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## ENCUENTRO LATINOAMERICANO DE ESTÉTICA MIAMI 2025

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# MAMI

## BecXperience

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# Exhibitor Kit



**BEC | Marzo 16**  
EXPERIENCE



# WELCOME TO BEC MIAMI!

March 16, 2025

## What is BEC Miami Experience?

BEC Miami mission is to provide an innovative space for exhibitors and participants to learn and develop together. It's a one of a kind professional conference designed to create relationships based on the shared commitment to education and excellence.

BEC Experience is the to-go place for cosmetology professionals to get the tools and resources needed to reach their desired success. It's the experience exhibitors can leverage to grow their business and give back to the US and Latino America community they are part of.

## How would BEC Miami work?

The conference will be hosted from **March 16 ,2025**. The event will start at 9:00 AM and the exhibition floor will close 6:00 PM. Companies will have the opportunity to reserve and give an educational session to participants.

Services	Investment
1 Booth + 1 Educational Session	\$1,700
+ 1 Booth Corner	\$100

Virtual Magazine Ads	Investment
1 Page	\$700
1 Page + Article	\$500
1/2 Page	\$350
1/4 Page	\$280

Included in each booth's purchase will be complimentary marketing through BEC Experience social media and website.



# WELCOME TO BEC MIAMI!

## POLICIES & REGULATIONS

By signing this Registration Form & Welcome Package for the Beauty Educational Congress (BEC), on **March 16, 2025 in Miami, Florida**. Exhibitors undertake to comply with the conditions stipulated in this document, as well as any changes that are made for the benefit of the event or for reasons of overwhelming forces, including but not limited to natural force (natural disasters, climatological, structural damage, etc.).

The validity of this contract will be maintained as long as the exhibitor complies with the conditions stated in this document. Violation of these rules could result in penalties such as: full collection of exhibition space, fair fines or cancellation of your participation in the event.

- 1. Labor Obligations:** Exhibitors will be responsible for payment and other requirement compliance (completing all payments on time, providing all necessary documentation) agreed upon the conference sessions and other services purchased. Companies can only promote the products and/or services indicated in this form and in the predetermined time during the conference. Each exhibitor is responsible for their employees to comply with the rules of this participation agreement (starting and completing session facilitation on time).
- 2. Project Plan:** BEC will carry out the project plan in a generalized way as specified in this regulation. Booths, educational sessions and marketing campaigns and will be offered according to availability. Exhibitors will not be able to share any assigned booth spaces nor will they be able to exhibit products or articles other than those indicated in the application.
- 3. Cost and Methods of Payment:** The stand whose measure is 10'x10' will cost \$1,700 with an additional charge of \$100 if the stand is located in a corner. A discount of 15% will be granted to those companies that purchased more than 2 booths 20' x 10'. The exhibitor will receive \$40 value tickets that will match the total cost of the booth purchased. These tickets can be sold in order to recover the amount invested in the reservation of the stand. By signing this document, the exhibitor agrees to complete all required payments by the due dates outlined in the final invoice. **A total of 60% of booth will need to be paid by Friday, September 27, 2024. The final balance must be paid before Friday, January 17, 2025.** Any exhibitor who has not completed timely payments, will not have access to the exhibitor space and the amount paid will be retained by BEC, as compensation. Any exhibitor who wishes not to participate in the event shall **notify BEC in writing by Sunday, December 31, 2024.** If such notification occurs prior to the date established, Beauty Educational Congress shall return 85% of the amount paid to the exhibitor. If exhibitors cancels their commitment to join BEC Experience after December 31, 2024, the company will not receive any refund.
- 4. Taxes of Sale:** Exhibitors must comply with Florida sales rules and regulations. Collection and payment of sales taxes are the responsibility of the exhibitor.
- 5. Adjustments & Cancelations:** BEC, reserves the right to modify the dates and times or plans of the conference. If there are reasons of overwhelming force, such as terrorist acts, or natural disasters, hurricanes, tornados, earthquakes, fire, explosion, flood, etc. BEC, will not be responsible for the refund of the amounts paid by the exhibitors and visitors. If BEC is suspended for reasons attributable to Beauty Educational Congress, then BEC will refund 100% of the amounts paid by the exhibitors, without them being entitled to any compensation.

Initials:



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**6. Set-Up + Close-Up Process & Schedule:** The exhibitor must be up to date in payments with Beauty Educational Congress to proceed with the set-up the date previous to the event, **March 16, 2025**.

Activities not allowed in the assembly:

- To affect the installations or any structural element of the same.
- Spray paint inside the recording room.
- Deposit expose hazardous, flammable, explosive and unhealthy substances that give off unpleasant odors and that may cause discomfort to other exhibitors or BEC representatives.
- Perforate the floors or fix carpets or construction elements with contact glue or similar, these elements must be fixed with double-sided adhesive tape, or fixed on the pallets urged to do so by the exhibitor or by any other means, Always independent of the pavement.
- Perform any type of assembly in those ones defined as corridors of the event.

The conference will be held on Sunday, March 16, 2025 from 9:00 AM to 6:00 PM. It is the responsibility of each exhibitor to have ready their stand no later than 8:00 PM the day prior. The set-up for the event will be held on Saturday, March 15, 2025 from 12:00 PM until 8:00 PM. Exhibitors will be able to conduct business during the hours of exhibition on Sunday, March 16, 2025 from 9:00 AM to 6:00 PM. The dismantling will be carried out that same Sunday, March 16, 2025 after 6:00 PM until 9:00 PM.

Nothing herein may be withdrawn during the event. No exhibitor may set-up or close-down while there are any other sessions taken place. Failure to abide by these schedules, nor the above responsibilities will be cause of automatic denial of participation in future events. Please talk to your representative to learn more about set-up and close-up times for your session.

7. **Cleanliness:** The general cleaning of the conference space is run by Beauty Educational Congress, each exhibitor is responsible for the cleanliness, care and good presentation of the space provided during the conference. The ads and identification signs cannot be withdrawn without authorization from the coordinators of the event. Any furniture, advertisement or product displayed by the exhibitor cannot be blocking the view of another company's booth and will need to be placed within stands space.
8. **Safety Precautions:** Any risks of damages to the booth or exposed items, whether or not owned by the exhibitor or by third parties, are borne by the exhibitor exclusively, for which reason the exhibitor is obliged to ensure said goods from the stand assembly until disassembly. Consequently, the exhibitors waive any action to obtain compensation or reimbursement from Beauty Educational Congress, from the private entities or from governments that sponsor or collaborate with the fair, participants, representatives, leaders and directors or administrators of legal entities or designated bodies, for any loss or damage to the property exposed except in cases in which there is serious fault or malice duly proven.

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## POLICIES & REGULATIONS

9. **Educational Session Responsibilities:** will be responsible to provide a room, audio and visual tools for exhibitors to record their educational session. Exhibitors will be responsible to bring and use their own demonstration and presentation tools. During the session recording exhibitors will be responsible to the safety of their team and keeping the tools provided from BEC from any risk of damage. If exhibitors damage any tools, they will be responsible to pay the costs of these tools.
- Audiovisual tools provided by BEC:*
- Session room: available 5 minutes before and after the session schedule start and end time.
  - One microphone to use during the session that will be managed by BEC representatives.
- Tools exhibitors will be responsible for:*
- Any products that will be showed during the session.
  - Laptop to share session slides with a port of HDMI (if the computer does not have a port HDMI, exhibitors will need to bring their corresponding adaptor)
  - Additional tools specific to exhibitors need.
10. **Prohibitions:** Exhibitors will not be allowed to:
- Remove signaling elements from their stand, and place aerial cables of any nature.
  - Seek or accept sponsorship from other companies requesting to advertise their products at the booth without having taken into account Beauty Educational Congress.
  - Bring minors or pets on the days of assembly and disassembly.
  - Distribute of flyers or brochures, cards, the placement of posters, screens, advertising boards and the realization of any other promotional element outside the assigned space and even outside the Pavilion, as well as in the parking lots (In case of Wanting to carry out this type of activities requires a commercial negotiation for this purpose). The display of elements that can affect the safety of people or things, such as balloons inflated with helium.
  - Allow models circulate in the aisles, making raffles and/or collecting, all kinds of orange blossoms. The installation of objects outside the stand.
  - Dismantling before or after the day and time designated by Beauty Education Congress.
  - Have flashing lights or balloons not authorized by BEC. Have devices that emit some sound, such as speakers. Sound systems used should not disturb other exhibitors.
11. **Sales Responsibilities:** Each exhibitor will be responsible for the collection and timely payment of any type of tax that will apply to their sales made in the event. No product that is not original and authorized by the manufacturer may be displayed and sold. If BEC personnel become aware of the violation of the previous rule, you may withdraw the products and store them until the end of the event.
12. **Stand Description:** The Stand is 10'x10', the maximum height allowed for advertisements, furniture or any other structural element is 10 feet high anywhere in the booth. On the lateral sides of the stand you may place elements that prevent free vision from stand to stand only in the first 5 feet calculated from the bottom of the booth and in no way can exceed 10 feet high. Each stand will be equipped as follows: (1) dressed table, (2) chairs, (1) trash bin, (1) electrical point (20A / 110V), and (4) credentials for team members to the exhibition area.

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## BUSINESS REGISTRATION

Each exhibitor will be responsible to review this agreement and acknowledge all the policies and regulations detailed in this document. By filling out the details about your company below, you are acknowledging the terms of this agreement.

**NAME OF THE COMPANY:**

**COMMERCIAL NAME:**

**NAME OF THE REPRESENTATIVE:**

**SIGNATURE:**

**DATE:**