



Innovation Zone Booster Packages

We want you to have the best chance of converting leads into sales. So, to ensure you get maximum visibility and engagement for your products and brand, we've created booster packs to help bolster your product at the **Innovation Zone**, helping you to get the most out of your investment with us - for less.

Foundation Package

The Foundation Package gives you a base level boost for your Innovation Zone Box, and includes a **Social Media Announcement**, and **enhanced product category listing**.

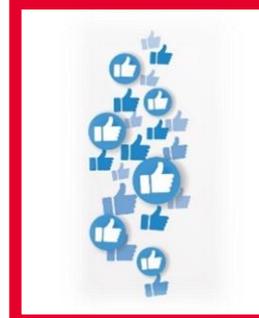


Only 50 available

1 Social Media Announcement

Build quality brand and product awareness, before the event even opens its doors.

Here's how it will go: You will be featured in a Facebook live announcement to the in-cosmetics Korea page.



2 Enhanced Product Category Listing

Be the exhibitor that visitors see first instead of your competitors.

Here's what will happen: Your product will appear under a highlighted filter called 'Featured New products' in the product directory & you will also have a "NEW" icon accompanying your product in the directory.



Highlighter Package



Only 10 available

Take promotion up a notch with the highlighter package. You'll get everything **the Foundation Package** offers, as well as a **Remarketing Campaign** (10,000 impression) and an **Innovation Zone Catalogue Listing** – giving you a “highlighted” brand presence.

+ Remarketing Campaign (10,000 impressions)

Gain a boosted profile and reputation by being seen to be 'everywhere' by the buyers

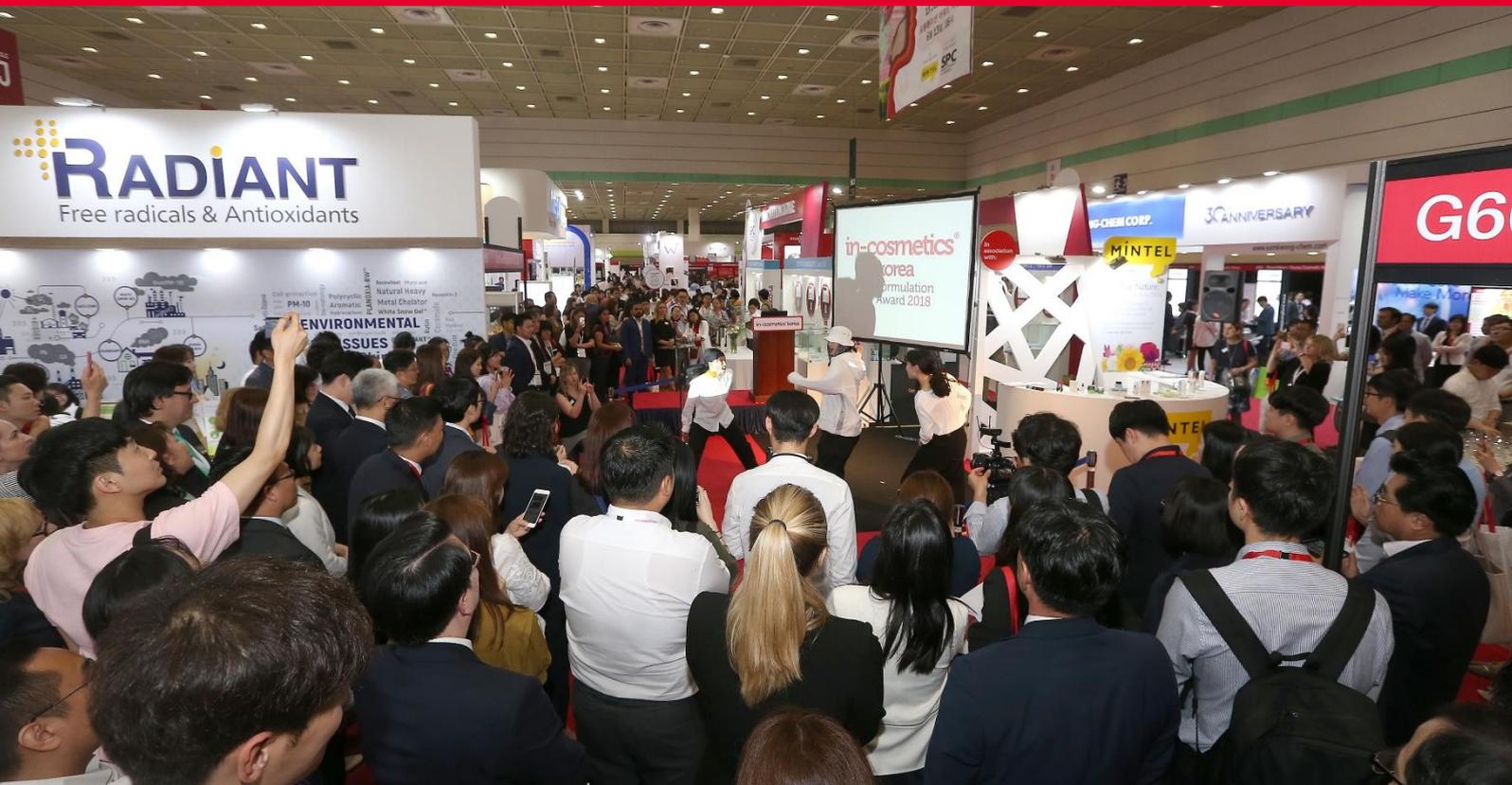
This is how it will work: Your adverts will be placed across popular websites browsed by visitors interested in products like yours.



+ Innovation Zone Catalogue Listing

Stand out from the competition and benefit from additional exposure.

This is what we'll do: Your company name, a 30 word product description and your stand number will be listed within the dedicated Innovation zone page of the catalogue.





Package Pricing

Foundation Package Breakdown

Innovation Zone Entry

Social Media Announcement

Enhanced Product Category Listing

Standard Total Price	Package Price	You Save
US\$ 1,365.00	US\$ 1,190.00	US\$ 175.00

Highlighter Package Breakdown

Innovation Zone Entry

Social Media Announcement

Enhanced Product Category Listing

Remarketing Campaign (10,000 impressions)

Innovation Zone Catalogue Listing

Standard Total Price	Package Price	You Save
US\$ 2,565.00	US\$ 2,140.00	US\$ 425.00

HOW DO I BOOK?

Contact your local agent: www.korea.in-cosmetics.com/contact