

## CONDITIONS OF PARTICIPATION

### 1. Name of the Event

**BEAUTY FORUM HUNGARY 2018**

### 2. Site

**Lurdy Conference Center  
H-1097 Budapest, Könyves Kálmán str. 12-14.**

### 3. Short Description of the Event

A 2-day, professional exhibition and trade fair, and professional programs covering the main areas of the beauty industry.

### 4. Organizer

Health and Beauty Business Media Kft.  
Szentendrei str. 95.  
H-1033 Budapest  
Telephone: +36 1 457-0067  
(hereinafter "Organizer")

### 5. Partner in Cooperation

Fenyves Kft. exhibition constructor  
25 Füzér street, H-1102, Budapest,.

### 6. Date and opening hours of the Event

#### Exhibition Construction Period:

October 24, 2018, 10.00 a.m. – 8.00 p.m.  
October 25, 2018, 7.00 a.m. – 9.00 p.m.  
October 26, 2018, 6.00 a.m. – 12.00 a.m.

#### Opening hours:

October 26, 2018 12.00 a.m. - 8.00 p.m.  
October 27, 2018 10.00 a.m. – 5.00 p.m.

#### Exhibition Dismantling Period:

To pack up the exhibited products: 27 October, 2018 5:00 p.m.- 6:00 p.m.  
Constructors are allowed to enter at 6:00 p.m. on October 27.  
Dismantling of the electricity and the stand installation:  
October 27, 6:00 p.m. – 00:00 p.m.  
October 28, 0:00 a.m. – 2:00 a.m. !!!

### **Important notice!**

Please be advised that, the deadline set in our info brochures should be taken very seriously. Since the construction works of a following event swiftly follow the Beauty Forum Expo, all exhibitors must finish the demolition of their stands and leave the location completely empty by 2 AM, October 28, 2018. Failing to do so qualifies as a serious breach of contract, and exhibitors failing to meet the above deadline will be charged a severance pay. The amount of this penalty will include all damages and fines that the owner of area, Lurdy Conference Center issues to the event's organizer due to the delay.

The event's organizer is entitled to transport all products and stands left on the venue at the above deadline, at the cost of the exhibitors. These costs will be invoiced with a 5-day deadline, including the additional severance pay and fines mentioned above. These latter fines include, but are not limited to all additional costs, severance pays, damage claims and other fines issued by Lurdy Conference Center towards the organizer, due to the delay in the demolition, and the resulting additional costs of the venue's following event.

Charging the above amount does not exclude further damage claims on behalf of the organizer.

## **7. Product Groups**

Products and services under the following categories of goods are allowed to take part: Cosmetic products and services, Hairstyling products and services, Spa, Wellness and Tanning products and services, Nail care, Manicure and Pedicure products and services, Other products of the beauty industry.

The product group to be put on display needs to be indicated on the registration form. The products to be put on display must have the quality attestations required in Hungary.

## **8. Participation Fee**

The participation fee consists of the space rental fee, the fee of services ordered by you and the cost of stand construction if you order it from us. The prices of additional services are indicated on the order sheets. The costs of organizing the expo, and specific marketing activities (being listed as exhibitor, the price of guest tickets, being included in the expo's online and offline catalogue) are included in the participation fee. The participation fee and all other costs are, in all cases, to be paid to the Organizer. All prices exclude VAT.

## **9. Terms of Payment**

An advance payment request containing the entire space rental fee and the cost of electricity will be sent to the exhibitors online, in one sum, with three, separate deadlines. In case of timely registrations, **the first 10 percent of the amount is due to be paid in 15 days after the application , the second 40 percent by August 20, and the remaining 50 percent by Sep 19.** The first payment is a precondition to start negotiations regarding the exhibition area, the second payment is a condition of being listed as an exhibitor. Following the completion of the payment, the exhibitors will be mailed a prepayment invoice. **The final invoice will be sent via mail, 10 days after the exhibition.** The advance payment request containing the costs of all additional services (professional presentation, the building of expo stands or any other extra service) will be delivered to the exhibitors. All of these, latter amounts become due by the beginning of the Expo's construction. Exhibitors may submit a complaint (exclusively in writing) within 8 days from the receipt of an invoice. Organizer is bound to reserve the area only if the applicant has no other debts towards it, and the full participation fee together with joint costs are settled in due time as stipulated on the invoice. Should the

participation fee not be paid in due time as stipulated on the invoice, the Organizer will become entitled to lease out the area to the next company on the waiting list. (Even if the person paying the invoice is a third party, it will be in all cases the registered applicant responsible for the payment.) By filling out and signing the registration form, the exhibitor accepts the above conditions, and claims that all payments will be made in line with the deadlines indicated on the invoices, but not later than the beginning of the Expo's construction.

Please indicate the following account no. and data when you transfer your payments:

Beauty Forum Hungary 2018  
KHB 10402142-49505555-50561032  
Sort code: 10402142  
Swif code. OKHBHUHB  
IBAN: HU77 10402142-49505555-50561032  
Health and Beauty Business Media Kft.  
95. Szentendrei str, H-1033 Budapest

In case of an overdue payment, the double of the current base interest rate of the central bank will be charged. Should an exhibitor not comply with the deadline of payment (or not pay the total space rental fee), organizer may withdraw from leasing the authorized area, may rule alternately about its usage, or in line with Paragraph 13, is entitled to invoice a penalty.

In case payables are not settled, Organizer will have the right to retain exhibitor's equipment and goods kept at the latter's stand.

Should payments not be settled within the term stipulated, the Organizer may sell the retained goods on the free market upon sending a written notice. Organizer will be responsible for any damages and/or losses of the retained goods only if caused by its willfulness or serious negligence.

## **10. Registration, application**

Registration is acceptable only if submitted in writing on an official form. Registration will be valid only if the applicant accepts the conditions of registration and signs the registration form officially as a company. The conditions of participation can be found at: [www.beauty-forum.hu](http://www.beauty-forum.hu) Please send your registration to the following address:

Health and Beauty Business Media Kft.  
95 Szentendrei str.  
H-1033 Budapest  
[Krisztina.lisal@health-and-beauty.hu](mailto:Krisztina.lisal@health-and-beauty.hu)

The product groups to be put on display shall be indicated on the registration form. Special demands regarding how stands are located, though taken into account as much as possible, shall not form a condition to participation. Competitors cannot be excluded. In the case, however, of a brand being represented by multiple companies, the Organizer retains the right to maximize the number of representing companies. The registration form shall count as a contract that will become mutually binding as soon as confirmed by Organizer. For applications received after the deadline Organizer shall have no responsibility to perform. The exhibitor contract becomes valid between the exhibitor and the Organizer Health and Beauty Business Media Ltd. with the sending out of the confirmation of the application.

## **11. Allocation of Stands**

Exhibitors will be manufacturers, traders, or professional contractors. Basically only exhibitors, whose registered products and services suit the event's range of offer shall be authorized to take part. In case of applicants indirectly related to the event's range of offer, the Organizer retains the right to put the application on a waitlist, and decide on

the application in accordance with the volume of remaining free exhibition space prior to the Expo.

No legal demand can be put forward to have participation authorized. Exhibitors, who do not settle their financial obligations to Organizer or breach any legal requirement, shall be excluded from participation.

Stands shall be located with consideration to the demands indicated on the registration forms. Written complaints will be accepted within 8 days from receiving the confirmation. Organizer is entitled to withdraw any confirmation of participation if such confirmation is issued based on false conditions or data, or if the conditions of such confirmation cease to exist.

Should a confirmed area not be available for reasons other than Organizer's fault, the exhibitor affected may claim back the participation fee but not press a damage claim.

Should the circumstances make it absolutely necessary, Organizers may relocate a stand or slightly alter its size after detailing the reasons and taking the exhibitor's needs into consideration. Organizer retains the right to relocate the whole fair, plus the hall entrances and exits, and also the trespasses and programs.

## **12. Exhibitors and Joint Stands**

It is forbidden to transfer a stand confirmed to a third party for any benefit or payment or for free of charge without Organizers' written consent. It is not allowed to publicize at stands firms or their goods not named in the application form. Leesees of stands must apply to the Organizer for co-exhibitors' participation. The same conditions apply to co-exhibitors as to main exhibitors. Co-exhibitors shall pay co-exhibition fees to Organizer. However, the main exhibitor will remain in debt for co-exhibitor's fee. Should a co-exhibitor become registered without Organizer's consent, then Organizer shall be entitled to immediately give them notice and empty the stand at their cost. The main exhibitor may not claim any damage. Any exhibitor that exhibits or appears jointly with a main exhibitor is regarded as a co-exhibitor. Also exhibitors that are in close economic or organizational relationship with a main exhibitor qualify as a co-exhibitor.

Represented manufacturers whose equipment, machines and other products are required to put an exhibitor's offer on display do not count as co-exhibitors.

Based on the terms of participation, co-exhibitors may be listed in the catalogue by their full names, if they pay fees and put the necessary data available. Organizer may also authorize big joint stands if they professionally fit into the exhibition. The requirements listed below apply to all the exhibitors.

Should two or more firms receive one stand to share, then all firms will be jointly responsible to Organizer.

Firms jointly exhibiting shall name a joint representative on the registration form.

## **13. Withdrawal and Cancel of Participation**

The signed registration form is deemed to be a contract.

Withdrawal from participation is allowed exclusively in written form. After August 20, 2018, withdrawal is allowed only after paying a penalty, and reimbursing the costs in connection with the order as attested to by Organizer.

Amount of penalty

### Following August 20, 2018:

- 50 percent of the space rental fee if Organizer can re-lease the area
- 100 percent of the space rental fee if Organizer cannot re-lease the area in case of withdrawal of participation

### Following October 5, 2018:

- exhibitors will be obliged to pay 100 percent of the space rental fee, regardless of the reason of their withdrawal of participation.

In order to maintain a proper scenery, the fair organizing company may relocate the areas not used, this, however, will not exempt exhibitors from their obligations to pay. In case a main exhibitor withdraws from participation, this will lead to the exclusion of its co-exhibitors or other manufacturers represented at the given stand, and the cancellation of their exhibition participation.

Should a non-bankruptcy enforcement, a procedure of agreement, or a bankruptcy procedure pressed against an exhibitor or a co-exhibitor for their assets, or in lack of such assets, be such a procedure rejected, then Organizer will have the right to terminate the contract without delay.

Exhibitor shall inform Organizer immediately in all cases about the initiation of such procedures. The contents herein shall apply to payment obligations.

#### **14. Goods on Display**

Only the goods or services listed on the application form according to the theme of the exhibition are allowed to be put on display or offer. Products, which are not adequate to the theme, or that were not listed along with the application, may be removed by Organizer at the exhibitor's costs. Everything else will be governed by legal regulations.

#### **15. Program Newsletter**

A newsletter will be published and sent out by Organizer to over 15,000 registered addresses. Exhibitors' company names will be published in the newsletter's preliminary list of exhibitors free of charge. Exhibitors will be informed by Organizer or its assign of publishing this newsletter and any advertising options in time and in details. Only exhibitors without outstanding debts are entitled to be published in the newsletter.

No indemnification is possible if the data submitted is faulty, not full or omitted. Those providing the data shall be responsible for the contents of the newsletter or any resulting damages.

#### **16. Out-Of-Stand promotions**

Exhibition materials, forms or publicity materials can be exhibited only at the stands and must not be disseminated without a permit neither at the entrances nor on other exhibition areas. Publicity materials - boards, signs - are allowed to be displayed outside of stands only with Organizer's preliminary consent, at locations indicated by the latter.

Publicity is allowed only if it does not violate the righteous interests of other exhibitors, doesn't breach legal regulations or hurt the public taste, or if it lacks any ideological or political character.

Organizer will have the right to refuse to publish or display objectionable publicity materials, and may confiscate the same for the time of the event. **Video/audio publicities or product presentations, or speech through loudspeakers louder than normal voice that may disturb other exhibitors' work, are not allowed at stands.** Should these regulations not be complied with, Organizer will have the right to intervene and demand changes. In addition, authorization will be needed to play any music in compliance with the valid copyright law.

#### **17. Exhibition Insurance Disclaim of Responsibility**

Organizer has executed a frame agreement customary for event organizers against normal insurance damages such as fire, burglary, break and leakage, and water damage. Exhibitors will be responsible for any damages caused to third parties including damages done to the building and furniture of the exhibition. Exhibitors may order an insurance for their own stand site, at their own cost. In this case Organizer will inform them of the name of insurance company it signed a general insurance policy with. All damages

occurring shall be reported to the police, the insurance company and Organizer without delay. The Organizer will record a written file on these events on site.

Organizer will have the exhibition area guarded but doesn't undertake to do the same for fair objects or individual stand equipment, and disclaims any responsibility for damages in or losses to these. (The disclaim of responsibility remains despite the guarding carried out by Organizer. Organizer can be made responsible only in cases of willfulness or gross negligence.)

## **18. Stand Structures and Designs**

**The stand sites leased will be made available without carpets and partition walls.** Exhibitors are responsible for building the stands in alignment with the scenery plan provided (and displayed on site) by the organizer. Stands built at locations leased by other exhibitors will have to be removed from their locations and rebuilt at their appropriate location at the exhibitor's costs. **In case of building special stands, permit shall be obtained from Organizers.** Toes, pillars, columns and connection points to the installations are also included in the area size. Neither carpets nor decoration elements may reach out of the stand area leased.

Stand edifices and decoration materials shall comply with the Hungarian standards, plus the accident, work safety and fire regulations. Decoration materials must be flame-proof. Exhibition stands must comply with fire-safety regulations of the Lurdy Center. Care must be taken to make fire extinguishers accessible. It is not allowed to store packaging materials at stands. It is forbidden to stick anything on to the walls, exhibitors will be responsible for any damages in walls, or stand panels. Exhibitors shall be bound to protect artifacts (statutes, furniture etc.) on the exhibition site. Stands and building panels are to be returned unharmed, in the condition the exhibitors received them. All damages caused by exhibitors will be in their full entirety invoiced by the Organizer after the expo.

In order to have a tasty and uniform exhibition image, Organizer is entitled to specify generally binding requirements on how to erect and design stands. For stands that are not erected by Organizer a written permit shall be obtained. The exhibitor shall send a scenery plan to Organizer by October 14, 2018 the latest.

The technical specifications that apply to exhibitors and stand constructors form part of the contract.

### Construction Height:

The construction height shall be 2.5 m and maximum 3 m. Average building height of booths are 2,5 metres (at most 3 metres on the particular building spots). Regarding booth heights please consult the Organizer in advance.

## **19. Company Presentations**

Organizer makes available a list of venues for exhibitors, where they can hold – paid – presentations.

Price of the presentation on the Cosmetic stage: 285 EUR + VAT / 25 minutes

Price of the presentation on the Make-up stage: 167 EUR + VAT / 25 minutes

Technical preconditions of these presentations are provided by the Organizer as indicated. When organizing presentation schedules, the requests of exhibitors are taken into consideration, setting the final dates and times, however, is the exclusive right of the Organizer. To avoid technical issues, visual elements of the presentations to be displayed or shown to the audience, have to be sent to the Organizer at least one week prior to the expo. Failing to send presentation files to the Organizer means that the Organizer bears no responsibility for the potential technical issues that may arise during the presentation. Presentations must be submitted in ppt or jpg format. Please submit

visual materials on a pendrive, and background music on a CD. The resolution of the pictures should be 16:9 for the optimal quality of the projection.

## **20. Joint Costs**

Participating costs consist of the joint costs. It will include listing in the catalogue, registration in an online database, plus waste removal.

### Electricity

**The minimum configuration of 2kWh electricity is not included in the price of the stand place price. In the case of a custom configuration, the building costs are to be paid by the exhibitor in line with the order and the prices indicated on the registration form. The minimum 2kWh configuration will be invoiced to all exhibitors.** All electricity-related costs are included on the registration form. Electricity can be installed or fixed only by professionals after a permit is obtained from the official constructor of the exhibition. Stands can be erected only after a signed **conformity statement of electricity** is returned, and operated after an official shock-proof test is completed by the electric supervisory board of the building.

Acoustic and optical publicity carriers can be used only in compliance with the general legal regulations in a way that doesn't disturb neighbouring stands. Electricity-related works can be ordered by third-party companies, but the name of the company must be indicated in the permit documentation. The Organizer is entitled, but not obliged to check the installed devices.

Exhibitors shall be responsible for any installation damages or connections, machines or equipment not authorized or that do not conform with the relating specifications, or which consume more energy than allowed, and they might be removed at the affected exhibitor's cost. Also, stand lessees shall be responsible for any damages that result from using energy out of non-supervised sources.

### Waste removal

Exhibitors and their assigns shall take care of the removal of wastes from their stands. Waste must be transferred to the 1<sup>st</sup> floor of Lurdy Conference Center by the exhibitor, from this point it is the responsibility of the Organizer. It will be the Organizer's responsibility to keep clean the fair site, the halls and their entrances.

### Cleaning

Stands will be cleaned by janitors who shall finish their work every day by the opening hour. Extra cleaning at stands may be ordered from Organizer for a fee.

## **21. Safe-Guarding**

Organizer undertakes to provide safe-guarding at the exhibition site during the fair. There will be a general supervision provided at the entrances. The supervision begins on the evening (it begins after closing the hall) on the second day of stand construction and will be in effect in the opening period of the Event. Organizer shall be entitled to take measures that are needed for supervision and safe-guarding.

**In line with the interest of exhibitors, during construction and demolition periods packing will only be allowed via the assigned entrances of the Lurdy Center and the hall will be accessible only with permission of the Organiser.**

Exhibitors shall provide safe-guarding for their own property. General safe-guarding provided by Organizer will not include responsibility for personal injuries or property

damages. Safe-guarding can be ordered for the fair period only from a guarding company authorized by Organizer and registered in advance.

## **22. House Law**

For the total period of stand construction, the fair, and stand demolition Organizer shall apply the house law on the whole fair site. Organizer shall be entitled to give instructions. Organizer shall be entitled to take pictures, make drawings or videos of fair events, exhibition edifices and stands, and use these for publicity purposes or in the press without the exhibitors' consents. The same applies to recordings made by the press with Organizer's consent. The same is concerning on the permitted records of any media company.

## **Filming**

Filming on the stands and on the whole venue of the event is allowed exclusively in case of having the permission of the Organizer. Without this licence the Organizer is entitled to teach away from the venue the members of the filming group / company

The exhibitor must comply with the General Terms and Conditions of the Lurdy Center.

## **23. Organizer's Rights**

If forced by factors out of its control, Organizer shall have the right to move the fair to another location or time, shorten or extend its term or totally or partially close the exhibition site for a provisional period - naturally with regards to exhibitors' interests.

In justified exceptional cases such as natural or political disasters, unexpected events jeopardizing the physical safety of participants (wars, brutal acts, terrorist attacks, bomb alarm or force major) exhibitors will not have the right to cancel their participation or reduce the participation fee or claim damage.

Should the fair not be held for reasons listed above, then exhibitors may reclaim maximum of 25 percent of their participation fee as a general reimbursement of their costs. Cost reimbursement higher than this may be demanded by exhibitors only if they have already bound themselves in a contract to use services provided in connection with the fair that result in costs.

Any claim of damage against Organizer is excluded in the cases mentioned above.

## **24. Closing Provisions Regulations**

For all agreements, individual permits and special written approval shall be required from Organizer. The General Terms and Conditions of the Lurdy Center are obligatory to all participants. The detailed conditions are listed in the Exhibition Operating Rules.

Any demands of the exhibitors against Organizer shall become forfeited after 6 months. The forfeiture period will start at the end of the month which holds the last day of the fair.