

T H E AESTHETIC SHOW

Regulations and Guidelines

SHOW RULES & REGULATIONS

1) AISLE SPACE

Exhibitors shall not solicit business and distribute literature in aisles or outside the perimeter of their booth or engage in any activity that leads to congestion in the aisles. Aisle logos, such as gels or footprints, are not allowed unless they are purchased as an official sponsorship.

2) ALCOHOL

Alcoholic beverages are not permitted in the Business Halls at any time without written approval from Show Management. With approval, alcoholic beverages and labor may only be provided via Wynn Catering Services. Alcoholic beverages may be ordered only during Expo Hours.

3) AMERICANS WITH DISABILITIES ACT (ADA)

All Exhibitors are required and shall be fully responsible for complying with the Americans with Disabilities Act (ADA) as well as local rules and regulations with regard to their participation in the conference and their booth space, including, but not limited to, the wheelchair access provisions of such laws. Exhibitors shall indemnify, defend and hold harmless UBM LLC, and UBM Americas, its officers, directors, agents, members and employees from and against any claims, liabilities, losses, damages and expenses (including attorneys' fees and expenses) resulting from or arising out of the Exhibitors failure or allegations of Exhibitors' failure to comply with the provisions of the ADA or local rules and regulations. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800-514-0301).

4) ANIMALS

No live animals are permitted. This does not include companion animals for people with disabilities. Please contact Show Management if you have a request for service animals.

5) ATTENDEE RESTRICTIONS / MINORS

The event is open to the trade only. No one under 18 years of age will be allowed on the show floor at any time. No one will be allowed on the show floor without a proper badge. Booth Staff badges are for booth staff only. Demographic information is not included with the Booth Staff badge; therefore, all clients and guests need to register as an expo or conference attendee.

6) AUTOMOBILES

Automobiles are allowed on the Exhibit Floor for booths 20x20 or larger provided all permits have been completed and Wynn guidelines have been met. Exhibitors are required to sign a Hold Harmless Agreement **BEFORE** the auto is brought to show site. Please be sure to notify Show Management that you are planning to bring an auto to the event by filling out the "Automobile Request Form" found in the "Regulations and Guidelines" section.

7) BADGES

Each sponsoring company receives Booth Staff badges for setup and staffing your booth during show hours. All other guests, customers, & clients will have to register for full Briefings passes and will have access to the show floor only during the posted sponsor hall hours. Demographic information will be required to order Briefings badges, and limited information will be required for Booth Staff badges. If you need the Sponsor Portal login information or have questions regarding your Booth Staff passes, please email Mindy Millat at mindy.millat@ubm.com.

8) BANNER REQUIREMENTS

Pole pockets – Include 4” pole pockets on the top and bottom of the banner. “Acceptable” condition is required. We strongly suggest banners are stored and/or shipped in round shipping cases and not folded or creased for storage or shipping prior to the event. In the case Show Management determines a banner unacceptable for display, the banner will not be displayed, and a replacement banner may be created on-site using GES’s services, at the sponsor’s expense.

9) BOOTH GIVEAWAYS AND SPONSORSHIP EXCLUSIVITY

If you are planning on giving away remembrances to attendees who visit your booth, please be sure that these mementos do not infringe on the exclusivity of any official sponsorships as you will not be allowed to give them out from your booth if they are an infringement. If you are concerned that your giveaway might fall into this category, please contact Show Management or your sales representative prior to production so as not to incur unnecessary costs. See the acceptable and unacceptable booth giveaways list in the “*THE Aesthetic Show Information*” section.

***Due to facility regulations, the following items are not permitted on the premises:
Stickers or Adhesive Backed Decals/Glitter or Confetti/Helium or Mylar Balloons**

10) BOOTH REPRESENTATIVES AND STAFF

All company representatives shall wear badge identification furnished by Show Management at all times.

10) CODE OF CONDUCT

All exhibitors should be familiar with and abide by The Aesthetic Show Code of Conduct. For specific information, please refer to the “*Code of Conduct*” in the “*THE Aesthetic Show Information*” section.

11) DECORATOR

Global Experience Specialists (GES) is the Official Service Contractor. They are responsible for efficient operations of the show including scheduling freight at the loading dock, keeping aisles clear and delivering freight to the booths. Global Experience Specialists (GES) will handle all material handling at the show (drayage), cleaning, and the operation of any mechanical lifts. For questions and on-site orders please visit the GES Service Desk located on the exhibit show floor.

12) DEMONSTRATIONS, COSTUME CHARACTERS, AND BOOTH ACTIVITIES

Exhibitors shall not solicit business in aisles or engage in any activity that leads to congestion in the aisles. Exhibitors wishing to include demonstrations, presentations, drawings, or crowd gathering activities of any type must confine such activity within their specific booth space and during show hours only.

Costumed characters must remain in the confines of contracted booth space or designated area. Costumed characters may NOT stand in/roam the aisles or “work the crowd” outside of the Show entrance. The lobby and registration area is a “NO solicitation area” for all

exhibitors. Any demonstrations or costumes found to be in poor taste or not within the scope of the show by Show Management is not permitted. For the safety of all show participants, we recommend the characters have someone with them (a guide) at all times. Characters and guides must be badged as exhibitors and conform to all other general rules, safety arrangements, and The Aesthetic Show Code of Conduct (see rule #10).

***Due to facility regulations, the following items are not permitted on the premises:
Stickers or Adhesive Backed Decals/Glitter or Confetti/Helium or Mylar Balloons**

14) DRONES

Please be advised that drones are not allowed to be operated anywhere on The Wynn Las Vegas. There are very limited scenarios where this policy may be considered, however, prior review and approval (in writing) must be obtained from The Wynn Risk Management Director and Show Management. Any such requests must be made at least 60 days prior to any event to allow for sufficient review time. This policy also applies to any un-manned vehicles.

15) EARLY MOVE-OUT

All Exhibitors must stay on the show floor until the show floor closes on the last day, July 14 at 1:00pm. Early dismantling is not allowed. Any exhibitor who does not comply may not be allowed to participate in future shows.

16) ELECTRICAL SERVICE PROVIDER

All electrical service is provided by Edlen Electrical at The Wynn Las Vegas. If you have any questions that are not addressed in this Service Manual, please contact Edlen Electrical at: 702.385.6911 or email them at: lasvegas@edlen.com.

17) EXHIBIT SETUP

Union jurisdictions prevail over all setup and dismantling of exhibits including signs and laying of carpet. A 10' X 10' display may be set by an exhibitor if one person can accomplish the task in no more than 30 minutes (including crating and uncrating) and without the use of any tools. Any installation of exhibits or displays which requires the use of hand tools, or more than one person, or longer than 30 minutes to install, or exceeds ten feet in any direction, must be installed by union employees. The union steward reserves the right to determine whether or not union labor is required to setup the sponsor's booth.

18) EXHIBITOR APPOINTED CONTRACTOR REQUIREMENTS

You may use a third-party contractor (called an Exhibitor Appointed Contractor or EAC) to build your booth. Though this is common and accepted, there are certain requirements that must be fulfilled to allow an EAC to work at the event. Remember: Union jurisdiction still applies and you and your EAC must comply with those regulations. Regardless, non-union employees may be present during move-in and move-out in a supervisory capacity.

As the exhibitor, you must submit an EAC application form to Show Management. The EAC must then submit a valid Certificate of Insurance (COI) to Show Management before they will be permitted to enter the exhibit hall and perform work. Insurance requirements are specific to the event and can be found on the EAC application form.

An EAC application and proof of insurance must be submitted for each individual company who will have employees in the exhibit hall during move-in and move-out. This applies to contractors and sub-contractors. Show Management has the right to deny any third-party contractor from working in the exhibit hall, including the right to revoke a prior approval if the EAC is observed breaking rules or working in an unsafe manner.

All questions regarding Exhibitor Appointed Contractors should be directed to Frank Misceo, 310.445.4237 or frank.misceo@ubm.com.

19) FLAMMABLE/HAZARDOUS MATERIALS REGULATIONS

All materials used in the construction and decoration of an exhibit must be flame retardant. Hazardous operations, including the use of flammable, explosive, or toxic materials, are not permitted. The Wynn Las Vegas restricts the use of the following hazardous materials, including but not limited to: compressed flammable gasses, flammable gasses, and aerosol cans with flammable propellants. Any material, equipment, substance, or object which reasonably may endanger the life of, or cause bodily injury to, any person in The Wynn Las Vegas or which may reasonably constitute a hazard to the building or to any property therein will not be permitted. See the “*Fire Regulations*” information in the “*Regulations and Guidelines*” section.

22) FOOD AND BEVERAGE

All food and beverage handed out by a sponsor in the business hall (except individually wrapped candies) must be ordered directly through The Wynn Las Vegas catering services. Please be aware that any food and beverage you order must be contained inside your booth. At no time may any food and beverage be displayed or served outside of your booth. Please note alcohol may only be served during Expo Hours.

23) HAND-CARRIED ITEMS

Exhibitors may hand-carry computers and appliances, cases or cartons, provided it can be done reasonably by hand and in one trip. Wheeled dollies are not permitted. Exhibitors may remove small computers and appliances from crates or boxes provided it can be done without a forklift or any power equipment. Common sense and safety will be considered when determining whether a package can be hand-carried. Please be sure to thoroughly read the “*Show Site Work Rules*” in the “*Regulations and Guidelines*” section.

24) HANDOUTS/LITERATURE DISTRIBUTION

Literature, samples, or other promotional materials may only be handed out within the confines of contracted booth space or designated areas. Any materials placed elsewhere will be discarded.

25) HARD HATS

Hard Hats must be worn for all those working on multi-level exhibit booths and those with a structural canopy and/or ceiling. OSHA states that hard hats must feature a hard, outer shell and a lining that absorbs shock and incorporates a Head band. Straps should suspend from the shell about 1 inch to 1¼ inches away from the worker’s head. **The OSHA industrial class of hard hat that is a requirement for workers on multi-level exhibit booths and exhibits with a structural ceiling or canopy is the Class G - General Helmet.** These hard hats provide protection against impact and object penetration. Their voltage protection is limited to 2,200 volts.

26) HOSPITALITY SUITES/MEETING ROOMS

The Conference encourages exhibiting companies to operate a hospitality suite, demo suite, or meeting room. However, functions may not conflict with conference and sponsor hall hours, or any sponsored special event. Show Management retains space at the convention center, as well as at all host hotels. If your company wishes to arrange for a meeting room in the Center, or to stage an after-hours reception, please contact your sales representative to make sure there are no conflicting dates or times with any other show activities. A limited number of meeting room packages are available, so check with your sales rep.

27) INDEMNIFICATION

It is understood and agreed that neither Show Management, nor the owners, nor the lessors of the property which serves as the exposition hall, nor the management of these properties, can or will be responsible for the safety of exhibits, Exhibitors, or their employees against robbery, burglary, theft or damage by fire or any other cause. Show Management will provide perimeter security for the limited protection of property during hours when the exposition is closed. In all cases the Sponsor is advised to insure its property against damage or loss and insure itself against public liability at its own expense. The Sponsor waives all claims of any kind against The Aesthetic Show and/or Informa, Show Management, or any of their directors or employees, arising from the conduct of the exposition and agrees that none of the parties referred to above shall be liable for any loss, damage or destruction of property belonging to the Sponsor, its agents or its employees, while on the premises, nor for any other loss or damage whatsoever, including, without limiting the foregoing, any loss or damage to the Sponsor's business by reason of failure to hold the conference and/or exhibition, or failure to provide space for an exhibit or the removal of an exhibit, for any action of Management and the owners and lessors of the exposition areas of The Wynn Las Vegas, harmless from claims by the Sponsor's agents or employees or by any other persons arising out of any act or omission connected with the Sponsor's participation in the conference and/or exposition, whether negligent or not.

Exhibitors are responsible for any damage to the building that occurs during the installation of their exhibit. This rule also applies to any EAC or agent authorized by, and working with the exhibitor.

28) INTERACTIVE DISPLAYS & LINE CONTROL

If you have any type of interactive display, you must have a 3' clearance from the aisle(s) to allow for crowds. All demonstrations must maintain a professional presence. Any demonstration found to be in poor taste or not within the scope of the show by Show Management is not permitted. Line control and management is the responsibility of the exhibitor. All booths must have a line/crowd control plan. For larger booths of 400 square feet and larger, line management plans must be incorporated into their booth rendering.

29) LIGHTING & TRUSS POLICY

- Lighting fixtures must be directed towards properties within your booth space
- Lighting fixtures and logos cannot be projected onto facility walls, into aisles, or onto any space outside of your booth space
- Lighting fixtures installed on pipe intended for booth perimeter lighting cannot exceed or extend more than 3' (0.9144m) into the aisle
- The practice of extending lighting into the aisle shall be limited to allow for only the projection of light onto exterior walls or properties on the perimeter of your exhibit
- Ground-supported truss may not exceed the maximum allowable height for the booth type
- Exhibitors intending to use ceiling or ground-supported light systems must include these on the drawings to Show Management for approval. Show Management reserves the right to cease install of overhead lighting on-site if these systems and truss are not included on the submitted diagrams

30) MEETINGS ON THE SHOW FLOOR

No one will be allowed on the show floor during non-exhibit hours without a booth staff badge. Therefore, no meetings with the press, clients, or staff without a booth staff badge may be conducted in your booth or on the show floor during non-exhibit hours. The show floor is only available for these types of meetings during expo hours.

31) PHOTOGRAPHY/RECORDINGS

Taking pictures or recordings within the exhibit area or meeting rooms is prohibited by Show Management. The official photographer is exempt from this rule. If you wish to have pictures of your booth taken, please refer to the “*Filming Guidelines*” in the “*THE Aesthetic Show Information*” section.

32) POWER SAWS

The use of power saws is prohibited inside the expo hall. You may use a power saw outside on the dock(s) if needed.

33) PROHIBITED EQUIPMENT AND OPERATIONS DURING SETUP & DISMANTLING

- Materials-handling equipment which exceeds established emission levels.
- Electrically powered tools and equipment other than those listed by Underwrites Laboratories, Inc. or approved by a nationally recognized testing laboratory.
- Portable heating equipment.
- Painting with flammable or volatile paints and finishes.
- Any equipment or operation that increases the risk to fire and life safety.

34) PROHIBITED MATERIALS, PROCESSES AND EQUIPMENT

- Pyrotechnics.
- Blasting agents or explosives.
- Flammable cryogenic gases.
- Smoking within the facilities.
- Fueling of motor vehicles.
- Wood matches with all-surface strikes.
- Cellulose nitrate motion picture film.
- Aerosol cans with flammable propellants.
- Balloons.
- Confetti/Glitter.
- Liquid petroleum gas.
- Pressurized gas tanks, empty or full.
- Gas operated cooking equipment.
- Overnight sleeping.
- Portable heating equipment.
- The flying of drones. Drones can be displayed but not flown.

35) PROPER FOOTWEAR

All booth staff in the hall during setup and teardown are required to wear closed-toe shoes for safety purposes. Any exhibitors found not to be in compliance will be asked to leave the hall.

36) SIGNAGE RULES

All signs must be professionally produced and may not infringe upon neighboring booths. Very lightweight banners may be hung with “S” hooks off the drape. All signs that are floor supported must adhere to line-of-sight rules. See booth display regulations for more info. Hanging signs are allowed for 20’ x 20’ and larger booths only and must be submitted for approval with a booth design and sign rendering. You may contact GES for signage production or to order sign holders. Information on graphics and signage is located in the “*Booth*

Furnishing Rental” section. *Show Management reserves the right to remove a banner and request sponsor to reproduce should the banner arrive in an unprofessional state, i.e. wrinkled/torn.

37) SECURITY

All Exhibitors must make provisions for the safety of their goods, materials, equipment, and displays at all times. General perimeter security services will be provided 24 hours/day from Monday, July 8 through Sunday, July 14 at 5pm. The Aesthetic Show, Informa, GES, The Wynn Las Vegas or employees of these companies and sub-contractors are not responsible for the loss or damage of any property from any cause. If you would like to order dedicated security guard service for your booth, please see the Security order form in the “*Additional Show Services*” section.

38) SELLING ON THE SHOW FLOOR

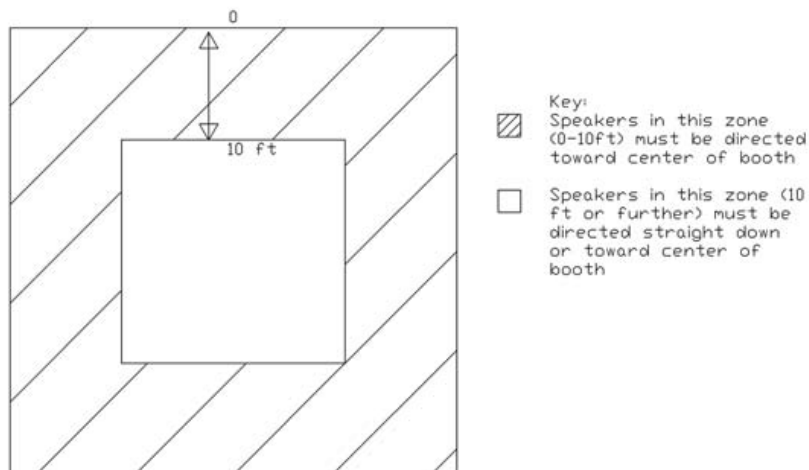
Selling is allowed in the designated exhibit areas with a valid Nevada Business License. You must provide us with your Business License number prior to the show to avoid a penalty. Email your License number to frank.misceo@ubm.com by June 21, 2019. Licenses are obtained through the Nevada Secretary of State’s Office. Information can be found online at: <http://nvsos.gov/index.aspx?page=267>.

39) SMOKING POLICY

There is a no-smoking policy in the sponsor hall and throughout the facility. Smoking is only allowed outside of the building.

40) SOUND POLICY FOR SPEAKERS & AUDIO

- Maximum level of 85 decibels will be permitted in any exhibit area. Decibel readings will be conducted by Show Management and strictly enforced.
- Speakers installed 0-10 feet of the exterior booth line must be directed towards the center of your booth space
- Speakers installed 10 feet or more from the exterior booth line must be directed straight down or towards the center of your booth space.
- Any exhibitor found in violation will receive ONE verbal warning, followed by a written notice for a second violation and disconnection of audio power and loss of priority points for the third violation. Show management shall not be liable for any refund of sponsor’s expense.



41) SPONSOR EVENTS

It is Show Management’s policy that Exhibitors cannot plan events that interfere with exhibit or conference hours, or with the conference events such as the Briefings Reception or a show management-offered Attendee Party. If you have any questions about whether your event interferes with the conference scheduling, please contact Show Management or your sales representative.

42) STEP LADDERS

Step ladders being used by contractors are restricted to those below from **Types IA, I, II, III: Subpart X—Stairways and Ladders, Appendix A (American National Standards Institute (ANSI) 14.1, 14.2, 14.5 (1982)) of OSHA’s Construction standards. Source for Type IAA: ANSI 14.1, 14.2, 14.5 (2009).** See table below:

Type	Duty Rating	Use	Load
1AA	Special Duty	Rugged	375 lbs.
1A	Extra Heavy Duty	Industrial	300 lbs.
1	Heavy Duty	Industrial	250 lbs.
II	Medium Duty	Commercial	225 lbs.

43) STORAGE: ON-SITE RULES

Fire regulations prohibit storage of any kind behind exhibits, including empty packing materials. Please tag all your empties and have GES store them until move-out. Reserve quantities of literature must be stored away from electrical cables or junction boxes. Arrangements can be made with GES for on-site storage of excess items. See the “*Shipping, Drayage and Material Handling*” section for more information.

44) SUBLETTING A BOOTH

No sponsor may assign, sublet or apportion any of the space contracted for except with the prior written approval of Show Management.

45) SUSTAINABILITY

Based on the principles of Rethink, Reduce, Reuse, and Recycle, The Aesthetic Show is continuing its efforts to support a more sustainable environment by urging Exhibitors to follow green best-practices. Recycling cardboard, freight boxes, plastic wrappings, and other paper during move-in and move-out helps this effort. Using soy/vegetable-based ink and post-consumer, recycled paper in printed pieces; providing giveaways made of recycled, responsibly grown natural fiber and nontoxic and biodegradable materials; designing booths and displays using environmentally responsible materials and energy-efficient lighting are some of the ways you can begin contributing to a more sustainable event. Please see the “*Sustainability*” section for more info.

46) TAXES AND LICENSES

Exhibitors shall be responsible for obtaining any licenses, permits, or approvals required under local or state law applicable to their activity at the exposition, which includes any music licensing needed under the ASCAP and BMI copyright laws. Exhibitors shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees or other charges that shall become due to any government authority in connection with their activity at the conference.

47) TIPPING

Work Rules prohibit the solicitation and/or acceptance of tips by any employee, including all employees representing Informa, GES, and The Wynn Las Vegas. Should you be solicited for a tip, please report the incident to Show Management as soon as possible.

48) UNSPORTSMANLIKE CONDUCT

Tampering with another party's exhibit will not be tolerated. In such case the offender will be immediately removed from the sponsor hall at his/her own expense and will be restricted from future participation.

PLEASE READ THE GES FIRE REGULATIONS INFORMATION