

in-cosmetics[®] formulation summit

London • 24-25 October 2018

UP CLOSE AND PERSONALISED

*The science and the trends
behind customization and
personalising beauty*

Grange Tower Bridge Hotel, London, E1 8GP

summit.in-cosmetics.com



An overview of the Formulation Summit

The Formulation Summit provides learning and networking opportunities for R&D professionals, senior formulators and decision makers from cosmetic brands, manufacturers and ingredient suppliers.



Where do the delegates come from?

L'ORÉAL
PARIS

P&G

COTY

Kew
ROYAL BOTANIC GARDENS

Kanebo
FEEL YOUR BEAUTY

Beiersdorf

CHANEL



M&S
EST. 1884

LA MER



Crabtree & Evelyn
LONDON



ORIFLAME
SWEDEN

Who were the sponsors, exhibitors and media partners in 2017?

BASF
We create chemistry



cosmetics
business



PERSONAL CARE
INGREDIENTS • FORMULATION • MANUFACTURE

SPC
soap, perfumery
& cosmetics



Why get involved?

Exposure and Brand Awareness

Promote your company and expertise to **150+ R&D professionals, formulators, and decision makers from leading brands** who are attending to gain in-depth information about formulation innovations and find the best solutions for their products. Ensure your brand and product information are at the forefront of each delegate's mind.

Lead Generation

Discuss the requirements of and network with potential customers face-to-face over two days and receive their full details (title, name, job title, company name, address, email, telephone number) after the event.

Thought Leadership

Tell your story! Show that you are a leader in the field and demonstrate your valuable work and expertise to a highly targeted audience.

Gain a competitive advantage

Showcase your expertise to senior decision makers and potential buyers who are keen to learn from you.

An extensive marketing campaign

- ✓ Email promotion to the in-cosmetics visitor database of 20,000+ contacts (last 3 shows).
- ✓ Exposure via the dedicated event website.
- ✓ Strong Social Media campaign to 40,000+ followers (Linkedin, Facebook, Twitter).
- ✓ Dedicated PR campaign including press releases and editorial in leading, international trade magazines.

**CONTACT US
TODAY!**

Yanneth Castro
Head of Sales
T: +44(0)20 8439 5696
yanneth.castro@reedexpo.co.uk



Sponsorship Opportunities

Table Top Sponsorship

Enhance the reputation of your brand as pioneer in the personal care formulation field by purchasing Table Top Sponsorship of this year's Formulation Summit. Included in the sponsorship is the following:

Branding before the event

- Your company profile on the table-top page on the event website

Table Top Participation

- Table top participation in networking area (1 draped table + 3 chairs)

Extras

- 1 free Pass (worth £980)



Cost: £2,000