

## 1. USEFUL ADDRESSES

### PRE-SHOW

#### \* SHOW MANAGEMENT

Organizers

NORTH AMERICAN BEAUTY EVENTS LLC

Sales Office Europe, Africa,  
Middle East, Asia And South America

FAIRSYSTEM S.p.A.

Via Maserati 16, 40128 Bologna, ITALY  
Tel : +39 051 282 848 Fax : +39 051 282 895  
e-mail : [fairsystem@fairsystem.it](mailto:fairsystem@fairsystem.it)

Sales Office North America, Canada,  
Mexico

PBA

15825 North 71 Street, Suite 100  
Scottsdale, Arizona 85254 USA

SOGECOS S.p.A.

Marketing and Promotion

Via Filargo 38, 20143 Milan, ITALY  
Tel : +39 02 796 420 Fax : +39 02 795 036  
e-mail : [sogecos@cosmoprof.it](mailto:sogecos@cosmoprof.it)

#### \* OFFICIAL STAND CONTRACTOR

International Ready Stand and Customized  
Stands

GES

7000 Lindell Road  
Las Vegas, NV 89118 USA  
Tel: +1 800 475 2098 Fax +1 702 515 5755  
e-mail: [SMoser@ges.com](mailto:SMoser@ges.com)  
[www.ges.com](http://www.ges.com)

### ON SITE

PRE-REGISTERED EXHIBITORS Pre-Registered Exhibitors Desk is located in Bayside D

#### \* OFFICIAL EXHIBITION CONTRACTORS

Stand Contractor : GES is located in Bayside B

Security Guard : RA Consulting is located in Bayside D

Flower Contractor: Showplants is located in Bayside B

Sales Offices: are located in Bayside D

\* **EXCLUSIVE CONVENTION CENTER SERVICE CONTRACTORS** **IMPORTANT PLEASE READ**  
Mandalay Bay Convention Center (or its designated service providers e.g. Edlen; Encore) is the exclusive provider of the following services:

1. Booth Cleaning
2. Telecommunications
3. Internet & Data
4. Video Signal Distribution
5. Rigging/Stagehand Labor
6. Food & Beverage
7. Electrical
8. Air & Water

To place an order : <https://secure02.mgm-mirage.com/mbcc.orders.web/default.aspx>

## 2. SCHEDULE

### **ARRIVAL OF EQUIPMENT AND GOODS**

Cosmoprof North America has appointed **GES Logistics** as the official provider of international shipping, customs clearance and freight forwarding services for the Cosmoprof North America event.

\* **Non "Hand-Carry" Material ⇔ DRAYAGE COST**

Considering the specific Rules & Regulations of the Mandalay Bay Convention Center, we draw your attention on the fact that from the entrance of the Exhibition Center to your booth, the delivery of the goods can only be made by the Exclusive General Contractor: GES Exposition Services, and is subjected to drayage cost.

#### Exhibit & Product Freight

Advance shipments	Direct shipments
<p>GES Logistics must be contacted before shipping any beauty or cosmetic products.</p> <p>Please contact us for the last day of advance shipment to GES warehouse( July 9, 2010).</p>	<p>GES Logistics must be contacted before shipping any beauty or cosmetic products.</p> <p>The <b>last day</b> for direct shipment to arrive at the Exhibit Site is <b>Friday, July 17, 2010</b>. The direct shipment should be delivered at :</p>
<p><b>GES Exposition Services</b>  7000 Lindell Road - Las Vegas, NEVADA 89118 - USA</p> <p>Company name and booth number  Cosmoprof North America 2010</p> <p>Carrier name  Number of pieces</p>	<p>Company name and booth number  Cosmoprof North America 2010  Mandalay Bay Convention Center -  3970 Las Vegas Blvd., S.  Las Vegas, NEVADA 89119 -USA</p> <p>Carrier name  Number of pieces</p>

\* **"Hand-Carry" Material ⇔ NO DRAYAGE**

To alleviate some of the costs incurred in assembling their exhibits, CPNA will be helping exhibitors with "Hand carry" items (equipment and goods that do not require the use of material handling equipment to

assist the download are considered "hand-carry" material). Union rules and regulations can be very expensive for exhibitors who wish to simply bring small boxes and lightweight directly to their booths.

A special area will be set aside for those exhibitors who choose to utilize this service; it will be located at the main door of Mandalay Bay Convention.

CPNA will have signage for the Hand Carry area; CPNA, at their own expense, will hire GES personnel to hand-carry lightweight exhibitor items to their booths. Exhibitors are not permitted to use wheeled carts to tote items into and out of the Exhibit Hall. However with the hired help of GES through CPNA, exhibitors will have an easier time moving their materials, at no cost to the exhibitor.

**NOTE: Stand number is needed, otherwise drayage will be paid.**

This special service will be available during the following "exhibitor set-up hours"

Saturday, July 17                      8:00 am - 5:00pm

**SMALLER-SIZE EXHIBITORS: MAXIMIZE YOUR SAVINGS BY TAKING ADVANTAGE OF THIS FREE SERVICE!**

**OFFICIAL EXHIBITOR REGISTRATION HOURS**

All individuals exhibiting at Cosmoprof North America must be registered. Should any exhibitor fraudulently register, as being a representative of a firm, any individual or individuals who are not actually connected with the firm or in the event of misuse or abuse of the registration or floor privileges by any such exhibitor, their representative or representatives, the Management reserves the right to cancel the privileges extended without liability.

**Please refer to enclosed registration instructions in this manual.**

Exhibitor badges may be picked up at the "Pre-Registered Exhibitors" section of the Cosmoprof 2008 Registration Area (Bayside D, Mandalay Bay Convention Center) during **official registration hours**:

Friday,	July 16	12:00 pm	5:00pm
Saturday,	July 17	8:00 am	6:00pm
Sunday,	July 18	8:00 am	5:00pm
Monday,	July 19	8:00 am	5:00pm
Tuesday,	July 20	8:00 am	2:00pm

If you have any questions regarding registration you may visit the website:

[www.cosmoprofnorthamerica.com](http://www.cosmoprofnorthamerica.com)

## INSTALLATION

### \* SET-UP

Wednesday, July 14,	for booths of 60 sqm and more	1:00pm	5:00pm
Thursday, July 15,	for booths of 60 sqm and more	8:00am	5:00pm
Friday, July 16,	all exhibitors	8:00am	5:00pm
Saturday, July 17,	all exhibitors	8:00am	6:00pm

### \* Raw space

The companies which have chosen their own stand contractor MUST ABSOLUTELY inform the decorator of the obligation to use the MBCC carpenters and electrician manpower. ONLY the Decorator will be allowed to supervise the work of the MBCC labours.

We also draw your attention on the working hours taxation applied by the Convention Center as different costs are applied according to the working schedule.

Please read the details included in the below website, as the exhibiting company will be charged one hour minimum per laborer.

<https://secure02.mgm-mirage.com/mbcc.orders.web/default.aspx>

The installation work must be completed before 5:00 pm the day before the opening.

### \* International Ready Stand

Exhibitors may begin the installation of their products, according to the opening of the show floor:

On Saturday, July 17, 2010 from 10:00am to 5:00pm

Exhibitor set-up of stand displays must be completed before 5:00 pm the day before the opening.

## EXHIBITION HOURS

Visitors are permitted on the Trade Show Floors :

Sunday, 18 July 10:00 am 5:00pm

Monday, 19 July 10:00am 5:00pm

Tuesday, 20 July 10:00am 3:00pm

Exhibitors ONLY are permitted on the Trade Show Floors one hour prior the trade show opening and are allowed to remain one hour after closing.

## DISMANTLING

***We draw your attention on the ABSOLUTE obligation not to tear down before 3:00pm on last day of trade show, as it is a breach of trade show rules. Security will not allow anyone to leave with roller or luggage carts prior to show close, and this will be strictly enforced.***

***Empty crates, boxes and cartons that have been stored with the official freight forwarder will be delivered to your stand at the official closing of the show. Freight doors will only be opened after the show has been officially closed.***

*Materials and Equipment remaining in the hall after the dismantling period will be removed from the premise by the Exclusive General Contractor of the Exhibition Center at the exhibitor's expenses. GES Exposition services will not be held liable for losses, damage, theft or hazards of any nature resulting from this operation.*

\* raw space

companies may begin dismantling:

Tuesday, July 20	3:00pm	10:00pm
Wednesday, July 21	8:00am	3:00pm

\* International Ready stand:

The removal of your display should be completed by 9pm on Tuesday July 20, 2010

### 3.SHOW RULES & EXHIBITION SERVICES

#### USE OF SPACE

Exhibitors are permitted to exhibit/display only those products which they have indicated on the Exhibit Request for Space and Contract for Exhibit Space. Furthermore, Cosmoprof North America reserves the right to exclude from display or demonstration any exhibit or part thereof that it deems objectionable or that disturbs the harmony of the exhibition as a whole.

Counterfeit goods exhibited at the show will not be allowed and the Organizers reserve the right without recourse to physically remove the items and close down the stand of the said exhibitor. The exhibitor will not have any financial claim against the organizer.

#### ACTIVITIES AND PROMOTION ON EXHIBITION STANDS

Exhibitors must at all times refrain from using common area outside the boundaries of their stand for displays or promotional activities. The organizer has the right to remove all items from common areas and/or charge for the additional space used. Failure to adhere this guideline may result in your stand being closed.

No advertising, demonstration or canvassing for business may be carried out anywhere within the exhibition venue except at the exhibitor's own stand. No exhibits or advertising signs shall be placed outside the confines of the stand area.

The distribution of gifts, samples, leaflets, catalogues is only permitted inside the stand. The Show management reserves the right to suspend the distribution of gifts should they cause disturbances or agglomeration.

## AUDIOVISUAL PRESENTATIONS

No activity which, in the opinion of the Organizer, amounts to a nuisance or annoyance to the public or other exhibitors, shall be permitted in the Exhibition. In particular, audiovisual display equipment must be positioned and the sound level adjusted (82 decibels max.) so as not to annoy other exhibitors or visitors. The Organizer reserves the right to require any audiovisual presentation or equipment which is in its opinion detrimental or offensive to be disconnected or discontinued. No sound system is allowed in booths smaller than 36 sqm).

Exhibitors wishing to reproduce recorded music or to undertake sound or live shows at the stand should pay the corresponding copyright taxes to the following entity, in accordance with the law :

<b>ASCAP</b> 2690 Cumberland Parkway Suite 490 Atlanta, GA 30339-3913 Tel. +1 800 505 4052 Fax +1 770 805 3475 <a href="http://www.ascap.com">www.ascap.com</a>	<b>BMI</b> 10 Music Square East Nashville, TN 37203-4399 Tel +1 877 264 2137 Fax +1 615 401 2137 <a href="http://www.bmi.com">www.bmi.com</a>
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## MOVEMENT OF EXHIBITS

Without the specific permission of the Organizer, no exhibits are allowed to be taken into the stand once the exhibition has been officially opened, or be removed from the stand before the close of the exhibition.

## SECURITY

Security patrols are provided by the Organizer for the total exhibition area. Nevertheless, Exhibitors are reminded to arrange their own insurance coverage and not to leave their stand unattended and take the responsibility for the security of their stand display, stand merchandise and personal items during the show.

## CATERING

Mandalay Bay is the exclusive caterer for all food and beverage needs in the Convention Center. Food and beverage cannot be brought in from any source other than Mandalay Bay Resort & Casino, or you will face a surcharge

## CLEANING AND GARBAGE DISPOSAL

The Organizer will arrange for the general cleaning in public areas of the exhibition halls the day prior the opening of the showfloors and everyday after the show close. Exhibitors are reminded that they may rent these services for their stands ONLY through Mandalay Bay which is the Exclusive Cleaning Contractor.

## MEETING ROOMS

Mandalay Bay Convention Center is the **exclusive contractor** to fit the meeting rooms.

## LAYOUT APPROVAL (FOR RAW SPACE ONLY)

All customized booths and double deck blueprints must be submitted 45 days prior to each show for Show management and Fire Marshall Approval. This must be done even if the displays have been used previously. 3 copies of blueprints (and pictures) should be mailed by stand contractor by **May 29, 2009** to:

**Fire Marshalls  
Clark County Plans Review  
575 E Flamingo  
Las Vegas NV 89119  
Tel. +1 702 455 7100**

International Exhibitors are required to send one copy of blueprints (or linedrawings) and pictures -if available- to:

**Fairsystem SpA -  
Via Maserati 16 40128 Bologna Italy  
Tel +39 051 282 848; Fax +39 051 282 895  
[fairsystem@fairsystem.it](mailto:fairsystem@fairsystem.it)**

## CONSTRUCTION AND FITTING OUT

Walls exceeding 2.5m adjacent to another exhibitor's display area must be finished. All signs, electrical displays, mannequins, display materials, advertising messages, names of companies, trademarks, logos, etc., that exceed 2.5m must have suitable backing so they are not visible to the adjacent booth. Any unfinished walls will be covered by GES and billed to the exhibitor.

## ELECTRICAL INSTALLATION

CPNA requires all **in-line booth** to provide a 2.75 meters electrical access behind each booth, for a total of 5.5 meters. All **peninsula** booths must provide 5.5 meters of electrical access behind each booth. Be sure to allow for power lines to go under the back wall to permit installation of service. If access is not readily available, **electric power will be denied**.

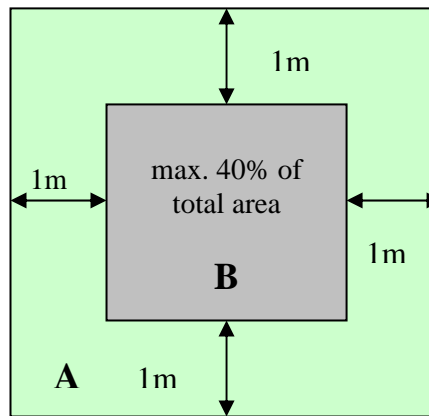
Outlets for **inline and peninsula** booths are located as indicated on Mandalay Bay *Electrical order form*. For island booths you should send MBCC/Edlen a scaled floorplan which indicates the one main power location for your services. If a floorplan is not received for island booths, MBCC/Edlen will designate the centre of the booth (or another location at their discretion) as the primary location.

## STAND BUILDING HEIGHT

The standard height allowed on the show floor is 2.5 meters.

If any part of a stand is built above 2.5 meters, this must not adversely affect adjacent exhibitors; any decoration including wordings, logos, company names etc. must be set back at least **1 meter from adjacent stands**. The Organizer has the right to authorize **dismantling or rebuilding** of any stand which does not meet this regulation.

This standard can be exceeded but with a maximum 40% of the total area permitted up to 4m, subject to prior approval from the Show management. For stands under and within 1 meter of the fire extinguisher, the minimum distance should be at least 1 meter.



*A : maximum 2,5 meter height - B : maximum 4 meter height*

Drawings must be submitted by May 28, 2010 to:

Fairsystem S.p.A.

Via Maserati 16 40128 Bologna Italy

[fairsystem@fairsystem.it](mailto:fairsystem@fairsystem.it)

#### HANGING BANNERS

No hanging of any device requiring cabling, hoist, electrical, weighing over 200lbs will be allowed without MBCC labor. GES will hang devices under 200lb.

Individual exhibitors please refer to *Mandalay Bay Hanging sign Order Form* of the Convention Center Services Brochure

- \* **Banners** are restricted to two-dimensional signs ONLY and allowed to exhibition area exceeding 32 sqm ( for island and peninsula booths) under the condition to respect one meter set back from the adjacent booth and aisle. Maximum size is 3m x 3m; the bottom of banners must be at least than 6m from the ground.
- \* **Truss:** Hanging or Ground supported cannot exceed 9 meters (29.52 feet) in height. Truss may not exceed the dimensions of the booth space, unless hanging points require it.
- \* **Lights:** No spotlight or any light erected as part of the exhibit display may be directed toward the aisle or so directed that it proves to be irritating or distracting to neighboring booths or guests.
  - Back lighted transparencies or lighted displays must stay lighted for at least 30 consecutive seconds. No strobe light effects are permitted.
  - All lights/monitors/speakers must be hung within the confines of the exhibit space.
  - Electric flashers or signs involving the use of Neon or similar gases are prohibited.
  - Should the wording on any sign or area in an exhibitor's booth be deemed by show management to be contrary in any way to the best interests of the Exposition/Trade Show, Exhibitor shall make such changes as are requested.

All rigging will be installed and dismantled by MBCC.

## 4. MANDALAY BAY CONVENTION CENTER REGULATIONS & SERVICES

Each space is sold as either RAW SPACE (Please note that the raw space provides you exclusively an exhibition area with no partition walls, no carpet, no electricity etc.) or International Ready Stand (refer to the specific forms in this Manual for detailed description).

Raw space may be rented and fitted by the Exhibitor Appointed Contractor from 24sqm upwards. We take this occasion to remind the exhibitor that no pipe and drapes will be allowed and that the erection of partition walls is compulsory on all sides facing adjacent booths.

Exhibitors are encouraged to express their individuality through creative planning, lighting, graphic signage, and other presentation techniques. The interior space should express the individuality and character of your company.

Nothing shall be posted on, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the building or furniture. Anything in connection with the exhibit necessary or proper for the protection of the building, equipment or furniture will be at the expense of the exhibitor.

All booths are subject to an on-site inspection; if your booth, product, or any part of your display has to be repositioned, or if masking drape or carpet has to be ordered, any and all costs incurred will be the exhibitor's responsibility.

### EMPTY CONTAINERS AND BOXES

It is the law that all empty boxes and crates be removed from the exhibit hall before the show begins. Failure to do so could cause the exhibit hall to be shut down by the Fire Marshall.

When you have completely emptied your boxes, label them with an "Empty" sticker and place them on the edge of your booth. GES Exposition Services will automatically remove any boxes that are labelled and placed on the edge of a booth. You will not need to contact them for this.

### LABOR

#### \* Exclusive Contractors

For insurance, safety, and security purposes the following will be provided only when the exhibitor orders and agrees to pay for them from the firms authorized to provide such services listed in this exhibitor manual: Drayage, Cleaning, Electrical, Utilities, Food and Beverage, other special services as needed.

#### \* Gratuities

All labor is adequately paid and exhibitors are requested not to give tips or additional payments. Any demand for such payments should be promptly reported to Show Management.

#### \* Use of mechanical equipment

Exhibitors, or any personnel servicing a display other than employees of the official service contractor, MBCC/Edlen, are prohibited to use forklifts, trucks or other motorized vehicles and mechanical equipment at any time on the show floor.

### UTILITIES PROVIDING

#### \* Electricity supply :

Electricity will be turned on within 30 minutes of Show opening and off within 30 minutes of Show closing, show days only. If you require power at any other time, order 24 hour.

#### \* Water supply : Water will be turned on as soon as the connection is started.

For any special request of delivery dates and time, do not hesitate to specify it while sending the form.

#### \* Compressed air supply :

Compressed air is supplied during Show hours only. If compressed air is required for non-show hours please call for a quote.

No compressors are allowed other than those supplied by Edlen unless they are a fixed part of your machine.

## STATE LAWS

Smoking is prohibited in the exhibit halls during move in, show days and move out. Fire Suppression Guards will cite violators. Please remember to smoke inside all the halls.

All exits and exit aisles must be kept clear and unobstructed. No furniture, signs, easels, chairs, or displays may protrude into the aisles. Tables should be placed at least 5,50 m back from the aisle into the booth space so that seated guests are within the space assigned.

Flammable thinners, solvents and paints including aerosol cans are strictly prohibited within the building. Water base or latex paints are acceptable.

Exhibitors will be held responsible for paint damage to the Convention Center or to other booths.

Fire and Safety Rules forbid boxes, crates, rolling carts or other packing materials to be stored in or behind the booth during show days.

## **FIRE REGULATIONS**

The fire code in the Mandalay Bay Convention Center is very rigid. A Fire Marshall will be making inspections throughout the show checking that exhibitors and Show Management are in compliance with the state and local codes. Carefully read all the Fire and Safety Regulations located under the "GES Exposition Services Information" tab.

- A. Smoke detectors and fire extinguishers will be required of all exhibitors who have displays in a closed exhibit room area with a roof.
- B. All curtains, drapes, and decorations must be of fire retardant materials.
- C. Combustible materials shall not be attached to, or hung on, or hung from sides or dividers of booths.
- D. All exits must be kept clear and unobstructed.
- E. During set-up and move-out of the Trade show, we will require establishment and maintenance of designated "NO FREIGHT" aisles. These aisles must be kept clear at all times.
- F. Fire extinguishers, fire hoses and sprinkler closets must be visible and accessible at all times.
- G. All internal combustion engine driven vehicles or equipment displayed in the hall must have fuel filler caps locked or taped and batteries must be disconnected. (Combustible materials must not be stored beneath display vehicles.)
- H. Vehicles in the building for unloading must be unloaded and removed as quickly as possible or will be required to unload outside.
- I. Use of liquefied petroleum gases inside structures is not permitted.
- J. Compressed gas cylinders are prohibited unless approved by Fire Marshal. Cylinders must be secured in an upright position.
- K. Any use of two wire extension cords is prohibited. Multiple outlets and electric cords must be grounded and must not be used to exceed their listed amp. rating.
- L. All temporary electrical wiring must be accessible and free from debris and storage materials. Hard-backed booths must be at least 9 inches from rear lines, 18 inches between hard walls.
- M. All electrical work under carpets must be done, or supervised, by the decorator's electrical contractor.
- N. All packing containers, wrapping materials and display materials must be removed from behind booth and placed in storage.
- O. Helium balloons are not allowed in the hall.
- P. Projection booths must be ventilated at ceiling and provided with an approved smoke detector. No storage is allowed in these areas.

*Anyone found violating the above requirements will be subjected to full prosecution of the law. Should you have questions please contact the Clark County Fire Department at +1 702 455*

