

1. Exhibitor Information – PLEASE PRINT

PBA Member Company: _____ Exhibiting Name: _____
 Contact Name: _____ Title: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Contact Phone: _____ Cell Phone: _____ Fax: _____
 Contact Email: _____ Company Website: _____
 PBA Member # _____ First-time exhibitor? YES NO Model prep room requested? YES NO

A 50% deposit is required with application/contract. *Balance must be paid by October 29, 2010.

2. Products or Services Offered – CHECK ALL THAT APPLY

- Apparel (Industry related) Appliances Books/Posters/Appt. Tools Cosmetics Furniture Haircare
 Haircolor Health/Wellness/MediSpa Nail Care/Color Nail Enhancements Pedicure/Spa Publications
 Shears Skincare/Equipment Sundries Tools/Equipment Waxing Wigs/Extensions
 Other _____

Examples of products not allowed on the show floor include, but are not limited to the following: jewelry, hair and body accessories, foot/body massagers, vitamins/supplements/sport drinks, sunglasses, hand bags and other boutique type items, non-endemic products/services as well as clothing/footwear unrelated to the industry. ISSE prohibits live demos or permanent /semi-permanent cosmetics, eyelash extensions or anything deemed hazardous by Show Management.

3. Booth Size Requests

1st Choice # _____ X _____ sq.ft.
 2nd Choice # _____ X _____ sq.ft.
 3rd Choice # _____ X _____ sq.ft.

Booth Type:

- In-line Corner (200sf min.)
 Peninsula (400sf min.) Island (600sf min.)

Please list any companies you prefer not to be placed near: _____

Major determining factors in booth assignments are based on the time frame in which we receive your Application/Contract, size of exhibit space requested, past participation in this event, PBA membership status, and quality of exhibit. If your choices are not available at the time of receipt, we will assign what we deem to be the next best location based on your request(s). Final decisions regarding assignment are at the sole discretion of Show Mgmt.

5. Payment Information

PBA please charge \$ _____ to my credit card listed below.
 (50% min of total space requested; deposit includes a \$500 non-refundable administrative fee.)

- Check (payable to PBA) Visa Master Card AMEX Discover

Credit Card # _____

Exp. _____ 3-4 Digit Security Code _____

Address (if different from above) _____

Cardholder's Name (please print) _____

Cardholder's Signature _____

6. Exhibitor Acceptance & Signature

We understand that this application will become a binding contract upon Show Management acceptance. Exhibitor has read the Terms & Conditions on the reverse side of this agreement and understands that any changes to the information in this Agreement must be provided to Show Management in writing. Exhibitor further understands that NO space will be assigned if Exhibitor has not submitted required deposit with this Agreement. This Agreement may be executed by fax and a fax Signature shall be treated as the original.

Exhibitor Authorized Signature: _____ Date: _____

Name (Please Print): _____ Title: _____

Show Management: _____ Date: _____

Exhibit Space Rates

PBA Member \$19.00/sf	**100sf - 300sf
PBA Member \$18.50/sf	400sf - 800sf
PBA Member \$18.00/sf	900sf - 1900sf
PBA Member \$17.50/sf	2000sf - 2900sf
PBA Member \$17.00/sf	3000+sf

CORNER FEE: Additional \$300 PER corner

****Package Price (100-300sf) includes pipe and drape, carpet, (2) 8ft skirted tables and (2) chairs**

4. Liability Insurance and CA Sales Permit
MANDATORY

Due by: **December 4, 2010**
Initial Required _____

SHOW MANAGEMENT USE ONLY

Date of Receipt: _____

BOOTH ASSIGNMENT(S): _____

Booth Price: _____

Other Charge(s) / Discount: _____

TOTAL CHARGES: \$ \$ _____

Deposit Rec'd: \$ \$ _____

***Balance Due:** \$ \$ _____

Explanation of Charges: _____

**Please complete and return
 WHITE copy with payment to:**

**Professional Beauty Association
 15825 N 71st Street, Suite 100
 Scottsdale, AZ 85254 – 2187**

If faxing, please return
front and back side of this
 application/agreement.

FAX: 480-905-0708
PH: 800-468-2274 Ext. 3443
Email: toni@probeauty.org

General Info:
www.probeauty.org/isse

**RETAIN YELLOW COPY FOR
 YOUR RECORDS.**

ISSE 2011 Exhibit Regulations & Contract Terms

Contract

This application, properly executed by applicant (exhibitor) shall upon written acceptance by ISSE Show/the Professional Beauty Association (PBA) (Show Management) constitute a valid binding contract. Management reserves the right to render all interpretations and to establish further regulations as is 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 Resource Guide (ERG) that you will receive once space is agreed upon 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.

Cancellation Policy

Requests for cancellation and/or reduction of exhibit space must be submitted to Show Management in writing. No refunds will be made for cancellation and/or reduction of exhibit space received in writing after November 1, 2010. Prior to this date, should Exhibitor request to cancel or reduce space within 30 days of Show Management acceptance, an administrative fee of 10% of total exhibit space cost will be assessed. Cancellation/reduction after the 30 day acceptance period, but before November 1, 2010 will incur an assessment fee of 50% of total exhibit space cost.

Attendees

The ISSE Show will only allow admittance of licensed salon professionals - no public access.

Exhibit Booth Space, Pricing Structure, and Use

Exhibit booths are assigned based upon many variables with preference given to size of space, past participation, PBA member status, and quality of exhibit. Booth Package pricing offered for 100-300sf is based upon contiguous booth space. Booth space 400sf and above is raw space and no carpet or furnishings are provided. Price breaks for volume are based upon contiguous square footage of booth space and separate locations of multiple booths will be priced accordingly. Only Exhibitor contracted for space may occupy said space. There is no sharing or subletting of booths or half booth permitted including charity organizations. ISSE prohibits live demos of permanent/semi-permanent cosmetics, tattoos, eyelash extensions/reconstructions or anything deemed hazardous by Show Management.

Corners

Due to the shortage of corners at all shows and past demand, exhibit space must be in a 2 consecutive booth configuration. (Ex: a corner and an inline, etc.). Only after all multiple booth requests are processed will we look at single booth corner requests.

Aisles

Show management will provide carpeting for all aisle space. No exhibitor will be allowed to extend his or her space into the aisles.

Side Rail and Side Height Restrictions

No part of a display along the side rails may be higher than 8 ft. for that portion of the side rail starting at the back booth line and extending 5 ft. forward, the front 5 ft. cannot be taller than 4 ft. This rule protects sight lines and will be strictly enforced (exceptions to this rule are listed in the Exhibitor Resource Guide). All booths shall be fully staffed at all times, during official exhibit hours, or the exhibitor may be denied space in future shows.

Booth Appearance

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. 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. See Fire Marshall rules. 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.

Management reserves the right to restrict exhibits that because of noise, method of operation, materials or any other reason become objectionable. Management may prohibit or remove any Exhibit that, 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.

Booth Equipment

Exhibit spaces of 100-300 sq. ft. will be provided with 2 8ft. tables and 2 chairs, 8ft. high back drape, 3ft. high side drapes, and 1 company ID sign. Any extra equipment will be at the expense of the Exhibitor and can be ordered through GES. Each booth is 10'x10'.

Exhibit Construction

The ISSE Show adheres to booth construction guidelines currently being developed jointly by the International Exhibitors Association and the International Association of Exposition Managers. 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 12' in height or more than 24" above the floor will require inspection and a permit fee. All must be pre-approved by Show Management. Booths that violate this rule will be adjusted to conform at exhibitor's expense.

Scaffolding, stairs/risers, exhibit booths, signs, partitions, display counters and platforms over 24' and above, and single story covered and uncovered structures over 12 ft. 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 1.4 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 at future ISSE shows.

Security

The management will provide security for the exhibit halls. It is understood that all products, equipment, furniture and furnishing of the exhibitor are placed and exhibited at the sole risk of the exhibitor, and the ISSE Show / PBA assumes no responsibility for any loss or damages to the exhibitors' products or property of any kind. Notwithstanding this disclaimer of liability, PBA will in good faith attempt to provide security for exhibitors including, if possible, and practical, 24-hour security guard service for all exhibit areas.

Liability

PBA / 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 PBA 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 PBA 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 PBA, or otherwise. Exhibitors must affect casualty insurance naming the ISSE Show / PBA as an assured, to cover such contingencies.

Payment Policy

All applications received before October 29, 2010 must include a 50% deposit of the total space requested. No space will be held or assigned until this condition is met. Applications received on or after October 29, 2010 must include 100% payment of total space requested. Balance for total booth space is due on or before October 29, 2010. Failure to comply with payment schedule will result in cancellation of space and forfeiture of all monies paid. Exhibitor shall remain liable for payment of the total price of the contracted space unless otherwise agreed upon in writing by Show Management. Non-payment will also result in non-placement in all PBA sponsored events until payment is received.

Education / Prep Space

Education/Prep Space at ISSE is a "limited" first come first serve basis. If you would like to educate at ISSE, you must submit an Education Proposal at <http://www.probeauty.org/isse/education/> and click on the "Education Proposal" link. All proposals are due by 09/01/2010. **Advertising/Sponsorship:** Opportunities are available to promote your education in your booth on the show floor. Email isseinfo@probeauty.org for more information. **Prep Rooms:** All requests for prep rooms must be submitted to our education department by 09/01/2010. If you have any questions regarding education at ISSE please email our education department at isseinfo@probeauty.org.

Dismantling / Teardown

No exhibitor may dismantle a display until the tradeshow closing. Failure to comply will be cause for the Association to refuse future exhibiting privileges. Please make your travel arrangements accordingly. Security will not allow any exhibitor to wheel boxes off the show floor before the date and time of closing stated below. **IMPORTANT -** No booth configuration, whether it is single or multiple, shall begin dismantling before 5:00pm on Monday, January 31, 2010. 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 / Empty Boxes

During the selling hours of the show, no exhibitor may dump his or her boxes in a public garbage can. All boxes must be broken down and flattened and disposed in a place designated by show management. Please see show management if you are going to have boxes to dispose of. 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.

Taxes - CALIFORNIA SALES PERMIT

If you sell taxable merchandise or provide a taxable service in the state of California, you must have a seller's permit. It does not matter if you are selling wholesale. If you DO NOT have the customers sales tax ID number, YOU MUST charge sales tax by law. If you already possess a valid CA Sales Permit, simply photocopy it and fax it to 480.905.0708, to the attention of ISSE Show Management, no later than December 4, 2010. Show management must possess proof of sales permit in order for exhibitor to receive badges or enter the expo floor. If you are a temporary seller but don't have the certificate contact: CA Board of Equalization - 450 N. Street - PO Box 942879 - Sacramento, CA 94279

800.400.7115 - 916.227.6600 or visit their website at www.boe.ca.gov.

Indemnification

The Exhibitor agrees to protect, save and keep the ISSE Shows, PBA, 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 and the PBA regarding the exhibition premises. And, further, the Exhibitor shall at all times protect, indemnify, save and keep harmless, including reasonable attorney fees, the PBA, 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.

Insurance

Exhibitor insurance is mandatory. Following are the guidelines for procuring proper insurance coverage. Exhibitor must supply ISSE with proof of the following insurance coverage no later than 30 days before the start of the show. Workers' compensation, commercial general liability, including products and completed operations, independent contractors, personal injury, and blanket contractual liability insurance of at least \$500,000 per occurrence, \$500,000 aggregate. The proof of insurance shall be a Certificate of Insurance with a 30-day notice of cancellation provision to the holder and shall name the PBA and the International Salon & Spa Expo as additional insured. Exhibitors also are encouraged to have sufficient insurance coverage protecting their property while at and in transit to and from the show. We will need the insurance form in order to issue badges. This can be easily sent from your insurance company. It is often helpful if you fax this info to your insurance company along with the pertinent dates so they can issue the necessary coverage.

Please have forms sent to: ISSE - 15825 N. 71st St. #100 - Scottsdale, AZ 85254

Show Hours

Saturday, January 29, 2011 1:00pm - 6:00pm
Sunday, January 30, 2011 9:00am - 6:00pm
Monday, January 31, 2011 9:00am - 5:00pm

LONG BEACH
international
salon and spa
expo

Move In & Booth Set Up

These dates and times will be subject to change and will be in your Exhibitor Resource Guide (ERG), which will be sent out once exhibit space is assigned. Please review this manual closely for any and all information you will need to make your show a success.

Exhibitor Move-In

Friday, January 28, 2011 8:00am - 7:00pm
Saturday, January 29, 2011 8:00am - 11:00am

Exhibitor Move-Out

Monday, January 31, 2011 5:00pm - 10:00pm
Tuesday, February 1, 2011 8:00am - 4:00pm

Hand Carry Move-In

Friday, January 28, 2011 8:00am - 7:00pm

Booths of 6 or more have earlier move-in dates. These will be listed in the Exhibitor Resource Guide.

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 or promises will be considered binding. Only conditions printed or written on this contract or amendments thereto will be accepted as binding by Show Management. Any violation of the rules as outlined above will be considered a breach of contract. Exhibitor Resource Guides (ERG) will be sent out once your booth has been offered and accepted.

Exhibit Regulations and Contract Terms

International Salon & Spa Expo • Long Beach, CA • January 29 - January 31, 2011
ISSE is produced by PBA • 15825 N. 71st Street • Suite 100 • Scottsdale, AZ
• 800.468.2274 • Fax 480.905.0708

Initial
here: _____