

APPLICATION FORM AND CONTRACT

We accept the Exhibition Terms and Conditions, the Copyright Clause, Technical Guidelines and Price Lists of 1st Arabia Trade Shows & Conferences and their partner Messe Frankfurt Middle East GmbH and wish to register for Beautyworld Saudi Arabia 2025:

1. Exhibitor Data						
Full company name:						
Street, number or P.O. Box:						
Postal Code:	City:	Country:	Email:			
Country Code:	Tel.:	Fax:	Website:			
Managing Director (first name and surname):						
Contact responsible for PR and Media inquiries: Mr. Ms.		Email:		Mobile:		
Contact responsible for trade show organization: Mr. Ms.		Job Title:		Mobile:		
Country code:	Tel:	Fax:	Email:			
Invoicing Details (If invoicing details are different to above, please state below)						
Full company name						
Contact:			Tel.:			
Email:						
Street, No.:						
Country, Postal Code, City:						
Co-Exhibitors: The following companies will be present as co-exhibitors with their own exhibits and staff on our stand: The fee for co-exhibitors is 500USD per company. Co-exhibitors will receive their own entry on the catalogue, online exhibitor list.						
Full company name						
Contact:			Tel.:			
Email:						
Street, No.:						
Country, Postal Code, City:						
Please write the brands that will be presented in the show and tick the appropriate check box that applies to your company/business						
Supply Chain	Manufacturer	Distributor	Wholesaler	Import/Export	Retailer	Other
Please select your product section and enter your specific product to the right						
Product & Services	Fragrance	Cosmetics & Skincare	Hair, Nails & Salon Supplies	Personal Care & Hygiene	Supply Chain & Services	Beauty Tech
	Finished Fragrance Fragrance Compounds Niche Fragrance Home Fragrance	Make-up Make-up Accessories Brows Lashes Skincare Aesthetics	Hair Nails Tanning Mens Grooming Wellness Spa Professional Equipment	Sanitary Products Shaving Products Deodorants Toiletries Detergent & Homecare Tissues & Wet Wipes Dental Care Baby Care Products	Packaging Raw Materials Machinery Contract Manufacturing Business Services	Artificial Intelligence Augmented Reality LED Beauty Apps
Brands						
I hereby confirm our company (referred here as customer) or co-exhibitors do not have any direct or indirect connection with Iran, Syria, North Korea, Cuba, the region of Crimea, Donetsk or Luhansk, Zaporizhzhia Oblast and Kherson Oblast.						

2. Stand Requirements

(for exhibitors booking 18 sqm and below, Trad stand is compulsory)

STEP 1 – Exhibition Space and Stand Type (subject to availability, minimum 9 sqm):

Inline Stand (One open side)	USD 460 per sqm	Peninsula (Head) Stand (Three open sides)	USD 480 per sqm
Corner Stand (Two open sides)	USD 470 per sqm	Island Stand (Four open sides)	USD 490 per sqm
Total square meters sqm =	Front m x	Depth m	Stand #: (if applicable)
			Total price = USD
Second Floor in Double Storey Stands		USD230 per sqm x	sqm = USD

STEP 2 – Choose Your Stand Construction Type

Trad Stand (including 1 table, 3 chairs, 1 Info counter, 1 waste bin per 9sqm)	USD 147 per sqm	Total square meters = sqm	Total price = USD
I would like a proposal for a custom stand design <i>For additional furniture elements refer to the show exhibitor manual</i>			
Space Only – I will nominate my own contractor to build my stand			

Total Space Rent + Stand Construction + Co-Exhibitors = **GRAND TOTAL**

3. Discounts (Organizer use only)

Discount type/reason:	GRAND TOTAL Amount in USD: 15% VAT applicable on final invoice amount Authorized Messe Frankfurt Middle East Signatory:
Percentage:	Amount in USD:

Payments Terms and Cancellation

Please complete and return this booking form (5 pages) to the address mentioned above. A down payment of 30% will be required 14 days from the issuance of the invoice. Please note that deposits are not refundable. The remaining 70% must be settled 60 days after the first payment. Booking forms received 4 months before the show will be invoiced 100%. The exhibitor will not have access to exhibition grounds without full payment into the organizer's account.

Cancellations within 4 months before the Show Opening will be charged a 100% cancellation fee. All payments mentioned above are due within 14 days of receipt of the corresponding invoice.

The Organiser will issue an invitation letter to Saudi Arabia (if needed) subject to Saudi Authorities approval for the confirmed exhibitors only. If a visa is not granted and he subsequently wishes to withdraw from the show the same cancellation charges apply as above mentioned. In certain countries travel warnings are issued by the government for some countries in the Middle East. If such a warning is issued for KSA and subsequently the exhibitor wishes to withdraw from the show, the same cancellation charges apply as mentioned above.

The form must be stamped and signed by an authorized signatory of the company. Please make sure to keep one copy of the contract for your files

We accept the Exhibition Terms and Conditions of Participation, the Copyright Clause, the Technical Guidelines and Price List of 1st Arabia Tradeshows & Conferences and wish to register for Beautyworld Saudi Arabia 2025.

Authorized Signature & Company Stamp of Exhibitor	Authorized Signature & Company Stamp of Messe Frankfurt Middle East GmbH
Date	Date

4. Traditional Stand Specifications



Exhibitors who have booked a traditional stand will receive a stand erected to the following specification.

Please note that exhibitors' exhibition space will vary according to the contracted stand size and location. Please contact the Show Team should you wish to confirm your stand location and layout.

Stand Construction - Made of wood, each wall panel is 3m(H) x 1m(W), with dividing groove. This is built to an overall height of 3m. Stand height should not exceed 3metres.

Rear & Dividing Walls - 6cm thick wooden structure, with white emulsion paint finish. Each wall panel is 1m W x 3m H (MDF Panels). Number of wall panel for each stand will vary on how many sides open the stand has. Please advise the organisers 2 weeks in advance prior to build-up should you require additional walls. Any onsite orders for additional walls will be subject to availability and any removal of walls will incur dismantling charges of **US\$100 per running metre**. This service cannot be confirmed unless payment has been received.

Floor covering - Exhibition grade carpet is laid directly on the venue floor. Standard colour carpet for the wooden stand will be provided as part of the package. Any request to change the carpet colour will come at an additional cost.

Fascia Board - Fascia panel height is 40cm. The Exhibitor's name and stand number will be printed in vinyl lettering cut out at 70mm height upper case and the colour is White. It will be supplied on a standard panel fixed to the front and / or side of the wooden stand. Support columns will be positional at corners and in between where fascia's exceed 3 running metres in length. The company name specified on the Fascia Name/Board form submitted via the online manual will be the name that will reflect on the stand fascia board.

Furniture - Stand includes furniture package comprising 1 no. Black Arc Table (MT21), 3 nos. Black Iso Chair (MC12), 1 no. White Lockable Cabinet (MD11) and 1 no. Waste Basket (MA10) **per 9sqm size of stand**. It is prohibited to exchange/replace furniture items on the package. Exhibitors may order additional furniture items at an additional cost. Please refer to the below breakdown for number of furniture package for your stand size in sqm.

- 0-17 sqms: 1 Table, 3 Chairs, 1 Cabinet, 1 Waste Bin
- 18-26 sqms: 2 Table, 6 Chairs, 2 Cabinet, 2 Waste Bin
- 27-35 sqms: 3 Table, 9 Chairs, 3 Cabinet, 3 Waste Bin
- 36+ sqms: 4 Table, 12 Chairs, 4 Cabinet, 4 Waste Bin

Lighting - Spotlights on a track can only be installed at the back side of the fascia board and each spotlight can be rotated 360 degrees. Please refer to the below breakdown list for number of spotlights for your stand size in sqm.

Electrical Sockets - Each trad stand includes maximum of 500watts power supply consumption. Any power supply requirement above 500watts must place an additional mains power order (e.g. coffee machines, kettles, large equipments, etc.) Electrical socket provided is a 3-PIN UK Standard socket. Please contact **GES** directly at: ksacustomercare@ges.com if you require the sockets in specific positions in your stand. Otherwise, sockets will be installed in a default position at the discretion of GES. **Any changes or socket relocations onsite due to the incorrect grid plan submitted, will incur a surcharge.** Please refer to the below breakdown for number of sockets for your stand size in sqm.

- 0-17 sqms: 1 Socket (3-pin UK Standard), 3 LED Spotlight (30 watts)
- 18-26 sqms: 2 Socket (3-pin UK Standard), 6 LED Spotlight (30 watts)
- 27-35 sqms: 3 Socket (3-pin UK Standard), 9 LED Spotlight (30 watts)

Stand Walls - Please contact **GES** at: ksacustomercare@ges.com if you would like to attach any graphics to the stand walls. **Kindly note that you may affix lightweight posters, graphics materials etc. directly to the wooden stand walls with good quality double-sided adhesive pads or similar, however such material needs to be removed without damage to the wall panels or any parts of the stand during teardown. Any damage made to the panels will be charged \$100 per panel to the Exhibitor accordingly.**

Refer to the above configuration and for extra orders, please contact

IMPORTANT: Trad stands are reusable, and any damages will incur a fee.

5. Space Only Stand Specifications

The Space Only option does not include any stand fittings, flooring or electrics, but enables the exhibitors to create their own individual stand build.

Please ensure that your stand design does not include the traditional stand design as this is provided by our Official Stand Contractor only and plans containing traditional stand will be rejected.

Exhibitors arranging their own stand fitting are reminded that, where their stand joins another Exhibitor's area, the back of any dividing walls, panels or exhibits must be painted white or masked to present a neat appearance. It is the responsibility of Exhibitors not taking traditional stands to make their own arrangements for the provision of suitable floor covering for their area and also to ensure their stand number is clearly displayed.

Since no power supply is included in space only sites, a separate application for the mains supply must be made to the Official Contractors at least two months before the event, using the forms in the Exhibitor Information Manual.

All Space Only Exhibitors must submit dimensional drawings of their proposed stand design to the Organisers for approval no later than the scheduled deadline. Please complete and return the corresponding order form from the Exhibitor Information Manual. The Organisers reserve the right to reject a design likely to unreasonably affect nearby Exhibitors' sites in any way.

Stand fitting and display work to space only sites must not exceed an overall height of 2500mm without the Organisers' written permission. With permission, the total possible height to which you may construct your stand is 6000mm depending on the hall & location within the hall. Applications should be made in writing to the Organisers' and be accompanied by a scale drawing. Such applications should be made at least four weeks prior to the Show.

If a space only exhibitor needs to hire furniture, they must pre-order from their stand builders. Furniture will not be readily available on site. Exhibitors' stand fitting contractors can commence work on space only stands on the date scheduled in the Deadline Checklist that is part of the Exhibitor Information Manual.

6. Exhibition Terms and Conditions

In these conditions, the term "Exhibitor" means the signatory of this Contract and includes all employees or agents or J/Vs of such and the term "Exhibition" means that described on the reverse hereof. "The Organisers" means 1st Arabia Tradeshows & Conferences and Messe Frankfurt Middle East GmbH.

1. The Contract must contain details of the proposed exhibits and the names of any other company represented by the exhibitor whose products are to be shown or whose services are to be referred to on the stand.

2. No exhibitor shall be permitted to exhibit unless he has paid prior to the exhibition all of the fees agreed to in this exhibitor application form and contract. If payment for space is not made when due, any previous deposit may be forfeited and the space reallocated by the Organisers.

3. Exhibitors may not assign, sublet or grant licenses in respect of any part of the space allotted to them nor may advertisements of firms who are not bona fide Exhibitors be exhibited on any stand. Only those products, services and companies mentioned on the Contract may be incorporated in the stand.

4. In the event of any Exhibitor committing an act of bankruptcy or of a limited company being wound up, the Contract with him shall be determined and all monies already paid shall be retained by the Organisers.

5. Every Exhibitor shall occupy the space allotted to them by hall access timing on the day prior to the opening of the Exhibition. In the event of default, from any cause whatsoever, the Exhibitor shall pay to the Organisers a further sum in liquidated damages equal to the total charge for the space and the Organisers shall have the right to deal with the space in any way they think best.

6. Exhibitor shall not obstruct the view of adjoining exhibitor nor be operated in any manner objectionable to other exhibitors. Phonographs, radios or other sound emitting devices operated in a manner objectionable to the Organisers shall be prohibited. Exhibitor shall not permit raffles, donations or other unusual promotional measures unless pre-approved by the Organisers.

7. The Organisers shall have full power to determine in every respect the allocation of area and position of space and they shall be entitled for any reason which in their sole opinion is in the general interest of the Exhibition to vary the general layout or the situation and area of any particular stand even if already allotted and the Exhibitor shall accept such new allotment of space in substitution of that originally allotted.

8. Exhibitors will be completely responsible for the cost of restoring to its original condition any part of the land or structure occupied by them, which has been altered or damaged in any way.

9. The Organisers will not be responsible for the safety of any exhibit or property of any Exhibitor for the loss of, or damage, or destruction to same, by theft, or fire, or other cause whatsoever, or for any loss or damage whatsoever sustained by any Exhibitor by reason of any defect in a building caused by fire, storm, tempest, lightning, national emergency, war, civil disturbances, explosion, force majeure, or any other cause not within the control of the Organisers. As the Organisers will accept no responsibility for any of the matters aforesaid, the Exhibitors must cover themselves by insurance in respect thereof to any extent available.

10. Under no circumstances shall the Exhibitor have any claim for damages of any kind against the Organisers in respect of any loss or damage consequential upon the prevention, or postponement or abandonment of the Exhibition by reason of the happening or any of the events referred to or otherwise, or of the exhibition building becoming wholly or partially unavailable for the holding of the exhibition for reasons beyond the Organisers control, and the Organisers shall be entitled to retain all sums paid by the Exhibitor, or such part thereof as the Organisers shall consider necessary. If, in the opinion of the Organisers, by rearrangement or postponement of the period of the Exhibition, or by substitution of another hall, or building or any other

reasonable manner, the Exhibition can be carried through, the contracts for space shall be binding upon the parties, except as to the size and position, as to which any modification, substitution, or re-arrangement they consider necessary shall be determined by the Organisers.

11. Stands must be properly manned and exhibits displayed during the entire time that the Exhibition is open to trade visitors. No exhibits may be removed before the end of the exhibition without the written permission of the Organisers, which will only be given in exceptional circumstances. All exhibits and stand fitting materials must be removed from the Exhibition Building within the period stipulated by the Organisers. The exhibitors shall indemnify the Organisers against any loss by reason of delay or damage to the exhibition building.

12. The signature of the Contract and its receipt by the Organisers is deemed conclusive evidence of the Exhibitor's agreement to pay the full fees due from that moment. The Contract is non-cancellable by the Applicant. The Exhibitor further acknowledges that the Organisers, having incurred expenses as a result of the contract, are not required to refund any of the fees agreed to in this exhibitor application form and contract and that the Organisers are entitled to any unpaid amounts that may be owing by the Exhibitor to the Organisers.

13. Breach of Contract and Withdrawal by the Exhibitor. Without prejudice to rights and remedies of the Organiser in respect of any breach of the Contract on the part of the Exhibitor, the Organiser may at its discretion allow the Exhibitor to withdraw from the Exhibition subject to the following conditions:

a. The Exhibitor must give written notice to the Organiser that it desires to withdraw. If the Organiser allows such withdrawal it will notify the Exhibitor of its decision in writing;

b. Any such notification by the Organiser to the Exhibitor will constitute a cancellation of the Contract subject to the payment by the Exhibitor to the Organiser a consideration for release from the contract;

c. The amount of such payment will be specified in the Organiser's notification to the Exhibitor and will be that proportion of the space rental payable under the contract dependent upon the date upon which the Organiser receives the notification from the Exhibitor as detailed below:

Date of Receipt by Organiser of Notice Withdrawal Proportion of Space Rental Payable:

More than four months prior to the Exhibition 50%; less than four months prior to the Exhibition 100%;

d. Upon payment of such amount to the Organiser by the Exhibitor (credit being given by the Organiser for all rental already paid by the Organiser for all rental already paid by the Exhibitor) the contract shall be cancelled and neither party shall have any further claim against the other.

e. The Organiser will arrange visa to Saudi Arabia (if needed) subject to Saudi Authorities approval for the confirmed exhibitors

only. If a visa is not granted and he subsequently wishes to withdraw from the show the same cancellation charges apply as above mentioned. In certain countries travel warnings are issued by the government for some countries in the Middle East. If such a warning is issued for KSA and subsequently the exhibitor wishes to withdraw from the show, the same cancellation charges apply as mentioned above.

14. The Organisers are not responsible for any loss, damage or delay incurred in freight shipments (transport, handling and clearing) into and out of the country. Exhibitors are urged to adequately insure all shipments

15. The Organisers are not responsible for any loss, damage or delay incurred in freight shipments (transport, handling and clearing) into and out of the country. Exhibitors are urged to adequately insure all shipments

16. Exhibitors shall be totally responsible for the obtaining of visas and customs clearance for their staff, agents, products or services and in no event shall there be any claim for damages or otherwise against the Organiser in respect of any loss or expense relating thereto. The Exhibitor shall hold the Organiser safe and harmless from all loss or damage suffered by or arising from out of any act or default of any servant, agent, employee or subcontractor of the Exhibitor.

17. Particular attention is drawn to the relevant Safety Standards which must be strictly observed for any exhibits involving lasers or radioactive materials, or which might provide noxious fumes or which make use of or display any other materials, which may involve a danger to the health or safety of any person. No such materials may be brought into the Exhibition without the prior agreement in writing of the Organisers and also the Exhibitor or person responsible agreeing to indemnify the Organisers against any claim or actions arising from the use or display of such materials.

18. The Exhibitor shall observe and comply with the arrangements detailed in the "Exhibitors Manual" and comply with all government laws, rules, regulations, and ordinances in force in the Kingdom of Saudi Arabia including those relating to residence and the carrying on of business in the Kingdom. The Organisers cannot accept any complaint or claim against them unless it is submitted in writing to the address given below within two weeks of the closing date of the Exhibition. All claims and disputes shall be settled in Jeddah in accordance with Saudi Laws and regulations.

Copyright Clause

The Exhibitor hereby declares bindingly and irrevocably that the exhibited products are not unauthorized copies or replicas of the products of other suppliers or third parties. The Exhibitor also undertakes to respect the priority property rights of third parties. Should an infringement of property rights of this kind be brought to the Exhibitor's attention in the correct manner during their participation in the event, the Exhibitor undertakes to remove the products concerned from their exhibition stand. The exhibitor is aware that, in the event of a violation of the undertakings given above, 1st Arabia Tradeshows & Conferences

19. and Messe Frankfurt Middle East GmbH are entitled to ban the Exhibitor from taking part in this or future events.

20. Neither party has received or been offered any illegal or improper bribe, kickback, payment, gift or any item of value from the either party in connection with this Agreement. If the Customer learns of any violation of the above restriction, the customer shall use reasonable efforts to notify Messe Frankfurt Middle East GmbH promptly.

7. Payment Instructions

A down payment of 30% will be required 14 days from the issuance of the invoice. Please note that deposits are not refundable. The remaining 70% must be settled 60 days after the first payment. Booking forms received four months before the show will be invoiced at 100%. The exhibitor will not have access to exhibition grounds without full payment to the organizer's account. No cheques and/or transfer copies will be accepted.

Cancellations 4 months prior to the show will be charged 50% cancellation fee and a 100% cancellation fee within those four months. All payments mentioned above are due within 14 days of receipt of the corresponding invoice.

Payments receipts should be shared to
accounts@uae.messefrankfurt.com

Bank charges to be borne by Exhibitor.

Authorized Signature