

Barcelona • 31 March – 2 April 2020





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 av session lasting, 20,000 pages viewed in 2018.

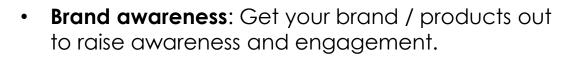
## A Newsfeed dedicated to the skin testing

- 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?

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Brand	
awareness	





Drive engagement



- **Drive engagement**: The opportunity to interact face-to-face and build relationships with existing and prospective clients.
- **Product promotion**: This type of opportunity will ensure your product showcase or launch gets noticed.

# in-cosmetics<sup>®</sup> global

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



PRICE: €1,550

## HOW DO I BOOK?



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