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RULES ZOOM

1. DATE AND OPENING HOURS OF THE EXHIBITION

1.1. SALÓN LOOK INTERNACIONAL. The Image and Integral Aesthetics Exhibition will take place at Feria de Madrid, from **28 to 30 September 2012**.

1.2. Opening hours: **9.30 am - 7 pm**

1.3. Throughout this schedule, the stands shall remain permanently open to the public and they shall be attended by qualified staff.

1.4. Fulfilment of the previous article shall empower the fair organisers to allocate the corresponding space to another company at the next edition, notwithstanding other measures that the Organising Committee may choose to adopt.

2. CONTRACTING

2.1. All trading companies whose activities are encompassed by the sectors covered by the Exhibition can apply for participation at same.

2.2. The admission of applications, as well as the allocation of space, shall be the exclusive responsibility of the Fair Management that may turn down those applications at its sole discretion, if they fail to meet the fair's purposes.

2.3. The signature and presentation of the Participation Request shall constitute a commitment that cannot be revoked by the applicant and this shall entail the total acceptance of **IFEMA's General Participation Regulations**, the Specific Regulations for **SALÓN LOOK INTERNACIONAL** and any other provisions that may be generally set forth by the Fair Organisers.

2.4. Once the first payment corresponding to the exhibition space has been received and the space has been allocated, participants will gain access to IFEMA Services Catalogue, which includes all the services designed to complement their participation at the fair. These services can be contracted through the "**Exhibitor Area**" on www.salonlook.ifema.es. By using this channel, participants will enjoy a **15% discount** on the price of each service. Furthermore, they can contract services up to one day prior to the commencement of the assembly period without having to pay the **25% surcharge** for services contracted at the last minute. (This does not apply to compulsory minimum services, exterior advertising, meeting rooms, fair payment terminals and specific fair services such as exhibitor badges, etc). **IFEMA** shall not guarantee the provision of those services that are requested after this deadline.

2.5. Should the **EXHIBITING COMPANY** designate another body to make any of the payments corresponding to its participation, all of the necessary billing details must be furnished. Should the designated body fail to make the payments within the established time-periods, the **EXHIBITING COMPANY** shall make the corresponding payments following a simple request on the part of **IFEMA**.

3. STANDS AND SERVICES

3.1. ZOOM module is made up of the following elements:

- 1 Cabinet - display
- 1 desk - showcase
- 1 round table
- 2 chairs
- 1 stool
- Lighting
- Fair carpeting
- Sign-writing and stand number.

3.2. Other services: general lighting and air-conditioning within the Hall; cleaning of shared areas; general surveillance inside and outside the Hall.

3.3. Promotional Material:

- Exhibitor badges: 4 exhibitor passes.
- Pre-registrations: 100.
- 1 issue of the Official Catalogue per trading company.

4. ASSEMBLY, DECORATION AND DISMANTLING

4.1. Assembly and Decoration Times: Exhibitors shall receive their finished stand at 8.30 am on September 27th, 2012, and shall have up until 9.30 pm to complete the decoration of their stand.

4.2. Times for the Exit of Merchandise and Decoration Material. Exit of merchandise and decoration material for all the stands shall take place on September 30th, from 7.00 pm to 12.00 am.

4.3. Staff possessing an exhibitor badge will be able to gain access to the fairground thirty minutes prior to opening. Said staff shall not remain in the fairground for a period exceeding thirty minutes after the fair closes each day.

4.4. Exhibitors who have not made all of the payments corresponding to the contracted space and requested services shall not be authorised to occupy the exhibition space and, where appropriate, shall not receive their modular stand.

4.5. The total payment of additional costs incurred by the exhibitor throughout the staging of the fair shall be an essential condition for the withdrawal of material (furniture, items and installations) from the corresponding exhibition space.

5. OTHER PROVISIONS

5.1. Noisy demonstrations that may disturb other exhibitors shall be prohibited. Noise levels at the stands shall not exceed 60 decibels under any circumstances. Sound systems employed must necessarily be orientated towards the interior of the stand at a maximum height of 2 metres above the ground. Under no circumstances shall they be orientated towards the exterior, towards the adjacent corridors or towards adjacent stands. The use of live music is not permitted and any procedure that entails an increase in noise, such as loudspeakers, sirens, etc. Fulfilment of this provision shall lead to the cancellation of the stand's electricity supply.

5.2. No exhibitor shall store, exhibit or distribute at their stand any magazine or publication that is not directly represented at the Fair with a stand. Fulfilment of this regulation shall entail the closure of the stand.

5.3. No type of publicity or promotional activity that competes with the fair's activities shall be permitted.

6. TATOONG, MICRO-PIGMENTATION AND PIERCING

Those exhibitors who carry out tattooing, micro-pigmentation and piercing activities must comply with the provisions established in **Decree 35/2005 of March 10th, approved by the Regional Government of Madrid**. Said companies shall inform the Fair Organisers 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 containers 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.

7. USE OF LASER

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 authorised staff. Furthermore, all laser apparatus must have the corresponding authorisation and standardisation certificate issued by the manufacturer. Furthermore, all laser equipment employed must have its corresponding authorisation and product certificate, as issued by the manufacturer.

8. IMAGE RIGHTS

The Fair reserves the right to photograph and film the stands, as well as the demonstrations that take place, both at the stands and inside the halls and auditoriums and on stages and in surrounding areas. The fair may disseminate and broadcast said photos and recordings by any means.