

ISSE

intl. salon + spa expo

PBA Professional Beauty Association

January 25-27, 2020
LONG BEACH, CA

RULES AND REGULATIONS

Exhibit Booth Space

Exhibit booths are assigned based on the date the Request for Space is received, size of exhibit space requested, past participation in the event, PBA membership status, and quality of exhibit. Appropriate deposit for booth(s) and classroom space must accompany the Exhibit Space Request & Contract. (See also: Contract Deadlines)

Final payment for all space must be submitted no later than October 26th, 2019.

What May Be Exhibited

An exhibitor is allowed to show only their product. No other company's product is allowed in contracted exhibit space.

Booth Equipment

Raw Space (booths 400sqft+) is floor space only. No furnishings are included. Booths (100-300sq/ft) will be provided with (1) 8' table and 2 chairs, gray carpet, 8' high back drape, 3' high side drapes, and 1 company ID sign (per 10' x 10' booth). Any extra equipment will be at the expense of the Exhibitor. **CARPET IS MANDATORY! ANY BOOTH WITHOUT FLOOR COVERING WILL BE CARPETED AT THE EXHIBITOR'S EXPENSE.** Carpet is included in the booth package of exhibit space up to 300sq/ft.

Booth Sharing or Subletting

There is no sharing or subletting of booths or half booths permitted.

Exhibit Construction

The ISSE show adheres to booth construction guidelines developed by the International Association of Expositions & Events (IAEE). Specific guidelines listed below are supplemented with diagrams and descriptions. Please contact Show Management to discuss any booth construction issues. When in doubt, a picture or booth layout may help to clarify. Your booth cannot hinder the sight line of booths next to you.

Exhibits, booths, signs, partitions, and display counters, exceeding 8' in height or more than 24' above the floor will require inspection. All must be pre-approved by Show Management.

Scaffolding, stairs/risers, exhibit booths, signs, partitions, display counters and platforms over 24' and above, and single story covered and uncovered structures over 12' in height require an inspection to be completed on site. All must be pre-approved by Show Management.

The Long Beach Convention Center (LBCC) Service desk must be notified of any equipment needing 24-hour electrical hookup.

All exhibits and/or displays are subject to inspection by the Long Beach Fire Department. Written authorization by LBCC management and the Long Beach Fire Department shall be required for the following:

Operation of any heater, barbecue, heat producing or open flame devices, candles, lanterns, torches, welding equipment, smoke emitting devices or materials, etc.

All decorations including but not limited to drapes, table cloths that hang six (6) inches below the edge of the table, signs, banners, acoustical materials, cotton, hay paper, straw, moss, split bamboo, wood chips, wood less than ¼ inch, foam core, etc., shall be treated with flame retardant. Glass or otherwise inherently fire retardant cloth may be used without being treated.

Exhibitors shall present a State Fire Marshall certificate of flame retardant treatment and a sample of material for a field test upon the request of the Fire Marshall.

Crate storage is not permitted in an unoccupied exhibit or event area. No empty cartons are to be stored behind curtains or in booths.

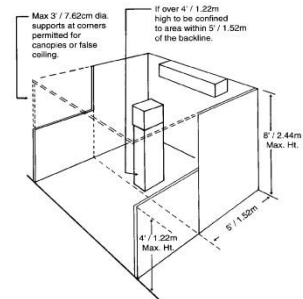
Show management reserves the right to enforce guidelines and intervene with actions that will affect exhibitor booth placement and participation at future ISSE shows.

Height and Sightline Guide

Due to extravagant booth heights and sightline violations, all booth displays that exceed the 8ft height limit, regardless of size, must turn in a picture or diagram of the booth display, to be approved by Show Management. The layout should indicate all measurements of the display (height/width), along with any other pertinent booth design information. Diagrams must be submitted to ISSE Show Management no later than December 7th, 2019.

Linear Booths:

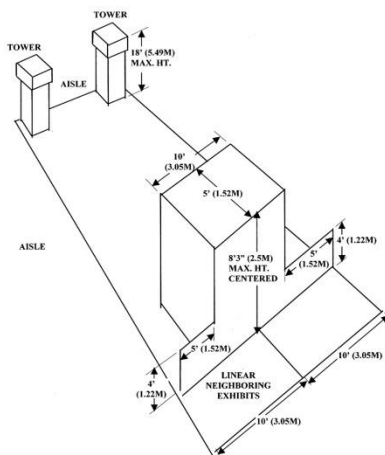
Also called "in-line" booths, have a maximum height of 8ft and is allowed only in the rear half of the booth space, with a 4ft height restriction imposed on all materials in the remaining space forward to the aisle. This is to ensure a clear line of sight from any adjacent exhibitor.



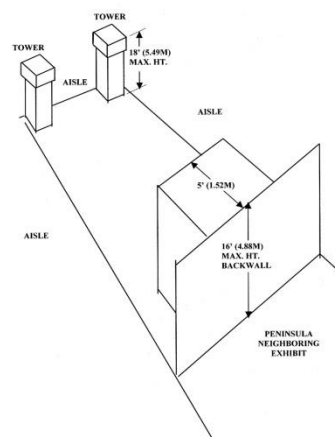
Sample Linear

End-cap Booth:

An End-cap Booth is exposed to aisles on three sides and comprised of two booths. The maximum back wall height of 8ft is allowed only in the rear half of the booth space and within 5ft of the two side aisles, with a 4ft height restriction imposed on all materials in the remaining space forward to the aisle.



Acceptable End Cap



NOT ACCEPTABLE End Cap

Peninsula Booth:

A Peninsula Booth is exposed to aisles on three sides, and comprised of a minimum of four booths. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to 4ft high within 5ft of each aisle, permitting adequate line of sight for the adjoining Linear Booths. Double-sided signs, logos and graphics shall be set back ten feet from adjacent booths.

Split Island Booth:

A Split Island Booth is a Peninsula Booth which shares a common back wall with another Peninsula Booth. The entire cubic content of the booth may be used, up to the maximum allowable height, without any back wall Line-of-Sight restrictions. Double-sided signs, logos and graphics shall be set back ten feet from adjacent booths.

Island Booth:

An Island Booth is any size booth exposed to aisles of all four sides. The entire cubic content of the space may be used up to the maximum allowable height (see below for Maximum Height Chart).

BOOTHS HAVING A COVER EXCEEDING 300 SQ. FT. IN AREA SHALL BE PROTECTED WITHIN BY A SMOKE DETECTOR.

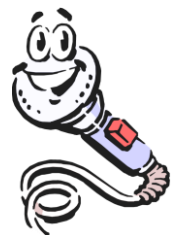
Larger or elaborate exhibits may require a building permit and be subject to change by the city of Long Beach. A blueprint/diagram must be submitted. Written approval contingent on Show Management review and fire inspection.

Exhibit Maximum Height Chart
All Exhibitors

# of Contiguous Booths	8'	10'	12'	14'	16'
1 -3 Booths	X				
4 or More Inline	X				
4 Peninsula		X			
4 Island		X			
6-8 Peninsula			X		
6-8 Island				X	
10 or More Peninsula				X	
10 or More Island					X

A.V. : SOUND SYSTEMS, MICROPHONES, STAGES, ETC.

- DO NOT point or angle any of your speakers into the aisle. Be considerate of neighboring booths. Speakers must face INTO your booth. You will incur **additional charges** if Show Management deems it necessary for you to change the speakers after you have completed your set up incorrectly.
- Maximum decibel level is 85 db.
- PBA Show Management shall be the sole arbiter of acceptable sound levels and will take necessary action to reduce or remove that, which is objectionable. The following is the warning procedure:
 - First notice of sound violation: verbal warning
 - Second notice of sound violation: written warning
 - Third notice of sound violation: disconnection of sound systems (one hour)
 - Fourth notice of sound violation: disconnection of sound systems (remainder of the day).



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- Large sound systems may be used by exhibitors with **4 or more contiguous booths** for purposes of educational programs or platform presentations. All sound systems are required to have a sound governor installed by Projection Presentation Technology, Inc.
- Exhibitors with **less than 4** contiguous booths **are not allowed** to use any sound system.
- No exhibit less than 400 sq/ft will be permitted to place a stage in their booth unless that stage is placed in the rear of the space and not on the aisle line. **(ISSE Show Management must authorize all stages without exception)**. Any exhibit authorized to hold a stage must set all stages 5 feet from any aisle. All stages must allow for standing room in front of the stage, not in the aisle. All chairs must be confined within the booth space. Exhibitors with **less than a 15'** depth **are not allowed** to use a stage of any kind.
- Stage giveaways are prohibited. Throwing merchandise into a crowd is dangerous and not allowed. Throwing of items from stages, both on the show floor and in classrooms, is not permitted.



Hanging Signs

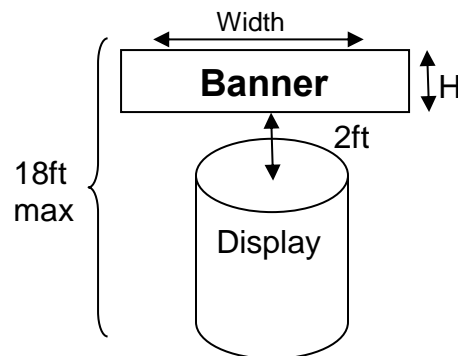
(All hanging signs or banners must be approved by Show Management prior to show opening.)

Unless otherwise addressed in these rules, **only island or peninsula exhibitors** with over 400sq/ft may utilize hanging signs. Only one hanging sign or banner is permitted per exhibit. All hanging signs or banners must adhere to the following regulations:

- The length of a hanging sign or banner may not exceed 60% of the back wall of the exhibit space. See table below.
- Double faced signs or banners must be set back into the booth at least 20% of the booth's depth dimensions.
- The minimum distance from the top of the exhibit to the bottom of the hanging sign or banner is 2 feet.
- The height of the hanging sign or banner from the floor to the top of the sign or banner may not exceed 20 feet.
- Any gobo's, projections, etc. must be directed within the confines of exhibitor's booth space. Usage of exhibit hall walls & aisles are reserved for sponsorship opportunities.

Flashing chaser lights are **not permitted** on hanging signs or banners. Show Management reserves the right to reject any hanging sign or banner that does not adhere to these specifications.

Booth Size	Maximum Banner Width	Maximum Banner Height
20x20	12ft	10ft (if display is 8ft tall)
30x30	18ft	10ft (if display is 8ft tall)
40x40	24ft	10ft (if display is 8ft tall)
50x50	30ft	10ft (if display is 8ft tall)



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Any hanging sign requests received during show move-in must meet approval of Show Management and will only be accepted subject to availability of labor and accessibility of exhibitor's area. Note: Signs or banners will be adjusted or removed at the exhibitor's expense if they are not within these specifications.



Hanging Lighting Truss

- Truss: Hanging or ground supported cannot exceed 24 feet.
- Truss may not exceed the dimensions of the booth space, unless hanging points require.
- Hanging of banners off truss. The banner still cannot exceed the 18 feet height limit.
- **All hanging requests must be submitted to GES Exposition Services by January 2nd, 2019, Attn. Chad Bettge.**

RECEIVING OF FREIGHT & OVERHEAD THEATRICAL LIGHTING:

To expedite the move-in of freight or the installation of overhead lighting, all unloading and rigging of materials must be targeted by **Lynette Gallegos** with GES Exposition Services at **562.370.1544**.

"No Freight Aisles"

To expedite move-in and tear-down of the show, certain aisles in the exhibit hall will be designated as "No Freight Aisles". These will be identified by signs and floor markings, and are **to remain clear of crates, cartons and equipment at all times**. Any freight obstructing these aisles will be removed by Show Management. Removal and return of freight will be at the Exhibitor's expense. "No Freight Aisles" are also an important component of our fire evacuation life safety plan. Your cooperation is appreciated.

Space Default

It is mutually agreed and understood that if an Exhibitor fails to take possession of the reserved space on or before 10:00am of the official opening date of ISSE-Long Beach 2020 or fails to comply in any respect with the terms of the contract, Management shall have the right, without notice, to offer said space for sale. In addition, it is further agreed that should the convention management be unable to affect a sale of space as herein provided, it shall have the right to occupy or cause said space to be occupied to suit its own convenience, in which event the Exhibitor agrees to remain liable for the full contract price.

Smoking

Smoking is not permitted on the trade show floor during move-in, move-out or show hours!

Right to Privacy

This is an "open" trade show. No restrictions are made regarding exhibitors visiting displays on the trade show floor. Each Exhibitor is expected to behave in a courteous manner and respect the rights of other Exhibitors. Handling display samples, and picking up literature may be done only with the permission of the Exhibitor. To prevent people from looking or taking from your booth (prior to show open or after closing), bring in a cover up sheet or contact Show-Time Security for booth security.

It is expressly prohibited for Attendees, Exhibitors or its Representatives to record images of any other exhibitor's exhibition space or exhibits in any form without the prior written consent of Show Management. Such prohibition includes, but is not limited to, the taking of photographs, video recording of any type and drawing or sketching of images. The Exhibitor and its Representatives agree to surrender to Show Management on demand any material on which images may be recorded in violation of this rule, including but not limited to film, video tapes and sketchbooks.

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Carpeting/Floor Covering - Required

All exhibit space **must be fully carpeted or covered**. Carpeting enhances your corporate image and continues the overall professional look of the show. You may supply your own carpeting or rent it from the Official Contractor, GES. Grey carpet is included in the booth package for booths 300sq/ft and smaller.

Tattooing and Permanent Make-up Demonstrations

For the safety of our exhibitors and our attendees, ISSE **does not allow** any permanent makeup, eyelash reconstruction or tattooing at the show without a valid CA License which **MUST** be submitted to show management 30 days prior to show dates. Further information can be found on the Body Art Registration Instructions Form in the Exhibitor Resource Guide. If an exhibitor performs any such demonstrations, you will be asked to remove your booth from the show floor or it will be done for you at your (the exhibitor's) expense. This is a liability issue. Please bring demonstration materials, such as videos, mannequins and so forth, to help with the selling of your product.

Noise and Odors

Mechanical reproduction of sound or music relating to an exhibit shall be kept at a sufficiently low volume so as not to project beyond the confines of the exhibitor booth. The maximum allowable level of sound emitted from an exhibit booth will be 85 decibels. If an exhibitor exceeds this level, Show Management has the option to disconnect the electrical power to that booth. Exhibits producing objectionable odors are not permitted. Show Management reserves the right to impose limitations on any method of operation which becomes objectionable.

Americans with Disabilities Act

Compliance with the Americans with Disabilities Act (ADA) is a legal requirement for public facilities. This law became effective in January, 1992. It requires access for disabled persons at convention centers, and as necessarily follows, floor exhibits. It is the responsibility of the Exhibitor to be aware of, and be in compliance with, the rules set forth in this Act.

Exhibitors are encouraged to provide exhibits that are accessible to all and barriers to none. In the absence of accessibility, each Exhibitor must assume the responsibility for making alternative arrangements to serve the needs of persons with disabilities.

Indemnification

The Exhibitor agrees to protect, save and keep the Professional Beauty Association, GES and the Long Beach Convention Center harmless, including reasonable attorney fees from any damage, charges or fines imposed for violation of any law or ordinance, whether occasioned by the negligence of the Exhibitor or those holding under the Exhibitor, as well as to strictly comply with the applicable terms and conditions contained in the agreement between the Convention Center, the Professional Beauty Association, and GES regarding the exhibition premises. And, further, the Exhibitor shall at all times protect, indemnify, save and keep harmless, including reasonable attorney fees, the Professional Beauty Association, and the Convention Center against and from any and all loss, cost, damage, liability, or expense arising from or out of or by reason of violation of any provision of these rules or any accident or other occurrence to anyone, including the Exhibitor, its agents, employees and business invitees, which arises from or out of or by reason of said Exhibitor's occupancy and use of the exhibition premises or a part thereof.

Use of Exhibits

All booths shall be fully staffed at all times, during official exhibit hours, or the exhibitor may be denied space in future shows.

All **selling must stop** at close of each day.

All booths must have flooring other than the standard concrete floor.

All tables must be draped and/or skirted. Do not use booth side drape for skirting.

All signs must be professionally produced and have a professional appearance.

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All inventories must be properly stowed out of public sight or in a fashionable manner.

No use of corrugated or untreated cardboard boxes for display purposes.

All demonstrations or other promotional activities must be confined within the exhibit space. Sufficient space must be provided within the booth for the comfort and safety of persons watching demonstrations and other promotional activities. Booth personnel, including models, hosts, hostesses, etc. are not allowed to distribute literature or promotional items of any kind outside the confines of the contracted exhibit space, unless arranged through Show Management for an additional fee.

Management reserves the right to restrict exhibits because of noise, method of operation, materials, disruptive conduct of your staff which affects the morale of other exhibitors, or any other reason become objectionable. Management may prohibit or remove any Exhibit which, in the opinion of Management, detracts from the general character of the Exhibition as a whole, or consists of products or services inconsistent with the purposes of the Exhibition.

This reservation includes persons, things, conduct, printed matter and anything of a character which Management determines is objectionable. In the event of such restriction, or removal, Management shall not be liable for any refunds or other Exhibit expenses.

No live animals may be displayed as part of the exhibit booth, or brought onto the show floor. Vision or hearing impaired persons will be granted permission for trained guide dogs. There is no exception to this rule.

The exhibition facility (including prep rooms, meeting rooms and education rooms) **prohibits** the use of helium balloons distributed or used for display purposes within the exhibit hall. No adhesive backed decals are to be given out or used within the exhibit hall. Decorations, signs, banners and similar materials may not be taped, nailed, tacked, stapled or otherwise fastened to ceilings, doors, walls, glass, columns, painted surfaces, fabric or decorative walls. Damages resulting from the improper and/or unauthorized installation of materials will be charged directly to exhibitor or responsible party. No exceptions.

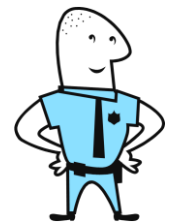
Glitter is not permitted in the Long Beach Convention Center.

Any controversy arising between Exhibitors or between Exhibitors and attendees during the conduct of this Exhibition shall be submitted to the Management who shall be the sole judges of the acts for settlement and disposition; and the Exhibitor hereby agrees to be bound by the judgment and disposition of any controversy submitted and further agrees to carry out the instructions issued by the Management in connection with the disposition of such controversy.

General Security Information

ISSE provides peripheral security guard service on a 24-hour basis during move-in, show hours and move out. ISSE cannot guarantee the safety of any item and is not responsible for any losses.

It is the responsibility of each exhibitor to protect his/her materials from loss or damage. Please make sure that small displays, personal, and prototype items are secure before leaving the exhibit hall. In addition, exhibitors may contract for additional security service for their booth. Please look under section 7 "misc. services" tab for security information and order form.



The Professional Beauty Association / ISSE shall not be responsible or liable for any injury to person or property loss or damage of any kind, sustained by Exhibitor, employees of the Exhibitor or any other person by reason of fire, theft, water, accident or negligence of the Professional Beauty Association or any of its agents or employees or for any other cause whatsoever. It is further understood that the Exhibitor will indemnify and hold harmless the Professional Beauty Association from any damages, loss, cost or expense of any and all kind for any claim or legal action arising out of or by reason of personal injuries or property damage of any kind whatsoever, as well as the cost and expenses of defending against any such claim or claims, action or actions, arising out of the sole or contributing negligence of the Exhibitor, employees, or agents of the Exhibitor or the Professional Beauty Association, or

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otherwise. Exhibitors must affect casualty insurance naming the Professional Beauty Association as an assured, to cover such contingencies.

Dismantling

No exhibitor may dismantle a display until the trade show's closing. Failure to comply will be cause for the Association to refuse future exhibiting privileges. Please make your travel arrangements accordingly.

IMPORTANT!! No booth configuration, whether single or multiple, shall begin dismantling before 5:00 pm on Monday, January, 27th!

Exhibitors shall be responsible for costs of charges assessed against the Association by the Long Beach Convention Center relating to dismantling and/or removal of an exhibit left behind by an Exhibitor or removal of excessive debris.

Debris Removal

Exhibitors shall dismantle and remove from the Convention Center all exhibits and related packing, containers and debris in excess of a reasonable amount of debris, which can be swept. Exhibitors shall be responsible for costs of charges assessed against the Association by the Contractor relating to demolition and/or removal of an exhibit left behind by an Exhibitor or removal of excessive debris.



Taxes

Exhibitors shall pay, or reimburse the Association if it shall have to pay, all taxes resulting from Exhibitor's rental or occupancy of exhibition space, display of merchandise, taking of orders or related trade show activities, no matter how the taxes are designated or levied.



NOTE: All points not covered herein are subject to the decision and control of Show Management. The right is also reserved to change the dates (but not to reduce the aggregate time), to change the floor plan or to transfer the trade show to another building, if for any reason, it is found inadvisable to hold the trade show in the announced convention center, without affecting the obligation of the Exhibitor. The Management reserves the right to cancel this contract at any time during the conference if any product exhibited hereunder is misrepresented. No verbal agreements will be considered binding. Only conditions printed or written on this contract will be accepted as binding by the Management. Any violation of the rules as outlined above will be considered a breach of contract.

REGISTRATION RULES, REGULATIONS & REQUIREMENTS

All exhibitors attending ISSE Long Beach must be registered. Should any exhibitor fraudulently register any individual or individuals as being a representative of the firm 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, Show Management reserves the right to cancel the privileges extended without liability or obligation to the attendee or exhibitor. **Due to insurance and safety limitations, no one under the age of 16 will be permitted in the exhibit hall during setup, tear-down and all show days.** Please notify your staff of this regulation. Each year Show Management is faced with turning away booth staff that show up with children. We cannot make exceptions, regardless of affiliation or circumstances, and we do not provide child care services at the show.

Show attendees are licensed professionals and must show a **professional beauty license** and a **matching photo ID** in order to gain attendance. Even if they have pre-purchased a ticket from an authorized distributor, they must show a photo ID and a professional license in order to get through the show doors. This rule is in force to ensure that only qualified buyers attend our **professional only** show and it will help keep out the product collectors and diverters that attend other shows.

Badges/Registration

Exhibitors may register company personnel in advance online by following the instructions provided in Section 2 of this manual. **Due to increased liability claims and fraudulent use of exhibitor badges, ISSE will no longer permit one representative from an exhibiting company to pick up all badges for that company. Each registered exhibitor must present photo ID at Exhibitor Registration to receive their badge. As a result of this new policy, exhibitor badges will not be mailed in advance. Exhibitor badges can be picked up at the Exhibitor registration counters in the Long Beach Convention Center beginning at 8:00am on Thursday, January 24, 2019.**

It is a violation of show rules to order badges for any person who is not an employee of the exhibitor. Positive personal and business identification will be required at the ISSE registration desk. Individuals who fall into the following categories may NOT be registered:

- Non-exhibiting manufacturers, distributors and industry suppliers.
- Employees of installation and dismantling firms (they will be issued temporary work passes by show management, during set-up days only)

Badge Allotment Chart

Total Sq/Ft Booths	Total Badges
100	5
200	10
300	15
400-600	20
700-1400	35
1500-3000	50
3100+	70

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Admission Policy - Guests

Guests are admitted at the discretion of ISSE / PBA.

Admission Policy - Trade Press

All staff members with credentials for one of our industry publications regardless of whether they are exhibiting may be admitted to the ISSE Show for the purpose of reporting on the event. Admission to the trade show is at the sole discretion of ISSE Show Management.

I & D Companies

If you are using an independent contractor for installation and dismantling of your exhibit, please fill out the Application for Use of an Outside Contractor found in section 2. ISSE will communicate with them directly. Badges will not be issued to installation & dismantling firms. **Temporary Work Passes** will be issued for setup and tear down days only.

Exhibitors with **badges** may enter the exhibit hall **1 ½ hours** prior to show opening. Please do not schedule meetings outside of official trade show hours.

If you have any questions regarding registration policies, please call ISSE / PBA at (800) 468-2274 or (480) 455-3433.

Official Trade Show Hours

Salon Owners and Licensed Professionals will be permitted on the ISSE trade show floor only during the official hours:

Saturday	January 25	12:00pm – 5:00pm
Sunday	January 26	10:00am - 6:00pm
Monday	January 27	10:00am - 5:00pm

Badges

- **TO RECEIVE YOUR BADGES, BOOTH BALANCE & PBA MEMBERSHIP MUST BE PAID IN FULL. ADDITIONALLY, PROOF OF INSURANCE AND SELLER'S PERMIT MUST BE ON FILE WITH SHOW MANAGEMENT.**
- Staff badges are contingent on sq./ft rented. Badges will be issued only to those staffing the booth/s. This doesn't include guests; however additional badges may be purchased for \$90.00 per badge.
- It is absolutely necessary to show a badge in order to enter the show floor.
- **Badges may be picked up on site.** However, it is still necessary to produce proper insurance documentation, business card, tax permits and photo identification.
- **No one under the age of 16 (including infants) is permitted on the show floor.**
- **One badge per person.**
- **All badges are non-transferable.**
- **If a badge is lost, a reprint can be obtained for a \$60 reprint fee. Limit ONE reprint per badge.**

Anyone displaying a badge not issued to them will have the badge confiscated and be escorted to the exit, not to re-enter.

ISSE SHOW IS FOR LICENSED SALON PROFESSIONALS ONLY.

**Carts, strollers, carriages and rolling bags (including suitcases) are NOT permitted on the show floor.
A complimentary bag check will be available at each show entrance.**