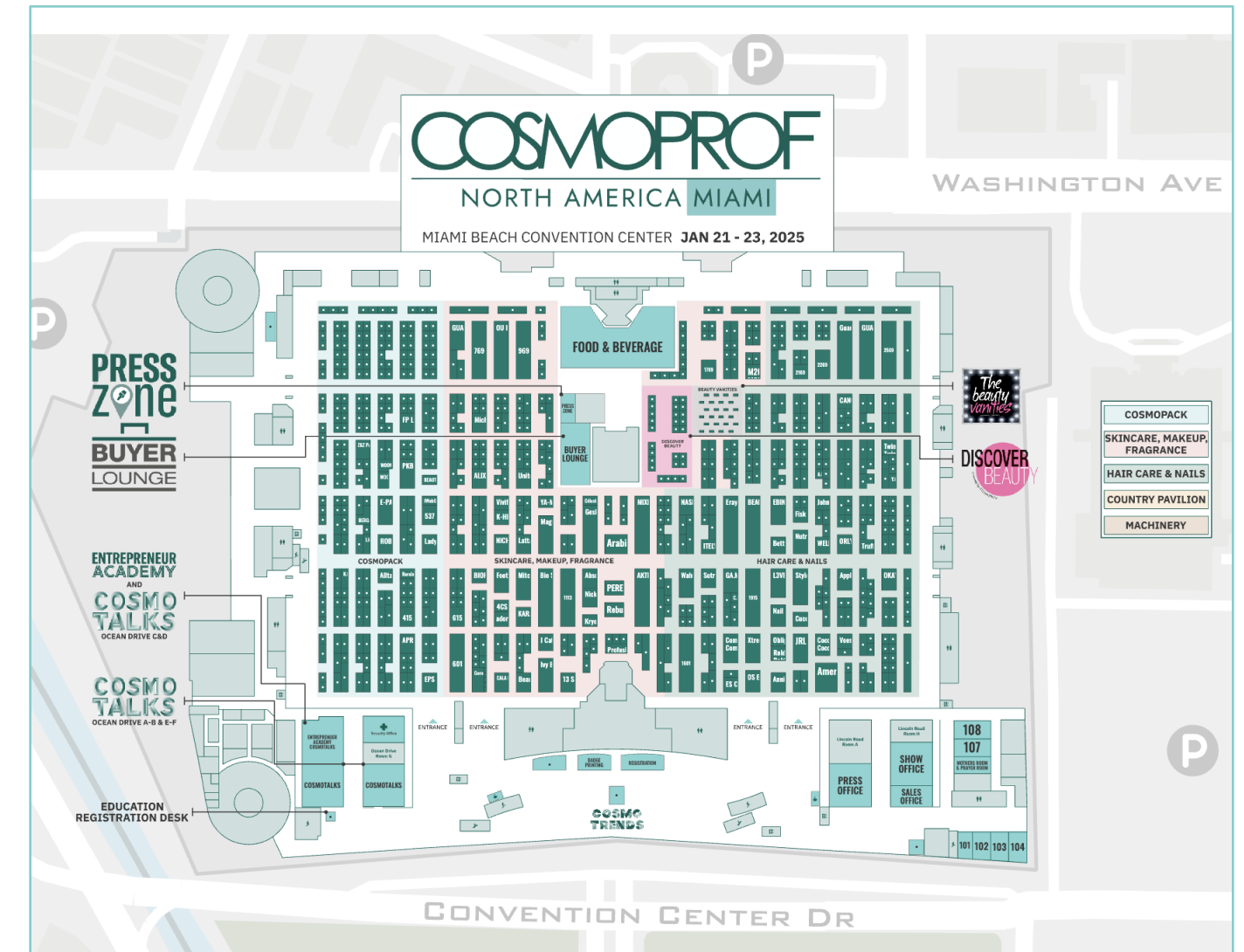
## MAPS & SHOW INFO

### Maps

Navigate to Maps in the main menu to view the interactive floorplan map. This 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.

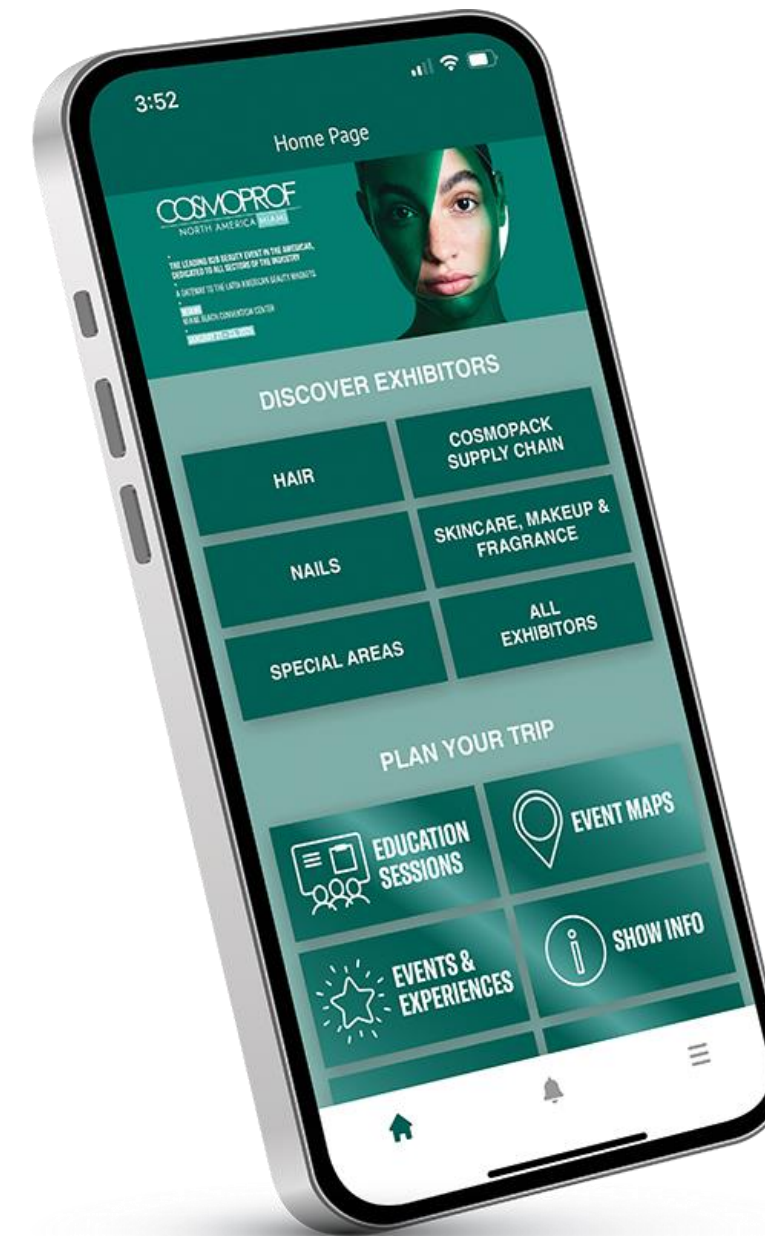
### Login Credentials

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, open and select "change event" from the menu to find the new Miami 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](mailto:customer.service@cosmoprofna.com)