COSMOPROF
NORTH AMERICA MIAMI

**THE LEADING B2B BEAUTY EVENT WHERE BRANDS, SUPPLIERS, BUYERS, AND DISTRIBUTORS CONNECT TO GROW ACROSS THE AMERICAS**

A GATEWAY TO THE LATIN AMERICAN BEAUTY MARKETS

**MIAMI**

MIAMI BEACH CONVENTION CENTER

**JANUARY 26 – 28, 2027**

COSMOPROFNORTHAMERICA.COM/MIAMI



# ONLINE DIRECTORY: EXHIBITOR PROFILE SET-UP

## 1 LOGIN

Exhibitors' primary contact will receive a welcome email from cosmoprofna@expoplatform.com, with the subject line: ATTN EXHIBITOR: Access Your Miami Online Booth Profile

a. Open this email and click the 'Access Now' button.

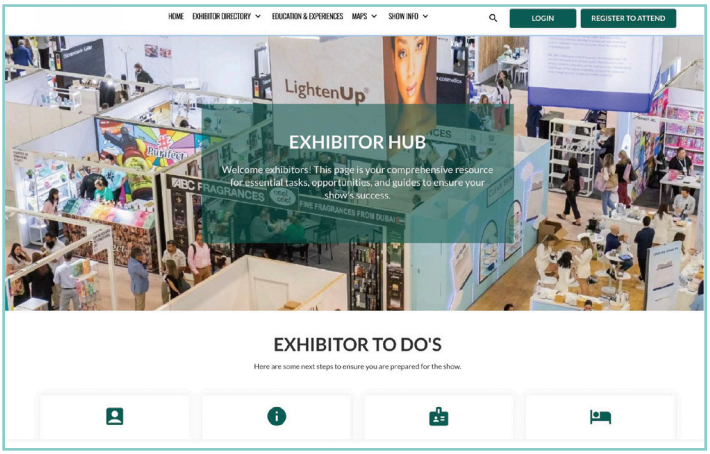
b. Input the user name and password provided in the email.

***Didn't receive the welcome email? Contact customer.service@cosmoprofna.com for assistance.***

***If you are the primary contact for multiple booths and did not receive a welcome email for each booth, or have multiple brands in your booth, please contact customer.service@cosmoprofna.com to set up your multiple profiles.***

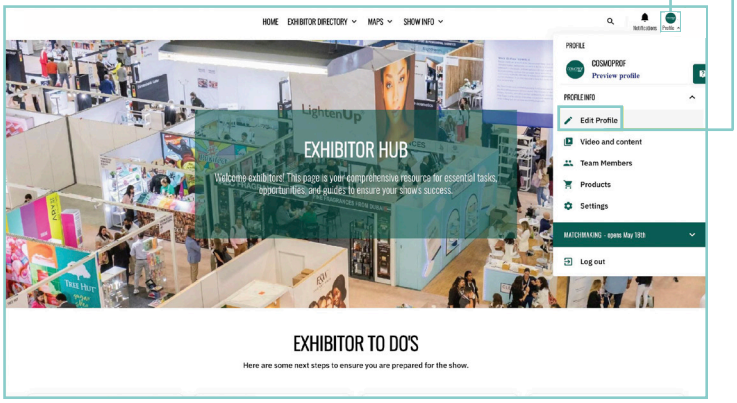
## 2 EXHIBITOR HUB

Upon logging in, you will be directed to the Exhibitor Hub, a landing page with important tasks and resources for you to review.




## 3 UPDATE YOUR PROFILE

Click 'profile' in the top right corner and navigate to Edit Profile



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# 3 UPDATE YOUR PROFILE – CONTINUED

**a. Upload Company Logo**
Supported formats are .png, .jpeg, .jpg and a 1:1 aspect ratio.

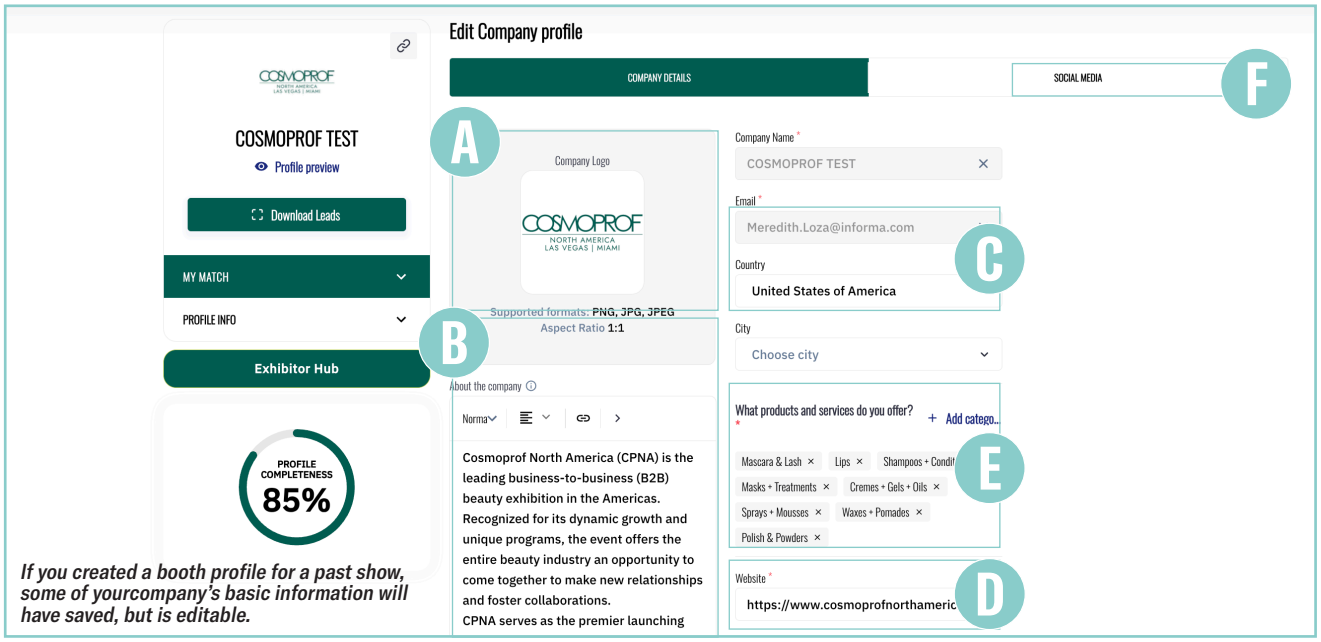
**b. About The Company**
Tell visitors about your company and the value that your products or services offer. There is a 500 character limit. Need more space? You can upgrade your profile to the Silver or Gold Package to expand the character limit.

**c. Country Of Origin**
Select your products' primary country of origin.

**d. Website**
Add your brand or company website.

**e. Add Product & Brand Categories**
IMPORTANT: Be sure to select the product and brand categories that apply to your products and services. This is how attendees will find you.

**f. SocialMedia**
For exhibitors that are upgraded to the Silver or Gold digital package, add your social media handles for attendees to learn more about your company. Contact your Account Manager to upgrade your profile.




# 4 LOCKED FIELDS

Your company name, email address, show sector, special areas, CosmoTrends and Awards Finalist fields are not editable.

a. Your email address is a private field, not shared in the Online Directory.
b. If you see a discrepancy on company name, show sector or special area and think these fields need updating, please contact **customer.service@cosmoprofna.com**

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## 5 VIDEO & CONTENT AND PRODUCTS

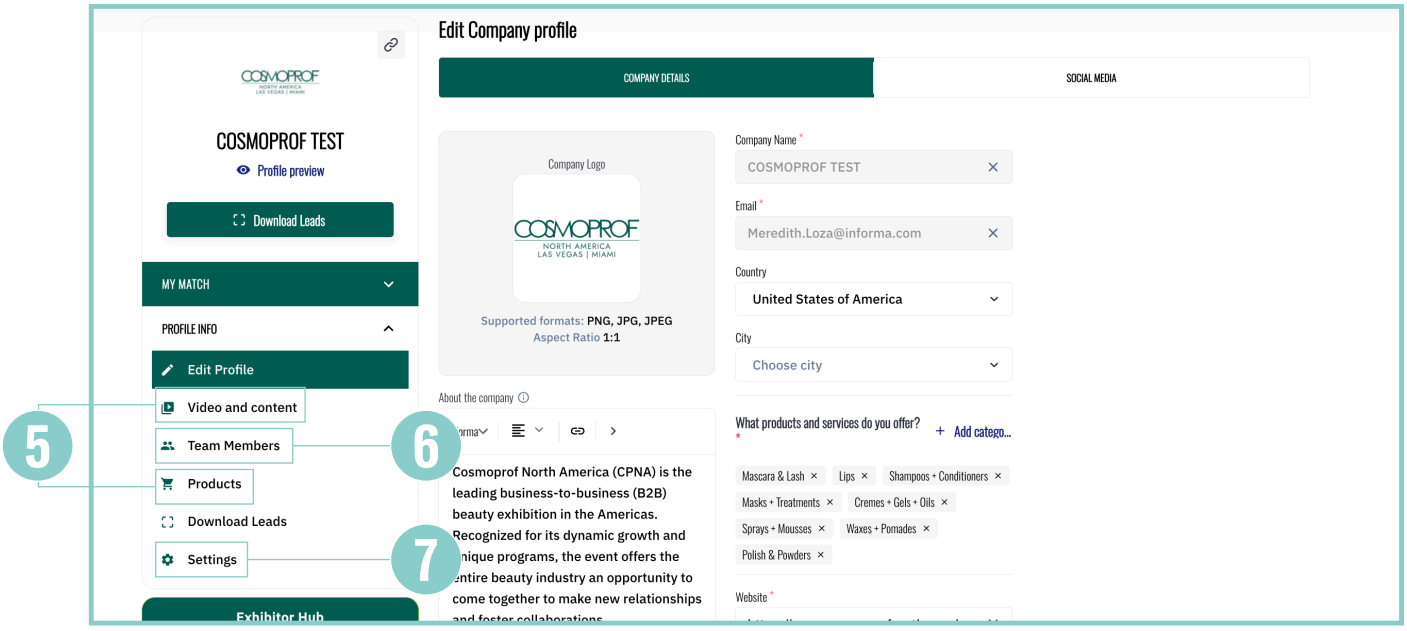
You can upload content and specific products for attendees to discover by upgrading your Online Booth Profile. You can review the upgrade options here. Please contact your Account Manager to upgrade and have these features unlocked.

## 6 TEAM MEMBERS

Once the platform opens to booth staff and attendees for networking via My Match on December 1, you will see your team members here.

## 7 SETTINGS

You can update your platform settings here, such as notification settings. Some will not apply until My Match opens December 1.




## ENHANCE YOUR PROFILE

Increase your company's visibility in the platform by becoming a featured exhibitor, adding products and more by upgrading your profile. Please contact your Account Manager to upgrade and have these other features unlocked. Don't know your Account Manager? Contact us at customer.service@cosmoprofna.com for help.

**VIEW DIGITAL UPGRADES**

## REMINDERS:

Update your profile by December 1 – this is when attendees will be able to view the Online Directory.
Need assistance? Contact **customer.service@cosmoprofna.com**