

We invite you to showcase your products at *Beauty Accelerate Virtual 2021* brought to you by *Cosmetics & Toiletries* and *Global Cosmetic Industry* magazines! Now more than ever, it's important to find new opportunities to broaden your competitive advantage by increasing awareness of your brand with your current and prospective customers by participating in and sponsoring events which attract your target market.

Expect the same world class education and presentations that you have become accustomed to from *Beauty Accelerate*. With the cancellation of most beauty events over the past year, your target audience awaits!



- Maximize your exposure to the *Cosmetics & Toiletries* and *Global Cosmetic Industry* magazines global audience
- Position your organization as a thought leader by offering meaningful beauty solutions
- Connect with qualified buyers in the beauty industry

WHAT CAN VIRTUAL DO FOR YOU?

Beauty Accelerate Virtual 2021 will feature an upgraded digital experience to deliver a virtual conference with an intuitive dashboard, on-demand viewing options for global attendees and enhanced interaction with presenters and attendees.

Webcast Audience Engagement - A virtual event can make networking more accessible than at an in-person meeting. Instead of having to coordinate schedules or track down potential customers in a large convention center, webcast attendees will have many opportunities for public chat, polling and surveys at the click of a button.

Effective Webcast Lead Generation - The digital platform will provide a detailed report of registered attendees who viewed your webcast live and on-demand. The report will be shared 24 hours after your session is completed. This will allow you to conduct more informed follow up after your webcast session.

Extended Visibility - Exposure to your products and services will not end when the virtual event is over – the virtual exhibit hall will remain active for 60 days after the event ends which allows you more time for interactions and connections with potential customers.

Budget Savings - As a supplier or sponsor, the virtual event offers you a prime cost-effective digital experience without additional cost, time and travel constraints. You can join the event from the convenience of your office or home.

WEBCAST SESSION OPTIONS

Highly engaged audiences want highly engaged experiences. Attendees are looking for supplier sessions that include education and demonstrations if applicable (products, treatment protocols or application techniques). With our new virtual event platform we are able to offer the following webcast options:

1. LIVE PowerPoint Presentation and LIVE Q&A

- A. Speaker submits their PowerPoint presentation to be uploaded onto the virtual platform.
- B. Speaker gives their presentation LIVE via webcam on the day of the event.



2. Pre-recorded PowerPoint with Presenter Video Inset and LIVE Q&A

- A. Speaker submits their PowerPoint presentation with a pre-recorded video speaker inset to be uploaded into the virtual platform.
- B. Speaker is available the day of the event for a LIVE Q&A.



3. Pre-recorded Video Webcast and LIVE Q&A

- A. Speaker submits a pre-recorded video webcast in .wmv or .mp4 format.
- B. Speaker is available the day of the event for a LIVE Q&A.

