

AESTHETIC
EVERYTHING®



Beauty Expo **EXHIBITOR KIT 2020**

Aesthetic Everything Beauty Expo 2020
The Ritz Carlton Los Angeles / JW Marriott Los Angeles LA LIVE
Los Angeles, CA

BOOTHS
AVAILABLE!

AESTHETIC EVERYTHING BEAUTY EXPO

— LOS ANGELES, CA —

EXHIBIT. IMPRESS. SELL!

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



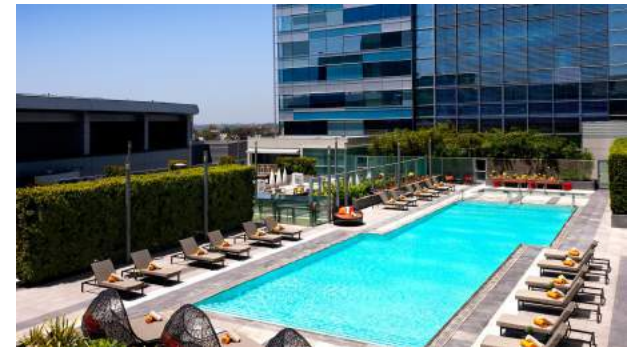
MAY 2, 2020
BOOTHS AVAILABLE • LIMITED SPACE

AESTHETIC EVERYTHING BEAUTY EXPO

— LOS ANGELES, CA —
Saturday, May 2nd 2020

THE RITZ CARLTON LOS ANGELES / JW MARRIOTT LOS ANGELES LA LIVE

*Sitting on the fringes of downtown L.A. just a short walk from the STAPLES Center and The Grammy Museum, The Ritz-Carlton, Los Angeles has what it takes to make it in this town. The hotel's 123 guest rooms and suites exude an aura of "California cool" with wooden and cream-colored furnishings, crisp white linens and bright splashes of color. Meanwhile, in-room amenities such as iPod docking stations, flat-screen TVs and large windows with sweeping city views ensure that you'll be living it up L.A.-style (you can also enjoy skyline views from the hotel's 26th-floor outdoor rooftop heated swimming pool and Jacuzzi). To keep you looking fabulous, the **Ritz** houses a 24-hour fitness center and an 8,000-square-foot spa, not to mention a pool lined with cabanas. And if you're looking to see and be seen, the in-house WP24 Restaurant by Wolfgang Puck provides the trendy atmosphere, as well as plates of contemporary Chinese cuisine. Despite all its modern amenities, visitors insist that the Ritz stands out among its (equally pricey) competition thanks to attentive customer service. Plus, if you're a **Marriott Rewards** member, you can earn or redeem points for choosing to bed down here. - Review from US NEWS*



AESTHETIC EVERYTHING BEAUTY EXPO

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Saturday, May 2nd 2020

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, 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 25



ANNOUNCING
ANNOUNCING
ANNOUNCING

20
20

Cameron Mathison

2020 AESTHETIC EVERYTHING BEAUTY EXPO
AWARDS HOST AND MEDIA CORRESPONDENT

Hosted by:
CAMERON MATHISON

**2020 Aesthetic Everything
Beauty Expo**

Awards Host and Media Correspondent

AESTHETIC EVERYTHING BEAUTY EXPO

— LOS ANGELES, CA —

Saturday, May 2nd 2020

The Aesthetic Everything Beauty Expo Trade Show



AESTHETIC EVERYTHING BEAUTY EXPO

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The Aesthetic Everything Beauty Expo Trade Show



AESTHETIC EVERYTHING BEAUTY EXPO

— LOS ANGELES, CA —

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AESTHETIC EVERYTHING BEAUTY EXPO 2019 BEVERLY HILLS HIGHLIGHTS VIDEO



<https://www.youtube.com/watch?v=0kghPK8BEYM>

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

— LOS ANGELES, CA —
Saturday, May 2nd 2020

AWARDS & ACCOLADES

The #PlasticSurgery Influencers

Top 10 by Mentions

- @florez_vanessa 5,811
- @drheatherfurnas 1,741
- @asps_news 1,700
- @prsjournal 1,580
- @drrdrohrich 1,014
- @vcs2017 761
- @olivierbranford 485
- @drrroykim 441
- @asaps 401
- @asjml 341

[Tweet](#)

Top 10 by Tweets

- @drrroykim 307
- @drheatherfurnas 290
- @drrdrohrich 269
- @sebbinfamily 230
- @asps_news 190
- @tulipmedical 148
- @caseykraftmd 144
- @olivierbranford 144
- @prsjournal 136
- @drrmcopeland 130

[Tweet](#)

Top 10 by Impressions

- @florez_vanessa 101.9M
- @drheatherfurnas 38.5M
- @drrdrohrich 32.2M
- @olivierbranford 21.1M
- @ukaesthetic 9.7M
- @asps_news 4.1M
- @drrroykim 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).

● ● ●
sympplr

The #Dermatology Influencers

Top 10 by Mentions

- @florez_vanessa 648
- @ducrest 238
- @aestheticvery 139
- @emjdermatology 138
- @dranjalmahito 106
- @debnicolina 95
- @skinpathology 83
- @fawnhoganmd 83
- @brentsaunders 83
- @jalxckelly 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
- @hscmnews 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](#)



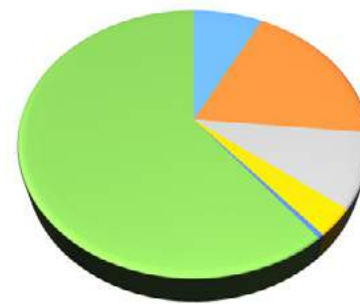
AESTHETIC EVERYTHING BEAUTY EXPO

— LOS ANGELES, CA —

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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

— LOS ANGELES, CA —
Saturday, May 2nd 2020

LAST BEAUTY EXPO EVENT STATS



AESTHETIC EVERYTHING BEAUTY EXPO

— LOS ANGELES, CA —
Saturday, May 2nd 2020

WHO WILL BE THERE

COMPANIES

For 2018 Aesthetic Company
Examples, See Page 24

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 PLUS SPONSORSHIP — \$100,000

Includes:

- Awards Event VIP Exclusive Area within the space, with Cocktails and Dinners for your list of Invitation Only Doctors/Aesthetic Professionals for 30 - 100 attendees
- (2) Celebrity 20 minute Interviews on the Red Carpet at the event, seated plus award received on the carpet at the awards event. Interview video, raw un-cut - free. (1) 20 Minute Media Spotlight - highlight one of your new product lines, product launch or device with a key opinion leader on stage. (1) 20 Minute Podcast with an Experienced Podcaster
- (1) 10x20 prime exhibit space with two chairs, table, and electrical (standard line)
- TOTE BAGS with logo
- Pre and Post Show Marketing of your Booth and Sponsorship throughout the Year to over 200,000 subscribers
- Profile on Aesthetic Everything - ONE YEAR
- 6 newsletters sent out to over 200,000 subscribers
- 6 social posts sent to over 2 MILLION followers on 5 social networks
- Separate Additional Satellite Demo Area in a Determined Location, Close to Walk-In or on a Stage, near the action and away from your booth
- 1 Webinar for 1/2 hour pre show

AESTHETIC EVERYTHING BEAUTY EXPO

— LOS ANGELES, CA —
Saturday, May 2nd 2020

SPONSORSHIP PACKAGES

PLATINUM SPONSORSHIP — \$75,000

Includes:

- Awards Event VIP Exclusive Area within the space, with Cocktails and Dinners for your list of Invitation Only Doctors/ Aesthetic Professionals for 30 - 100 attendees
- (2) Celebrity 20 minute Interviews on the Red Carpet at the event, seated plus award received on the carpet at the awards event. Interview video, raw un-cut - free. (1) 20 Minute Media Spotlight - highlight one of your new product lines, product launch or device with a key opinion leader on stage. (1) 20 Minute Podcast with an Experienced Podcaster
- (1) 10x20 prime exhibit space with two chairs, table, and electrical (standard line)
- LANYARDS with logo
- Pre and Post Show Marketing of your Booth and Sponsorship throughout the Year to over 200,000 subscribers
- Profile on Aesthetic Everything - ONE YEAR
- 5 newsletters sent out to over 200,000 subscribers
- 5 social posts sent to over 2 MILLION followers on 5 social networks

AESTHETIC EVERYTHING BEAUTY EXPO

— LOS ANGELES, CA —
Saturday, May 2nd 2020

SPONSORSHIP PACKAGES

SILVER PLUS SPONSORSHIP — \$50,000

Includes:

- 10x10 prime exhibit space with two chairs, table, and electrical (standard line)
- (2) Celebrity 20 minute Interviews on the Red Carpet at the event, seated plus award received on the carpet at the awards event. Interview video, raw un-cut - free. (2) 20 Minute Media Spotlight - highlight one of your new product lines, product launch or device with a key opinion leader on stage. (2) 20 Minute Podcast with an Experienced Podcaster
- Pre and Post Show Marketing of your Booth and Sponsorship throughout the Year to over 200,000 subscribers
 - Profile on Aesthetic Everything - ONE YEAR
 - 4 newsletters sent out to over 200,000 subscribers
 - 4 social posts sent to over 2 MILLION followers on 5 social networks
- Red Carpet Entry and Dinner - 8 VIP tickets including Red Carpet, Dinner, Cocktails and Professional Photos from your Red Carpet Appearance. 10 FREE General Admission Tickets for your customers to attend the show (\$200 Value Per Person) & 10% Off All Other Tickets

AESTHETIC EVERYTHING BEAUTY EXPO

— LOS ANGELES, CA —
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SPONSORSHIP PACKAGES

SILVER SPONSORSHIP — \$40,000

Includes:

- 10x10 prime exhibit space with two chairs, table, and electrical (standard line)
- (1) Celebrity 20 minute Interview on the Red Carpet at the event, seated plus award received on the carpet at the awards event. Interview video, raw un-cut - free. (2) 20 Minute Media Spotlight - highlight one of your new product lines, product launch or device with a key opinion leader on stage. (2) 20 Minute Podcast with an Experienced Podcaster
- Pre and Post Show Marketing of your Booth and Sponsorship throughout the Year to over 200,000 subscribers
 - Profile on Aesthetic Everything - ONE YEAR
 - 3 newsletters sent out to over 200,000 subscribers
 - 3 social posts sent to over 2 MILLION followers on 5 social networks
- Red Carpet Entry and Dinner - 6 VIP tickets including Red Carpet, Dinner, Cocktails and Professional Photos from your Red Carpet Appearance. 10 FREE General Admission Tickets for your customers to attend the show (\$200 Value Per Person) & 10% Off All Other Tickets

AESTHETIC EVERYTHING BEAUTY EXPO

— LOS ANGELES, CA —
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SPONSORSHIP PACKAGES

BRONZE PLUS SPONSORSHIP — \$30,000

Includes:

- 10x10 prime exhibit space with two chairs, table, and electrical (standard line)
- (1) Celebrity 20 minute Interview on the Red Carpet at the event, seated plus award received on the carpet at the awards event. Interview video, raw un-cut - free. (2) 20 Minute Media Spotlight - highlight one of your new product lines, product launch or device with a key opinion leader on stage. (1) 20 Minute Podcast with an Experienced Podcaster
- Pre and Post Show Marketing of your Booth and Sponsorship throughout the Year to over 200,000 subscribers
 - Profile on Aesthetic Everything - ONE YEAR
 - 3 newsletters sent out to over 200,000 subscribers
 - 3 social posts sent to over 2 MILLION followers on 5 social networks
- Red Carpet Entry and Dinner - 6 VIP tickets including Red Carpet, Dinner, Cocktails and Professional Photos from your Red Carpet Appearance. 10 FREE General Admission Tickets for your customers to attend the show (\$200 Value Per Person) & 10% Off All Other Tickets

AESTHETIC EVERYTHING BEAUTY EXPO

— LOS ANGELES, CA —
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SPONSORSHIP PACKAGES

BRONZE SPONSORSHIP — \$20,000

Includes:

- 10x10 prime exhibit space with two chairs, table, and electrical (standard line)
- (1) Celebrity 20 minute Interview on the Red Carpet at the event, seated plus award received on the carpet at the awards event. Interview video, raw un-cut - free. (1) 20 Minute Media Spotlight - highlight one of your new product lines, product launch or device with a key opinion leader on stage. (1) 20 Minute Podcast with an Experienced Podcaster
- Pre and Post Show Marketing of your Booth and Sponsorship throughout the Year to over 200,000 subscribers
 - Profile on Aesthetic Everything - ONE YEAR
 - 2 newsletters sent out to over 200,000 subscribers
 - 2 social posts sent to over 2 MILLION followers on 5 social networks
- Red Carpet Entry and Dinner - 6 VIP tickets including Red Carpet, Dinner, Cocktails and Professional Photos from your Red Carpet Appearance. 10 FREE General Admission Tickets for your customers to attend the show (\$200 Value Per Person) & 10% Off All Other Tickets

AESTHETIC EVERYTHING BEAUTY EXPO

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Saturday, May 2nd 2020

SPONSORSHIP PACKAGES

BRONZE 2020 "NEW EXHIBITOR" SPONSORSHIP — \$15,000

Includes:

- 10x20 prime exhibit space with two chairs, table, and electrical (standard line)
- (1) Celebrity 20 minute Interview on the Red Carpet at the event, seated plus award received on the carpet at the awards event. Interview video, raw un-cut - free. (1) 20 Minute Media Spotlight - highlight one of your new product lines, product launch or device with a key opinion leader on stage. (1) 20 Minute Podcast with an Experienced Podcaster
- Pre and Post Show Marketing of your Booth and Sponsorship throughout the Year to over 200,000 subscribers
 - Profile on Aesthetic Everything - ONE YEAR
 - 1 newsletter sent out to over 200,000 subscribers
 - 1 social post sent to over 2 MILLION followers on 5 social networks
- Red Carpet Entry and Dinner - 4 VIP tickets including Red Carpet, Dinner, Cocktails and Professional Photos from your Red Carpet Appearance. 10 FREE General Admission Tickets for your customers to attend the show (\$200 Value Per Person) & 10% Off All Other Tickets

AESTHETIC EVERYTHING BEAUTY EXPO

— LOS ANGELES, CA —
Saturday, May 2nd 2020

SPONSORSHIP PACKAGES

2020 "NEW EXHIBITOR" SPONSORSHIP — \$10,000

Includes:

- 10x10 prime exhibit space with two chairs, table, and electrical (standard line)
- (1) Celebrity 20 minute Interview on the Red Carpet at the event, seated plus award received on the carpet at the awards event. Interview video, raw un-cut - free. (1) 20 Minute Media Spotlight - highlight one of your new product lines, product launch or device with a key opinion leader on stage. (1) 20 Minute Podcast with an Experienced Podcaster
- Pre and Post Show Marketing of your Booth and Sponsorship throughout the Year to over 200,000 subscribers
 - Profile on Aesthetic Everything - ONE YEAR
 - 1 newsletter sent out to over 200,000 subscribers
 - 1 social post sent to over 2 MILLION followers on 5 social networks
- Red Carpet Entry and Dinner - 4 VIP tickets including Red Carpet, Dinner, Cocktails and Professional Photos from your Red Carpet Appearance. 10 FREE General Admission Tickets for your customers to attend the show (\$200 Value Per Person) & 10% Off All Other Tickets

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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)

MEETING APP

sponsor: \$5,000

Please email
vanessa@aestheticeverything.com
if interested in a sponsorship.

AESTHETIC EVERYTHING BEAUTY EXPO

— LOS ANGELES, CA —
Saturday, May 2nd 2020

GENERAL INFO & RULES

EXHIBITOR DAY

Saturday, May 2nd 2020, 10am - 5pm

CELEBRITY AND MEDIA RED CARPET EVENT

Saturday, May 2nd, 5:00pm

AWARDS DINNER

Saturday, May 2nd, 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 2020.

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

\$239 Per Night

MAKE A RESERVATION

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.

AESTHETIC EVERYTHING BEAUTY EXPO

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THANK YOU TO OUR SPONSORS



AESTHETIC EVERYTHING BEAUTY EXPO

— LOS ANGELES, CA —
Saturday, May 2nd 2020

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

Vanessa Julia

CEO & Founder

Aesthetic Everything

vanessa@aestheticeverything.com

Aesthetic Everything®
www.aestheticeverything.com

Aesthetic Everything Beauty Expo
www.AestheticEverythingBeautyExpo.com

Beauty Wire Magazine®
www.beautywiremagazine.com

AESTHETIC
EVERYTHING®

Beauty Expo

Los Angeles, CA | May 2, 2020

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 Los Angeles, CA on May 2, 2020. 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 PLUS SUPPORT
\$100,000

PLATINUM SUPPORT
\$75,000

SILVER PLUS SUPPORT
\$50,000

SILVER SUPPORT
\$40,000

BRONZE PLUS SUPPORT
\$30,000

BRONZE SUPPORT
\$20,000

BRONZE 2020 "NEW EXHIBITOR" SUPPORT
\$15,000

2020 "NEW EXHIBITOR" SUPPORT
\$10,000

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*

Los Angeles, CA | May 2, 2020

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 Los Angeles, CA on May 2, 2020. 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 EXHIBITOR 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.

Los Angeles, CA | May 2, 2020

PRINTED & DIGITAL SHOW PROGRAM ADVERTISING CONTRACT

The Official Program of Aesthetic Everything Beauty Expo will be distributed digitally 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 March 31st, 2020 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 **March 31st 2020**. Aesthetic Everything® is here by authorized to place your advertisement in the official program of **Aesthetic Everything Beauty Expo, Los Angeles, CA, May 2, 2020**

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

FIRM NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

AUTHORIZED BY: _____

POSITION: _____ SIGNATURE: _____ DATE: _____