Exhibitor information

CosmeticBusiness
The international trade fair of the cosmetics supplying industry

17-18 June 2020
MOC Munich

www.cosmetic-business.com
ESTABLISHED

ALL SECTORS OF THE COSMETICS SUPPLYING INDUSTRY UNDER ONE ROOF.

INGREDIENTS
- Active ingredients
- Natural extracts
- Fragrances
- Oils, fats, waxes
- Dyes and colourings

MANUFACTURING
- Formula development
- Contract manufacturing
- Private Label
- Machinery
- Quality assurance

SERVICE
- Testing and certification
- Consulting
- Merchandising, displays
- Distribution and logistics
- Press

PACKAGING
- Packaging design
- Packaging and material
- Finishing and decoration
- Identification and labelling
CosmeticBusiness is the only international trade fair in Europe to create a meeting place for the cosmetics industry and its suppliers across the entire value chain. Not just an exclusive backdrop, it’s also a wide-ranging exhibition, sparking ideas and forging solutions for the conception and development of any kind of cosmetics products - from ingredients and manufacture to packaging. And there’s more. On top of all that CosmeticBusiness also offers:

- **Outstanding exhibitor services** that consistently receive top ratings
- **Impactful service** resources including an Exhibitor’s Lunch
- **Highly productive networking**, for example at our popular Get-Together
- **Invitations free-of-charge** for your customers
- **Valuable promotional opportunities** before, during and after the trade fair

If you’re after intensive networking within the cosmetics industry and want to create the ideal parameters for the long-term success of your business, then CosmeticBusiness in Munich is the place for you!
EXCLUSIVE

SELECTED VISITORS OF CosmeticBusiness 2019

YOUR DIRECT ACCESS TO DECISION MAKERS

HIGH EXHIBITOR SATISFACTION

CosmeticBusiness is very popular with its exhibitors, as demonstrated by their high levels of satisfaction.

97% of exhibitors value the professional qualifications visitors bring.

95% praise the quality of the discussions and contacts.

CONVINCING QUALITY OF VISITORS

CosmeticBusiness is the go-to place for everyone of standing in the cosmetics industry or for anyone responsible for purchasing decisions. These include representatives from well-known international cosmetics manufacturers and brands, Private Label as well as innovative Start-ups.

Most of them work in the areas of Skincare, Personal Care, Colour Cosmetics and Parfume.

> 90% of them have an advisory role, are highly influential when it comes to choosing suppliers and work either in company management, purchasing, development, marketing or product management.

INTERNATIONAL SCOPE

CosmeticBusiness is firmly established as one of Europe’s leading industry events. This can also be seen from a quick glance at its international reach:

69% of visitors come from within Germany, Europe’s largest cosmetics market.

31% come from abroad, primarily from Austria, Switzerland, Poland, Italy, the Czech Republic, the Netherlands, France, Spain, Slovenia and the UK.

More information on visitor profiles can be found at: www.cosmetic-business.com/tradefair/en/visitor-structure
**ATTRACTIVE EASY BOOKING: OUR COMPLETE PACKAGES FOR AN UNCOMPLICATED TRADE FAIR PARTICIPATION**

(includes stand space, stand and equipment and media flatrate)

<table>
<thead>
<tr>
<th>Package</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>STARTER</strong></td>
<td>Entry offer for first-time-exhibitors with max. 6 sqm exhibition space:</td>
<td>EUR 2,669.00</td>
</tr>
<tr>
<td><strong>PROFESSIONAL</strong></td>
<td>Attractive all-in-one deal including first-rate stand equipment and graphic panels plus a place in our special exhibition SPOTLIGHT. Can be booked as a 16, 20 or 24 sqm row or corner stand,</td>
<td>EUR 7,723.00</td>
</tr>
<tr>
<td></td>
<td>e.g. 16 sqm row stand:</td>
<td>EUR 7,723.00</td>
</tr>
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</table>
A perfect fit! To make sure you really stand out from the crowd at CosmeticBusiness we offer spaces and stands designed to meet your specific ideas and requirements. Register by 31 October 2019 and you’ll profit from our early bird discount of EUR 10 per sqm.

**FOR TRUE INDIVIDUALS: SPACE-ONLY DEALS**

Prices scaled according to size and type of stand (row, corner, peninsular or island), for example for row stand:

<table>
<thead>
<tr>
<th>STAND SIZE</th>
<th>PRICE IN EUR/SQM</th>
</tr>
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<tbody>
<tr>
<td>12 – 14 sqm</td>
<td>from 232.00</td>
</tr>
<tr>
<td>15 – 19 sqm</td>
<td>from 227.00</td>
</tr>
<tr>
<td>20 – 34 sqm</td>
<td>from 224.00</td>
</tr>
<tr>
<td>&gt; 34 sqm</td>
<td>from 220.00</td>
</tr>
</tbody>
</table>

**ESTABLISHED: SPACE WITH STANDVERSIONS**

Packages include power connection and a basic stand, with prices dependent on stand version and type (row, corner or peninsular), for example:

<table>
<thead>
<tr>
<th>STANDBAUVERSION</th>
<th>PRICE IN EUR/SQM</th>
</tr>
</thead>
<tbody>
<tr>
<td>CB STANDARD</td>
<td>row stand (available from 12 sqm) from 307.00</td>
</tr>
<tr>
<td>CB SPECIAL</td>
<td>row stand (available from ab 15 sqm) from 328.00</td>
</tr>
<tr>
<td>CB PREMIUM</td>
<td>row stand (available from ab 15 sqm) from 364.00</td>
</tr>
</tbody>
</table>

All prices plus VAT at the applicable rate. More information on the different stand packages is detailed in the exhibitor registration.
EFFECTIVE

STRONG POSITIONING: OUR THEMED ROUTES

- **GREEN ROUTE**  sustainable product solutions
- **PREMIUM ROUTE** for high-quality product solutions
- **INNOVATION ROUTE** for new product solutions (inclusive for SPOTLIGHT participants)

Promotion of the routes is via the online exhibitor directory and the Exhibitor Guide at the event. Routes can be booked from November 2019.
STAND OUT AND RAISE YOUR PROFILE!

Being a CosmeticBusiness exhibitor opens up a whole range of attractive opportunities to grab even more attention. Here’s an overview of the additional benefits available to you.

SPOTLIGHT SPECIAL EXHIBITION

The SPOTLIGHT special exhibition showcases exhibitors’ new developments in display cabinets on site. Taking part in the exhibition also gets you a mention in the Novelties Report and a place along the INNOVATION Route at CosmeticBusiness. Price: EUR 590.00

SPONSORING WITH IMPACT

Do you want to make a lasting impression? Then why not be the one to offer visitors at CosmeticBusiness something they’ll be sure to remember - provide them with free Wi-Fi or treat them to an ice cream!

<table>
<thead>
<tr>
<th>Sponsoring</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wi-Fi sponsoring*</td>
<td>EUR 2,000.00</td>
</tr>
<tr>
<td>Lanyard sponsoring*</td>
<td>EUR 4,000.00</td>
</tr>
<tr>
<td>Ice cream sponsoring*</td>
<td>EUR 4,000.00</td>
</tr>
<tr>
<td>Giveaway sponsoring* plus production costs</td>
<td>EUR 2,000.00</td>
</tr>
</tbody>
</table>

EFFECTIVE ADVERTISING

Whether online or on-site, if you want to stand out from the crowd you need to do something memorable. Our highly effective advertising options make this happen for you.

<table>
<thead>
<tr>
<th>Advertising Option</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year-round presence as a CosmeticBusiness Special Company</td>
<td>EUR 2,000.00</td>
</tr>
<tr>
<td>Advertising banner on the online visitor ticket*</td>
<td>EUR 3,000.00</td>
</tr>
<tr>
<td>On-site advertising spaces</td>
<td>Price and availability on request</td>
</tr>
</tbody>
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COLOUR COSMETICS

Do colour cosmetics form part of your range? Do you want to raise your profile in this area or target visitors with a specific interest? Then the COLOUR COSMETICS exhibition area in Hall 1 is the place for you! Here the offers for colour cosmetics are bundled and attractively promoted.

* Exclusive advertising and sponsoring options can only be booked by one exhibitor.
CONVINCING

TOP SATISFACTION LEVELS: IMPRESSIVE RATINGS FROM OUR EXHIBITORS

92% rate the trade fair as a success
90% want to return
93% expect good follow-up business
WE LOOK FORWARD TO SEEING YOU!

Are you convinced by our concept? Then book your participation for CosmeticBusiness 2020 now! Get in touch with us, we are happy to assist and welcome you.

Also our foreign representatives are happy to help in case of any questions you may have. For contact details of your certain representative from e.g. France, the UK, Italy, the Netherlands, Austria, Poland, Switzerland and Spain go to our website:


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YOUR GATEWAY TO THE COSMETICS INDUSTRY!

17 – 18 June 2020
MOC, Munich

7 – 8 October 2020
EXPO XXI Warsaw

News & Networking
B2B-Portal

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