

**22** OCTOBER  
**23** **2023**  
**24** **27<sup>th</sup> EDITION**

® **EBS**  
**MEXICO**

THE BIGGEST  
INTERNATIONAL SHOW OF  
**PROFESSIONAL**  
BEAUTY IN LATIN AMERICA

EXHIBITOR  
**MANUAL**

**Exhibition Schedule**

Sunday: **9:00-19:00**,  
Monday & Tuesday **10:00-19:00**



Join the group of exhibitors  
on WhatsApp to receive  
important information from  
the organizing committee

Venue

Centro  
**citibanamex**



Built by  
**INX** In the business of  
building businesses

## 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)



**Join the exhibitor's group on WhatsApp**

to receive important information, reminders about deadlines and pending activities. Information will also be made available via email for those who choose not to use WhatsApp.

Use of WhatsApp is subject to the WhatsApp terms of service and privacy policy. Please note that you can stop receiving communications from the WhatsApp group at any point by tapping "Exit Group".

She is your strategic ally 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.**

## IMPORTANT DEADLINES



## 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 DOES YOUR SPACE INCLUDES?

It is **MANDATORY** to fill out the **requirements form** in the "Exhibitor Portal" **BEFORE SEPTEMBER 27th** to confirm what you **DO** or **DO NOT** require for your booth.

You must review the type of contracted space based on the following modalities:

**1.- RAW SPACE:** this type of contracted space does not include carpet.

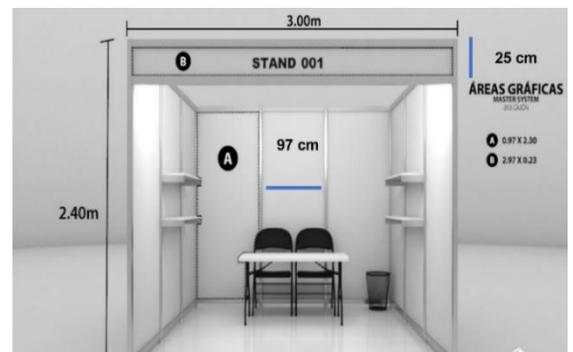
Refer to page 9 for the type of electrical connection included and page 11 for entry requirements for assembly and documentation to be sent.



### 2.-EQUIPPED BOOTH:

It is **MANDATORY** to fill out the **requirements form** in the "Exhibitor Portal" **BEFORE SEPTEMBER 27th** to confirm what you **DO** or **DO NOT** require for your booth.

- **White walls aluminium system:**
  - **Line:** 2 walls sides and 1 back
  - **Corner**
- **Booth Lighting** (1 Slimline lamp)
- **Parapet with the name of the company** (no logo and maximum 28 characters, uppercase text )
- **Gray carpet**
- **1 table y 2 chairs**
- **1 trash can**
- **Choose between 4 shelves or 1 white showcase of 1m. x .50cm x 1.20cm**



\*Reference images

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. In case of not requesting the furniture in time a showcase will be placed.

### 3.BADGES

You will receive a link to register names for badges. It is **MANDATORY** to complete the Exhibitor Badge form **BEFORE OCTOBER 5, 2023**.



All personnel who wish to enter and/or remain on the exhibition floor during the event must always wear their badge (except built-in and break-down); without it, access to the exhibition floor will be denied. **Badges are personal and non-transferable.**

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

Badges will be delivered by package to the **main contact** of each brand presenting an identification or business card, it will be in the **Iturbide I and II Hall** on the following days:

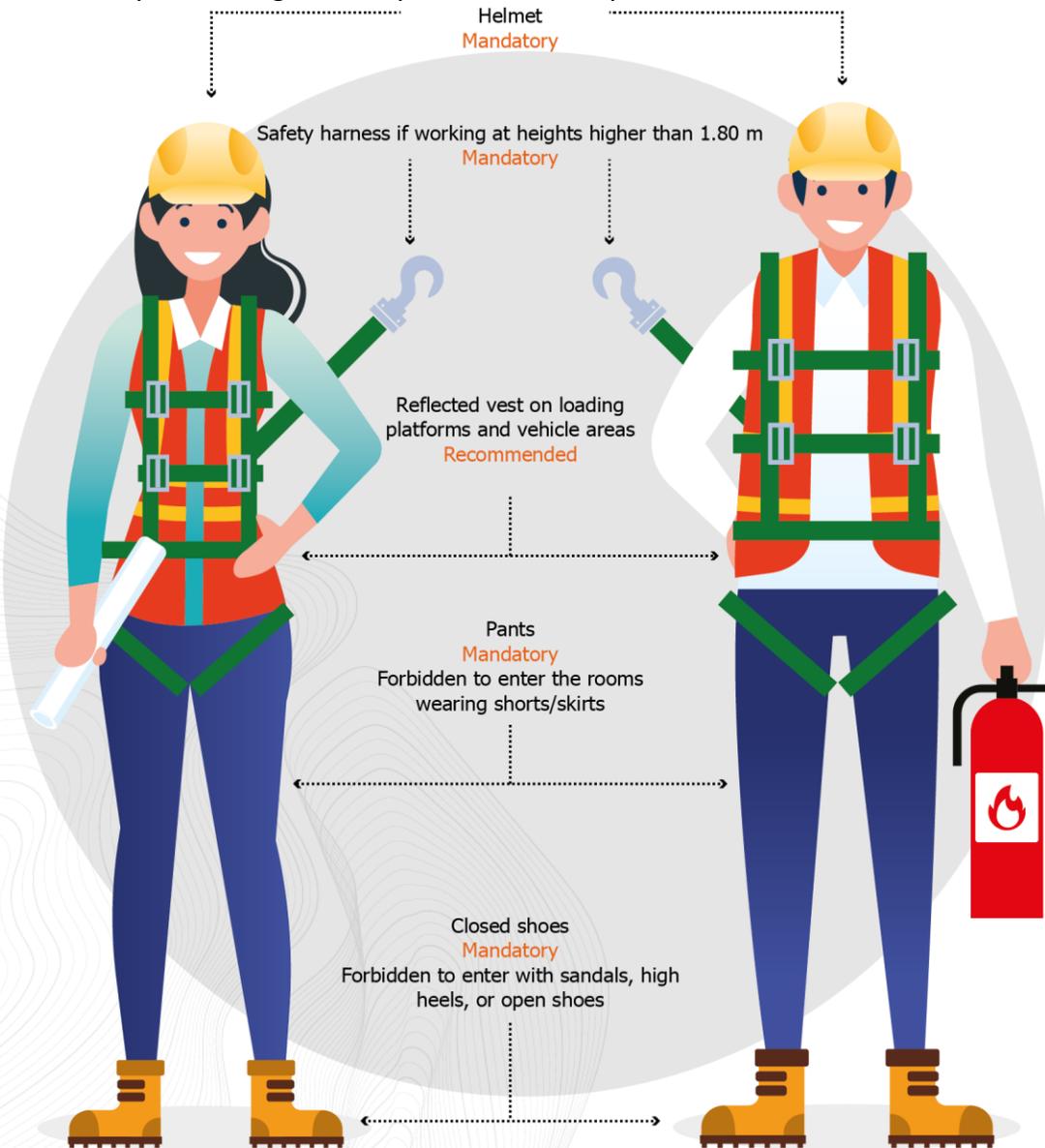
OCTUBER	
Day	Schedule
20	11:00 to 19:00 hrs
21	10:00 to 19:00 hrs
22	08:00 to 19:00 hrs
23 y 24	08:00 to 18:00 hrs

The cost for additional badges is \$25 USD (VAT included). If you require more, request them by mail [maribel.guzman@rxglobal.com](mailto:maribel.guzman@rxglobal.com) .

## 4. RULES AND POLICIES

### a. PERSONAL SAFETY EQUIPMENT

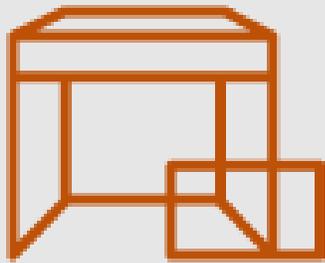
Mandatory use during assembly and disassembly:



**SAFETY SHOWS**

**b. BOOTH DESIGN RULES**

**DO NOT INVAD THE SPACES OF BOOTHS NEXT TO YOU.**



**RESPECT THE ALLOWED HEIGHT: 5m2 FOR EBS, 7m FOR HANGING AND MAXIMUM HEIGHT 4.0m FOR BARBER.**



**DO NOT PLACE ELEMENTS THAT OBSTRUCT THE VISIBILITY OF THE NEXT BOOTH. EXHIBITION OF MERCHANDISE ABOVE 2.5 M IN HEIGHT IS NOT ALLOWED.**



**DO NOT BLOCK THE HALLWAYS WITH PUBLICITY.**



**INVITE YOUR STAFF TO EAT THEIR FOOD INSIDE THE DESIGNATED FOOD ZONE. THE ENTRY OF FOOD AND DRINKS FROM OUTSIDE TO THE PREMISES IS PROHIBITED.**



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



NOTE: nailing, screwing, scraping, painting, or using glues or adhesives that leave marks on the walls, partitions, floors, carpets, columns, ceilings and beams of the venue is not allowed. In case of damaging the facilities or the provided materials, the corresponding costs must be covered.

It is not allowed to manipulate, disassemble or modify the installed material (walls, lighting, booths, etc.). If done, the corresponding costs must be covered.

We suggest that booth designs include accessibility ramps.



## 5.-HANGING

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

Always use lightweight materials and 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.

Hanging elements are the first thing that should be installed to avoid delays in the booths assembly.

**This service is exclusive and must be contracted with the venue in advance. It is prohibited to install it on your own, whether you are an exhibitor or an assembler.**

### ADVERTISING, SALE MATERIALS AND VISITOR SCANNING

During the event selling to the public and delivering merchandise related to the event is allowed. Selling or exhibiting any other product is prohibited and in case of incurring in this action, the Organizing Committee reserves the right to close the booth that violates this rule.

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

Access will be through the emergency exit corresponding to the platform of your booth. (room A, B, C, D).

The promotional activities are limited to the contracted booth area. Corridors and common areas outside your designated area may NOT be invaded.

## CLEANING

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

Exhibitors must remove 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.).

Daily cleaning can also be contracted at the Additional Services office of the venue. Check format.

## ELECTRIC POWER

All spaces include electricity based on booth size and according to the following table:

ELECTRIC POWER	
Booth	ENERGY TYPE
9m <sup>2</sup> - 26 m <sup>2</sup>	1 double outlet Monophasic 1,000 W 110V 10 A.
27 m <sup>2</sup> – 53 m <sup>2</sup>	2 double outlet Monophasic 1,000 W 110V 10 A.
54 m <sup>2</sup> and more	1 Switch 3 x 30 A 220 V without contacts

Electricity will only be included **per contracting company**. That means if a company contracts more than one space, it must specify in which of the spaces we will place the electrical outlet.

If you need a different or additional type of installation, you can request with an extra charge to the Additional Services office of Centro Citibanamex (please consult the **Additional Services format on page No. 15** of this Manual).

Internal electrical installations made in each booth must use heavy-duty wire with the appropriate gauge according to the required load. These installations must be encased and protected, properly isolating the connections. UNDER NO CIRCUMSTANCES WILL **DUPLEX WIRE** BE ACCEPTED. Exhibitors are prohibited from

manipulating or relocating the electrical installations. They can only use the direct line electrical outlets placed in their booths.

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

## DRAINAGE

It is only possible to acquire this service if you have the drainage register in your exhibition space. For more information contact to Maribel Guzmán who can advise you. It is forbidden to use the toilette's sinks to wash or rinse 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 or 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 before **October 5<sup>th</sup>** to [maribel.guzman@rxglobal.com](mailto:maribel.guzman@rxglobal.com) to obtain authorization. Activities that affect the safety of the public (for example, throwing product into aisles, obstructing them with product or displays, hanging hooks, screens outside the counter area, etc.) that obstruct the negotiations of neighboring booths will not be approved. Failure to provide information will result in the activity not being allowed at the event.



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 with these rules, the Organizing Committee will determine **restrictive measures and penalization to the exhibitor accordingly.**

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

Let's promote good neighbor practices together that aim to improve the experience and coexistence between visitor and exhibitor. **WE ARE ALL EBS!**

### PARKING

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

\*Prices established by the venue, subject to change without prior notice.

Exhibitors	
Concept	Rate
Pass by Exhibitor	\$ 144.00 mxn*
Pass by Exhibitor (Package 1 day)	\$ 120.00 mxn(from 2 days) *
Pass by Exhibitor (Package 2 days)	\$ 240.00 mxn
3-day package	\$ 360.00 mxn

## 6.-OBLIGATORY REQUIREMENTS TO SET UP



The following documents must be sent to **BEFORE September 30, 2023** to the email [maribel.guzman@rxglobal.com](mailto:maribel.guzman@rxglobal.com) to receive authorization:

1. Fill out "**Contractor Registration**" format through the exhibitor portal.
2. Send the booth's render with base and height measurements.
3. **Provide the 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**. This policy should cover the the days from **October 20 to October 24, 2023**

1. **Double deck booths, floor boarding**, platforms of **1 m or more in height** and structures that support **LED screens** on the floor with **dimensions equal to or greater than 3 m x 2 m** must have a letter of structural responsibility signed by a structural engineer who is the Director of Works (**DRO**):

**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”.

The DRO letter must be submitted in its original form 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.
- There should be **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 should inform about the maximum capacity.
- The materials used for the construction of the booth must be the same as those validated by the DRO in the letter of structural responsibility.
- It is mandatory for the DRO to visit the site to validate that the construction complies with what is specified in the letter of structural responsibility.

### LOADING AND UNLOADING

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

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



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

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

\*Prices established by the venue, subject to change without prior notice.

Vehicle type	Courtesy time	Rate per hour
Cars and trucks up to 3 1/2 tons	30 min	\$ 200.00MXN*
Enclosed Truck and Torton Truck	1 hr 30min	\$ 260.00MXN*
Tráiler	2 horas	\$ 420.00MXN*
Spending the night	NA	\$ 420.00MXN*

## SET UP

The setup of the event take place from **Thursday, October 19 to Saturday, October 21**, according to the following schedule based on the size of your booth:

Booth size	Days	Comments
54 m2 and more	October 19 from 08:00 to 22:00 h October 20 from 08:00 to 22:00 h October 21 from 08:00 to 22:00 h	Extra time \$ 240.00 mxn per square meter
9 to 53 m2	19 de octubre 13:00 a 22:00 h 20 de octubre 08:00 a 22:00 h 21 de octubre 08:00 a 22:00 h	Extra time \$ 240.00 mxn per square meter
<b>Saturday, October 21</b> will be solely for supplies and cleaning of the stands.		
Equipped and Premium Booths	October 21 from 08:00 to 22:00 h	Setup by RX Global Until this day furniture will be placed
Italian Pavilions (Except free spaces)	October 21 from 12:00 to 22:00 h	Setup by RX Global

All booths must be finished **at 22:00 hours on October 21**. By then, all assembly personnel will have to clear the halls. Any booth that has not been occupied by this hour will be considered abandoned by the exhibitor and may be used at the discretion of the Organizing Committee.

There is **no NIGHT SETUP**. Please plan your construction time accordingly.

### DISASSAMBLY

The disassembly will take place on **Tuesday, October 24** according to the following schedules without exception:

Hall	Date	Schedule	Comments
Halls A, B, C y D	Tuesday, October 24	20:00 a 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. Violation of this venue policy will result in the exhibitor covering the expenses incurred.

## 7.-EXCLUSIVE VENUE SERVICES:

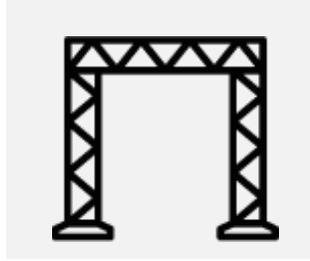
Contract the services of electrical installations, internet, hanging, food and beverages using the provided formats. **The deadline is October 4.**

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

**Centro Citibanamex**  
T: +52 (55) 5268 2000 Ext.2054  
Email: [adicionales-CCB@ocesa.mx](mailto:adicionales-CCB@ocesa.mx)



Electricity



Rigging



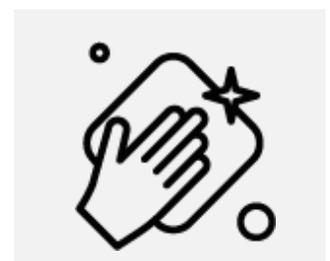
Fast food



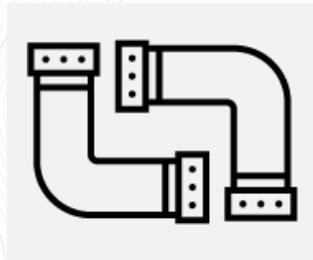
IT services



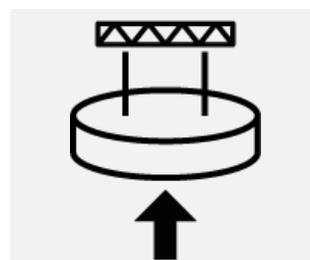
Event handling



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 via mail and send the location plan to formalize the service contract. Deadline October 30<sup>th</sup>.

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

## 8.-VENDORS DIRECTORIES (SERVICE RENTALS)

### NOTICE TO EXHIBITORS REGARDING NON-OFFICIAL CONTRACTORS

The companies listed below have been appointed as the **only Official Contractors providing the stated services for this event**. Show Management carefully considers the selection of Official Contractors based on quality of service, variety of products, price, and reputation. Since these contractors frequently work on more than one show with us, they value the business of our customers and provide quality products and services. Some companies may misrepresent themselves as being an official contractor so **PLEASE** be sure to check the list in the exhibitor manual or give us a call.

Things to watch for if you are considering the services of a non-official contractor are hidden charges for material handling, labor, and shipping that you might not pay otherwise (for example on carpet rental), control over delivery time, availability during move-in and leverage if something goes wrong.

Also be advised that non-official contractors will need to abide by the Exhibitor Appointed Contractor procedures, provide insurance certificates, etc. in order to gain access to the Show Floor.

#### Booth Design

##### RX Solutions

##### Alejandro Yarza

Ph: +52 55 8852 6142

Cel: +52 55 3332 9461

Email: [alejandro.yarza@rxglobal.com](mailto:alejandro.yarza@rxglobal.com)



##### Yessica Mayen

Ph: +52 (55) 8852 6147

E: [yessica.mayen@rxglobal.com](mailto:yessica.mayen@rxglobal.com)

#### Security

##### SYHME SEGURIDAD PRIVADA

Enrique Islas

Ph: +52 (55) 1345 8471

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

#### Furniture Rental

Verónica Hernández

Email: [mobiliario@expoalon.com](mailto:mobiliario@expoalon.com)

Tel | Whatsapp: 56 1057 2867

#### Customs & Transportation Agency

##### NAIB GROUP

Arturo Ortiz

Teléfono: +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.

Teléfono: +52 (55) 5362 7899

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

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- Remember to communicate your promotions and discounts with the EBS committee so that they can be advised.
- The most original booths attract the attention of the public! Let your imagination run wild in terms of design.
- If you have a **show or star guest**, let us know so that it can be promoted. We are sure that you will have great success during EBS 2023!

### IP ISSUES AND PROCEDURES

Reed Exhibitions Mexico, S.A. de C.V., (collectively, “Management”) respects the Intellectual Property (“IP”) rights of others and expect all exhibitors to do the same. In connection with the event (the “Event”), the following standards apply:

1. The role of Management is strictly to try to protect the integrity and peace of the Event and to preserve the Event environment in a manner that allows all exhibitors and sponsors the opportunity to receive the benefit of their exhibits and/or sponsorships. Accordingly, Management shall designate one or more on-site IP Ombudsperson(s) for the Event who will, on behalf of Management, address intellectual property issues arising at the Event consistent with these IP Procedures (such IP Ombudsperson(s) hereinafter referred to under the umbrella term “Management”).
2. Management will acknowledge existing recognized IP rights (such as Instituto Mexicano de la Propiedad Industrial “IMPI”) where proof of the current validity of these rights is provided by the exhibitor/IP rights holder alleging a violation of its IP rights (the “Complainant”) to Management, and will assist in communicating those asserted rights to another exhibitor alleged to be in violation of the rights (the “Accused”).
3. Management is not and will not act as an arbiter of the existence of valid and subsisting rights in the IP of a Complainant.
4. Management will cooperate and act consistently with any duly issued court order, writ, judgment or injunction against an exhibitor. In so acting, Management is a neutral party and Management’s presence during service of any court issued documents during the Event is strictly for the purpose of carrying out Management’s responsibility to protect the integrity and peace of the Event.
5. Management may take steps which are believed reasonable and appropriate, in Management’s sole discretion, to attempt to achieve an accommodation and/or resolution of IP rights issues between exhibitors. Management is not and will not become an enforcement agent or representative relating to the alleged IP rights of any exhibitor.

6. Management reserves the right to ask an Accused exhibitor to produce appropriate documentation reflecting the right or license of such exhibitor to display and market any complained of product(s) or material(s).
7. Management will, where deemed reasonable and appropriate in its sole discretion, ask (and possibly insist) that an exhibitor remove items or materials from that exhibitor's booth only where the asserted IP rights, after being shown to Management to be currently valid, clearly cover the items or materials of the Accused exhibitor in the reasonable judgment of Management.
8. Exhibitors agree to follow the IP Procedures set forth in this document.
9. Complainants agree to follow the IP Procedures set forth in this document.

**In the event of any perceived violations of IP rights at the Event:**

- A. 1. Complainant or its representative(s) will approach and/or communicate with the designated IP Ombudsperson for the Venue/Event. 2. Complainants or its representative(s) may not access the show floor during set up, break down or outside of show hours;
- B. If Complainant representative(s) require access to our event, they must follow rules for attendee access:
  - Complainants representative(s) must purchase a ticket;
  - Complainants representative(s) may not access the show floor during set up, break down or outside of show hours;
  - Complainants representative(s) may only access the show floor during the scheduled dates/times.
- C. Complainants representative(s) may check for the logo in question, if it is displayed, ask for it to be removed, or covered and provide the following:
- D. Evidence that the IP rights issue has been communicated by the Complainant in writing to the representative(s) of the Accused exhibitor – either before or during the Event.
  - For example, evidence of a letter or email sent by Complainant or Complainant's designated representative.
- E. Clean and clear written evidence to support the claimed IP rights.
  - For example, for Mexico registrations, copies of the IMPI Registrations in question, and proof that such rights are currently valid.
- F. Evidence as to the products and/or materials being used by the Accused exhibitor at the Event which are asserted to be covered by the Complainant's IP rights.
  - For example, clear photos of products or copies of materials being shown at the Event (photos of products from other locations besides the Event or pictures from websites will not suffice).

*Please note that Management requests that any Complainant contact Management to take photos of the alleged infringing product/materials. Complainant should not attempt to take such photos.*

G. Contact information for a designated representative of the Complainant authorized to act on Complainant's behalf at the Venue/Event.

- The request information includes name, title, email and phone number where the designated representative can be reached during the Event.

Complainant must allow Management at least 24 hours to review and act, as appropriate in the sole discretion of Management, on the evidence provided by Complainant and to respond to Complainant with the steps, if any, Management intends to take.

**Exhibitors are advised that Management will not interpret claims of a utility patent, interpret the scope of protection for a registered trademark, registered copyright or registered *Reserva* , or specifically make any judgments as to the sufficiency of disclosures in patents, the validity of any patents, likelihood of confusion between different marks, fame of a mark, dilution of a mark, fair use of another's mark, priority of rights in a mark, what amounts to a substantial taking of a copyrighted work or what is a fair use of a copyrighted work.**

## [PRIVACY POLICY](#)

