



SPONSORSHIP & EXHIBITOR PROSPECTUS

T H E

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# AESTHETIC SHOW

JULY 9-12, 2020 | WYNN LAS VEGAS

WHERE SCIENCE  
MEETS BEAUTY

[www.aestheticshow.com](http://www.aestheticshow.com)



THE BENEFITS OF EXHIBITING AT THE  
TOP SELLING AESTHETIC SHOW



# THE AESTHETIC SHOW

## GENERAL INFORMATION

### LOCATION

Wynn Las Vegas  
3131 S. Las Vegas Blvd.  
Las Vegas, NV 89109  
Phone: (877) 321-9966

### EVENT DATES

July 9-12, 2020

### EXHIBITOR REGISTRATION\*

Wednesday, July 8	7:30 am – 5:00 pm
Thursday, July 9	7:30 am – 5:00 pm
Friday, July 10	7:30 am – 6:00 pm
Saturday, July 11	8:00 am – 6:00 pm
Sunday, July 12	8:00 am – 12:00 pm

### EXHIBITOR MOVE-IN\*

Wednesday, July 8	8:00 am – 5:00 pm
Thursday, July 9	8:00 am – 5:00 pm

### EXHIBIT HALL HOURS\*

Friday, July 10	8:00 am – 5:00 pm
Saturday, July 11	8:00 am – 6:00 pm
Sunday, July 12	8:30 am – 1:00 pm

### EXHIBITOR MOVE-OUT\*

Sunday, July 12	1:00 pm – 9:00 pm
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*\*Hours subject to change*

## IMPORTANT DATES TO REMEMBER

### EXHIBIT SPACE SELECTION

You will receive an email with your booth location within one week of submitting your deposit.

### CANCELLATION OR REDUCTION OF EXHIBIT SPACE

Requests for cancellation or reduction of exhibit space must be sent in writing to The Aesthetic Show.

**Cancellation and refund policy is as follows:**

- **By January 15, 2020:** 50% refund of total agreement fees if deposit has been paid.
- **After January 15, 2020:** No refund.

### EXHIBIT SPACE PAYMENTS

A 50% deposit of the total exhibit fees is due upon signing of the exhibitor agreement.

**Final booth payment is due  
April 12, 2020.**

## PAST EXHIBITORS AND SPONSORS OF THE AESTHETIC SHOW

- 41 Genes
- AccuView Imaging
- Aclaris Therapeutics, Inc.
- ACMEI KOREA Co., LTD
- AD Surgical
- Advallight Corporation
- Advance-Esthetic, LLC
- Advanced Dermal Sciences
- Advice Media
- Aerolase
- Aesthea Imaging
- Aesthetic Management Partners
- Aesthetic Practice Solutions
- The Aesthetic Channel
- The Aesthetic Guide
- Aesthetics Biomedical, Inc.
- AGNES
- AI MEDICAL, LLC
- Air-Tite Aesthetics
- Allergan, Inc.
- Alma Lasers, Inc.
- ALPHAEON Credit
- Amarte Skin Care
- Amiea Med
- Amnio Aesthetics
- AnazaoHealth Corporation
- AnteAGE MD by Cellese
- ApexChat
- APIRA Science
- AQ Skin Solutions
- Ascentium Capital, LLC
- AVRA Medical Robotics, Inc.
- Ballancer Pro
- Basic Research
- Bellaire Industry (MesoPen)
- Bellus Medical
- BENEV
- Biologica Technologies
- Biopelle, Inc.
- BirdEye
- Blinc, Inc.
- Boiron
- brand MD Skincare
- BTL Aesthetics
- Candela Corporation
- Canfield Scientific, Inc.
- Capillus, LLC
- CareCredit
- CAREstream America, Inc.
- Cartessa Aesthetics
- Cearna Aesthetics
- Ceatus Media Group
- Cell Surgical Network
- Cellular Medicine
- Association
- Celluma
- Clarisonic
- Clinic Shape
- Clinical Expo
- Collagen P.I.N. – Induction Therapies
- COOLA Suncare
- CosmoFrance, Inc.
- Crisalix SA
- CryoClear Rx
- CryoConcepts
- CryoProbe
- Cryoskin
- Crystal Clear Digital Marketing
- Cutera, Inc.
- Cynosure, a Hologic Company
- DefenAge Skincare
- DEKA M.E.L.A., Srl.
- DermaSweep, Inc.
- Designs for Vision, Inc.
- Digital Assent, LLC
- Doctor.com
- DoctorLogic
- Doctor Multimedia
- Dr. G's Weightloss & Wellness
- Eclipse Aesthetics, LLC
- Ellipse USA
- Elite Solution
- Ellman, a Cynosure Company
- Emvera
- Endo Pharmaceuticals
- EndyMed Medical, Ltd.
- The Energist Group
- Enhancement Medical
- Epionce
- Erchonia Corporation
- Esthemax, LLC
- Eufoton Medical Lasers
- Evolus
- Factor Medical, LLC
- Ferndale Healthcare, Inc.
- First Light Lamps, Ltd.
- Focus Medical
- FotoFinder Systems, Inc.
- Fotona
- Freezen
- Frozen C, Muscle MVP
- GAINSWave
- Galderma Laboratories, L.P.
- GreenSky Patient Solutions, LLC
- Growth99
- Hair Science Corporation
- Hans Biomed USA, Inc.
- Head Shot Stars
- Healeon Medical, Inc.
- Healthy Habits Medical Business Consultants
- HiDow
- Hormone Therapy Centers of America
- The HydraFacial Company
- Image Skincare
- Incredible Marketing
- Inderma
- Inetportals, Inc.
- Infinite Therapeutics
- Infuez, LLC
- Injectec
- InMode
- Innovative Optics Laser
- InSPAration Management
- InstaUnicorn
- International Skin Care
- Jan Marini Skin Research, Inc.
- KERACELL MD
- Kimera Labs
- K-Laser USA
- LaserCap
- Lasering USA
- LASEROPTEK
- Lasso Live Chat
- Legally Mine, LLC
- LendingUSA
- LIFTLAB
- Light Age, Inc.
- LightStim
- Lightwave LED
- LIPSMART/JB Kelly, LLC
- Liquivida Lounge
- Lumenis, Inc.
- Lumisque
- Lutronic Global
- Martinni Beauty, Inc.
- MasterPharm Compounding Pharmacy
- MasterThreads USA
- MD-Ware Software
- Medical USA, Inc.
- Medi-Khan
- Meditime – AMA
- Medical Wave, LLC
- Med Results
- Medi-Khan Inc.
- Medithread, LLC
- MedShare Technologies
- Melanopeel Mandelic Acid
- Peels
- Merz Aesthetics, a division of Merz North America
- Mesoestetic USA
- Millennium Medical Technologies, Inc.
- miRing USA
- Miracle Fruit Oil
- miradry, Inc., a Sientra Company
- mtfBiologics
- MyAestheticApp
- National Laser Institute
- Neodyne Biosciences
- NeoGraft
- NeoStrata Company, Inc.
- NewMedical Technology (Silagen Scar Therapy)
- Nextech
- Niadyne, Inc.
- NIA24
- NKP Medical Marketing
- NuGene, Inc.
- Nurses Services Organization (NSO)
- Nutational North America
- Nutrafol
- Obagi
- OG Concepts, LLC
- Oxygenetix Institute, Inc.
- PatientPop
- PCA Skin
- Pellecome
- Perigee Medical
- Pierre Fabre USA
- Plasma Pen USA, LLC
- Pneuma Nitric Oxide, LLC
- Podium
- Pollogen, Ltd.
- Prosper Healthcare Lending
- Projected Growth Consulting
- Qualgen, LLC
- Quanta
- Quantificare, Inc.
- ReachLocal
- RealPatientRatings.com
- RealSelf
- Red Spot Interactive
- Regen Lab USA, LLC
- Rejuvapen (Refine USA)
- Rejuvn8, LLC
- Restoration Robotics
- Restoresea, LLC
- Resurf.a.stic
- REVIVE Aesthetic Trainings
- Rohrer Aesthetics, LLC
- Root of Skin MD by AIVITA
- Biomedical, Inc.
- SalesMD
- The SaltFacial (Med-Aesthetic Solutions, Inc.)
- Sciton, Inc.
- Sensus Healthcare
- Sente, Inc.
- SharpLight Technologies
- SkinCeuticals
- SkinSci
- Skinuva Scar
- SmartGraft by Vision Medical, Inc.
- Snap-on Optics
- Solutionreach
- Sovereign Laboratories
- Stich Lab LA
- Stratpharma, Inc.
- Studio III Marketing
- Styku
- Suneva Medical, Inc.
- SupraMedical, LLC
- Sygenx
- Synergy MedSales, Inc.
- Synergie Skin (Skin Elegance, LLC)
- TAMA Research Corporation
- ThermoVein, LLC
- The Boppy Company
- TiZO by Fallene
- Topix Pharmaceuticals, Inc.
- TouchMD
- Tulip Medical Products
- Trilogy Laboratories
- UVBioTek
- U. SK Underskin
- Uberlube
- Valeant Pharmaceuticals North America, LLC
- Venus Concept
- Viora, Inc.
- Viscot Medical, LLC
- Visionmed U.S.A., INC.
- Vitelle Labs
- Vitality Institute Medical Products
- Vite 20 (Blaine Labs, Inc.)
- Viveve, Inc.
- Viviscal Professional
- WebPunch, LLC
- WebMD & Vitals.com
- Wells Johnson
- Wontech
- Zero Gravity Skin
- Zimmer MedizinSystems
- ZO Skin Health, Inc.

# THE BENEFITS OF EXHIBITING AT THE TOP SELLING AESTHETIC SHOW

Nowhere else can you access a vast cross section of medical aesthetic professionals in one place, at one time. Our multi-disciplinary event attracts the top practitioners from every field of medicine across the globe.

Plus, the inclusive environment welcomes decisional the makers from doctors to nurses to practice managers and more – ensuring the buyers you want are here. In fact, 100% of exhibitors and sponsors responding to the 2019 post event survey said they are planning to attend again in 2020.

**Space is limited for new companies. Learn more about the benefits of exhibiting at the most successful show for selling and lead generation, reserve your space now.**

## “ WHAT ATTENDEES SAID ABOUT THE AESTHETIC SHOW 2019:

“WHAT AN INCREDIBLE WEEKEND OF LEARNING ABOUT NEW TECHNOLOGIES, TRYING THEM OUT, EXCELLENT SPEAKERS ON A WIDE VARIETY OF TOPICS, AND JUST A GREAT TIME AT THE AESTHETIC SHOW.” \ Gentle Revive Spa \

“THIS SHOW OFFERS SO MUCH VALUABLE INFORMATION AND INSIGHT TO LEARNING THE LATEST INDUSTRY TRENDS. WE CAN’T WAIT TO IMPLEMENT EVERYTHING WE HAVE LEARNED INTO THE PRACTICE.” \ Chameleon Medical Spa \



# EXHIBIT AT THE SHOW WITH THE HIGHEST RATE OF RETURN IN AESTHETIC MEDICINE

The Aesthetic Show has the highest return on investment over any other medical aesthetic show.

Not only is it the ultimate opportunity to get in front of your target customer, this sales-oriented show brings new procedures, products and technologies to an elite audience of medical professionals, prospective buyers and potential partners who are eager to discover what you have to offer.



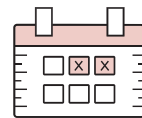
**\$20 MILLION**  
generated in sales in  
2019 alone



**86%**  
of exhibitors  
closing sales onsite



**91%**  
of attendees planning  
to purchase post show



**100%**  
of exhibitors\* said they  
would be back in 2020

## BE SEEN AS THE EXPERT IN YOUR CATEGORY

The top practitioners from over 55 countries around the globe come to educate themselves on the latest techniques and make informed buying decisions on the products and services that help them succeed in today's competitive market – products like yours.

This is your chance to position yourself as a thought leader in the industry, increase the impact of your company, and influence the future of aesthetic medicine.

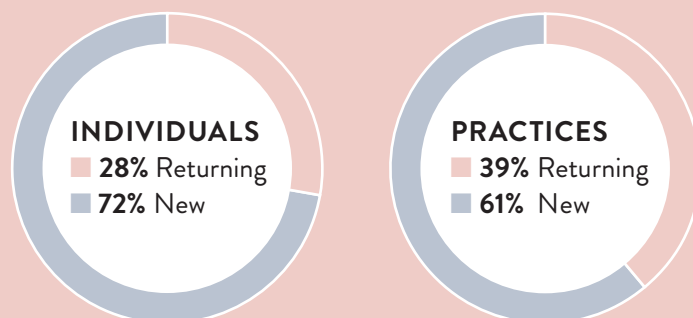
## GET EXCLUSIVE FACE TIME WITH CUSTOMERS WHO ARE READY TO BUY

In order to give attendees ample time to learn and shop, dedicated breaks, lunches and networking events are scheduled in the exhibit hall.

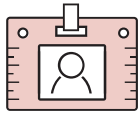
This gives you increased access to your ideal audience in a relaxed networking environment, one where your audience is empowered to ask questions, and more likely to buy.

## HOW YOU CAN INCREASE YOUR CUSTOMER BASE:

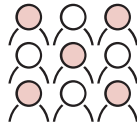
Not only do valuable attendees return season after season, our new attendee base increases with each show giving you unheard of access to new clients.



# THE AESTHETIC SHOW FAST FACTS:



**OVER 2,500**  
aesthetic professional attendees



**MORE THAN 160**  
participating companies



**HIGHEST ROI**  
vs. other medical aesthetic shows

**94%**

of exhibitors and sponsors indicated The Aesthetic Show provides important sales and lead generation through a variety of networking opportunities

**91%**

of attendees plan to make a purchase post event

**86%**

of exhibitors and sponsors reported closing sales on site

**100%**

of exhibitor and sponsor survey respondents plan to come back in 2020

*\*Based on 2019 post-show survey results*

## WHO ATTENDS THE AESTHETIC SHOW

**The Aesthetic Show draws the full spectrum of medical specialties practicing aesthetics, including:**

- Plastic Surgery
- Dermatology
- OB/GYN
- Internal Medicine
- Primary Care / Internal Medicine
- Cosmetic Surgery
- Emergency Medicine
- Family Practice

**With all the buyers and influencers needed to make a decision about your products:**

- Medical Doctors
- Registered Nurses
- Nurse Practitioners
- Physician Assistants
- Medical Aestheticians
- Doctors of Osteopathic Medicine
- Practice Owners

## WHY ATTENDEES LOVE THE AESTHETIC SHOW:

Anonymous Attendees

“It is the best aesthetic meeting available, offering sessions for myself and everyone on my staff. We come back rejuvenated and eager to apply the new ideas that we have learned.”

“More new ideas are exchanged at The Aesthetic Show than any other show I attend.”

“The faculty lineup is the best and it is a great experience to know you are learning from the top medical professionals in the industry!”



# SPONSORSHIP PACKAGES

## ELITE SPONSOR \$75,000

- 100-600 square feet of Premium exhibit space (inline or island)
- Sponsorship of two one hour workshops with approved speakers\*
- Opportunity to sponsor three approved program speakers\*
- Opportunity to present a 15-minute demonstration on the exhibit hall Center Stage during break or lunch
- One promotional e-broadcast (pre- or post-show)
- Show bag insert
- Sponsor of breakfast or lunch (sponsorship package does not include catering expenses)
- Five complimentary attendee registrations
- Host a VIP show room for one day
- The Aesthetic Awards sponsor package
- Promotional signage package
- Receive 100 highly qualified sales leads post-show
- One complimentary lead retrieval system

## PREMIER SPONSOR \$60,000

- 100-400 square feet of Premium exhibit space (inline or island)
- Sponsorship of a one hour workshop with approved speaker\*
- Opportunity to sponsor two approved program speakers\*
- Opportunity to present a 15-minute demonstration on the exhibit hall Center Stage during break or lunch
- Show bag insert
- Sponsor of breakfast or lunch (sponsorship package does not include catering expenses)
- Four complimentary attendee registrations
- Host a VIP show room for one day
- Promotional signage package
- Receive 100 highly qualified sales leads post-show
- One complimentary lead retrieval system

## PARTNER SPONSOR \$30,000

- 100-200 square feet of Premium exhibit space
- Sponsorship of a one hour workshop with approved speaker\*
- Opportunity to sponsor one approved program speaker\*
- One mobile app alert
- Show bag insert
- Two complimentary attendee registrations
- Receive 100 highly qualified sales leads post-show
- One complimentary lead retrieval system

## GENERAL SPONSOR \$15,000

- 100 square feet of Premium exhibit space (one 10' x 10')
- Opportunity to sponsor one approved program speaker\*
- One mobile app alert
- Show bag insert
- One complimentary lead retrieval system

*\*Sponsorship package does not include speaker fees*

# CUSTOM SPONSORSHIP OPPORTUNITIES

## CUSTOM PROMOTIONAL SIGNAGE PACKAGE

*Pricing upon request*

Promote your company and booth presence with three different custom signage opportunities placed in high traffic areas of the main conference area.

## FACULTY DINNER

*Pricing upon request*

Enjoy an evening with our world-class faculty and network with the best educators in the industry.

## LED WALL IN MAIN WALKWAY

*Pricing upon request*

The Wynn Hotel's new meeting space starts with a walkway with a large LED wall. Welcome each attendee by promoting your brand on this wall that no attendee will miss.

## MOBILE APP

*Pricing upon request*

Get serious digital exposure as the exclusive sponsor of The Aesthetic Show app! Your logo will get prime placement on the landing page and you will be given one sponsored alert to all attendees.

## PRIVATE RECEPTION

*(F&B costs additional) Pricing upon request*

Cheers to connecting with your ideal audience! Gain highly actionable quality sales leads by hosting a social event for attendees where you can include a presentation and live demonstration of your product or service.

## WINDOW CLINGS

*Pricing upon request*

Enhance your visibility in the main traffic areas with custom signage placed on the large windows that surround the meeting space.

## WIFI SPONSORSHIP

**\$20,000**

Who doesn't want free WiFi? Your target audience will have you to thank as the exclusive WiFi sponsor. Not only will you get ads throughout the show recognizing you as the official WiFi sponsor, your company name will be the password so no one will want to forget it!

## HOTEL KEY CARD HOLDER

**\$15,000**

Let attendees know you will be at The Aesthetic Show 2020 by branding the hotel key card holder that will be given to each attendee upon checking in at the Wynn Las Vegas.

## REGISTRATION BADGE LANYARDS

**\$15,000**

Get noticed by having your company logo or name printed on woven badge lanyard provided to all show attendees.

## SHOW BAG SPONSOR

**\$15,000**

Enhance your visibility at the show with your company's logo or name placed prominently on bags given to each show attendee.

## ONE HOUR WORKSHOP

**\$10,000**

This spotlight is everything when it comes to positioning your company as a thought leader! Sponsor a one-hour workshop where you can promote your company through a presentation and live demonstration. Get ready to drive sales and shine as the expert in your field.

## MIRROR CLINGS

**\$7,500**

Enhance your visibility with your company logo on 40+ mirrors.

## ESCALATOR SIGNAGE

**\$6,500**

Get in front of each attendee with branding the escalators with your logo and message.

## BROADCAST YOUR COMMERCIAL IN THE EXHIBIT HALL

**\$5,000**

No one will miss your message with this visual intro. Broadcast your company commercial in the exhibit hall during exhibit hall hours, breaks, and lunches and have all eyes on you.

## CHARGING STATION

**\$5,000**

Get your customers all charged up to meet you. Sponsor The Aesthetic Show charging stations and have your company logo emblazoned across this much appreciated attendee perk.





# CUSTOM SPONSORSHIP OPPORTUNITIES

## COFFEE BREAK SPONSORSHIP

**\$5,000**

Buzz is everything! Let your audience refuel with sponsored personalized coffee mugs available during all breaks during the show. This coveted takeaway ensures your branding continues at your future client's home and office.

## COMPANY PENS AND PAPER

**\$5,000**

Provide your own notebooks and pens, customized with your logo, and we will include them in our attendee bags.

## GENERAL SESSION PROGRAM SPEAKER (NON-CME SESSION)

**\$5,000**

Get the word out about your product by sponsoring a 15-minute general session program speaker.

## THE AESTHETIC SHOW REGISTRATION & DIRECTIONAL STAFF SPONSORSHIP

**\$5,000**

What's better than a walking ad? Promote your name all over the show floor by featuring your company's logo on the registration and directional staff's t-shirts.

## VIP SHOW ROOM

**\$5,000 PER DAY**

Get the industry's most famous eyes on you. Host a VIP show room for one day and give this important audience the VIP treatment.

## ATTENDEE WELCOME LETTER

**\$3,500**

Welcome attendees to the show in your own special way by sponsoring the attendee welcome letter. Given to each attendee upon check-in in at the Wynn Las Vegas, this prominent sponsorship will include your logo, booth number and a welcome promotion of your choice.

## GUEST ROOM DOOR DROP

**\$3,500**

Talk about door-to-door service. Sponsor The Aesthetic Guide in a guest room door drop to all show attendees on the peak arrival evening and enjoy all the benefits of direct mail, without the hassle.

## PROMOTIONAL SIGNAGE

**\$3,500**

Five (5) signs point to you with this perk! Promote your company

and booth presence with prominent placement of five (5) 8' tall signs placed in high traffic areas of the main conference area and drive customers to your booth.

## PROMOTIONAL E-BROADCAST TO FULL DATABASE AND ATTENDEES

**\$3,500**

Put your product on serious e-blast. Have a personalized emailed broadcast to our database of 20,000 aesthetic practices. You provide an HTML page and we send it pre or post-show. It's your choice!

## SHOW BAG INSERTION

**\$2,500**

Who doesn't love a little gift? Insert a marketing piece or promotional item into the show bags given to each attendee upon registration. It's a great way to welcome attendees to the show and invite them to visit your booth.

## MOBILE APP ALERT

**\$1,500**

Send a message out via The Aesthetic Show mobile app to all attendees to help promote your presence at the show.

## PROMOTIONAL E-BROADCAST TO ATTENDEES

**\$1,500**

Meet our entire e-audience and get the word out! Create a personalized e-blast for all Aesthetic Show 2020 attendees and we'll send it either pre or post-show.

## SOCIAL MEDIA PACKAGE

**\$1,000**

Increase your sales, likes, and follows with this social perk. Reach The Aesthetic Show attendees and other aesthetic medical professionals by creating a sponsored post for Facebook, Instagram and Twitter. Packages start at three (3) posts pre- or post-show and can be customized to include more.

## QUALITY LEAD GENERATION PACKAGE

**\$1,000**

Who might want to purchase your product? Let us tell you! Receive 100 highly qualified attendee sales leads from The Aesthetic Show 2020.



# THE AESTHETIC SHOW 2020 SPONSOR COMMERCIAL SUPPORT FORM

JULY 9-12, 2020 \ WYNN LAS VEGAS

Show sponsors should check page 7 of this prospectus for the specific benefits of each level of sponsorship. Exhibit space size must be requested below and is determined by sponsorship level. Please check your sponsorship level(s) below:

## \ GENERAL SPONSORSHIPS \

☐ ELITE Sponsor \$75,000    ☐ PREMIER Sponsor \$60,000    ☐ PARTNER Sponsor \$30,000    ☐ GENERAL Sponsor \$15,000

## \ PROMOTIONAL SPONSORSHIPS \

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Custom Promotional Signage Package*       | <input type="checkbox"/> One Hour Workshop.....\$10,000   | <input type="checkbox"/> VIP Show Room .....\$5,000                        |
| <input type="checkbox"/> Faculty Dinner*                           | <input type="checkbox"/> Mirror Clings .....\$7,500   | <input type="checkbox"/> Attendee Welcome Letter.....\$3,500               |
| <input type="checkbox"/> LED Wall in Main Walkway*                 | <input type="checkbox"/> Escalator Signage .....\$6,500   | <input type="checkbox"/> Guest Room Door Drop.....\$3,500                  |
| <input type="checkbox"/> Mobile App*                               | <input type="checkbox"/> Broadcast Commercial in Exhibit Hall .....\$5,000                              | <input type="checkbox"/> Promotional Signage .....\$3,500                  |
| <input type="checkbox"/> Private Reception*                        | <input type="checkbox"/> Charging Station .....\$5,000  | <input type="checkbox"/> Promotional E-Broadcast .....\$3,500              |
| <input type="checkbox"/> Window Clings*                            | <input type="checkbox"/> Coffee Break Sponsorship.....\$5,000   | <input type="checkbox"/> Show Bag Insertion.....\$2,500                    |
| <input type="checkbox"/> WiFi Sponsorship.....\$20,000             | <input type="checkbox"/> Company Pens & Paper .....\$5,000  | <input type="checkbox"/> Mobile App Alert.....\$1,500                      |
| <input type="checkbox"/> Hotel Key Card Holder .....\$15,000       | <input type="checkbox"/> General Session Program Speaker.....\$5,000                                    | <input type="checkbox"/> Promotional E-Broadcast to Attendees .....\$1,500 |
| <input type="checkbox"/> Registration Badge Lanyards .....\$15,000 | <input type="checkbox"/> The Aesthetic Show Registration and Directional Staff Sponsorship .....\$5,000 | <input type="checkbox"/> Social Media Package.....\$1,000                  |
| <input type="checkbox"/> Show Bag Sponsor .....\$15,000            |   | <input type="checkbox"/> Quality Lead Generation Package.....\$1,000       |

\*Pricing upon request

COMPANY NAME (as it will appear in the on-site show program and all promotional materials)

CONTACT NAME

E-MAIL ADDRESS

ADDRESS (as it will appear in the on-site show program)

CITY, STATE, ZIP

PROVINCE/COUNTRY

PHONE (as it will appear in the on-site show program)

FAX

WEBSITE

BILL TO COMPANY NAME (if different from exhibiting company)

CONTACT NAME

E-MAIL ADDRESS

ADDRESS

CITY, STATE, ZIP

PROVINCE/COUNTRY

TOP 3 PREFERRED BOOTH SELECTIONS: 1ST CHOICE \_\_\_\_\_ 2ND CHOICE \_\_\_\_\_ 3RD CHOICE \_\_\_\_\_

TOTAL \$

AUTHORIZED SIGNATURE ►

DATE ►

Your signature acknowledges compliance to the terms and conditions set forth in the Exhibitor / Sponsor Support Agreement Contract, Rules and Regulations. Dates and location subject to change. Invoice will be sent to the address listed above. Prices listed above reflect a 3% discount from standard prices and apply only to payments made by check or wire transfer.

Email, mail or fax this completed form to:

The Aesthetic Show  
36 Discovery, Suite 170  
Irvine, CA 92618 USA  
E-mail: mindy.millat@informa.com or  
nydia.houck@informa.com, brandy.rametta@informa.com  
Fax: +1 (949) 830-8944

Remit Checks to:

UBM MEDICA LLC  
PO BOX 30266  
New York  
NY 10087

Remit Wires to:

JP Morgan Chase Bank New York  
NY Account # 304990558  
ABA# 021000021  
Swift code: CHASUS33

Invoice will have instructions to pay by credit card. Please note that a 3% service charge is added to all credit card payments. For questions please call +1 (949) 830-5409.

FOR UBM USE ONLY

ITEM CODE:

SALES:

# EXHIBIT BOOTH FEES

## SIZE & LOCATION

**Standard booth size** is 10'x10' (100 sq. ft.) and all booth spaces are calculated in 10' increments.

**Standard booth** spaces are inline locations.

**Premium booth** spaces are corner locations.

**Premium entrance** spaces are located in direct proximity of the main entrance of the exhibit hall.

**Exhibit stage perimeter** spaces are located around the perimeter of the exhibit hall stage.

## BOOTH INCLUDES:

- One 10'x10' booth consisting of back drape and side rails (for inline booths)
- Standard booth sign showing your company name and booth number
- General exhibit hall cleaning
- Carpeting throughout the exhibit hall
- Complimentary exhibit hall breakfast, lunch and refreshments for all registered booth personnel
- Four complimentary exhibitor registrations (\$300 each additional registration)
- Company listing in meeting's on-site digital program and on website
- Admittance to General Sessions

## RATES

**Standard booth size** is 10'x10' (100 sq. ft.) and all booth spaces are calculated in 10' increments.

### EXHIBIT RATES:

PER SQ. FT.

STANDARD – Inline	\$55
PREMIUM – Corner	\$65
PREMIUM – Entrance	\$80
EXHIBIT STAGE PERIMETER	\$80



# THE AESTHETIC SHOW 2020 EXHIBITOR AGREEMENT

JULY 9-12, 2020 \ WYNN LAS VEGAS

All exhibitors will receive recognition in pre-show printed and electronic publicity, appropriate recognition on general signage at the show, a listing on the show website and recognition in the on-site digital program. Booth fee includes four (4) complimentary exhibitor registrations. Additional registrations may be purchased for \$300 each.

## \ BOOTH RATES PER SQUARE FOOT \

Standard booth size is 10'x10' (100 sq. ft.) and all booth spaces are calculated in 10' increments.

### EXHIBIT RATES:

PER SQ. FT.

### BOOTH REQUEST:

STANDARD – Inline \$55

\_\_\_\_\_ sq. ft. x \_\_\_\_\_ sq. ft. = Total square feet

PREMIUM – Corner \$65

\_\_\_\_\_ total sq. ft. x \$\_\_\_\_\_ per sq. ft. = \$\_\_\_\_\_ Total exhibit fees

PREMIUM – Entrance \$80

EXHIBIT STAGE PERIMETER \$80

Deposit (50% of total exhibitor fees): \$\_\_\_\_\_

COMPANY NAME (as it will appear in the on-site show program and all promotional materials)

CONTACT NAME

E-MAIL ADDRESS

ADDRESS (as it will appear in the on-site show program)

CITY, STATE, ZIP

PROVINCE/COUNTRY

PHONE (as it will appear in the on-site show program)

FAX

WEBSITE

BILL TO COMPANY NAME (if different from exhibiting company)

CONTACT NAME

E-MAIL ADDRESS

ADDRESS

CITY, STATE, ZIP

PROVINCE/COUNTRY

TOP 3 PREFERRED BOOTH SELECTIONS: 1ST CHOICE \_\_\_\_\_ 2ND CHOICE \_\_\_\_\_ 3RD CHOICE \_\_\_\_\_

TOTAL \$

AUTHORIZED SIGNATURE ►

DATE ►

Your signature acknowledges compliance to the terms and conditions set forth in the Exhibitor / Sponsor Support Agreement Contract, Rules and Regulations. Dates and location subject to change. Invoice will be sent to the address listed above. Prices listed above reflect a 3% discount from standard prices and apply only to payments made by check or wire transfer.

### Email, mail or fax this completed form to:

The Aesthetic Show  
36 Discovery, Suite 170  
Irvine, CA 92618 USA

E-mail: [mindy.millat@informa.com](mailto:mindy.millat@informa.com) or  
[nydia.houck@informa.com](mailto:nydia.houck@informa.com), [brandy.rametta@informa.com](mailto:brandy.rametta@informa.com)

Fax: +1 (949) 830-8944

### Remit Checks to:

UBM MEDICA LLC  
PO BOX 30266  
New York  
NY 10087

### Remit Wires to:

JP Morgan Chase Bank New York  
NY Account # 304990558  
ABA# 021000021  
Swift code: CHASUS33

Invoice will have instructions to pay by credit card. Please note that a 3% service charge is added to all credit card payments. For questions please call +1 (949) 830-5409.

### FOR UBM USE ONLY

ITEM CODE:

SALES:

# EXHIBITOR / SPONSOR SUPPORT AGREEMENT RULES & REGULATIONS

## 1. CONTRACT

The following rules and regulations become binding upon the signing of this contract between the applicant and their employees, and UBM, plc, D.B.A. The Aesthetic Show, the show sponsor. In addition, ACC-ME rules will be followed at all times.

## 2. SPACE ASSIGNMENT

Booth locations will be assigned at the sole discretion of show management. Placement will be made based on sponsorship level, exhibit booth priority status, date of contract and separation of competitive products. The Aesthetic Show reserves the right to relocate exhibitors should it become necessary for causes beyond the control of or advisable in the best judgment of show management. After assignment of space, exhibitor agrees to accept relocation to other comparable exhibit space if The Aesthetic Show deems such a relocation to be necessary or appropriate. The Aesthetic Show reserves the right to change the configuration of the floor plan at its discretion.

## 3. BOOTH PACKAGE DESCRIPTION

Booth packages include one 10' x 10' pipe-and-drape booth, one identification sign and four representative registrations. Additional registrations may be purchased at a cost of \$150 each. Total individual exhibit floor space is limited to a 10' x 10' minimum unless requested and approved in writing.

## 4. EXHIBITOR / SPONSOR REGISTRATION BADGES

The Aesthetic Show has a zero tolerance policy for false certification of individuals as exhibitor's representatives, office personnel of a physician's office, misuse of an attendee registration badge or any other method used to assist unregistered/registered persons to gain admission to the exhibit hall, workshops or general sessions. Violation of this policy may result in the immediate removal from the exhibit hall or other actions as deemed appropriate by show management.

## 5. BOOTH CONSTRUCTION

No walls, partitions, signs or decorations may be erected which will interfere with the general view "down the aisle", or the view of other exhibits. Exhibit materials for linear booths will be restricted to a 8'3" back wall, 4' side walls in the front 5' of the booth and 8'3" in the rear 5' of the booth.

Exhibitors in island or peninsula spaces wishing to go beyond a 12 foot height must submit a display sketch for show management approval.

Exposed or unfinished side or back walls must be covered by exhibitor to present a finished, attractive appearance. Exhibits will be inspected during move-in and the service contractor, with show management approval, will provide masking as necessary at exhibitor's expense.

## 6. SHOW MOVE-IN & MOVE-OUT

### Move-In

Wednesday, July 8, 2020	8:00 am - 5:00 pm
Thursday, July 9, 2020	8:00 am - 5:00 pm

### Move-Out

Sunday, July 12, 2020	1:00 pm - 9:00 pm
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NOTE: No exhibitor will be allowed to break down their booth until after 1:00 pm on Sunday, July 12, 2020 or risk refusal to attend future shows.

## 7. EXHIBIT HOURS

Friday, July 10, 2020	8:00 am - 5:00 pm
Saturday, July 11, 2020	8:00 am - 6:00 pm
Sunday, July 12, 2020	8:30 am - 1:00 pm

## 8. UNOCCUPIED SPACE

The Aesthetic Show reserves the right, should any rented space remain unoccupied after the first hour of the show's opening, to rent or occupy said space.

## 9. PAYMENTS & REFUNDS

A 50% deposit of the total exhibit fees for the requested space is due upon the signing of the exhibitor agreement contract, liable upon signature. No exhibit space will be assigned until deposit is received. All exhibit space contracts must be paid in full no later than 120 days prior to the show or space may be cancelled and/or reassigned without notification or refund of payments. Contracts signed within 120 days of the show must be paid in full upon signing of the exhibitor agreement contract and receiving invoice. Prices listed reflect a 3% discount from standard prices and apply only to payments made by check or wire transfer.

INITIAL FOR ACCEPTANCE ▶

## 10. CANCELLATION OR REDUCTION OF EXHIBIT SPACE

Requests for cancellation or reduction of exhibit space must be sent in writing to The Aesthetic Show. Cancellation and refund policy is as follows:

**By January 15, 2020:**

50% refund of total agreement fees if deposit has been paid.

**After January 15, 2020:** No refund.

There are no cancellations or refunds on sponsorship contracts.

### 1.1.

The Aesthetic Show reserves the right to cancel or change the date of the event at any time and for any reason (including, without limitation, if a force majeure event occurs which The Aesthetic Show considers makes it impossible, inadvisable or impracticable for the event to be held).

### 1.2.

In the event that the date of the event is changed or where the event is cancelled for the current year but is reasonably expected by The Aesthetic Show to be held in the following year, this Agreement will continue in full force and effect and the obligations of the parties shall be deemed to apply to the event on the new date (or the event in the following year, as the case may be) in the same way that they would have applied to the originally scheduled event. For the avoidance of doubt, nothing in this clause shall excuse Exhibitor from the payment of the fees in accordance with the payment terms stated in the booking form.

### 1.3.

Where the event is cancelled and is not reasonably expected by The Aesthetic Show to be held in the following year the terms of this Clause 1.3 shall apply:

#### 1.3.1.

if the event is cancelled other than as a result of a force majeure event (in which case the provisions of Clause 1.3.2 apply), this Agreement shall terminate without liability provided that, at Exhibitor's election, any proportion of the fees already paid will be refunded or a credit note for the amount of the fees already paid will be issued and Exhibitor will be released from paying any further proportion of the fees;

#### 1.3.2.

if the event is cancelled as a result of a force majeure event, this Agreement shall terminate without liability provided that: (i) The Aesthetic Show shall be entitled to retain an amount equal to 50% of the total fees (the Revised Fees) from any proportion of the fees already paid or, where no fees have been paid or where the proportion of the fees already paid is less than the Revised Fees, The Aesthetic Show shall be entitled to submit an invoice in respect of the balance (or the whole as the case may be) of the Revised Fees, which will become immediately due and payable; and (ii) after the deduction of the Revised Fees, at Exhibitor's election, any proportion of the fees already paid will be either refunded or a credit note issued for the amount of fees already paid and Exhibitor will be released from paying any further proportion of the fees.

### 1.4.

Exhibitor acknowledges that the provisions of this Clause set out Exhibitor's sole remedy in the event of cancellation or the changing of the date of the event and all other liability of The Aesthetic Show is hereby expressly excluded.

### 1.5.

Any cancellation or termination rights available to Exhibitor set out anywhere in this Agreement shall be fixed by reference to the originally scheduled opening date of the event and not any newly scheduled opening date of the event that has been changed pursuant to the above Clause.

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## 11. FOOD SERVICE

The Aesthetic Show reserves the right to provide food and beverage during certain hours in the exhibit area.

## 12. SOUND DEVICES

The use of devices for mechanical reproduction of sound or music may be permitted, but must be controlled. The Aesthetic Show management has the right to regulate exhibit sound levels. Operating noise-creating devices such as bells, whistles, horns or mega phones will not be permitted. After the show opens, noisy and unsightly work will not be permitted.

## 13. SECURITY

Providing security for exhibits, exhibitor property and for exhibitors themselves, as well as for their employees, agents, representatives and guests, shall be the sole responsibility of the exhibitor only.

## 14. FIRE AND SAFETY REGULATIONS

All local regulations will be strictly enforced and the exhibitor assumes all responsibility for compliance with such regulations. Fire hose cabinets and fire exits must be left accessible and in full view at all times. All display materials and decorations must be flameproof and subject to inspection. No flammable substances may be used or shown in booths.

## 15. LIABILITY AND INSURANCE

The hotel management and The Aesthetic Show will take all reasonable precautions to avoid loss of exhibitors' property by theft or fire, but under no circumstances shall the hotel management or The Aesthetic Show be responsible for such losses, and it is recommended that exhibitors cover their property with suitable insurance. In the enforcement and interpretation of these rules and regulations, the decision of The Aesthetic Show is final. All exhibitors must provide The Aesthetic Show with a certificate of insurance naming The Aesthetic Show as an additional insured on their policy and have policy minimum limits of \$1M per occurrence and \$2M agg.

## 16. DAMAGE TO PROPERTY

Exhibitors are liable for any damage caused to the building, floor, walls, columns, or to standard booth equipment or to other exhibitors' property. Exhibitors must not apply paint, lacquer, adhesive or any other coating to building, columns, floors or to standard booth equipment.

## 17. PUBLIC POLICY

Exhibitors are charged with knowledge of all ordinances and regulations pertaining to taxes, health, fire prevention, customs and public safety while participating in this show. Compliance with such laws is mandatory for exhibitors and the responsibility of the exhibitor.

## 18. ELIGIBLE EXHIBITS AND RESTRICTIONS

The Aesthetic Show reserves the right to deny or cancel the registration of any exhibitor or program attendee(s) whom the management of the show, in its sole discretion, feels would not be in the best interest of the show. The Aesthetic Show reserves the right to deny the exhibition of inappropriate items and products. Drugs, chemicals or other therapeutic agents listed in AMA's New and Non-Official Remedies, National Formulator or U.S. Pharmacopoeia may be displayed. Proprietary drugs, mixtures and special formulas may be displayed if documentary evidence of their acceptance by ethical medical organizations is on file with The Aesthetic Show headquarters. Medical journal advertisements or other displayed publications and all promotional literature must be submitted for approval at least three months prior to the opening date of the show.

## 19. EXHIBIT FLOOR ACCESS

The Aesthetic Show reserves the right to limit access to the exhibit floor to anyone when it is not officially open. No children under the age of 18 are permitted to be in the exhibit hall at any time.

## 20. USE OF BOOTH SPACE / SPONSORSHIP

Exhibitors and sponsors shall reflect their company's highest standards of professionalism while maintaining their booths during show hours. No exhibitor or sponsor shall assign, sublet or share booth space or sponsorship benefits.

## 21. IRREGULAR CANVASSING / ADVERTISING DISTRIBUTION

Solicitation of business or meetings in the interest of business except that of exhibiting firms is prohibited. Exhibitors are urged to report to The Aesthetic Show staff any violations of this rule.

## 22. EXHIBITOR MEETINGS AND SOCIAL FUNCTIONS

Exhibitor sponsored events (including those for company personnel only), workshops, CME activities or subsequently produced CME activities are strictly prohibited during the dates of the show without prior written approval from show management. Contact show management for questions or a meeting space request form.

## 23. PRODUCT DISTRIBUTION & DEMONSTRATIONS

Distribution of samples, printed material of any kind, promotional items or product demonstrations are restricted to exhibit booth space.

**Your signature acknowledges compliance to the terms and conditions set forth in the above Exhibitor / Sponsor Support Agreement Contract, Rules and Regulations. Please sign and fax to Mindy Millat at +1 (949) 830-5409 or email at [mindy.millat@informa.com](mailto:mindy.millat@informa.com)**

SIGNATURE ▶

DATE ▶



## EXHIBITOR / SPONSOR SUPPORT AGREEMENT RULES & REGULATIONS

### 24. USE OF LASERS

Lasers may only be used with industry safety standards (e.g., ANSI or American Laser Institute standards). Under no circumstances may lasers be operated in a way that presents a safety hazard to people standing or walking near the exhibit booth. The Aesthetic Show management has the right to determine whether a laser poses such a hazard.

- Lasers must be used within an appropriate enclosed space with eye protection for those viewing and operating lasers.
- Appropriate plastic colored cubicles must be available for other lasers including dye, KTP, diode, Nd:YAG, alexandrite and ruby lasers.
- All CO<sub>2</sub> laser demonstrations must be presented in clear plastic boxes with all sides enclosed, including top. Smoke evacuators are required.
- Appropriate eye and electrical protection is also required for non-laser light source and radiofrequency devices.
- Failure to comply with these requirements will result in denial of laser use within the exhibit.

### 25. EXHIBITOR APPOINTED CONTRACTORS

Exhibitor understands and agrees that it is the exhibitor's responsibility to advise any outside service firms of all The Aesthetic Show Rules and Regulations, and will ensure that the firm complies with all such conditions, rules and regulations.

### 26. INDEMNIFICATION

Exhibitor agrees to indemnify, defend, save and hold harmless The Aesthetic Show, its officers, employees and agents from and against any and all third party claims, liabilities, losses, damages, costs, claims, awards, judgments, sanctions, expenses, including but without limitation, reasonable attorney's fees and costs, resulting from or arising from any negligence, acts or omissions, or willful misconduct of the Exhibitor, its directors, members, managers, officers, employees, representatives, agents, servants, contractors, patrons, invitees or guests, in connection with the Exhibitors use of the space.

### 27. RIGHTS OF SHOW MANAGEMENT

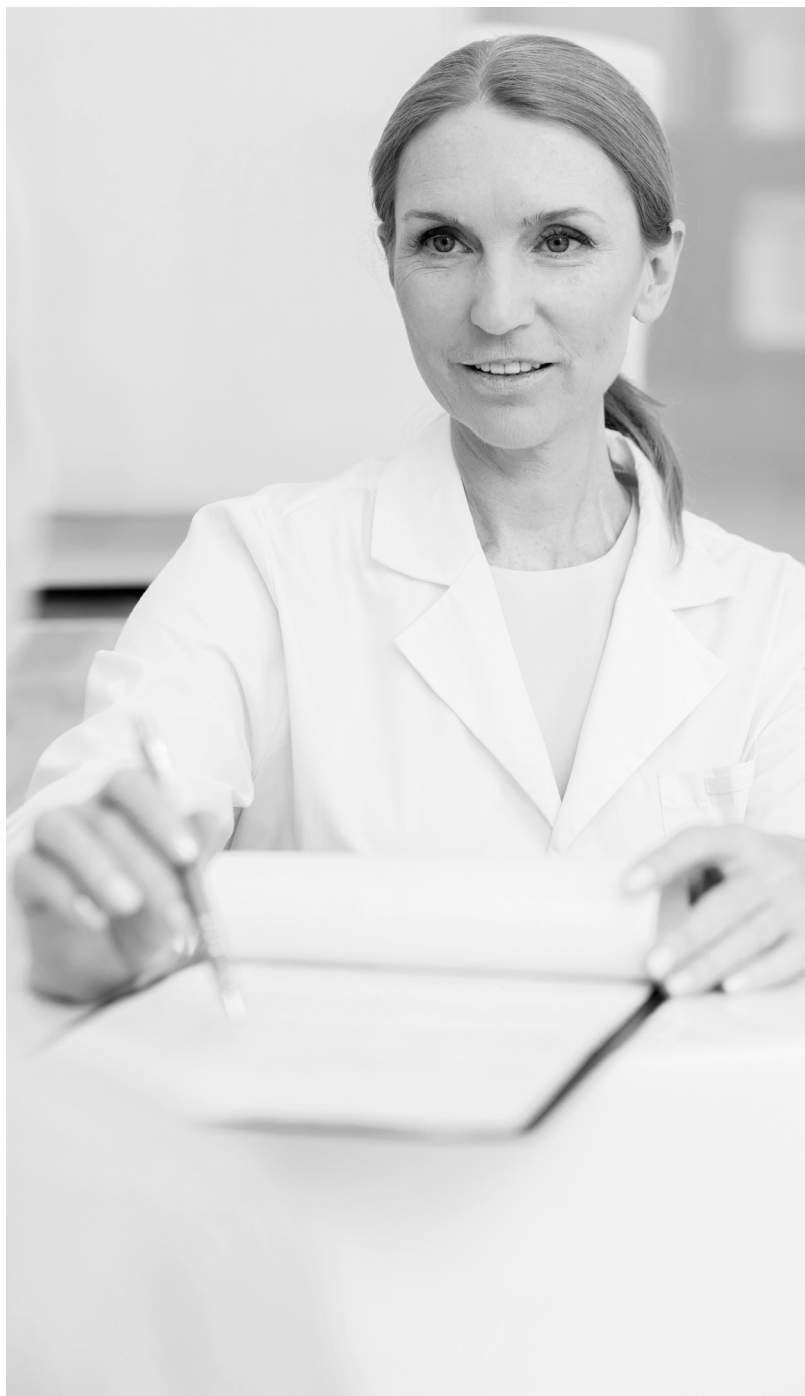
Specific actions may be taken by show management for violation of any provision of these guidelines. Violations of any policies, guidelines, rules or regulations may result in the loss of future space assignments or sponsorships and/or immediate removal from the exhibit hall and/or denial of exhibit space at future meetings. The action taken will be determined on the basis of the particular circumstances of the violations. The Aesthetic Show reserves the right to amend the rules and regulations at its discretion. Dates and location subject to change.

### 28. GOVERNING LAW

This Agreement shall be governed by and construed in accordance with the laws of the State of California, without regard to conflicts of law principles. The Exhibitor hereby submits to the non-exclusive jurisdiction and venue of the state and federal courts located in Aliso Viejo, California for any action arising out of or connected with this Agreement. In the event any action is commenced by either party against the other arising out of or connected with the Agreement, UBM, plc. shall be awarded its costs and expenses incurred in such action, including without limitation reasonable attorney's fees and costs.

### 29. PROFESSIONAL FILMING AND PHOTOGRAPHY

No professional still image or video recording is permitted at The Aesthetic Show or on the Wynn property during The Aesthetic Show under any circumstances without a specific license agreement. Violation of this condition will result in legal action for financial loss and brand damages.



**Your signature acknowledges compliance to the terms and conditions set forth in the above Exhibitor / Sponsor Support Agreement Contract, Rules and Regulations.** Please sign and fax to Mindy Millat at +1 (949) 830-5409 or email at [mindy.millat@informa.com](mailto:mindy.millat@informa.com)

SIGNATURE ►

DATE ►