



THE BIGGEST INTERNATIONAL SHOW OF  
PROFESSIONAL BEAUTY IN LATIN AMERICA

## EXHIBITOR MANUAL

Sunday: 9:00-19:00,  
Monday & Tuesday 10:00-19:00  
Centro Citibanamex, Mexico City



23  
al 25  
October  
2022  
26<sup>th</sup> edition

## DEAR EXHIBITOR

**We invite you to carefully read this manual, where you will find relevant information for a successful participation.**

Our team and Organizing Committee will be with you and supporting you throughout your participation

**Get to know us!**



**Maribel Guzman**  
Customer Experience  
T: +52 (55) 8852 6130  
M: + 52 (55) 7969 7396  
E: [maribel.guzman@rxglobal.com](mailto:maribel.guzman@rxglobal.com)



**Alejandra Bustos**  
Customer Experience  
T: +52 (55) 8852 6154  
M: + 52 (55) 4944 7440  
E: [alejandra.bustos@rxglobal.com](mailto:alejandra.bustos@rxglobal.com)

They are your strategic allies in charge of following up on your contract and supporting you in all doubts prior to your participation in the event.

**IMPORTANT: Ignorance of this manual does not exempt from compliance.**



## 1. VENUE

### a. ADDRESS

Av. del Conscripto 311, Lomas de Sotelo, Hipódromo de las Américas, Miguel Hidalgo, 11200 Ciudad de México, CDMX

### b. WEB

<http://www.centrocitibanamex.com/>

### c. PHONE

+52 55 5268-2000

## 2. WHAT INCLUDES YOUR SPACE?

It is **MANDATORY** to fill out the **requirements form** in the "Exhibitor Portal" **BEFORE SEPTEMBER 30** to confirm what you **DO** or **DO NOT** require for your booth.

**RAW SPACE:** This type of contracted space does not include electricity or carpet. Consult assembly entrance requirements.

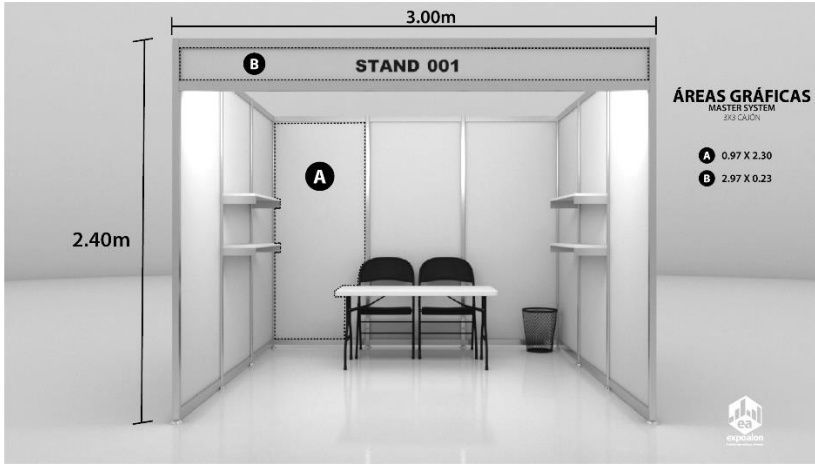


### **EQUIPPED BOOTH:**

It is **MANDATORY** to **fill out the requirements** form in the "Exhibitor Portal" **BEFORE SEPTEMBER 30** to confirm what you **DO** or **DO NOT** require for your stand.

- **White walls aluminium system:**
  - **line:** 2 walls sides y 1 back
  - **corner:** 1 pared lateral y 1 de fondo
  - **Height 2.40 m**
- **Booth Lighting** (1 Slimline lamp)
- **Parapet with the name of the company** (no logo and maximum 20 characters)
- **Carpet**
- **Double electrical outlet (1000 watts)** for every 9m<sup>2</sup> to a maximum of 2 contacts

- 1 table y 2 chairs
- 1 trash can
- 4 shelves



After the deadline, we **DO NOT guarantee** compliance with the request and there will be an extra charge of **\$175 USD per m2** for the exhibitor

### 3. BADGES

It is **MANDATORY** to fill out the Exhibitor Badge form **BEFORE OCTUBER 7.**



All personnel who wish to enter and/or remain on the exhibition floor during the event must wear their badge at all times (except built-in and break-down); without it, access to the exhibition floor will be denied.

Stand m2	Badges
9 m <sup>2</sup>	4 badges
18 m <sup>2</sup>	6 badges
27 m <sup>2</sup>	8 badges
36m2	10 badges
54 m <sup>2</sup>	12 badges
72 m <sup>2</sup>	16 badges



Delivery of badges will be in concourse **Salón Iturbide I y II**, on the following days

OCTOBER	
Day	Schedule
21	10:00 to 18:00 hrs
22	10:00 to 19:00 hrs
23 y 24	08:00 to 19:00 hrs
25	08:00 to 18:00 hrs

If you require more badges, request them [maribel.guzman@rxglobal.com](mailto:maribel.guzman@rxglobal.com) for validation and/or costs.

## 1. RULES AND POLICIES

### a. COVID PROTOCOLS

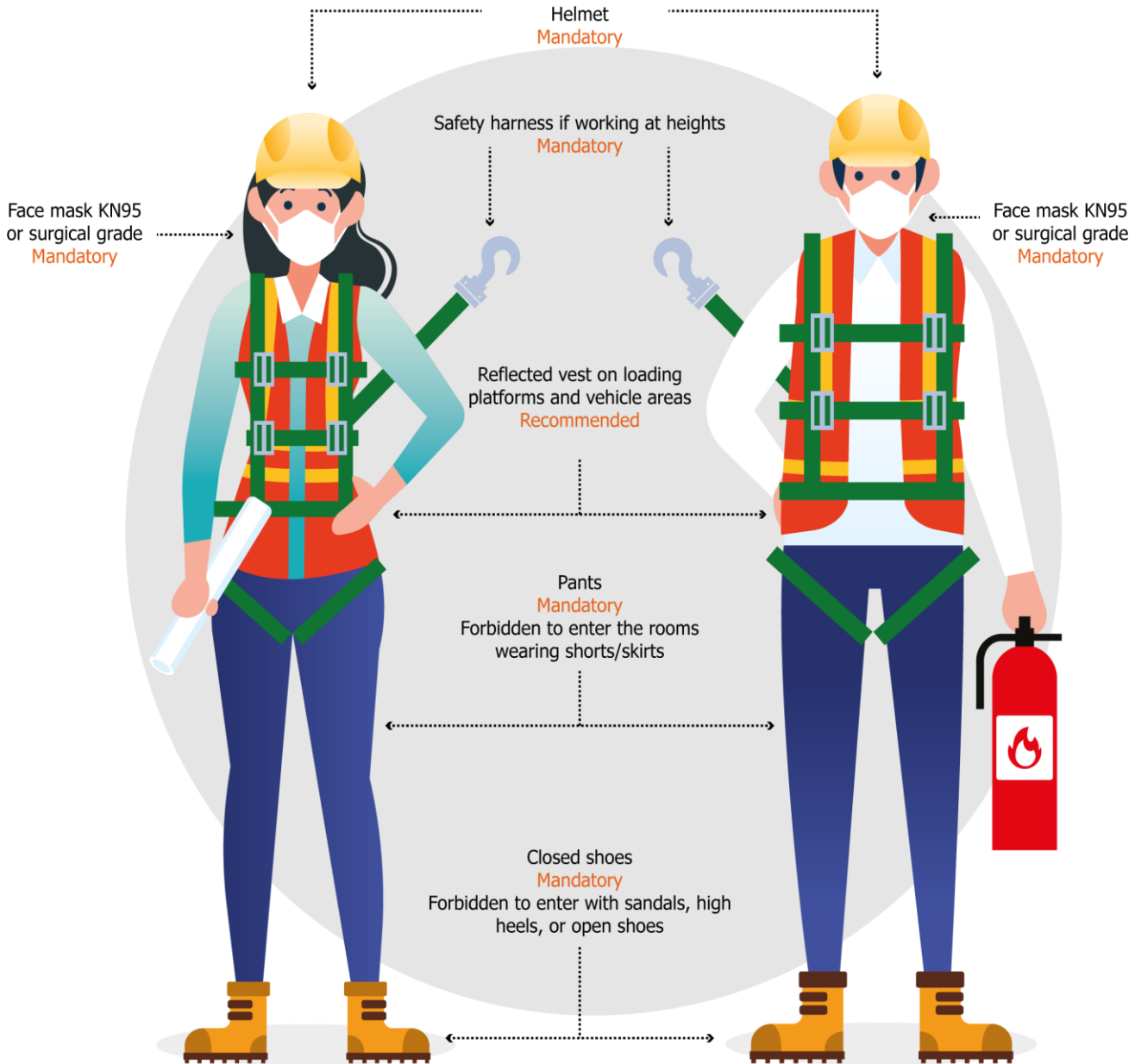


In addition to this Manual, we have created a manual that specifies all the necessary health and hygiene measures and protocols based on state legislation for your participation.

Click [here](#) to learn about "[Protocols and Safety and Hygiene Measures](#)".

## PERSONAL SAFETY EQUIPMENT

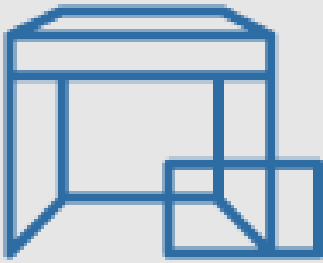
### Mandatory use during assembly and disassembly:



**SAFETY**  **SHOWS**

## BOOTH DESIGN RULES

**DO NOT INVADE THE SPACES OF BOOTHS NEXT TO YOU**



**RESPECT THE HEIGHT ALLOWED 5m<sup>2</sup> FOR EBS , 7m FOR HANGING AND MAXIMUM HEIGHT 4.0m FOR BARBER**



**DO NOT PLACE ELEMENTS THAT COVER THE VISIBILITY OF THE NEXT BOOTH. NO EXHIBITION OF MERCHANDISE ABOVE 2.5 M IN HEIGHT IS ALLOWED.**



**DO NOT INVADE THE HALLWAYS WITH PUBLICITY**



**INVITE YOUR STAFF TO EAT THEIR FOOD INSIDE THE FOOD ZONE. ESTA PROHIBIDO EL INGRESO DE COMIDA Y BEBIDAS EXTERNOS AL RECINTO**



**ALL EXPOSED AND VISIBLE WALLS OF THE BOOTHS MUST HAVE AN ENTIRE FINISH, EITHER BLACK OR WHITE.**



## HANGING

It is allowed for booths larger than **18 m2**

Always use light materials, consider the length and width of these elements, since the pendant is made with rigging and damage to the structure of the pendant can be caused.

The hanging of elements is the first thing that is placed to avoid delays in the assembly of the stand.

## ADVERTISING, SALE MATERIALS AND SCANNING OF VISITORS.

During the event, the sale to the public and the delivery of merchandise related to the event is allowed; the sale or exhibition of any different product is prohibited and, in case of incurring in this action, the Organizing Committee will have the power to close the stand that commits the fault.

Promotion and visitor activities are limited to the area of the contracted booth; that is to say, corridors, common areas outside their area may NOT be invaded.

## The schedules to restock product are:

- Sunday, October 23 from 8:00 a.m. to 8:45 a.m. and 1:30 p.m. to 2:30 p.m.
- Monday, October 24 from 8:30 a.m. to 9:30 a.m. and 1:30 p.m. to 2:30 p.m.
- Tuesday, October 25 from 8:30 a.m. to 9:30 a.m. and 1:30 p.m. to 2:30 p.m.

The promotional activities are limited to the contracted stand area; that is, corridors and common areas outside their area may NOT be invaded.

## CLEANING

We will take care of the general cleaning of the event, but as an exhibitor, you must be responsible for the cleaning and disinfection of your space. Cleaning can be contracted at the Additional Services office of the venue.

Exhibitors must be in charge of removing materials from the exhibition floor, as well as the garbage resulting from the unpacking of the products during assembly/disassembly (boxes, cardboard, construction materials, etc.).

## ELECTRIC POWER

The stands contracted as free area do **not include electricity**, this service **must be contracted** at the Additional Services office of Centro Citibanamex (please consult the Additional Services format on page No. 14 of this Manual).



For **equipped booths** a double polarized **1000 watts contact will be placed for each 9 sqm contracted** area. If you need another type of installation, you can request one of the special services available, using the electrical request sheet attached to this guide and the floor plan to indicate the location

Internal electrical installations made in each booth must be made using heavy duty wire and the appropriate gauge according to the charge required. These must be cased and protected, properly isolating the connections. **UNDER NO CIRCUMSTANCES, DUPLEX WIRE WILL BE ACCEPTED.** Exhibitors are prohibited from manipulating or relocating the electrical installations. They can use the direct line electrical outlets placed in their booths only.

The Organizing Committee reserves the right to turn off the electric supply to any exhibitor whose installations does not comply with the mentioned regulations or represent a hazard.

### **DRAINAJE**

is only possible to acquire this service as long as you have the drainage register into your exhibition space. For more information contact to Maribel who can advise you. It is forbidden to use the toilette's sinks to wash or rinse the dyes or similar products. For this purpose, you can use the specific areas located at the end of Hall B.

### **TAKE CARE OF YOUR BELONGINGS AND YOUR SAFETY DURING THE EVENT**

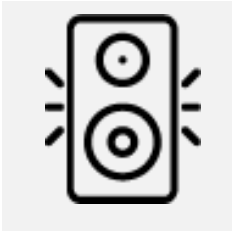
The Organizing Committee and the venue are responsible for the general and perimeter security of the event; however, they are NOT responsible for damage, theft or loss of any type of personal belongings, as well as the exhibition materials and booth facilities.

If you require exclusive security personnel for your booth during the event, you can contract the service with the venue. If you have your own security provider, you must receive authorization and accreditation from the organizing committee.

Security personnel can place **FREE OF CHARGE**: locks on laptops, screens and/or electronic equipment. Request them in the modules at the entrance of the exhibition. This does not exempt the exhibitor from being responsible for their belongings.

### **GIVEAWAYS AND ACTIVATIONS**

For product demonstrations, send the details of the activity to [maribel.guzman@rxglobal.com](mailto:maribel.guzman@rxglobal.com) to be authorized. Activities that affect the safety of the public or obstruct the negotiations of neighboring booths will not be approved.



Sound equipment is subject to a maximum measurement of **60 decibels at 3 meters** from the source of emission towards the **interior of the booth**. In case of non-compliance, the organizing committee will determine **restrictive measures**.

In order to carry out games or raffles in your booth, the venue and the Organizing Committee require in advance the corresponding permissions (in original) issued by authorities from the Secretary of Government in Mexico City, complying with all of their regulations. Otherwise, the games and raffles will not be executed. The EBS Committee has the right to request and revise these permissions at any time during the show.

## PARKING

To make the corresponding payment, take your exhibitor badge and go to the modules located at the back of the Hall.

EXHIBITORS	
Concept	Rate
<b>Pass by Exhibitor (Package 1 day)</b>	\$ 144.00
<b>Pass by Exhibitor (Package 2 days)</b>	\$ 252.00
<b>3-day package</b>	\$ 378.00

## OBLIGATORY REQUIREMENTS TO ENTER THE ASSEMBLY

The following documents must be sent **BEFORE September 30, 2022** to the email [maribel.guzman@rxglobal.com](mailto:maribel.guzman@rxglobal.com) to receive authorization to enter the assembly.



1. Fill out "**Contractor Registration**" format through the exhibitor portal.
2. Send the booth's render with base and height measurements.
3. **Cover of the Civil Liability Insurance Policy** against damages to third parties, which covers bodily injury (including death), personal injury and liability for damage to property for a minimum amount of **\$500,000.00 MXN. Covering the days from October 20 to October 26 , 2022**
4. **Double deck booths, floor boarding**, platforms of **1 m or more in height** and armed that support **LED screens** on the floor in **dimensions equal to or greater than 3 m x 2 m**, must have a letter of structural responsibility signed by a structural engineer Director of Works **(DOW)**:

**Structural responsibility letter** issued by a **DRO** which must include analysis of live and dead loads, copy of the certificate of the DRO expert (current), plans detailing the measurements of the stand (upstairs and ground floor), specify that the project corresponds to the event and its dates. The entire document must be signed by the DRO and be registered in the registry of "Padrón del Instituto para la Seguridad de los constructores CDMX".

DRO must be delivered in original to the Organizing Committee before the event begins, otherwise the assembly may be suspended, or the second floor closed.

### Considerations for the second floor:

- ❖ They are only allowed for spaces greater than **36 m2**.
- ❖ Stairs **MAY NOT BE SPIRAL**; they should be straight.
- ❖ Have **CONTINUOUS** barriers at a minimum height of 1.10 m that provide protection.
- ❖ The material **CANNOT BE GLASS**, unless it has been treated to prevent it from breaking.
- ❖ Signs that inform the maximum capacity.
- ❖ The materials used for the construction of the stand must be the same as those validated by the DRO in its letter of structural responsibility.
- ❖ It is mandatory for the DRO to go to the site to validate that the construction complies with what is validated in the letter of structural responsibility.

### LOADING AND UNLOADING

No vehicle may remain parked and/or unattended in the maneuvering yard or the unit will be removed by means of cranes or appropriate equipment for eviction.



The maximum time for loading and unloading maneuvers will be assigned according to the size of the vehicle. **Courtesy time**

If this **time is exceeded**, the driver or person in charge of the vehicle will be sanctioned with the charge corresponding to the time exceeded. Only one vehicle per company is allowed

Admission is subject to the capacity of the platforms and the place you occupy in the line, precautions are necessary. Without exceptions.

Vehicle type	Courtesy time	Rate per hour
<b>Cars and trucks up to 3 1/2 tons</b>	30 min	\$ 168.00
<b>Less than 3 1/2 tons</b>	1 hr	\$ 196.00
<b>Enclosed Truck and Torton Truck</b>	1 hr 30min	\$ 225.00
<b>Trailer</b>	2 hours	\$ 253.00
<b>Spending the night</b>	NA	\$ 400.00

## SET UP

The setup of the event will be from **Thursday, October 20 to Saturday, October 22** at the following times, according to the size of your stand:

Booth size	Days	Comments
<b>54 m2 and more</b>	October 20 from 08:00 to 22:00 h October 21 from 08:00 to 22:00 h October 22 from 08:00 to 22:00 h	Extra time \$ 240.00 mxn per square meter
<b>9 to 53 m2</b>	October 21 from 08:00 to 22:00 h October 22 from 08:00 to 22:00 h	Extra time \$ 240.00 mxn per square meter
<b>Saturday, October 22</b> will be solely for supplies and cleaning of the stands.		
<b>Equipped Stands</b>	October 22 from 08:00 to 22:00 h	Setup by RX Global Until this day furniture will be placed
<b>International and Italian Pavilions</b> (Except free spaces)	October 22 from 08:00 to 22:00 h	Setup by RX Global

All booths must be finished **at 22:00 hours on October 22** . By then, all the assembly personnel will have to clear the halls. The booth which has not been occupied by this hour will be considered as abandoned by the exhibitor and will be made use of as the Organizing Committee thinks best.

There is **no NIGHT SETUP** . Anticipate the construction time of your spaces .



## DISASSAMBLY

The disassembly will be on **Tuesday, October 25** according to the following schedules without exception:

Hall	Date	Schedule	Comments
Halls A, B, C y D	Tuesday, October 25	20:00 to 21:30 h	<b>Preference will be given to the storage products</b> (*Not booth dismantling)
Halls A, B, C y D	From Tuesday, October 25 to Wednesday October 26	21:31 to 08:00 h	Booth dismantling allowed

- No material can be removed through the main doors or platforms before the mentioned schedule.



- The exhibitor is responsible for the safety of their materials as soon as dismantling tasks begin.
- The abandonment of booths, merchandise and waste generated is prohibited; the exhibitor must cover the expenses in case of violating this venue policy.

## VENUE EXCLUSIVE SERVICES

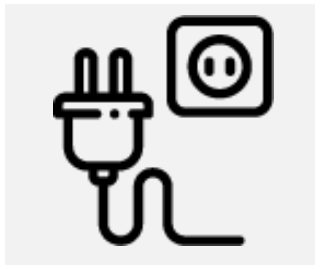
Contract the services of electrical installations, internet, hanging, food and beverages through the following formats:

Click on each icon to download the format with prices. Contact and confirm directly to the venue for hiring.

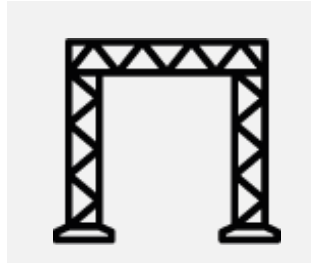
### Centro Citibanamex

Phone: +52 55 5268 2000 Ext.2054

Email: [adicionales-CCB@ocesa.mx](mailto:adicionales-CCB@ocesa.mx)



**Electricity**



**Rigging**



**Fast food**



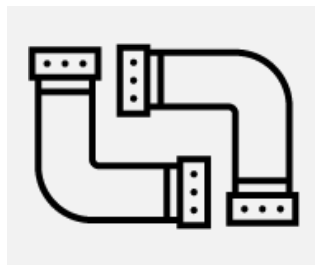
**IT services**



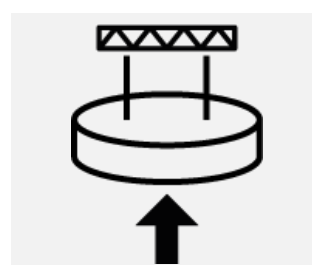
**Event handling**



**Cleaning**



**Drain**



**Hanging**

### Point of Sales Terminals (POS)

It is suggested to contract wireline service line with internet (capacity of 300 kb, a single point RJ45) exclusive for the proper functioning of your terminals. Please consult with Maribel to the mail, as well as send the location plan to formalize the service contract.

**DOWNLOAD IN THE FOLLOWING [LINK](#) THE PLAN WHERE YOU NEED YOUR SERVICE TO BE PLACED**

## VENDORS DIRECTORY (RENT OF SERVICES)

Podrás contratar servicios no exclusivos del recinto con alguno de los proveedores que sugerimos para ti:

### Stand Design and Furniture Rental

RX Solutions

Alejandro Pérez Yarza

Ph: +52 55 8852 6142

Ph: +52 55 3332 9461

Email: [alejandroyarza@rxglobal.com](mailto:alejandroyarza@rxglobal.com)



### Accommodation

#### Travel Agency BTC

Cecilia Gochi

Ph: +52 (55) 5200 5100 ext 17354

Email: [cgochi@btcamericas.com](mailto:cgochi@btcamericas.com)

### Security

#### SYHME SEGURIDAD PRIVADA

Enrique Islas

Ph: +52 (55) 1345 8471

Email: [syhme.seguridad@gmail.com](mailto:syhme.seguridad@gmail.com)

### Customs & Transportation Agency load

#### NAIB GROUP

Arturo Ortiz

Ph: +52 (55)57697416

Email: [arturo.ortiz@naibgroup.com.mx](mailto:arturo.ortiz@naibgroup.com.mx)

Sitio web: [www.naibgroup.com](http://www.naibgroup.com)



### MILLENIUM CARGO

Alejandra Náder S.

Ph: +52 55 5362 7899

Email: [alejandranader@milleniumcargo.com.mx](mailto:alejandranader@milleniumcargo.com.mx)

## PRIVACY NOTICE

Check the privacy notice:

[Safe Event | Health & Safety Information \(expobeautyshow.com\)](http://Safe Event | Health & Safety Information (expobeautyshow.com))

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