

RULES & REGULATIONS

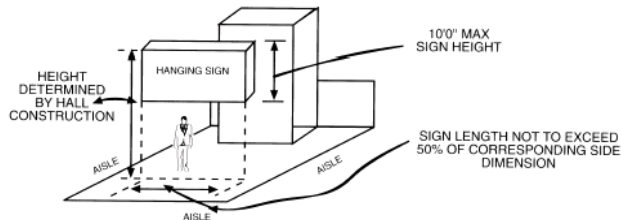
(alphabetical by subject)

BANNERS:

To maximize your exposure, inline booths of 200 square feet or more are now permitted to hang banners over your booth within the IBS & IECSC Guidelines. You must adhere to the below guidelines and Show Management must approve all banners prior to installation.

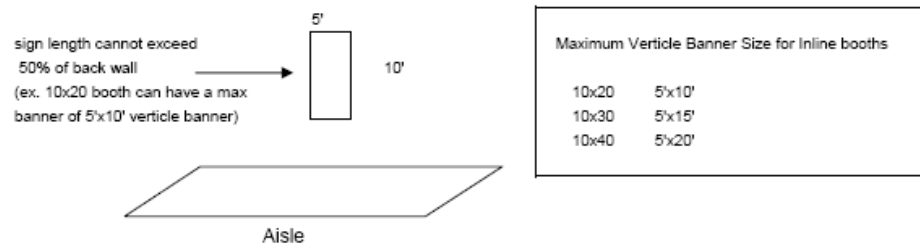
Peninsula Booths:

Banner Size must not exceed 10ft in height and 50% of corresponding side dimension. Example Below:



In-Line Booths:

Banner Size must not exceed 5ft in width and 50% of back wall dimension. All banners must be vertical **NO EXCEPTIONS**. Example Below:



Exhibitors must submit a written request that includes a diagram of their desired placement. All requests and questions should be directed to:

Jennifer Bain
jbain@cwmet.com
Fax 917-591-8316

BOOTH & DISPLAY REGULATION:

Display Guidelines - The International Beauty Group is committed to producing industry events with the highest degree of professionalism, integrity and quality for our exhibitors and visiting salon & spa professionals alike. To that end, **the following Booth Guidelines will be enforced.**

- All tables within your booth area must be draped and/or skirted. Exhibitors **cannot** utilize the booth's side drape as skirting for tables.
- All signs must be professionally produced and/or created.
- **Booth attendants, manufacturers, salesmen or representatives, including models or other supportive personnel must conduct business ONLY within their booth space. Printed matter may not be distributed in any area of the show floor except within the confines of their booth. Repeat offenders will be removed from the show floor.**
- The use of corrugated boxes, unlabeled bins, etc. to display and/or sell merchandise is prohibited.
- Unsightly storage of inventory within your booth area is not permitted.
- IBSNY/IECSC urges all exhibits and displays to convey a professional and high-quality image. Professionally produced exhibits are encouraged.

This policy will be enforced at all IBSNY/IECSC events. Failure to comply with the above guidelines will result in Show Management's intervention that may impact exhibitor booth placement at future IBS/IECSC events.

In addition to the guidelines listed above, the Jacob K. Javits Convention Center and the Show Group prohibits the following:

- The use of untreated cardboard boxes or wooden crates as display fixtures is prohibited.
- The hanging of promotional materials on and/or around any structural part of the building by an exhibitor **is not permitted** and will result in a cleaning fee charged by the Jacob K. Javits Convention Center to the exhibitor for the removal of this material.
- No helium or hot air balloons and/or tanks are permitted in the hall.
- Fountains, and other water containers used for decorative purposes, must be waterproofed and inspected by the Jacob K. Javits Convention Center.
- The use of glitter is not permitted in the facility. A cleaning fee will be assessed for any use of glitter.
- Exhibitors may conduct business only within their booth space. Printed matter may not be distributed in any area of the show floor except within the confines of their booth.
- Exhibitors may install or dismantle their exhibit and lay carpet in their exhibit if the booth size is 250 square feet or less and work can be done without tools. Any exhibitor exceeding 250sq ft will have to hire labor for installation and dismantle.

DISPLAY HEIGHT CHART:

# OF CONTIGUOUS BOOTHS	HEIGHT			
	8'	10'	12'	16'
1	X			
2	X			
3	X			
4 LINEAR		X		
4 PENINSULA		X		
4 ISLAND		X		
5		X		
6 LINEAR			X	
6 PENINSULA			X	
6 ISLAND			X	
7 LINEAR			X	
7 PENINSULA			X	
8 + LINEAR			X	
8 + PENINSULA				X
8 + ISLAND				X

Special Note:

Exhibitor Displays that exceed 4ft in height must be placed appropriately to maintain sightline restrictions.

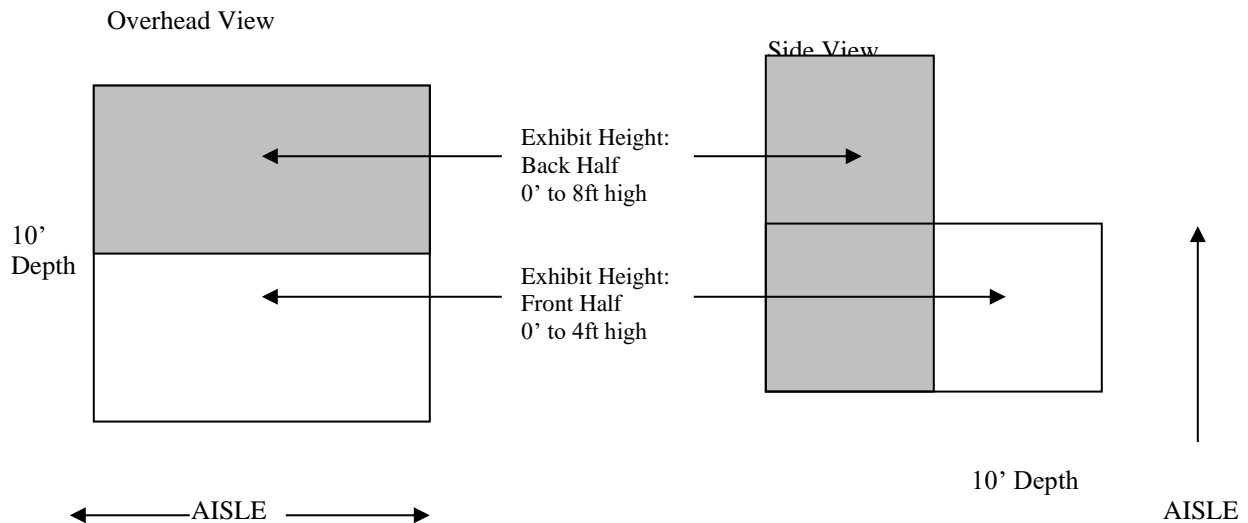
Please refer to the sightline restrictions rule below.

Sightline Restrictions - Display fixtures, over 4' in height, will need to be positioned at least 5' from an aisle so a clear line of sight extends for at least 20' from any adjacent exhibitor. Exhibitors must do this on all sides of the booth. A person standing 3' into the aisle, from a distance of 20', must be able to see 5' feet into an adjacent 10' x 10' booth (from the aisle towards the middle of the booth).

- All display components will need to be positioned in order that a clear line of sight as defined above is maintained.
- Any display component placed in violation of sightline policy will be removed at the exhibitor's expense.
- The sightline must be maintained from both sides of the booth.
- All display components must be professionally produced.
- Any display component exceeding 8' in height must have a finished backing or must be draped off at the exhibitor's expense.

Show Management has established the following sightline policy to give each exhibitor effective use of his space without interfering with the rights of neighboring booths.

Sample Booth Layouts –



Special Notice:

All two-tiered exhibits require a building notice, which must be filed with a licensed architect or engineer in the State of New York.

Any display that uses ground supported truss or tow motors to support an aerial display must be certified by a licensed architect or structural engineer. The New York Fire Department reserves the right to request documentation on-site to verify the structural safety of the exhibit. The New York Fire Department also reserves the right to request the exhibitor to dismantle the exhibit or support the exhibit with additional support points.

Please direct any floor plans/blueprints or questions to Rick Rosalina in Operations at 212-564-8823, via fax at 917-591-8316

DISTRIBUTION POLICY

Wandering into the aisle to approach attendees and distribute products and/or the offer to perform sampling or any type of service is **prohibited**.

Should complaints arise and tradeshow management recognizes that booth staff is soliciting attendees outside of their booth, the following enforcement policy will be implemented:

- a. **First Infraction:** Show management will warn exhibitor by copy of a Distribution Violation Form.
- b. **Second Infraction:** Show management will present a Distribution Violation Notice to the booth contact, which must be signed by both parties to acknowledge that notice was issued, and there will be a \$150 fine.
- c. **Third Infraction:** The Distribution Violation form will be revised and an additional \$500 fine will be imposed. Should the Third infraction occur, Show Management additionally reserves the right to impose rope and station around the booth in question, so booth staff is fully aware of their sales boundary.
- d. **Fourth Infraction:** Show management reserves the right to remove exhibitor booth personnel from the show floor for the remainder of the show day(s). No refund or credit to the booth cost will be extended to the exhibitor.

EXHIBITOR APPOINTED CONTRACTORS (EAC):

Exhibitors using the services of display firms / independent contractors must fill out the EAC approval form located in the "LABOR" section of the manual. Notification must include a current certificate of insurance that meets all hall specification. The contractor must abide by all Jacob K. Javits Convention Center, Show Management and Union Regulations.

FIRE DEPARTMENT REGULATIONS:

Inherent Fire Retardant or Flame-Retardant Treatment

1. All decorations, drapes, signs, banners, plastics displays, hay straw, moss, split bamboo, and other materials **MUST BE FLAME RETARDANT** to the satisfaction of the Fire Department and the State Fire Marshal.
2. Table coverings must be flame retardant treated unless they lay flat, with an overhang no greater the 6"
3. Oilcloth, tarpaper, sisal paper, nylon and certain other plastic materials cannot be flame retardant and their use is prohibited.
4. A flame test by the City of New York Fire Department may be performed when deemed appropriate. A certificate stating that all materials are flame retardant may be requested on site.

Vehicles / Internal Combustion Engines on Display

1. Any autos, trucks, motorcycles or other motorized vehicles displayed shall have their batteries disconnected and terminals taped.
2. All motor vehicles tanks containing fuel are required to have locking gas caps or must seal the gas cap with tape. No more than one gallon of fuel is permitted per vehicle.
3. Tanks cannot be refueled or emptied inside the Jacob K. Javits Convention Center.
4. A properly tagged set of keys to each vehicle must be left with Javits security prior to display.
5. All autos, trucks, vehicles of any kind must show the location on the Fire Department approved floor plan 14 days prior to the show date.

Combustibles

1. Literature on display shall be limited to reasonable quantities. Reserve supplies shall be kept in closed containers and stored in a neat and compact manner.
2. No cardboard boxes or any combustible materials may be stored on top of or near any electrical wiring in the spaces behind the backwall drapery (booth) or behind any display.
3. Storage of loose materials, loose packaging materials, flammable or combustible mixtures, waste, liquids, etc., is prohibited.

Obstructions

1. Aisles designated on approved show floor plans shall be kept clean, clear and free of obstructions. Booth constructions shall be substantial and fixed into position in specified areas for the duration of the show. Chairs, easels, signs and demonstration areas shall not be placed beyond booth areas into aisles.
2. All aisles must be maintained at a minimum of 10 feet in width or unless otherwise approved on the floor plan.
3. All fire prevention and fire equipment in all public assembly areas shall have easy and unobstructed accessibility.

FOOD DISPLAYS AND FOOD SERVICE:

All food and beverage must be purchased through the exclusive in-house catering provider.

Exhibitors needing catering services or customized menus will need to call Cultivated at (212) 216-2400.

Refer to the "BUILDING CONTRACTORS" section of this manual for additional information

GOOD TASTE & THE RIGHT OF OTHERS:

Show Management may require an exhibitor to make changes to their exhibit if, in Show Management's opinion, the exhibit does not conform to prevailing standards of good taste. Any inappropriate displayed items will be removed at the cost of the exhibitor. Changes will also be required if the exhibit interferes with the rights of others.

GRATUITES:

GES and the Jacob K. Javits Convention Center request that exhibitors do not tip their employees. Any attempts made by an employee to solicit a gratuity for any service, should be reported immediately to a Show Management Show Office. **Tipping is not appropriate.**

INSURANCE REQUIREMENTS:

(Required for All Exhibitors)

Per your exhibit contract, exhibitors are required to provide a certificate of insurance to receive your exhibitor badges. For more information on the insurance required for exhibitors, please refer to the Insurance Section of the manual.

Exhibitors that **need coverage** can register online with Rainprotection Insurance [here](#): or mail/fax the registration form to **Rainprotection**.

LIABILITY:

Exhibitors are liable for any damage to floors, walls, or columns of the exhibit building. No cement or paste is to be for fastening floor covering. Tape used to secure carpets, linoleum or tile should have a cloth rather than a paper binding to facilitate its complete removal from the floor. Management will hold the exhibitor responsible for removal of all tape or adhesives placed on the floor.

LITERATURE DISTRIBUTION:

Canvassing in any part of the Exhibit Hall, adjacent lobbies or corridors is prohibited. Printed or product promotions materials may be distributed only at the Exhibitor's booth. Exhibitors must restrict their activities to the space for which they have contracted. Any unauthorized solicitation, whether by an Exhibitor or Attendee, should be brought to the attention of Show Management.

OFFENSIVE MATERIALS:

Show Management reserves the right to require Exhibitors to remove from their exhibit any materials, which it determines, at its discretion, to be inappropriate. This includes materials that may be offensive, disparaging, or discriminatory.

PHOTOGRAPHY & VIDEO TAPING:

Unauthorized photography or video taping of exhibits is prohibited. Exhibitors may photograph their own exhibits only.

QUESTIONS & ADJUSTMENTS:

Any discrepancy in items and received any complaint or question concerning service, etc., must be reported to the appropriate vendor immediately upon noting the problem. Remember that items ordered, including labor, **MUST** be signed for at the time of receipt.

SOUND AND NOISE REGULATIONS:

Exhibitors with 6 or less contiguous booths are permitted to use one TOA sound system for voice amplification only. Order forms are located in the "OTHER CONTRACTORS" section of the manual. The system is listed as Audio Equipment on the MetroMultiMedia Audiovisual order form. The sound volume, above the ambient level when measured from the adjacent aisle(s) and/or neighboring exhibitor(s), may not exceed an 80-db level on the sound meter.

Exhibitors with theatres or a minimum of 7 or more contiguous booths will be granted permission to utilize sound systems of their design provided a platform presentation or educational program is presented. The sound volume, when measured from the adjacent aisle(s) and/or neighboring exhibit(s), may not exceed an 85-db reading on the sound level meter.

Please Note:

Exhibitors must notify Show Management in writing 30 days in advance of their intention to use a sound system. Send requests to Rick Rosalina by (f) 917-591-8316 or by email: rrosalina@cwmet.com

SOUND AND NOISE VIOLATIONS:

The following Sound System and Noise Rules are in effect for the BENY & IECSC: These rules will be strictly enforced.

1) **NO Live Bands or Musical Instruments will be permitted in any exhibitors' booth.** Only recorded music that can be controlled through a soundboard will be permitted. The use of whistles, horns, crickets and other similar noise devices is prohibited.

2) **Maximum Sound Level will be enforced at 85 decibels.** Show Management staff will conduct sound tests on all exhibitors' booths on the morning of the show opening. Please instruct your booth staff and contractors to this important Sound Check and plan to have someone available. Show Management will clearly mark the maximum level on the controls of the soundboards where 85 decibels is maintainable. Sound levels will be tested at 10 feet from the perimeter of the exhibit booth.

These restrictions are in place due to possible non-compliance with OSHA health and safety regulations that could potentially plague your firm from damage that any of your employees or show attendees might experience through excessive exposure to sound. There are very serious consequences to continuing infractions of these requirements, and we intend to take non-compliance very seriously.

3) **ALL speakers must be turned INTO the exhibit booth. No speaker should be facing out into the aisle.**
Thank you for your cooperation!!

Should complaints arise and sound levels are found to be higher than the pre-set 85db maximums, the following **enforcement policy will be implemented:**

a) **First infraction:** Show management will warn exhibitor by copy of a Noise Violation Form.

b) **Second infraction:** Show management will present a NOISE VIOLATION NOTICE to the booth contact

which must be signed by both parties to acknowledge that notice was issued, and there will be a \$150.00 fine.

- c) Third infraction:** The Violation form will be revised and an *additional* \$500.00 fine will be imposed. Should the Third Infraction occur, Show Management additionally reserves the right to prohibit future sound reinforcement systems on its show floor by this exhibitor unless said company, at its own expense, attaches an Exhibit Management approved sound governing device to the system which will automatically maintain the Show's db maximums. This will be STRICTLY ENFORCED.
- d) Fourth infraction:** Show management reserves the right to pull all electrical lines that feed the sound system for the duration of the show, regardless of the date of the occurrence. Show management reserves the right to remove exhibitor booth personnel from the show floor should the noise infractions continue.

Show Management does NOT want to continually have to respond to complaints of noise violators, so your total cooperation this year is imperative to all us. Unfortunately, repeat offenders have resulted in our having to take these drastic actions.

STORAGE OF MATERIALS:

You can store a limited amount of materials at your booth. All additional product / materials must be placed in GES accessible storage trailers located on the docks. You will be able to retrieve your materials from this area at designated access times throughout the show, for a fee. For pricing, please see the Accessible Storage Form in the Shipping Section of the manual. A schedule will be posted at the entrance to the storage area for your convenience. When removing material, you must check in and out with the GES representative managing this area.

TRAFFIC:

Show Management encourages promotional plans and demonstration areas but asks that you do not interfere with normal traffic flow in the aisles or traffic into any neighboring exhibit. **Demonstration areas must be organized within the exhibitor's space**

EXHIBITOR SERVICES:

A representative from each firm above will be located at the Exhibitor Services Center during set-up, show days and dismantle. All inquiries regarding services should be made there. Exhibitors ordering labor are asked to check in at the desk when they are ready to install their exhibits.

QUESTIONS AND ADJUSTMENTS:

Any discrepancy in items and received any complaint or question concerning service, etc., must be reported to the appropriate vendor immediately upon noting the problem. Remember that items ordered, including labor, MUST be signed for at the time of receipt.