

S A L Ó N
LOOK

International Image and Integral Aesthetics Exhibition

18-20

**OCT
2019**

MADRID - SPAIN

*Hairdressing · Aesthetics
Make-Up & Nails · Natural Cosmetic
MicroPigmentation · Barber Area*

EXHIBITOR GUIDE

ONLY PROFESSIONALS

1 ALLOCATION OF SPACES AND OTHER MATTERS

- 1.1. Participation in the SALÓN LOOK function can be requested by companies whose commercial activity is included in the sectors that are covered in the trade fair. The Fair Management will reject all of those applications which, in their judgement, do not comply with the requirements for the event.
- 1.2. The signing and presentation of the Application Form entails the complete acceptance of the IFEMA General Terms and Conditions for Participation, as well as the specific conditions for the fair and those provisions which, in a general manner, are to be established by the Trade Fair Management.
- 1.3. The admission of exhibitors in the sectors will be subject to the acceptance of the Fair Management. Applicants should submit the Application Form.
- 1.4. The Function Management reserves the right to change, from one edition to another, the location of the stands occupied by the exhibitors, if due to reasons in relation with sectorisation, product and image, they deem it necessary.
- 1.5. The allocation of spaces will be carried out by the Fair Management. Companies that participated in the last edition of the event will have preference over new candidates, with preferences and the similarities between companies with products of a similar style taken into account.
- 1.6. The reservation of a space will be formalised once the first payment has been made, reflected in the Application Form, by way of a reservation. In the event that this payment is not made then it will be understood that no reservation has been made for a space of any kind in favour of the applicant.
- 1.7. In the event that the EXHIBITING COMPANY allocates another company to make any of the payments in relation with their participation, they should fill out the corresponding section in the participation application. In any case, if the company that is allocated as the billing company should not assume the cost of the aforementioned payments within the specified deadline then the EXHIBITING COMPANY shall have to cover them upon the request of IFEMA.
- 1.8. Exhibitors who have not made all of the payments corresponding to the contracted space and contracted services, as well as the fee for the promotional elements entry (200€ per company + VAT (1)), shall not be authorized to occupy the exhibition space and, where appropriate, shall not receive their modular stand
- 1.9. The total payment of additional costs incurred by the exhibitor throughout the staging of the fair shall be an indispensable condition for the withdrawal of material (furniture, items and installations) from the corresponding exhibition space. For the issuing of goods it will be necessary to present an authorisation issued by SERVIFEMA, which will be exclusively submitted to exhibitors that have complied with the requirements indicated in the previous paragraph.

2 STANDS AND SERVICES

- 2.1. All of the spaces that are less than 16 sq.m should obligatorily hire one of the corresponding modular stands.
- 2.2. Participation at the fair entails the contracting of a package of services 18,00€ / sq.m. + VAT (1), which includes the following: minimum supply of electrical energy based on 130W/sq.m., as well as a multi-fair insurance providing coverage of 50,000€ and civil liability insurance covering an amount of 60,000€, daily cleaning services for the stand (which do not include cleaning of the exhibits).
- 2.3. The modular stand includes: Wooden structure, with a matte plastic paint finish, stand name and number. Electrical installation. Lighting by means spotlights. Fireproof trade fair carpet, storage and furnishings, depending on the surface area. Price: 52,00€ / sq.m. + VAT (1)
- 2.4. The ZOOM space of 9 sq.m. of formed of the following elements: 1 exhibition cabinet, 1 display cabinet, 1 round table, 2 chairs, 1 stool, carpet, lighting, stand name and number. Price (Space + Zoom Stand): 2.950,00€ + VAT (1)
- 2.5. Other services included: The general lighting and air conditioning of the hall, cleaning of communal areas, general surveillance both inside and outside of the hall.
- 2.1. Promotional material included in the hiring of stands:
 - Passes for exhibitors: 2 exhibitor passes for every 4 sq.m hired up to a maximum of 50
 - Online invitations: 30 for every 4 sq.m hired
 - Professional printed invitations: 30 for every 4 sq.m
 - 1 copy of the official catalogue per trading company
- 2.7. Retail sales are allowed at the event in those sectors that are specifically authorised, like for example: SALES, NAILS AND MAKE-UP AND NATURAL COSMETIC.

(1) For companies established in the Spanish territory (excluding Canaries, Ceuta and Melilla): 10% VAT not included. For the rest of companies this operation is not subject to Spanish VAT. For European Union companies, the exhibitor will be responsible for paying the applicable VAT in the country of incorporation.

3 ASSEMBLY, DECORATION, DISMANTLING

- 3.1. Times available for assembly and decoration: The exhibitors with a free-design stand shall complete the assembly of their stand between October 13 and 17, 2019 from 8.30 am until 9.30 pm. The exhibitors that have opted for the modular stand shall receive the finished stand about 8.30 am on October 17 and they will have until 9.30 pm to complete the decoration of their stand. The entrance of goods and decorative material shall be carried out on October 17 from 8.30 am until 9.30 pm. For halls 2, 14 & connection area 12 - 14 dismantling will be 21st & 22nd October, from 8.30 am to 9.30 pm
- 3.2. Times available for the issuing of goods, decorative material: The issuing of goods and decorative material for all of the stands should be carried out on October 20 between the hours of 8.30 pm and midnight. Once this period of time has passed, any articles or elements that have not been removed will be considered as having been abandoned, and all rights to claim them back will be lost. The dismantling of stands will take place:
- Hall no. 12: October 21, between midnight. and 9.30 pm
 - Hall no 2, connection area 2-4, 14 & connection area 12-14 October 21 & 22, from 8.30 am to 9.30 pm
- Outside of these hours, access to assembly workers or exhibitors shall be strictly forbidden, in addition to any assembly, decoration or dismantling work.
- 3.3. Personnel with exhibitor cards will be able to access the fairground 1 hour before the indicated opening times, and will not be able to stay on the fairground for more than sixty minutes following the daily closing of the fair.
- 3.4. The complete payment of all of the additional costs accrued by the exhibitor throughout the days that the fair is held will be a fundamental condition in order to remove the material (furnishings, items and installations) from the corresponding space.

4 SAFETY AND LABOUR RISK REGULATION – COORDINATION OF BUSINESS ACTIVITIES

Minimum instructions regarding individual protection equipment (IPE) during setup and dismantle periods of trade fairs and events.

Effective immediately, as a preventative measure, generally-speaking, and due to the concurrence of activities, the obligation to wear protective helmets, high-visibility vests and security footwear during setup and dismantle periods of trade fairs and exhibition areas, has been established.

In no case will access to the halls be allowed without the aforementioned individual protection equipment; this instruction affects any person accessing, passing through, working or merely being present, in exhibition halls or outdoor exhibition areas during setup and dismantle periods.

This instruction sets forth minimal conditions and does not exempt the use of other protective gear that may be required for the execution of specific tasks to be carried out during the above-mentioned setup and dismantle periods

5 REGULATIONS FOR FREE-DESIGN STANDS

5.1. The exhibitors that opt for the free assembly of their space should send the project to the Technical Department at the Fair Services Office (e-mail: tecnica@ifema.es) with at least one months' notice before the start of the assembly.

5.2. Spaces that are smaller than 16 sq.m will not be able to opt for a free design stand, thus they should obligatorily hire the corresponding modular.

5.3. Assembly Fees

The company that is responsible for the assembly work of a stand should pay IFEMA, prior to the start of the said work, the fees for the corresponding assembly rights by way of the services provided throughout the assembly period and that of the dismantling of the trade fair:

- First aid assistance services
- Inspection of electrical installations.
- Cleaning of communal areas.
- Electrical connections and supply throughout the assembly and dismantling work.
- Use and maintenance of painting rooms.
- Personalised attention service for the assembling agent and individualized space marking

Depending on the diverse use of the installations and services, the rates applied to the assembly rights, for the whole stand, including the second floors, will be as follows:

- Spaces without decoration and set up with carpet or platform: RATE TYPE A: 2,10€ / sq.m. + VAT (1).
- Basic modular stands in aluminium or similar: RATE TYPE B: 4,20€ / sq.m. + VAT (1).
- Free design stands of aluminium and Carpentry stands and those of all other materials: Rate TYPE C: 6,61€ / sq.m. + VAT (1).

5.4. Should the same exhibitor wish to join two stands across a corridor, the company in question shall lodge a request with the Fair Organizers in order to receive authorisation.

5.5. The rest of the Free Assembly Rules are included in the IFEMA General Participation Rules.

6 OTHER PROVISIONS

- 6.1. Noisy demonstrations that may disrupt other exhibitors are strictly forbidden. The noise level at the stands should not exceed 60 decibels under any circumstances. Sound equipment that is used should be obligatorily pointed towards the inside of the stand at a maximum height of 2m from the ground. Under no circumstances shall it be pointed towards the outside of the stand, adjacent aisles or adjoining stands. The use of live music is not permitted, nor are procedures that require an increase in the noise level, like for example horns, sirens, etc. Any breach of this particular provision will subsequently lead to the cutting off of the electric supply.
- 6.2. Companies that decide to assemble stages in their stands should point them towards the aisle with the largest width and indicate the location in the project that they present to the Technical Department for its corresponding approval. Similarly, the location and orientation of speakers should be indicated.
- 6.3. Exhibitors will not be allowed to keep, display, distribute or share any form of magazine or publication on their stand that is not directly represented at the trade fair with a stand. Any breach of this provision will lead to the closing of the stand.
- 6.4. No type of publicity or promotional activity that competes with the fair's activities shall be permitted.

6.5. **TATTOOS, MICROPIGMENTATION AND PIERCING**

Those exhibitors who carry out tattooing, micro-pigmentation and piercing activities must comply with the provisions established in Decree 35/2005 of 10th March, approved by the Regional Government of Madrid. Said companies shall inform the Fair Organizers of the nature of their activities when they contract their space/stand. Furthermore, they must sign an agreement by which they undertake to return the bio-sanitary deposits that are furnished to them at the fair, once the fair has closed. IFEMA shall not accept any responsibility for the activities carried out by these exhibitors, who shall act in accordance with the requirements established in current legislation and under their own responsibility, dealing with any claim that may be made in this respect entirely on their own.

6.6. **USE OF LASERS**

All laser activities can entail a risk, not only for users, but also for other persons, even though they may be located a considerable distance away. For this reason, all procedures that require the use of any type of laser shall only be carried out in specially marked areas, which must be closed and perfectly delimited areas, featuring the exclusive and restricted access of authorized staff. Furthermore, all laser apparatus must have the corresponding authorisation and standardization certificate issued by the manufacturer.

Demonstrations of lasers, pulsed light or other systems that both the other exhibitors and visitors to the trade fair shall not be permitted.

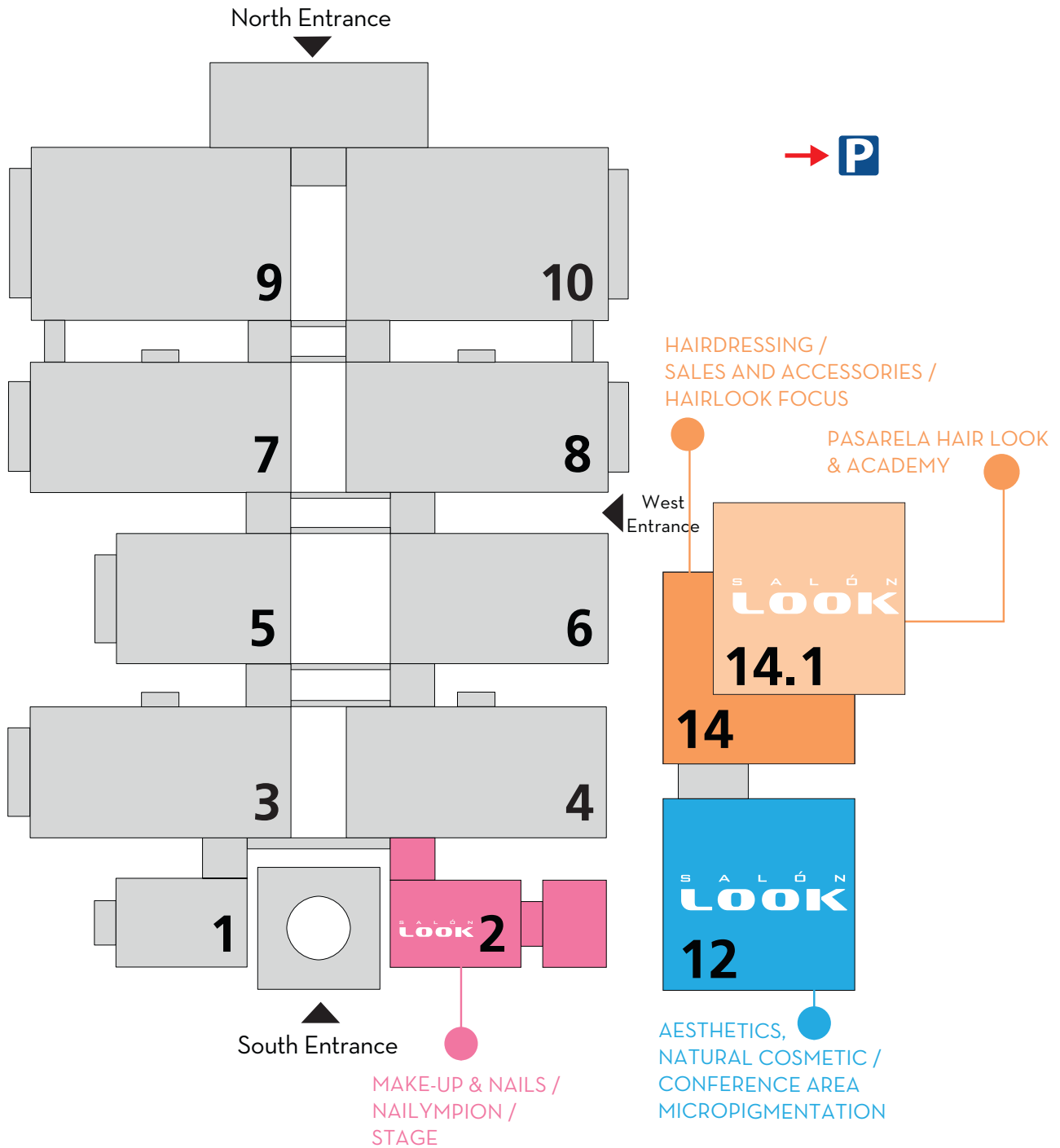
7 EXHIBITORS WORK AGENDA

PRIOR TO	HOW TO PROCEED?
March 18, 2019	<ul style="list-style-type: none"> • Fill in the Application Form online at salonlook.ifema.es, in order to be a preferential exhibitor having attended the previous edition, and provide payment of 25% of the space hired.
May 18, 2019	<ul style="list-style-type: none"> • Second 25% Deadline payment.
June 18, 2019	<ul style="list-style-type: none"> • Deadline for the application of 10% discount on the flat rate price for early payment granted to those exhibitors that pay 100% of the space. • Fill out the form in the Exhibitors Area at salonlook.ifema.es to appear in the online official catalogue, the Fair Management cannot guarantee their inclusion in the official online catalogue if it is received after the deadline indicated, therefore not being exempt from the payment of the established rate. • Send the completed document for meetings with international buyers organised with ICEX and STANPA. • Send your clients the professional personalised invitations, 30 invitations for every 4 sq.m of space hired, at the Exhibitors Area salonlook.ifema.es. • Send details and photos to the Look Press Department. • Send the services or improvements of the modular stand to the Servifema Department.
September 12 2019	<ul style="list-style-type: none"> • Pre-registration of visitors to be carried out on the website salonlook.ifema.es and is free until September 18. • After this date and until October 17 it will cost €10. • From October 18 to 20, 2019 it will cost €20. • With the online exhibitor invitation, the admission fee will be FREE for all trade fair days. • Pay the remaining 50% of the space and the services hired. • Send the plan for the assembly of the stand to the Trade Fair Services Department of IFEMA with labelling of the supply connections and an assembly plan for the modular stands. AND IN THE EVENT OF A FREE DESIGN STAND, an enclosed project with the floor and elevation. • Last day of hiring services, with a 15% discount, without any additional charge for 25% if you hire them using the Exhibitors Area.
October 5, 2019	<ul style="list-style-type: none"> • Last day of hiring services, without any additional charge for 25%.
October 13 to 17, 2019	<ul style="list-style-type: none"> • Assembly of the free design stands from 8.30 am until 9.30 pm.
October 17, 2019	<ul style="list-style-type: none"> • Delivery of the modular stand to the exhibitors from 8.30 am. • Arrival of goods and decorative material: from 8.30 am and 9.30 pm.
October 18 - 20, 2019	<ul style="list-style-type: none"> • The event SALÓN LOOK takes place between 10 am and 8 pm. • The exhibitor that applies for it shall be able to have a special permit for the entry and exit of items and material, from 9 am to 10 am and 8 pm to 8.30 pm on the days of the event.
October 20, 2019	<ul style="list-style-type: none"> • Issuing of goods and decorative material, from 8.30 pm until midnight.
October 21 to 22, 2019	<ul style="list-style-type: none"> • Dismantling of the free design stands. <ul style="list-style-type: none"> - Hall no. 12: October 21, between midnight. and 9.30 pm - Hall no 2, connection area 2-4, 14 & connection area 12-14 October 21 & 22, from 8.30 am to 9.30 pm

8 CONTACT US

DEPARTMENT	ASK ME ABOUT...	CONTACT
Exhibition Management	<ul style="list-style-type: none"> • Space allocation. • General issues about participation in the Trade Fair. • Exhibitor badges. • Trade visitor and public invitations purchase. 	<ul style="list-style-type: none"> • Calls from Spain: 902 22 15 15 • International Calls: (34) 91 722 30 00 • salonlook@ifema.es
Servifema Invoicing and service booking	<ul style="list-style-type: none"> • Service booking. 	<ul style="list-style-type: none"> • Calls from Spain: 902 22 15 15 • International Calls: (34) 91 722 30 00 • line@ifema.expositor@ifema.es
	<ul style="list-style-type: none"> • Service invoicing. • Payments. 	<ul style="list-style-type: none"> • Calls from Spain: 902 22 15 15 • International Calls: (34) 91 722 30 00 • servifema@ifema.es
Technical Department Exhibition services Department	<ul style="list-style-type: none"> • Technical support for exhibitors and stand builders. • Stand assembly project approval. • Solutions to the technical problems during the Exhibition. 	<ul style="list-style-type: none"> • Calls from Spain: 902 22 15 15 • International Calls: (34) 91 722 30 00 • stecnica@ifema.es
Communication and Marketing office	<ul style="list-style-type: none"> • Relations with the media. • Press information about fairs and shows organised by IFEMA. • Institutional press information. • Press badges for fairs and shows. 	<ul style="list-style-type: none"> • Tel.: (34) 91 722 54 03 • prensa@ifema.es
Convention and Congresses	<ul style="list-style-type: none"> • Space rental for meetings and conventions in the exhibition centre, be it during the exhibitions or not. • Coordination of not-exhibition-related activities. 	<ul style="list-style-type: none"> • Tel.: (34) 91 722 50 72 • convenciones@ifema.es
Externak Affairs Protocol	<ul style="list-style-type: none"> • Institutional visits. • Guided visits. • Protocol for all events. • Institutional relations. 	<ul style="list-style-type: none"> • Tel.: (34) 91 722 50 14 • drree@ifema.es
Security and Self-Protection Services	<ul style="list-style-type: none"> • General security. • Accesses to the Exhibition Centre. • Parking. 	<ul style="list-style-type: none"> • Tel.: (34) 91 722 50 65 • dsinternos@ifema.es
Medical Service and Security Emergencies	<ul style="list-style-type: none"> • Security and medical emergencies. • Medical attention for exhibitors and visitors during the exhibition stand assembly and stand dismantling. 	<ul style="list-style-type: none"> • Tel.: (34) 91 722 54 00 • Tel.: (34) 91 722 50 65
Outdoor Advertising	<ul style="list-style-type: none"> • Booking outdoor advertising at the venue. 	<ul style="list-style-type: none"> • Tel.: (34) 91 722 53 40 / 08 • publicidadexterior@ifema.es
Telecommunications	<ul style="list-style-type: none"> • Information prior to ordering telephone, lines, ISDN lines, broadband connections by cable, wireless or other connections. • Technical advise and customized data network configurations. 	<ul style="list-style-type: none"> • telecomunicaciones@ifema.es
Company in Charge of the Official Catalogue	<ul style="list-style-type: none"> • ONLINE Catalogue details. • Advertising on Catalogue, Visitors Guide, Web. 	<ul style="list-style-type: none"> • Tel.: 93 540 43 43

9 MAP



ORGANISED BY



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