

T H E
AESTHETIC SHOW

Dear Exhibitor and Sponsors:

Welcome to the Aesthetic Show, taking place November 21 - 23, 2020, at the Wynn Las Vegas. The Aesthetic Show is a multidisciplinary medical education meeting focused on the rapidly expanding field of aesthetic medicine. This unique show brings new procedures, products and technologies, as well as a group of the top physicians in the aesthetic industry, together in a highly condensed and effective venue. The weekend will include everything that is relevant, progressive and contemporary in aesthetic medicine.

This manual includes important deadlines, rules & regulations, and order forms that will help make the event a success for all sponsors.

WHERE DO I BEGIN?

- **Review the deadlines in the “Show Information” section-** depending on your booth structure this will help determine which items pertain to your booth.
- **Read the General Overview in the “Show Information” section-** this will give you a brief outline of show hours and information.
- **Review the new and updated booth and show rules in the “Regulations and Guidelines” section:**
- **Read the Included in Your Exhibit Space document in the “Show Information” section:** This will provide you the items that will be provided by show management.
- **Read the Shipping & Drayage Information in the “Shipping, Drayage, and Material Handling” section:** This will provide you with deadlines and guidance on receiving your booth on show site.
- **Read through the Show Site Work Rules in the “Regulations and Guidelines” section:** You will need to decide if you are using GES for labor or if you will be bringing in an Exhibitor Appointed Contractor (EAC)
- **Optional Services such as Audio Visual, Internet, Lead Retrieval, and Booth Security can be found in the “Additional Show Services” section.**
- **Electical order forms can be found in the “Additional Show Services” section.**
- **Reserve your hotel rooms.**
Go to: <http://aestheticshow.com/hotel.php> for up-to-date housing and to book your hotel.
Hotels do sell out – so book now!

Do not forget to bring copies of all your orders, approved booth drawings with the proper official stamps, and proof of payment on-site for reference. If you have any questions about this service manual, please contact me at (347)918-6371 or aileen.mcdermott@informa.com. We are excited about the upcoming show and are dedicated to making this year’s event successful for everyone!

Sincerely,

Aileen McDermott
Operations Manager
The Aesthetic Show
aileen.mcdermott@informa.com