

AESTHETIC
EVERYTHING®



the
BEVERLY HILTON



Beauty Expo EXHIBITOR KIT 2019

Aesthetic Everything Beauty Expo
The Beverly Hilton
Beverly Hills, CA

**BOOTHS
AVAILABLE!**

AESTHETIC EVERYTHING BEAUTY EXPO

— BEVERLY HILLS, CA —

EXHIBIT. IMPRESS. SELL!

AESTHETICS • BEAUTY PROFESSIONALS • SKINCARE
DERMATOLOGISTS • PLASTIC SURGEONS • MEDICAL SPAS • COMPANIES



AUGUST 23 - 25, 2019
BOOTHS AVAILABLE • LIMITED SPACE

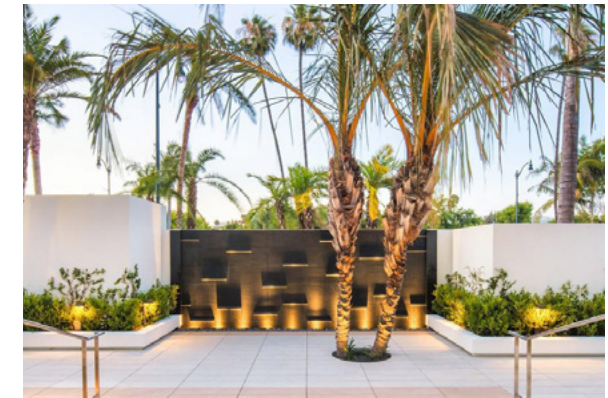
AESTHETIC EVERYTHING BEAUTY EXPO

— BEVERLY HILLS, CA —

Friday, August 23 - Sunday, August 25, 2019

THE BEVERLY HILTON

9876 WILSHIRE BOULEVARD, BEVERLY HILLS, CALIFORNIA 90210



WWW.BEVERLYHILTON.COM

ROOM RESERVATIONS
(310) 285-1307

AESTHETIC EVERYTHING BEAUTY EXPO

— BEVERLY HILLS, CA —

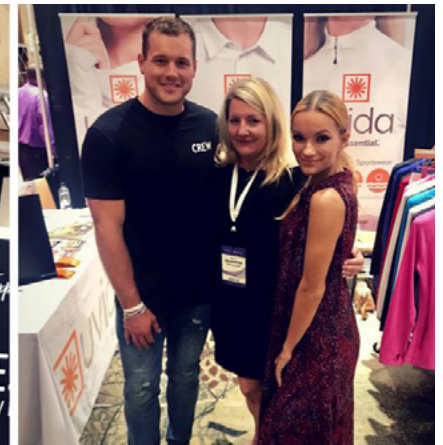
Friday, August 23 - Sunday, August 25, 2019

Welcome to The Aesthetic Everything Beauty Expo Trade Show

Over 100 Exhibitors, 50 Key Note Speakers, exceptional evening events and a vast networking opportunity at a Luxurious Resort in Los Angeles / Beverly Hills, CA. The show space is limited to only 100 exhibitors, so sign up soon to reserve your space. Booths & Session times will be selected by the date you register and complete payment.

TICKETS ARE ON SALE NOW

Exhibitor's Contract starting after page 21

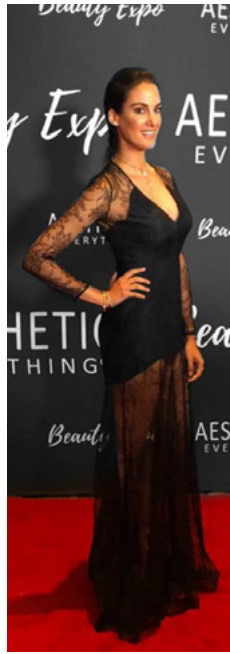


AESTHETIC EVERYTHING BEAUTY EXPO

— BEVERLY HILLS, CA —

Friday, August 23 - Sunday, August 25, 2019

The Aesthetic Everything Beauty Expo Trade Show



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The Aesthetic Everything Beauty Expo Trade Show



“Actress Caitlin O’Connor and Bravo’s Ali Levine arrived at the Aesthetic Everything Beauty Expo in 2018 in Scottsdale, Arizona, on Aug. 10. O’Connor, whose resume includes *Two and a Half Men* and *Southpaw*, accessorized in an STS Blue denim jacket and Levine’s Hearts on Fire collection by Sterling Forever.”



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AESTHETIC EVERYTHING BEAUTY EXPO 2018 SCOTTSDALE HIGHLIGHTS VIDEO



<https://youtu.be/ZyYmILBXP2g>

AESTHETIC EVERYTHING BEAUTY EXPO

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PROFESSIONALS. SUPPLIERS. CUSTOMERS. PRESS.

We provide marketing that delivers quality buyers!

We will be sending out information to all **2 MILLION** followers and connections within our network as well as over **200,000** potential buyers and press.

**AESTHETIC EVERYTHING
BEAUTY EXPO IN THE MEDIA**

EMAIL The digital version of the program will be distributed to our targeted e-database.

ADVERTISING A strategic advertising campaign with full color page ads is published in industry publications.

WEBSITE Visitors can visit Aesthetic Everything's website for the latest show info.

NEWSLETTERS Visitors are provided with immediate information through our weekly e-blast broadcast campaigns that are sent to our network members.

SOCIAL MEDIA Show flyers and programs are promoted through all Aesthetic Everything social channels.

PR Monthly press releases are sent to every industry trade and consumer spa magazine to generate buzz and interest for the Aesthetic Everything Beauty Expo.

Aesthetic Everything clients and their products have been seen ON:



AESTHETIC EVERYTHING BEAUTY EXPO

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AWARDS & ACCOLADES



Aesthetic Everything has been awarded the **Media Sponsor of the Year** by **Vegas Cosmetic Surgery.**



Aesthetic Everything is **#1 in searches for both BEAUTY and AESTHETICS on TWITTER**, with over 80,000 views per month.



Aesthetic Everything is **#1 in searches for both BEAUTY and AESTHETICS on LINKEDIN**, with more connections and followers than anyone in the industry.



1.6M



200K



200K



5K



60K



5K

Total: 2 MILLION Followers



AESTHETIC EVERYTHING BEAUTY EXPO

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AWARDS & ACCOLADES

The #PlasticSurgery Influencers

Top 10 by Mentions

- @florez_vanessa 5,811
- @drheatherfurnas 1,741
- @asps_news 1,700
- @prsjournal 1,580
- @drdrodrohrich 1,014
- @vcs2017 761
- @olivierbranford 485
- @drroykim 441
- @esaps 401
- @asjrn1 341

[Tweet](#)

Top 10 by Tweets

- @drroykim 307
- @drheatherfurnas 290
- @drdrodrohrich 269
- @sebbinfamily 230
- @asps_news 190
- @tulipmedical 148
- @caseykraftmd 144
- @olivierbranford 144
- @prsjournal 136
- @drmcopeland 130

[Tweet](#)

Top 10 by Impressions

- @florez_vanessa 101.9M
- @drheatherfurnas 38.5M
- @drdrodrohrich 32.2M
- @olivierbranford 21.1M
- @ukaesthetic 9.7M
- @asps_news 4.1M
- @drroykim 3.5M
- @drchrysopoulo 3.5M
- @drjoyce_knudsen 3.3M
- @drkarenhorton 3.1M

[Tweet](#)

The Numbers

280.223M Impressions
20,689 Tweets
8,875 Participants
34 Avg Tweets/Hour
2 Avg Tweets/Participant

[Tweet](#)
[Like](#)

Twitter data from the #PlasticSurgery hashtag from Thu, June 1st 2017, 12:25PM to Mon, June 26th 2017, 12:25PM (America/Phoenix).



The #Dermatology Influencers

Top 10 by Mentions

- @florez_vanessa 648
- @ducrest 238
- @aestheticvery 139
- @emjdermatology 138
- @dranjalmahito 106
- @debnicolina 95
- @skinpathology 83
- @fawnhoganmd 83
- @brentisaunders 83
- @jalexkelly 83

[Tweet](#)

Top 10 by Tweets

- @dermasurgery 143
- @dermatology_bio 126
- @indusderm 121
- @skinspecialist3 113
- @wowmicky 105
- @emjdermatology 100
- @ducrest 91
- @mb_dermatology 63
- @dranjalmahito 33
- @cosmetologists 31

[Tweet](#)

Top 10 by Impressions

- @florez_vanessa 7,530,995
- @olivierbranford 1,728,321
- @cleverlyme 657,972
- @aestheticvery 521,517
- @novartis 395,603
- @emjdermatology 270,044
- @dermatology_bio 227,834
- @wendylewisco 220,452
- @emjreviews 164,803
- @hcsnnews 133,069

[Tweet](#)

The Numbers

17,749,084 Impressions
5,180 Tweets
2,272 Participants
7 Avg Tweets/Hour
2 Avg Tweets/Participant

[Tweet](#) [Like](#)



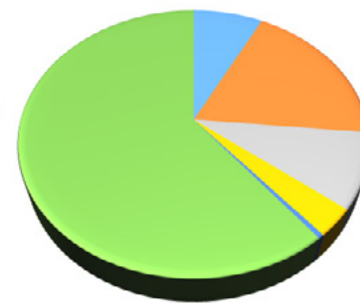
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SOCIAL MEDIA METRICS

Social Platform	Total Numbers of Followers/Fans
Facebook	200,000
Google	5,000
Instagram	200,000
LinkedIn	60,000
Twitter	1,600,000
Pinterest	5,000
Total	2,000,000 Followers



● Facebook
● Google
● Instagram
● LinkedIn
● Pinterest
● Twitter



AESTHETIC EVERYTHING BEAUTY EXPO

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LAST BEAUTY EXPO EVENT STATS



AESTHETIC EVERYTHING BEAUTY EXPO

— BEVERLY HILLS, CA —

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WHO WILL BE THERE

COMPANIES

For 2018 Aesthetic Company
Examples, See Page 20

EXECUTIVES

Medical Representatives
President/CEO/Owner

DOCTORS

Plastic Surgeons
Dermatologists
Hair Transplant Physicians
Hormone Transplant
Doctors
Lasik Surgeons
Medical Spas

MEDICAL PROFESSIONALS

Aesthetician
Aesthetic Staff
Medical Assistants
Medical Office Staff
Nurse Practitioners
Physician Assistants
Other Beauty and Wellness
Industry Professionals

GROUPS

Medical Schools
Medical Societies
Research Groups
Medical Associations



Beauty is only an experience away so don't miss it. You owe it to yourself!

AESTHETIC EVERYTHING BEAUTY EXPO

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SPONSORSHIP PACKAGES

PLATINUM SPONSORSHIP — \$45,000

Includes:

Full page ad in Beauty Wire Magazine & On-Site Program

Recognition during talks & signage through the exhibit hall

Faculty Dinner — Friday night for 50 attendees

10x10 prime exhibit space with two chairs, table, and electrical (standard line)

(3) 30 minute sessions with speakers of your choice (speaker expenses not included)

Tote bags with logo

2 newsletters sent out to over 200,000 subscribers

2 social posts sent to over 2 MILLION followers on 5 social networks

Email database of over 2,000 attendees

AESTHETIC EVERYTHING BEAUTY EXPO

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SPONSORSHIP PACKAGES

GOLD SPONSORSHIP — \$35,000

Includes:

Full page ad in Beauty Wire Magazine & On-Site Program

Recognition during talks & signage through the exhibit hall

Faculty Dinner — Thursday night for 30 attendees

10x10 prime exhibit space with two chairs, table, and electrical (standard line)

(2) 30 minute presentations with speakers of your choice (speaker expenses not included)

Lanyards with logo

2 newsletters sent out to over 200,000 subscribers

2 social posts sent to over 2 MILLION followers on 5 social networks

Email database of over 2,000 attendees

AESTHETIC EVERYTHING BEAUTY EXPO

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SPONSORSHIP PACKAGES

SILVER SPONSORSHIP — \$25,000

Includes:

Full page ad in Beauty Wire Magazine & On-Site Program

Recognition during talks & signage through the exhibit hall

Faculty Breakfast — Friday for 50 attendees

10x10 prime exhibit space with two chairs, table, and electrical (standard line)

(1) 30 minute presentation and (1) 15 minute presentation (speaker expenses not included)

2 social posts sent to over 2 MILLION followers on 5 social networks

Email database of over 2,000 attendees

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SPONSORSHIP PACKAGES

BRONZE SPONSORSHIP — \$15,000

Includes:

Full page ad in Beauty Wire
Magazine & On-Site Program

Recognition during talks & signage
through the exhibit hall

Faculty Breakfast — Friday for 30 attendees

10x10 prime exhibit space with two chairs,
table, and electrical (standard line)

(1) 30 minute presentation with speaker of your
choice (speaker expenses not included)

1 social posts sent to over 2 MILLION
followers on 5 social networks

Email database of over 2,000 attendees

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SPONSORSHIP OPPORTUNITIES

LANYARD

Support Required: \$5,000 (exclusive)

Each time you meet an attendee, you look at the name around his/her neck and the lanyard. Think of the visibility your company will realize if the lanyard's have your company's name on them!

DINNER WITH FACULTY

\$20,000 (exclusive)

WELCOME RECEPTION

Support Required: \$20,000 (exclusive)

FACULTY BREAKFAST

\$5,000 per day

FACULTY LUNCH

\$10,000 per day

COCKTAIL RECEPTION

in exhibit hall: \$7,500

TOTE BAGS

Support Required: \$10,000 (exclusive)

Put your company name in front of every attendee during the event. As an exclusive supporter, you can enclose one marketing piece inside each tote bag.

COFFEE & WATER STATIONS

Support Required: \$5,000 per day

WI-FI

in exhibit hall: \$5,000

PROGRAM FULL PAGE COLOR AD

\$2,600

DOOR DROP

\$2,000

MEETING INSERT

\$1,000 (one piece)

WORKSHOP SESSIONS

\$5,000/ 1 hour session

Each Session: 1 hour; 5 sessions per day available; \$5,000 per session (includes audio visual, LCD package, microphone, screen, and podium)

Time Slots: Email

vanessa@aestheticeverything.com

*** Exhibitors receive 30 minutes of podium time in the exhibition hall included with the exhibitor fee. All Sessions: Speak fees are the exhibitor's expense.

MEETING APP

sponsor: \$5,000

Please email

vanessa@aestheticeverything.com
if interested in a sponsorship.

AESTHETIC EVERYTHING BEAUTY EXPO

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GENERAL INFO & RULES

EXHIBITOR AND SPEAKING DAYS

Saturday & Sunday, August 24th and 25th, 2019, 9am - 5pm

CELEBRITY AND MEDIA RED CARPET EVENT

Saturday, August 24th, 5:00pm

AWARDS DINNER

Saturday, August 24th, 7:00pm

IN-BOOTH DEMOS/PRESENTATIONS/LIVE DEMOS

Allowed for FDA-approved, non-invasive devices.

BOOTH ASSIGNMENTS AND PODIUM SESSION ASSIGNMENTS

Exhibit booths are assigned when you send in your exhibitor contract and payment is made. Podium session times will be selected in January 2019.

CONTRACTS FOR SPACE

Full payment for booth fees must be submitted with the application. The signed application and full payment for exhibit fees constitute a contract for the rights to use the space allocated only.

CORPORATE REPRESENTATIVES

To Be Announced

HOTEL GROUP RATE

To Be Announced

INSTALLATION SCHEDULE

To Be Announced

CANCELLATION OF EXHIBIT SPACE

No refunds. Aesthetic Everything will retain 100% of the total contract obligation. Sales and order taking — Exhibitors are free to solicit sales and take orders, but must maintain professional behavior at all times.

AESTHETIC EVERYTHING BEAUTY EXPO

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GENERAL INFO & RULES CONT.

FOOD AND DRUG ADMINISTRATION (FDA)

All medical devices or pharmaceuticals exhibited must have fulfilled all applicable FDA regulations.

NON-FDA APPROVED DRUGS AND DEVICES

Exhibitors are reminded that the FDA generally prohibits the advertising or other promotion of investigational or unapproved drugs or devices. The FDA also forbids the promotion of approved drugs or devices for unapproved uses. Unapproved Class II devices may be displayed only if they are the subject of an effective investigational device exemption (IDE). Class I or II devices that have not been approved by the FDA may be displayed only if they are the subject of a pending 510(k) pre-market notification. Any investigational product, including any product subject to pending 510(k), that is displayed or graphically depicted within the exhibit must:

- Contain only objective statements about the product; contain no claims of safety, effectiveness, or reliability.
- Contain no comparative claims to other marketed products.
- Display the statement 'Caution: Investigational Devices. Limited to "Investigational Use"' in prominent size and placement; and - Not to be sold or be the subject of order taking or lead retrieval until approved.

Signage that is easily visible should be placed near the devices themselves and on any graphic depicting the device stating: 'This device is not cleared by the FDA for distribution in the United States', or 'This device is limited by Federal Law for investigational use only'.

INSURANCE

Insurance on all exhibits is the responsibility of the exhibitor.

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THANK YOU TO OUR SPONSORS



AESTHETIC EVERYTHING BEAUTY EXPO

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**WANT TO LEARN MORE ABOUT HOW
AESTHETIC EVERYTHING®
CAN HELP GROW AND SCALE YOUR PRACTICE?**

Vanessa Julia

CEO & Founder

Aesthetic Everything

vanessa@aestheticeverything.com

Kim Bello

National Accounts Director

Aesthetic Everything

Cell: 508-728-9365

kimbelloAE@gmail.com

Aesthetic Everything®
www.aestheticeverything.com

Aesthetic Everything Beauty Expo
www.AestheticEverythingBeautyExpo.com

Beauty Wire Magazine®
www.beautywiremagazine.com

AESTHETIC
EVERYTHING®

Beauty Expo

Beverly Hills, CA | August 23 – 25, 2019

SPONSORSHIP CONTRACT

1. **APPLICATION** and **CONTRACT** for sponsorship opportunity at **AESTHETIC EVERYTHING BEAUTY EXPO**. Aesthetic Everything Beauty Expo managed by Aesthetic Everything® LLC to be held in Beverly Hills, CA on August 23 through 25, 2019. Return copy of completed application to Aesthetic Everything® LLC.

COMPANY NAME (as it should appear in all future Congress material)

STREET ADDRESS

CITY

STATE

ZIP CODE

COMPANY REPRESENTATIVE TO RECEIVE
EXHIBIT CORRESPONDANCE AND BULLETINS

TITLE

PHONE

E-MAIL

WEB SITE

FAX

(See prospectus for inclusions)

Platinum Sponsor SUPPORT \$45,000

Silver Sponsor SUPPORT \$25,000

Gold Sponsor SUPPORT \$35,000

Bronze Sponsor SUPPORT \$15,000

EXTRAS:

Welcome Reception \$20,000 _____

Coffee Station \$5,000 _____

Friday _____

Saturday _____

Breakfast for faculty \$5,000 _____

Friday _____

Saturday _____

Lunch for faculty \$10,000 _____

Friday _____

Saturday _____

Exclusive Dinner with faculty \$20,000 _____

Thursday _____

Friday _____

Saturday _____

LANYARDS SUPPORT \$5,000 _____

Workshop session (extra) \$5,000 includes audio visual support _____

TOTE BAGS SUPPORT \$10,000 _____

10. PAYMENT BY CHECK:

Check # _____

Make check payable to **AESTHETIC EVERYTHING, LLC.**

BY CREDIT CARD:

Credit Card: Visa ☐ Mastercard ☐ Dollar Amount \$ _____

Card # _____

Exp. Date: _____ CVD: _____

Cardholder's Name: _____

Card Holder Billing Address: _____

Authorized Signature: _____

AESTHETIC EVERYTHING® *Beauty Expo*

Beverly Hills, CA | August 23 – 25, 2019

EXHIBIT SPACE CONTRACT

2. **APPLICATION** and **CONTRACT** for exhibit space at **AESTHETIC EVERYTHING BEAUTY EXPO**. Aesthetic Everything Beauty Expo managed by Aesthetic Everything® LLC to be held in Beverly Hills, CA on August 23 through 25, 2019. Return copy of completed application to Aesthetic Everything® LLC.

COMPANY NAME (as it should appear in all future Congress material)

STREET ADDRESS

CITY

STATE

ZIP CODE

COMPANY REPRESENTATIVE TO RECEIVE
EXHIBIT CORRESPONDANCE AND BULLETINS

TITLE

PHONE

E-MAIL

WEB SITE

FAX

3. PRICE OF BOOTHS

EXTRA EXHIBOR BADGES

GRAND TOTAL

4. PAYMENT SCHEDULE

Full payment is required upon return of this application.

5. PAYMENT

PAYMENT BY CHECK:

Check # _____

Make check payable to **AESTHETIC EVERYTHING, LLC.**

PAYMENT BY CREDIT CARD:

☐ Mastercard ☐ Dollar Amount \$ _____

Credit Card: Visa

Card # _____

Exp. Date: _____ CVD: _____

Cardholder's Name: _____

Card Holder Billing Address: _____

Authorized Signature: _____

By signing the exhibitor acknowledges having read and agreed the Terms & Conditions on the reverse side of this Contract. Exhibitors understand that this application will become a binding contract upon acceptance by Aesthetic Everything®. Any changes to the information on this application must be provided to Aesthetic Everything® in writing.

Application's Authorized Signature _____ Title _____ Date _____

1. Contract

This application properly executed by Applicant (Exhibitor) shall upon written acceptance by Aesthetic Everything® constitute a valid and binding contract. Aesthetic Everything® reserves the right to render all interpretations and to establish further regulations as may be deemed necessary for the general success of the exhibition. It is further agreed that the conditions, rules and regulations as herein stated and as outlined in the Exhibitor's Service Manual are made a part hereof as though fully incorporated herein, and that the said Exhibitor agrees to be bound by each and every one thereof.

2. Use of Space

Aesthetic Everything® reserves the right to decline, prohibit or expel any exhibit which in its judgment, is out of keeping with the character of the exhibition this reservation being all inclusive as to persons, things, printed matter, product, conduct, sound level, etc.

Distribution of advertising material and exhibitor solicitations of any sort shall be restricted to the Exhibitor's booth. Exhibitor's exhibit or product may not extend beyond the limits of the Exhibitor's booth. Exhibitor shall so arrange his exhibit so as not to obscure or prejudice adjacent Exhibitors in the opinion of Exhibition management. No Exhibitor shall assign or sublet any part of his assigned space without the consent of Aesthetic Everything® in writing. Any space not occupied by the time set for completion of installation of displays will be reassigned at the discretion of the show management. Deposit will be forfeited unless special arrangements have been approved by management. Exhibitor will keep his exhibit open and staffed at all times during the show hours.

BOOTHS - Standard booth equipment (back and side walls, identification sign, two chairs, and one draped table) is provided by Aesthetic Everything® without cost to the Exhibitor. If an Exhibitor plans to install a completely constructed display of such character that the Exhibitor will not require or desire the use of standard booth equipment, no part thereof shall project as to obstruct the view of adjacent booths. No display nor its contents may exceed a height of 8' nor may the sidewalls be higher than 4' within a distance halfway between the backwall and aisle. Raw wood, cardboard or similar material for wings to booths must be covered or painted if they are visible in adjacent booths.

Failure to comply with the rules and regulations of this contract and as stated in the Exhibitor's Service Manual will result in the alteration or removal of the booth at the Exhibitor's expense. Rental fees for services and exhibit space are not refundable.

Exhibitors shall be bound by all pertinent laws, codes and regulations of municipal or other authorities having jurisdiction over the exhibit facility or the conducting of said exhibit, together with the rules and regulations of the owners and/or operators of the facility in which the exhibition is held.

3. Cancellation

REFUND POLICY – No Refunds.

It is agreed that if the Exhibitor fails to comply in any respect with the terms of the agreement, then Aesthetic Everything® shall have the right without notice to the Exhibitor to sell or offer for sale the exhibit space covered by this contract, said Exhibitor to be liable for any deficiency loss or damage the Exhibitor agrees to pay the exhibition upon demand together with reasonable expenses and costs incurred by reason thereof.

It is further agreed that actual occupation of the exhibit space by an exhibit is of the essence thereof, and that should the exhibition be unable to affect the sale of the space as herein provided, the exhibition is then expressly authorized to occupy or cause sold space to be occupied in such manner as it may deem in the best interest of the exhibition without any rebate or allowance whatsoever to the Exhibitor and without in any way releasing said Exhibitor from any liability hereunder, and said Exhibitor expressly agrees to pay the exhibition the full sum as herein set forth.

Aesthetic Everything® will not be liable for the fulfillment of this contract as to the delivery of exhibit space if nondelivery is due to any of the following causes. By reason of the facility being damaged or destroyed by fire, act of God, public enemy, war of insurrections, strikes, the authority of the law, postponement or cancellation of the exposition, or for any cause beyond their control. It will however, in the event of its not being able to hold an exhibit for any of the above named reasons reimburse Exhibitor on a prorated basis on any amount paid in, less any and all legitimate expenses incurred such as but not limited to rent, advertising, salaries, operating costs, etc.

All Exhibitors must have current account balances and maintain such account current thirty (30) days prior to the opening date of the show for advertising, products, or any other product or service previously provided by Aesthetic Everything®. Failure to bring or maintain any account current as such time will result in cancellation of this contract. No refunds will be made as a result of cancellation for this reason nor will such funds be applied against said past due balances, said funds being forfeited.

4. Insurance

Exhibitors must carry worker's compensation, comprehensive general liability including products and completed operations, independent contractors, personal injury, and blanket contractual liability. These coverages must be evidenced by a Certificate of Insurance with a 30-day notice of cancellation provision to the holder and supplied to and naming Aesthetic Everything® as additional insured at least 30 days before the proposed exhibit date. It is strongly recommended that Exhibitors also carry insurance to cover loss of or damage to their exhibits or other personal property while such property is located at or is in transit to or from the exhibition site. While the exhibition provides security guards, this is solely as an accommodation to Exhibitors, and Aesthetic Everything® assume no responsibility for any loss, damage or injury to any property of the Exhibitor or to any of its officers, agents, employees or contractors, whether attributable to accident, fire, theft, or any other cause whatsoever. The Exhibitor expressly agrees to save and hold harmless Aesthetic Everything® its management, agents, and employees from any and all claims, liabilities and losses for injuries to persons (including death) or damage to property arising in connection with Exhibitor's use of the exhibit space, except such losses as may be the result of the sole negligence of the Aesthetic Everything Beauty Expo.

5. Available Services

On behalf of the Exhibitors, Aesthetic Everything Beauty Expo has designated official Exhibition contractors to provide the following: drayage, cartage, furniture, booth and floor decorations, signs, photographs, telephone services, etc. Services of electricians, plumbers, carpenters and other labor will be available and charged for at the then prevailing rates. Contractors and rates will be listed in the Exhibitor Service Manual to be issued separately.

Aesthetic Everything Beauty Expo assumes no responsibility or liability for any of the services performed or materials delivered by the foregoing persons, parties and organizations. Arrangements for these services and payments are to be made between Exhibitors and official Exhibition contractors. Rules and regulations for union labor are made by the local unions and these regulations may be changed at any time. When union labor is required because of building or contractor requirements, the Exhibitor agrees to comply with the regulations.

6. Protection of Facilities

Nothing shall be posted on, or tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, or other parts of the convention hall exhibit area without permission from the proper building authority. Fluids, caustic or staining, must not be used where they may damage floor coverings. Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with the directions of the Exhibits Manager, the convention hall manager or their assistants.

7. Installation and Dismantling

The specific requirements as to time for installation and dismantling of exhibits shall be set forth in the Exhibitor Service Manual supplied to each Exhibitor for the particular exhibition. Such requirements shall be binding upon the Exhibitor as though fully set forth herein.

8. Liability

Exhibitor shall be fully responsible to pay for any and all damages to property, its owners or managers which results from any act or omission of exhibitor. Exhibitor agrees to defend, indemnify and hold harmless owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from exhibitor's use of the property. Exhibitor's liability shall include a losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees, and business invitees which arise from or out of the exhibitor's occupancy and use of the exhibition premises or any part thereof.

AESTHETIC EVERYTHING® *Beauty Expo*

Beverly Hills, CA | August 23 – 25, 2019

PRINTED & DIGITAL SHOW PROGRAM ADVERTISING CONTRACT

The Official Program of Aesthetic Everything Beauty Expo will be distributed digitally during the months of June through July and will be promoted through our e-database of 500,000 leads.

As an Advertiser you will receive free bonus features from our digital program:

- FREE direct link to your website
- FREE ads on our Newsletters

☐ **2-page color spread \$ 5000.00**

Trim Size 16.75" X 10.875"
Bleed Size 17.25" X 11.375"

☐ **Full Page Color \$ 2600.00**

Trim Size 8.375" X 10.875"
Bleed Size 8.875" X 11.375"

☐ **Full Page B&W \$ 2000.00**

Trim Size 8.375" X 10.875"
Bleed Size 8.875" X 11.375"

PAYMENT TO **AESTHETIC EVERYTHING.**

Contract must be returned by June 30th, 2019 with FULL PAYMENT OF THE AD

Check # _____ (Make check payable to Aesthetic Everything, LLC.) **CreditCard:** Visa ☐ Mastercard ☐

Dollar Amount \$ _____ Card # _____ Exp. Date: _____ CVD: _____

Billing Address: _____

Cardholder's Name: _____ Authorized Signature: _____

Artwork due no later than **June 30th 2019**. Aesthetic Everything® is here by authorized to place your advertisement in the official program of **Aesthetic Everything Beauty Expo, Beverly Hills, CA, August 23 through 25, 2019**

***Please include your booths numbers on artwork.**

FIRM NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

AUTHORIZED BY: _____

POSITION: _____ SIGNATURE: _____ DATE: _____

Please keep in mind that space is limited and is being handled on a first come first serve basis.