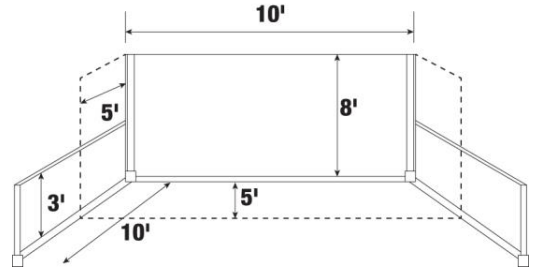


Exhibitor Rules & Booth Guidelines

premiere ANAHEIM

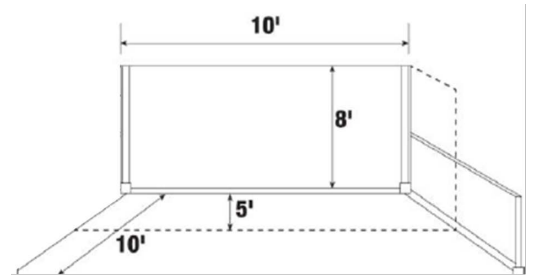
INTERIOR BOOTH

- Interior Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line.



CORNER BOOTH

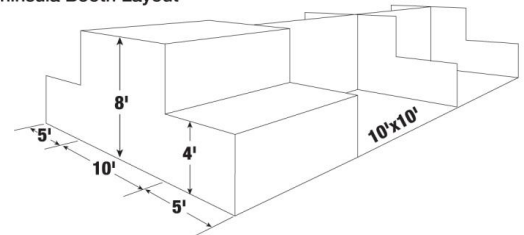
- A Corner Booth is exposed to aisles on two sides. All other guidelines for Linear Booths apply.



PENINSULA BOOTH

- A peninsula booth, also known as an end-cap, is exposed to aisles on three (3) sides.

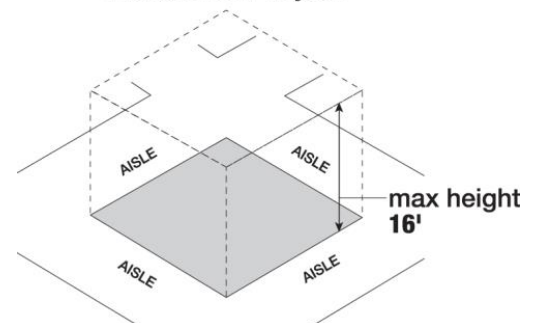
Peninsula Booth Layout Standard Booth Layout



ISLAND BOOTH

- An Island Booth is any size booth exposed to aisles on all four sides.

Island Booth Layout



BOOTH HEIGHT & REGULATIONS - Refer to images on page (1)

- **NEW Height Restrictions** for corner and interior (in-line) booths, exhibitor's back-wall display cannot exceed ten feet (10'). Standard back-wall drape provided with booth purchase is eight feet (8') high.
 - For **peninsulas**, this restriction applies to the **center ten feet (10')** of an exhibitor's back wall.
 - If an exhibitor's back wall display exceeds eight feet (8'), they are to rent a ten foot (10') pipe and drape set from the show decorator to cover the exceeding portion.
 - If drape is not ordered, exhibitor must lower or dismantle the display to accommodate the eight foot (8') drape height.
 - **Island booths** with no back wall have an **overall maximum height of sixteen feet (16')**.
- **SIDE WALLS** Booth displays extending five feet (5') from the back-wall shall not exceed eight feet (8') in height. Displays extending the remaining five feet (5') towards the front of the booth shall not exceed four feet (4') in height. No exhibit booths shall be allowed to obstruct clear vision to other booths.
 - **Peninsula booth** displays that extend wider than the center ten feet (10') of the back wall cannot exceed four feet (4') in height.
- **HARD WALLS** Exhibitors using a hard back wall must leave a nine inch (9") clearance at the rear of the booth for access to electrical equipment, etc. Back to back hard walls must have eighteen inches (18") between the hard walls.
- **MULTI-LEVEL DISPLAYS** - Show Management approval is required. Request must be sent with blue prints available of such construction. Exhibitors will also be held responsible for and the processing of any Fire Watch or Permit fees that result in having a multi-level booth on the show floor. Fees are dependent on venue and location. Exhibitors are recommended to refer to their exhibitor Kit for venue multi-level procedures.
 - **Exhibitors refusing to comply with display regulations, will be in violation.**

HANGING SIGNS - approval from Show Management required at least 30 days before show

- Due to limited rigging points in venues, exhibitors are recommended to have their exhibit related equipment be free standing and floor supported where possible. However if rigging is needed:
- Request to show management must include a description or drawing of the sign/banner, proposed method of installation, location of hanging points, and total weight.
- When approved, it is the exhibitors responsibility to submit their hanging sign order to the venue and / or approved contractor. Exhibitors are recommended to refer to their exhibitor Kit for order requirements.
- Hanging signs/banners may not exceed 50% of the perimeter space assigned to the exhibiting company or a **Max height of twenty feet (20')** to the top of the sign unless approved in writing by Show Management.
- **Exhibitors with less than four (4) booths on the show floor are prohibited from hanging signs/banners above their booth.**
- Attachment to exhibit hall ceiling beams or trusses is permitted only through the venue or contractor.
- No banner, signage, header or lighting system will be allowed to be hung from overhead or to span any aisle.

BOOTH AESTHETIC GUIDELINES

- **NEW FLOORING REQUIREMENTS** - All exhibitors are **required to have flooring in their booth.**
- All tables within your booth must be draped and/or skirted.
- The use of corrugated boxes, unlabeled bins, etc. to display and/or sell merchandise is strictly prohibited.
- Unsightly storage of inventory within your booth area during show hours is not permitted.
- Premiere Show Group urges all exhibits and displays to convey a professional and high-quality image. *Professionally* produced exhibits are encouraged, this includes all signage.
- Exhibitor shall not store boxes, crates, construction, or any other materials in the display booth area.
- Any unfinished and/or exposed part of a display booth must be draped / covered at Exhibitor's expense.
- Show Management will require the Exhibitor, at Exhibitor's expense, to change, alter, modify, or remove all or part of their exhibit or display booth to comply with the booth aesthetic guidelines. If a booth is not suitable to or in keeping with the character of the exhibition, in its judgment, show Management reserves the right to decline or prohibit the exhibit. This reservation is all-inclusive and concerns persons, things, conduct, printed matter, and souvenirs. Grounds for such action shall include but not be limited to:
 - Lack of aesthetic uniformity or harmony with other display booths.
 - Non-compliance with display restrictions and / or obstruction of aisles or of other display booths.
 - Objectionable noises or odors emanating from the display booth.
 - Objectionable signs or lights in the display booth.
 - Objectionable clothing or attire worn by Exhibitor's personnel, his agents or models.
- **BALLOON RESTRICTIONS-** Exhibitors planning to incorporate balloons in their display must adhere to venue specific policies. In some cases helium balloons are not permitted or require a release waiver.
 - In the case of Show Management, the **intentional** popping of or destruction of any balloon and balloon-like items that result in noise disruption is not permitted.

PRODUCT QUALIFICATIONS

- Premiere Show Group hosts a series of trade shows for the Professional Beauty Industry. Products exhibited on the show floor should include only those which assist the professionals of the industry. Show Management reserves the right to determine the eligibility of any company or product for inclusion in Premiere Show Group Events. Companies, their representatives, and products may be rejected with or without giving cause.
- **There will be no warnings, first time with unrelated product, Premiere will remove these items and storage fees will apply. Exhibitor in violation will be responsible for covering storage fee's.**

PRODUCT DIVERSION

- Premiere Show Group is aware of the growing issue of unauthorized sellers participating in product sales outside of authorized distribution channels. Regulatory checks for product diversion are conducted prior to and during shows. Exhibitors are advised to note official and authorized sellers of their products.
- If an exhibitor suspects product diversion at anytime, it should be brought to Show Management's attention immediately!

MODEL PREP AREAS & SHAMPOOING STATION - Located on show floor w/ signage

- Exhibitors who have a Model Prep area, an assigned booth outside of the Exhibitor's own booth for models to prepare to work, should note the following:
 - Flooring is not required for a Model Prep Area.
 - Electric is not included. Electrical services should be purchased from the providing company (i.e. Show Decorator, venue, venue contracting party, ect.) and assigned to the exhibitor's MP#.
 - Its is recommended that (1) 110V-120Volt 20Amp outlet is ordered per hair dryer.
- Separate prep area(s) with stationed shampoo bowls are available for use by all exhibitors at no charge.
 - Clean up is required after usage so that other exhibitors may use the space. This includes removal of dye and hair from the sink, drain, and seat.

NO SMOKING POLICY

- Premiere Show Group follows CDC policy that prohibits e-cigarette use and conventional tobacco smoking indoors. Exhibitors should seek official venue smoking areas when engaging in cigarette, and e-cigarette smoking. Loading docks are **NOT** considered official smoking areas unless venue signage permits.

NO CHILDREN ALLOWED ON THE SHOW FLOOR

- Premiere Show Group **does not allow children under 16 years of age during move-in, show days, and move-out.** This policy extends to attendees and models, we appreciate your cooperation.

TAXES

- Exhibitors shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees, or other charges due to any government authority in connection with their activity at the exposition.

EXHIBITOR APPOINTED CONTRACTOR (EAC) RULES/ UNION GUIDELINES

- California is an "at-will" State, otherwise known as unionized. Exhibitors are expected to follow the union guidelines when it comes to exhibiting at the Anaheim Convention Center. Failure to comply could result in fines distributed from the Union organization or the State of California. Please refer to the Exhibitor Service Kit from GES Exhibit Services for more information on union jurisdiction regulations which must be adhered to.
- **Regarding Exhibitor Booth Build:**
 - Exhibitors may set up their exhibit display if one person can accomplish the task in less than one-half (1/2) hour without the use of tools.
 - If exhibit preparation, installation, or dismantling requires more than one-half (1/2) hour, exhibitors must use union personnel supplied by the Official Service Contractor.
 - When union labor is required, an exhibitor may provide their company personnel to work along with a union installer in Southern California on a one-to-one basis.
- **Regarding Material Handling:**
 - An exhibitor may move materials that can be carried by hand, by one person in one trip, without the use of dollies, hand trucks, or other mechanical equipment.
 - Bellhops are also prohibited from entering the Facility with their carts.
- **Regarding Electrical Services:**
 - Electric is not included in exhibitor booths. All exhibitors needing power for their booth should refer to GES for ordering services.
 - All plugs over 120 volts will be plugged in by electrical union personnel. Exhibitors may plug in their own plugs of 120 volts to their ordered outlets. (120Volt = Household 3-prong US Plug)

SOUND & NOISE REGULATIONS

- The demonstration of products, services, and equipment is allowed, however, the noise level **must** be contained within your exhibit area and remain at a level that is not objectionable. Aisles surrounding your exhibit may not be used to hold or stage attendees to view the demonstration. Aisles must remain clear.
- Sound systems/ speakers utilized for stage presentations must be directed inward towards a viewing audience/ seating area and **not the aisle**.
- Speakers that are rigged must be hung at a downward angle and turned **inward** to face the stage/ platform area. If speakers are found in violation, the exhibitor is responsible for all cost incurred to correct the violation.
- Speakers will not be permitted in those areas that are solely used to conduct business.

Violation of Sound Regulations:

Premiere Show Group 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 (30 Minutes)
- Fourth notice of sound violation: disconnection of sound systems (remainder of the day)

Exhibitors with 3 or less contiguous linear booths:

Exhibitors with 3 or less contiguous booths are permitted to use one powered speaker for voice amplification only, with a limitation of 100 watts.

Exhibitors with 4 or more contiguous booths:

Exhibitors with 4 or more contiguous booths will be granted permission to utilize sound systems of their design provided a platform presentation or educational program is presented.

ASCAP/ BMI ENDORSEMENT

- Music licensing copyright law: If any exhibitor plans to play music within their booth or theater at any trade show, they must be prepared to present proper ASCAP or BMI License. BMI and ASCAP are licensing organizations protecting the interests of its members-authors, composers & publishers of music.

SECURITY / INSURANCE & LIABILITY

- Security services are provided by Show Management and the Anaheim Convention Center. Security personnel will be positioned at all show floor entry points during active show hours and within the show floor during overnight / non-show hours. Show Management and the Anaheim Convention Center will exercise reasonable care in safeguarding Exhibitor's property. **However, it is understood in agreeing to exhibit at any Premiere event, that neither Informa Markets dba Premiere Show Group, USA Beauty LLC, the Anaheim Convention Center, GES or any of their officers, agents or employees, assume any responsibility nor are liable for such property.** The ultimate responsibility for booths and property rests with the exhibitor.
- Recommended property security tips:
 - Exhibitors should not leave their booth(s) and / or items unattended at any time during move-in, show hours, and move out.
 - Exhibitors should work within their own booth(s) and not enter other exhibitors' booths during move-in before or after official show hours or during move-out.
 - Label and mark all items, crates, freight, and other property with clear distinctions of exhibitor ownership.
 - At the close of the show, collect high value personal, inventory, and cash items first.
- Lost or stolen items should be reported to onsite security.
- **GENERAL LIABILITY INSURANCE COVERAGE IS REQUIRED TO BE OBTAINED BY THE EXHIBITOR.** The insurance must have at least \$1,000,000 per occurrence, \$2,000,000 general and naming Informa Markets dba Premiere Show Group, Anaheim Convention Center and GES as additionally insured. If and exhibitor has temporary or event coverage, it should include transit dates to and from the show site.
- Exhibitors must submit their Certificate of Insurance (COI) to Premiere Show Group by thirty (30) days prior to the associated show date.