2020
CEW Beauty Awards

CEW

COSMETIC
EXECUTIVE
WOMEN
Beauty Awards

Product Demo Handbook

Table of Contents

Event Details ..... p. 1

What do I need to know? ..... p. 2

Key Deadlines/ Pre-Event and Voting Timeline ..... p. 3

Next Steps ..... p. 4
- Confirm Optional Participation in Gift Bag
- Register Your Product Demonstrator

Product Demo Gift Bags ..... p. 6
- Participation Benefits
- Gift Bag Timeline

Demonstration Details ..... p. 8
- Day-of Demonstration Timeline
- Demonstrator Information
- Setup Information
  - Shipping/Storage
  - Display Rules & Regulations
- Dos & Don'ts

Sustainability Excellence Demonstrator Setup Guidelines ..... p. 12-13

Indie Brand Demonstrator Setup Guidelines ..... p. 14-15

Beauty Tech Demonstrator Setup Guidelines ..... p. 16-18

CEW Contact Information/FAQ ..... p. 18

Event Details

Thursday, February 27, 2020

4:30PM - 5:30PM	Press Preview
5:30PM - 8:00PM	Member Session

Metropolitan Pavilion

125 West 18th Street, Btwn. 6th & 7th Aves.

New York, NY 10011

P: 212.463.0200

F: 212.627.2098

www.metropolitanevents.com

What do I need to know?

Entry

All 2020 Beauty Awards entries must be submitted online by September 29, 2019 (late deadline October 25, 2019 – additional fee applied).

CEW does not accept submissions for the Best Seller Award and QVC Beauty Quest.

Participation

Participation in the Product Demonstration on Thursday, February 27 is **OPTIONAL**.

All approved entries submitted have the option to participate in the Product Demo.

With over 2,000 attendees, this event gives members the chance to experience the entries, both at an exhibit area and in the product demonstration gift bag, helping to inform their vote. Entries who choose not to participate, may still submit product for the gift bag.

In addition, the setup of the event will be by Product Company/Brand NOT by category. This gives companies the option to have **one Demonstrator** for every **two product entries or one Demonstrator max for each individual product entry**.

If you cannot secure a Demonstrator for the event and would still like to participate, please contact Spa Chicks directly (contact found below).

Spa Chicks
Marie Watkinson
Spa Chicks On the Go
Cell: 917-412-4848
Email: marie@spachicks.com

Key Deadlines

Confirm Participation in Product Demonstration Gift Bag via your Entry Profile Instructions (pg. 4)	**November 12, 2019** See gift bag timeline (pg. 6) for delivery dates
Send one product to CEW for Gift Bag approval Delivery Information (pg. 6)	**November 12, 2019**
Confirm Participation in Product Demonstration via your entry profile Instructions (pg. 4)	**November 15, 2019**
Register your demonstrator via your Entry Profile Instructions (pg. 4)	**February 3 - February 14, 2020**
Voting Opens	**February 27, 2020**
Product Demonstration	**February 27, 2020**
Voting Closes	**March 13, 2020**
Beauty Awards Luncheon (Winners will be Announced)	**May 15, 2020**

NEXT STEPS

Confirm Optional Participation in Demonstration Gift Bag

Deadline: November 12, 2019

Contact: Events Team, beautyawards@cew.org

Email: Product Name, Company, Contact

To confirm Gift bag participation

(1) Log into your CEW.org account to Manage Entry Info
(2) Select enter/edit next to each product
(3) Choose YES or NO from each drop-down at the bottom of your entry form
(4) Click **SAVE**. Repeat for each product entry.

For additional information on Gift Bag participation, please refer to the gift bag details/timeline on p. 6.

Confirm Optional Participation in the Product Demonstration

Deadline: November 15, 2019

Contact: Events Team, beautyawards@cew.org

Product Demonstration

(1) Log into your CEW.org account to Manage Entry Info
(2) Select enter/edit next to each product
(3) Choose YES or NO from each drop-down at the bottom of your entry form
(4) Click **SAVE**. Repeat for each product entry.

Register Your Product Demonstrator

January 29 - February 14, 2020

To register your Demonstrator, click the **EDIT** button next to each product.

1) Log into your CEW.org account to Manage Entry Info
(2) Select enter/edit next to each product
(3) Enter the full name of the demonstrator and the contact cell phone.
(4) Click **SAVE**. Repeat for each product entry.

Demonstrators do *not* have to be members of CEW. Please note that this person will have to demonstrate & answer general questions about this product—we recommend providing someone who feels comfortable dealing with large crowds. If you cannot secure a demonstrator but would still like to participate, please contact Spa Chicks directly.

There are about 2,200 attendees at the Product Demo and they are testing the products. You would need to use your discretion on the quantity of products/handouts to bring in order to accommodate the demonstration. Please note that not everyone gets to go to every table, so you can anticipate 1/3 will pass by your table at minimum.

PRODUCT DEMONSTRATION GIFT BAG

Why should I submit product in the Demonstration Gift Bag?

Participating in the Demonstration Gift Bag is an excellent way to showcase your product to CEW members, beauty industry professionals who comprise the Finalist voting panel. While participation is not required, most companies who enter the Beauty Insider Awards choose to submit in the Demonstration gift bag.

In order to ensure the fair and equal distribution of products, sampling will NOT be permitted at the individual product stations.

For a full gift bag timeline including shipping instructions, please see p. 6.

For more information on participating, email Events Team, beautyawards@cew.org.

GIFT BAG DIRECTIONS AND TIMELINE

STEP	ACTION	DEADLINE
1	**Email CEW** (beautyawards@cew.org) to confirm submission Include: product name, company name and contact information	11/12/2019
2	**Send 1 piece of product** to CEW for approval Cosmetic Executive Women Events Team CEW BA Gift Bag Sample 159 W 25th Street, 8th Floor New York, NY 10001 646.929.8026	11/12/2019
3	**BEFORE** sending the product to the fulfillment house, **Email CEW** (beautyawards@cew.org) with the following information: No. of boxes Carrier & Tracking Number Delivery Date	12/31/2019 - 1/31/2020
4	**Send 800 products** to: PIMS c/o PFC 325 Marcus Blvd Deer Park, NY 11729 Attn: Diana Rock (631-931-0701) REFERENCE: CEW	12/31/2019 - 1/31/2020 **Deliveries sent before or after these dates will NOT BE ACCEPTED. NO WEEKEND DELIVERIES.**
5	**Pre-Packed Gift Bags distributed by CEW** at the Beauty Awards Product Demonstration	2/27/2020

Questions? Contact Events Team **(p) 646.929.8026 (e)** beautyawards@cew.org

NOTE:

- All deliveries to the fulfillment house MUST be properly labeled as above.
- All truck deliveries must be delivered on a palette (if products fill more than 1/2 palette).
- CEW cannot be responsible for items that are not included in the goody bag due to mislabeling.
- All shipments must have a packing slip; this is the detailed information of what the boxes contain.
- All Products sent to the Fulfillment house will be inserted into the gift bag exactly as received; ie: any price tags or outer wrap will remain on the product unless removed before shipping.
- Can submit full, sample or trial size products. CANNOT submit marketing materials about the products.

SHIPPING INFORMATION:

- **IF SHIPPING Via UPS:** No appointment is required.
- **IF SHIPPING Via FEDEX:** No appointment is required.
- **IF SHIPPING Via Messenger/Truck:** No appointment is required.

DEMONSTRATION DETAILS

SHOW TIMELINE

12:00 PM - 2:00 PM	SETUP PERIOD 1- Demonstrator and setup team permitted * All setup team members must leave the premises by 2pm.
2:00 PM - 3:00 PM	All demonstrator and setup team must vacate the showroom at this time.
3:00 PM - 4:00 PM	SETUP PERIOD 2- Registered Demonstrators only ***Only product demonstrators** will be allowed to enter during this time. No setup team members are permitted after 2pm.
4:15 PM	Demonstrators at their stations
4:30 PM	Press Preview
5:30 PM	Doors Open
8:00 PM	Demonstration Concludes
8:00 PM	Member Demonstrators who have purchased a ticket may collect gift bags.
8:00 PM	Demonstrator Break-down

DEMONSTRATOR INFORMATION

Who can be a demonstrator?

Demonstrators do *not* have to be members of CEW. Please note that this person will have to demonstrate & answer general questions about this product—we recommend providing someone who feels comfortable dealing with large crowds. If you cannot secure a demonstrator but would still like to participate, please contact Spa Chicks.

Spa Chicks
Marie Watkinson
Spa Chicks On the Go
Cell: 917-412-4848
Email: marie@spachicks.com

Someone else is demonstrating my product, what should they bring?

Please have them bring photo ID, the product name, company & category & contact name. Demonstrators will not be permitted to enter without this information.

Can a demonstrator switch out with another demonstrator?

Demonstrators will NOT be allowed to switch out with other demonstrators. Demonstrators at the event found to not have the Demonstrator Badge & wristband will be escorted from the building, *No Exceptions*.

How can a demonstrator receive a gift bag?

In order for a Demonstrator to receive a gift bag, they **must be** a CEW member and purchase a ticket. At the end of the event, demonstrators that have a purchased ticket can collect their gift bag.

What is the cancellation policy for the Product Demo?

If you are confirmed to participate in the Product Demonstration portion of the Beauty Awards and cancel your participation refund will not be issued. . All written cancellations must be sent to Events Team at beautyawards@cew.org.

If you are confirmed to participate in the Product Demonstration portion of the Beauty Awards and your Demonstrator is not present on event day by 4:30 pm, EST,a refund will not be issued. ..

A written copy of the Beauty Awards Demonstrator Cancellation Policy is available on request.

SETUP INFORMATION

Can I have more than one setup person?

Each product entered can have up to 2 set-up personnel, however, all non-demonstrating personnel will be asked to leave the premises at the close of Setup Period 1 (12-2:00PM) NO EXCEPTIONS.

I have more than one product being demonstrated - will they be next to each other?
Entries will be organized by Category, not by Product Company/Brand . Each category will then be organized alphabetically by company. You will have to have one demonstrator available for each entry you will present at demo. If you have two entry forms in the same category (for the same company), then you may have just one demonstrator for both tables.

SHIPPING/STORAGE

Pre-Event
Demonstrators **may not** ship any materials to the Metropolitan Pavilion ahead of time. All exhibitor materials must be carried in during the specified SETUP PERIOD(S). The only shipments permitted to the venue are floral arrangements.

Floral arrangements may be shipped to the below address and MUST be properly labeled or they will not be refused for delivery:

Address:

Metropolitan Pavilion
ATTN: CEW Beauty Awards Demonstration
Demonstrator Name
Company & Product Name which they are demonstrating
125 West 18th Street (Btwn. 6th & 7th Aves.)
New York, NY 10011

Any shipments of supplies/setup materials other than floral arrangements will be refused.

Post Event
Demonstrators are not permitted to leave any items to be picked up at the venue by a messenger or shipping service.

Demonstrators needing assistance in removing exhibit items must arrange assistance for pickup at the close of the show beginning at 8:00PM.

Any items left on the display table at the end of the evening will be discarded.

Storage
Storage of supplies/setup materials is limited to the space underneath your table. There will be no additional storage on site for demonstrator use.

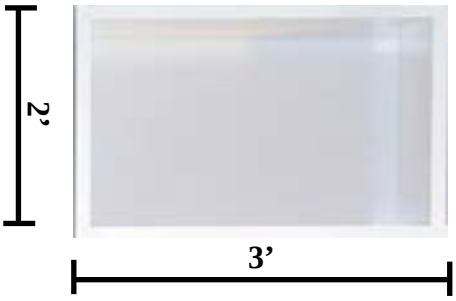
DISPLAY RULES/REGULATIONS

- The Demonstrator must check in with CEW Staff upon arrival at the space

- Setup of the demonstration area must take place during **either or both** Setup Periods
    - 12:00-2:00 PM – SETUP PERIOD 1
        - Demonstrator and setup team permitted
    - 3:00 PM – 4:00 PM – SETUP PERIOD 2
        - Registered Demonstrators only

- Individual companies are responsible for setup of their demonstration areas

- CEW will provide each entrant with a 3′ by 2′ area with white table linens for EACH product entry. Any branded table linens would come from the brand.



- All displays/risers, tester units, overlays, signs, floral arrangements etc. MUST fit within the provided space. Any exhibitor materials found to be infringing on common or other demonstrator space are not allowed.**

- Storage is limited to the space underneath your table

- All entries may provide a small sign that identifies your product, product company & category for each entry, to be displayed in your designated area.

- Table-top promotional signage may also be included. Signs should be no larger than 12 inches tall in order to not block fellow Demonstrators.

** NOTE: NOTHING IN YOUR SPACE MAY BE HIGHER THAN 12″ IN HEIGHT TO PREVENT BLOCKING FELLOW DEMONSTRATORS! All items must fit on your tabletop and NO items are permitted on the floor in front of your space.

PRODUCT DEMO DO'S/DON'TS

DO:

- Provide applicators/towelettes, tissues and a trash can if you test your products. If water is needed for the testing and removal of your product, water can be brought and stored under your table space. Cleaning products from the same product line of the product being demonstrated may not be used.

- You may distribute or display posters, brochures, postcards or pamphlets about the product entered ONLY.

- You may use table overlays or flowers as part of your display. For Delivery Instructions, please refer to p. 10. (Flower display may not be higher than 12 inches tall)**

    - NOTE: We will measure all table top signage and floral arrangements to confirm that they adhere to these height restrictions. We will ask you to remove or cut any items that do not adhere to the restrictions.

- You may bring risers or containers to hold pamphlets or demonstration products (glass bowl, basket, or similar).

- You may display table-top posters, promotional signage, advertisements and tester units. (Signs may not be higher than 12 inches tall)**

- You may bring items to demonstrate/test the product including:
    - Head with wig to demonstrate hair styling product
    - Scent strips, cotton balls, tissues, make-up remover etc.

- Small electronic devices may be used to visually enhance your display. Content must be relevant to the entered product only **without** the use of audio or music.
    - Electricity will not be available. Devices must be fully charged and should not rely on an electrical power source. (i.e. iPad, laptop, smartphones or tablets)

- Any perishable food used for display must be in a sealed container. All food preparation (i.e. cutting of fruit, etc.) must be done in advance.

- You may distribute small wrapped candy.

DON'T:

- Distribute product samples at your table (you may TEST products)
- Display free-standing/floor posters, promotional signage, or advertising. All signage must fit on your table and be no higher than 12 inches tall.
    - NOTE: We will measure all table top signage and floral arrangements to confirm that they adhere to these height restrictions. We will ask you to remove or cut any items that do not adhere to the restrictions.
- Distribute any bags with name of product or company (considered promotional).
- Have any candles or other open flames
- Bring displays requiring access to water sources. If water is needed for the testing and removal of your product, water can be brought and stored under your table space.
- Distribute cupcakes, cookies, popcorn, beverages etc. Only small wrapped candy will be permitted.

Please use your discretion. If a demonstrator's materials obviously infringes upon, stands out or otherwise detracts from other tables, or demonstrators use any other means of securing an unfair advantage, CEW staff will ask the demonstrator to put that item away under their table.

If you are unsure as to the appropriateness of something you'd like to bring to the demonstration, contact Events Team via email at beautyawards@cew.org.

FREQUENTLY ASKED QUESTIONS

For a full list of frequently asked questions about the CEW Beauty Awards and Product Demonstration, please visit our website. (Hyperlinks provided below)

Beauty Awards General FAQ:
EVENTS ➡Beauty Awards ➡
Entering: The Beauty Insider Awards➡General FAQ

Beauty Awards Product Demonstration FAQ:
EVENTS ➡ Beauty Awards ➡ Participating: Product Demonstration
➡ Participant Information Product Demo FAQ