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SPECIFIC REGULATIONS REGARDING EXHIBITOR PARTICIPATION

1. FAIR DATES AND TIMES

- 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. The fair shall be open from 9.30 a.m. through to 7.00 p.m.
- 1.3. Throughout this timetable, the stands shall remain permanently open to the public and they shall be attended by qualified staff at all times.
- 1.4. Non-fulfillment of the previous paragraph shall empower the fair organizers to adjudicate 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 Fair 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, who may turn down those applications that, in its opinion, 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 established by the Fair Organizers.
- 2.4. Once the first payment corresponding to the exhibition space has been received and the space has been adjudicated, you will access to the **IFEMA Services Catalogue**, which includes services to complement your participation at the trade show. These can be booked through the **"Exhibitors' Area"** in www.salonlook.ifema.es. A 15% discount is applicable for rates on each service booked in this way, including bookings made up to the day prior to the start of assembly without incurring the 25% surcharge for last minute bookings. (This does not include minimum compulsory services, outdoor advertising, meeting rooms and trade fair payment terminals and Specific Services for the trade show such as exhibitor passes, etc.).
- 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 assume responsibility for the aforementioned payments within the time-periods established, the EXHIBITING COMPANY shall pay said amounts following a simple request on the part of IFEMA.
- 2.6. Direct sale is permitted with the removal of the merchandise.

3. STANDS AND SERVICES

- 3.1. Halls 3 and 4 shall permit the construction of free-design or wooden modular stands. In the sales sector of Hall 4, freely designed or modular wood stands will be permitted. All the spaces measuring less than 16 sq.m. should necessarily contract one of the corresponding modular stands.
- 3.2. Participation at the fair entails the contracting of a package of services, which includes the following: minimum supply of electrical energy based on 130W/sq.m., as well as a multi-fair insurance providing coverage of 30,000 € and civil liability insurance covering an amount of 60,000 €, daily cleaning services for the stand (which do not include cleaning of the exhibits).
- 3.3. The wooden modular stand includes: a wooden structure, painted in matte plastic, the sign and number of the stand, electrical installations, lighting by means of halogen spotlights, fireproof trade fair carpeting. (See the Document on Characteristics)
- 3.4. The modular aluminium stand includes: aluminium structure, frontspiece with a sign and the number of the stand, electrical installations, lighting by means of halogen spotlights, fireproof trade fair carpeting. (See the Document on Characteristics)
- 3.5. Other Services: general lighting and air-conditioning within the Hall, cleaning of shared areas, general surveillance inside and outside the Hall.
- 3.6. Promotional Material:
 - Exhibitor Passes: 6 exhibitor passes for each 12 sq.m. contracted, up to a maximum of 50 passes.
 - Pre-Registrations: 400 for each 12 sq.m. contracted.
 - 1 issue of the Official Catalogue per trading company.

4. ASSEMBLY, DECORATION AND DISMANTLING

- 4.1. Assembly and Decoration Times: Exhibitors who have chosen the modular stand option shall receive their finished stand at 8.30 am on September 27, 2012 and shall have up until 9.30 p.m. to complete the decoration of their stand. Exhibitors who choose the free-design stand option shall assemble their stand between on September 23 to 27 between 8.30 a.m. and 9.30 p.m. The entry of merchandise and decoration material shall be carried out on September 27 between 8.30 a.m. and 9.30 p.m.
- 4.2. Times for the Exit of Merchandise and Decoration Material. The exit of merchandise and decoration material for all the stands shall take place on September 30 between 7.30 p.m. to midnight. The dismantling of the stands shall take place on October 1 and 2 between 8.30 a.m. to 9.30 p.m. Once these time-periods have concluded, any items or elements that have not been removed by exhibitors shall be considered to have been abandoned and exhibitors shall forfeit any right to claim said items. Access to assembly workers or exhibitors shall not be permitted outside the above-mentioned timetables, and neither shall exhibitors be able to carry out assembly, decoration and dismantling activities outside the established periods.
- 4.3. Staff possessing an exhibitor card 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 contracted services shall not be authorized 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 indispensable condition for the withdrawal of material (furniture, items and installations) from the corresponding exhibition space.

5. REGULATIONS FOR FREE-DESIGN STANDS

- 5.1. Exhibitors who choose the free assembly option for their space must send their project to the Technical Department at the Fair Services Office (Fax: (34) 91 - 722 51 27 or stecnica@ifema.es at least one month prior to the commencement of the fair.
- 5.2. Free design stands less than 16 sq.m. will be not permitted, it will be compulsorily to hire the corresponding modular stand.
- 5.3. Assembly Fees
The company entrusted with assembling the stand must pay the assembly fees to IFEMA that correspond to the services rendered during the assembly and dismantling period at the fair. This amount shall be paid before the assembly work commences, and shall include the following concepts:
 - First aid assistance service.
 - Reduced rates at catering services.
 - Inspection of electrical installations.
 - Cleaning of public areas.
 - Connections and supply of electricity throughout the assembly and dismantling processes.
 - Use and maintenance of paint rooms.
 - Personalized attention service for the assembling agent and individualized space marking.

Depending on the varying use of facilities and services, the assembly fees for the stand as a whole, including stands on the second floor, shall be as follows:

- Undecorated spaces or spaces featuring carpeting or platform: Rate TYPE A.
- Basic Modular Stands made of aluminium or similar: Rate TYPE B.
- Free design stands of aluminium and Carpentry stands and those of all other materials: Rate TYPE C.

- 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 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 meters 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 megaphones, sirens, etc., shall be prohibited. Non-fulfillment of this provision shall lead to the stand's electricity supply being cut.
- 6.2. Companies that decide to set up a stage at their stands must orientate it towards the widest corridor and indicate the location of said stage in the project presented to the Technical Department for subsequent approval. In addition, they must indicate the location and orientation of the loudspeakers.
- 6.3. 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. Non-fulfillment of this regulation shall entail the closure of the stand.
- 6.4. No type of publicity or promotional activity that competes with the fair's activities shall be permitted.

7. TATTOOING, 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 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.

8. 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 authorized staff. Furthermore, all laser apparatus must have the corresponding authorisation and standardization certificate issued by the manufacturer.

9. 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.