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Date:

# APPLICATION FORM AND CONTRACT

## 1. Exhibitor Details

Full Company Name:			VAT/TRN No.		
Street Address or PO Box:			Postal Code:		
City:		Country:		Email:	
Country Code:	Tel:	Company Website:			
Authorized Signatory (First name and surname):				Title:	
Contact responsible for trade show organization: Mr. Ms.		Job Title:		Mobile:	
Country code:	Tel:	Email:			

## Invoicing Details (If Invoicing details are different to above please state below)

Company name:		Contact name:			
Street Address / PO Box Number:			Email Address:		
Postal Code:	City:	Country:		Tel:	

## Co-Exhibitors

The following companies will be present as Co-exhibitors with their own exhibits and staff on our stand. Co-exhibitors will receive their own entry on the online exhibitor list and mobile app. The fee for co-exhibitors is **USD 500 per company**.

Company Name:		Company name:			
Contact Name:		Contact Name:			
Tel:		Tel:			
E-mail:		E-mail:			
Street Address:	City, Country, Postal Code:	Street Address:	City, Country, Postal Code:		

## 2. Exhibitor Profile

### STEP 1 - Business Type

Please tick your business type within the supply chain

Manufacturer	Distributor	Wholesaler	Import / Export	Other
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### STEP 2 - Who are you looking to meet at the show?

Aesthetic clinics, medical clinic, dental clinic	Beauty and nail salon	Distributor	E-commerce platform
Hairdressing salon	Hotel and leisure facility	Import/export	Wholesale trade
Spa/Medical facility	Pharmacy	Retail chain/department store/supermarket	Travel retail
Finished Product Manufacturer			

### STEP 3 – Product Segment

Please tick your key product category, followed by specific product types that apply

Fragrance		Cosmetics		Skincare & Wellness		Hair, Nails & Salon Supplies	
1.1 Finished Fragrance		2.1 Make-up		3.1 Skincare		4.1 Professional Salon & Spa Equipment	
1.2 Fragrance Compounds		2.2 Make-up Tools & Accessories		3.2 Suncare		4.2 Hair Color	
1.3 Niche Fragrance		2.3 Brows		3.3 Tanning		4.3 Hair Extensions	
1.4 Home Fragrance		2.4 Lashes		3.4 Supplements		4.4 Hair Styling Products	
1.5 Natural / Alcohol Free Fragrance		2.5 Semi-Permanent Make-Up		3.5 Halal Cosmetics & Skincare		4.5 Nail Gels & Polishes	
1.6 Incense / Bakhoor		2.6 Henna		3.6 Body Enhancement		4.6 Shampoo / Conditioner	

Personal Care & Hygiene		Supply Chain & Services		Health and Well Being		Beauty Tech	
5.1 Bodycare & Hygiene		6.1 Ingredients & Raw Materials		7.1 Microbiomme Products		8.1 Anti-aging / Skincare Devices	
5.2 Dental Care		6.2 Contract Manufacturing & Private Label		7.2 Weight Management		8.2 Software & Apps	
5.3 Sanitary Products & Accessories		6.3 Machinery & Equipment		7.3 Diet + Nutrition		8.3 Artificial Intelligence (AI)	
5.4 Hair removal		6.4 Bottles / Cans / Jars		7.4 Supplements		8.4 Augmented Reality (AR)	
5.5. Tissues & Wet Wipes		6.5 Closures / Caps		7.5 Fitness		8.5 Smart Devices	
5.6 Male Grooming		6.6 Labels		7.6 Alternative Treatments			

### STEP 4 - Brands

(Please indicate which brands you will be presenting at the show)

### STEP 5 - New Product - Launch

Please indicate if you are launching a new brand or product at the show.

Product needs to have been launched in 2025 to qualify and be promoted as a new product.

### STEP 6

Does your brand or certain product range within your brand belong to the Clean + Conscious category in the beauty industry? Please select "Yes" if your brand aligns with the following ethos:

Ethical sourcing of ingredients	Sustainable packaging	Social Impact	Inclusivity	Transparency in practices
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Yes, my brand aligns with the Clean + Conscious category.

**Disclaimer:** By selecting "Yes," your brand will receive a "Clean + Conscious" tag on your exhibitor listing on the official website, showcasing your commitment to these values.

3. Stand Requirements					
<b>STEP 1 – Exhibition Space and Stand Type required</b> <i>(subject to availability):</i>					
Inline Stand (One open side)	USD 590 per sqm		Peninsula stand (Three open sides)		USD 614 per sqm
Corner Stand (Two open sides)	USD 601 per sqm		Island Stand (Four open sides)		USD 625 per sqm
Total square meters sqm =	Front m x	Depth m	Stand #: (if applicable)		Total price = USD
Second Floor in Double Storey Stands	USD 290 per sqm	Front m x	Depth m	Total square meters = sqm	Total price = USD
Concourse Stand	USD 890 per sqm	Front m x	Depth m	Total square meters = sqm	Total price = USD
<b>NEW:</b> Additional build up day  (Mandatory for all stands over 80sqm and above in the Fragrance section, an additional build-up day has been introduced, extending the total to 4 days.)					USD 1500
All prices subject to 5% VAT					
<b>STEP 2 – Stand Construction</b> <i>(Basic or FairSmart Stand mandatory for stands smaller than 18 sqm)</i>					
SPACE ONLY - (Minimum 18 sqm) I will nominate a Stand Builder and submit Stand Design for approval		No cost			
BASIC STAND- (9 sqm and above) Stand Construction, Furniture, Electricity (See next page for specifications)		USD 190 per sqm	Total square meters = sqm	Total price = USD	
FAIRSMART STAND (14sqm and below) Stand Construction, Graphics, Shelving, Electricity, Furniture (See next page for specifications)		USD 300 per sqm	Total square meters = sqm	Total price = USD	
FAIRSMART STAND (15sqm and above) Stand Construction, Graphics, Shelving, Electricity, Furniture (See next page for specifications)		USD 220 per sqm	Total square meters = sqm	Total price = USD	
CUSTOMIZED STAND PACKAGE (I would like a proposal for a stand design, upgrades and additional furniture orders from Messe Frankfurt Middle East) or email enquiries to <a href="mailto:fairconstruction@uae.messefrankfurt.com">fairconstruction@uae.messefrankfurt.com</a>		Price on request	Total square meters = sqm		
All prices subject to 5% VAT					
<b>STEP 3 – Co-exhibitors</b>					
Number of companies which are sharing the stand		x USD 500 each	Total Price =		
<b>STEP 4 – Marketing &amp; Promotion</b>					
<b>DIGITAL PACKAGE</b>					
Company listing on event website, show mobile app and business matchmaking platform. Includes ability to book meetings, and scan visitor badges of leads at the show. (Mandatory for all stands)				Total Price = USD 325	

### 4. Discounts

(To be filled by Messe Frankfurt Middle East)

Early-Bird Discount (5%)  
Deadline: 31st March 2025  
Discount is applicable to SPACE ONLY (not construction or digital packages), and if 30% deposit payment is made before **31st March 2025**.

Discount type / Reason	Percentage:	Amount in USD:	Authorized Messe Frankfurt Middle East Signatory:
Total Amount in USD:			

<b>TOTAL</b>	\$	+	\$	+	\$	+	\$	+	\$ 325	= USD \$	<b>Grand Total</b>
	Total Space Rent		Stand Construction		Co-Exhibitors		Extra Day Build		Digital Package		

**Sponsorship at Beautyworld Middle East 2025**  
Please click here if you are interested to receive more information about sponsorship or email [darshvir.kaur@uae.messefrankfurt.com](mailto:darshvir.kaur@uae.messefrankfurt.com)

**Beautyworld Saudi Arabia**  
Please click here if you are interested to receive more information for [Beautyworld Saudi Arabia 2025](#)

### PAYMENT TERMS AND CONDITIONS

A deposit payment of 30% will be due within 14 days of receipt of your official invoice. Failure to pay the deposit by the deadline may mean your stand will be released and/or loss of any applicable discounts or early bird rates. Please note that deposits are not refundable.

The remaining 70% must be settled four months prior to the opening day of the exhibition. Booking forms received within those 4 months will be invoiced at 100%. The exhibitor will not have access to exhibition grounds without full payment on the organiser's account.

Cancellations within the 4 months period will be charged a 100% cancellation fee. Prior to the 4 months period, a 30% cancellation fee will be applied. All payments mentioned above are due within 14 days of receipt of the corresponding invoice. (Full payment is due within one month prior to the event).

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

**We accept the [General Terms and Conditions](#) (which can be found in their most recent version here: [www.messefrankfurtme.com/dubai-terms-conditions](http://www.messefrankfurtme.com/dubai-terms-conditions)), the **Technical Guidelines and Price Lists of Messe Frankfurt Middle East GmbH** and their partners and wish to register for Beautyworld Middle East 2025.**

**I hereby confirm our company (Referred here as customer) or co-exhibitors do not have any direct or indirect connection with Russia, Belarus, Iran, Syria, North Korea, Cuba, the region of Crimea, Donetsk or Luhansk, Zaporizhzhia Oblast and Kherson Oblast.**

### For non UAE-based exhibitors only - International Exhibitors VAT Refund Declaration Subject to Organizers approval from authorities

I hereby declare my intent to apply for a VAT refund and confirm that I have completed the relevant VAT section in the Annex at the end of this document. The tax refund is subject to Messe Frankfurt Middle East GmbH obtaining the relevant permit from the authorities.  
Please note that once the invoice is issued, no further changes or VAT refund requests will be possible.

Authorized Signature & Company Stamp of Exhibitor

Authorized Signature & Company Stamp of  
Messe Frankfurt Middle East GmbH

Date:

Date:

Please complete, sign all applicable pages and return this booking form to your Messe Frankfurt Account Manager

### 5. Stand Specifications

#### SPACE ONLY

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 standard shell scheme as this is provided by our Official Stand Contractors only and plans containing shell scheme 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 shell 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 Online Exhibitor Portal.

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 Online Exhibitor Portal.

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 can only 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 Online Exhibitor Portal.

If you require an individual design, please contact [fairconstruction@uae.messefrankfurt.com](mailto:fairconstruction@uae.messefrankfurt.com) or visit [www.fairconstruction.com](http://www.fairconstruction.com) to get a proposal.

### 6. Basic Stand Package Specifications

#### STAND PACKAGE SPECIFICATIONS (All stands smaller than 18 sqm)

Example: 9sqm corner stand (3m x 3m)



**Exhibitors who have ordered a BASIC STAND PACKAGE will receive a stand erected to the following specifications;**

**Floor Covering:** All stands are carpeted

**Stand Walls:** Each booth is constructed using 3mH MDF (wooden) walls with white paint.

**Name Board:** Company name and stand number in vinyl cut graphics on each supporting wall

**Furniture and Stand Accessories:** Furniture packages will vary as per the total square meter of each packaged stand. Additional accessories, attachments, and equipment should be ordered in advance through our official stand contractor, DXB Live. This can be arranged through the exhibitor portal, and a link to access it will be sent to your registered email address in the last week of July 2025.

**Electrics / Lighting:** With each 9 square meters, Arm Lights are fitted at the top of the stand walls and 1 x socket outlet (3-pin UK Standard Socket 200Watts / 220V) is provided at 40 cm from floor level on the rear wall.

If you need your power socket to be positioned in a specific location, please coordinate directly with our official stand contractor, DXB Live. This can be arranged through the exhibitor portal, and a link to access it will be sent to your registered email address in the last week of July 2025.

Please log into the Online Exhibitor Portal to manage your preparation at the show, including any assistance with your stand.

STAND BREAKDOWN	9-11SQM	12-14SQM	15-17SQM	18SQM
3m high wooden walls in white paint finish	√	√	√	√
Standard carpet in grey	√	√	√	√
Support walls (colour according to product segment)	√	√	√	√
Company Name and Stand Number	√	√	√	√
Round table (white)	1	1	1	2
Strike chairs	3	3	3	6
Waste bin	1	1	1	2
Syma Lockable Counter (No Logo)	1	1	1	2
Arm Light	3	4	5	6
3-pin electrical socket	1	1	1	2

**Support walls will be colored according to your product segment**

**Important:** Exhibitors will be liable for payment for damaged wall panels

Supply Chain



Fragrance



Cosmetics & Skin Care



Personal Care



Hair, Nails & Salon



Company Stamp and Signature of Authorised Representative

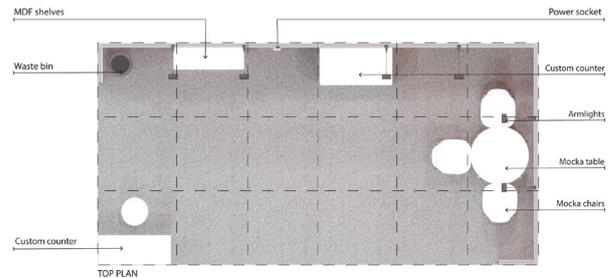
# beautyworld

## MIDDLE EAST

27th - 29th October 2025  
Dubai World Trade Centre  
United Arab Emirates

### Fairsmart Package

Example: 18sqm corner stand (6m x 3m)



STAND BREAKDOWN	6-8SQM	9-11 SQM	12-14SQM	15-17 SQM	18-20 SQM	21-23SQM	24-26 SQM	27-29 SQM	30-32 SQM	33-35 SQM	36 SQM +
3m high wooden walls in white paint finish	√	√	√	√	√	√	√	√	√	√	√
Standard carpet in grey	√	√	√	√	√	√	√	√	√	√	√
Company Name and Stand Number	√	√	√	√	√	√	√	√	√	√	√
PVC banner graphics on internal walls	√	√	√	√	√	√	√	√	√	√	√
Moca table	1	1	1	1	1	2	2	3	3	3	4
Moca chairs	2	3	3	3	3	6	6	9	9	9	12
Shelves	3	3	3	3	3	3	3	3	3	3	3
Waste bin	1	1	1	1	1	2	2	3	3	3	4
Custom Lockable counter (non lit / white / with logo on front)	1	1	1	1	1	1	1	1	1	1	1
Barstool	1	1	1	1	1	1	1	1	1	1	1
ounter Support on back wall	-	-	-	1	1	1	1	1	1	1	1
Arm light	3	3	4	5	6	7	8	9	10	11	12
3-pin electrical socket	1	1	1	1	2	2	2	3	3	3	4

**Floor Covering:** All stands are carpeted

**Stand Walls:** Each booth is constructed using 3mH MDF (wooden) walls with white paint finish

**Wall Graphics:** Each stand will have full graphics (PVC banner) on their walls. Each exhibitor will be required to submit their ready to print artwork to our official stand contractor, DXB Live. Dimensions will be 3mH x proportionate width of each wall.

For example: if your stand is 4m x 3m (2 sides open) you will be required to submit artwork as follows: Wall 1: 4mW x 3mH; Wall 2: 3mW x 3mH.

**Name Board:** Company name and stand number in vinyl cut graphics on each supporting wall

**Furniture and Stand Accessories:** Furniture packages will vary as per the total square meter of each packaged stand. Additional accessories, attachments and equipment should be ordered prior to the show through our official stand contractor, DXB Live

**Electrics / Lighting:** With each 9 square meters, Arm Lights are fitted at the top of the stand walls and 1 x socket outlet (3-pin UK Standard Socket 200Watts / 220V) is provided at 40 cm from floor level on the rear wall.

If you require your power socket to be positioned in specific location, please coordinate directly with our official stand contractor, DXB Live. Please note, plans must be submitted at least 15 days before build up; any changes onsite will result in additional charges.

**Head and Island Stands:** Head Stands (3 open sides) will only have one wall constructed. Island Stands do not normally come with any walls. If required, the allowance is 1 wall panel per 3 sqm of stand space. The position of any panels required must be clearly marked on a grid plan that will be part of the exhibitor manual and must be submitted to our official stand contractor, DXB Live, not later than 15 days prior to the start of build-up. Exhibitors will be liable for payment for damaged wall panel.

**Please access the Online Exhibitor Portal to manage your show preparations, including any assistance needed for your stand. A link to the portal will be sent to your registered email address in the last week of July.**

**Support walls will be colored according to your product segment**

**Important:** Exhibitors will be liable for payment for damaged wall panels

Company Stamp and Signature of Authorised Representative

### International Exhibitors VAT Refund Declaration

*Subject to approval from authorities*

To: Messe Frankfurt Middle East GmbH (Dubai Branch)  
Address: Al Tayer Building - Sheikh Zayed Collector Rd - Al Wasl - Dubai

In accordance with Cabinet Decision No. (26) of 2018 on the Refund of Value Added Tax Paid on Services Provided in Exhibitions and Conferences,

I, *[name of the authorised signatory]*,

being *[the position in the business which receives services, e.g. managing director]*

based in *[location]*

applying to rent space or participate at **Beautyworld Middle East 2025**, from Supplier Licensed, (no.535526.),

Hereby declare that *[company name]*:

- does not have a place of establishment or a fixed establishment in the United Arab Emirates;
- is not a registrant or required to register for VAT in the United Arab Emirates as per registration requirements of the Federal Decree-Law No. (8) of 2017 on Value Added Tax; and
- is not planning to make any supplies of goods or services which would require it to be registered for VAT in the UAE during the exhibition / conference.

#### To be signed by the authorised signatory:

Name of the authorised signatory:

Signature

Company Name:

Date:

Company Stamp: