



June 22-25, 2023

Thank you for being part of the 2023 Cosmetic Bootcamp Summer Meeting, June 22-25, 2023, at The St. Regis in Aspen, CO. The meeting will also be available virtually, on demand. This exhibitor kit has been designed to help you prepare for the event. We strongly recommend you have a copy of your exhibitor agreement in hand as you read through this information.

AGENDA: [COSMETIC BOOTCAMP AGENDA](#)

MEETING LOCATION

St. Regis Aspen Resort

315 East Dean Street, Aspen, CO 81611 | (970) 920-3300

Every Exhibitor must complete the forms in the [St. Regis Exhibitor Packet](#)

HOTEL ACCOMODATIONS

We suggest you make your hotel reservations early. We do ask that you limit your company block to 5 rooms at the host hotel, St. Regis Aspen. Due to the popularity of the meeting, the room block sells out quickly and we want to ensure that attendees can secure accommodations easily.

Link to CBC Room Block Hotels (St. Regis and The W): <https://cosmeticbootcamp.com/summer-bootcamp-venue-accommodations/>

Alternative hotels in Aspen:

- We have a small block at [The W](#) – a short walk from the St. Regis.
- While we do not have blocks, there are other hotels in the area: [The Limelight](#), [Hotel Jerome](#), and [The Little Nell](#).
- There are many Air BNB and VRBO opportunities as well.

IMPORTANT DATES AND DEADLINES	
EXHIBIT HALL-Live Meeting	
Exhibit Hall Installation	June 22
Exhibit Hall Dismantle	June 24
St. Regis Order Forms Due (if applicable)	Due June 9
EXHIBIT HALL-Virtual Meeting	
Virtual Booth Set-up Complete	Complete May 23
SUPPORT INCLUSIONS	
Marketing Emails Due (if applicable)	Due May 16
Meeting App Text Alerts Due (if applicable)	Due May 16
LCD TV Ads Due (if applicable)	Due May 16
Live Meeting Badge Registration Due	Due May 23
Virtual – Begin Adding Representatives to your Virtual Booth	Begins May 23
Discount Code for Live Meeting Complimentary Badges Expires	Expires June 21
SHIPPING	
Tracking Information for Tote Bag Inserts Shipments Due	June 12
St. Regis Exhibitor Box Delivery Form Due	June 9
Material Delivery Dates	June 14-19
Delivery Deadline for Materials for Tote Bag Inserts (if applicable)	June 19 @3:00PM

IMPORTANT CONTACTS

Exhibitor and Exhibit Hall Questions, Meeting Designs:

Gail Riley | griley@mdmeetingdesigns.com | 781-793-0088 ext. 111

St. Regis Resort: Kim French | Kim.french@stregis.com | 970-429-9521

St Regis Audiovisual - Encore Global: Victor Ramos | Victor.Ramos@Encoreglobal.com | 505-363-5814

EXHIBIT HALL SCHEDULE*

The Exhibits are open during all meeting times. Breakfast, Lunch, Breaks, and Receptions are key opportunities to connect with attendees and faculty.

For the Virtual Meeting, we have found that attendees tend to visit the exhibit hall throughout the day, not just during breaks and lunch.

*Note that the agenda is subject to change, please refer to the current [Agenda](#).

EXHIBIT HALL SCHEDULE*

Thursday, June 22, 2023

10:00 am – 5:00 pm **Exhibit Hall – INSTALLATION**

There is a reception in the exhibit hall beginning at approximately 5:30 pm. After 5:00 pm no installation work will be permitted.

5:30 – 6:30 PM **EXHIBIT HALL OPENS – Welcome Reception in Exhibit Area**

Friday, June 23, 2023

7:00 am – 6:30 pm **Exhibit Hall Hours – Breakfast, Lunch, Breaks, and Reception**

Saturday, June 24 2023

7:00 am – 3:50 pm **Exhibit Hall Hours – Breakfast, Lunch, and Breaks**

3:50 pm **EXHIBIT HALL - DISMANTLE**

Dismantle can begin after afternoon break, approximately 3:50 pm. Exhibits need to be cleared from the exhibit area by 10:00 am on Sunday. Please make your own arrangements to have your exhibits broken down and shipped out (see Outgoing Shipping, Page 7).

Sunday, June 25, 2023

8:00 am – 11:00 am While the exhibit hall will not be open, Industry members are welcome to stay for the final half-day session and interact with the attendees on an informal basis.

LIVE MEETING EXHIBIT HALL

1. Exhibits are located in the **Astor I Meeting Room and Astor Foyer (on the lower level of the hotel)**.
2. INCLUDED in the Exhibit Space:
 - 1 6-foot skirted table
 - 2 chairs
 - 1 wastebasket
 - Exhibit hall is carpeted
3. What is NOT included in Exhibit Space:
 - Electrical outlets will **NOT** be provided
4. If you need an electrical outlet or audiovisual equipment, download the [St. Regis Exhibitor Packet](#) to submit the appropriate order forms. **Submit to the St. Regis by June June 9.**
5. Backdrops are permitted but should be no wider than your allotted exhibit space, e.g. **6 foot table = 6 foot backdrop**. All backdrops should be self-standing. You must contact the hotel in advance for permission and instructions if you wish to have anything hanging from a wall. **NOTE:** If backdrops are wider than your exhibit space, you may be asked to remove them.
6. Your final location on the exhibit floor will be emailed to you prior to the meeting.
7. Exhibitors will NOT be able to change the location of their exhibit space onsite without prior approval.

VIRTUAL MEETING BOOTH

We Suggest You Complete Your Virtual Booth Set-up by May 23 so that if any issues arise there will be time to work with you. However, you can continue to make changes to your virtual booth until 90 days after the meeting when the virtual meeting closes.

You will receive a separate email with a *Unique Set-up Link* for your Virtual Booth.

Booth inclusions for the virtual meeting are outlined below. We invite you to edit your exhibitor booth profile on our official event platform, Whova. By setting up your booth profile, you can better showcase your company and your products to attract more visitors to your booth. If you need more guidance to set up your booth profile, please visit [Whova Exhibitor Guide](#).

The following categories are included in your support. **If you prefer not to use one, that is at your discretion. If you choose not to include something, then the heading for that item will not be visible in your virtual booth.**

Promotional Offer:

This is a great way to get traffic to your booth!

Choose between the 2 types of promotions available: Raffles/Giveaways and Coupons.

- **Raffle/Giveaway:** you will need to provide a description and simple rules if you have any.
- **Coupons:** in addition to the description, you will also need to provide the coupon image.

Company Showcase:

- **Product Video: Use a Video Link** (e.g., YouTube, Vimeo)
We ask that you use a **video link** and do not upload a file.
- **Handouts:** 2 pdf documents (e.g., new products, ads, etc.), 10 MB file size limit
- ~~Product Demo~~ – not included in your support - do not use

Company Information: Enter your company information in the fields provided.

- **Logo:** We've uploaded the logo we have on file for you. You are free to replace it with one of your own choosing:
Recommended size: 256px x 256px (Max 1000px x 1000px)
Accepted file types: .jpg, .jpeg, .png

Company & Product Photos

- File type: **jpg, jpeg, png**
- Suggested size: **500px x 500px**
- You can upload a maximum of 50 photos with 10 MB file size limit

CHAT FUNCTION:

- There is a chat function in the virtual booth. **If you wish to monitor the chat in your booth, you must register the reps who will be "chatting" and add them to your booth. See Badge Registration, Adding Representatives to your Virtual Booth section for instructions.**
- **Monitoring the chat in your booth is not required.** If you will not have someone monitoring the chat, you may wish to notify attendees by adding "This chat is not monitored, please email _____@_____ to contact us directly" into the chat box where it says, "Write a reply." You could also add this information into the booth description area as well.

Virtual Meeting Format –Not Live Streamed

- **The Virtual Meeting will not be live streamed, which means it is not held simultaneously with the live meeting.**
- The virtual meeting platform is also the live meeting app, which gives live meeting attendees access to your virtual booth during the live meeting.
- The virtual meeting agenda sessions and the virtual exhibit hall will be available on-line 1 week after the live meeting and ongoing for 90 days.

What does this mean for you?

Live Meeting:

- Both live meeting attendees and virtual attendees will have access to visit your virtual booth(s) and will be able to view all your information during the live meeting.
- Both live meeting attendees and virtual attendees will be able to contact you, either using the chat function or the email contact info in your booth.
- Monitoring the chat in your booth is not required, but if you wish to do so you can register reps and add them to your booth.
- Agenda sessions will not be available to view through the virtual meeting platform *until 1 week after the live meeting.*

Virtual Meeting Content:

- **Available 1 week after live meeting and continuing for 90 days.**
- Both people who registered for only the virtual meeting and attendees from the live meeting will have access to all agenda sessions and to the virtual exhibit hall. They will be able to view all the information in your booth and if they wish to contact you, they can use the contact info in the booth and email you.

BADGE REGISTRATION* (Live & Virtual Meeting)

***Support levels and number of complimentary badges for LIVE meeting included in support:**

Diamond: **12** | Platinum: **10** | Gold: **7** | Silver: **5** | Ruby: **3** | Gemstone: **2**

**Inclusions may vary – please refer to your exhibitor letter of agreement.*

STEP 1: Registration Instructions (Live and Virtual)

Discount Code for Complimentary Badges for Live Meeting: EXHIBITOR

May 23 – We ask that you register by this date. Registration for all industry attendees will be via our online system, as noted below.

June 21 – Discount Code for Complimentary Badges to Live Meeting **EXPIRES**

- *Registrations for the live meeting made on or after **June 21** will be subject to the full registration fee of \$500*
 - ***Please note, any exhibitor that registers for the live meeting on-site will be required to pay the full exhibitor registration fee of \$500.***
 - No discount code is needed for Virtual meeting registration.
1. Go to [COSMETIC BOOTCAMP REGISTRATION](#)
 2. Enter the First and Last name of attendee and THEIR OWN EMAIL ADDRESS**.
**Please note: The email address is the unique identifying feature for attendees.
Each person **MUST** have their own their specific email address-you can include your email as the CC email.
 3. Complete entering registration information.
 4. Indicate if the registration is to attend the Live meeting in New York or the Virtual meeting only.
 5. All Live meeting registrations will also have access to the Virtual Meeting – a separate registration is not needed.
 6. On the **Order Summary/Payment Page** – type the Discount Code **EXHIBITOR** for complimentary badges to the live meeting. No discount code is needed for Virtual meeting registration.
 7. You have a limited number of complimentary badges for the live meeting - please refer to your exhibitor letter of agreement. If you wish to register additional representatives, the registration fee is \$500.00 and can be paid during the registration process.

STEP 2: Adding Representatives to your Virtual Booth:

Representatives can be added to your booth **beginning on May 23**, and you can continue to add or make changes until the virtual meeting closes on September 22.

We do not limit the number of complimentary badges for the Virtual meeting.

For representatives that will be in your virtual booth in order to interact (chat) with attendees, registration is a **2-step process**. You must register them **and add to your booth**, or they will not be able to interact with attendees in your virtual booth.

PLEASE NOTE: After registering your reps, it takes 1 business day for them to be added to the virtual platform. Please wait 1 business day and then follow the directions below.

- Representatives can be added to your booth on or after **May 23**.
- For instructions to add staff to your booth, please refer to the Whova Exhibitor Guide under the Heading "Adding Booth Staff". <https://whova.com/pages/whova-app-exhibitor-guide/>
- Please note that you need to use the Whova Mobile app to add booth staff. Instructions to log into the app are also included in the Exhibitor Guide.

You will receive a separate email with a Unique Set-up Link for your Virtual Booth.

PROMOTIONAL EMAIL TO ATTENDEES* Sent Prior to the Live Meeting

***Support levels and number of custom promotional emails included in support:**

Diamond: **2** | Platinum: **2** | Gold: **1** | Silver: **1** | Ruby: **1** | Gemstone: available for purchase
Inclusions may vary – please refer to your exhibitor letter of agreement.

Due May 16 - Submit to griley@mdmeetingdesigns.com

Specifications:

1. **Your promotional email must be in JPEG format** - maximum file size 2MB
If your email is to promote a session you are sponsoring, it must be a non-CME session in order for your company name to be included. (CME Session promotions cannot include sponsoring company name).
2. **Subject** line for your email.
3. **Hyperlink** if you would like one included. (maximum quantity 1).
4. *Please note that exhibit hall assignments and the agenda are subject to change. We suggest you make any text relative to the meeting as general as possible in case there are changes to exhibit hall locations or symposia times.*

MEETING APP TEXT ALERTS* Sent During the Live Meeting

***Support levels and number of text alerts included in support:**

Diamond: **3** | Platinum: **2** | Gold: **2** | Silver: **1** | Ruby: **1** | Gemstone: none
Inclusions may vary – please refer to your exhibitor letter of agreement.

Due May 16 - Submit to griley@mdmeetingdesigns.com

Text alerts will be sent through the mobile meeting app.

Specifications:

1. **Content** for the meeting app text alert is limited to **140 characters or less including spaces**.
 - *Special formatting can NOT be included (bold, italics, separate font).*
 - If your meeting app text alert is to promote a session you are sponsoring, it must be a non-CME session in order for your company name to be included. If you would like to promote a CME session, you can do so but it cannot include your company name.
2. **Subject line for meeting app text alert**
3. **Date and time** for meeting app text alert to be sent (during event).

LCD TV ADS* (Live Meeting)

*Support levels and number of Half-Screen Size Ads included in support:

Diamond: 5 | Platinum: 4 | Gold: 3 | Silver: 2 | Ruby: 2 | Gemstone: 1

Inclusions may vary – please refer to your exhibitor letter of agreement.

If you wish to increase your ad space please contact griley@mdmeetingdesigns.com by January 3.

Due May 16 – Submit to griley@mdmeetingdesigns.com

LCD TV AD SPECIFICATIONS

- **Half Screen Ad: 960 px (height) x 1080 px (width)** (landscape orientation)
If your support includes 2 Half Screen ads, it is permissible to combine them into 1 Full Screen ad. See specs below.
Full Screen Ad: 1920 px (height) x 1080 px (width) (portrait orientation)
- **File type: png or jpg**
Ads are static – not video.

Please note that exhibit hall assignments and the agenda are subject to change. We suggest you make any text relative to the meeting as general as possible in case there are changes to exhibit hall locations or symposia times.

LEAD RETRIEVAL*

*Support levels with Lead Retrieval included in support:

Diamond, Platinum, & Gold: 1 LeadsPlus™ App License – **Submit order form and write your support level in the subtotal column for 1 app license.**

For all other levels Lead Retrieval is available for purchase.

Inclusions may vary – please refer to your exhibitor letter of agreement.

Discount Expires May 23 - Submit forms to orders@american-tradeshow.com

Lead Retrieval is available through American Tradeshow Services (ATS) for this meeting. ATS is offering the **LeadsPlus™ App**, that you can download and use on your own device to capture leads. Information about ordering and pricing are on the ATS Order Form. Please direct all questions about ordering to ATS.

TO ORDER

1. Complete the [ATS Lead Retrieval Order Form](#).
2. Information regarding payment and where to return the form are included on the form. You will work directly with the vendor, American Tradeshow Services.
3. Submit your order form to American Tradeshow Services by **May 23** in order to receive the discount.

SHIPPING

SHIPPING DEADLINES: Materials must arrive between June 14-19, 2023.

- Materials that arrive before June 14 may incur storage fees.

REQUIRED HOTEL FORM FOR PACKAGE HANDLING FEES:

Due June 9 – Submit to Kim.french@stregis.com

1. **Package Handling fees will be charged for all inbound and outbound packages.**
2. ***Submission of the Exhibitor Notification Form in the [St. Regis Exhibitor Packet](#) is required for all exhibitors shipping materials to the hotel.*** Submit to the St. Regis by **June 9**.
3. Exhibit space will not be set up, and materials will not be delivered to the exhibit hall without a completed Exhibitor Notification Form and eCredit Card Authorization, which will be emailed to you upon receipt of the Exhibitor Notification Form.

St. Regis Contact: Kim French | Kim.french@stregis.com | 970-429-9521

REQUIRED SHIPPING LABEL

1. The appropriate Exhibitor Package Label (see pages 8 & 9) must be affixed to all items shipped to the hotel.
2. Exhibit space materials and attendee tote bag inserts (as applicable) must be packaged separately and labeled appropriately using the Exhibitor Package Labels (pages 8 & 9).
See below for Shipping and Tracking Materials for Attendee Tote Bags (if applicable)

SHIPPING ADDRESS

Cosmetic Bootcamp June 22-25, 2023
Hold for Meeting Designs/Karen Dennis
St. Regis Aspen Resort
315 East Dean Street
Aspen, CO 81611The St. Regis
Exhibitor: _____ (company name)

SHIPPING AND TRACKING MATERIALS FOR ATTENDEE TOTE BAGS*

***Support with Inserts in Attendee Tote Bags included in support:**

Diamond, Platinum, Gold, Silver, Ruby | Gemstone: Available for Purchase

Materials for Attendee Tote Bags must arrive between June 14 and June 19 at 3:00pm.

- **Items arriving after 3:00 pm on June 19 will not be placed in tote bags.**

QUANTITY 200

1. **NOTE SHIPPING INSTRUCTIONS ABOVE.**
2. **MAKE SURE YOUR BOXES ARE PACKAGED SEPARATELY FROM EXHIBIT MATERIALS AND LABELED WITH THE APPROPRIATE EXHIBITOR PACKAGE LABEL FOR TOTE BAG INSERTS (page 9)**
3. If tote bag insert items are not packaged separately from exhibit materials and labeled appropriately, we cannot guarantee your materials will be included in the tote bags.

Due June 12 – Tracking Numbers for Tote Bag Inserts. Submit to griley@mdmeetingdesigns.com

- **If we do not receive tracking information by June 12, we cannot guarantee your collateral will be included in the attendee tote bags.**
- We are requesting the tracking numbers to route the materials appropriately onsite. We will not be tracking your shipments.

OUTGOING SHIPPING

1. All outgoing packages must be packed, sealed and clearly labeled prior to shipping.
2. You are responsible for packing your boxes and should bring all shipping supplies you will need.
3. You are responsible for making your own arrangements with your preferred vendor to have your packages shipped out.
4. Notify the St. Regis staff onsite to request package pick-up from your exhibit space.
5. The St. Regis can hold your packages for a pick-up on Monday between 9: 00 am and 3:00 pm.

St. Regis Aspen Resort
315 East Dean Street
Aspen, CO 81611

Exhibitor Package Label – for EXHIBIT SPACE

Please affix to all **Exhibit Space** items shipped to the hotel

Dates of Meeting/Exhibits and Meeting Name	COSMETIC BOOTCAMP June 22-25, 2023 Hold for Meeting Designs/Karen Dennis
Exhibiting Company Name	
Exhibitor On-Site Contact	
Total Number of Boxes	

Place at EXHIBIT SPACE

Box _____ of _____

St. Regis Aspen Resort
315 East Dean Street
Aspen, CO 81611

Exhibitor Package Label – for TOTE BAG INSERTS

Please affix to all **TOTE BAG INSERT** items shipped to the hotel

PRINT LABEL ON BRIGHTLY COLORED PAPER

Dates of Meeting/Exhibits and Meeting Name	COSMETIC BOOTCAMP June 22-25, 2023 Hold for Meeting Designs/Karen Dennis
Exhibiting Company Name	
Exhibitor On-Site Contact	
Total Number of Boxes	

FOR ATTENDEE TOTE BAGS

Box _____ of _____