

America's Beauty Show®

Application for Exhibit Space
 McCormick Place West | Chicago, Illinois | March 27 – 29, 2010
 A production of Cosmetologists Chicago®
 For additional exhibit information visit AmericasBeautyShow.com

Phone: 312.321.6809 | 800.648.2505

Fax: 312.644.0575

Email: exhibitors@americasbeautyshow.com

We hereby apply for exhibit space(s) at America's Beauty Show 2010. We acknowledge that America's Beauty Show 2010 will assign available exhibit spaces at its discretion, including location of any exhibit. We further understand that no exhibit assignment process will begin without 50% deposit accompanying this application.

Exhibitor Information: Please clearly print or type information (case sensitive) **as you wish it to appear in all official listings.**

Company: _____

Street Address (no P.O. Box, please): _____

City: _____ State: _____ Zip/Postal Code: _____ Country: _____

Primary Contact: _____ Title: _____

Phone Number: _____ Fax: _____ Email: _____ Website: _____

Marketing Contact: _____ Phone: _____ Fax: _____ Email: _____

PR Contact: _____ Phone: _____ Fax: _____ Email: _____

Booth Selections & Product Category / Branding Information

Please complete the REVERSE side

Space Fees and Payment Information: All space charges are payable in US Dollars

SIZE RANGES

100 - 399 sq. ft.†:

400 - 1,199 sq. ft.†:

1,200 sq. ft.† & greater:

Price (US\$)**\$27.50 /ft²\$23.50/ft²\$14.50 /ft²**EARLY-BIRD incentive***\$25.25/ft²\$21.50/ft²\$13.30/ft²**Corner surcharge**

\$100.00 (per corner)

†This square footage is defined as connected booths combined to form one exhibit.

* Early-Bird Incentive – America's Beauty Show is offering an Early-Bird Incentive of 8.5% savings off the total booth rental if 100% of the estimated total exhibit fee is submitted at the time of the application. This incentive is only valid if full payment is received by September 21, 2009. After that date, the incentive program is no longer available. Full payment must be made via check, money order or wire transfer. No credit card payments will be accepted for this special early-bird offer.

**All applications must include a minimum 50% deposit of the requested space rental. No space will be assigned or held until this condition is met.

Final payment for all exhibit booths is due on or before November 2, 2009. No exhibitor credentials or material will be provided to any company who has not paid in full by this date. Space is subject to release and reassignment if company does not complete this contractual condition.

Payment Type: Check or Money Order PO# Visa MasterCard

Total Payment _____ PO# _____

Credit Card # _____ Exp. Date _____

Name on card (please print) _____

Cardholder Signature _____

Wire Transfers – Please contact Ingrid Qualls via email at IQualls@AmericasBeautyShow.com to receive wire transfer details and instructions.**FAX 312.644.0575 or****MAIL/Payment Address:** Send signed Application/Contract and Deposit to:**America's Beauty Show, 2064 Paysphere Circle, Chicago, IL 60674**

Submission of this application is made in accordance with the Conditions/Rules and Regulations set forth in the Exhibitor Prospectus, which form a part of this Contract. **NO space will be assigned or held if Exhibitor has not a) submitted with payment outlined above, b) signed the application, c) completed BOTH sides of the application.** It is understood by signing this Application for Exhibit Space, exhibitor is required to abide by all conditions contained within the show rules. Exhibitor shall accept space assignment within 30 days following the receipt of the official notice of assignment of space designation. Exhibitor may cancel this contract during the 30 day acceptance period, however, an administrative fee of 10% of the total exhibit space cost will be assessed.



Signature: _____

**Reverse side must be completed prior to submission OVER ➔**

America's Beauty Show®

Application for Exhibit Space

McCormick Place West | Chicago, Illinois | March 27 – 29, 2010

A production of Cosmetologists Chicago®

For additional exhibit information visit AmericasBeautyShow.com

Phone: 312.321.6809 | 800.648.2505

Fax: 312.644.0575

Email: exhibitors@americasbeautyshow.com

BOOTH SELECTIONS: Please indicate your booth preferences based on the actual 2010 floor plan. Do NOT submit as "same as last year." If all choices are previously assigned, and/or if no number is listed, Show Management will assign your exhibit upon receipt. All applications received by or on September 21, 2009, along with a 50% deposit, will be included in our online space selection. Final payment for all exhibit booths is due on or before November 2, 2009.

Please indicate size of your exhibit: _____ ft. x _____ ft. = total of _____ ft.

For corner booth check here: _____ Corner surcharge \$100.00 (per corner): \$ _____

For multiple exhibits in different locations, indicate by size and number: _____ 10x10s _____ 10x20s _____ other

Indicate six (6) exhibit locations you would consider: 1st _____ 2nd _____ 3rd _____ 4th _____ 5th _____ 6th _____

Do NOT assign us near the following companies: _____

Show Management will make every effort to accommodate but cannot guarantee placement.

ABS 2010 PRODUCT CATEGORIES & BRANDING NAMES

Please check all appropriate product categories. For further certification of approved products, refer to Application, Contract, Conditions & Rules.

Computer/Internet/Software

Imaging Systems
Business Software
Web and .com companies

Cosmetics/Make-Up

Education

Cosmetology Schools
Hair Education
Nail Education
Skin Education

Front Desk/Reception

Appointment Books

Hair Accessories

Hair Care

Hair Color

Implements/Tools

Clippers
Dryers
Irons
Shears

Nails

Nail Art
Nail Care
Nail Color
Pedicure

Perms/Texturing

Hair Additions

Extensions
Wigs

Salon Attire

Attire/Uniforms
Ergonomic Products
Shoes/Gel Soles

**Salon Furniture/
Equipment/Décor**

Hardware/Salon Furnishings
Spa Furnishings

**Services/Products
for the Salon**

Insurance
Magazines
Posters/Books/Videos

Skin Care

Equipment
Skin Care
Spa Furnishings

Sundries

Brooms
Brushes
Combs
Capes
Rollers
Waxes
Etc.

Brand Names: Please provide the top ten (10) brand names you will market at ABS 2010.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Earth Friendly:



The production and packaging of our company's products support the sustainability of the Earth's resources.

Our Company is NEW to the Salon Industry since 3/1/09

OR,

This is our FIRST YEAR in America's Beauty Show.

Company name _____



10% Post-Consumer Recycled Paper

Chicago Cosmetologists Association, Inc. ("Cosmetologists Chicago") and its authorized representatives are hereinafter referred to as "Show Management".

The 2010 America's Beauty Show® is hereinafter referred to as "ABS".

1) CONTRACT FOR SPACE

This application properly executed by applicant ("Exhibitor") shall upon written acceptance by Show Management constitute a valid and binding contract. By submitting an application for exhibit space, Exhibitor releases Show Management from any and all liabilities to Exhibitor, its agents, licensees or employees that may arise or be asserted as a result of participation in ABS. Show Management reserves the right to accept or reject any application for any reason. Only the CEO of Cosmetologists Chicago has the authority to enter into, waive, modify, change or vary any provision of this contract or these conditions, rules and regulations on behalf of Cosmetologists Chicago, or otherwise bind Show Management and no waiver, modification, change or variation shall be effective or binding upon Show Management unless it is specified in writing and signed by the CEO of Cosmetologists Chicago. Exhibitors are bound by and shall comply with the terms and conditions set forth in the Exhibitor Services Manual, which is hereby incorporated herein and made a part hereof. This agreement is governed by the laws of the State of Illinois and Exhibitor agrees to the jurisdiction of the courts of the State of Illinois.

2) ELIGIBILITY

ABS is a showcase of products intended for the use and sale by professionals in the professional salon and spa industry. Exhibitors at ABS are manufacturers, distributors, salons, schools, entrepreneurs or other bona fide contributors to this industry. Show Management determines, in its sole discretion, the eligibility of any company or product for exhibit. Examples of products that are not eligible, without prior written consent, include (but are not limited to) clothing (not for professional attire), handbags, jewelry, perfumes, sunglasses, that are not solely intended for use in this marketplace. Show Management further reserves the right to limit the maximum number of exhibitors of hair accessory or certain other products to five percent (5%) of the total number of exhibiting companies. Any exceptions to these rules are solely at the discretion of the CEO of Cosmetologists Chicago.

Application acceptance is not an assurance of eligibility. Show Management reserves the right to reject or prohibit any exhibit in whole or in part, or any Exhibitor, or its representatives with or without expressing cause and may remove at show site, at Exhibitor's expense, any merchandise Show Management deems unsuitable for display, or promotes products and services that Show Management deems ineligible. Due to the limited amount of available exhibit space on the show floor, Show Management reserves the right to review all documents of eligibility prior to ABS. Further, Show Management reserves the right to exclude from display or demonstration any

exhibit or part thereof that it deems objectionable or that disturbs the harmony of the exhibition as a whole.

Exhibitor shall comply with all legal requirements applicable to such Exhibitor related to the use of such Exhibitor's exhibit space, including any activities conducted thereon before, during or after ABS.

Exhibitors shall not sell or display any counterfeit products. All Exhibitors selling and/or displaying products bearing certain logos and/or potentially trademarked images (collectively "Logos") must have proper authorization to sell products bearing such Logos. Exhibitors must be able to provide ABS with a copy of the license agreement authorizing Exhibitor to sell or display products bearing any Logos.

Exhibitors are permitted to exhibit/display only those products that they have indicated on the Application and Contract for Exhibit Space attached hereto and made a part hereof. All Exhibitors must be able to show proof that products and services to be marketed fall within the regulatory domain, as established by each state, for the salon and the salon professional.

Group exhibits of wholly independent manufacturers, distributors, suppliers, salons or other firms are expressly prohibited, except as agreed to in writing by Show Management. Group exhibits of distributors and manufacturer representatives will only be approved upon proof of existing contractual relationships of wholly independent manufacturers, distributors, suppliers, salons or other firms are expressly prohibited.

3) SPACE ASSIGNMENT; USE OF SPACE

Assignment of exhibit space and any relocation of exhibit space shall be determined in the sole discretion of Show Management. No Exhibitor will be permitted to move a display once ABS is officially open.

Only Exhibitor contracting for a designated space may occupy said space. Exhibitors are not permitted to (i) sublet, transfer or assign space, in whole or in part; (ii) permit the use of the space for any purpose other than the use for which it has been contracted and specified herein; or (iii) exhibit, demonstrate or distribute anything not made, packed or sold, under or over the name of Exhibitor or distributed in the normal course of Exhibitor's business, without the consent of Show Management, which may be withheld in its absolute and sole discretion.

Exhibitor shall use the space in accordance with the Exhibitor Services Manual and all facility rules and regulations that are hereby incorporated herein. Materials may not be distributed in other areas of the ABS facility. Nothing shall be posted on, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the building or furniture. Anything in connection with the exhibit necessary or proper for the protection of the building, equipment or furniture will be at the expense of Exhibitor. Exhibitor may not display any article or merchandise other than within the confines of its booth spaces, and Exhibitor may not maintain hospitality suites offsite or open houses during the show hours.

Charging fees or admission to demonstrations or classes on the exhibit floor, the convention site or elsewhere during the dates of the show by anyone other than Show Management is strictly prohibited.

Exhibitors shall not misrepresent any product or article displayed in a booth, and shall not, with the exception of truthful comparative advertising, demean the products or services of any other exhibitor.

Exhibitor agrees that sales to attendees must be posted and closed in U.S. Dollars.

4) ADMISSION POLICY

No children under the age of 16 years will be permitted onto the show floor during any time of installation and dismantling of ABS exhibits. On show days all attendees, including children must pay full admission fees.

5) PERFORMANCE OF MUSIC

All live performances must receive written approval from Show Management prior to the show as well as adhere to the sound levels established by ABS Show Management; otherwise, the performance/performer is subject to being removed from the exhibitor's booth.

6) ADDITIONAL BOOTH SET-UP AND GUIDELINES

The Exhibitor Services Manual shall be considered part of and is hereby incorporated into these Rules & Regulations. Rules, regulations and guidelines contained in the Exhibitor Services Manual will include (but will not be limited to) the following areas:

- Audio Visual & Sound Regulations
- Booth Construction & Display Rules (heights, sightlines & backwalls)
- Exhibit Display Houses (I&Ds) and Exhibitor Appointed Contractors (EACs)
- Food & Beverage Regulations
- Facility Usage Guidelines & Prohibitions
- Fire Marshall Regulations for storage of product and display material
- Hanging Sign Regulations
- Hotel Suites & Meeting Rooms
- Labor Jurisdictions
- Security & Safety Precautions

7) PAYMENT

All applications must include a 50% deposit of the requested space rental. No space will be assigned or held until this condition has been met.

America's Beauty Show is offering an Early Bird Incentive of 8.5% savings off the estimated total booth rental if 100% of the exhibit fee is submitted at the time of the application. This incentive is only valid if the payment is received by or on September 21, 2009. After this date, the incentive program is no longer available. This date will be strictly enforced. Credit cards are NOT accepted for this special offer. The full payment must be made via check, money order or wire transfer.

Applications received after November 2, 2009, require 100% payment of exhibit costs.

No Exhibitor admission materials will be mailed to any Exhibitor who has not paid in full for its contracted exhibit space. Any space for which payment is not fully received by November 2, 2009, shall be withdrawn from the Exhibitor who reserved the space and offered for license to others. Show Management assumes no liability to the original Exhibitor in the event of a forfeiture of space in the event of non-payment, and that Exhibitor shall remain liable at all times for payment of the total price of the contracted space unless written notice of cancellation has been actually received by Show Management on or before November 2, 2009.

8) VIOLATION/BREACH

If Exhibitor shall violate any of the terms, covenants or conditions of this Contract to be performed, observed or kept by Exhibitor, including without limitation, any provision relating to the use of the exhibit space, Show Management will have, at its option, the right to terminate this Contract, and Exhibitor shall immediately vacate the exhibit premises and remove all its products, equipment, furniture and other personal property therefrom. If Exhibitor does not voluntarily vacate the exhibit premises, Show Management shall have the right, either with or without process of law, using such force as may be necessary to do so, to repossess the exhibit space, to remove such products, equipment, furniture and other personal property and to store them for a period not to exceed fourteen days, all at Exhibitor's expense, without prejudice to any other remedies which may be available to Show Management. If, at the end of said fourteen day period, Exhibitor has not paid all amounts due and owing Show Management, Exhibitor shall forfeit all rights and interest in such products, equipment, furniture and personal property.

Exhibitor shall be liable to Show Management for any and all costs and expenses incurred in the removal or storage of any such property.

Upon a breach of this Contract by Exhibitor, Show Management shall have the right to retain all fees and deposits theretofore paid, and all products, equipment, furniture and personal property removed by Show Management pursuant to this paragraph and stored in excess of fourteen days, as liquidated damages and not as a penalty, or shall have any other right or remedy provided for in law or equity.

9) CANCELLATION OF CONTRACT: REDUCTION OR REASSIGNMENT OF SPACE BY EXHIBITOR

Requests for cancellation, reduction or reassignment of exhibit space must be directed in writing to Show Management.

Exhibitor shall accept space assignment within 30 days following the receipt of the official space assignment notice. Exhibitor may cancel this contract during the 30 day acceptance period, however, an administrative fee of 10% of the total exhibit cost will be assessed.

Penalties & Fees:

- Cancellation before the 30 day acceptance period – 10% of total exhibit space cost will be applied.
- Cancellation during 30 day acceptance period – 10% of total exhibit space cost will be applied.
- Cancellation after 30 day acceptance period – 50% of total exhibit space cost will be applied.
- In no case will refunds be made for cancellations received in writing by Show Management after November 3, 2009.
- Reduction of Space: Exhibitors will be assessed an administrative fee of 25% of the total square footage returned for any exhibit area that is reduced after 30 days from receipt of the official notification of space assignment.
- Exhibitor Request for Reassignment -- In the event an Exhibitor, after receipt of a confirmed exhibit space, elects to relocate to a group exhibit of a specific distributor or manufacturer representative, Exhibitor will be assessed an administrative fee of 20% of the total exhibit space cost, which will be deducted from any refund due.
- Refunds for cancellations and/or reductions will be made after ABS 2010.

10) FORCE MAJEURE

Show Management will not be liable for non-fulfillment of this Contract as to the delivery of space if unable to perform for any cause beyond its control, including without limitation, as a result of any of the following causes: fire, Act of God, public enemy, labor problem, extreme weather condition, terrorism, disaster, acts of aggression, civil disorder, commercial impracticability, governmental order or restriction, default by McCormick Place or any other cause beyond its control. Non-fulfillment may result if a reasonable fear exists for any one or more of such events occurring or threatening and making it inadvisable, illegal or impossible to hold ABS. Show Management will, however, in the event of its not being able to hold an exhibit for any of the above named causes, reimburse Exhibitors pro rata for any amount paid by such Exhibitor, less such Exhibitor's share of any and all expenses theretofore incurred in the promotion and organization of ABS, including without limitation, promotional, lease, advertising and salary expenses.

11) INSURANCE LIABILITY; INDEMNIFICATION

All exhibits are at Exhibitor's sole risk. Show Management shall not be liable for any damage or loss by fire, theft or other casualty to Exhibitor's exhibit, merchandise or other personal property. Exhibitor shall maintain personnel in its exhibit booth(s) at all times during the hours the show is open.

Exhibitor shall at all times assume the risk of any injury, loss or damages to Exhibitor's property.

Exhibitor is required to carry the following insurance coverage: Comprehensive General Liability insurance with minimum combined single limits of \$1,000,000.00 for bodily injury and/or property damage in any one occurrence either during transit to/from exhibitor's location to the Convention Center, or any time for the duration of ABS and all installation and dismantling periods; and Property insurance with a limit sufficient to cover the amount of Exhibitor's property at all times during the show. Such insurance will be at Exhibitor's own expense. Exhibitor must have at all times within their possession an insurance certificate evidencing the aforementioned coverage, and showing Show Management and Cosmetologists Chicago, their affiliates and subsidiaries, MPEA and McCormick Place as additional insureds on a primary and non-contributory basis including a waiver of subrogation on the general liability policy. All insurance policies shall contain a provision stating that the coverage will not be cancelled, non-renewed, or materially changed without at least 30 days prior written notice.

Exhibitor agrees to protect, save and hold ABS, MPEA and McCormick Place and their management, officers, agents, shareholders and employees forever harmless for any damages or charges caused by or related to Exhibitor's use of or access to the premises or otherwise imposed for violations of any law or ordinance, whether occasioned by the negligence of Exhibitor, its agents, employees and guests, or otherwise; and further agrees to strictly comply with the applicable terms and conditions contained in the agreement between McCormick Place and all agents and employees thereof and Show Management regarding the exhibition premises.

And further, Exhibitor shall at all times protect, indemnify, save and hold harmless Show Management, MPEA and McCormick Place and their management, officers, agents, shareholders and employees thereof against and from any and all losses, costs (including attorney's fees and expenses), damages, liabilities or expenses arising from or related to any accident or bodily injury or other occurrence to any person or persons, including Exhibitor, its agents, employees

and business invitees which arise from or out of or by reason of Exhibitor's occupancy and use of the exhibition premises or any part thereof.

Exhibitor shall at all times protect, indemnify, save and hold harmless Show Management and its agents, shareholders and employees thereof against and from any and all losses, costs (including attorney's fees and expenses), damages, liabilities or expenses arising from, caused by, or related to any claims of trademark infringement, dilution, counterfeit, trade dress infringement, or any related claims brought by any third party relating to Exhibitor's sale and/or display of goods at ABS.

This indemnity shall survive the conclusion of ABS and the expiration of this Contract. Exhibitor acknowledges and agrees that in no event shall Show Management be liable to Exhibitor for any punitive, indirect, incidental, special or consequential damages or lost profits in connection with the exhibition premises, the show, any material printed, mechanical or otherwise, and/or this Contract.

12) DISPLAYS, PRODUCT ANNOUNCEMENTS AND EDUCATIONAL PROGRAMS:

No Exhibitor is permitted to exhibit within a 50 mile radius of Chicago, Illinois, outside McCormick Place Chicago during the period of March 15 – April 12, 2010. This includes entertainment, educational programs, displays in hotel rooms, hotel public areas or other public spaces. This provision applies to all events of this type whether an admission fee is assessed or not.

13) AMENDMENTS

Only the CEO of Cosmetologists Chicago has the authority to waive, modify, change or vary any provision of this Contract or these conditions, rules and regulations on behalf of ABS, and no such waiver, modification, change or variation shall be effective or binding upon Show Management unless it is specified in writing and signed by the CEO of Cosmetologists Chicago. Any such waiver of strict compliance with or performance of any of these provisions hereof shall not be deemed to include a waiver of any other provision.

The decision on all matters which may arise or not herein specifically covered or referred to rests in the sole discretion or judgment of Show Management, and Exhibitor agrees to accept the same. ABS and Show Management shall not be liable in any respect or any way for any such decision, provided it has acted in a reasonable manner and in good faith.

In the event any provision of this Contract is held invalid or unenforceable, the balance of this Contract shall remain in full force and effect.

Exhibitor shall be liable for all costs and expenses incurred by Show Management or its agents and employees, including, without limitation, attorney fees and expenses, in enforcing this Contract.

Exhibitor irrevocably appoints the Secretary of State of the State of Illinois as Exhibitor's non-exclusive agent for service of process or notices in any action by Show Management arising out of this Contract or out of the conduct, acts or activities of the parties thereunder. Service of process or notice may be made (i) as provided by law; or (ii) by serving the agent personally, by mailing to Exhibitor a duplicate of the process or notice in an envelope with postage sufficient for certified mail, return receipt requested, addressed to Exhibitor in the manner specified for notices to it under this Contract, and by furnishing the agent with duplicate of the process or notice in an envelope similarly addressed and stamped which the agent shall be required also to mail.

14) STATEMENT OF RESERVED RIGHTS

Without limiting any of the provisions of this Contract, it is specifically understood and agreed by Exhibitor that Show Management reserves the rights enumerated below without incurring any liability to Exhibitor or releasing Exhibitor from any of its covenants and obligations under this Contract:

- 1) to change the hours of ABS;
- 2) to allocate exhibit space;
- 3) to change, at any time prior to the scheduled opening date of ABS, (i) the dates of ABS; or (ii) location of ABS;
- 4) to alter the layout of any exhibit area following the original printed floor plan, or subsequent revised plans distributed to all prospects and Exhibitors;
- 5) to determine the suitability of all exhibits and demonstrations.
- 6) to deny or withdraw eligibility to exhibit at any time if use of the exhibit space is deemed objectionable, inconsistent with or in violation of any ABS policy, rule or regulation.

It is further understood and agreed that Show Management shall have each and all of the other rights and reservations contained in this Contract.

This Agreement will not be valid unless signed by a duly authorized officer or representative of the Exhibiting Company and returned to ABS Show Management with Space Application/Contract:



Print Name

Signature

Date

America's Beauty Show® is a production of COSMETOLOGISTS CHICAGO.

AmericasBeautyShow.com

