



Exhibiting at Cosmoprof Bologna

Mike Patey March 2022



COSMOPROF
WORLDWIDE BOLOGNA

COSMOPROF 2022
BOLOGNA, ITALY
FAIR DISTRICT

28 APRIL–1 MAY
COSMOPACK
COSMO PERFUMERY &
COSMETICS

29 APRIL–2 MAY
COSMO HAIR & NAIL &
BEAUTY SALON

Exhibiting Essentials

1. Overview
2. Essential information
3. First impressions
4. Who are the visitors?
5. Checklist before the exhibition
6. Plan your booth
7. Lead generation & data
8. Review and measure



1. Exhibitors/Visitors and Show Format

SHOW STATISTICS 2022

>2700 exhibitors

70 countries represented

26 country pavilions

1 FAIR WITH 3 EXHIBITIONS

28th April – 1st May

Cosmopack

Cosmo Perfumery & Cosmetics (UK Pavilion Hall 19)

29th April – 2nd May

Cosmo Hair & Nails & Beauty Salon

PASSES

For entry exhibitors and contractors must register at www.cosmoprof.befair.eu



2. Essential Information –Read the Exhibitor Manual

SET UP AND BREAKDOWN UK PAVILION HALL 19

Set Up: 26-27th April (08.00-19.00)

Break Down: 1st May (18.00-24.00) Removal of samples only

2-4th May (08.00-19.00)

DELIVERIES/SHIPMENTS

With official freight forwarder: goods direct to your stand

Couriers must use storage service by Bologna Fiere

Service to be booked/paid for at www.befair.eu

SELLING

Sales of products from stands is forbidden except in Hall 36

SECURITY

Advisable to remove products at night and secure them in storage area on stand

SINGLE POINT OF CONTACT (SPOC)

Francesca Bulgarini ph.+39 02 454708202 francesca.bulgarini@cosmoprof.it



2. Essential Information

SHELL SCHEME STANDS

SPOC for additional services (audio visual, catering etc)

SPOC for re-booking options

www.befair.eu (flowers, hospitality, logistics etc)

GRAPHICS

Contact Henoto, ukpav@henoto.com

BE VIGILANT OF SCAMS

Bogus companies portray themselves as official suppliers

(e.g. Event Fair, FairGuide.com/Construct Data Verlag, Expo Guide, International Fairs Directory)

COVID 19 REQUIREMENTS (ITALY, THE FIERE, BACK TO UK)

PCR or Antigen test required or

Proof of vaccination/recovery no older than 6 months

Up to date policy <https://www.cosmoprof.com/en/visit/anticovid-standards/>





BOLOGNA & COSMOPROF ARE BUSY

Bologna City will be crowded (population up from 400,000 > 650,000)

Cosmoprof Bologna is big, spread out and it can be busy

Allow plenty of time – between exhibition halls, food/coffees, taxis, buses, meetings

Exhibition catalogue listing is a must. Check the map for halls and locations

Signposting at venue – pay attention!

Make dinner reservations in advance

Hotel accommodation is expensive and books out early

Carry business cards at all times

Wear comfortable shoes and check your step count!





Visitors

- Over 250,000 visitors

Countries

- From 154 countries
- 60% Europe
- 19% Asia
- 16% Americas
- 4% Africa
- 1% Oceania

Businesses

- 23% Manufacturers
- 21% Distributors/Wholesalers
- 18% Retailers
- 17% Hair Salons
- 15% Beauty Salons/Spas
- 6% Others

Your Opportunities

- **Why are you exhibiting?**
- **What are your key objectives?**
- **What is your plan before, during and after the show?**
- **How will you measure success?**



Before: What is your point? Why should I care?

PREPARE YOUR ELEVATOR PITCH

Why is your product or service in the market place?

What are the features, benefits and statistics?

What is your call to action? What do you want visitors to do?

Your stand is your biggest asset (less is often more)

Present your product/service in an inviting way

Ensure your stand is visually attractive and not too busy (space vs furniture vs graphics)

Keep your brand identity/messaging consistent (eye catching)

Signage: if you are looking for distributors then say so!

Work out likely traffic flow and set up your stand with visuals/products facing footfall direction

Don't exaggerate your claims!





Why are you Exhibiting?

Brand awareness
Lead generation
Make sales
Reinforce existing relationships
Find new distributors or
wholesalers
Looking for retail customers

Have clear objectives. e.g.
Secure 3 follow up meetings/day
Make 12 appointments
See 10 existing clients
Build database by 100 qualified leads

Have a Plan

Plan how to arrange your booth
Product placement, people flow,
storage, furniture, graphics,
audio visual, electric points,
lighting
Information on products/services
Give aways/ competition
Train your staff
Advertise your presence
Name badges & what to wear

What should visitors do?
Agree a process with a CTA
appointments on the day

Measure Success

Agree a way to measure
success (leads/sales)

Make notes from
meetings/conversations

Score you leads (scale 1-5)
Agree a plan of action for
each tier from hot, warm, cold
Follow up all prospects
quickly



Before: Let people know you are there

SET UP MEETINGS

Target prospective companies/buyers and set up meetings beforehand

Contact existing clients and set up meetings

Listing in exhibitor catalogue and join the 'Buyer Program'

ADVERTISE YOUR PRESENCE

Include your booth number on advertising & email signature

Use Cosmoprof # on all social media posts

Use the trade press, press office, e-marketing, website

VIA ORGANISERS

Cosmotrends – industry report on beauty trends

Cosmoprof Awards – Cosmoprof and Cosmopack





HOW IS YOUR BOOTH WORKING?

Create a flow on your stand (standing / sitting / showing samples)

Plenty of promotional literature to give away

Use knowledgeable staff & be well presented

Network with everyone – other exhibitors & competitors (you never know!)

Have samples, give aways or bags

Body language

Make sure your booth is manned at all times!

Network, research new trends/products & competitors





QUALIFY YOUR LEADS?

Keep your diary up to date & your phone charged

Qualify leads by asking relevant questions

What does their company do?

Are they looking to buy products like yours?

Are they a buyer for their company?

Which other brands do they work with?

Online form or collect business cards & score the leads

Offer a value added incentive for data

Use an **interactive display** to demonstrate your products/services

Engage as many senses as you can

Schedule demonstrations or scan QR code for an educational video

Run a competition to give away a prize if someone enters their details





HOW DID IT GO TODAY?

Debrief on the stand at closing time each day – what worked and what could be improved?

Sense check your objectives against daily performance

Can you improve your stand set up / your product / service offering/ the flow of traffic / how you capture data?

Rank your leads

Do they have influence and or buying authority? A LEAD

Are they looking to make an immediate purchase? HOT LEAD

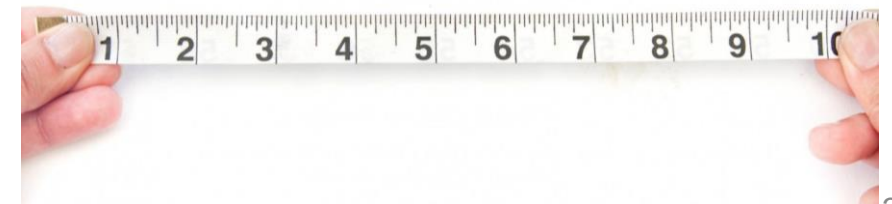
Are they looking to purchase but not right away? WARM LEAD

Are they not looking to purchase? COLD LEAD

Measure your success – how many hot leads?

Can you put an estimated value on your leads?

SUCCESS





Summary and Feedback from 2019 UK Pavilion Exhibitors

Plan your stand and how it will work – set objectives

Organise your deadlines (forms/passes/freight/hotels/dinner reservations)

Advertise your presence before & bring marketing materials

Qualify leads, network and follow up

Measure your success

'The catering at the UK Pavilion is of real benefit & it saves time'

'Meeting rooms on the UK Pavilion were invaluable'

'Large retailers were attracted to the UK Pavilion whilst I was there (e.g. TK Maxx, Superdrug)'

'It can get busy! Be clear about the businesses you want to talk to. I picked up new distributors from passing visitors'

'Book meetings in advance and try not to cancel or delay them'

'The Fiere is big and disorientating if you have not been there before'

'Stay in Bologna for good networking opportunities, and don't forget to go to the Celtic Druid!'



Department for
International Trade

Questions? Exhibiting at Cosmoprof Bologna

March 2022

Mike Patey

Hair & Beauty Suppliers Association

Webinar available at hbsa.co.uk