

# ISSE

intl. salon + spa expo

PBA Professional Beauty Association

January 25-27, 2020  
LONG BEACH, CA

Professional Beauty Association  
7755 E Gray Road  
Scottsdale, AZ 85260  
480-455-3433

Dear Exhibitor,

We are pleased to present your official Exhibitor Resource Guide (ERG) for the International Salon & Spa Expo (ISSE), January 25 - 27, 2020 in Long Beach, CA. **Thank you for your continued support!** From the information on booth furnishings and utilities to details on labor, shipping and badge registration, this ERG contains the tools you'll need to ensure a smooth-running and successful show experience.

Please take the time to familiarize yourself with each tab in this Exhibitor Resource Guide. Be sure to consult the Exhibitor Deadline Schedule as you plan for your participation over the coming weeks and months. PLEASE NOTE THAT WE HAVE SOME CHANGES FOR 2020:

- Height Restrictions/Sightlines** – This information is available in the Rules & Regulations section. You are responsible for reading and understanding the Rules & Regulations. Please consult the chart to see how high is too high for your booth size. **All booth displays extending over 8 feet tall, REGARDLESS of booth size, are required to send in a layout/diagram of their booth display. This must be approved by Show Management prior to build.**
- Custom Booths** – If you bring a customized booth, please make sure that the dimensions fall within the guidelines specified in the Rules & Regulations. You cannot hinder the sightlines of other exhibitor booths.
- Best Booth Awards** – We will be judging booths to determine the “Best of ISSE” booth displays. Be sure to consider this competition when planning your booth presence.
- Trash Removal** – During show hours, you must break down your own boxes. If you do not break them down, they will either be brought back to your booth or you will be billed for the labor to remove them.
- Sales Permit/Liability Insurance** – If you need a temporary sales permit, contact the California Board of Equalization EARLY, as it takes several weeks to review the permit. A Certificate of Liability Insurance is **REQUIRED** to be provided by every exhibitor. Please review the exhibitor guide for certificate requirements.
- Cartload Service** – Complimentary cartload services will be provided on Friday, January 24<sup>th</sup> for exhibitors bringing in UNDER 400lbs. See Rules & Regulations for qualifications.
- Hotel Rooms** – Make your reservations early! Visit [www.probeauty.org/isse](http://www.probeauty.org/isse).

Do not hesitate to contact us if you have any questions about any of the information included in this ERG. If there is anything we can do to make your exhibiting experience more effective, please let us know. We look forward to working with you on this and future shows.

Sincerely,



Danica Levy  
Trade Show Manager  
480-455-3433