

THE INTERNATIONAL CONGRESS OF ESTHETICS AND SPA

PHILADELPHIA 2017

EXHIBITOR KIT



May 21 & 22, 2017

EXHIBIT | ATTRACT | **SELL**

SPONSORED BY

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esthétiques & spa
AMERICAN EDITION

DERMASCOPE
The Encyclopedia of Aesthetics

LNEonline.com

3929 Ponce de Leon Blvd, Coral Gables, FL 33134
Toll Free: 1.800.471.0229 **International:** 305.443.2322

Aesthetic Expo

THE INTERNATIONAL CONGRESS OF ESTHETICS AND SPA | PHILADELPHIA

Pennsylvania Convention Center | Philadelphia, PA | May 21-22, 2017

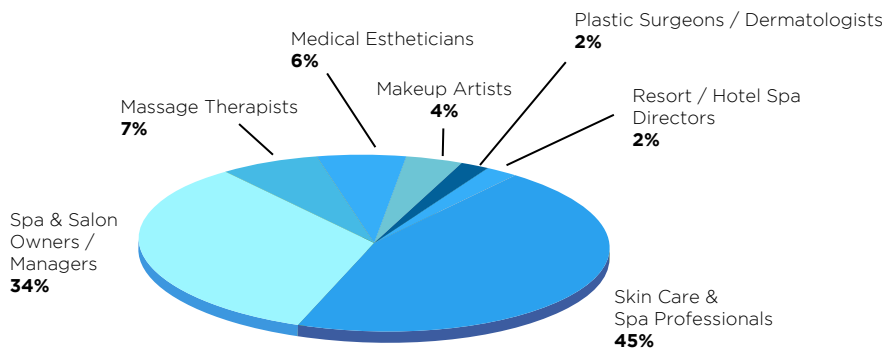


With four leading skin care and spa trade shows across the country, The International Congress of Esthetics and Spa in Miami Beach, Long Beach, Dallas and Philadelphia provide superior education and dynamic show floors that feature the largest display for skin care and spa products.

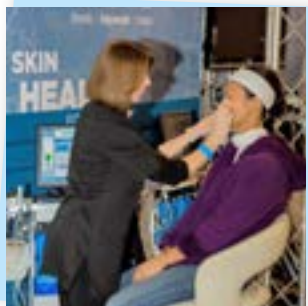
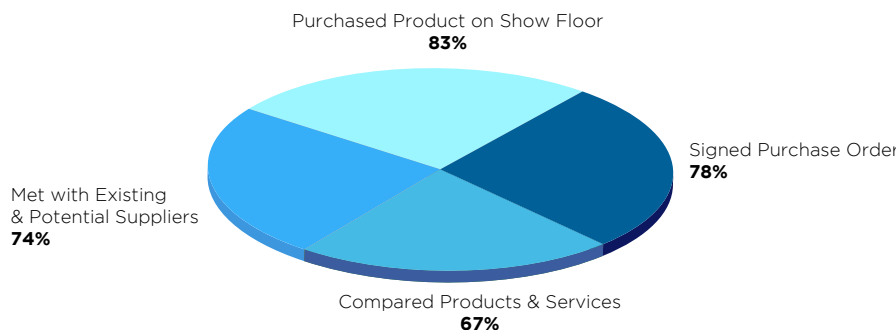
■ FOUR EXCITING CONGRESSES

Each show draws in a targeted regional audience as well as national and international industry professionals. Reach attendees from the northeast, southeast, southcentral and west coast by exhibiting in each of our four events.

■ AUDIENCE PROFILE



■ QUALITY BUYERS



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The Encyclopedia of Aesthetics

MARKETING THAT DELIVERS **QUALITY BUYERS**

■ **DIRECT MAIL**

100,000 show flyers and 100,000 show programs are distributed to our targeted direct mail database per congress. The newly added digital version of the program will be distributed to our targeted e-database of 40,000 leads.

■ **PROGRAM PREVIEW**

A 6-page show program preview is included in Les Nouvelles Esthétiques & Spa and Dermascope magazines.

■ **ADVERTISING**

A strategic advertising campaign with full color page ads is published in industry publications.

■ **WEBSITE/E-MAIL**

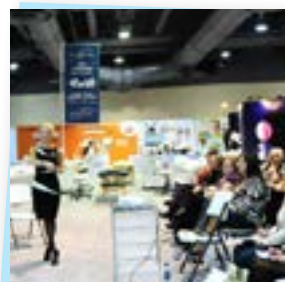
Each congress has its own website where visitors can log on for the latest show info. Visitors are provided with immediate info through our weekly e-mail broadcast campaign sent to our 40,000 qualified industry members.

■ **PUBLIC RELATIONS**

Monthly press releases are sent to every industry trade and consumer spa magazine to generate buzz and interest for The International Congress of Esthetics and Spa.

■ **BONUS DISTRIBUTION**

Over 8,000 complimentary Les Nouvelles Esthétiques & Spa and Dermascope magazines copies are distributed at each International Congress of Esthetics and Spa.



HOW TO SIGN ELECTRONICALLY

1

FOR ADOBE ACROBAT OR ADOBE READER

- Click on the 'Authorized Signature' field and select 'New ID' from the drop down menu

Then choose 'A new digital ID I want to create now' and fill in your information to create your Digital ID. This ID can be used to sign future documents using Adobe Reader/Acrobat

2

FOR APPLE PREVIEW

- Click on the 'Markup Toolbar' Button to open the top toolbar



- Then click on the 'Sign Document' Button



And click on 'Create Signature', write your signature on a white piece of paper and display it to the camera, Preview will automatically take a snapshot when the signature is detected.

You can then save your signature and use it to sign future documents in Apple Preview

- Once you are done signing, click on the 'Markup Toolbar' button to end the signing tool



Aesthetic Expo

THE INTERNATIONAL CONGRESS OF ESTHETICS AND SPA | PHILADELPHIA
Pennsylvania Convention Center | Philadelphia, PA | May 21-22, 2017

EXHIBIT SPACE CONTRACT

1. **APPLICATION and CONTRACT** for exhibit space at **THE INTERNATIONAL CONGRESS OF ESTHETICS AND SPA**, Philadelphia 2017 managed by Aesthetic Expo, Inc., to be held at the Pennsylvania Convention Center on May 21-22, 2017. Return copy of completed application to Aesthetic Expo, Inc., 3929 Ponce de Leon Blvd., Coral Gables, Florida 33134 or fax to 1.305.443.1664.

COMPANY NAME (as it should appear in all future Congress material)

STREET ADDRESS

CITY STATE ZIP CODE

COMPANY REPRESENTATIVE TO RECEIVE TITLE PHONE
EXHIBIT CORRESPONDANCE AND BULLETINS

E-MAIL WEB SITE FAX

2. **TOLL FREE NUMBER** _____
(as it should appear in all future Congress material)

3. **IMPORTANT**
Brief description of products or services to be exhibited

4. **PREFERRED BOOTH LOCATIONS (add more if needed)**

1st choice _____

2nd choice _____

3rd choice _____

5. **ITEMS INCLUDED WITH BOOTH RENTAL**

- Carpeted booth
- Standard 8' backwall
- 3' side-draped walls
- Booth identification sign
- Two chairs
- One 6' draped table
- One wastebasket
- Security service • Exhibitor service manual
- Free listing in official show flyer (contract received before 11/02/16)
- Free listing in official show program (contract received before 11/30/16)
- Free listing and link on the congress' web site
- Free listing in the show directory

6. **MARKETING:** Complimentary, promotional flyers are available.

Circle/Check the amount you would like to receive:

100 Flyers 200 Flyers 400 Flyers 600 Flyers

By signing the exhibitor acknowledges having read and agreed the Terms & Conditions on the reverse side of this Contract. Exhibitors understand that this application will become a binding contract upon acceptance by Aesthetic Expo. Any changes to the information on this application must be provided to Aesthetic Expo in writing.

7. BOOTH FEES

Contract and deposit received before September 28, 2016
\$2400.00 per booth
Contract and deposit received after September 28, 2016
\$2600.00 per booth

8. BOOTH

PRICE PER BOOTH

GRAND TOTAL

9. PAYMENT SCHEDULE

A minimum deposit of 50% of the total rental fee of your booth is required with the application. The final 50% is due 60 days before the show opening date (March 21, 2017)

10. PAYMENT

BY CHECK:

Check # _____

Make check payable to **AESTHETIC EXPO, INC.**

BY CREDIT CARD:

Credit Card: Visa Mastercard Dollar Amount \$ _____

Card # _____

Exp. Date: _____ Card Code: _____

Cardholder's Name: _____

Card Holder Billing Address: _____

Authorized Signature: _____

Application's Authorized Signature _____ Title _____ Date _____

1. Contract

This application properly executed by Applicant (Exhibitor) shall upon written acceptance by the Aesthetic Expo Management constitute a valid and binding contract. Management reserves the right to render all interpretations and to establish further regulations as may be deemed necessary for the general success of the exhibition. It is further agreed that the conditions, rules and regulations as herein stated and as outlined in the Exhibitor's Service Manual are made a part hereof as though fully incorporated herein, and that the said Exhibitor agrees to be bound by each and every one thereof.

2. Use of Space

Aesthetic Expo Management reserves the right to decline, prohibit or expel any exhibit which in its judgment, is out of keeping with the character of the exhibition this reservation being all inclusive as to persons, things, printed matter, product, conduct, sound level, etc.

Distribution of advertising material and exhibitor solicitations of any sort shall be restricted to the Exhibitor's booth. Exhibitor's exhibit or product may not extend beyond the limits of the Exhibitor's booth. Exhibitor shall so arrange his exhibit so as not to obscure or prejudice adjacent Exhibitors in the opinion of Exhibition management. No Exhibitor shall assign or sublet any part of his assigned space without the consent of Exhibition management in writing. Any space not occupied by the time set for completion of installation of displays will be reassigned at the discretion of the show management. Deposit will be forfeited unless special arrangements have been approved by management.

Exhibitor will keep his exhibit open and staffed at all times during the show hours.

BOOTHS - Standard booth equipment (back and side walls, identification sign, two chairs, and one draped table) is provided by Aesthetic Expo without cost to the Exhibitor. If an Exhibitor plans to install a completely constructed display of such character that the Exhibitor will not require or desire the use of standard booth equipment, no part thereof shall project as to obstruct the view of adjacent booths. No display nor its contents may exceed a height of 8' nor may the sidewalls be higher than 4' within a distance halfway between the backwall and aisle. Raw wood, cardboard or similar material for wings to booths must be covered or painted if they are visible in adjacent booths.

Failure to comply with the rules and regulations of this contract and as stated in the Exhibitor's Service Manual will result in the alteration or removal of the booth at the Exhibitor's expense. Rental fees for services and exhibit space are not refundable.

Exhibitors shall be bound by all pertinent laws, codes and regulations of municipal or other authorities having jurisdiction over the exhibit facility or the conducting of said exhibit, together with the rules and regulations of the owners and/or operators of the facility in which the exhibition is held.

3. Cancellation

REFUND POLICY - Exhibitors cancelling before 60 days prior to the first show day of the event forfeit 25% of the total rental. No refund will be made after this time.

It is agreed that if the Exhibitor fails to comply in any respect with the terms of the agreement, then Exhibitor Management shall have the right without notice to the Exhibitor to sell or offer for sale the exhibit space covered by this contract, said Exhibitor to be liable for any deficiency loss or damage the Exhibitor agrees to pay the exhibition upon demand together with reasonable expenses and costs incurred by reason thereof.

It is further agreed that actual occupation of the exhibit space by an exhibit is of the essence thereof, and that should the exhibition be unable to affect the sale of the space as herein provided, the exhibition is then expressly authorized to occupy or cause sold space to be occupied in such manner as it may deem in the best interest of the exhibition without any rebate or allowance whatsoever to the Exhibitor and without in any way releasing said Exhibitor from any liability hereunder, and said Exhibitor expressly agrees to pay the exhibition the full sum as herein set forth.

Aesthetic Expo will not be liable for the fulfillment of this contract as to the delivery of exhibit space if nondelivery is due to any of the following causes.

By reason of the facility being damaged or destroyed by fire, act of God, public enemy, war of insurrections, strikes, the authority of the law, postponement or cancellation of the exposition, or for any cause beyond their control. It will however, in the event of its not being able to hold an exhibit for any of the above named reasons reimburse Exhibitor on a prorated basis on any amount paid in, less any and all legitimate expenses incurred such as but not limited to rent, advertising, salaries, operating costs, etc.

All Exhibitors must have current account balances and maintain such account current thirty (30) days prior to the opening date of the show for advertising, products, or any other product or service previously provided by Aesthetic Expo and/or Les Nouvelles Esthetiques, Inc. and/or Dermaloscope Magazine. Failure to bring or maintain any account current as such time will result in cancellation of this contract. No refunds will be made as a result of cancellation for this reason nor will such funds be applied against said past due balances, said funds being forfeited.

4. Insurance

Exhibitors must carry worker's compensation, comprehensive general liability including products and completed operations, independent contractors, personal injury, and blanket contractual liability. These coverages must be evidenced by a Certificate of Insurance with a 30-day notice of cancellation provision to the holder and supplied to and naming Aesthetic Expo as additional insured at least 30 days before the proposed exhibit date. It is strongly recommended that Exhibitors also carry insurance to cover loss of or damage to their exhibits or other personal property while such property is located at or is in transit to or from the exhibition site. While the exhibition provides security guards, this is solely as an accommodation to Exhibitors, and Aesthetic Expo assume no responsibility for any loss, damage or injury to any property of the Exhibitor or to any of its officers, agents, employees or contractors, whether attributable to accident, fire, theft, or any other cause whatsoever. The Exhibitor expressly agrees to save and hold harmless Aesthetic Expo, Les Nouvelles Esthetiques, Inc., its management, agents, and employees from any and all claims, liabilities and losses for injuries to persons (including death) or damage to property arising in connection with Exhibitor's use of the exhibit space, except such losses as may be the result of the sole negligence of the International Congress of Esthetics and Spa or Aesthetic Expo.

5. Available Services

On behalf of the Exhibitors, Aesthetic Expo has designated official Exhibition contractors to provide the following: drayage, cartage, furniture, booth and floor decorations, signs, photographs, telephone services, etc. Services of electricians, plumbers, carpenters and other labor will be available and charged for at the then prevailing rates. Contractors and rates will be listed in the Exhibitor Service Manual to be issued separately. Aesthetic Expo assumes no responsibility or liability for any of the services performed or materials delivered by the foregoing persons, parties and organizations. Arrangements for these services and payments are to be made between Exhibitors and official Exhibition contractors. Rules and regulations for union labor are made by the local unions and these regulations may be changed at any time. When union labor is required because of building or contractor requirements, the Exhibitor agrees to comply with the regulations.

6. Protection of Facilities

Nothing shall be posted on, or tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, or other parts of the convention hall exhibit area without permission from the proper building authority. Fluids, caustic or staining, must not be used where they may damage floor coverings. Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with the directions of the Exhibits Manager, the convention hall manager or their assistants.

7. Installation and Dismantling

The specific requirements as to time for installation and dismantling of exhibits shall be set forth in the Exhibitor Service Manual supplied to each Exhibitor for the particular exhibition. Such requirements shall be binding upon the Exhibitor as though fully set forth herein.

8. Liability

Exhibitor shall be fully responsible to pay for any and all damages to property, its owners or managers which results from any act or omission of exhibitor. Exhibitor agrees to defend, indemnify and hold harmless owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from exhibitor's use of the property. Exhibitor's liability shall include a losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees, and business invitees which arise from or out of the exhibitor's occupancy and use of the exhibition premises or any part thereof.

Initials _____

Aesthetic Expo

THE INTERNATIONAL CONGRESS OF ESTHETICS AND SPA | PHILADELPHIA
Pennsylvania Convention Center | Philadelphia, PA | May 21-22, 2017

STAGE CONTRACT

1. APPLICATION and CONTRACT for stage space at **THE INTERNATIONAL CONGRESS OF ESTHETICS AND SPA**, Philadelphia 2017 managed by Aesthetic Expo, Inc., to be held at the Pennsylvania Convention Center on May 21-22, 2017. Return copy of completed application to Aesthetic Expo, Inc., 3929 Ponce de Leon Blvd., Coral Gables, Florida 33134 or fax to 1.305.443.1664. Please type or print clearly-press firmly with a ballpoint pen.

COMPANY NAME (as it should appear in all future Congress material)

STREET ADDRESS

CITY

STATE

ZIP CODE

CONTACT NAME

TITLE

PHONE

E-MAIL

WEB SITE

FAX

2. PREFERRED STAGE LOCATIONS

1st choice _____

2nd choice _____

3rd choice _____

STAGE	COST
	\$
	\$
TOTAL	\$

All stages \$2000.00

All stages include: 6' stage with white drapes • Audio system
• Electrical • Theatre style seating (40 chairs)

Workshops on stage are scheduled as follows: Sunday and Monday 2:00 to 3:00 p.m. and 3:30 to 4:30 p.m.

3. PAYMENT TO AESTHETIC EXPO, INC.

A minimum deposit of 50% of the total rental fee of your booth is required with the application.

The final 50% is due March 21, 2017 (60 days before the show opening date)

Check # _____ (Make check payable to Aesthetic Expo, Inc.)

Credit Card: Visa Mastercard

Dollar Amount \$ _____ Card # _____ Exp. Date: _____ Card Code: _____

Billing Address: _____

Cardholder's Name: _____ Authorized Signature: _____

We understand that this application will become a binding contract upon acceptance by Aesthetic Expo, Inc. and is subject to the terms, conditions, rules and regulations which hereto constitute a part of, or are included in this application and contract (see reverse).

Application's Authorized Signature _____ Title _____ Date _____

1. Contract

This application properly executed by Applicant (Exhibitor) shall upon written acceptance by the Aesthetic Expo Management constitute a valid and binding contract. Management reserves the right to render all interpretations and to establish further regulations as may be deemed necessary for the general success of the exhibition. It is further agreed that the conditions, rules and regulations as herein stated and as outlined in the Exhibitor's Service Manual are made a part hereof as though fully incorporated herein, and that the said Exhibitor agrees to be bound by each and every one thereof.

2. Use of Space

Aesthetic Expo Management reserves the right to decline, prohibit or expel any exhibit which in its judgment, is out of keeping with the character of the exhibition this reservation being all inclusive as to persons, things, printed matter, product, conduct, sound level, etc.

Distribution of advertising material and exhibitor solicitations of any sort shall be restricted to the Exhibitor's booth. Exhibitor's exhibit or product may not extend beyond the limits of the Exhibitor's booth. Exhibitor shall so arrange his exhibit so as not to obscure or prejudice adjacent Exhibitors in the opinion of Exhibition management. No Exhibitor shall assign or sublet any part of his assigned space without the consent of Exhibition management in writing. Any space not occupied by the time set for completion of installation of displays will be reassigned at the discretion of the show management. Deposit will be forfeited unless special arrangements have been approved by management.

Exhibitor will keep his exhibit open and staffed at all times during the show hours.

BOOTHS - Standard booth equipment (back and side walls, identification sign, two chairs, and one draped table) is provided by Aesthetic Expo without cost to the Exhibitor. If an Exhibitor plans to install a completely constructed display of such character that the Exhibitor will not require or desire the use of standard booth equipment, no part thereof shall project as to obstruct the view of adjacent booths. No display nor its contents may exceed a height of 8' nor may the sidewalls be higher than 4' within a distance halfway between the backwall and aisle. Raw wood, cardboard or similar material for wings to booths must be covered or painted if they are visible in adjacent booths.

Failure to comply with the rules and regulations of this contract and as stated in the Exhibitor's Service Manual will result in the alteration or removal of the booth at the Exhibitor's expense. Rental fees for services and exhibit space are not refundable.

Exhibitors shall be bound by all pertinent laws, codes and regulations of municipal or other authorities having jurisdiction over the exhibit facility or the conducting of said exhibit, together with the rules and regulations of the owners and/or operators of the facility in which the exhibition is held.

3. Cancellation

REFUND POLICY - Exhibitors cancelling before 60 days prior to the first show day of the event forfeit 25% of the total rental. No refund will be made after this time.

It is agreed that if the Exhibitor fails to comply in any respect with the terms of the agreement, then Exhibitor Management shall have the right without notice to the Exhibitor to sell or offer for sale the exhibit space covered by this contract, said Exhibitor to be liable for any deficiency loss or damage the Exhibitor agrees to pay the exhibition upon demand together with reasonable expenses and costs incurred by reason thereof.

It is further agreed that actual occupation of the exhibit space by an exhibit is of the essence thereof, and that should the exhibition be unable to affect the sale of the space as herein provided, the exhibition is then expressly authorized to occupy or cause sold space to be occupied in such manner as it may deem in the best interest of the exhibition without any rebate or allowance whatsoever to the Exhibitor and without in any way releasing said Exhibitor from any liability hereunder, and said Exhibitor expressly agrees to pay the exhibition the full sum as herein set forth.

Aesthetic Expo will not be liable for the fulfillment of this contract as to the delivery of exhibit space if nondelivery is due to any of the following causes.

By reason of the facility being damaged or destroyed by fire, act of God, public enemy, war of insurrections, strikes, the authority of the law, postponement or cancellation of the exposition, or for any cause beyond their control. It will however, in the event of its not being able to hold an exhibit for any of the above named reasons reimburse Exhibitor on a prorated basis on any amount paid in, less any and all legitimate expenses incurred such as but not limited to rent, advertising, salaries, operating costs, etc.

All Exhibitors must have current account balances and maintain such account current thirty (30) days prior to the opening date of the show for advertising, products, or any other product or service previously provided by Aesthetic Expo and/or Les Nouvelles Esthetiques, Inc. and/or Dermaloscope Magazine. Failure to bring or maintain any account current as such time will result in cancellation of this contract. No refunds will be made as a result of cancellation for this reason nor will such funds be applied against said past due balances, said funds being forfeited.

4. Insurance

Exhibitors must carry worker's compensation, comprehensive general liability including products and completed operations, independent contractors, personal injury, and blanket contractual liability. These coverages must be evidenced by a Certificate of Insurance with a 30-day notice of cancellation provision to the holder and supplied to and naming Aesthetic Expo as additional insured at least 30 days before the proposed exhibit date. It is strongly recommended that Exhibitors also carry insurance to cover loss of or damage to their exhibits or other personal property while such property is located at or is in transit to or from the exhibition site. While the exhibition provides security guards, this is solely as an accommodation to Exhibitors, and Aesthetic Expo assume no responsibility for any loss, damage or injury to any property of the Exhibitor or to any of its officers, agents, employees or contractors, whether attributable to accident, fire, theft, or any other cause whatsoever. The Exhibitor expressly agrees to save and hold harmless Aesthetic Expo, Les Nouvelles Esthetiques, Inc., its management, agents, and employees from any and all claims, liabilities and losses for injuries to persons (including death) or damage to property arising in connection with Exhibitor's use of the exhibit space, except such losses as may be the result of the sole negligence of the International Congress of Esthetics and Spa or Aesthetic Expo.

5. Available Services

On behalf of the Exhibitors, Aesthetic Expo has designated official Exhibition contractors to provide the following: drayage, cartage, furniture, booth and floor decorations, signs, photographs, telephone services, etc. Services of electricians, plumbers, carpenters and other labor will be available and charged for at the then prevailing rates. Contractors and rates will be listed in the Exhibitor Service Manual to be issued separately. Aesthetic Expo assumes no responsibility or liability for any of the services performed or materials delivered by the foregoing persons, parties and organizations. Arrangements for these services and payments are to be made between Exhibitors and official Exhibition contractors. Rules and regulations for union labor are made by the local unions and these regulations may be changed at any time. When union labor is required because of building or contractor requirements, the Exhibitor agrees to comply with the regulations.

6. Protection of Facilities

Nothing shall be posted on, or tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, or other parts of the convention hall exhibit area without permission from the proper building authority. Fluids, caustic or staining, must not be used where they may damage floor coverings. Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with the directions of the Exhibits Manager, the convention hall manager or their assistants.

7. Installation and Dismantling

The specific requirements as to time for installation and dismantling of exhibits shall be set forth in the Exhibitor Service Manual supplied to each Exhibitor for the particular exhibition. Such requirements shall be binding upon the Exhibitor as though fully set forth herein.

8. Liability

Exhibitor shall be fully responsible to pay for any and all damages to property, its owners or managers which results from any act or omission of exhibitor. Exhibitor agrees to defend, indemnify and hold harmless owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from exhibitor's use of the property. Exhibitor's liability shall include a losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees, and business invitees which arise from or out of the exhibitor's occupancy and use of the exhibition premises or any part thereof.

Initials _____

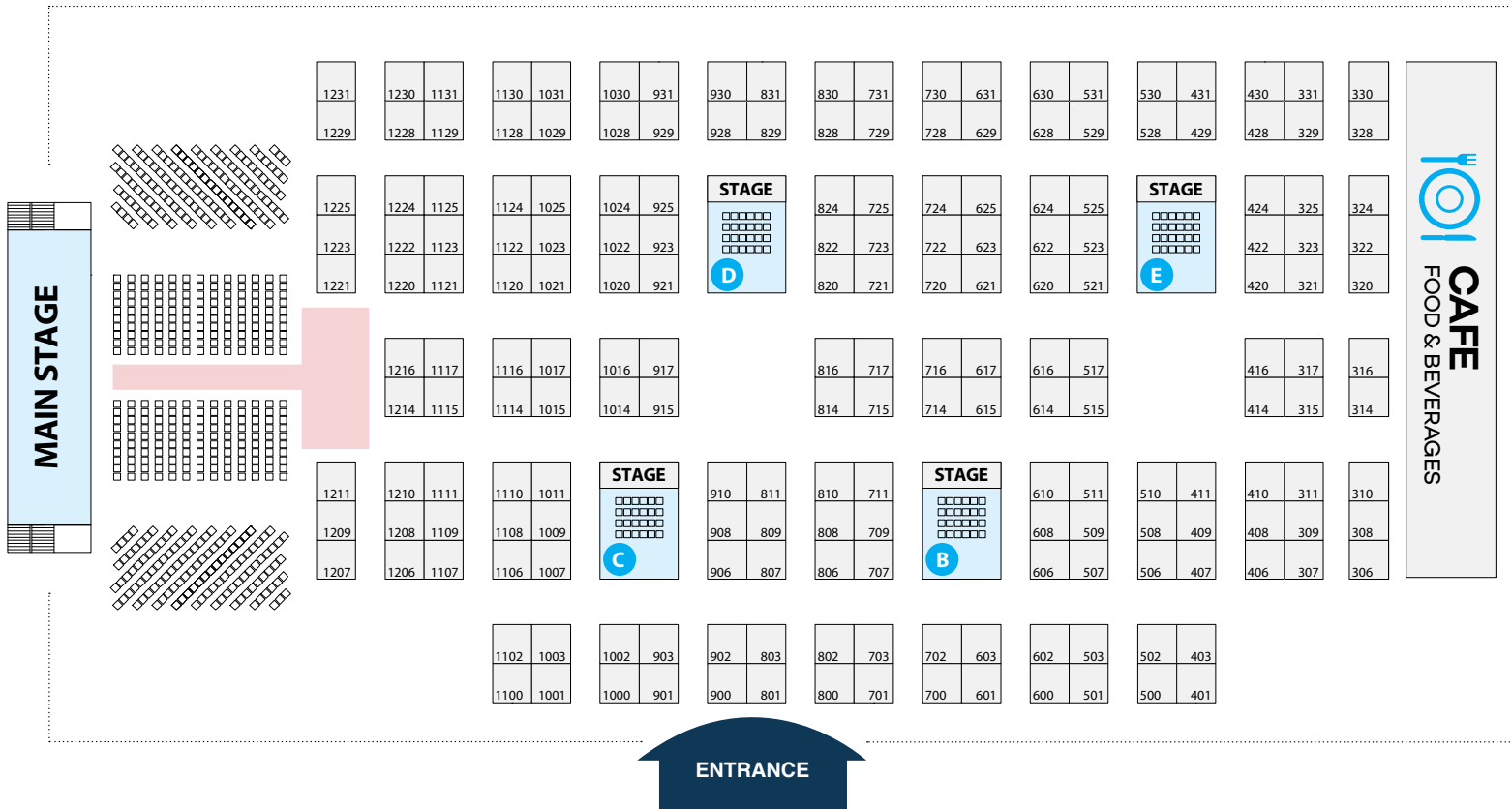
Aesthetic Expo

THE INTERNATIONAL CONGRESS OF ESTHETICS AND SPA | PHILADELPHIA

Pennsylvania Convention Center | Philadelphia, PA | May 21-22, 2017



FLOOR PLAN EXHIBIT HALL E



Price per Booth:
On or Before September 28, 2016: **\$2,400.00**
After September 28, 2016: **\$2,600.00**

All booths are 10' X 10' and Include:
Carpeted booth, standard 8' backwall, 3' side-draped walls, booth identification sign, two chairs, one 6' draped table, one wastebasket, security service and exhibitor service manual. Free listing in the official show flyer if contract received before 11/02/2016. Free listing in the official show program if contract received before 11/30/2016.
Free listing and link on the congress' web site. Free listing in the show directory.



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THE INTERNATIONAL CONGRESS OF ESTHETICS AND SPA | PHILADELPHIA
 Pennsylvania Convention Center | Philadelphia, PA | May 21-22, 2017

CLASSROOM CONTRACT

SEE FLOOR PLAN FOR CLASSROOM PRICING

1. APPLICATION and CONTRACT for classroom space at THE INTERNATIONAL CONGRESS OF ESTHETICS AND SPA, Philadelphia 2017 managed by Aesthetic Expo, Inc., to be held at the Pennsylvania Convention Center on May 21-22, 2017. Return copy of completed application to Aesthetic Expo, Inc., 3929 Ponce de Leon Blvd., Coral Gables, Florida 33134 or fax to 1.305.4431664. Please type or print clearly-press firmly with a ballpoint pen.

COMPANY NAME (as it should appear in all future Congress material)

STREET ADDRESS

CITY

STATE

ZIP CODE

CONTACT NAME

TITLE

PHONE

E-MAIL

WEB SITE

FAX

2. PAYMENT TO AESTHETIC EXPO, INC. A minimum deposit of 50% of the total rental fee of your classroom is required with the application. The final 50% is due March 21, 2017 (60 days before the show opening date).

Check # _____ (Make check payable to **Aesthetic Expo, Inc.**) Credit Card: Visa Mastercard
 Dollar Amount \$ _____ Card # _____ Exp. Date: _____ Card Code: _____
 Billing Address: _____
 Cardholder's Name: _____ Authorized Signature: _____

	1st Choice Class Number	Cost	2nd Choice Class Number	Cost	3rd Choice Class Number	Cost
Sunday May 21, 2017 2:00 p.m. - 3:00 p.m.						
3:30 p.m. - 4:30 p.m.						
Monday May 22, 2017 2:00 p.m. - 3:00 p.m.						
3:30 p.m. - 4:30 p.m.						
	Total	\$	Total	\$	Total	\$

We understand that this application will become a binding contract upon acceptance by Aesthetic Expo, Inc. and is subject to the terms, conditions, rules and regulations which hereto constitute a part of, or are included in this application and contract.

Application's Authorized Signature _____ Title _____ Date _____

1. Contract

This application properly executed by Applicant (Exhibitor) shall upon written acceptance by the Aesthetic Expo Management constitute a valid and binding contract. Management reserves the right to render all interpretations and to establish further regulations as may be deemed necessary for the general success of the exhibition. It is further agreed that the conditions, rules and regulations as herein stated and as outlined in the Exhibitor's Service Manual are made a part hereof as though fully incorporated herein, and that the said Exhibitor agrees to be bound by each and every one thereof.

2. Use of Space

Aesthetic Expo Management reserves the right to decline, prohibit or expel any exhibit which in its judgment, is out of keeping with the character of the exhibition this reservation being all inclusive as to persons, things, printed matter, product, conduct, sound level, etc.

Distribution of advertising material and exhibitor solicitations of any sort shall be restricted to the Exhibitor's booth. Exhibitor's exhibit or product may not extend beyond the limits of the Exhibitor's booth. Exhibitor shall so arrange his exhibit so as not to obscure or prejudice adjacent Exhibitors in the opinion of Exhibition management. No Exhibitor shall assign or sublet any part of his assigned space without the consent of Exhibition management in writing. Any space not occupied by the time set for completion of installation of displays will be reassigned at the discretion of the show management. Deposit will be forfeited unless special arrangements have been approved by management.

Exhibitor will keep his exhibit open and staffed at all times during the show hours.

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REFUND POLICY - Exhibitors cancelling before 60 days prior to the first show day of the event forfeit 25% of the total rental. No refund will be made after this time.

It is agreed that if the Exhibitor fails to comply in any respect with the terms of the agreement, then Exhibitor Management shall have the right without notice to the Exhibitor to sell or offer for sale the exhibit space covered by this contract, said Exhibitor to be liable for any deficiency loss or damage the Exhibitor agrees to pay the exhibition upon demand together with reasonable expenses and costs incurred by reason thereof.

It is further agreed that actual occupation of the exhibit space by an exhibit is of the essence thereof, and that should the exhibition be unable to affect the sale of the space as herein provided, the exhibition is then expressly authorized to occupy or cause sold space to be occupied in such manner as it may deem in the best interest of the exhibition without any rebate or allowance whatsoever to the Exhibitor and without in any way releasing said Exhibitor from any liability hereunder, and said Exhibitor expressly agrees to pay the exhibition the full sum as herein set forth.

Aesthetic Expo will not be liable for the fulfillment of this contract as to the delivery of exhibit space if nondelivery is due to any of the following causes.

By reason of the facility being damaged or destroyed by fire, act of God, public enemy, war of insurrections, strikes, the authority of the law, postponement or cancellation of the exposition, or for any cause beyond their control. It will however, in the event of its not being able to hold an exhibit for any of the above named reasons reimburse Exhibitor on a prorated basis on any amount paid in, less any and all legitimate expenses incurred such as but not limited to rent, advertising, salaries, operating costs, etc.

All Exhibitors must have current account balances and maintain such account current thirty (30) days prior to the opening date of the show for advertising, products, or any other product or service previously provided by Aesthetic Expo and/or Les Nouvelles Esthetiques, Inc. and/or Dermaloscope Magazine. Failure to bring or maintain any account current as such time will result in cancellation of this contract. No refunds will be made as a result of cancellation for this reason nor will such funds be applied against said past due balances, said funds being forfeited.

4. Insurance

Exhibitors must carry worker's compensation, comprehensive general liability including products and completed operations, independent contractors, personal injury, and blanket contractual liability. These coverages must be evidenced by a Certificate of Insurance with a 30-day notice of cancellation provision to the holder and supplied to and naming Aesthetic Expo as additional insured at least 30 days before the proposed exhibit date. It is strongly recommended that Exhibitors also carry insurance to cover loss of or damage to their exhibits or other personal property while such property is located at or is in transit to or from the exhibition site. While the exhibition provides security guards, this is solely as an accommodation to Exhibitors, and Aesthetic Expo assume no responsibility for any loss, damage or injury to any property of the Exhibitor or to any of its officers, agents, employees or contractors, whether attributable to accident, fire, theft, or any other cause whatsoever. The Exhibitor expressly agrees to save and hold harmless Aesthetic Expo, Les Nouvelles Esthetiques, Inc., its management, agents, and employees from any and all claims, liabilities and losses for injuries to persons (including death) or damage to property arising in connection with Exhibitor's use of the exhibit space, except such losses as may be the result of the sole negligence of the International Congress of Esthetics and Spa or Aesthetic Expo.

5. Available Services

On behalf of the Exhibitors, Aesthetic Expo has designated official Exhibition contractors to provide the following: drayage, cartage, furniture, booth and floor decorations, signs, photographs, telephone services, etc. Services of electricians, plumbers, carpenters and other labor will be available and charged for at the then prevailing rates. Contractors and rates will be listed in the Exhibitor Service Manual to be issued separately. Aesthetic Expo assumes no responsibility or liability for any of the services performed or materials delivered by the foregoing persons, parties and organizations. Arrangements for these services and payments are to be made between Exhibitors and official Exhibition contractors. Rules and regulations for union labor are made by the local unions and these regulations may be changed at any time. When union labor is required because of building or contractor requirements, the Exhibitor agrees to comply with the regulations.

6. Protection of Facilities

Nothing shall be posted on, or tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, or other parts of the convention hall exhibit area without permission from the proper building authority. Fluids, caustic or staining, must not be used where they may damage floor coverings. Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with the directions of the Exhibits Manager, the convention hall manager or their assistants.

7. Installation and Dismantling

The specific requirements as to time for installation and dismantling of exhibits shall be set forth in the Exhibitor Service Manual supplied to each Exhibitor for the particular exhibition. Such requirements shall be binding upon the Exhibitor as though fully set forth herein.

8. Liability

Exhibitor shall be fully responsible to pay for any and all damages to property, its owners or managers which results from any act or omission of exhibitor. Exhibitor agrees to defend, indemnify and hold harmless owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from exhibitor's use of the property. Exhibitor's liability shall include a losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees, and business invitees which arise from or out of the exhibitor's occupancy and use of the exhibition premises or any part thereof.

Initials _____

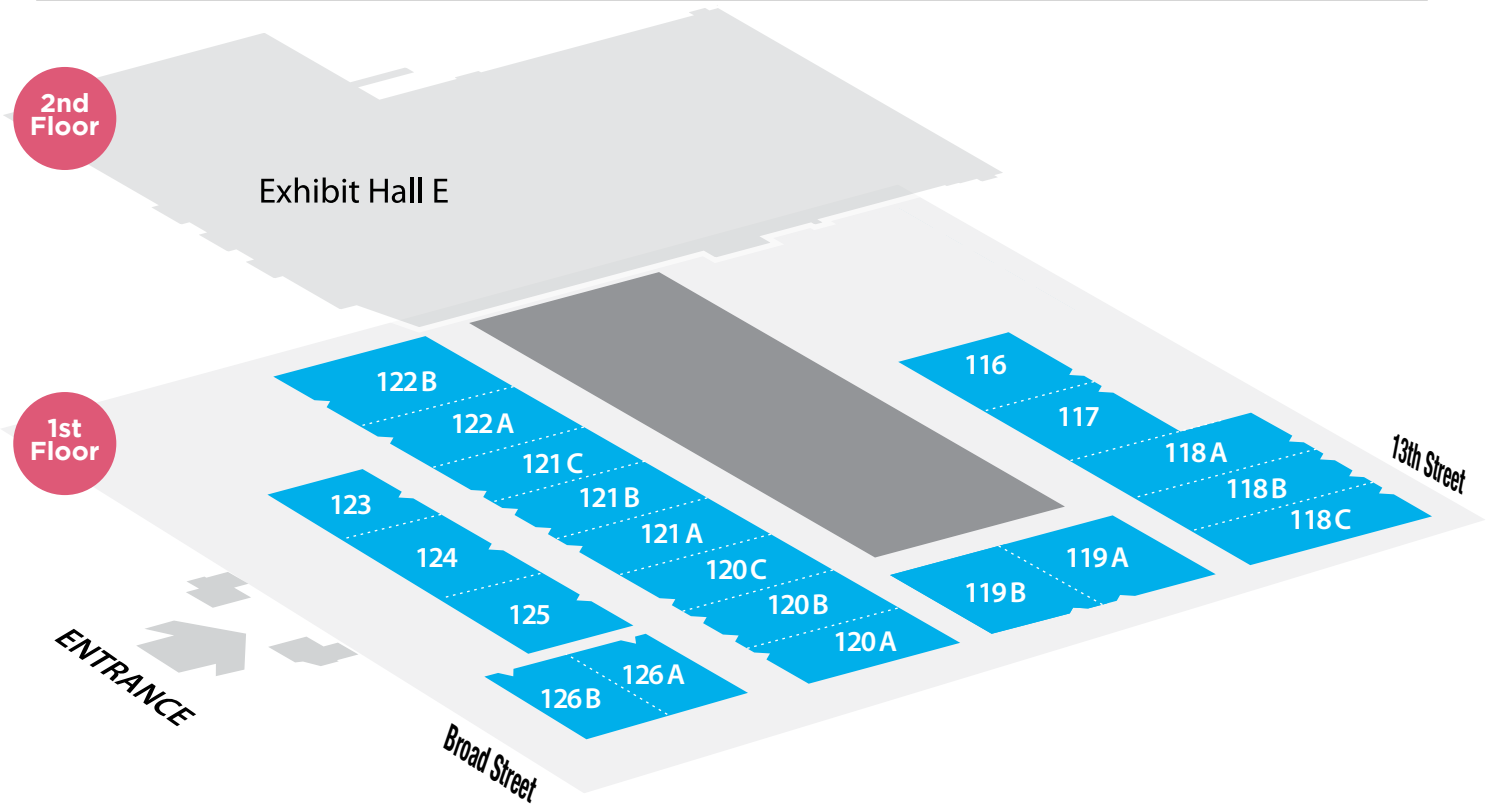
Aesthetic Expo

THE INTERNATIONAL CONGRESS OF ESTHETICS AND SPA | PHILADELPHIA

Pennsylvania Convention Center | Philadelphia, PA | May 21-22, 2017



PRODUCT FOCUSED TRAINING FLOOR PLAN



Prices are **Per Session** (Each Session is 1 Hour)

ROOM	MAXIMUM CAPACITY	PRICE PER SESSION	ROOM	MAXIMUM CAPACITY	PRICE PER SESSION
116	160	\$700	121 A	120	\$650
117	160	\$700	121 B	120	\$650
118 A	180	\$750	121 C	120	\$650
118 B	160	\$700	122 A	120	\$650
118 C	180	\$750	122 B	180	\$750
119 A	180	\$750	123	120	\$650
119 B	180	\$750	124	120	\$650
120 A	120	\$650	125	120	\$650
120 B	120	\$650	126 A	200	\$800
120 C	120	\$650	126 B	120	\$650

Official Schedule

SUNDAY

2:00 p.m. to 3:00 p.m. • 3:30 p.m. to 4:30 p.m.

MONDAY

2:00 p.m. to 3:00 p.m. • 3:30 p.m. to 4:30 p.m.

Aesthetic Expo

THE INTERNATIONAL CONGRESS OF ESTHETICS AND SPA | PHILADELPHIA
Pennsylvania Convention Center | Philadelphia, PA | May 21-22, 2017

PRINTED & DIGITAL SHOW PROGRAM ADVERTISING CONTRACT

DON'T MISS THE OPPORTUNITY...

The Philadelphia Official Program will be distributed during the months of July through October with a circulation of 100,000 copies. A newly added digital version of the program will empower the printed copy and will be promoted through our e-database of 40,000 leads.

As an advertiser receive free bonus features from our digital program:

- Free direct link to your website • Free dynamic advertisement enhancement



Printed Program



Digital Program

2-page color spread \$ 5000.00

Trim Size 16.75" X 10.875"
Bleed Size 17.25" X 11.375"

Full Page Color \$ 2600.00

Trim Size 8.375" X 10.875"
Bleed Size 8.875" X 11.375"

1/2 Page Column Horz \$ 1500.00

Trim Size 6.75" X 4.75"

PAYMENT TO AESTHETIC EXPO, INC. Contract must be returned by 11/02/2016 with FULL PAYMENT OF THE AD

Check # _____ (Make check payable to Aesthetic Expo, Inc.) Credit Card: Visa Mastercard

Dollar Amount \$ _____ Card # _____ Exp. Date: _____ Card Code: _____

Billing Address: _____

Cardholder's Name: _____ Authorized Signature: _____

Artwork due no later than 11/30/2016 . Aesthetic Expo, Inc. is here by authorized to place your advertisement in the official program of The International Congress of Esthetics and Spa, Philadelphia, May 21-22, 2017

*Please include your booths numbers on artwork.

FIRM NAME: _____

ADDRESS: _____

CITY: _____ **STATE:** _____ **ZIP CODE:** _____

AUTHORIZED BY: _____

POSITION: _____ **SIGNATURE:** _____ **DATE:** _____

Please keep in mind that space is limited and is being handled on a first come first serve basis.