

# **EXHIBITOR RULES & GUIDELINES**

*New Orleans, LA*

## **BOOTH AESTHETICS GUIDELINES**

- All tables within your booth must be draped and/or skirted.
- All signs must be professionally produced and/or created. “Last minute”, hand-lettered signage is strictly prohibited.
- The use of corrugated boxes, unlabeled bins, etc. to display and/or sell merchandise is strictly prohibited.
- Unsightly storage of inventory within your booth area during show hours (i.e. stacked boxes/cartons of product) is not permitted.
- Bronner Bros. International Beauty Show urges all exhibits and displays to convey a professional and high-quality image. *Professionally* produced exhibits are encouraged.
- Bronner Bros. nor its contractors provide or rent hand trucks. Personal two wheeled hand trucks are allowed during setup and dismantling.
- Bronner Bros. International Beauty Show reserves the right to decline or prohibit any exhibit, which, in its judgement, is not suitable to or in keeping with character of exhibition. This reservation is all inclusive and concerns persons, things, conduct, printed material and souvenirs.
- In all cases Bronner Bros. International Beauty Show shall have the absolute right to require Exhibitor, at Exhibitor’s expense, to change, alter, modify, or remove all or part of his exhibit or display booth. Grounds for such action shall include but not be limited to:
  - Lack of aesthetic uniformity or harmony with other display booths at the Bronner Bros. International Beauty Show.
  - Non-compliance with express restrictions on the dimensions of the display booth or any part thereof whether contained in the Booth Contract or the Service Kit.
  - Objectionable noises or odors emanating from the display booth.
  - Objectionable signs or lights in the display booth.
  - Obstruction of aisles or of other display booths.
  - Objectionable clothing or attire worn by Exhibitor’s personnel, his agents or models.
- Exhibitor shall not store boxes, crates, construction materials or any other materials in or around the display booth area. Any unfinished and/or exposed part of a display booth must be draped at Exhibitor’s expense.
- No banner, signage, header or lighting system will be allowed to be hung from overhead or to span any aisle.

**SOUND & NOISE REGULATIONS**

- The demonstration of products, services, and equipment is allowed; however, the noise level **must** be contained within your exhibit area and remain at level that is not objectionable. Aisles surrounding your exhibit may not be used to hold or stage attendees to view the demonstration. Aisles surrounding your exhibit may not be used to hold or stage attendees to view the demonstration. Aisles must remain clear.
- Sound systems/speakers utilized for stage presentation must be directed inward towards a viewing audience/seating area and **not the aisle.**
- Speakers that are rigged must be hung at a downward angle and turned **inward** to face the stage/platform area. If speakers are found in violation, the exhibitor is responsible for all cost incurred to correct the violation.

**Violation of Sound Regulations: Booth size 20x30 or larger are only allowed to play music.**

- Regulations and Directions: Show Management shall be the sole arbiter of acceptable sound levels coming from the Exhibit Space and shall have the right at its discretion to take action as necessary to reduce, abate or remove sound it considers to be objectionable, including without limitation to the cutting of power to the Exhibit Space. Sound levels at an Exhibit Space may not exceed Seventy (70) decibels. This restriction includes the use of music and amplified voices. Sound systems and speakers used for stage presentations must be directed inward toward the view audience seating area and not toward the aisles or neighboring Exhibit Spaces.

**Remedial Action: Violators of the Sound and Noise Regulations shall be subject to the following remedial action taken by Show Management:**

- **First Offense:** A warning will be issued to Exhibitor from Show Management.
- **Second Offense:** Power to Exhibitor's sound and amplifications system will be severed for a period of time to be determined by Show Management at its discretion.
- **Third Offense:** Exhibitor may be expelled from the Show Floor at the discretion of Show Management.

**Exhibitors with 4 or less contiguous linear booths:**

Exhibitors with 4 or less contiguous booths are permitted to use one powered speaker for voice amplification only, with a limitation of 100 watts.

**Exhibitors with 6 or more contiguous booths:**

Exhibitors with 6 or more contiguous booths will be granted permission to utilize sound systems of their design provided a platform presentation or educational program is presented.

### **BOOTH HEIGHT & REGULATIONS**

- **Height Restrictions** (Rule applies to corner, interior and peninsula booths)
- No part of a display along the back-drape section of the booth may be higher than 10'. The back-wall drape is supplied by Bronner Bros. International Beauty Show to the exhibitor at 8' high. If an exhibitor chooses to go the maximum height of 10', they must rent 10' drape to cover any portion above 8'.
- If drape is not ordered the exhibitor will be asked to lower or dismantle the display to accommodate the 8' drape height.
- **If an exhibitor does not comply with lowering their display, exhibitor in violation will be responsible for covering all fees.**
- In the case of a standard 10' x 10' booth, any side wall extending 5' from the back wall of the display booth shall not exceed 8' in height, and the remaining 5' side wall or divider extending out to the aisle between display booths shall not exceed 4' in height. No exhibit booths shall be allowed to obstruct clear vision to other booths in the same line or adjacent lines, unless it is an island display having four (4) sides.
- Maximum height of an island booth shall be 12'.

### **PRODUCT QUALIFICATIONS**

- Bronner Bros. International Beauty Show is a trade show for the Professional Beauty Industry. Products exhibited on the show floor should include only those which assist the professionals of the industry. Some examples of products not allowed on the beauty side of the show floor are the following: unrelated industry clothing, jewelry, and other such boutique items. Items such as jewelry and unrelated industry clothing are permitted on the Fashion Center side of the show floor. Show Management reserves the right to determine the eligibility of any company or product for inclusion in the conference and reserves the right to reject, effect or prohibit any exhibit in whole or in part, or any Exhibitor, or his representatives, with or without giving cause.
- **There will be one verbal warning, first time an exhibitor is found with prohibited products, second time an exhibitor is found with prohibited products Bronner Bros. International Beauty Show will have your items removed from the show floor.**
- Exhibitors may conduct business only within their booth space. Printed material may not be distributed in any area of the show except within the confines of their booth, unless otherwise noted.

## SECURITY

- DO NOT LEAVE YOUR TOOLS, PERSONAL EFFECTS, OR VALUABLES UNATTENDED AT ANY TIME DURING THE MOVE-IN OR MOVE-OUT PERIOD. Remember: tool kits, hand tools, and all light and portable objects are easy targets for petty theft. Be sure to lock these items up when you are not using them. At the close of the show, pack your valuable first. Be sure all items are clearly identified as your property. Clear, permanent identification of your property will reduce the temptation and make the return of these items easier, should they disappear. Every effort will be made to maintain security to prevent theft or disappearance of any exhibitor material. We should appreciate your cooperation in this area.
- Show Management at the New Orleans Ernest N. Morial Convention Center will exercise reasonable care in safeguarding Exhibitor's property, **neither the Bronner Bros. International Beauty Show, New Orleans Ernest N. Morial Convention Center, or The Expo Group or any of their officers, agents or employees, assume any responsibility for such property.**
- Security services are provided by Show Management and the New Orleans Ernest N. Morial Convention Center, at all show floor entry points and overnight during non-show hours, but the ultimate responsibility for booths and property rests with the individual exhibitor. Here are a few common-sense security tips:
  - Do not leave your booth(s) unattended at any time during move in/out or show hours.
  - **Consider hiring additional security to stay in your booth overnight. Although the show provides several overnight guards in each hall, it is impossible to guarantee complete safety of everyone's belongings.**
  - In a large show, even large crates can disappear. You might want to consider painting your crates distinctive colors for easy recognition.
  - Work only in your own booth(s). Do not enter other exhibitors' booths during move-in before or after official show hours or during move-out.
  - **Obtain proper insurance coverage for your goods, including transit to and from the show site.** Low cost exhibitor insurance is available through many companies.
  - Bronner Bros. International Beauty Show has partnered with RainProtection Insurance. For all your insurance needs please contact RainProtection
    - RainProtection Insurance  
Catherine Cammareri  
(800) 528-7975  
[Sales@rainprotection.net](mailto:Sales@rainprotection.net)  
[www.Rainprotection.net](http://www.Rainprotection.net)

## **ABSOLUTELY NO CHILDREN ALLOWED ON THE SHOW FLOOR**

- For the safety and wellbeing of your family, Bronner Bros. International Beauty Show does not allow children under 12 years of age during move-in, show days, and move-out. We appreciate your cooperation with this policy.

### **PREP AREAS**

- A prep area with shampoo bowls is available for use by exhibitors at no charge. These areas are located on the show floor and will be indicated with signs. Please keep areas clean as possible so that other exhibitors may use the space.
- An exclusive prep area can be purchased. Please inquire with Exhibit Services.
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### **HANGING SIGNS**

- Exhibitors with less than four booths are prohibited from hanging signs/banners above their booth. Exhibit booth signs, banners, booth ceilings or canopies, lighting grids or other exhibit related equipment should be free standing and floor supported where possible.

### **TAXES**

- Exhibitors shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees, or other charges that shall become due to any government authority in connection with their activity at the exposition.

# HELPFUL HINTS

Mardi Gras!! Bourdon Street!! Are you ready??? It's almost time for Bronner Bros. International Beauty Show to invade New Orleans!!! This Beauty Show is going to be the most talked about event going down in the city. Please see below a list of helpful hints and reminder for your company to invade New Orleans too.

All booths must be completely setup by 6:00pm on, March 29, 2019. Friday will be the last day dollies or hand trucks will be allowed on the exhibit floor. **NO EXCEPTIONS!**

***NO children under the age of 12 are allowed on the exhibit floor during load-in, load-out and show hours.***

## **Move-in**

-Thursday, March 28th 8:00am - 5:00pm

-Friday, March 29th 8:00am - 5:00pm

## **Exhibit floor hours**

-Saturday, March 30 10:00am - 6:00pm

-Sunday, March 31 10:00am - 6:00pm

-Monday, April 1 10:00am - 5:00pm

## **Move-out**

-Monday, April 1st 6:00pm - 9:00pm

-Tuesday, April 2<sup>nd</sup> 8:00am - 12:00pm

**\*Please note: The breakdown of booths are NOT permitted BEFORE 5:00pm on Monday, April 1st. The driveway in front of the registration area or the adjacent parking lot CANNOT be used as a loading and/or unloading area. You must use the loading docks.**

Product restocking hours are from 7:00am - 9:00am daily with proper armband.

**Proof of Liability Insurance must be submitted to [MARISSA.CLAY@bronnerbros.com](mailto:MARISSA.CLAY@bronnerbros.com) immediately. You will not be allowed to setup your booth without Bronner Bros. having a copy on file. NO Exceptions and NO refunds.**

The use of music is not permitted for any booths smaller than a 20x30 (6 booths) space. Sound will be monitored, and anyone found breaking this rule will result in the loss of power. Sound levels at an exhibit space may not exceed seventy (70) decibels.

All delivering carriers and POV's (privately owned vehicles) must check in at the Marshalling Yard prior to gaining access to the loading docks and show site. Self-unloading is only permitted for POVs.

**Please log into your Bronner Bros. exhibitor portal to register your booth staff and/or model names ahead of time. The email to do so is titled "edit your profile". Failure to do so will result in having to wait in long lines on show site. You must keep your armband on at all times. There is a \$25 fee for replacing armbands.**

If you plan to feature any celebrity guests at your booth, please email their names and appearance times to [la@persemediagroup.com](mailto:la@persemediagroup.com).

*Counterfeit merchandise is not allowed. This includes but not limited to handbags, clothing, jewelry and cosmetics. Any exhibitor found violating this rule will be asked by Show Management to remove products immediately and will not be allowed to exhibit in future trade shows.*

### **Booth Display -**

Booths must be kept in a neat, clean and professional appearance at all times. All booths must be free of all debris and trash (i.e. empty boxes, shrink wrap, etc.) All products sold on the exhibit show floor must be related directly to the beauty industry. It is strongly advised to bring tarp or fabric to cover your product daily.

Tents are allowed; however, they cannot block the line of sight of the exhibitors next to you. You will be asked to remove the tent should this occur.

The back drop cannot exceed the height of the pipe and drape. You will be asked to take the back drop down should it violate this rule.

All models must always keep a professional look. NO NUDITY. Body art must be tastefully applied.

Balloons are NOT allowed to be used for booth decor.

**THANK YOU FOR YOUR COOPERATION. WE LOOK FORWARD TO A GREAT SHOW**