

# THE INTERNATIONAL CONGRESS OF ESTHETICS AND SPA

## PHILADELPHIA 2022

## EXHIBITOR KIT



## APRIL 10 & 11, 2022

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EXHIBIT | ATTRACT | **SELL**

SPONSORED BY

les nouvelles  
*esthétiques* & spa  
AMERICAN EDITION

**LNEonline.com**

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

# Aesthetic Congress Communications

**THE INTERNATIONAL CONGRESS OF ESTHETICS AND SPA | PHILADELPHIA**

Pennsylvania Convention Center | Philadelphia, PA | April 10-11, 2022



## EXHIBIT, ATTRACT, NETWORK & SELL

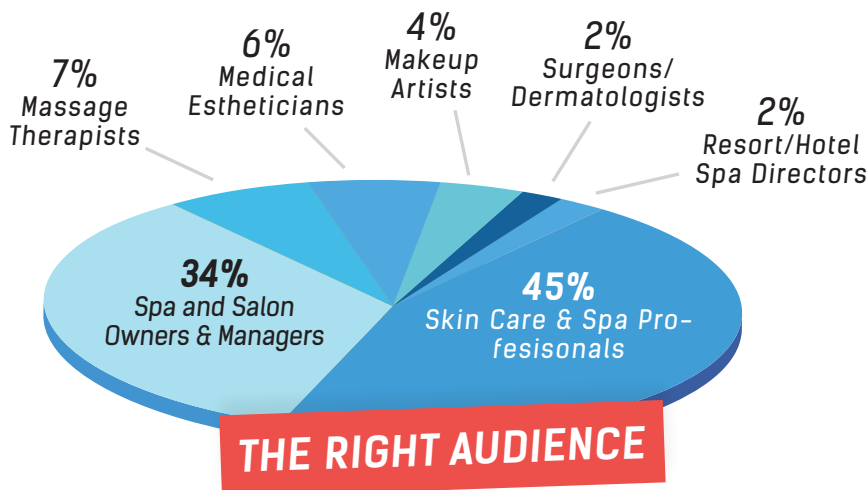
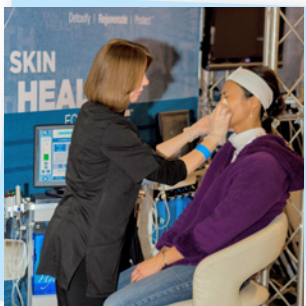
at The International Congress of Esthetics and Spa, the leading industry event for skin care and spa professionals in North America!

## 4 EXCITING CONGRESSES

Held annually in Dallas, TX, Philadelphia, PA, Long Beach, CA and Miami, FL, the International Congress of Esthetics and Spa attracts buyers from all facets of the skin care and spa industry.

Every year, each of our four educational congresses highlights learning, networking and growing, and aims to inspire the professionals who make our industry shine. Every conference includes:

- + An exciting array of spirited Main Stage lectures and demos.
- + Conferences on Business, Marketing, Retail, Social Media, Wellness and more!
- + An exhibition floor packed with vendors showcasing the most cutting-edge technologies, equipment and treatments, along with the best in skin care, esthetics and cosmetology. From wellness, beauty, health and beyond—every sector of the spa world is represented here!
- + Plethora of product focused classes offered by exhibitors.



74% Met with existing/potential suppliers

83% Purchased products on show floor

67% Compared products & services

78% Signed purchase order

**QUALITY BUYERS**

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## 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 68,000 leads.

### ■ **ADVERTISING**

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

### ■ **DIGITAL ADVERTISING**

A strategic 360 marketing campaign delivering content through the most popular digital & social outlets reaching our industrys audience.

### ■ **WEBSITE/E-MAIL**

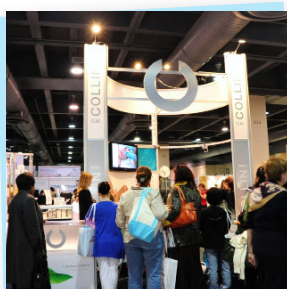
Each congress has its own website where visitors can log on for the latest show info. Visitors are provided with immediate info through our weekly e-mail broadcast campaign sent to our 68,000 qualified industry members.

### ■ **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 magazine copies are distributed at each International Congress of Esthetics and Spa.



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## Digital Marketing Menu

[VIEW FULL MENU](#)

### NEWSLETTERS (Monthly A LA CARTE)

#### **LNE E-Blast**

Advertorial \*New online\*

Industry Talk/Q&A (+ single page+web)

Top Banner

Bottom Banner

Hot Products...

#### **"The Guide" E-newsletter:**

Product Spotlight

- Sponsored REVIEW
- Sponsored IG Story

Top Banner

Bottom Banner

Stand out in the Monthly Photoshoot

#### **EE Blog E-Newsletter**

Brand/Product Spotlight

- Sponsored Article
- Sponsored IG Story

Top Banner

Bottom Banner

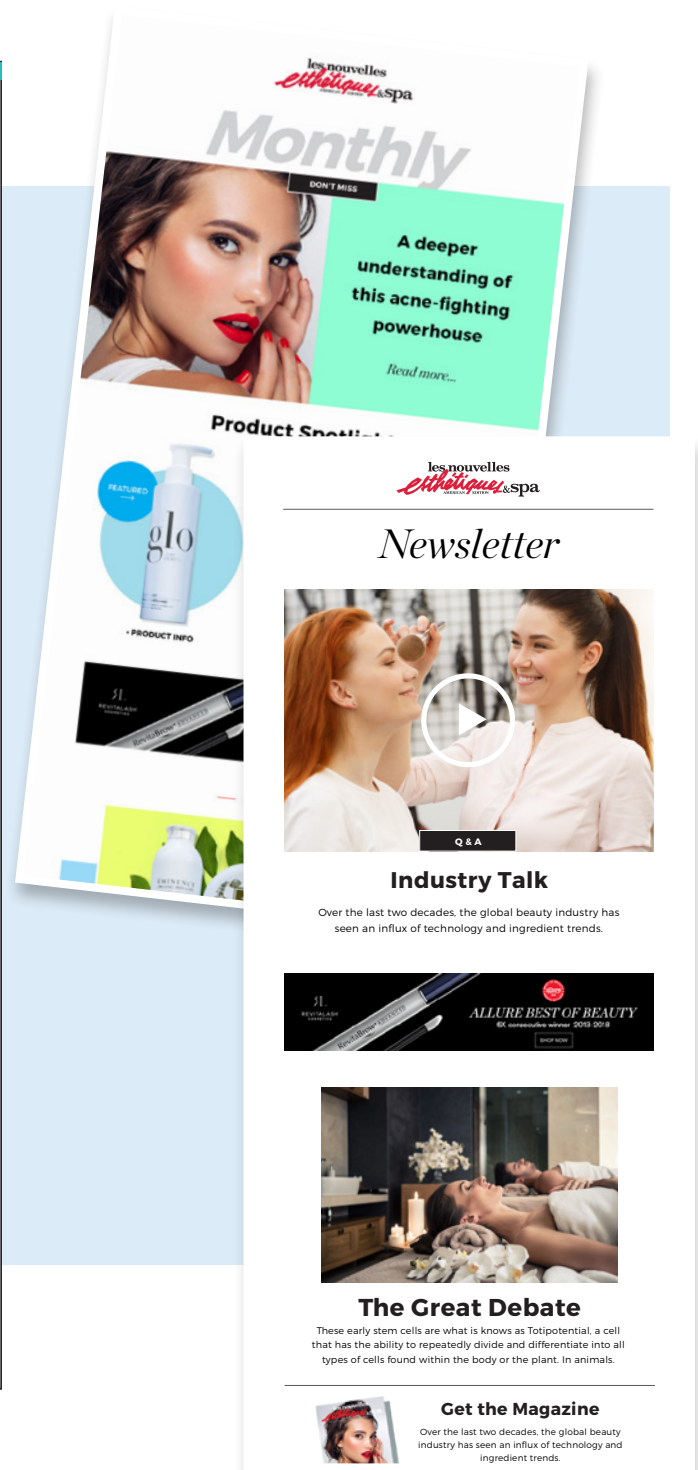
Edit Picks of the Month

Exhibitor Focus "Sponsored"

#### **Others:**

BRAND SPONSORED

EXHIBITOR FOCUS SPONSORED





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## Digital Marketing Menu

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| <b>SOCIAL MEDIA</b><br><i>(Monthly A LA CARTE)</i>               |
|--|
| <b>@LNEONLINE</b><br>Social Media Bundle (2 IG, 2 FB, 2 TWITTER) |
| <b>@EstheticianEdit</b>  |
| #Esty2Esty "Sponsored" Video (YOUTUBE OTB)                       |
| Product Spotlight "Sponsored" Video (YOUTUBE OTB)                |
| IG Story Takeover  |
| EE/or Brand Presents BEFORE BED BEAUTY (The 3 B's)               |
| Sponsored Giveaway (+ E-blast announcement)                      |
| IG Sponsored Post  |
| IG Sponsored Story   |

| <b>Package Deals</b>   |
|--|
| Social Media Bundle (2 IG, 2 FB, 2 TWITTER)  |
| Product Unveiling/ Launch <ul style="list-style-type: none"><li>- Brand Sponsored E-blast</li><li>- Blog Review by Esty Editor</li><li>- IG Post</li><li>- IG Story LNE or EE</li></ul>  |
| Giveaway <ul style="list-style-type: none"><li>- Custom Contest by you highlighting your giveaway</li><li>- Ad in Newsletter</li><li>- Ad on EE Blog</li><li>- E-blast to entire database</li><li>- 1 Post to IG, FB, TW</li></ul> |

| <b>DIGITAL BANNER ADS</b>  |
|--|
| LNEONLINE.COM HOMEPAGE<br>Website Banner Ad (1280px X 125px)                                       |
| Esthetician Edit Blog Homepage   |
| THE INTERNATIONAL CONGRESS<br>OF ESTHETICS AND SPA HOMEPAGE<br>Website Banner Ad (1280px X 125px)  |
| *Please note: Ads are live for a 3 month period (per show page)<br>and up until the Congress date. |

# 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 Congress Communications

**THE INTERNATIONAL CONGRESS OF ESTHETICS AND SPA | PHILADELPHIA**

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## EXHIBIT SPACE CONTRACT

**1. APPLICATION and CONTRACT** for exhibit space at **THE INTERNATIONAL CONGRESS OF ESTHETICS AND SPA**, Philadelphia 2022 managed by Aesthetic Congress Communications, Inc., to be held at the Pennsylvania Convention Center on April 10-11, 2022. Return copy of completed application to Aesthetic Congress Communications, 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 EXHIBIT CORRESPONDANCE AND BULLETINS TITLE PHONE

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)

1<sup>st</sup> choice \_\_\_\_\_

2<sup>nd</sup> choice \_\_\_\_\_

3<sup>rd</sup> 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 10/13/21)
- Free listing in official show program (contract received before 10/27/21)
- 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 bidding contract upon acceptance by Aesthetic Congress Communications, Inc. Any changes to the information on this application must be provided to Aesthetic Congress Communications, Inc. in writing.

### 7. BOOTH FEES

Contract and deposit received before July 21, 2021

\$2600.00 per booth

Contract and deposit received after July 21, 2021

\$2900.00 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 (February 10, 2022)

### 10. PAYMENT BY CHECK:

Check # \_\_\_\_\_

Make check payable to **Aesthetic Congress Communications, Inc.**

Application's Authorized Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

**1. Contract.** This Application and Contract for Exhibit Space ("Contract") at an International Congress of Esthetics and Spa ("Trade Show") when properly executed by the Applicant ("Exhibitor") shall upon written acceptance by Aesthetic Congress Communications, Inc. ("Management") constitute a valid and binding contract. Management reserves the right to establish further conditions, rules and regulations as may be deemed necessary for the general success of the Trade Show. It is further agreed that the conditions, rules and regulations as stated in this Contract and as outlined in the Exhibitor's Service Manual are made a part of this Contract and fully incorporated into this Contract, and that the Exhibitor agrees to be bound by each and every such condition, rule and regulation.

**2. Use of Space.** Management reserves the right to decline, prohibit or expel any exhibit which in its judgment, is out of keeping with the character of the Trade Show. This reservation applies to all persons, printed materials, products, conduct of the Exhibitor or its employees, contractors, agents or guests, sound level, and all other aspects of the Exhibitor's exhibit. 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 arrange its exhibit so as not to obscure or prejudice adjacent exhibitors in the opinion of Management. Exhibitor may not assign or sublet any part of its assigned space without the prior written consent of Management. Any space not occupied by the time set for completion of installation of displays may be reassigned at the discretion of Management. Exhibitor's Deposit will be forfeited unless special arrangements have been approved by Management. Exhibitor will keep its exhibit open and staffed at all times during the Trade Show hours.

**Booths** - Standard booth equipment (back and side walls, identification sign, two chairs, and one draped table) is provided by Management without cost to the Exhibitor. If 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 or its contents may exceed a height of 8' nor may the sidewalls be higher than 4' within a distance halfway between the back wall 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, Termination and Refund Policy** - If Exhibitor cancels this Contract in writing delivered to Management at least 60 days prior to the first show day of the Trade Show, Management shall retain 25% of the total rental amount and shall refund any excess paid by Exhibitor over that amount through the date of cancellation. No refund will be made for any attempted cancellation within 60 days of the first show day of the Trade Show.

Exhibitor understands that if Exhibitor fails to comply in any respect with the terms of this Contract including any conditions, rules and regulations for the Trade Show, Management shall have the right without notice to the Exhibitor to immediately sell or offer for sale the exhibit space covered by this Contract. Exhibitor further understands that it shall be liable for any deficiency, loss or damage suffered by Management as a result of its failure to comply and that Exhibitor agrees to pay any such amount immediately, upon demand together with reasonable expenses and costs incurred. It is further agreed that actual utilization of the exhibit space is essential to the success of the Trade Show. If Exhibitor is unable to affect the sale of the space as herein provided, Management is expressly authorized to utilize or cause the unused exhibit space to be occupied or otherwise utilized in such manner as it may deem in the best interest of the Trade Show without any refund, rebate or allowance whatsoever to the Exhibitor and without in any way releasing the Exhibitor from any liability hereunder, and Exhibitor expressly agrees to pay the full sum set forth in this Contract.

Management will not be liable for the fulfillment of its obligations under this Contract as to the delivery of exhibit space if non-delivery is due to any of the following causes: the facility being damaged or destroyed by fire, dangerous or inclement weather, lack of utilities to the facility, act of God, public enemy, war or insurrections, travel limitations, strikes, lock-outs, acts of vandalism, terrorism or terrorist threats, riots or other civil disturbances, an epidemic, pandemic or other similar public health risk, the facility being unavailable due to governmental action or anticipated governmental action which would prohibit a Trade Show such as ours or limit the capacity of the facility below our normal attendance, any other laws, rules, regulations or orders of federal, state or local government which would prohibit holding the Trade Show at the facility or impose substantial limitations, postponement or cancellation of the Trade Show for any other reason, or for any cause beyond the control of Management.

If Management is not able to hold a Trade Show for any of the above named reasons Management agrees to reimburse Exhibitor the amount paid by

Exhibitor to Management, less its pro rata portion of any and all non-cancelable expenses committed or incurred by Management relating to holding the exhibit such as but not limited to rent, advertising and marketing, fees and salaries, and other operating costs.

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

**4. Liability and Insurance.** Exhibitor shall be fully responsible to pay for any and all injuries to persons or property damages to the convention facilities or the property of any third party which results from any act or omission of Exhibitor, its officers, directors, managers, employees, contractors, guests or agents.

Exhibitor must carry worker's compensation, comprehensive general liability including products and completed operations, independent contractors, personal injury, and blanket contractual liability with minimum limits determined by Management. 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 Management 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 Trade Show site. While the Trade Show provides security guards, this is solely as an accommodation to exhibitors, and Management assume no responsibility for any loss, damage or injury to any property of the Exhibitor or to any of its officers, agents, employees, guests or contractors, whether attributable to accident, fire, theft, or any other cause whatsoever. The Exhibitor expressly agrees to save and hold harmless Aesthetic Congress Communications, Inc., and Les Nouvelles Esthetiques, Inc., their subsidiaries and affiliates, as well as each of their officers, directors, owners, contractors, 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 the event or with Exhibitor's use of the exhibit space, except such losses as may be the direct result of the gross negligence of Aesthetic Congress Communications, Inc. or Les Nouvelles Esthetiques, Inc.

**5. Available Services.** On behalf of the exhibitors, Management has designated official Exhibition contractors to provide the following: drayage, cartage, furniture, booth and floor decorations, signs, photographs, telephone services, and other services. 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. Management 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 Management, 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 Trade Show. Such requirements shall be binding upon Exhibitor as though fully set forth in this Contract.

**8. Attorney's Fees.** Should Management incur any legal fees or costs in connection with collection of any amounts due under this Contract, Exhibitor shall pay all such fees and costs incurred prior to litigation. If either party brings litigation in order to enforce its rights under this Contract, the prevailing party in any litigation shall be entitled, in addition to such other and further relief to which it is entitled, to an additional reasonable sum for its attorney's fees and costs.

**9. Applicable Law.** This Agreement shall be construed under the laws of the State of Florida. The parties agree that jurisdiction and venue for any dispute under this agreement shall be in the state courts located in Miami-Dade County, Florida and the Federal courts of the Southern District of Florida. Exhibitor irrevocably and unconditionally agrees to subject itself to the jurisdiction of those courts; waive any objection to the laying of venue of any such action or proceeding in any such court; and waive and agree not to plead or claim that any such action or proceeding brought in any such court has been brought in an inconvenient forum.

Initials \_\_\_\_\_



# Aesthetic Congress Communications

**THE INTERNATIONAL CONGRESS OF ESTHETICS AND SPA | PHILADELPHIA**

Pennsylvania Convention Center | Philadelphia, PA | April 10-11, 2022

## STAGE CONTRACT

**1. APPLICATION and CONTRACT** for stage space at **THE INTERNATIONAL CONGRESS OF ESTHETICS AND SPA**, Philadelphia 2022 managed by Aesthetic Congress Communications, Inc., to be held at the Pennsylvania Convention Center on April 10-11, 2022. Return copy of completed application to Aesthetic Congress Communications, 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 |
|--------------|------|
|              | \$   |
|              | \$   |
| <b>TOTAL</b> | \$   |

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 pm and 3:30 to 4:30 pm

### 3. PAYMENT TO **AESTHETIC CONGRESS COMMUNICATIONS, INC.**

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

The final 50% is due February 10, 2022 (60 days before the show opening date)

Check # \_\_\_\_\_ (Make check payable to **Aesthetic Congress Communications, Inc.**)

We understand that this application will become a binding contract upon acceptance by Aesthetic Congress Communications, 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 and Contract for Exhibit Space ("Contract") at an International Congress of Esthetics and Spa ("Trade Show") when properly executed by the Applicant ("Exhibitor") shall upon written acceptance by Aesthetic Congress Communications, Inc. ("Management") constitute a valid and binding contract. Management reserves the right to establish further conditions, rules and regulations as may be deemed necessary for the general success of the Trade Show. It is further agreed that the conditions, rules and regulations as stated in this Contract and as outlined in the Exhibitor's Service Manual are made a part of this Contract and fully incorporated into this Contract, and that the Exhibitor agrees to be bound by each and every such condition, rule and regulation.

**2. Use of Space.** Management reserves the right to decline, prohibit or expel any exhibit which in its judgment, is out of keeping with the character of the Trade Show. This reservation applies to all persons, printed materials, products, conduct of the Exhibitor or its employees, contractors, agents or guests, sound level, and all other aspects of the Exhibitor's exhibit. 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 arrange its exhibit so as not to obscure or prejudice adjacent exhibitors in the opinion of Management. Exhibitor may not assign or sublet any part of its assigned space without the prior written consent of Management. Any space not occupied by the time set for completion of installation of displays may be reassigned at the discretion of Management. Exhibitor's Deposit will be forfeited unless special arrangements have been approved by Management. Exhibitor will keep its exhibit open and staffed at all times during the Trade Show hours.

**Booths** - Standard booth equipment (back and side walls, identification sign, two chairs, and one draped table) is provided by Management without cost to the Exhibitor. If 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 or its contents may exceed a height of 8' nor may the sidewalls be higher than 4' within a distance halfway between the back wall 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, Termination and Refund Policy** - If Exhibitor cancels this Contract in writing delivered to Management at least 60 days prior to the first show day of the Trade Show, Management shall retain 25% of the total rental amount and shall refund any excess paid by Exhibitor over that amount through the date of cancellation. No refund will be made for any attempted cancellation within 60 days of the first show day of the Trade Show.

Exhibitor understands that if Exhibitor fails to comply in any respect with the terms of this Contract including any conditions, rules and regulations for the Trade Show, Management shall have the right without notice to the Exhibitor to immediately sell or offer for sale the exhibit space covered by this Contract. Exhibitor further understands that it shall be liable for any deficiency, loss or damage suffered by Management as a result of its failure to comply and that Exhibitor agrees to pay any such amount immediately, upon demand together with reasonable expenses and costs incurred. It is further agreed that actual utilization of the exhibit space is essential to the success of the Trade Show. If Exhibitor is unable to affect the sale of the space as herein provided, Management is expressly authorized to utilize or cause the unused exhibit space to be occupied or otherwise utilized in such manner as it may deem in the best interest of the Trade Show without any refund, rebate or allowance whatsoever to the Exhibitor and without in any way releasing the Exhibitor from any liability hereunder, and Exhibitor expressly agrees to pay the full sum set forth in this Contract.

Management will not be liable for the fulfillment of its obligations under this Contract as to the delivery of exhibit space if non-delivery is due to any of the following causes: the facility being damaged or destroyed by fire, dangerous or inclement weather, lack of utilities to the facility, act of God, public enemy, war or insurrections, travel limitations, strikes, lock-outs, acts of vandalism, terrorism or terrorist threats, riots or other civil disturbances, an epidemic, pandemic or other similar public health risk, the facility being unavailable due to governmental action or anticipated governmental action which would prohibit a Trade Show such as ours or limit the capacity of the facility below our normal attendance, any other laws, rules, regulations or orders of federal, state or local government which would prohibit holding the Trade Show at the facility or impose substantial limitations, postponement or cancellation of the Trade Show for any other reason, or for any cause beyond the control of Management.

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Exhibitor to Management, less its pro rata portion of any and all non-cancelable expenses committed or incurred by Management relating to holding the exhibit such as but not limited to rent, advertising and marketing, fees and salaries, and other operating costs.

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**4. Liability and Insurance.** Exhibitor shall be fully responsible to pay for any and all injuries to persons or property damages to the convention facilities or the property of any third party which results from any act or omission of Exhibitor, its officers, directors, managers, employees, contractors, guests or agents.

Exhibitor must carry worker's compensation, comprehensive general liability including products and completed operations, independent contractors, personal injury, and blanket contractual liability with minimum limits determined by Management. 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 Management 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 Trade Show site. While the Trade Show provides security guards, this is solely as an accommodation to exhibitors, and Management assume no responsibility for any loss, damage or injury to any property of the Exhibitor or to any of its officers, agents, employees, guests or contractors, whether attributable to accident, fire, theft, or any other cause whatsoever. The Exhibitor expressly agrees to save and hold harmless Aesthetic Congress Communications, Inc., and Les Nouvelles Esthetiques, Inc., their subsidiaries and affiliates, as well as each of their officers, directors, owners, contractors, 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 the event or with Exhibitor's use of the exhibit space, except such losses as may be the direct result of the gross negligence of Aesthetic Congress Communications, Inc. or Les Nouvelles Esthetiques, Inc.

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**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 Management, the convention hall manager or their assistants.

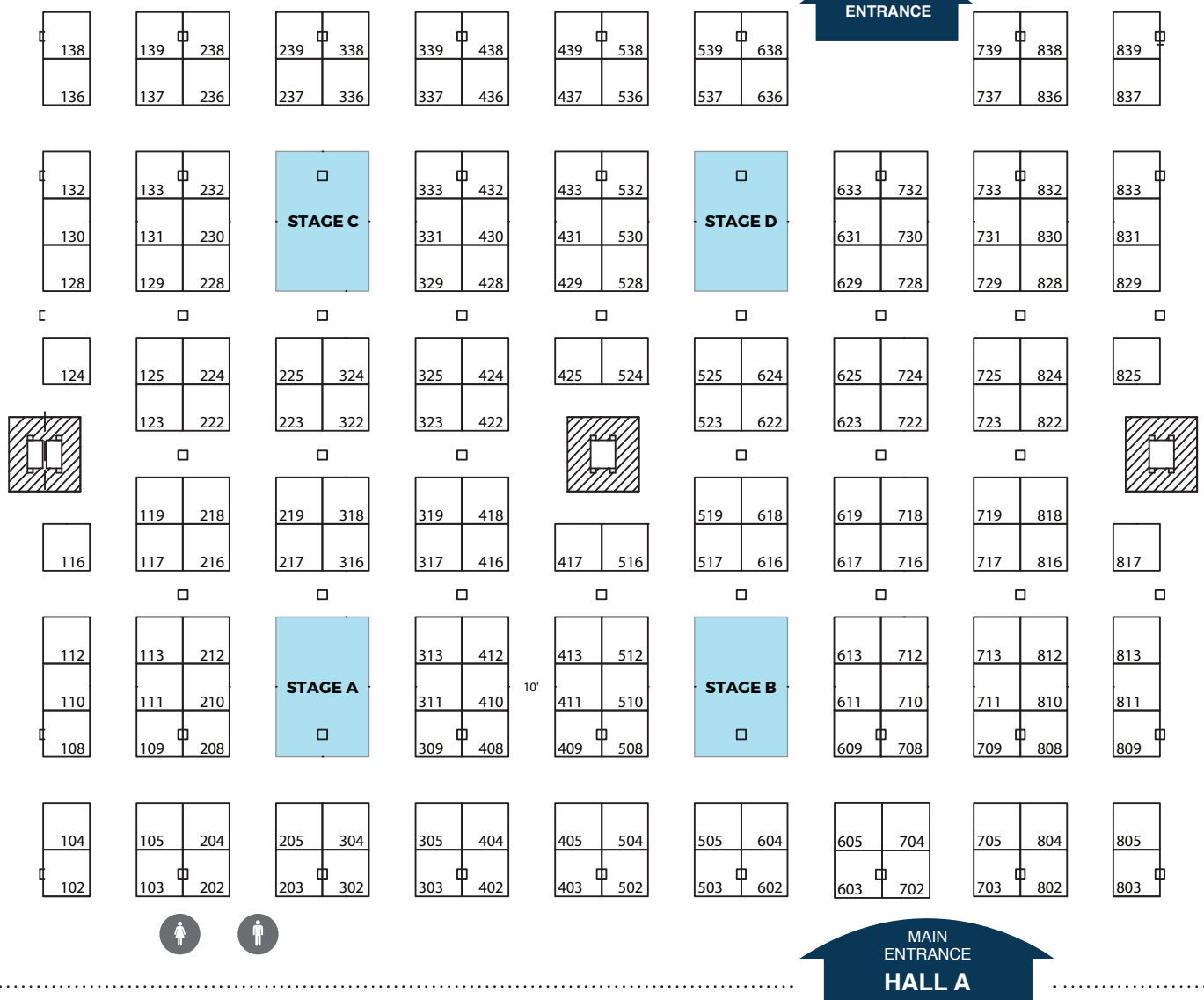
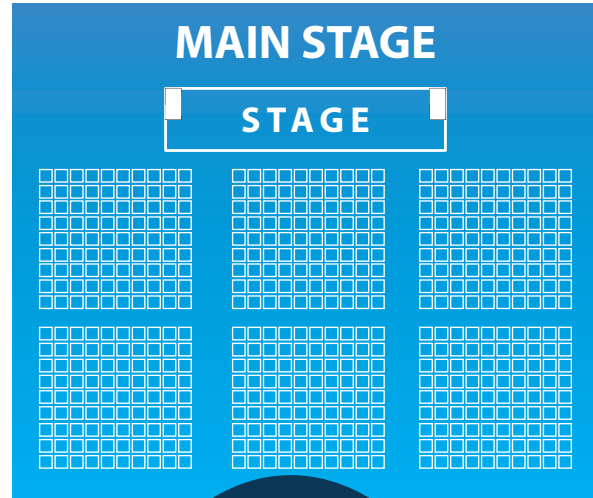
**7. Installation and Dismantling.** The specific requirements as to time for installation and dismantling of exhibits shall be set forth in the Exhibitor Service Manual supplied to each exhibitor for the particular Trade Show. Such requirements shall be binding upon Exhibitor as though fully set forth in this Contract.

**8. Attorney's Fees.** Should Management incur any legal fees or costs in connection with collection of any amounts due under this Contract, Exhibitor shall pay all such fees and costs incurred prior to litigation. If either party brings litigation in order to enforce its rights under this Contract, the prevailing party in any litigation shall be entitled, in addition to such other and further relief to which it is entitled, to an additional reasonable sum for its attorney's fees and costs.

**9. Applicable Law.** This Agreement shall be construed under the laws of the State of Florida. The parties agree that jurisdiction and venue for any dispute under this agreement shall be in the state courts located in Miami-Dade County, Florida and the Federal courts of the Southern District of Florida. Exhibitor irrevocably and unconditionally agrees to subject itself to the jurisdiction of those courts; waive any objection to the laying of venue of any such action or proceeding in any such court; and waive and agree not to plead or claim that any such action or proceeding brought in any such court has been brought in an inconvenient forum.

Initials\_\_\_\_\_

# FLOOR PLAN



Price per Booth:  
On or Before July 21, 2021: **\$2,600.00**  
After July 21, 2021: **\$2,900.00**

les nouvelles  
*esthétiques* & spa  
AMERICAN EDITION

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 10/13/2021. Free listing in the official show program if contract received before 10/27/2021.

Free listing and link on the congress' web site. Free listing in the show directory.

# Aesthetic Congress Communications

**THE INTERNATIONAL CONGRESS OF ESTHETICS AND SPA | PHILADELPHIA**

Pennsylvania Convention Center | Philadelphia, PA | April 10-11, 2022

## PRODUCT FOCUSED TRAINING CONTRACT

SEE FLOOR PLAN FOR CLASSROOM PRICING

**1. APPLICATION and CONTRACT** for classroom space at THE INTERNATIONAL CONGRESS OF ESTHETICS AND SPA, Philadelphia 2022 managed by Aesthetic Congress Communications, Inc., to be held at the Pennsylvania Convention Center on April 10-11, 2022. Return copy of completed application to Aesthetic Congress Communications, 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 CONGRESS COMMUNICATIONS, INC.** A minimum deposit of 50% of the total rental fee of your classroom is required with the application. The final 50% is due February 10, 2022 (60 days before the show opening date).

Check # \_\_\_\_\_ (Make check payable to **Aesthetic Congress Communications, Inc.**)

|  | 1st Choice<br>Class Number | Cost | 2nd Choice<br>Class Number | Cost | 3rd Choice<br>Class Number | Cost |
|--|----------------------------|------|----------------------------|------|----------------------------|------|
| Sunday April 10, 2022<br>2:00 pm - 3:00 pm |                            |      |                            |      |                            |      |
| 3:30 pm - 4:30 pm                          |                            |      |                            |      |                            |      |
| Monday April 11, 2022<br>2:00 pm - 3:00 pm |                            |      |                            |      |                            |      |
| 3:30 pm - 4:30 pm                          |                            |      |                            |      |                            |      |
|  | Total                      | \$   | Total                      | \$   | Total                      | \$   |

We understand that this application will become a binding contract upon acceptance by Aesthetic Congress Communications, 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 and Contract for Exhibit Space ("Contract") at an International Congress of Esthetics and Spa ("Trade Show") when properly executed by the Applicant ("Exhibitor") shall upon written acceptance by Aesthetic Congress Communications, Inc. ("Management") constitute a valid and binding contract. Management reserves the right to establish further conditions, rules and regulations as may be deemed necessary for the general success of the Trade Show. It is further agreed that the conditions, rules and regulations as stated in this Contract and as outlined in the Exhibitor's Service Manual are made a part of this Contract and fully incorporated into this Contract, and that the Exhibitor agrees to be bound by each and every such condition, rule and regulation.

**2. Use of Space.** Management reserves the right to decline, prohibit or expel any exhibit which in its judgment, is out of keeping with the character of the Trade Show. This reservation applies to all persons, printed materials, products, conduct of the Exhibitor or its employees, contractors, agents or guests, sound level, and all other aspects of the Exhibitor's exhibit. 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 arrange its exhibit so as not to obscure or prejudice adjacent exhibitors in the opinion of Management. Exhibitor may not assign or sublet any part of its assigned space without the prior written consent of Management. Any space not occupied by the time set for completion of installation of displays may be reassigned at the discretion of Management. Exhibitor's Deposit will be forfeited unless special arrangements have been approved by Management. Exhibitor will keep its exhibit open and staffed at all times during the Trade Show hours.

**Booths** - Standard booth equipment (back and side walls, identification sign, two chairs, and one draped table) is provided by Management without cost to the Exhibitor. If 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 or its contents may exceed a height of 8' nor may the sidewalls be higher than 4' within a distance halfway between the back wall 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, Termination and Refund Policy** - If Exhibitor cancels this Contract in writing delivered to Management at least 60 days prior to the first show day of the Trade Show, Management shall retain 25% of the total rental amount and shall refund any excess paid by Exhibitor over that amount through the date of cancellation. No refund will be made for any attempted cancellation within 60 days of the first show day of the Trade Show.

Exhibitor understands that if Exhibitor fails to comply in any respect with the terms of this Contract including any conditions, rules and regulations for the Trade Show, Management shall have the right without notice to the Exhibitor to immediately sell or offer for sale the exhibit space covered by this Contract. Exhibitor further understands that it shall be liable for any deficiency, loss or damage suffered by Management as a result of its failure to comply and that Exhibitor agrees to pay any such amount immediately, upon demand together with reasonable expenses and costs incurred. It is further agreed that actual utilization of the exhibit space is essential to the success of the Trade Show. If Exhibitor is unable to affect the sale of the space as herein provided, Management is expressly authorized to utilize or cause the unused exhibit space to be occupied or otherwise utilized in such manner as it may deem in the best interest of the Trade Show without any refund, rebate or allowance whatsoever to the Exhibitor and without in any way releasing the Exhibitor from any liability hereunder, and Exhibitor expressly agrees to pay the full sum set forth in this Contract.

Management will not be liable for the fulfillment of its obligations under this Contract as to the delivery of exhibit space if non-delivery is due to any of the following causes: the facility being damaged or destroyed by fire, dangerous or inclement weather, lack of utilities to the facility, act of God, public enemy, war or insurrections, travel limitations, strikes, lock-outs, acts of vandalism, terrorism or terrorist threats, riots or other civil disturbances, an epidemic, pandemic or other similar public health risk, the facility being unavailable due to governmental action or anticipated governmental action which would prohibit a Trade Show such as ours or limit the capacity of the facility below our normal attendance, any other laws, rules, regulations or orders of federal, state or local government which would prohibit holding the Trade Show at the facility or impose substantial limitations, postponement or cancellation of the Trade Show for any other reason, or for any cause beyond the control of Management.

If Management is not able to hold a Trade Show for any of the above named reasons Management agrees to reimburse Exhibitor the amount paid by

Exhibitor to Management, less its pro rata portion of any and all non-cancelable expenses committed or incurred by Management relating to holding the exhibit such as but not limited to rent, advertising and marketing, fees and salaries, and other operating costs.

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

**4. Liability and Insurance.** Exhibitor shall be fully responsible to pay for any and all injuries to persons or property damages to the convention facilities or the property of any third party which results from any act or omission of Exhibitor, its officers, directors, managers, employees, contractors, guests or agents.

Exhibitor must carry worker's compensation, comprehensive general liability including products and completed operations, independent contractors, personal injury, and blanket contractual liability with minimum limits determined by Management. 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 Management 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 Trade Show site. While the Trade Show provides security guards, this is solely as an accommodation to exhibitors, and Management assume no responsibility for any loss, damage or injury to any property of the Exhibitor or to any of its officers, agents, employees, guests or contractors, whether attributable to accident, fire, theft, or any other cause whatsoever. The Exhibitor expressly agrees to save and hold harmless Aesthetic Congress Communications, Inc., and Les Nouvelles Esthetiques, Inc., their subsidiaries and affiliates, as well as each of their officers, directors, owners, contractors, 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 the event or with Exhibitor's use of the exhibit space, except such losses as may be the direct result of the gross negligence of Aesthetic Congress Communications, Inc. or Les Nouvelles Esthetiques, Inc.

**5. Available Services.** On behalf of the exhibitors, Management has designated official Exhibition contractors to provide the following: drayage, cartage, furniture, booth and floor decorations, signs, photographs, telephone services, and other services. 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. Management 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 Management, 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 Trade Show. Such requirements shall be binding upon Exhibitor as though fully set forth in this Contract.

**8. Attorney's Fees.** Should Management incur any legal fees or costs in connection with collection of any amounts due under this Contract, Exhibitor shall pay all such fees and costs incurred prior to litigation. If either party brings litigation in order to enforce its rights under this Contract, the prevailing party in any litigation shall be entitled, in addition to such other and further relief to which it is entitled, to an additional reasonable sum for its attorney's fees and costs.

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Initials \_\_\_\_\_



# Aesthetic Congress Communications

**THE INTERNATIONAL CONGRESS OF ESTHETICS AND SPA** | PHILADELPHIA

Pennsylvania Convention Center | Philadelphia, PA | April 10-11, 2022



**2nd  
Floor**

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

| ROOM  | MAXIMUM<br>CAPACITY | PRICE PER<br>SESSION |
|-------|---------------------|----------------------|
| 201 A | 170                 | \$800                |
| 201 B | 140                 | \$750                |
| 201 C | 170                 | \$800                |
| 202 A | 70                  | \$650                |
| 202 B | 70                  | \$650                |
| 203 A | 70                  | \$650                |
| 203 B | 70                  | \$650                |
| 204 A | 170                 | \$800                |
| 204 B | 140                 | \$750                |
| 204 C | 170                 | \$800                |
| 300   | 40                  | \$600                |
| 301   | 48                  | \$650                |
| 302   | 48                  | \$650                |
| 303 A | 80                  | \$700                |
| 303 B | 80                  | \$700                |

**204 A**

**201 A**

**204 B**

**201 B**

**204 C**

**201 C**

**203 A**

**202 A**

**203 B**

**202 B**

**303 B**

**303 A**

**302**

**301**

**300**

## Official Session 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 Congress Communications

**THE INTERNATIONAL CONGRESS OF ESTHETICS AND SPA | PHILADELPHIA**  
Pennsylvania Convention Center | Philadelphia, PA | April 10-11, 2022

## PRINTED & DIGITAL SHOW PROGRAM ADVERTISING CONTRACT

### DON'T MISS THE OPPORTUNITY...

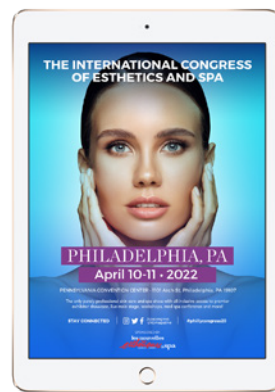
The Philadelphia Official Program will be distributed during the months of January through April with a circulation of 50,000 copies. A newly added digital version of the program will empower the printed copy and will be promoted through our e-database of 40,000 leads.

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 CONGRESS COMMUNICATIONS, INC.** Contract must be returned by 10/13/2021 with FULL PAYMENT OF THE AD

Check # \_\_\_\_\_ (Make check payable to **Aesthetic Congress Communications, Inc.**)

**Artwork** due no later than 11/27/2021. Aesthetic Congress Communications, Inc. is here by authorized to place your advertisement in the official program of The International Congress of Esthetics and Spa, Philadelphia, April 10-11, 2022

\*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.