

ONLINE DIRECTORY
FEATURING

 **COSMOPROF
MY MATCH**

HOSTED BUYER
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

informamarkets

Bologna Fiere

PBA Professional Beauty Association
NON-PROFIT · ADVOCACY · COMMUNITY

A new world for beauty

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



WELCOME!

We are thrilled to have you join our exclusive Buyer Program at Cosmoprof North America to assist you with expanding product lines, finding new and innovative products, and making valuable industry connections.

As a sponsored buyer in the program, you are receiving access to the Online Directory featuring My Match. This platform will give you the ability to:

- View & Search Exhibitors
- Explore Recommendations & Suggested Matches
- Send & Accept Messages & Meeting Requests
- Organize Your Schedule of Meetings
- View Education Sessions & Special Events

Meeting Requirements

As a sponsored buyer in the program you are required to schedule a minimum of 10 meetings through this platform and facilitate them at the show. The Buyer Lounge meeting rooms are available to you to hold the meetings.

Questions? Contact your Buyer Program representative:

Emily Sanchez

esanchez@cosmoprofna.com





GET STARTED

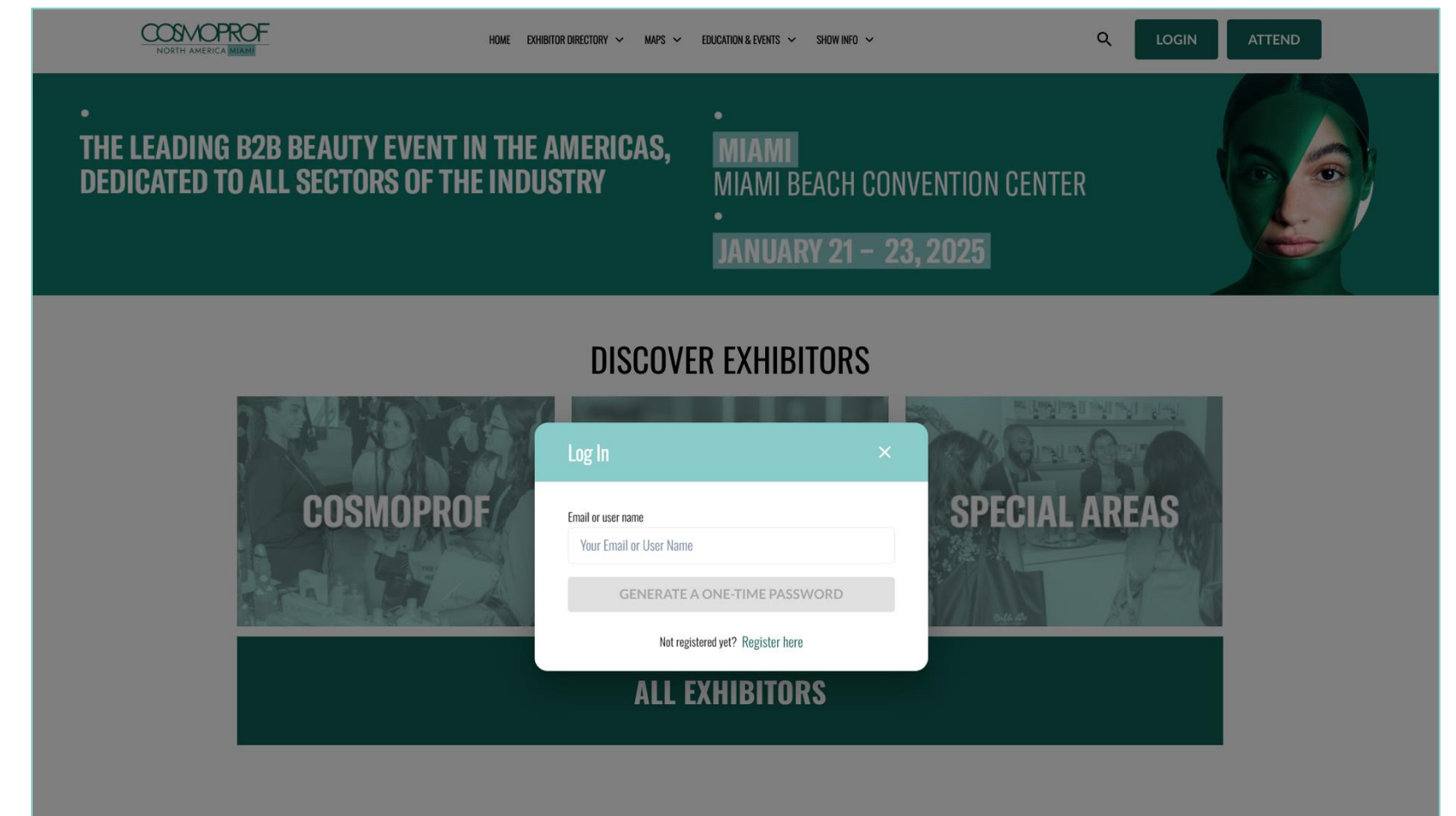
Access The Online Directory, featuring My Match, [here >>](#)

Login Credentials

All registered Cosmoprof North America Miami visitors 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 you used to register for the show 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 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

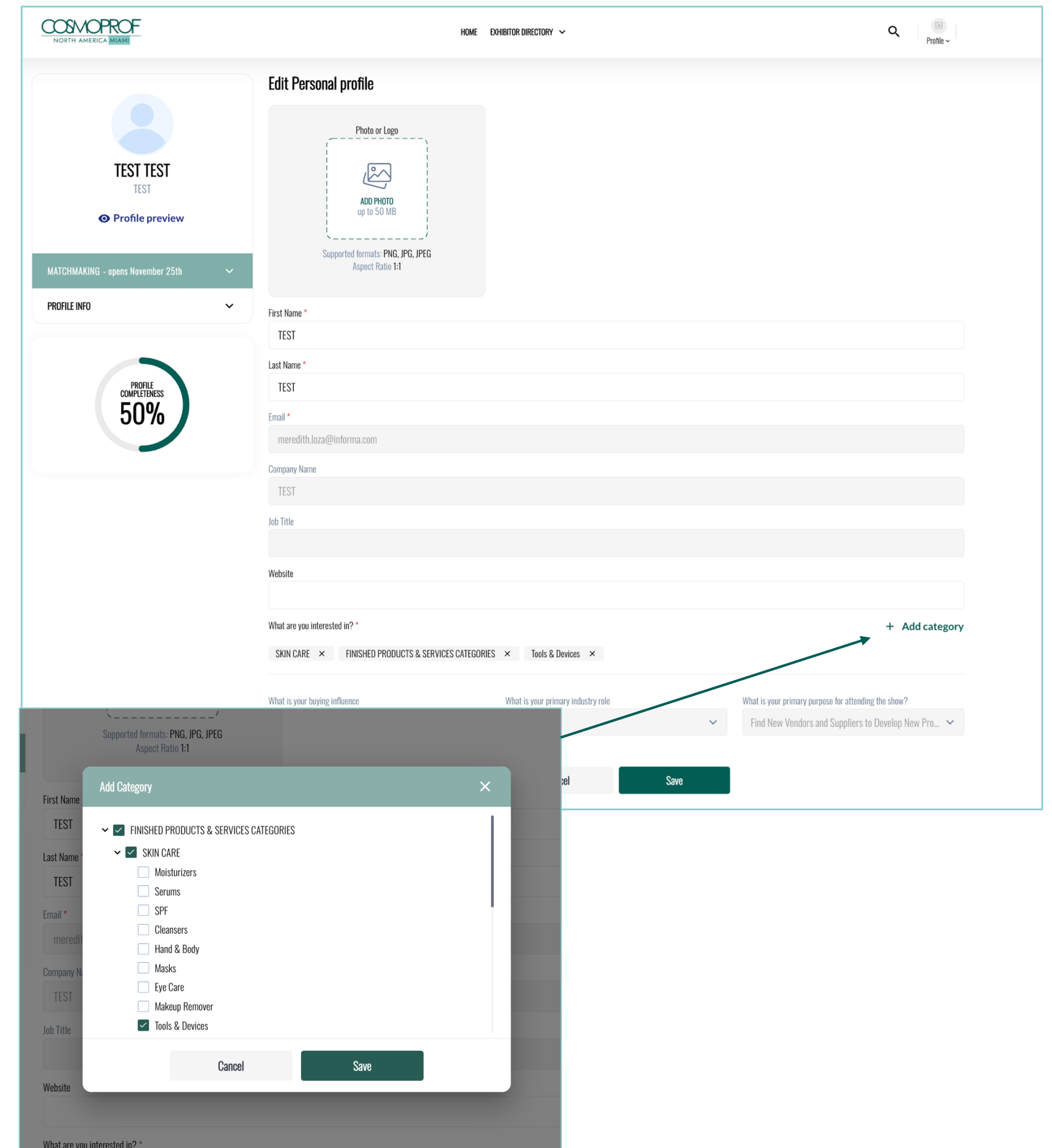
Add the website for the brand or business that you represent.

Interests - **IMPORTANT**

Select the product and services that you are interested in exploring at the show by clicking the **+ Add category**. This will help the platform recommend exhibitors and sessions you should visit 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

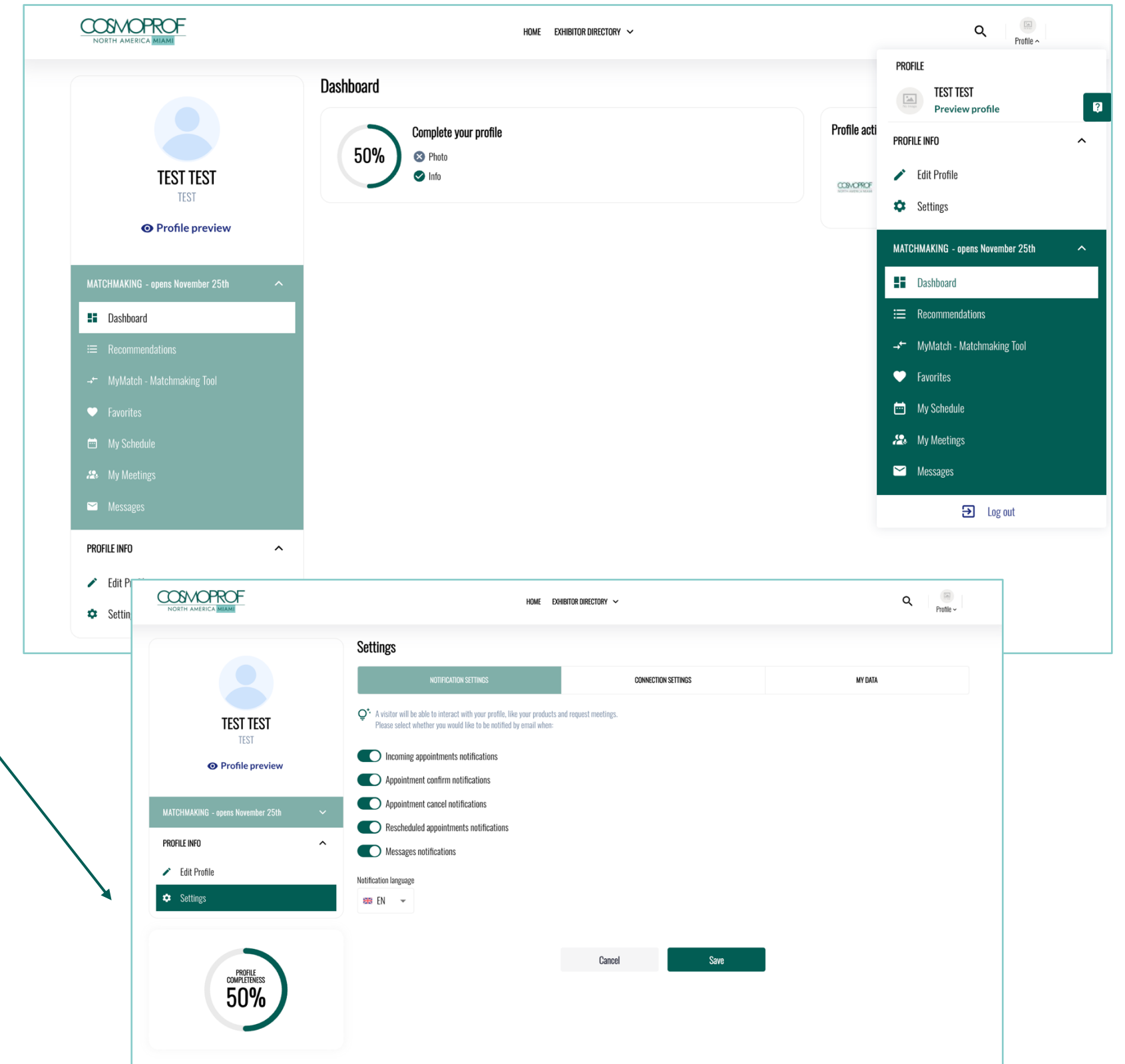
You can toggle off and on your notifications for meetings and messages. These notifications will come via email.

→ Connection Settings

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

→ 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.



SEARCH EXHIBITING COMPANIES

Exhibitor Directory

Navigate to the Exhibitor Directory in the main menu. You can search by All Exhibitors or a specific sector of the show.

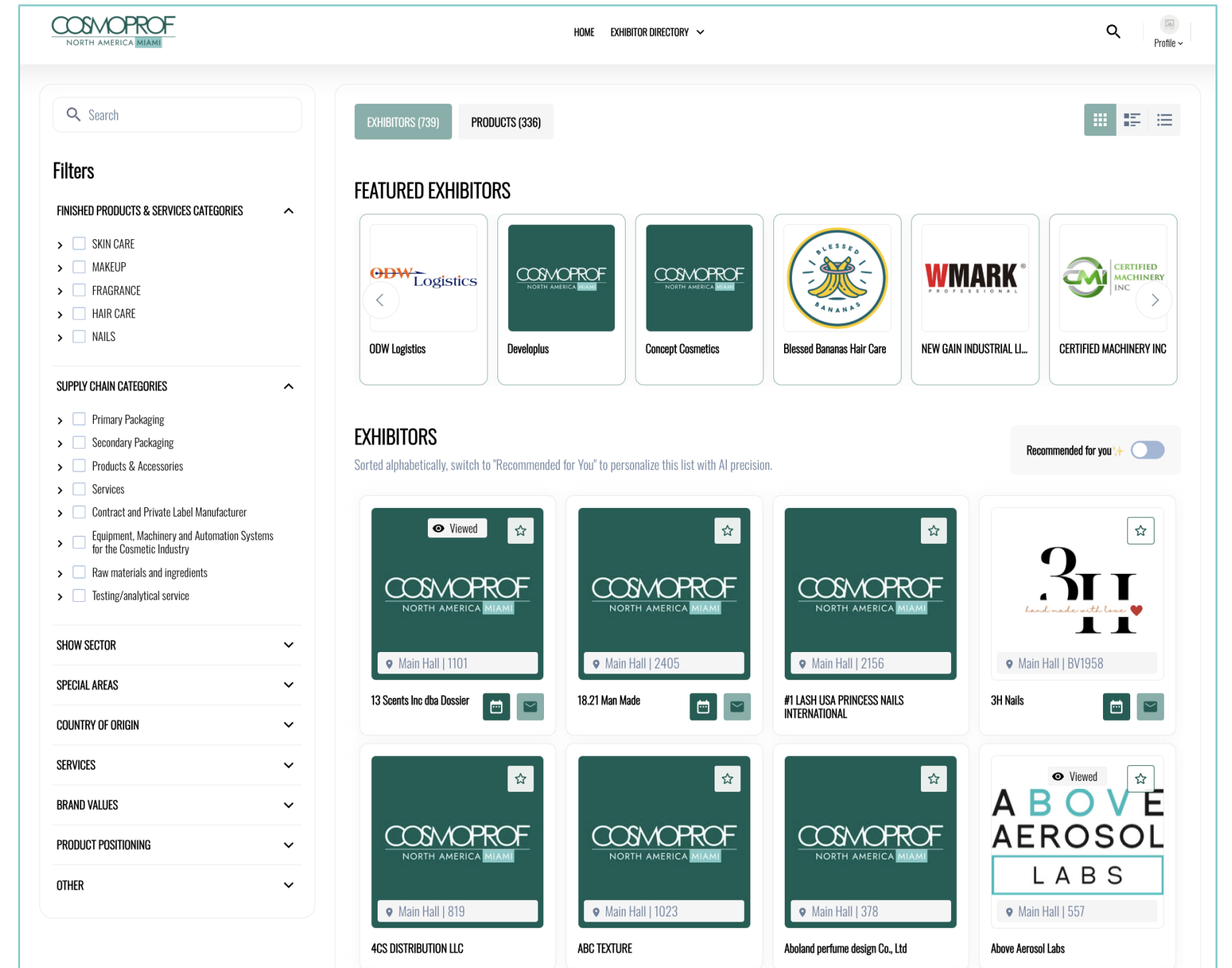
Filters

Use the filters on the left side bar to search for exhibitors by:

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

Search Tool

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



The screenshot shows the COSMOPROF MY MATCH Exhibitor Directory interface. At the top, there is a navigation bar with 'HOME' and 'EXHIBITOR DIRECTORY' (with a dropdown arrow), a search icon, and a 'Profile' dropdown. Below the navigation bar, there is a search field and two tabs: 'EXHIBITORS (739)' and 'PRODUCTS (336)'. On the left side, there is a 'Filters' section with two main categories: 'FINISHED PRODUCTS & SERVICES CATEGORIES' and 'SUPPLY CHAIN CATEGORIES'. Under 'FINISHED PRODUCTS & SERVICES CATEGORIES', there are checkboxes for SKIN CARE, MAKEUP, FRAGRANCE, HAIR CARE, and NAILS. Under 'SUPPLY CHAIN CATEGORIES', there are checkboxes for Primary Packaging, Secondary Packaging, Products & Accessories, Services, Contract and Private Label Manufacturer, Equipment, Machinery and Automation Systems for the Cosmetic Industry, Raw materials and ingredients, and Testing/analytical service. Below these are dropdown menus for 'SHOW SECTOR', 'SPECIAL AREAS', 'COUNTRY OF ORIGIN', 'SERVICES', 'BRAND VALUES', 'PRODUCT POSITIONING', and 'OTHER'. The main content area is divided into 'FEATURED EXHIBITORS' and 'EXHIBITORS'. The 'FEATURED EXHIBITORS' section shows a carousel of six exhibitor cards: ODW Logistics, Developus, Concept Cosmetics, Blessed Bananas Hair Care, WMARK, and CERTIFIED MACHINERY INC. The 'EXHIBITORS' section has a 'Recommended for you' toggle and a note 'Sorted alphabetically, switch to "Recommended for You" to personalize this list with AI precision.' It displays a grid of exhibitor cards, including 13 Scents Inc dba Dossier, 18.21 Man Made, #1 LASH USA PRINCESS NAILS INTERNATIONAL, 3H Nails, 4CS DISTRIBUTION LLC, ABC TEXTURE, Aboland perfume design Co., Ltd, and Above Aerosol Labs.

EXHIBITOR PROFILES

Learn About The Exhibitor

Learn about an exhibitor by reviewing the provided information in the profile, including:

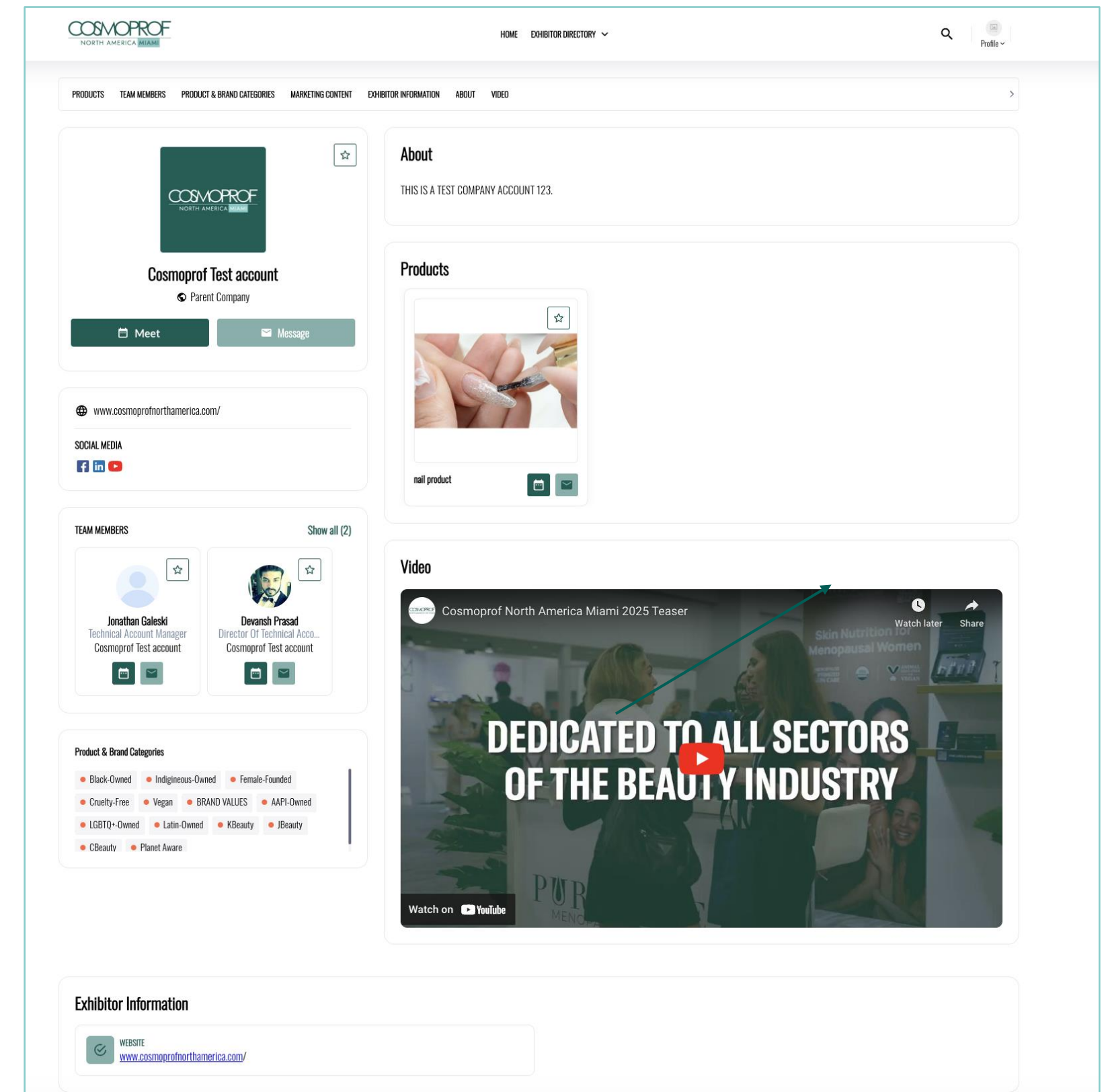
- About
- Website
- Social Media
- Product & Brand Categories
- Brands

Review Products & Marketing Content

Dive deeper into an exhibitor's offerings through the Products and Marketing Content sections.

Team Members

Staff that will be in the exhibitor's booth during the show will show up in this section. You can click into their profiles to learn more about them and send messages or request meetings.





CONNECT WITH EXHIBITORS - MESSAGES

Send A Message

Exchange messages with exhibitors via the Messages icon  found on an Exhibitor profile, Team Member profile or Product page.

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

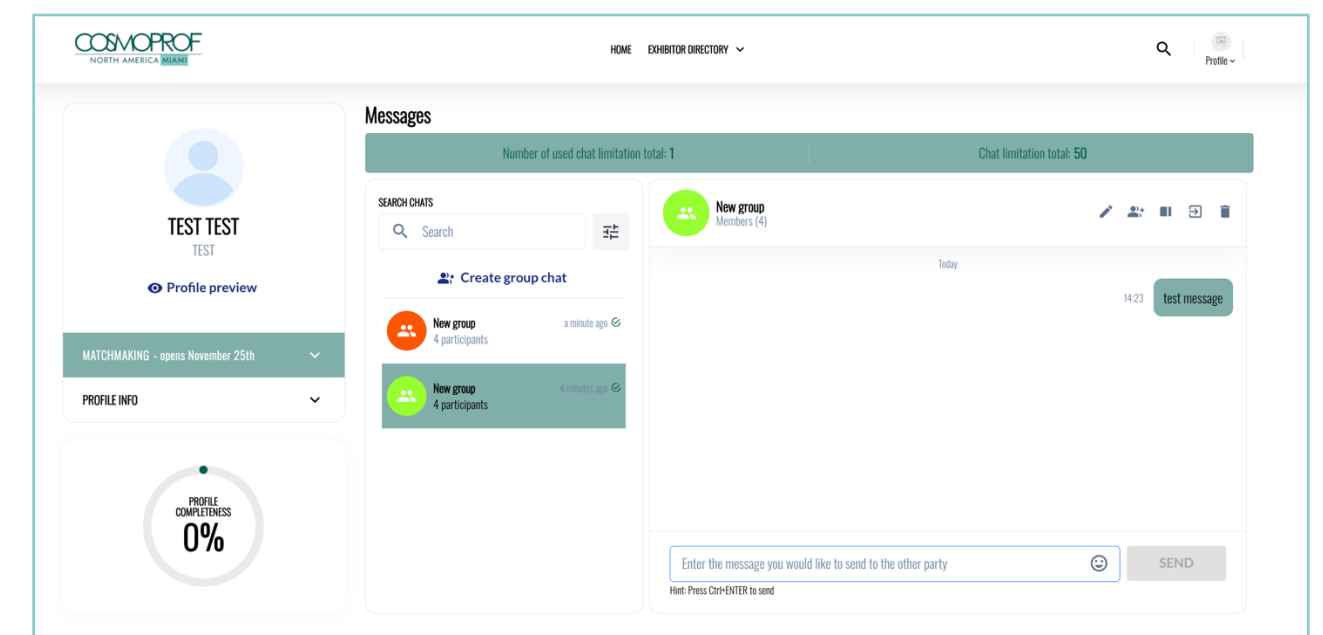
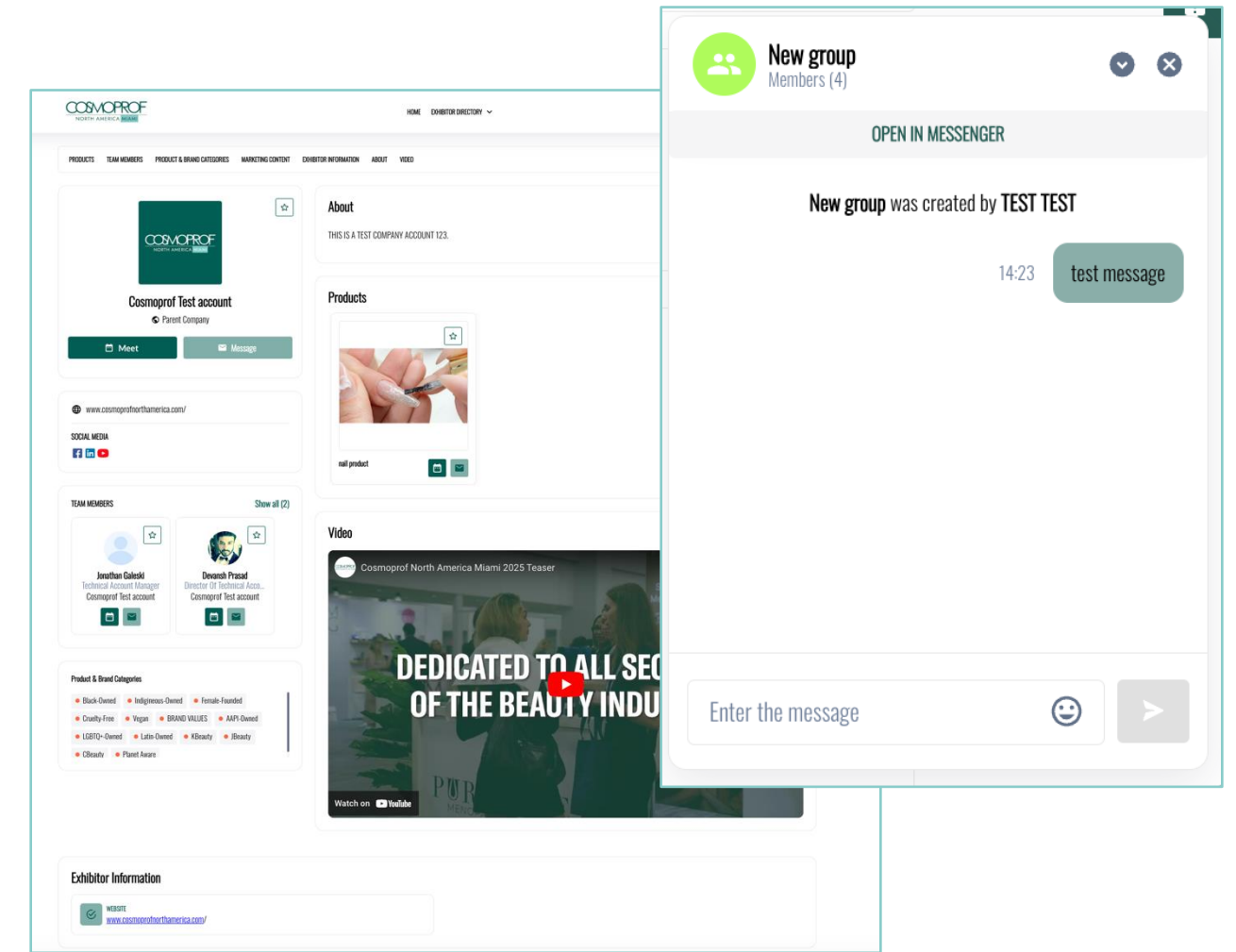
A message sent via the Exhibitor profile or a Product page will go to the Exhibitor Administrator and Team Members. Alternatively, you can send a message to a single Team Member via the Team Member profile.

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**

As a sponsored buyer you have an unlimited amount of message sends. Other visitors and exhibitors in the platform are limited to 50, to avoid spamming, so messages you receive will be very targeted and purposeful. **Please do your best to review all messages received.**



CONNECT WITH EXHIBITORS - MEETINGS

Step 1: Select the Meet icon on an exhibitor profile 

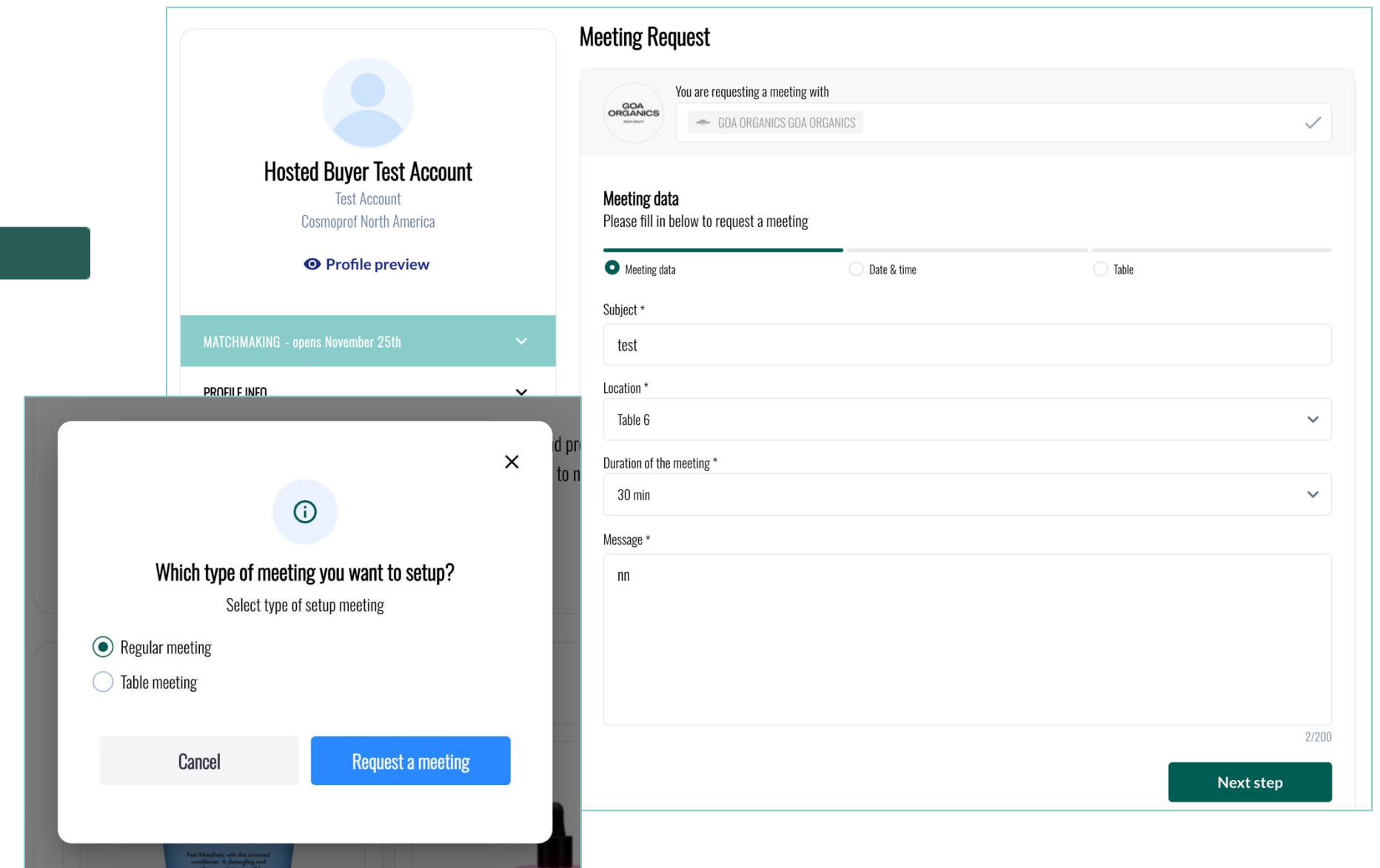
Step 2: Select Table Meeting to utilize the meeting rooms in the Buyer Lounge. A Regular Meeting would be held in the exhibitor's booth or elsewhere.

Step 3: Enter the meeting details, including picking a table number, and click Next Step

Step 4: Select a date and time then click Next Step

Step 5: Click the Table Number you selected and then click Request Meeting

Please Note: Only sponsored buyers can choose meeting rooms in the Buyers Lounge for meetings. If an exhibitor requests a meeting with you and you accept, the meeting will be held in their booth. Alternatively, you can cancel the meeting and schedule it from your side to pick a meeting room.



The image shows a 'Meeting Request' form and a modal dialog box. The form is for a 'Hosted Buyer Test Account' and includes fields for 'Meeting data', 'Subject', 'Location', 'Duration of the meeting', and 'Message'. A modal dialog box asks 'Which type of meeting you want to setup?' with options for 'Regular meeting' (selected) and 'Table meeting'. The form has a 'Next step' button at the bottom right.

Meeting Request Allotment - **IMPORTANT**

As a sponsored buyer you have an unlimited amount of meeting requests. Other visitors and exhibitors in the platform are limited to 50, to avoid spamming, so meeting requests you receive will be very targeted and purposeful. **Please do your best to review all meeting requests and respond accordingly.**

CONNECT WITH 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 by an exhibitor. 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:**

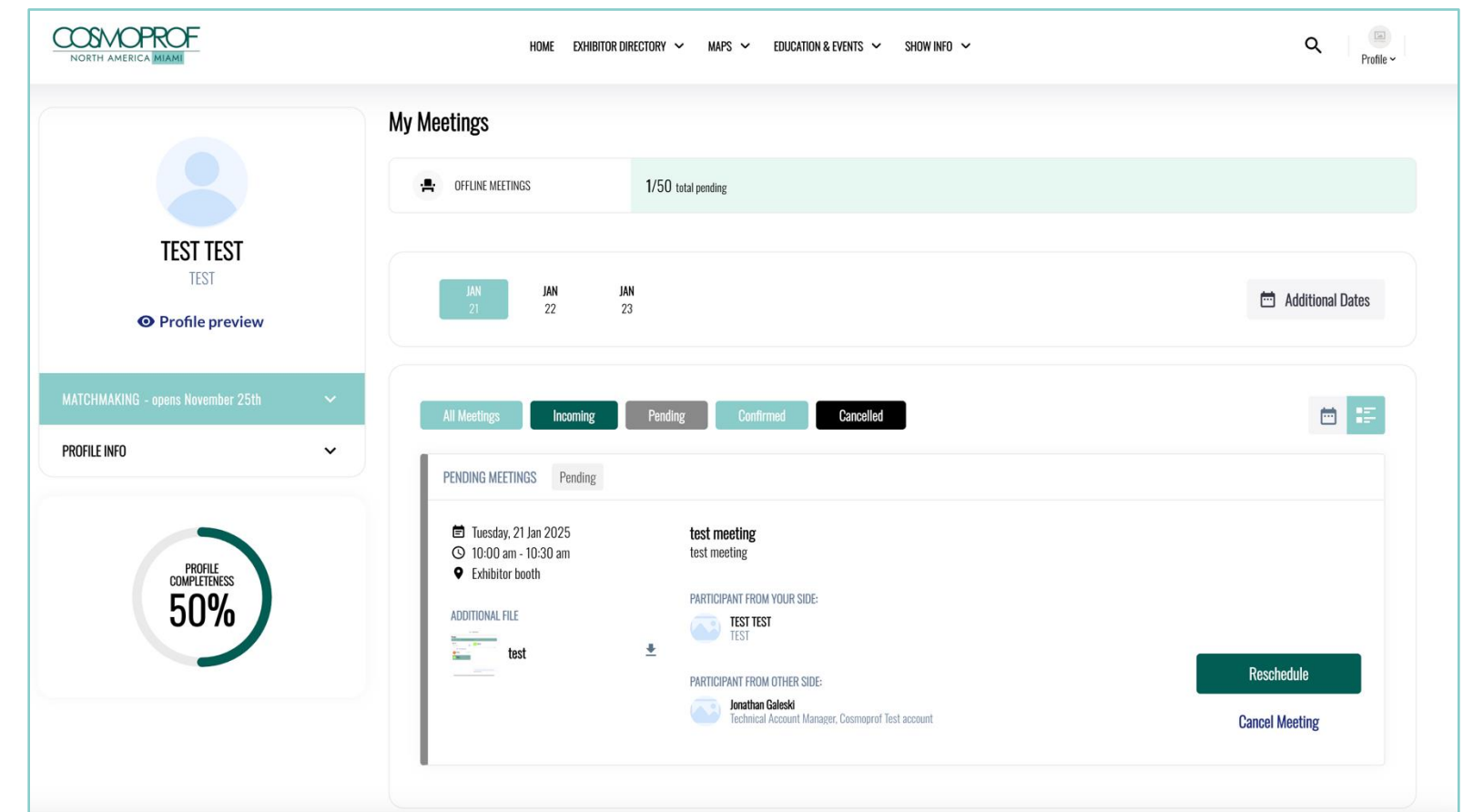
This is a meeting request you sent that has not been confirmed

→ **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



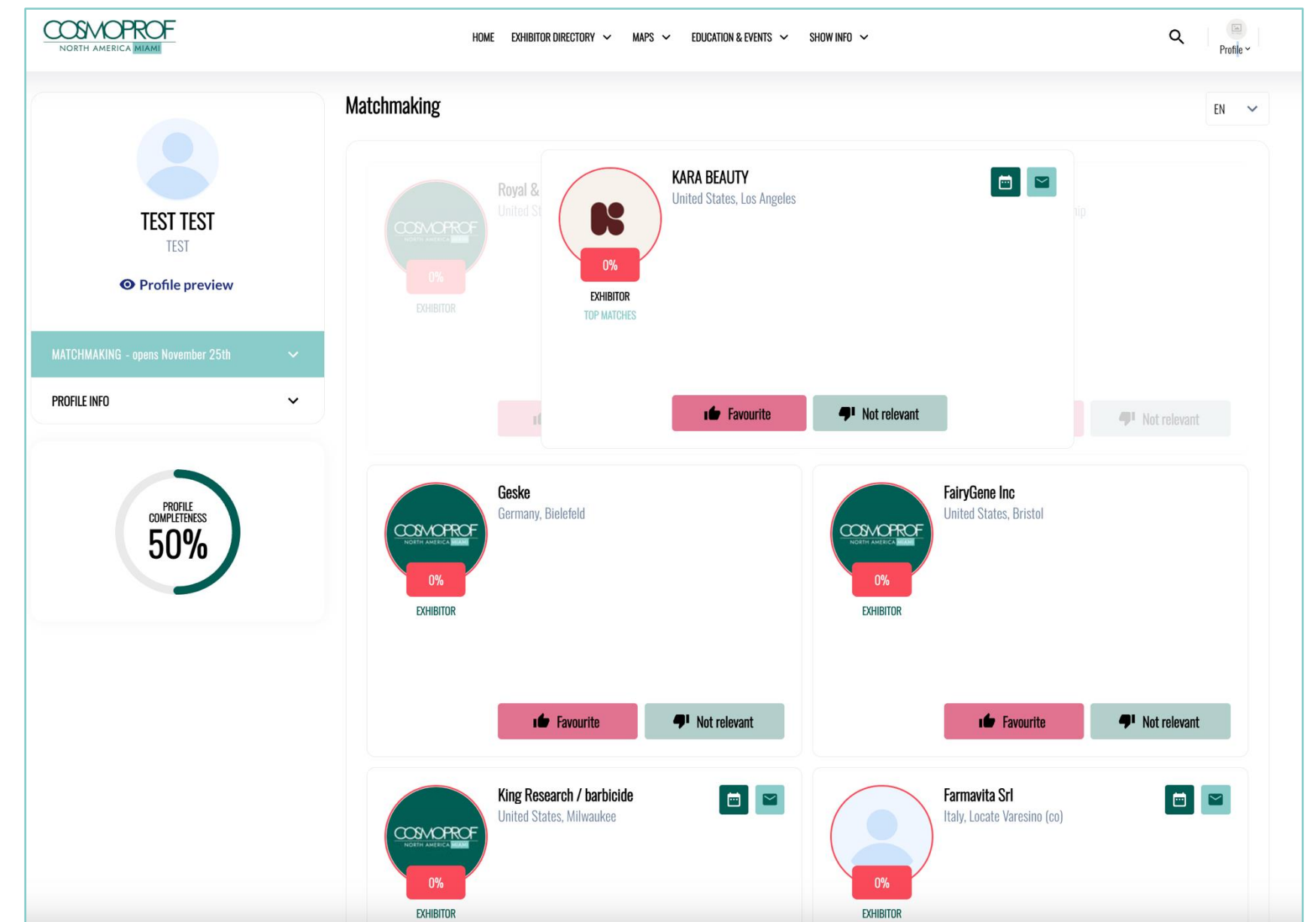
MY MATCH – MATCHMAKING TOOL

Suggested Matches

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

Review Your Matches

Click on the Exhibitor profiles to review the suggested matches. Mark the suggested matches as Favorite or Not Relevant based on your review. The exhibitors 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

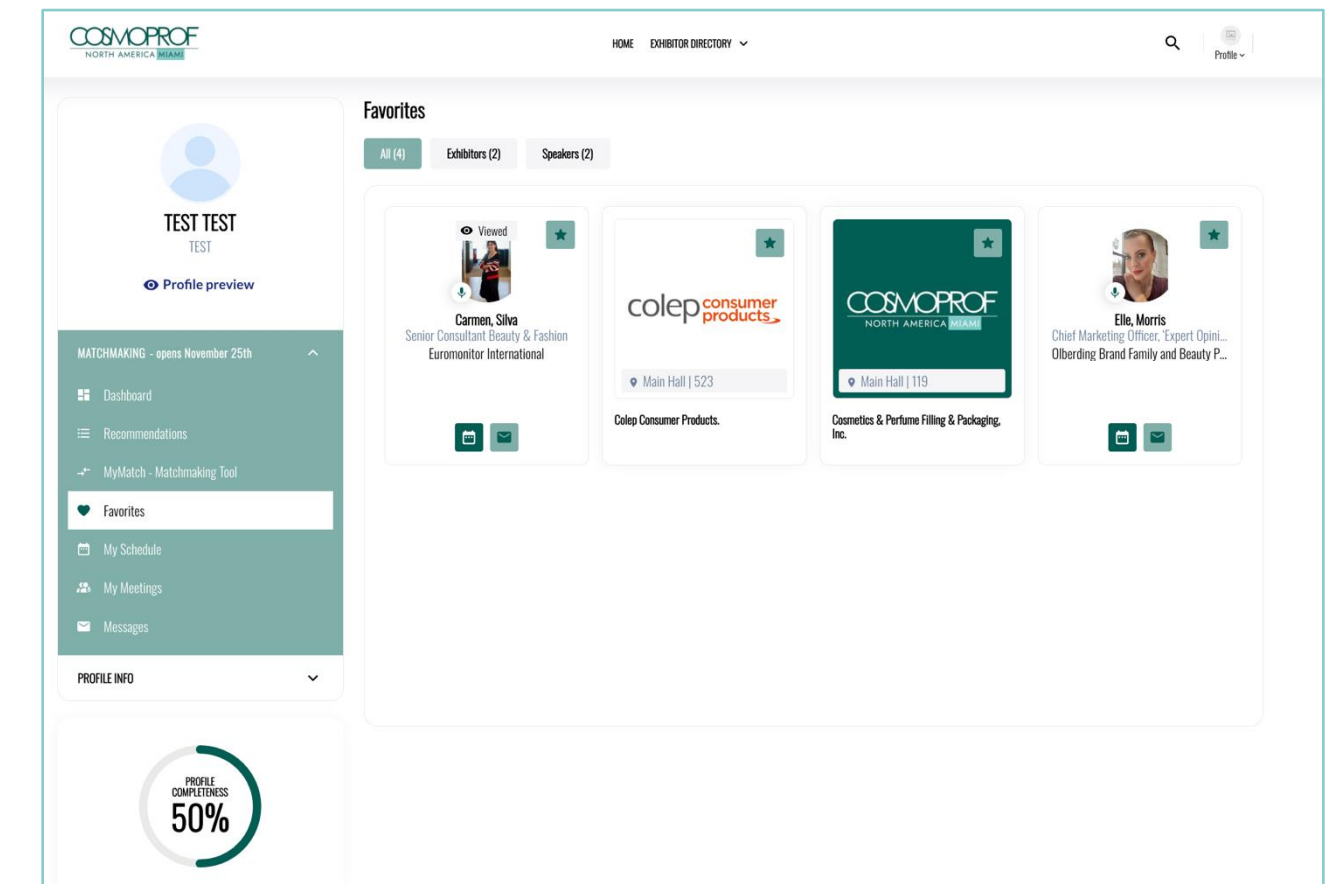
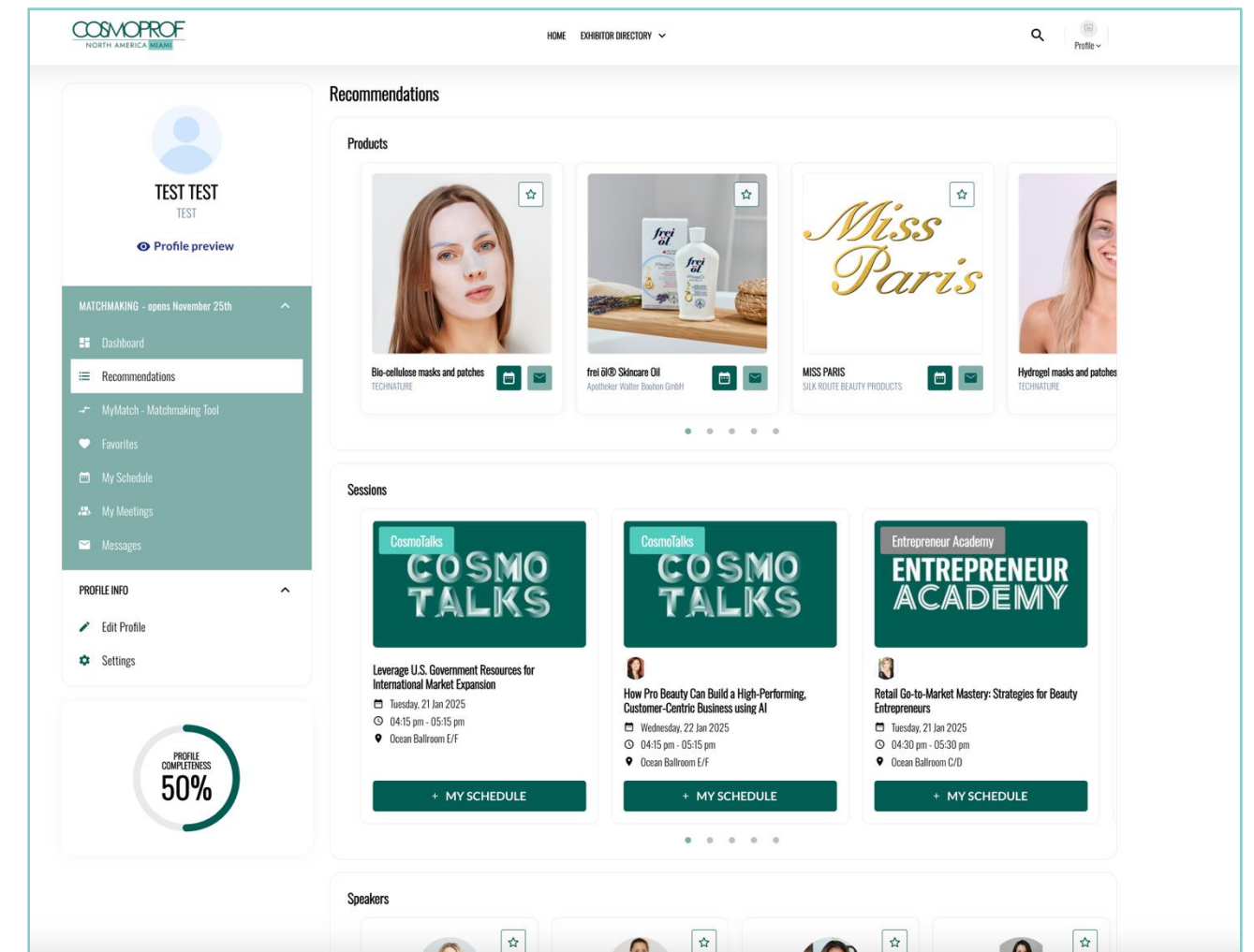
The information you provided in your profile and your activity in the platform are used to populate recommended Products, Speakers and Sessions for you. Navigate to Profile in the upper right corner, then select Recommendations.

Favorites

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

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

Edit Meetings

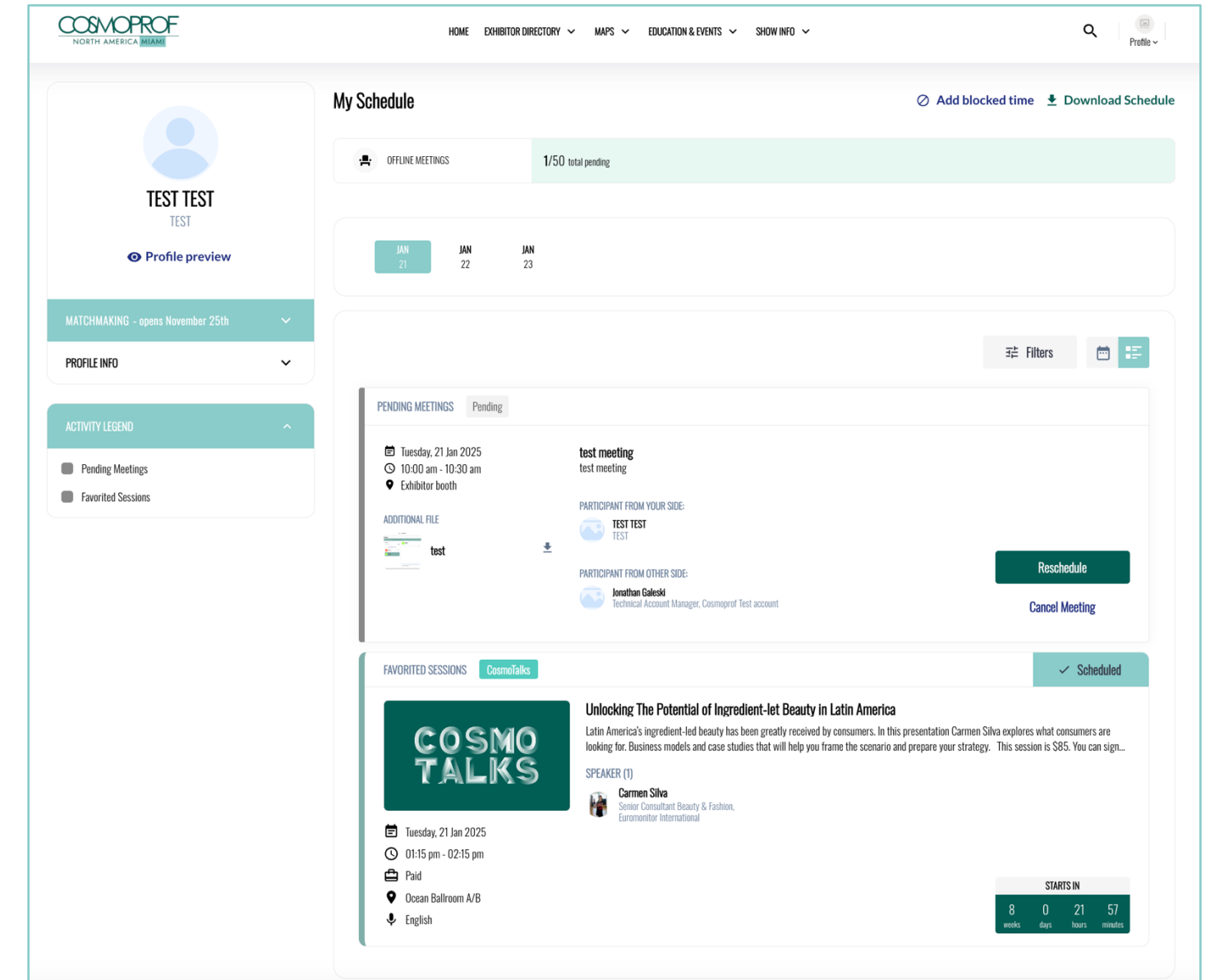
You can click edit, reschedule, confirm or cancel on the meetings to be taken to that meeting request.

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.






EDUCATION SESSIONS & SPECIAL EVENTS

Education Sessions

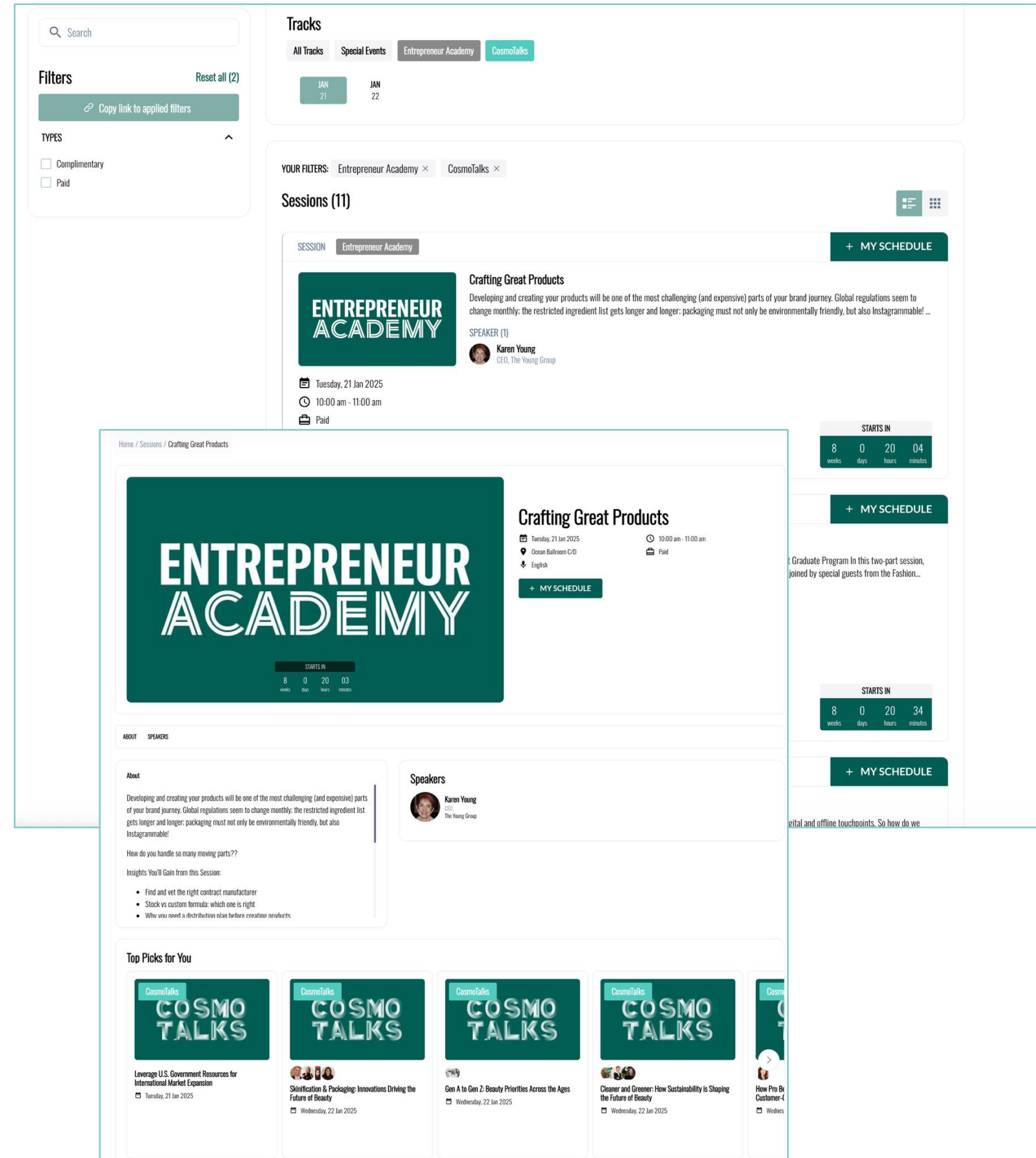
View CosmoTalks and Entrepreneur Academy sessions by track and or date. You can also filter by complimentary or paid sessions. Click into a session to read the summary and view speakers.

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](#). As a sponsored buyer you receive complimentary access to 2 paid sessions. Contact esanchez@cosmoprofna.com to select your sessions.*

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.





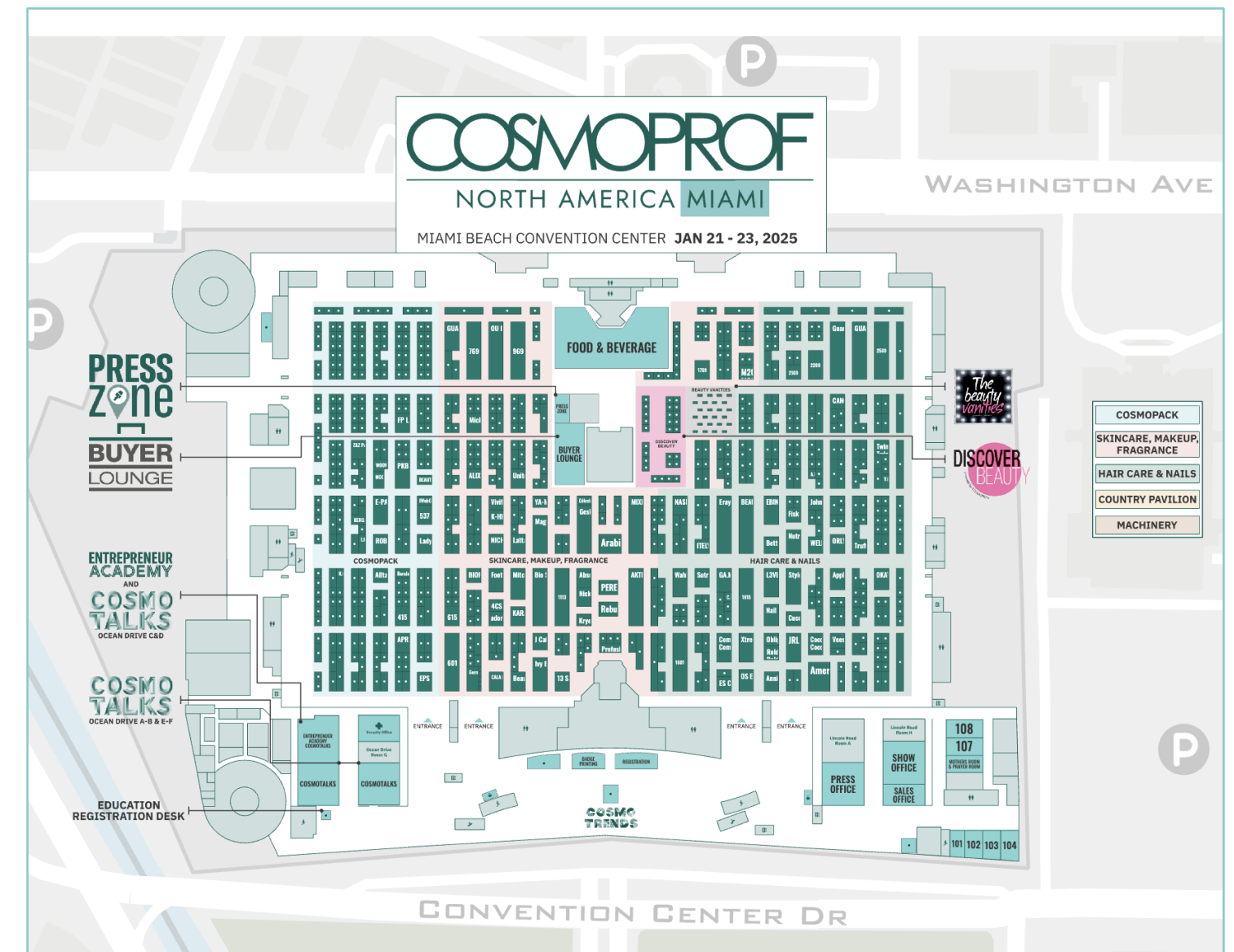
MAPS & SHOW INFO

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.

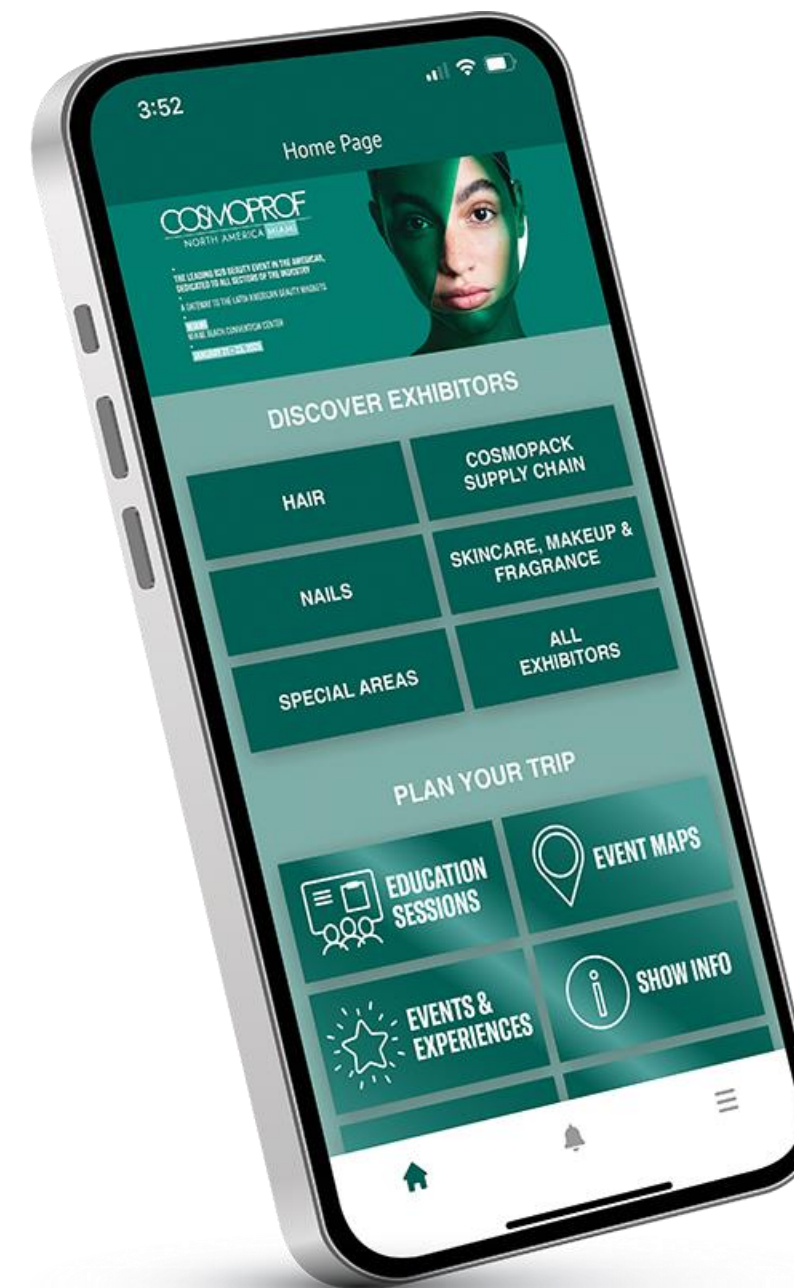
Login Credentials

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

Buyer Program Contact

Emily Sanchez

esanchez@cosmoprofna.com