

in-cosmetics[®]
global

Barcelona • 31 March – 2 April 2020

Boost Your Test

Position yourself as a thought leader and create maximum exposure for your testing expertise

In collaboration with



Boost Your Test is a pre-event, at-event and post-event initiative for the Testing Zone exhibitors in collaboration with Skinobs.



What do you get as the sponsor?

Pre-show

From in-cosmetics

- 1 x Social Media announcement (platform of choice – Facebook/Twitter/LinkedIn)
- Content block in email to in-cosmetics database (image, text, link)
- Company listing in preview magazine on Boost Your Test page

From Skinobs

- 2 x announcements of the participants in Boost Your Test. Logo and title of innovation being presented included. Channels:
 - Email to Skinobs database
 - Online newsfeed
 - Summary newsfeed
 - LinkedIn
 - Article in ZOOM#15 distributed online, in email, and on social media (100 words and image)

At-show

- Presence at Skinobs info point. Skinobs to answer visitor questions about the Testing Area and to promote participants of Boost Your Test to drive traffic to stands.
- Distribution of brochures to the visitors (150 copies recommended)

Post-show

- Article on the online Skinobs Newsfeed (April).



About our Partner Skinobs

A new worldwide platform

- to find **clinical testing** solutions. In 2 clicks and **for free**, Skinobs allows the cosmeticians to easily identify the **human tolerance, efficacy and sensory methods and the testing laboratories** suitable for any of their claim substantiation.
- **R&D managers, formulators, marketers and regulatory authorities** will find Skinobs a useful support that answers their questions about skin and hair testing: what method, what device, what CRO's...where? They can contact directly their suppliers with an automatic email of request. The Skinobs platform offers all a new vision on the skin objectivation indexing over **150 methods** (principle, photos...), **66 claims**, and more than **70 CRO's** located on a map.
- Skinobs Clinical platform it is now: 2600 subscribers, 8 minutes average session lasting, 20,000 pages viewed in 2018.



A Newsfeed dedicated to the skin testing

- An **international Newsfeed** about skin testing trends and technology with more than 1000 articles read per week.
- Skinobs Newsfeed it is now: 300 subscribers, more than 1000 articles read per week, 17,700 articles published.



What are the benefits?



Brand
awareness

- **Brand awareness:** Get your brand / products out to raise awareness and engagement.



Drive
engagement

- **Drive engagement:** The opportunity to interact face-to-face and build relationships with existing and prospective clients.



Product
promotion

- **Product promotion:** This type of opportunity will ensure your product showcase or launch gets noticed.

Contact us to secure your participation and find out what
bespoke solutions we offer
www.in-cosmetics.com/contact

HOW MUCH?



PRICE: €1,550

HOW DO I BOOK?



Contact your local agent:
www.in-cosmetics.com/contact