

One Place for Exhibit Planning Ordering and Management

ExpressoSM by GES is a simple to navigate, picture-driven system customized specifically for your show.

It's more than just your exhibitor manual online.

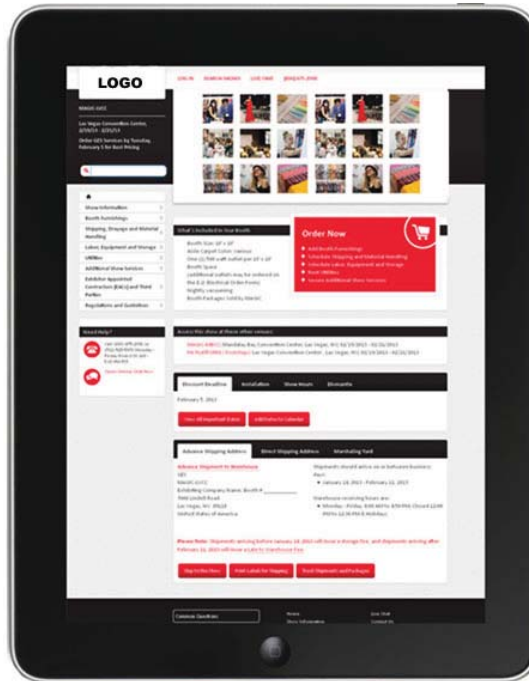
Exhibitors can:

- Order exhibit products and services for multiple booths
- View account order history
- View important show and event information
- Track small packages and inbound shipments
- Download the show schedule into Outlook or iCalendar
- Print shipping labels
- Chat with our award-winning GES National ServicerSM

Order Everything You Need for Your Show



- Go to <https://e.ges.com/011600462/esm>
- Log in or sign up with a new account
- Browse products and services and you will be guided through the ordering process



Show Information

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

Cosmoprof North America - International
Mandalay Bay Convention Center
July 24 - 26, 2016

Questions?



Contact

- Chat with us <http://www.ges.com/chat>
- Contact us online: <https://e.ges.com/011600462/contactus/esm>

Official Service Provider

Global Experience Specialists, Inc. (GES) Phone (in USA): 800.475.2098 International Calls: 702.515.5970
7000 Lindell Road FAX (in USA): 866.329.1437 International Faxes: 702.263.1520
Las Vegas, NV 89118-4702

GES will be onsite to assist you in coordinating any last minute services, order additional products, and to answer any questions you may have.

Show Information

**Inquiries and requests for Cosmoprof International Exhibitors
can be sent using the following email address:
NSCCosmoProf@GES.com**

All booths are measured in meters

Backwall: Hardwall
Ready Stand Carpet Color: Pepper

Aisle Carpet Colors:

Main Aisles: White
Professional Section: Pepper
Cosmetics Section: Cayenne
Packaging Section: Blue Jay

Discount Deadline Date

Wednesday, June 29 GES orders must be received with payment by this date.

Exhibitor Move In

Wednesday, July 20	1:00 PM - 5:00 PM	For Booths 60 SQM and Over
Thursday, July 21	8:00 AM - 5:00 PM	For Booths 60 SQM and Over
Friday, July 22	8:00 AM - 5:00 PM	All International and Domestic Exhibitors
Saturday, July 23	8:00 AM - 5:00 PM	All International and Domestic Exhibitors

Show Hours

Sunday, July 24	10:00 AM - 6:00 PM
Monday, July 25	9:00 AM - 6:00 PM
Tuesday, July 26	9:00 AM - 3:00 PM

Exhibitor Move Out

Tuesday, July 26	3:00 PM - 10:00 PM
Wednesday, July 27	8:00 AM - 3:00 PM

Carrier Check-in Post-Show

Wednesday, July 27 7:00 AM Carriers post-show must be checked-in by this time.

Facility Clear

Wednesday, July 27 3:00 PM All exhibitor materials must be removed.

Shipping Addresses: Use provided Shipping Labels in this Exhibitor Services Manual to expedite handling

Advance Shipments to Warehouse:

c/o GES
Cosmoprof North America - International
(Your Company Name & Booth Number)
7000 Lindell Road
Las Vegas, NV 89118
USA

Shipments should arrive on or between:

June 16 - July 15, 2016
Hours for receiving are Monday - Friday, 8:00 AM - 4:30 PM
The GES Advance Warehouse will be closed Monday, July 4 and Tuesday, July 5, 2016 in observance of the Independence Day holiday.

Direct Shipments to Show Site:

c/o GES
Cosmoprof North America - International
(Your Company Name & Booth Number)
Mandalay Bay Convention Center
3950 S. Las Vegas Blvd.
Las Vegas, NV 89119
USA

Shipments should arrive on:

July 20, 2016, 1:00 PM - 5:00 PM For Booths 60 SQM and Over
July 21, 2016, 8:00 AM - 5:00 PM For Booths 60 SQM and Over
July 22, 2016, 8:00 AM - 5:00 PM All International and Domestic Exhibitors
July 23, 2016, 8:00 AM - 5:00 PM All International and Domestic Exhibitors

Marshaling Yard Site Address:

c/o GES
Cosmoprof North America - International
(Your Company Name & Booth Number)
2982 West Post Road
Las Vegas, NV 89119
USA

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COSMOPROF

NORTH AMERICA LAS VEGAS

Cosmoprof North America 2016

July 24 – 26, 2016 • Las Vegas, NV

Dear Exhibitor,

Thank you for exhibiting at Cosmoprof North America.

In the 2016 Exhibitor Resource Guide (ERG) you will find the necessary information to get ready for the Exhibition.

Please make sure that you fill in all the **Obligatory Forms** and the **Essential Services** which may be useful during your participation at the Show (badge registration, booth furnishing, shipping and much more).

You may also consider all the **Marketing and Promotion Opportunities** available on our website www.cosmoprofnorthamerica.com.

We remain at your complete disposal for any request or enquiry. Do not hesitate to contact us for any information you may need.

On behalf of Cosmoprof North America and BolognaFiere Group we wish you a successful Show.

Looking forward to welcome you to Las Vegas!

BolognaFiere Group

Tel: +39 051 282848

Fax: +39 051 6374022

international@bolognafiere.it

➤ **For questions on booth sales, advertising, or sponsorships contact:**

Chiara Santi – International Sales Account, BolognaFiere Cosmoprof SpA
T: +39 02 454 708 218 chiara.santi@cosmoprof.it

➤ **For questions on your booth, move-in/out, rules and regulations, contact:**

Eleonora Aroldi – BolognaFiere SpA
T: +39 051 282 845 eleonora.aroldi@bolognafiere.it

➤ **For questions on registration, contact:**

Chris Kline – Event Operations Manager
T: +1 800 468 2274 x3425 ckline@probeauty.org

Gina Moon – Event Operations Coordinator
T: +1 800 468 2274 x3456 gina@probeauty.org

NORTH AMERICAN EXHIBITORS

NABE North American Sales Office
15825 North 71st Street, #100
Scottsdale, AZ 85254 USA
Tel.: +1 480.281.0424
Fax: +1 480.905.0708

INTERNATIONAL EXHIBITORS

BolognaFiere S.p.A.
Viale della Fiera 20
40127 Bologna – Italy
Tel.: +39.051.282.848
Fax: +39.051.637.4022

Exhibitor Deadline Schedule

This checklist is designed to benefit you in planning your Cosmoprof North America exhibit. We encourage you to make copies of this list for your show staff.

Deadline	Task	Contact	Date Done
April-2016			
1st	Final payment for booth space	International Sales +39 051 28 28 48 international@bolognafiere.it	
May 2016			
6th	Ad Deadline (Promotional Opportunities, Show Directory)	International Sales '+39 02 454 708 218	
24th	Official Exhibition Directory Entry	International Sales '+39 02 454 708 218 international@bolognafiere.it	
24th	Blueprints, Drawings or Pictures of Raw Space (Mandatory)	International Sales '+39 051 28 28 48 international@bolognafiere.it	
June 2016			
16th	Advance Shipments may begin arriving at Warehouse	GES +1 800-475-2098	
23rd	Form B (Exhibitor Badges Registration)	Experient +1 800-310-7554	
28 th	Hotel Reservations	Par Avion +1 800-826-8133	
29th	Discount Deadline for GES Orders	GES +1 800-475-2098	
July - 2016			
1st	Electrical Orders	Mandalay Bay Convention Center	
	Catering Orders		
	Audio-Visual Orders		
	Telephone/Network Orders		
15th	Last Day for Advance Shipments without surcharge	GES +1 800-475-2098	
20th-23rd	Direct Shipments to Exhibit Site	GES +1 800-475-2098	

Visit us online at www.cosmoprofnorthamerica.com for all your ordering needs!



OFFICIAL SERVICE PROVIDERS

Cosmoprof North America 2016

This Exhibitor Resource Guide contains all official vendors contracted to serve the exhibitors of Cosmoprof North America 2016. Use of other vendors not listed in this manual may result in additional costs to you.

GENERAL SERVICE CONTRACTOR

Global Experience Specialists (GES)

7000 Lindell Road
Las Vegas, NV 89118
Phone: (+1) 702-515-5970
Toll Free: (+1) 800-475-2098
Fax: (+1) 866-329-1437
www.ges.com

FLORIST

ShowPlants

2329 Ozark Plateau Dr.
Henderson, NV 89044
Phone: (+1) 702-740-4704
Fax: (+1) 702-740-4705
Email: showplants@cox.net

TEMP STAFF

Trade Show Temps

info@tradeshowtemps.net
Phone: (+1) 888-748-3677
www.TradeShowTemps.net

REGISTRATION

Experient

Phone: (+1) 301-694-5243
Toll Free: (+1) 800-310-7554
Fax: (+1) 301-694-5124
www.cosmoprofnorthamerica.com

BOOTH SECURITY

Show-Time Services

8332 Lambert Drive
Huntington Beach, CA 92647
Phone: (+1) 714-397-3871
www.show-timeservices.com

ELECTRICAL, AV, TELEPHONE, NETWORK, SECURITY, CATERING, BOOTH CLEANING, RIGGING, AIR & WATER (Exclusively provided by Mandalay Bay Conv. Center)

Mandalay Bay Convention Center

Order Processing Department
3970 Las Vegas Blvd South
Las Vegas, NV 89119
Phone: (+1) 855-408-1349
www.mandalaybayexhibitorservices.com

HOTEL RESERVATIONS

Par Avion Meetings & Conventions

15901 Hawthorne Blvd, Suite 440
Lawndale, CA 90260
Phone: (+1) 800-826-8133
Fax: (+1) 310-649-3554
www.cosmoprofnorthamerica.com

HEADQUARTER HOTEL

Mandalay Bay Resort & Casino

3970 Las Vegas Boulevard South
Las Vegas, NV 89119

ADDITIONAL HOTELS

Luxor

Excalibur

Delano (formerly THE Hotel)

AIR TRAVEL / AUTO RENTAL

Par Avion Meetings & Conventions

15901 Hawthorne Blvd, Suite 440
Lawndale, CA 90260
Phone: (+1) 800-826-8133
Fax: (+1) 310-649-3554
www.cosmoprofnorthamerica.com



**SHOW CHECKLIST
Cosmoprof North America 2016**

Don't forget these important tools! You might want to consider taking the following items with you to Cosmoprof North America 2016:

- Copies of all forms faxed, e-mailed or mailed to any of the vendors in this manual, including CPNA official forms
- Business cards
- Tape (packing tape and "scotch" tape)
- Box cutter
- Return address shipping labels
- Screwdrivers
- Stapler and staples
- Scissors
- Thumb tacks
- Paper clips
- Calculator
- Pens, scratch paper
- Rubber bands
- "Post-it" notes
- Ruler
- Tissues
- Calendar
- Candy and bowl
- Paper towels and spray cleaner
- Telephone (if you order telephone service, you may use your own phone to avoid paying a refundable deposit)
- List of your Customers or Buyers
- Price lists for the different types of buyers that will stop by your booth (distributor, wholesale, international, OTC or specialty store, salon owner, etc.)

List your personal company items here:

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Visit us online at www.cosmoprofnorthamerica.com.

July 24-26, 2016 • Las Vegas, NV

ATTIRE

Business attire is recommended for all Cosmoprof North America events.

BADGES/REGISTRATION

Exhibitors may request badges for company personnel by logging onto the registration website through the exhibitor login console: www.cosmoprofnorthamerica.com. **Please refer to the registration instruction form provided within this manual.** It is a violation of show rules to order badges for any person who is not connected to the exhibiting company. Positive identification will be required at the Cosmoprof North America registration desk.

IMPORTANT – PLEASE READ

Due to the increased fraudulent use of exhibitor badges, Cosmoprof North America will NO LONGER PERMIT one representative from an exhibiting company to pick up all exhibitor badges for that company. Each registered exhibitor must present valid photo ID at Exhibitor Registration to receive their badge. Exhibitor registration opens on Friday, July 22 at 1pm. A badge is required to enter the show floor.

CARPET COLORS

The aisle carpet in the exhibit hall will vary by section:

Professional Beauty: Pepper

Cosmetics & Personal Care: Cayenne

Packaging & Contract MFG: Blue Jay

CATERING (Exclusive to Mandalay Bay Convention Center)

The exclusive caterer for the Mandalay Bay Convention Center is Mandalay Bay Resort & Casino. Exhibitors requiring catering in their booths may contact Mandalay Bay Convention Center Order Processing Department at 702-322-3000 or order online at MandalayBayExhibitorServices.com. Food & Beverage cannot be brought in from any source other than Mandalay Bay Resort & Casino, or exhibitor will face a surcharge.

EXHIBIT SPACE

Each space is sold as either Raw Space or Ready Stand. Cosmoprof North America uses the metric system for all space measurements.

THERE WILL BE NO EXHIBITOR SUPPLIED PIPE AND DRAPE ALLOWED AT THIS EVENT! CPNA RESERVES THE RIGHT TO MASK UNSIGHTLY AREAS, IF NECESSARY, AT EXHIBITOR'S EXPENSE.

FREE CARTLOAD BENEFIT - 90 Kg (200 lbs.) and under

To alleviate some of the costs incurred in assembling a Cosmoprof exhibit, CPNA will be helping exhibitors with "**Hand Carry**" items. Union rules and regulations can be very expensive for exhibitors who wish to simply bring small boxes and lightweight items directly into their booths. A special area will be set aside for those exhibitors who choose to utilize this service. The **Cartload** area designated for all sections will be located in the temporary parking lot. This lot is located directly across the street from the former MBCC parking lot. The entrance to this lot is located on Four Seasons Drive. CPNA will have signage for the **Cartload Area**. CPNA, at its own expense, will hire GES personnel to cartload lightweight exhibitor items to their booths. Exhibitors are still **NOT PERMITTED** to use wheeled carts to tote items into and out of the exhibit hall. However, with the hired help of GES through CPNA, exhibitors will have an easier time moving their materials, at no cost to the exhibitor (limited to one trip, 90 Kg (200lbs) & under).

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Cosmoprof urges smaller-size exhibitors to plan accordingly and maximize their savings by taking advantage of this free service. For further information, communicate with Show Management. **This very special service will be available to all sections during the following "exhibitor set-up" hours:**

- **Saturday, July 23 8:00am - 5:00pm**

INSURANCE

Exhibitors must insure themselves, at their own expense, against property loss or damage and against liability for personal injury. This coverage is usually available at minimal or no cost. **Please note:** CPNA recommends Rainprotection Insurance Services if you do not already have insurance coverage.

The exhibitor must ensure that there is a valid insurance policy in existence prior to it seeking access to the Mandalay Bay Convention Center. The policy must be satisfactory to Show Management and must cover theft, public liability, damage to property and effects, personal injury, consequential loss and other such risks.

A copy of the insurance certificate must be submitted to Show Management by **June 1, 2016** before access to show floor will be granted to any employee of said company. No badges will be issued without proper insurance.

Please note that as an International Exhibitor the cost of insurance policy has already been calculated in the contract for Exhibit space. If you have paid the balance this obligation has been already fulfilled. By June you will receive a copy of the Insurance Certificate directly from Rainprotection. If not or for any questions please contact: international@bolognafiere.it

LIABILITY

The exhibitor agrees to indemnify and hold Show Management harmless, on demand, against all claims, liabilities, losses, suits, damages, judgments, expenses, costs and charges of any kind arising out of the default or negligence of, or any damage caused by, the exhibitor or its employees, servants, agents, contractors, sub-contractors and all other representatives.

All exhibits are brought to, displayed at and removed from the Mandalay Bay Convention Center at the exhibitor's own risk and should be safeguarded by the exhibitor at all times.

Show Management shall not be responsible for any error or omission relating to the exhibitor, its equipment, products or services in the listings in the exhibition's Official Show Directory or in any promotional material. If the exhibition is cancelled or postponed due to any major event, the fees may be reduced by such amount as the Organizers, at their absolute discretion, see fit. The exhibitor shall have no claim whatsoever for compensation for loss or damage suffered or additional expenses incurred as a result of any cancellation, postponement and alteration in character or reduction in scale of the exhibition. Generally, participation by the exhibitor in the exhibition is solely at the exhibitor's own risk.

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OFFICIAL INSTALLATION (SET-UP) HOURS FOR ALL SECTIONS & MEETING ROOMS

Wednesday, July 20	1:00 pm – 5:00 pm	(Targeted: 60sqm and above)
Thursday, July 21	8:00 am – 5:00 pm	(Targeted: 60sqm and above)
Friday, July 22	8:00 am – 5:00 pm	
Saturday, July 23	8:00 am – 5:00 pm	

OFFICIAL DISMANTLING (TEAR-DOWN) HOURS FOR ALL SECTIONS & MEETING ROOMS

Tuesday, July 26	3:00 pm – 10:00 pm
Wednesday, July 27	8:00 am – 3:00 pm

DO NOT tear-down before 3:00 pm on Tuesday, July 26th — it is a breach of trade show rules. Security will not allow anyone to leave with roller or luggage carts prior to show close.

SECTIONS

Professional Beauty
Cosmetics & Personal Care
Packaging & Contract Manufacturing
Meeting Rooms

REGISTRATION HOURS

Exhibitor badges may be picked up at Exhibitor Registration located in Bayside D of the Mandalay Bay Convention Center during official registration hours:

Wednesday, July 20	Target Only (60sqm and above) Wristbands to be given by Security
Thursday, July 21	Target Only (60sqm and above) Wristbands to be given by Security
Friday, July 22	1:00 pm – 5:00 pm
Saturday, July 23	8:00 am – 5:00 pm
Sunday, July 24	8:00 am – 6:00 pm
Monday, July 25	7:30 am – 6:00 pm
Tuesday, July 26	7:30 am – 3:00 pm

If you have any questions regarding registration policies, please call Cosmoprof North America Registration Support Services: (800.310.7554; 240.439.2553).

SHOW HOURS FOR ALL SECTIONS & MEETING ROOMS

Sunday, July 24	10:00 am – 6:00 pm
Monday, July 25	9:00 am – 6:00 pm
Tuesday, July 26	9:00 am – 3:00 pm

Exhibitors ONLY are permitted on the trade show floor 1½ hours prior to trade show opening.



ADMISSION POLICY
Cosmoprof North America 2016
July 24-26, 2016 • Las Vegas, NV

Exhibitor Personnel

IMPORTANT – PLEASE READ

Due to the increased fraudulent use of exhibitor badges, Cosmoprof North America will no longer permit one representative from an exhibiting company to pick up all exhibitor badges for that company. Each registered exhibitor must present a photo at Exhibitor Registration (opens Friday, July 22 at 1pm) to receive their badge. Both a badge and badge holder will be required to enter the show floor.

To ensure the accuracy of your badges and avoid exhibitor registration lines, please register online in advance

How to Register (online registration never closes):

Log On to: www.cosmoprofnorthamerica.com

- Click "Exhibitor Login", enter your password and click "**Register Your Booth Staff**"
- If you don't have your password, enter your email address to have it sent to you.

Exhibitor Registration is located in Bayside D of the Mandalay Bay Convention Center and will be open at 1pm on Friday, July 22, 2016.

To receive badges; exhibiting companies must meet the following:

- Your booth space is paid in full
- You have submitted original proof of insurance

If these two conditions have not been met, no one from the exhibiting company will be allowed to pick up their badge.

Guests

Guests are admitted at the discretion of Cosmoprof North America. **Exhibitors may NOT bring guests onto the show floor without consulting Show Management.** All guests must register/purchase a badge.

IMPORTANT!

- ✓ Only exhibitors have access to the trade show floor before the floor officially opens.
- ✓ Attendees are admitted to the trade show floor during official show hours only.
- ✓ Please schedule your appointments accordingly.

Press

All press agents with credentials, whether employed by an exhibiting or non-exhibiting publisher, may be admitted to Cosmoprof North America free of charge for the purpose of reporting on the event. Admission to the show is at the sole discretion of Cosmoprof North America. For press registration, contact CPNA's public relations team at Creative Media Marketing (CMM) PR.

Carolanne Coviello cosmoprof@cmmpr.com



ADMISSION POLICY
Cosmoprof North America 2016
July 24-26, 2016 • Las Vegas, NV

Restrictions

All persons attending Cosmoprof North America must be registered and have a badge on their person. Should any exhibitor fraudulently register, as being a representative of their company, any individuals who are not actually connected with the company—or in the event of misuse or abuse of the registration or floor privileges by any exhibitor or their representative(s)—Show Management reserves the right to cancel the privileges extended without liability. Entrance to Cosmoprof North America 2016 will be suspended, pending further investigation.

CHILDREN UNDER THE AGE OF 16 ARE NOT ALLOWED ON THE TRADE SHOW FLOOR AT ANY TIME.

Suit-Casing Is Not Allowed

Definition: Any activity designed to solicit or sell products or services to Cosmoprof North America attendees or exhibitors without proper authorization by Show Management. Please note that while all beauty industry personnel are welcome to attend some or all of the CPNA exhibition, any attendee who is observed to be soliciting business in the aisles or other public spaces, in another company's booth or in violation of any portion of the CPNA Exhibition Policy, will be asked to leave immediately. Additional penalties may apply.

- No refund of admission will be given.
- Please report any violations you may observe to Show Management.
- Show Management will patrol the floor for suit-casing violations.

CPNA recognizes that suit-casing may also take the form of commercial activity conducted from a hotel guest room or hospitality suite, restaurant, club or any other public place of assembly.

For the purposes of this policy, suit-casing violations **may occur** at venues other than the exhibition floor.

Attendee Visitors

Authorized Visitors and Invited Buyers:

Distributors	Importers
Wholesalers	Retail Buyers
Sales Agents	Specialty Stores
Beauty Suppliers/OTC's	Chain Salons
Cosmetics Manufacturers	Estheticians & Skin Care Professionals
Salon/Spa Owners & Managers	Cosmetologists

**CHILDREN UNDER THE AGE OF 16 ARE NOT ALLOWED ON THE TRADE SHOW FLOOR AT ANY TIME.
NO EXCEPTIONS.**

July 24-26, 2016 • Las Vegas, NV

IMPORTANT – PLEASE READ

Please find here below some suggestions in order to avoid extra costs when planning your participation at Cosmoprof North America 2016.

At the time of shipping your goods to the Show, **please make sure you verify with the Freight Forwarder that you have complied with all the requested and compulsory documentation for FDA certificate / registration**, in order to have your cosmetic products and goods allowed into the US territory and properly cleared through customs and delivered to your booth.

The Organizers are not responsible for any goods not cleared through customs or which cannot be delivered to the Show because of wrong or missing documentation.

- Remember to place your orders for electrical, compressed air and water, cleaning, hanging signs and the other services provided by **Mandalay Bay Convention Center**, prior to the Show opening, as per deadlines indicated on the Forms. When placing orders for electrical, compressed air and water, consider straight time and over time for labor rates.
- Remember to place your orders for material handling, storage provided by **GES** (official contractor) by the deadline date.
- Consider the possibility of benefiting from the **FREE CARTLOAD** service to take your exhibits to the Show floor: NO DRYAGE is applied to this material and CPNA will hire at their own expense GES personnel to hand-carry exhibitors' lightweight items to their booth.
Please note that this service is limited to one trip and at a maximum weight of 90 kg & under - 200 lbs.

NORTH AMERICAN EXHIBITORS
NABE North American Sales Office
15825 North 71st Street, #100
Scottsdale, AZ 85254 USA
Tel.: +1 480.281.0424
Fax: +1 480.905.0708

INTERNATIONAL EXHIBITORS
BolognaFiere S.p.A.
Viale della Fiera 20
40127 Bologna – Italy
Tel.: +39.051.282.848
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