



CONDITIONS OF PARTICIPATION

1. Name of the Event

**BEAUTY FORUM BUDAPEST 2025 exhibition and trade fair
7-8th November 2025 (Friday-Saturday)**

2. Venue

**Lurdy Conference and Event Center
H-1097 Budapest, Könyves Kálmán krt. 12-14.**

3. Short Description of the Event

A two-day professional exhibition and trade fair covering the main professional areas of the beauty industry. Professional exhibitors exhibit and a professional programs and competitions are held for beauty professionals, i.e. beauticians, permanent make-up artists, eyelash experts, wellness professionals, beautician students etc.

The organizer will make every effort to provide professionals with detailed information about the event. Based on previous years, the number of visitors is expected to be thousands of active professionals. In view of the current regulations - e.g. wearing a mask, a vaccination certificate, and the current pandemic situation the number of visitors may vary. We will definitely organize the event if current regulations allow it.

4. Organizer

Health and Beauty Business Media Kft.
Szentendrei str. 95.
H-1033 Budapest
(hereinafter "Organizer")

5. Partner in Cooperation

Fenyves Kft. exhibition constructor
25. Füzér street, H-1102, Budapest

6. Date and opening hours of the Event

Exhibition Construction Period:

November 5. 10.00 a.m. –8.00 p.m. (for building contractors)

November 6. 7.00 a.m. – 8.00 p.m. (for building contractors)

November 6. 3.00 p.m. – 8.00 p.m.

(occupying the booths ordered from the organizers and equipping them)

November 7. 7.00 a.m. – 12.00 a.m. (equipping the booths)

Opening hours:

November 7, 2025 12.00 a.m. - 7.00 p.m.

November 8, 2025 10.00 a.m. – 5.00 p.m.

Exhibition Dismantling Period:

To pack up the exhibited products: November 8, 2025 5:00 p.m.- 6:00 p.m.

Constructors are allowed to enter at 6:00 p.m. on November 8.

Dismantling for constructors:

November 8, 2025, 6:00 p.m. – 00:00 p.m.

Important notice!

Please be advised that the deadline set in our info brochures should be taken very seriously. Since the construction works of a following event swiftly follow the Beauty Forum Expo, all exhibitors must finish the demolition of their booths and leave the location completely empty by 24:00, November 8, 2025. Failing to do so qualifies as a serious breach of contract, and exhibitors failing to meet the above deadline will be charged a severance pay. The amount of this penalty will include all damages and fines that the owner of area, Lurdy Conference Center issues to the event's organizer due to the delay.

The event's organizer is entitled to transport all products and booths left on the venue at the above deadline, at the cost of the exhibitors. These costs will be invoiced with a 5-day deadline, including the additional severance pay and fines mentioned above. These latter fines include, but are not limited to all additional costs, severance pays, damage claims and other fines issued by Lurdy Conference Center towards the organizer, due to the delay in the demolition, and the resulting additional costs of the venue's following event.

Charging the above amount does not exclude further damage claims on behalf of the organizer.

7. Product Groups

Products and services under the following categories of goods are allowed to take part: Cosmetic products and services, Spa, Wellness and Tanning products and services, Nail care, Manicure and Pedicure products and services, other products of the beauty industry.

The product group to be put on display needs to be indicated on the registration form. The products to be put on display must have the quality attestations required in Hungary.

8. Participation Fee

The participation fee consists of the following parts: **registration fee** (part of the area rental fee), **area rental fee**, **electricity connection fee**, **as well as the cost of booth construction and other services** if you order it from us. The fees for the services are included in the application form and the relevant order forms. The exhibition participation fee for the area indicated on the application form includes the area-proportional fee for all work processes related to the organization of the exhibition - these are e.g. rent for the area, related marketing activities - e.g. appearance on the list of electronic Internet exhibitors. The area rent and the service fees must be paid to the organizer in all cases. The participation fee and all other reimbursement costs are net prices, excluding VAT valid at the time of the event.

We will definitely hold the event if the current regulations allow it. In case it is impossible to hold the event for legal reasons, the already paid fees can be used to participate at the following year's event. The organizer shall not be liable for any other costs previously incurred by the exhibitor (even if they were incurred due to the cancellation of the exhibition for the above reason.)

9. Terms of Payment

The exhibitor will receive the advance payment request of the area rental fee in 3 installments, electronically.

- The first installment is the registration fee indicated on the application form, the payment deadline for the invoice is **within 8 days after the application**, after July 31st it is within 1 day after the application.
- The second installment is 50% of the area fee reduces with the registration fee, which will be **due by March 31, 2025**. We will send an advance request for this electronically.
- The third installment is the remaining 50% of the area fee, which will be **due by July 31, 2025**. We will also send an electronic advance request for the amount.

In case of application after July 31, 2025, the entire area fee must be paid in one sum (registration fee invoice + advance request for the remaining area fee), payment deadline within 3 days after application, after September 30. the deadline is within 1 day. The payment of the first installment (registration fee) is a condition for the area assignment process, the administrative processes and integration into the marketing communication campaign. The registration fee is not refundable a in the event of cancellation of the application for any reason.

After payment of the 2nd and 3rd installments, the exhibitor receives an advance invoice by e-mail stating the fact of payment, and we will send out the final invoice by e-mail before the exhibition, in November - this is the invoice that can be taken in by accounting.

Other services, construction costs

Advance requests for stand construction, electrical connection, and on-site services will be sent to our partners electronically by August 31, 2025. The payment deadline will be within 8 days. In the case of a later order, the payment deadline is 3 days after the order, but the fee must be paid by the start of construction at the latest.

Invoices for campaign appearances and sponsorships (e.g. professional presentations, online and/or print ads and sponsorships) are issued after the order with a payment deadline of 8 days, but even in the case of late orders, they become due by the start of construction at the latest.

Exhibitors may submit a complaint (exclusively in writing) within 8 days from the receipt of an invoice. Organizer is bound to reserve the area only if the applicant has no other debts towards it, and the full participation fee together with joint costs are settled in due time as stipulated on the invoice. If the participation fee is not paid within the deadline specified in the advance payment request, the organizer is entitled to resell the area to the next company on the waiting list or to terminate the contract while retaining the registration fee. In the event that the debt is settled later, the organizer will provide another area under the same conditions, depending on the vacancies. (In all cases, the registered applicant undertakes to make the payment, even if the invoice payer is a third party, whether registered in Hungary or abroad.) By filling in and signing the application form, the exhibitor undertakes to provide all ordered services by the deadlines specified in but no later than the first day of construction of the exhibition.

Please indicate the following account no. and data when you transfer your payments:

Beauty Forum Budapest 2025

Erste Bank

Iban: HU55 1160 0006 0000 0000 9460 2263

Swift: GIBAHUHB

Health and Beauty Business Media Kft.

95. Szentendrei str, H-1033 Budapest

In case of an overdue payment, the double of the current base interest rate of the central bank will be charged. Should an exhibitor not comply with the deadline of payment (or not pay the total space rental fee), organizer may withdraw from leasing the authorized area, may rule alternately about its usage, or in line with Paragraph 13, is entitled to invoice a penalty.

In case payables are not settled, Organizer will have the right to retain exhibitor's equipment and goods kept at the latter's booth.

Should payments not be settled within the term stipulated, the Organizer may sell the retained goods on the free market upon sending a written notice. Organizer will be responsible for any damages and/or losses of the retained goods only if caused by its willfulness or serious negligence.

10. Registration, application

Registration is acceptable only through the official form at www.beauty-kiallitas.hu. Registration will be valid only if the applicant accepts the conditions of registration, which can also be found at www.beauty-kiallitas.hu.

The product groups to be put on display shall be indicated on the registration form. Special demands regarding how booths are located, though taken into account as much as possible, shall not form a condition to participation. Competitors cannot be excluded. In the case, however, of a brand being represented by multiple companies, the Organizer retains the right to maximize the number of representing companies. The registration form shall count as a contract that will become mutually binding as soon as confirmed by Organizer. For applications received after the deadline Organizer shall have no responsibility to perform. The exhibitor contract becomes valid between the exhibitor and the Organizer Health and Beauty Business Media Ltd. with the sending out of the confirmation of the application.

11. Allocation of Booths

Exhibitors will be manufacturers, traders, or professional contractors. Basically only exhibitors, whose registered products and services suit the event's range of offer shall be authorized to take part. In case of applicants indirectly related to the event's range of offer, the Organizer retains the right to put the application on a waitlist, and decide on the application in accordance with the volume of remaining free exhibition space prior to the Expo.

No legal demand can be put forward to have participation authorized. Exhibitors, who do not settle their financial obligations to Organizer or breach any legal requirement, shall be excluded from participation.

Booths shall be allocated with consideration to the demands indicated on the registration forms. Written complaints will be accepted within 8 days from receiving the confirmation. Organizer is entitled to withdraw any confirmation of participation if such confirmation is issued based on false conditions or data, or if the conditions of such confirmation cease to exist.

Should a confirmed area not be available for reasons other than Organizer's fault, the exhibitor affected may claim back the participation fee but not press a damage claim.

Should the circumstances make it absolutely necessary, Organizers may relocate a booth or slightly alter its size after detailing the reasons and taking the exhibitor's needs into consideration. Organizer retains the right to relocate the whole fair, plus the hall entrances and exits, and also the trespasses and programs.

12. Exhibitors and Joint Booths

It is forbidden to transfer a confirmed booth to a third party for any benefit or payment or for free of charge without Organizers' written consent. It is not allowed to publicize at booths firms or their goods not named in the application form. Leases of booths must apply to the Organizer for co-exhibitors' participation. The same conditions apply to co-

exhibitors as to main exhibitors. Co-exhibitors shall pay co-exhibition fee of 210 EUR + VAT to Organizer. However, the main exhibitor will remain in debt for co-exhibitor's fee. Should a co-exhibitor become registered without Organizer's consent, then Organizer shall be entitled to immediately give them notice and empty the booth at their cost. The main exhibitor may not claim any damage. Any exhibitor that exhibits or appears jointly with a main exhibitor is regarded as a co-exhibitor. Also exhibitors that are in close economic or organizational relationship with a main exhibitor qualify as a co-exhibitor. Represented manufacturers whose equipment, machines and other products are required to put an exhibitor's offer on display do not count as co-exhibitors. Based on the terms of participation, co-exhibitors may be listed in the catalogue by their full names, if they pay fees and put the necessary data available. Organizer may also authorize big joint booths if they professionally fit into the exhibition. The requirements listed below apply to all the exhibitors. Should two or more firms receive one booth to share, then all firms will be jointly responsible to Organizer. Firms jointly exhibiting shall name a joint representative on the registration form.

13. Withdrawal and Cancel of Participation

The signed registration form is deemed to be a contract. Withdrawal from participation is allowed exclusively in written form. **After July 31. 2025, withdrawal is allowed only after paying a penalty,** and reimbursing the costs in connection with the order as attested to by Organizer.

Penalty of cancellation:

The first installment, i.e. the amount of the registration fee, cannot be reclaimed even if the application is canceled for any reason, the organizer will charge it as a handling fee.

After 31. July 2025 exhibitors will be obliged to pay 100 percent of the area rental fee, regardless of the reason of their withdrawal of participation.

In order to maintain a proper scenery, the fair organizing company may relocate the areas not used, this, however, will not exempt exhibitors from their obligations to pay. In case a main exhibitor withdraws from participation, this will lead to the exclusion of its co-exhibitors or other manufacturers represented at the given booth, and the cancellation of their exhibition participation.

Should a non-bankruptcy enforcement, a procedure of agreement, or a bankruptcy procedure pressed against an exhibitor or a co-exhibitor for their assets, or in lack of such assets, be such a procedure rejected, then Organizer will have the right to terminate the contract without delay.

Exhibitor shall inform Organizer immediately in all cases about the initiation of such procedures. The contents herein shall apply to payment obligations.

14. Goods on Display

Only the goods or services listed on the application form according to the theme of the exhibition are allowed to be put on display or offer. Products, which are not adequate to the theme, or that were not listed along with the application, may be removed by Organizer at the exhibitor's costs. Everything else will be governed by legal regulations.

15. Out-Of-Booth promotions

Exhibition materials, forms or publicity materials can be exhibited only at the booths and must not be distributed without a permit neither at the entrances nor on other exhibition areas. Publicity materials - boards, signs - are allowed to be displayed outside of booths only with Organizer's preliminary consent, at locations indicated by the latter.

Publicity is allowed only if it does not violate the righteous interests of other exhibitors, doesn't breach legal regulations or hurt the public taste, or if it lacks any ideological or political character.

Organizer will have the right to refuse to publish or display objectionable publicity materials, and may confiscate the same for the time of the event. **Video/audio publicities or product presentations, or speech through loudspeakers louder than normal voice that may disturb other exhibitors' work, are not allowed at booths.** Should these regulations not be complied with, Organizer will have the right to intervene and demand changes. In addition, authorization will be needed to play any music in compliance with the valid copyright law.

Anyone conducting any commercial and/or marketing activities at the event must bear written permission for the activity from the Organizer. In case of unauthorized marketing or sales activities Organizer is entitled to take necessary steps to remove this person from event.

16. Exhibition Insurance Disclaim of Responsibility

Organizer has executed a frame agreement customary for event organizers against normal insurance damages such as fire, burglary, break and leakage, and water damage. Exhibitors will be responsible for any damages caused to third parties including damages done to the building and furniture of the exhibition. Exhibitors may order an insurance for their own booth site, at their own cost. In this case Organizer will inform them of the name of insurance company it signed a general insurance policy with. All damages occurring shall be reported to the police, the insurance company and Organizer without delay. The Organizer will record a written file on these events on site.

Organizer will have the exhibition area guarded but doesn't undertake to do the same for fair objects or individual booth equipment, and disclaims any responsibility for damages in or losses to these. (The disclaim of responsibility remains despite the guarding carried out by Organizer. Organizer can be made responsible only in cases of willfulness or gross negligence.)

17. Booth Structures and Designs

The booth sites leased will be made available without carpets and partition walls. Exhibitors are responsible for building the booths in alignment with the scenery plan provided (and displayed on site) by the organizer. Booths built at locations leased by other exhibitors will have to be removed from their locations and rebuilt at their appropriate location at the exhibitor's costs. **In case of building special booths, a permit shall be obtained from Organizers.** Toes, pillars, columns and connection points to the installations are also included in the area size. Neither carpets nor decoration elements may reach out of the booth area leased.

Booth edifices and decoration materials shall comply with the Hungarian standards, plus the accident, work safety and fire regulations. Decoration materials must be flame-proof.

Exhibition booths must comply with fire-safety regulations of the venue. Care must be taken to make fire extinguishers accessible. It is not allowed to store packaging materials at booths. It is forbidden to stick anything on to the walls, exhibitors will be responsible for any damages in walls, or booth panels. Exhibitors shall be bound to protect artifacts (statutes, furniture etc.) on the exhibition site. Booths and building panels are to be returned unharmed, in the condition the exhibitors received them. All damages caused by exhibitors will be in their full entirety invoiced by the Organizer after the expo.

In order to have a tasteful and uniform exhibition image, Organizer is entitled to specify generally binding requirements on how to erect and design booths. For booths that are not erected by Organizer a written permit shall be obtained. The exhibitor shall send a scenery plan to Organizer by October 10, 2025, the latest.

The technical specifications that apply to exhibitors and booth constructors form part of the contract.

IMPORTANT! Construction Height:

The general construction height is 2.5 m, maximum 3m in some cases, after prior negotiation with the organizers. Regarding booth heights please consult the Organizer in advance. Hanging objects from the ceiling is unfortunately not possible.

Types of Booths Ordered from the Organizer: Basic Booth, Exclusive Booth, Premium Booth

- **Orders must be submitted by September 30, 2025**, at the latest. Orders received after September 30 will contain a 50% surcharge. Orders submitted after construction begins are subject to availability and will contain a 100% surcharge.
- Additional elements can only be provided to partners ordering booth construction from us.

- Graphic Material Submission Deadline: September 30, 2025
 - Standard text frieze (company or brand name)
 - Logo for frieze (30 cm high, additional cost)
 - Logo for counter (exclusive)
 - Background wall graphics
 - Counter graphics

- Graphic Material Format:
 - Logo for frieze: Vector file format, 100-150 dpi resolution (frieze height 48 cm, logo printed at 30 cm), max. 3 colors.
 - Logo for exclusive counter: 1066 x 1010 mm print-ready image, 100-150 dpi resolution, without bleed or crop marks.
 - Exclusive booth background wall graphic: 1.75 x 2 meters, 1733 x 1983 mm print-ready image, 100-150 dpi resolution, without bleed or crop marks.
 - Premium booth boundary wall (2.5 m high): Printed textile based on provided material, 3780 x 2530 mm for back wall, 1730 x 2530 mm for side wall, 100-150 dpi print-ready image, without bleed or crop marks.
 - Material submission: ildiko.veg@health-and-beauty.hu

We can only guarantee graphic preparation for materials submitted in the correct format and within the deadline.

Custom Booths:

Exhibitors can request custom booth construction or use their own installations. Pricing for custom booths will be based on the exhibitor's plans (dimensioned drawings). If you wish to appear with a custom booth built by us, please contact us by **June 15, 2025**. Plan coordination and finalization will follow, with the final plan approval and order deadline being **July 20, 2025**.

18. Company Presentations

Organizer makes available a list of venues for exhibitors, where they can hold – paid – presentations.

Technical preconditions of these presentations are provided by the Organizer as indicated. When organizing presentation schedules, the requests of exhibitors are taken into consideration, setting the final dates and times, however, is the exclusive right of the Organizer. To avoid technical issues, visual elements of the presentations to be

displayed or shown to the audience, have to be sent to the Organizer at least one week prior to the expo. Failing to send presentation files to the Organizer means that the Organizer bears no responsibility for the potential technical issues that may arise during the presentation. Presentations must be submitted in ppt, pictures in jpg format. Please submit materials on online way before the exhibition and on a pendrive on the spot as well. The resolution of the pictures should be 16:9 for the optimal quality of the projection.

19. Joint Costs

Participating costs include listing in the online exhibitors' catalogue, plus waste removal.

Electricity

The minimum configuration of 2kWh electricity is not included in the price of the booth place price. In the case of a custom configuration, the building costs are to be paid by the exhibitor in line with the order and the prices indicated on the registration form. The minimum 2kWh configuration will be invoiced to all exhibitors. All electricity-related costs are included on the registration form. Electricity can be installed or fixed only by professionals after a permit is obtained from the official constructor of the exhibition. Booths can be erected only after a signed **conformity statement of electricity** is returned, and operated after an official shock-proof test is completed by the electric supervisory board of the building.

Acoustic and optical publicity carriers can be used only in compliance with the general legal regulations in a way that doesn't disturb neighboring booths. Electricity-related works can be ordered by third-party companies, but the name of the company must be indicated in the permit documentation. The Organizer is entitled, but not obliged to check the installed devices.

Exhibitors shall be responsible for any installation damages or connections, machines or equipment not authorized or that do not conform with the relating specifications, or which consume more energy than allowed, and they might be removed at the affected exhibitor's cost. Also, booth lessees shall be responsible for any damages that result from using energy out of non-supervised sources.

Waste removal

Exhibitors and their assigns shall take care of the removal of wastes from their booths. Waste must be transferred to freight elevators by the exhibitor, from this point it is the responsibility of the Organizer. It will be the Organizer's responsibility to keep clean the exhibition site, the halls and their entrances.

Cleaning

Booths will be cleaned by janitors who shall finish their work every day by the opening hour. Extra cleaning at booths may be ordered from Organizer for a fee.

20. Security

Organizer undertakes to provide security at the exhibition site during the fair. There will be a general supervision provided at the entrances. Supervision begins on the evening (it begins after closing the hall) on the second day of booth construction and will be in effect

during the Event. Organizer shall be entitled to take measures that are needed for supervision and safe-guarding.

In line with the interest of exhibitors, during construction and demolition periods packing will only be allowed via the assigned entrances of the Lurdy Conference Center and the hall will be accessible only with permission of the Organizer.

Exhibitors shall provide safe-guarding for their own property. General safe-guarding provided by Organizer will not include responsibility for personal injuries or property damages. Safe-guarding can be ordered for the fair period only from a guarding company authorized by Organizer and registered in advance.

21. House Law

For the total period of booth construction, the fair, and booth demolition Organizer shall apply the house law on the whole exhibition site. Organizer shall be entitled to give instructions. Organizer shall be entitled to take pictures, make drawings or videos of fair events, exhibition edifices and booths, and use these for publicity purposes or in the press without the exhibitors' consents. The same applies to recordings made by the press with Organizer's consent. The same is concerning on the permitted records of any media company.

Filming

Filming at the booths and on the whole venue of the event is allowed exclusively in case of having the permission of the Organizer. Without this license the Organizer is entitled to teach away from the venue the members of the filming group / company.

The exhibitor must comply with the General Terms and Conditions of the Lurdy Conference Center.

Parking, loading, unloading

With a **drive-in permit**, it is possible to drive into the loading area closed by a barrier, where you can drive in to ramps and unload to the freight elevator. The deadline for submitting the vehicle's registration number is October 24.

Please do not block the space after unpacking, everyone should park in the surface parking lot or underground garage outside the barrier. Trucks and larger vehicles can be parked in designated truck parking lots in Budapest. **Vehicles left unattended at the ramp and within the barrier area will be transported by the Operator!**

Unloading

- Present the entry permit to the guard at the barrier
- Unloading at the ramp to the elevator.
- Before going up with the elevator, parking, leaving the ramp.
- Useful advice: at least two people should come to load, so the driver does not have to leave the shipment unattended. The exhibitor can wait for the supplier on site and take care of the supervision of the goods and equipment himself.
- It is only possible to take the elevator up after parking.

Loading

Attention, the ramp can only be accessed by vehicles whose cargo has already been delivered by the elevator.

Waiting and queuing takes place outside the barrier. Drive-in only with a permit from 18:00 on Saturday, November 8.

22. Organizer's Rights

If forced by factors out of its control, Organizer shall have the right to move the fair to another location or time, shorten or extend its term or totally or partially close the exhibition site for a provisional period - naturally with regards to exhibitors' interests.

In justified exceptional cases such as natural or political disasters, unexpected events jeopardizing the physical safety of participants (wars, brutal acts, terrorist attacks, bomb alarm or force major) exhibitors will not have the right to cancel their participation or reduce the participation fee or claim damage.

Should the fair not be held for reasons listed above, then exhibitors may reclaim maximum of 25 percent of their participation fee as a general reimbursement of their costs. Cost reimbursement higher than this may be demanded by exhibitors only if they have already bound themselves in a contract to use services provided in connection with the fair that result in costs.

Any claim of damage against Organizer is excluded in the cases mentioned above.

23. Closing Provisions

For all agreements, individual permits and special written approval shall be required from Organizer. The General Terms and Conditions of the Lurdy Center are obligatory to all participants. The detailed conditions are listed in the Exhibition Operating Rules.

Any demands of the exhibitors against Organizer shall become forfeited after 6 months. The forfeiture period will start at the end of the month which holds the last day of the fair.

9. January 2025, Budapest