



# 6 REASONS WHY YOU SHOULD ENTER!



The Cosmetic Innovator of The Year Awards program annually honors and promotes the most creative new products, package designs and marketing campaigns in our industry. This year winners will be unveiled July 25, 2016, in Las Vegas.

Get more information and download the official entry form at [www.icmad.org](http://www.icmad.org).

# 1

## Level Playing Field

Indie brands can expect fair, unbiased judging by industry experts not associated with any product company.

# 2

## Industry Exposure



All CITY finalists and winners will be publicized by ICMAD. This includes our Digest newsletter for members, on the ICMAD website and social platforms and through ICMAD's media outlets and news portals.

# 3

## International Exposure and Representation

CITY finalists will be the centerpiece in a special display at Cosmoprof North America, providing invaluable B2B exposure in the U.S. market. CITY Winners will be on display at ICMAD's booth at Cosmoprof Asia 2016 in Hong Kong and Cosmoprof Worldwide 2017 in Bologna.

# 4

## Exclusive Networking Reception



Online influencers, beauty bloggers and editors will attend ICMAD's CITY Awards Reception to honor you. Enjoy additional exposure through the iFabbo network, an international fashion and beauty blogger organization, that will have leading influencers at the reception to post information on the finalists and try your products.

# 5

## CITY Awards Seal



A CITY Award carries international prestige that only ICMAD can bestow. Proudly display our official CITY Awards seal on your website, ads and packaging to assert your new authority as an industry leader.

# 6

## Retailer Gift Bag Participation\*



Get your product into the hands of industry VIPs and influencers at this exclusive event during Cosmoprof North America in July! \*Participation optional.