

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
Mandalay Bay Convention Center
July 9 - 11, 2017

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

Questions?



Contact

- Chat with us <http://www.ges.com/chat>
- Contact us online: <https://e.ges.com/011600463/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

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 14 GES orders must be received with payment by this date.

Exhibitor Move In

Wednesday, July 5	1:00 PM - 5:00 PM	For Booths 60 SQM and Over
Thursday, July 6	8:00 AM - 5:00 PM	For Booths 24 SQM and Over
Friday, July 7	8:00 AM - 5:00 PM	All International and Domestic Exhibitors
Saturday, July 8	8:00 AM - 6:00 PM	All International and Domestic Exhibitors

Show Hours

Sunday, July 9	10:00 AM - 6:00 PM
Monday, July 10	9:00 AM - 6:00 PM
Tuesday, July 11	9:00 AM - 3:00 PM

Exhibitor Move Out

Tuesday, July 11	3:00 PM - 10:00 PM
Wednesday, July 12	8:00 AM - 3:00 PM

Carrier Check-in Post-Show

Wednesday, July 12 7:00 AM Carriers post-show must be checked-in by this time.

Facility Clear

Wednesday, July 12 3:00 PM All exhibitor materials must be removed.

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G-1 012617

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

Advance Shipments to Warehouse:

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

Shipments should arrive on or between:

May 31 - June 28, 2017
Hours for receiving are Monday - Friday, 8:00 AM - 4:30 PM

Direct Shipments to Show Site:

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

Shipments should arrive on:

July 5, 2017, 1:00 PM - 5:00 PM For Booths 60 SQM and Over
July 6, 2017, 8:00 AM - 5:00 PM For Booths 24 SQM and Over
July 7, 2017, 8:00 AM - 5:00 PM All International and Domestic Exhibitors
July 8, 2017, 8:00 AM - 5:00 PM All International and Domestic Exhibitors
Reference Targeted Floorplan for Dates & Times.

Marshaling Yard Site Address:

2982 West Post Road
Las Vegas, NV 89119
USA

G-1 012617 040717 011600463



Dear Exhibitor,

On behalf of the Professional Beauty Association (PBA) and Cosmoprof North America (CPNA), we would like to extend a special welcome and thank you for exhibiting at Cosmoprof North America 2017. We are pleased to present your 2017 Exhibitor Resource Guide (ERG). This guide is designed to give you the tools and information needed to ensure a smooth-running and successful show experience. The Guide includes information on booth furnishings and utilities, details on labor, shipping, badge registration, and much more.

Cosmoprof North America takes place during PBA Beauty Week – an inclusive beauty event catering to all sectors of the industry. PBA Beauty Week brings attendees and exhibitors resources to advance their businesses from networking to education. PBA Beauty Week is produced by the Professional Beauty Association and hosted by Cosmoprof North America.

PBA BEAUTY WEEK EVENTS INCLUDE:

PBA Business Forum provides an overview of the key trends and issues effecting the beauty industry as well as providing attendees with an update of PBA’s key initiatives and strategic initiatives. This year PBA is proud to host 2017 Keynote Speaker, Ervin “Magic” Johnson, who will discuss business successes in his keynote presentation “Understand Your Customer and Over Deliver.”

Beacon offers the best and brightest cosmetology students from across the nation the opportunity to network and learn from some of the most successful artists in the industry. The event runs from Saturday, July 8 to Monday, July 10.

North American Hairstyling Awards (NAHA) celebrates the artistry and skill of beauty professionals in the most prestigious photographic hairstyling competition in North America. Winners in all 14 categories will be announced Sunday, July 9, beginning at 6:30pm with the NAHA Red Carpet Reception.

PBA Sponsored Education includes specialized education for manufacturers, distributors and salon professionals, taught by industry’s leading experts. This year’s Distributor Workshop, taking place on Monday, July 10th, will focus on how the blurred lines of the consumer/producer relationship are redefining notions of traditional supply chain, and forcing the industry to work smarter. Classes are available a la carte for Sunday, July 9th and Monday, July 10th.

Please visit probeauty.org/beautyweek for more information and to purchase tickets to these special events.

On behalf of the Professional Beauty Association, we look forward to serving you and the entire professional beauty industry at Cosmoprof North America and PBA Beauty Week.



Steve Sleeper
Executive Director
Professional Beauty Association



Reuben Carranza
Chairman, Board of Directors
Professional Beauty Association

**2017 COSMOPROF
NORTH AMERICA
EXPO HOURS**

Sunday, July 9 | 10:00am - 6:00pm
Monday, July 10 | 9:00am - 6:00pm
Tuesday, July 11 | 9:00am - 3:00pm

pba MEMBER
BENEFITS

The Professional Beauty Association exists to elevate, unify and serve the beauty industry and the professionals who improve people’s lives.

PBA exhibiting members receive:

- 300 lbs. FREE drayage
- 10% discount on GES installation/ de-installation labor
- Discount flat small package handling @ \$5 per carton (up to 50 lbs. each)
- Access to the exclusive PBA Member Lounge on the show floor
- Discounted admission to PBA Beauty Week events and education on the CPNA show floor
- PBA Member exhibitor welcome pack, including PBA member signage/lanyard
- Invitation to the PBA Member Cocktail Reception

Being a member of the Professional Beauty Association advances our industry. To learn more about becoming a member please visit probeauty.org/join or call the PBA Membership team at 480.455.3460.

SHOW DISCOUNTS AND BENEFITS 2017

FREE DRAYAGE, HANDLING DISCOUNTS AND PERKS

PBA Members receive

- 300 lbs. of free drayage (the cost to move your exhibit material within the convention center)
- 10% off installation/de-installation labor, automatically credited to your GES convention services onsite invoice
- Discounted \$5 flat small package handling rate (up to 50 lbs. each)

PBA MEMBER LOUNGE

Enjoy access to the exclusive PBA Member Lounge located adjacent to PBA Booth #51323. Complimentary refreshments, free internet access, networking and VIP amenities for PBA members only.

DISCOUNTS ON EDUCATION AND SPECIAL EVENTS

- Ability to **exhibit** at the **International Salon and Spa Expo Long Beach (ISSE)**
- Access to attend **ISSE** without exhibiting
- Access to the exclusive PBA Member Lounge at **PBA Signature Events**
- Discounted Admission to the **North American Hairstyling Awards (NAHA)** and the **PBA Business Forum**
- Discounted tickets to business education at **Cosmoprof North America**
- Discounted admission to the **PBA Executive Summit**
- Discounted admission to the **PBA Distributor Executive Conference**

Not yet a member?

**JOIN TODAY TO RECEIVE THESE BENEFITS. MEMBERSHIP STARTS AT ONLY \$175.
PROBEAUTY.ORG/JOIN**

ADDITIONAL RESOURCES

EDUCATION

- Discounted tuition and/or admission to PBA produced [education events, competitions](#) and [programs](#)
- Complimentary [live education webcasts](#)

RESOURCES

- [PBA Member Tile](#) for use on your website and printed collateral
- Access to entire library of [Business Blueprints](#)
- Discounts on publications, education and business services offered through the National Association of Wholesaler-Distributors [NAW](#)

PUBLICATIONS

Free subscriptions to these publications plus 5 others:

- [American Salon](#)
- [Beauty Store Business](#)
- [Modern Salon](#)
- One year digital subscription to the [Beauty Industry Report](#) - for new subscribers only

RESEARCH

- Discounted pricing and member-only access to [valuable industry research](#)
- Complimentary access to the [National Salon/Spa Industry Tracking Survey, Salon/Spa Industry Profile](#) and many other industry reports
- Exclusive access to the [PBA Market Shipment Study](#)
- Exclusive access to all versions of the [PBA Distributor Benchmarking Survey](#)

NETWORKING/BUSINESS DEVELOPMENT

- Corporate listing in online [membership directory](#)
- Various association [volunteer opportunities](#) and ability to serve on advisory councils and board of directors
- Access to contacts of other Manufacturer and Distributor section members
- [Press releases](#) highlighting member and/or member companies added to [PBA Blog](#)



EVENTS STAFF LISTING
North American Beauty Events

NORTH AMERICAN EXHIBITORS

800-468-2274

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

Toni Davis – Director of Sales
x3443 toni@probeauty.org

Trisha Thiede – Sales Representative
X3432 Trisha@probeauty.org

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

Jen Burns – Trade Show Manager
x3433 jen@probeauty.org

For questions on registration, contact:

Gina Moon – Event Operations Coordinator
x3456 gina@probeauty.org

Chris Kline – Event Operations Manager
x3425 ckline@probeauty.org

NORTH AMERICAN EXHIBITORS

NABE North American Sales Office
15825 North 71st Street, #100
Scottsdale, AZ 85254 USA
Tel.: 480.281.0424
Fax: 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
March-2017			
31st	Final payment for booth space	Trisha Thiede 480-455-3432	
May-2017			
1st	Ad Deadline (Promotional Opportunities, Show Directory)	Sales 800-468-2274	
5th	Official Exhibition Directory Entry	Jen Burns 480-455-3433	
5th	Certificate of Liability Insurance	Rainprotection Insurance 800-528-7975	
5th	Blueprints, Drawings or Pictures of Raw Space (Mandatory)	Jen Burns 480-455-3433	
5th	Exhibitor Appointed Contractor (EAC) Form	Jen Burns 480-455-3433	
31st	Advance Shipments may begin arriving at Warehouse	GES 800-475-2098	
June-2017			
1st	Exhibitor Badge Registration	Experient 800-310-7554	
5th	Hotel Reservations	Par Avion 800-826-8133	
14th	Discount Deadline for GES Orders	GES 800-475-2098	
18th	Electrical Orders	Mandalay Bay Convention Center	
18th	Catering Orders	Mandalay Bay Convention Center	
18th	Audio-Visual Orders	Mandalay Bay Convention Center	
18th	Telephone/Network Orders	Mandalay Bay Convention Center	
30th	Last Day for Advance Shipments without surcharge	GES 800-475-2098	
July-2017			
5th-8th	Direct Shipments to Exhibit Site	GES 800-475-2098	

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



OFFICIAL SERVICE PROVIDERS Cosmoprof North America 2017

This Exhibitor Resource Guide contains all official vendors contracted to serve the exhibitors of Cosmoprof North America 2017. 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: 702-515-5970
Toll Free: 800-475-2098
Fax: 866-329-1437
www.ges.com

FLORIST

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

TEMP STAFF

Trade Show Temps
info@tradeshowtemps.net
Phone: 888-748-3677
www.TradeShowTemps.net

REGISTRATION

Experient
Phone: 301-694-5243
Toll Free: 800-310-7554
Fax: 301-694-5124
www.cosmoprofnorthamerica.com

BOOTH SECURITY

Show-Time Services
8332 Lambert Drive
Huntington Beach, CA 92647
Phone: 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: 855-408-1349
www.mandalaybayexhibitorservices.com

HOTEL RESERVATIONS

Par Avion Meetings & Conventions
15901 Hawthorne Blvd, Suite 440
Lawndale, CA 90260
Phone: 800-826-8133
Fax: 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: 800-826-8133
Fax: 310-649-3554
www.cosmoprofnorthamerica.com

Visit us online at www.cosmoprofnorthamerica.com.



**SHOW CHECKLIST
Cosmoprof North America 2017**

Don't forget these important tools! You might want to consider taking the following items with you to Cosmoprof North America 2017:

- 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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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 7 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 (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



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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, 200lbs & under).

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 8 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 **May 5, 2017** before access to show floor will be granted to any employee of said company. No badges will be issued without proper insurance.

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 5	1:00 pm – 5:00 pm	(Targeted: 60sqm and above)
Thursday, July 6	8:00 am – 5:00 pm	(Targeted: 60sqm and above)
Friday, July 7	8:00 am – 5:00 pm	
Saturday, July 8	8:00 am – 5:00 pm	

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

Tuesday, July 11	3:00 pm – 10:00 pm
Wednesday, July 12	8:00 am – 3:00 pm

DO NOT tear-down before 3:00 pm on Tuesday, July 11th — 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 5	Target Only (60sqm and above) Wristbands to be given by Security
Thursday, July 6	Target Only (24sqm and above) Wristbands to be given by Security
Friday, July 7	1:00 pm – 5:00 pm
Saturday, July 8	8:00 am – 5:00 pm
Sunday, July 9	7:30 am – 6:00 pm
Monday, July 10	7:30 am – 6:00 pm
Tuesday, July 11	7:30 am – 3:00 pm

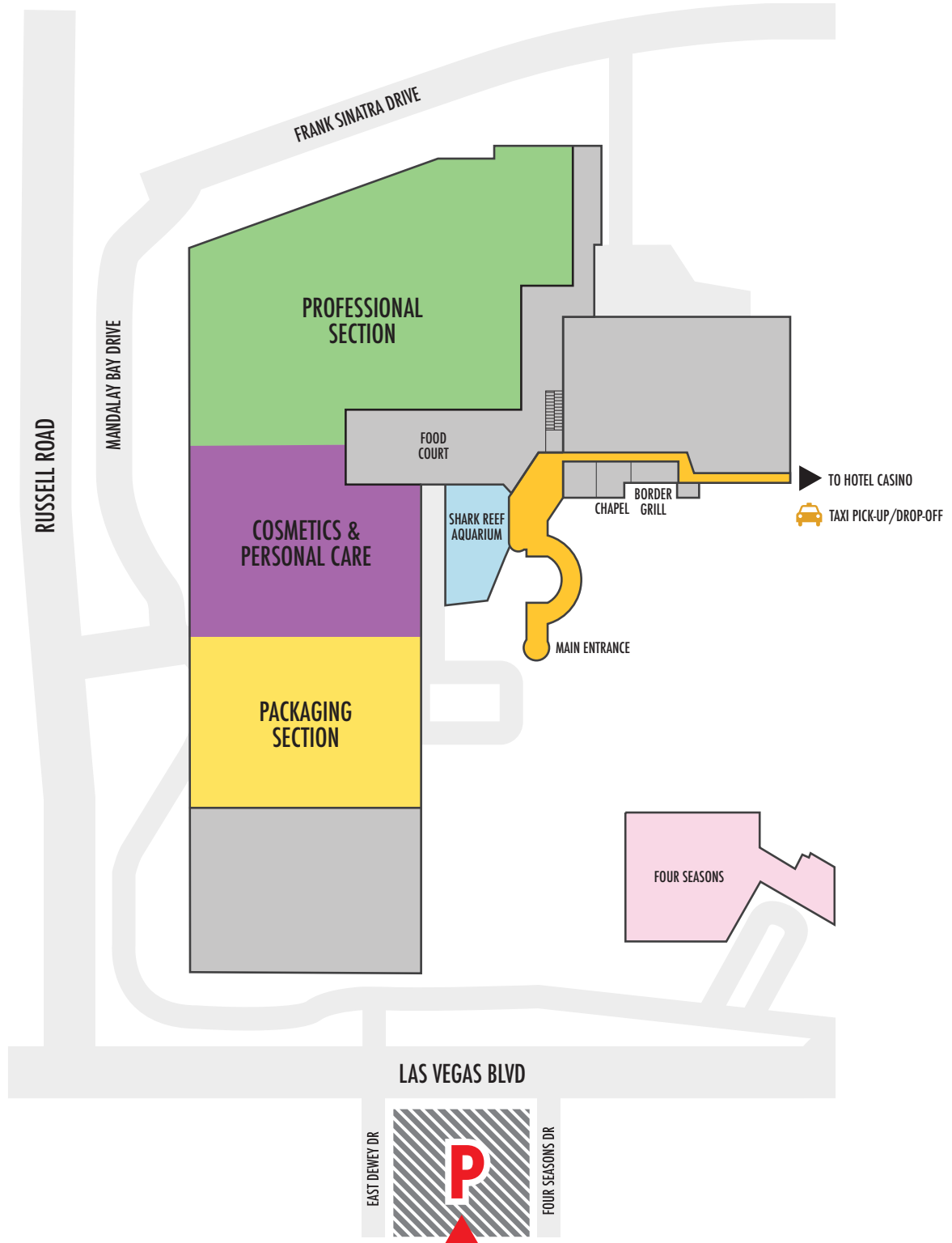
If you have any questions regarding registration policies, please call Cosmoprof North America Registration Support Services: (800.310.7554; 240.439.2553).

SHOW HOURS FOR ALL SECTIONS & MEETING ROOMS

Sunday, July 9	10:00 am – 6:00 pm
Monday, July 10	9:00 am – 6:00 pm
Tuesday, July 11	9:00 am – 3:00 pm

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

CARTLOAD SERVICE
SATURDAY, JULY 8 8AM - 5PM
UP TO 200LBS



CHECK-IN FOR CARTLOAD SERVICE
AFTER CHECK-IN, YOU WILL BE DIRECTED TO THE MBCC FOR
CARTLOAD SERVICE IN ORDER OF ARRIVAL