

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!**

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Sponsorship Opportunities

Gold Sponsorship

EXCLUSIVE

Speaking opportunity

- 40 minute presentation slot
- Participation in a panel discussion

Branding before the event

- First position logo and web banner on the event website
- First position company profile on the sponsor section on the event website
- First position logo on all event related promotional material (inc. emails)

Branding at the event

- First position logo on the screen
- First position logo on all onsite signage
- Brochure / flyer in the Delegates Pack
- Logo on USB sticks distributed to all delegates
- Inclusion of promotional material on the USB sticks
- Option for seat drops (e.g. pens and pads)

Networking Reception Sponsor on Day 1

- Branding Opportunities: Pop-up banners & brochure display
- Banner on dedicated Networking Reception webpage

Table Top Participation

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

Extras

- Free Pass (worth £980) for 2 + 1 speaker

Cost: £15,000