in-cosmetics® global

Paris • 5-7 April 2022
Online • 11-22 April 2022

VIRTUAL EXHIBITOR GUIDE

**What you need to prepare to maximise your presence
at the in-cosmetics Global virtual event**

Once you have everything prepared, you will be able to access the in-cosmetics Global Platform from **15 February** where you can upload your company profile, ingredient/products, meeting times and your virtual stand team members. Ensure everything is uploaded by **15 March**, ready for visitors to access the platform.

Your account will be set up with the email address or the primary contact listed when booking your stand. If you would like the account to be set up with a different contact person, please provide the name and email to customer services my completing this [form](#) or calling +44 (0)20 8910 7821.

If you are participating in the Technical Seminars or Sustainability Corner, you will need to provide a recorded presentation to warka.ghirmai@rxglobal.com by **30 March,** we will upload to the platform for you.

Available from 15 February (At this point, only exhibitors will have access to the platform to prepare profiles)

STEP 1. Populating your company profile

For visitors to in-cosmetics Global Virtual to understand what your company provides, it's best to have a full populated profile. You can make changes to the company profile by clicking on 'Edit profile' in the left menu bar. Here is what you will need to prepare:
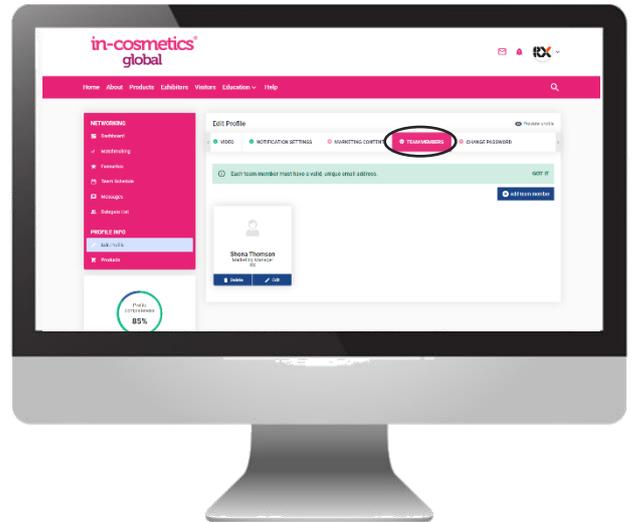
- Company logo (500 x 500px)
- Company video (less than 80mb) or video embed code (e.g. YouTube, Vimeo)
- Company PDFs (less than 3mb per pdf. Title of PDF will be visible to visitors)
- Company description
- Website URL
- Social media links (YouTube, Facebook, LinkedIn, Twitter and Instagram)
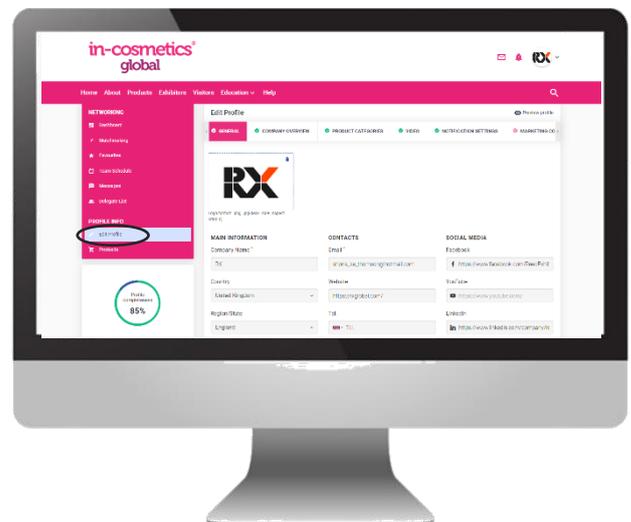
- Contact email (to receive notifications of visitors contacting you via the 'message' and 'meeting' facility)

STEP 2. Adding your team members

As the admin account, you will be the only person able to edit your company profile, but you can all add team members. Depending on your stand size, you'll be allocated the number of team members. Team members will be linked to your company profile, so visitors can reach out to individuals in your company. In the same place you edit your profile, navigate to 'Team members' in the menu bar to add people to your profile.

STEP 3. Uploading your ingredients

Visitors coming onto the platform are looking for ingredients and products, so make sure to give them us much information as possible about your innovations. To upload products, click on 'Products' in the left menu bar. Here is what you will need to prepare:

- Product images (500 x 500px minimum. Min 1 image, max 5 per product)
- Product video (less than 80mb) or video embed code (e.g. YouTube, Vimeo)
- Product PDFs (less than 3mb per pdf. Title of PDF will be visible to visitors)
- Product description
- Product categories (choose from ingredient type, benefit, credentials, applications)
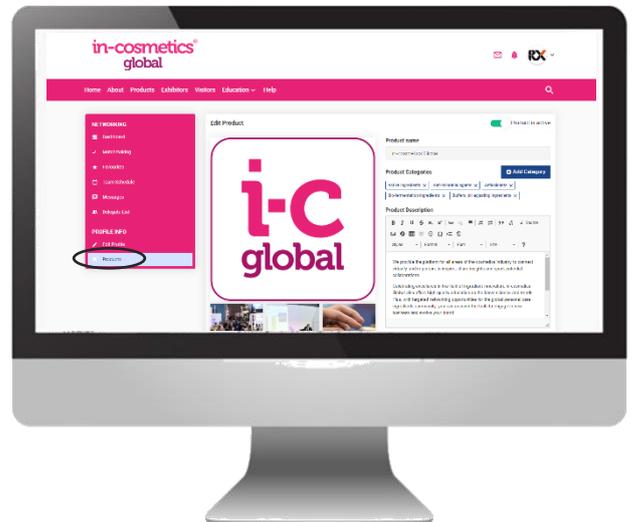
STEP 4. Preview your profile

Once you have edited your company profile, and uploaded your ingredients, it is useful to check what it will look like to a visitor, to make sure you have included everything.

- In the edit profile section, click 'Preview profile' to see how visitors will view your company profile.
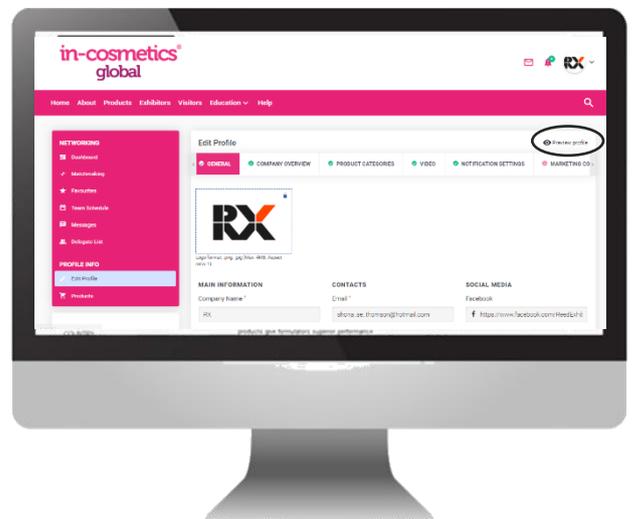
STEP 4. Setting up your meeting availability

In order for visitors to know when you are available for meetings, you can set up when you are free, and block times out of your calendar when you are unavailable. To do this, toggle out your company profile by clicking on the company logo icon on the top right, and click on your name to access your personal profile.

- In the match-making tab, choose your notifications, a message about yourself for visitors to see, and click on the times and dates to block them out of your calendar
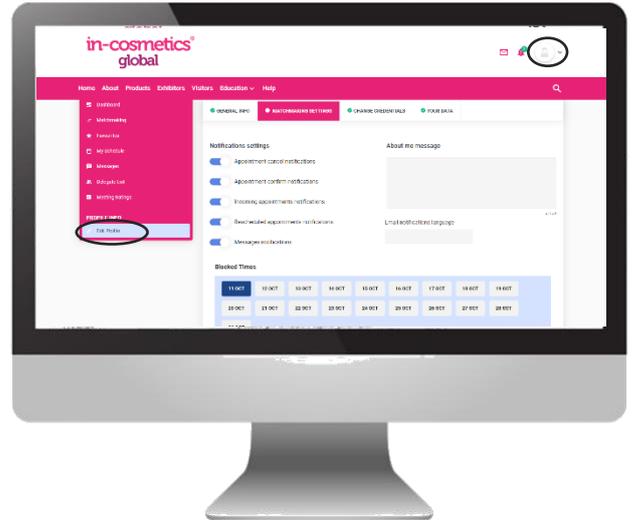
Available from 15 March (visitors will now have access to the platform)

STEP 5. View the delegate list to see which visitors are participating in the virtual event

To view the Visitor Directory, click on 'Delegate list' in the left menu of your personal profile.
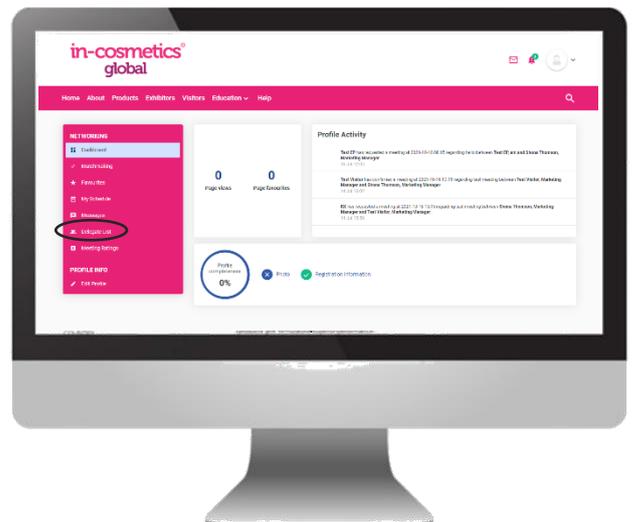

STEP 6. Interact with the visitors

When viewing the Delegate list, click on the * icon, you'll then receive the option to either message, favourite, or invite the delegate to a meeting.

STEP 7. View your schedule

To see what you have planned for the virtual event, visit 'Schedule' in the left menu bar. There, you will be able to see the sessions you've favourited, meeting requests, invites, pending, accepted and cancelled.
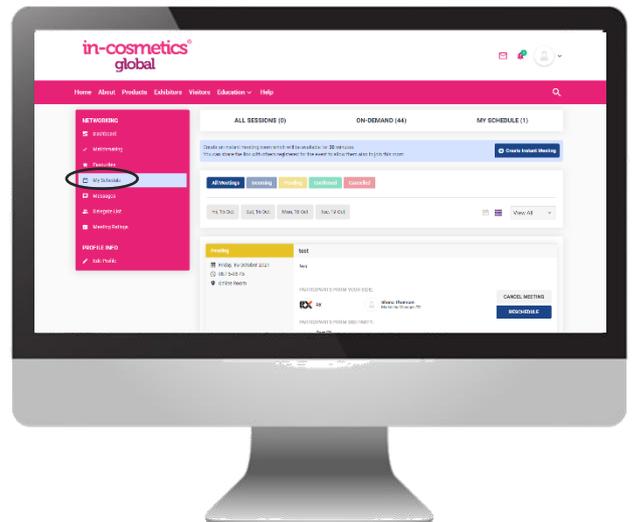

STEP 8. Make the most of match-making

When visitors register for the event, they choose the product categories they're interested in. Both you and the visitor will be matched based on the categories you selected. To view this, click on 'Match-making' in the left menu bar to see which visitors interests are aligned with the ingredients your provide.
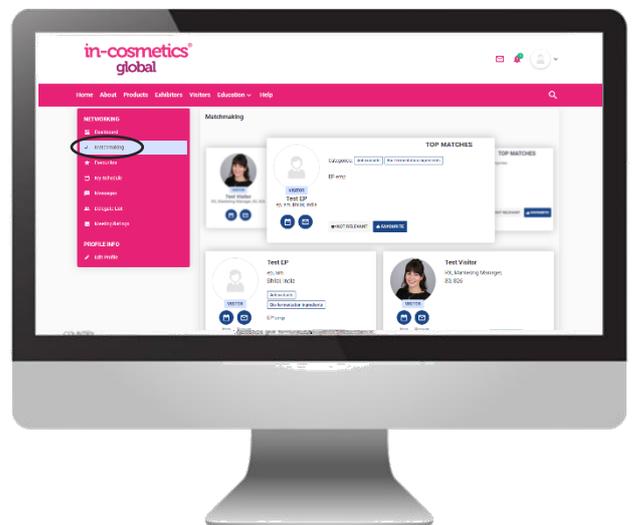
STEP 9. Review performance and see who's interested

By toggling back to your company profile, you can see which visitors have been onto your profile. This way, you can see who is interested and send them a message. You'll be able to see how many page views, page favourites, product views and product favourites you have received.
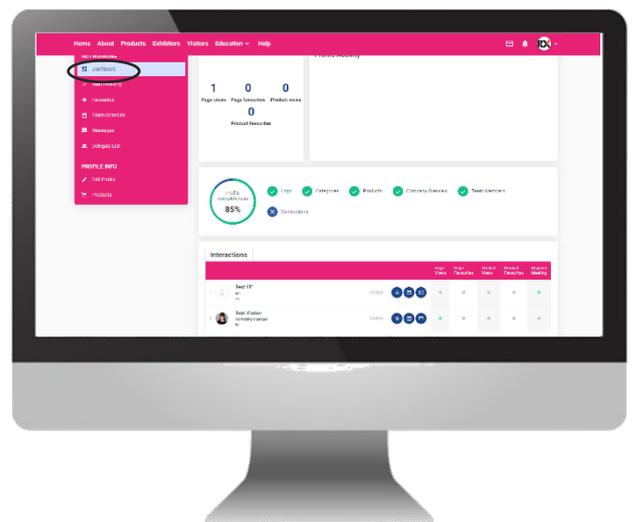
PLEASE NOTE: You will have access from 15 February to prepare your profiles, visitors then have access from 15 March so you can pre-arrange meetings. All virtual seminar sessions, and meetings can only take place whilst the virtual event is happening from 11-22 April 2022.