1. DEFINITIONS

(a) "Exhibitor" refers to the applicant identified at the end of this document.
(b) "Event" refers to the exhibitions, classes, or specific presentations identified herein.
(c) "Event Management" refers to San Juan Beauty Show, Inc., including its agents, employees, affiliates, and concessionaires.
(d) "Venue" refers to AEG Puerto Rico Convention Center, the owner or manager of the facility where the Event is held, including its employees and agents.

2. AGREEMENT

These terms and conditions, duly signed by the Exhibitor and accepted in writing by Event Management, constitute a valid and binding agreement. Event Management reserves the right, at its sole discretion, to accept or reject any application for participation. It also reserves the right to interpret this Agreement and adopt additional regulations deemed necessary for the overall success of the Event, including conditions, rules, and regulations stated herein, in the Exhibitor Manual, and in the contract with the Venue Management, which the Exhibitor agrees to comply with.

3. USE OF SPACE

Event Management reserves the right to reject, prohibit, or expel any exhibition, item, or feature that it deems inappropriate or inconsistent with the character of the Event. This includes persons, objects, printed materials, products, behavior, sound level, etc. The Exhibitor agrees to modify any signage deemed unsuitable by Management. Helium balloons and neon signs are prohibited. Loud or obstructive displays or activities with objectionable smells or noises are not allowed. Amplified sound devices may only be used at levels that do not disturb neighboring exhibitors. Distribution of promotional materials and any solicitation must be limited to the exhibitor's space. Products or exhibits must not extend beyond assigned booth limits or encroach on aisles. Exhibitors must not arrange their booth in a way that blocks or harms neighbors; sidewalls cannot exceed 3' in height and rear walls 8'. Demonstrations must be conducted within the assigned space and not obstruct aisles or neighboring spaces. Subletting or sharing booth space is prohibited without written approval. If an Exhibitor does not occupy their space at the designated time, Management may reassign it without refund. The Exhibitor must keep their space open and staffed during all Event hours.

Booth Construction and Setup:
Management will provide standard equipment (back and side drapes, one uncovered table, and two chairs) at no cost. Promotional or discounted spaces do not include tables, chairs, or drapes. Electricity is not included. For spaces adjacent to others, sidewalls must not exceed 3' and rear walls 8'. For island booths, the maximum height is 16 feet; for perimeter spaces, 12 feet. Any exposed materials such as untreated wood or cardboard must be painted or covered. **Structures that exceed 20' in height and/or 10' in width (overhead beams, signage, truss, cantilevers, etc.) are required to be certified by an engineer. (See Exhibitor Manual)**. Non-compliance may result in modification or removal of the booth at the Exhibitor's expense. Booth fees are non-refundable. Temporary structures must comply with Convention Center Guidelines and require approval by a structural engineer with an official seal. The Exhibitor must follow all applicable regulations.

4. BOOTH REASSIGNMENT

Event Management may, at its discretion, reassign booth space if deemed in the best interest of the Event. The Exhibitor will be notified of the reassigned space, and Management will make reasonable efforts to ensure the new space is similar in style and size. If booth space is reduced, a proportional refund will be issued. Exhibitor acknowledges and agrees that the Event date and/or location may change, and this Agreement will remain valid under the new conditions.

5. CANCELLATION

If the Exhibitor wishes to cancel, withdraw, or reduce booth size, they acknowledge the damage caused to Management is difficult to quantify. All requests must be submitted in writing via certified mail with a return receipt. The postmark date will serve as the official cancellation date. The Exhibitor agrees to pay the following liquidated damages (not penalties), considered reasonable:

- **60 days before the Event**: 75% refund or transferable to next year's event (PBS or SJBS)
- **30 days before the Event**: 60% refund or transferable to next year's event (PBS or SJBS)
- **15 days before the Event**: 50% refund or transferable to next year's event (PBS or SJBS)
- **Less than 15 days before the Event**: Non-refundable and non-transferable

An administrative fee of $100.00 will be charged for cancellation or reduction. Reduced booth spaces may be reassigned at Management's discretion.

Failure to occupy the booth may result in the loss of sponsorship benefits, including speaking opportunities or participation in sessions.

Failure to make payments constitutes breach of contract, entitling Management to retain all paid amounts and seek full payment through legal action, including attorney's fees, court costs, and interest.

If the Event is canceled due to force majeure (fire, natural disaster, war, strikes, etc.), the Exhibitor will receive a proportional refund, less incurred expenses. If canceled for other reasons, the Exhibitor waives any claims and agrees the sole compensation is a refund of fees paid.

6. INSURANCE – MANDATORY

A. The Exhibitor must maintain adequate insurance covering any claims against Event Management, its affiliates, contractors, and the Venue, including setup, operation, and teardown. This includes worker's compensation, personal injury, death, and property damage. Management and Venue do not insure Exhibitor property.
B. The Exhibitor is responsible for any damages caused by them or their representatives and agrees to indemnify and hold harmless Management, the Venue, and their affiliates from any related claims or losses.
C. All exhibitors must have:

- Legal workers' compensation insurance
- Commercial general liability including product liability, completed operations, personal injury, and contractual liability with limits of at least $1,000,000 per occurrence.

Insurance must be supported by a certificate with 30-day cancellation notice, naming as additional insured:

- **San Juan Beauty Show Inc.**, Calle Las Marías 873, Hyde Park, San Juan, PR 00927
- **AEG Management PR, LLC**, Puerto Rico Convention Center District Authority, 100 Convention Blvd., San Juan, PR 00907
- **Mcats Group LLC**, G3 C. 15, Bayamón, 00959

If the Exhibitor does not have insurance, an affidavit may be submitted (call 787-756-8019). Certificates must be submitted 30 days before the Event.

7. LIABILITY INSURANCE

The Exhibitor agrees that Event Management, its contractors, Venue, and representatives are not liable for any injuries, losses, or damages suffered by the Exhibitor, their staff, guests, or property before, during, or after the Event. The Exhibitor agrees to indemnify and hold harmless Event Management and Venue from any claims related to booth use. All liability for losses, damages, or claims rests solely with the Exhibitor. Event Management is not liable for indirect, incidental, or punitive damages.

8. AVAILABLE SERVICES

Event Management has designated official contractors to provide furniture, decoration, signage, audiovisual services, etc. Electricians, plumbers, carpenters, and other technicians will also be available at current rates. Management assumes no responsibility for these services. Contracts and payments must be made directly between the Exhibitor and the official contractors.

9. FACILITY PROTECTION

No materials may be placed, nailed, screwed, stapled, or otherwise attached to columns, walls, floors, or other venue areas without permission. Carpeted areas must be covered with plastic. Fluids, dyes, chemicals, or any materials that stain or damage surfaces are prohibited. Loading and setup must be done in designated areas under supervision.

10. ASSEMBLY AND DISASSEMBLY

See Setup/Teardown Schedule and Convention Center Rules in the Exhibitor Manual.

11. EXHIBITOR MOVE-IN / MOVE-OUT

Booth transport must be done by the Exhibitor under supervision of Event Management. No booth may enter or exit without official approval. Exhibitors are responsible for transporting their own materials. Management will not accept or sign for any deliveries. Access hours will follow the Exhibitor Manual. All materials must be removed by the designated time, and booths left clean. Damage costs are the Exhibitor’s responsibility. Unclaimed items may be stored or discarded at the Exhibitor’s expense. No materials may be removed before the official Event closing.

12. SAFETY & FIRE PRECAUTIONS

All decorative materials must be fireproof. Each booth must have a fire extinguisher. Electrical equipment must pass safety inspections. Stored materials must not block access or electrical connections. The Exhibitor must comply with fire, health, and safety regulations. Noncompliance or potential danger may result in removal at the Exhibitor's expense. Equipment weight must not exceed floor load limits. The Exhibitor is fully responsible for resulting damages or injuries.

13. SECURITY

Perimeter security will be provided during Event hours and when the exhibit area is closed. Exhibitor agrees Management is not responsible for security personnel actions or omissions, including damage, theft, or loss. Access outside Event hours is prohibited.

14. ADMISSIONS

Event Management has exclusive control over admission policies at all times.

15. VIDEO/PHOTOGRAPHY RIGHTS & EMAILS

Photos, videos, or recordings may be taken during the Event, which may include the Exhibitor, their staff, products, or displays. Exhibitors must not obstruct these activities and consent to commercial use of such content by Event Management. The Exhibitor grants Management a non-exclusive, royalty-free, revocable, non-transferable license to use its trademarks, logos, copyrighted content, etc., only as necessary to fulfill this Agreement. The Exhibitor agrees to receive commercial emails from San Juan Beauty Show, Inc., its affiliates, partners, and authorized third parties.

16. OFF-SITE ACTIVITIES

The Exhibitor agrees not to schedule or conduct any off-site commercial activities during the Event (receptions, seminars, exhibits, competitions, etc.) without written approval.

17. ERRORS & OMISSIONS

Management is not responsible for errors or omissions in the Event directory or related materials. No guarantees are made regarding attendance numbers or demographics.

18. CONTRACT ASSIGNMENT

This Agreement may not be assigned by the Exhibitor without written consent. San Juan Beauty Show Inc. may assign the Agreement without consent, and the assignee will assume all rights and obligations.

19. SPONSORSHIP AGREEMENT

All applicable sponsorship terms and materials are incorporated as part of this Agreement.

20. MODIFICATIONS & CORRECTIONS

Event Management may amend these terms as necessary and will notify the Exhibitor in writing. The Exhibitor agrees to accept such amendments as part of this Agreement.

21. SOUND SYSTEM

Applies to all organizers, vendors, artists, exhibitors, and participants. Intended to ensure compliance and minimize sound pollution in exhibit and sales areas. Violations may result in penalties, temporary suspension of sound privileges, or fines.

Permitted sound/audio levels: Stage area, exhibitor zone, and surroundings: 5Db from 9:00 AM to 6:00 PM. Sound will be monitored by local authorities. Exhibitors must notify their sound providers of these rules. SJBS reserves the right to suspend non-compliant sound systems. Speakers must face inward. See Sound Regulations in the Exhibitor Manual.

PRINTED NAME: _____ **SIGNATURE:** _____

COMPANY: _____ **DATE:** _____