



July 18-20, 2010 • Las Vegas, NV

**FORM A**  
**Official Show Directory, Company Listing**

**ONLINE DEADLINE: MAY 28, 2010**

Complete this and other ERG forms online at: [www.cosmoprofnorthamerica.com](http://www.cosmoprofnorthamerica.com)

This information will appear in the CPNA 2010 official exhibition directory. If your information is not updated by the deadline indicated above, your company name and booth number will be printed in the directory without editorial content. One entry per exhibiting company.

The Official CPNA Show Directory will be complimentary to all attendees on site. For information on advertising in the directory, consult Section 5 of the Exhibitor Resource Guide.

**Please complete this form online.** Do not use all caps. Failure to comply may result in errors in your entry. Show management will not be held responsible for such errors.

To complete this form online please visit [www.cosmoprofnorthamerica.com](http://www.cosmoprofnorthamerica.com) & click on Exhibitors then Exhibitor Log-in. If you do not have your password simply enter your email address & it will be emailed to you. Once you are logged-in you will be required to confirm & update the following:

**A. Exhibiting Company**  
 Address  
 City, State Zip  
 Phone, Fax  
 Website

**B. Please select the categories for your products and services.** These will be "searchable" to attendees online at BeautyMatch.

**C. Type a maximum 50-word description of your company and products—in English—as you wish it to appear in the CPNA official exhibition directory.**

Show management reserves the right to correct errors in spelling and grammar, but is not responsible for such errors that are present in the original text. Show management also reserves the right to edit text for clarity, directory format and space availability.

**Upgrade Your Listing!**

For an additional charge, you may add special elements to your directory listing. Please indicate your choice(s), if any, below by placing an X on the line:

\_\_\_\_\_ Bold Listing    \$200.00                      \_\_\_\_\_ Bold, Color\* and Box Listing    \$500.00  
 \_\_\_\_\_ Bold and Color\* Listing    \$300.00                      \_\_\_\_\_ Add Logo\*\* to Listing    \$600.00

\* Color to be determined by Show Management at a later date.

\*\* File must be 300 DPI and no smaller than 3" x 3". Only GIF, TIF, JPG or EPS files will be accepted.

**Payment Information**

**Mail form plus check/money order to:**

NABE • 15825 N. 71<sup>st</sup> Street, Suite 100 • Scottsdale, AZ 85254

**If adding logo, email to:**

[ryan@probeauty.org](mailto:ryan@probeauty.org) Subject: CPNA Directory Logo

**Office Use Only**

Date Received: \_\_\_\_\_

Received by: \_\_\_\_\_

Authorization: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Upgraded listing? **Return form to:** Jen Burns • NABE North American Sales Office • 15825 North 71<sup>st</sup> Street, #100 • Scottsdale, AZ 85254 USA • Tel.: 480.281.0424 x3433 • Fax: 480.905.0708



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## FORM B Exhibitor Badge Registration

**DEADLINE: JUNE 18, 2010** (deadline for badges to be mailed)

For greater accuracy and speed, complete this form online at  
[www.cosmoprofnorthamerica.com](http://www.cosmoprofnorthamerica.com)

- [www.cosmoprofnorthamerica.com](http://www.cosmoprofnorthamerica.com)> Exhibitors> Exhibitor Registration> Enter Password> Register Your Booth Staff
- If you don't have your password, enter your email address to have it sent to you.

Exhibitor badges will be sent to the main registration contact by UPS two weeks prior to the show, provided names are entered by June 18<sup>th</sup> and full space payment and original proof of insurance have been received. Badges registered after June 18<sup>th</sup> must be picked up onsite. If you receive your badges by mail, don't forget to bring them to the show!

### Badge Allotment Guidelines

The number of badges you receive is determined by the size of your booth space (raw space or ready-stand). Each 12 square meters of space entitles you to five (5) staff badges, up to a **maximum of 35 badges**. Please consult the chart below for booth size and badge allotments.

9 – 23 sq. meters	=	5 badges	60 – 71 sq. meters	=	25 badges
24 – 35 sq. meters	=	10 badges	72 – 83 sq. meters	=	30 badges
36 – 47 sq. meters	=	15 badges	83+ sq. meters	=	35 badges
48 – 59 sq. meters	=	20 badges			

To register for Exhibitor Badges go to [www.cosmoprofnorthamerica.com](http://www.cosmoprofnorthamerica.com)

- [www.cosmoprofnorthamerica.com](http://www.cosmoprofnorthamerica.com)> Exhibitors> Exhibitor Registration> enter Password> Register Your Booth Staff
- If you don't have your password, enter your email address to have it sent to you.

**Restrictions: Children under 16 are not permitted on show floor. Do not include children when registering.**

**VIP Buyer Program:** CPNA exhibitors may offer free admission to five qualified VIP guests. (See Show Rules & Regulations for entrance qualifications). Fill out the online form when you register your booth staff and each VIP will receive an invitation letter, via email, indicating that your company has generously offered them complimentary admission to Cosmoprof North America 2010. For each VIP, you must provide a name, company name and email address.

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**Registration Services** • North American Beauty Events • MSC #603 • P.O. Box 51263 • Scottsdale, AZ 85072-2163 USA • Fax: 916.520.3869 • Register by phone: 800-630-3603 • Local: 916.676.7469 Or register online: [www.cosmoprofnorthamerica.com](http://www.cosmoprofnorthamerica.com)

## **EXHIBITOR INSURANCE PROGRAM**

### **EXHIBITOR GENERAL LIABILITY INSURANCE (REQUIRED)**

Cosmoprof North America exhibitors are required to carry Commercial General Liability Insurance with limits of at least \$1,000,000 per occurrence, \$2,000,000 aggregate. NABE, GES, PBA & the Mandalay Bay Convention Center shall be named as Additional Insured. This insurance must be in force during the lease dates of the event, July 14-21, 2010.

Our insurance:

- Protects exhibitors who do not have Commercial General Liability Insurance or who do not want to use their own insurance
- Protects foreign exhibitors whose insurance will not pay claims brought in U.S. courts
- Cost is \$100 per exhibiting company - regardless of booth size
- We also offer 6 month and 12 month coverage for exhibitors attending multiple shows

### **ShowDown® EXHIBITOR EVENT CANCELLATION INSURANCE**

This is an optional program that John Buttine Inc offers to exhibitors. This program covers your expenses to attend a show (airfare, hotel rooms, etc).

This insurance:

- Protects against loss of incurred expenses in the event of an Event's cancellation, relocation, postponement, or curtailment
- Covers the extra cost to get key staff or equipment to the show site in event of weather-related travel delays, sickness, death of immediate family and even jury duty
- Pays for loss related to damage of booth equipment and show-related products and displays
- Policy includes loss due to power outage at exhibition site

There are three limit options: \$10,000, \$25,000, and \$50,000 and the cost ranges from \$250 to \$750 per event.

### **IT'S EASY TO APPLY...**

- Go to <http://www.buttine.com/eventExhibitor.html> to complete our online applications
- We accept Visa or MasterCard

### **DEADLINE DATE TO APPLY**

- Exhibitor Liability Insurance – Friday, July 9, 2010
- ShowDown® Exhibitor Event Cancellation Insurance – Friday, June 25, 2010

### **QUESTIONS?**

Please Contact:

Buttine Underwriters Purchasing Group, LLC  
Attn: Kendra Reilly  
Phone: 212-697-1010 ext. 49  
Email: [kar@buttine.com](mailto:kar@buttine.com)

PRODUCER  
Buttine Underwriter Purchasing  
Group  
33 East 33rd St., 5th Floor  
New York NY 10016  
Phone: 212-697-1010 Fax: 212-986-2822

**THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.**

INSURED  
  
Exhibitor Name  
Street  
City, State Zip

INSURERS AFFORDING COVERAGE	NAIC #
INSURER A: <b>ABC Company</b>	
INSURER B:	
INSURER C:	
INSURER D:	
INSURER E:	

**COVERAGES**

THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.


INSR LTR	ADD'L INSRD	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YY)	POLICY EXPIRATION DATE (MM/DD/YY)	LIMITS
A		<b>GENERAL LIABILITY</b> <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS MADE <input type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC	POLICY NUMBER	03/01/09	03/01/10	EACH OCCURRENCE \$ <b>1,000,000</b> DAMAGE TO RENTED PREMISES (Ea occurrence) \$ <b>100,000</b> MED EXP (Any one person) \$ <b>Excluded</b> PERSONAL & ADV INJURY \$ <b>1,000,000</b> GENERAL AGGREGATE \$ <b>2,000,000</b> PRODUCTS - COMP/OP AGG \$ <b>Excluded</b>
		<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> NON-OWNED AUTOS				COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
		<b>GARAGE LIABILITY</b> <input type="checkbox"/> ANY AUTO				AUTO ONLY - EA ACCIDENT \$ OTHER THAN AUTO ONLY: EA ACC \$ AGG \$
		<b>EXCESS/UMBRELLA LIABILITY</b> <input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS MADE  DEDUCTIBLE RETENTION \$				EACH OCCURRENCE \$ AGGREGATE \$ \$ \$ \$
		<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? If yes, describe under SPECIAL PROVISIONS below				WC STATU-TORY LIMITS OTH-ER E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$
		OTHER				

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES / EXCLUSIONS ADDED BY ENDORSEMENT / SPECIAL PROVISIONS  
**Additional Insured as respects to claims arising out of the operations of EXHIBITING COMPANY at Cosmoprof North America, 7/14-21/10: CPNA, NABE, GES, PBA and the Mandalay Bay Convention Center.**

**CERTIFICATE HOLDER**

**CANCELLATION**

CPNA001  
  
CPNA  
15825 N. 71st Street,  
Suite 100  
Scottsdale, AZ 85254

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING INSURER WILL ENDEAVOR TO MAIL 30 DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES.  
 AUTHORIZED REPRESENTATIVE  




**APPLICATION FOR USE OF  
OUTSIDE CONTRACTOR**

**FORM DEADLINE: MAY 21, 2010**

Exhibitors wishing to use an outside contractor (independent I&D firm other than GES Exposition Services) in the convention center must submit this form to CPNA by May 21, 2010.

Exhibiting Company: \_\_\_\_\_ Booth #: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Please provide information on the outside contractor you wish to use:

Outside Contractor: \_\_\_\_\_

Representative's Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Tel.: \_\_\_\_\_ Fax: \_\_\_\_\_

**Outside Contractors Must Provide:**

1. A list of all exhibitors/clients to be served
2. Verification of adequate insurance coverage. NOTE: If outside contractor is subcontracting through a local company, a copy of their insurance coverage must also be submitted.
3. All work is to be performed by full-time employees of the outside contractor or hired through the local union. Indicate below if outside contractor intends to hire labor direct or wishes to have the official contractor, GES Exposition Services, handle it:  
 We will hire labor direct with the local union.  
 We will have GES, the official contractor, hire labor.

**Outside Contractor Must Comply with the Following Requirements:**

1. Abide by the same rules and regulations pertaining to a CPNA exhibitor.
2. Admittance to the trade show floor is allowed only to those with a temporary pass. Outside contractors must obtain a pass at the CPNA Registration Desk (Mandalay Bay Convention Center).
3. Outside contractors are expected to keep all equipment within the confines of the booth on which they are working. Only GES Exposition Services, the official contractor, is permitted to set up a service desk on the trade show floor. Solicitation on the trade show floor will automatically result in the revocation of your admittance privileges.
4. No outside contractor companies are allowed on CPNA floor during hours of show operation.



As an exhibitor, you are responsible for the contract of all personnel hired by your outside contractor in conjunction with the CPNA trade show. These guidelines are required to ensure your safety, as well as the safety of all attendees and for the smooth operation of the CPNA trade show.

**Return form to:** NABE • 15825 N. 71<sup>st</sup> Street, Suite 100 • Scottsdale, AZ 85254 • Attn: Jen Burns  
 Fax: 480-905-0708 or e-mail [jen@probeauty.org](mailto:jen@probeauty.org).

**COSMOPROF**  
NORTH AMERICA LAS VEGAS  
July 18-20, 2010

**Beauty Week**  
July 17-20, 2010

# HOTEL & TRAVEL INFORMATION

**PBA Symposium**  City of Hope... **Beacon**  Industry Leaders Best Practice Club

## MANDALAY BAY RESORT & CASINO

JULY 17-20, 2010

PBA Beauty Week has negotiated special discounted rates for your hotel stay, and car rental. Please be sure to support PBA Beauty Week by utilizing the special rates by booking through our hotel reservation department at 1-800-826-8133 or 310-590-4713 or [www.probeauty.org/beautyweek](http://www.probeauty.org/beautyweek). This will allow us to continue providing fun and exciting locations. **All events for PBA Beauty Week will take place at the Mandalay Bay Convention Center and Mandalay Bay Resort and Casino, which has been selected as the official headquarter hotel.**

## Mandalay Bay

	Thur	Fri	Sat	Sun	Mon	Tue	Wed
Dates	7/15	7/16	7/17	7/18	7/19	7/20	7/21
Price	<b>\$99</b>	<b>\$199</b>	<b>\$199</b>	<b>\$99</b>	<b>\$99</b>	<b>\$99</b>	<b>\$99</b>

## THEhotel

	Tues	Wed	Thur	Fri	Sat	Sun	Mon	Tues	Wed
Dates	7/13	7/14	7/15	7/16	7/17	7/18	7/19	7/20	7/21
Price	<b>\$129</b>	<b>\$129</b>	<b>\$129</b>	<b>\$229</b>	<b>\$229</b>	<b>\$129</b>	<b>\$129</b>	<b>\$129</b>	<b>\$129</b>

Above rates are Single/Double. Add'l person is \$30.00. Four person Maximum

(THEhotel at Mandalay Bay is a separate luxury hotel within the Mandalay Bay Resort and Casino.

All accommodations are 725 sq.ft. Suites with luxurious and exclusive service.)

**Additional hotels are offering special PBA Beauty Week rates and are connected to Mandalay Bay via train.**

**LUXOR**  
LAS VEGAS

**Excalibur**  
HOTEL • CASINO • LAS VEGAS

### Luxor Standard Rooms

**Sun – Thurs: \$70.00**

Fri – Sat: \$115.00

Tax: 12%

Add'l person \$30.00

Four Person Maximum

### Excalibur Standard Rooms

**Sun – Thurs: \$56.00**

Fri – Sat: \$ 101.00

Tax: 12%

Add'l person \$30.00

Four Person Maximum

**AVIS**  We try harder.

800-331-1600 • Auth # D757899

**jetBlue**  
HAPPY JETTING

[www.jetblue.com/promo](http://www.jetblue.com/promo)

Code: **COSMOPROF**

Get up to a 5% discount from Avis and JetBlue

Par Avion Meetings & Conventions can assist with Car and Airline Reservations – please call 800 826-8133

**COSMOPROF**  
NORTH AMERICA LAS VEGAS

July 18-20, 2010

**pba Beauty Week**

July 17-20, 2010

PBA Symposium



City of Hope

Beacon



# HOTEL & TRAVEL INFORMATION

## Four easy ways to make your reservations:



**Fax** this completed form to:  
+1-310-649-3554



**Call** to make reservations:  
(800) 826-8133 or + 1-310-590-4713



**Mail** this completed form to:  
Par Avion Meetings and Conventions  
6033 W. Century Blvd., Suite 780  
Los Angeles, CA 90045



**Go on-line** at:  
[www.probeauty.org/beautyweek](http://www.probeauty.org/beautyweek)

### PLEASE PRINT OR TYPE

1<sup>st</sup> choice \_\_\_\_\_

2<sup>nd</sup> choice \_\_\_\_\_

Name of Occupants	Bed Type	Arrival	Departure	N/S	SMK
_____	Single Double	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	Single Double	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>
	Single (1 - 2 people/1 bed)		Double (2 - 4 people/2 beds)		

All reservations must be guaranteed with major credit card or 1st night's room plus tax deposit by check. Room rates are on space available basis and do NOT include tax. Last day to make reservations for the discounted rates is June 13, 2010.

Credit Card Type:  Visa  MC  AmEx  Discover  Other \_\_\_\_\_

CC#: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Signature: \_\_\_\_\_

Deposit of \_\_\_\_\_ Payable to Par Avion Meetings and Conventions  
(1st night)

I am an  Attendee  Exhibitor  ADA accessible

Confirm to: \_\_\_\_\_ E-mail address: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**RESPONSIBILITY AND LIABILITY:** Par Avion Meetings and Conventions (travel program producer) and the Professional Beauty Association (travel program sponsor) and/or their agents act only in the capacity as agents for customers in all matters pertaining to hotel accommodations, and as such are not responsible for any damage, expenses or inconvenience caused by late train or plane arrivals or departures, or by any change of schedule condition from any loss, injury or damage to any person or property from any cause whatsoever. Baggage handling throughout the program is entirely at the owner's risk. The customer agrees that Professional Beauty Association and Par Avion shall not be held responsible in the event of any errors or omissions in any promotional material.