

# Trade guide exhibitors



Jaarbeurs Utrecht

Sept 24th, 25rd and 26th 2022

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## Important dates/deadlines preliminary phase

We are very happy that you participate in the Beauty2Buy tradeshow! Below you find the most important deadlines for your participation in the Beauty2Buy 2022.

Date	Description	Action
Mid- August	Exhibitors will receive all discount codes for customers	
Mid- August	Invite your 10 most important customers to visit the trade fair for free!	Registration codes (for free admission to the fair) can be requested via <a href="mailto:info@beautytradeprofessionals.nl">info@beautytradeprofessionals.nl</a>
September 2th	Deadline request to perform PMU at booth	Would like to perform PMU at your booth? Mail Maddy Weide via <a href="mailto:info@beautytradeprofessionals.nl">info@beautytradeprofessionals.nl</a>
September 2th	Last opportunity to order in the Jaarbeurs facility online shop. After this date there will be a 25% surcharge.	<a href="#">Go to the Jaarbeurs online shop</a>
September 4th	Last possibility to approve booth building plans. Submit correct name on fascia.	Send booth building plans including any additional info to <a href="mailto:eventst@beautytradeprofessionals.nl">eventst@beautytradeprofessionals.nl</a>
First week of September	Exhibitors will receive construct and deconstruct passes	You will receive them by post
September 12th	We will send you an email with the latest focus areas	
September 15th	Last order date for facilities (at 25% surcharge) in the Jaarbeurs online shop (online shop closes after this date except for catering)	<a href="#">Go to the Jaarbeurs online shop</a>
September 16th	Deadline ordering standard booth construction	After this date available on request with customized possibilities
September <b>24, 25 &amp; 26</b>	<b>Beauty2Buy 2022</b>	

## 1. Information trade fair and organisation

**Organisation** Beauty Trade Professionals  
Pompmolenlaan 16  
3447 GK Woerden  
T. 030-800 7186  
E. [info@beautytradeprofessionals.nl](mailto:info@beautytradeprofessionals.nl)

### **Project team Beauty Trade Special**

During the fair the organisation works with the organisation office located in hall 4.

Chantal Batenburg +31 (0)6 - 4151 2545  
Sales & Account Manager [sales@beautytradeprofessionals.nl](mailto:sales@beautytradeprofessionals.nl)

Keren Bercovitz +31 (0)6 - 2494 9534  
Event Manager [events@beautytradeprofessionals.nl](mailto:events@beautytradeprofessionals.nl)

Cathelijne Cras +31 (0)6 - 4136 1312  
Campaign Manager [communicatie@beautytradeprofessionals.nl](mailto:communicatie@beautytradeprofessionals.nl)

Maddy Weide +31 (0)6 - 2135 6221  
Manager Association Affairs [info@beautytradeprofessionals.nl](mailto:info@beautytradeprofessionals.nl)

### **Address trade fair location**

Jaarbeurs Utrecht  
Halls 3 & 4  
Jaarbeursplein  
3521 AL Utrecht

### **Available parking**

Jaarbeurs P1, P2, P3 and P4.

### **Customer Service Jaarbeurs**

In the Jaarbeurs online shop you can order technical means like water, electricity and compressed air, catering and booth cleaning. But you can also contact Customer Service for questions about suspension points in the hall, logistics and specific hall questions.

### **Note: the online shop for facility orders has been renewed!**

The Jaarbeurs online shop has been renewed and is different than what you are used to. Below you find an overview of the most important changes:

- The first time you will create an own account with login for the online shop. This means that you will no longer receive login codes from us.
- After you place an order, you will receive a confirmation email.

- Jaarbeurs will send you an invoice before the trade fair. An invoiced order cannot be cancelled. If you have any changes, you can contact Customer Support via 030 – 295 29 99 or [service@jaarbeurs.nl](mailto:service@jaarbeurs.nl).
- Two weeks before the first day of the trade fair prices will be increased by 25%. This has always been the case with regard to service and delivery. The price increase does not apply to catering products, parking tickets and parking subscriptions.
- Orders placed at Service & Info during construction need to be paid directly. You can pay with pin or credit card. The onsite order fee of €50,- is cancelled.

[Click here](#) to go to the Jaarbeurs online shop

Customer Service can be reached via:

Phone: **+31 (0)30 295 2999**

Mail: [service@jaarbeurs.nl](mailto:service@jaarbeurs.nl)

## 2. Dates and times

### Trade days

Saturday September 24th up until Monday September 26th 2022

### Opening hours for visitors

Saturday September 24th: 10.00 – 17.00

Sunday September 25th: 10.00 – 17.00

Monday September 26th: 10.00 – 17.00

### Opening hours for exhibitors

Saturday September 24th: 08.00 – 18.00

Sunday September 25th: 08.00 – 20.00

Monday September 26th: 08.00 – 23.00 (from 17.00 start dismantling)

### Construction times

Wednesday September 21th: 07.30 - 23.00

Thursday September 22th: 07.30 - 23.00

Friday September 23th: 07.30 - 19.00 \*

\*As of September 23th cars are no longer allowed in the halls. You're only allowed to finish your booth without the use of vehicles. Access is possible through a limited number of doors. Would you like to work longer in your booth on Friday night? Please contact Keren Bercovitz on Friday September 23th before 16:00 at +31 (0)6 - 2494 9534.

### Decorate standard booth

Did you order a standard booth construction kit via the organisation? This will be available as of September 23th for decorating.

### Deconstructing times

Monday September 26th: after the trade fair until 23:00\*\*

Tuesday September 27th: 7:00 – 16:00

\*\* The large hall doors will not be opened until the floor covering has been removed (about 1,5 hours after the trade fair is closed). The small hall doors can be used to transport valuable items.

Exhibitors who ordered a standard booth/ fixed unit can only clear their booth on Monday September 26th until 23:00. The booth will be deconstructed on Tuesday September 27th.

### 3. Construction and deconstruction procedures

#### Construction

##### Booths during construction

The colour on the floor for Beauty Trade Fair Special is [White](#)

##### Sign up and buffer location during construction and deconstruction and trade fair days

Mandatory reporting at P2 (Expedition) Entrance see (icon)

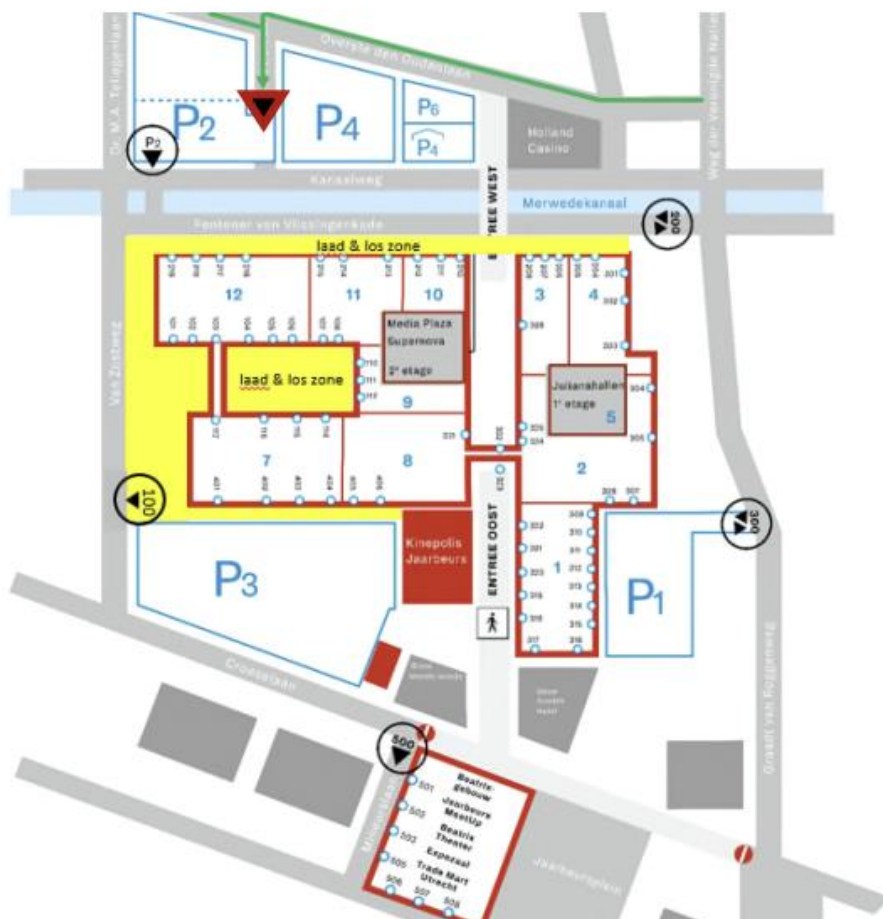
Navigation address: Truus van Lierlaan, 3527 KZ Utrecht

##### P2 serves as buffer zone

From here our traffic staff will navigate you to the Expedition bridge which will give you access to the halls.



Route P2 - Hal 3 en 4 en Hal 7 t/m 12 Expeditiebrug



### Additional levy for loading/unloading during construction and trade fair days

During construction days and trade fair days an additional levy applies. Get your ticket at the barrier. Your vehicle registration number and arrival time will be linked to the ticket. If your vehicle will be parked at the halls longer than the maximum allowed time, you will pay an additional levy at the exit gate. The amount will appear at the pin terminal and can only be paid by pin card.

The additional levy will be €100,- and can only be paid by pin card.  
The additional levy does not apply to the first deconstruction night.

You have a limited time to unload:

Vehicle less than 7500kg	max. 60 min.
Vehicle more than 7500kg	max. 120 min.

After loading and unloading you can park your vehicle at a parking area (regular parking fees: see website: <https://www.jaarbeurs.nl/praktische-informatie>).

It is not allowed to leave trucks or disconnected trailers at the load and unload zones and parking areas. They will be removed and you will be reimbursed for the costs. During trade fair days trucks can be parked at the following locations:

- De Vlampijpstraat, Tractieweg en Gietijzerstraat op bedrijventerrein Cartesiusweg (3534 AR)
- Business park Lage Weide (3542 AB)
- Business park Kanaleneiland-Zuid (3526 BD)

### Doors open

Hall doors will be open during the first two construction days. On the last construction day, Friday September 24th, only a limited number of hall days will be open. To prevent theft of goods there will be access control at these doors. In addition, cars are no longer allowed in the halls on the last construction day. The doors that will be open on Friday are:

- Entrance hall 3 (via regular Jaarbeurs entrances)
- Door 207 (hall 3)
- Door 204 (hall 4)

**Important!** After construction is finished (Friday September 23th 23:00) all trucks need to be removed from the Jaarbeurs premises. This is necessary in order to create as much parking space for visitors as possible.

### **Deconstruction**

On Monday September 26th at 17:15 the small doors will open in order to start transport booth material. Not until the floor covering in the aisles has been removed, the big doors will be opened. This will be around 18:30. Please also communicate this with your booth builder.

Note: Exhibitors with a fixed unit only have the opportunity to clear their booth on Monday September 26th until 23:00. The organisation will deconstruct the booth on Tuesday.



### Deconstruction transport

Mandatory reporting at P2 (Expedition)

Navigation address: Truus van Lierlaan, 3527 KZ Utrecht

Vehicle less than 7500kg      welcome directly after trade faire closing  
Vehicle more than 7500kg      welcome as of 2 hours after trade faire closing

This first deconstruction night is excluded from the additional levy

**Note:** At all other deconstruction days the additional levy does apply. Vehicles that report too early will not be allowed on the premises. It is not allowed to park on the public road or wait there until you can access the premises. The public road needs to stay accessible at all times.

### **Logistics**

For shipping, customs and loading and unloading, you can place an order in the [Jaarbeurs online shop](#).

### **Exhibitors passes and construction and deconstruction passes**

About 3 weeks before the start of the trade fair all exhibitors will receive a number of exhibitors passes and construction and deconstruction passes by post. The passes are intended for booth staff and possible third parties who will work in the booth on behalf of the exhibitor before, during or after the trade fair. The construction and deconstruction passes are for the booth builders. They need to be worn visibly. These passes are personal. Without this pass you will not have access to the trade fair floor. The number of passes you receive depends on the size of your booth. In case the number of passes will not be sufficient, you can send a request for extra passed to Maddy Weide via [info@beautytradeprofessionals.nl](mailto:info@beautytradeprofessionals.nl).

Surface booth in m <sup>2</sup>	Number exhibitors passes	Number construction/ deconstruction passes
0 - 25	5	5
26 - 50	10	10
51-99	10	15
100 en meer	20	15



## 4. Booth requirements

### Approval booth design

The booth design needs to be sent for approval to Beauty Trade Professional (BTP). You can send your design to [events@beautytradeprofessionals.nl](mailto:events@beautytradeprofessionals.nl), so we can evaluate it. The BTP general conditions were sent with the application form and include all technical provisions that the booth should comply with. With a booth approval you can be sure of a good trouble-free construction.

*These elements should be taken into account:*

### Representativeness

Always make sure that your booth looks representative. No loose cables, pallets etc. Sides and backside also need to be finished properly. If rules are not complied, the organisation can reject the booth. During the last construction day, it will be checked multiple times if rules are complied.

### Obstacle schedule

Check the layout plan for markings that could be obstacles, like for example pits or fire extinguishers. Fire extinguishers must be accessible at all times and must be in clear view.

Technical provisions (electricity, water, compressed air) come out of the pits in the floor. Keep the location of the pit into account in your booth design. You want to avoid visible pipes in your booth. You might have to share a pit with another exhibitor in the same block. If you have any questions about this, please feel free to contact us at [sales@beautytradeprofessionals.nl](mailto:sales@beautytradeprofessionals.nl).

### Fire safety

In case you have flammable material/ products at your stand, you need to have a fire extinguisher at your stand. This applies in any event to exhibitors who have nail products at their booth. The fire extinguisher must meet the following requirements: 6 kilo, water extinguisher or CO2 extinguisher, certified according to NEN 2559. A powder extinguisher is not permitted. Open fire, like candles or tea lights, are also not allowed. The fire department will do a check during the last construction day. In case your booth doesn't meet the requirements, you will have to remove all flammable products.

### Internet

Jaarbeurs offers all exhibitors free unlimited access to wireless internet, both in the Beatrix building as well as in the hall complex. No rights can be derived from this free service. Free wireless internet is valid in all areas of the Jaarbeurs. The quality of the internet can vary per area and based on how busy it is in the hall. In case you need to be sure of a solid working connection we recommend you to request an internet connection via the [Jaarbeurs online shop](#).

## 5. Booth activities

### Catering

Jaarbeurs Catering Services holds the catering license within the entire complex and is therefore responsible for the safety and hygiene of all food and drinks offered at the Jaarbeurs. Providing catering services (food and drinks) other than from the Jaarbeurs or without permission is not allowed. Permission to have the Jaarbeurs catering license used by a third party or an external caterer, needs to be requested at the **Jaarbeurs online shop** at all times.

### To prevent noise pollution

It is not allowed to play music in the booth. You can use sound amplification, but only to give an explanation during a demonstration. The speakers will need to be faced towards the booth and not towards the aisle. The permitted volume is 70dB maximum. Please mind the sound volume before and after opening hours of the trade fair.

### Demonstrations at the booth

We expect all exhibitors who give demonstrations at their booth, to take the hygiene regulations into account. Those who give permanent make up demonstrations or other skin penetrating activities need to inform Maddy Weide [info@beautytradedprofessionals.nl](mailto:info@beautytradedprofessionals.nl). During the trade fair **GGD regio Utrecht** will be present to check the booths.

## 6. Participants information

### Participants entrance

During the trade fair participants can enter through the entrance of hall 10. Follow the signage after entry through the regular Jaarbeurs entrances.

### Supply during trade fair days

From 8:00 – 10:00 at trade fair days there is a possibility to open **door 207 (hall 3)** in order to supply the booth. There is a security guard who can open that door. It is advised to preferably use the visitors entrance of hall 3.

### Directions and parking

If you come by car, follow 'Jaarbeurs' on the blue ANWB signs once you are on the Utrecht Ring.

Around the Jaarbeurs complex are various parking possibilities. Parking fee will be €4,00 per hour (or part of an hour) to a maximum of €20,- per day. Before you leave you pay at one of the ticket machines at the premises. You can also park with your credit card. You can easily do this by inserting your card in the machine at the gate when you enter and leave the parking area. You can also already book a parking spot online before your visit to Jaarbeurs.

In addition, it is also possible to order a parking subscription or multiple parking tickets via the [Jaarbeurs online shop](#).

Do you have a disabled person's parking card? You can park for free at all parking areas. When you leave, please report to the intercom and they will assist you. P3 has a number of parking places reserved for disabled persons. P3 also has several electric charging stations.

### Public transportation

Jaarbeurs is right next to the biggest station of the Netherlands and is therefore easily accessible by train/bus/tram. From the central station hall you follow the signs 'Jaarbeursplein'. The hall complex will be across the street.

### Security

The trade fair halls are secured as much as possible. However, sometimes it is difficult for security to estimate ownership relationships, especially during closure of the trade fair and during construction and deconstruction. As of the last construction day, security will check admission tickets (exhibitors passes and construction and deconstruction passes) in order to guarantee safety as much as possible. But unfortunately experience teaches us that valuables do disappear. Stay alert and don't leave phones, laptops, cash etc unattended in your booth, also not in storage after trade fair hours.

## 7. Visitors Information

### Start of advance ticket sale

As of early August the advance sale for admission tickets will start. Visitors can order their tickets at a reduced rate in different ways:

- Via the registration number of the Chamber of Commerce
- Via an invitation card from the exhibitors
- Via a ticket for customers from the exhibitors (free for the user)
- Via registration code from various trade journals, also in Flanders

### Admission fees

With the reduced rate (according to abovementioned advance sale channels) admission fee per ticket will be €16,50. During trade fair days online fee will remain €16,50 and will be €20,00 at the cash register with a unique registration code. All fees are including VAT. It is also possible for visitors to buy admission tickets without a Chamber of Commerce number or registration code. The price of admission tickets will then be €33,00.

### Students

There are separate access arrangements for students from the MBO education external care. Fulltime students are only allowed to visit the trade fair on Monday under the guidance of their teachers. Final-year students get the opportunity to visit the trade fair for free on their own so they can orientate the work field.

### Invite your most important business relations

Exhibitors get the opportunity to invite business relations for free. These special codes can be requested by e-mail from Maddy Weide via [info@beautytradeprofessionals.nl](mailto:info@beautytradeprofessionals.nl), so you can send them to your business relations with an accompanying letter. Up to 25m2 you will receive 5 free special codes for customers and as of 25 and more m2 you will receive 10 free codes for customers. It is also possible to order extra codes for customers. Below scale shows which fee is applicable. You will receive an invoice for the amount of codes for customers. You will not get a refund if you won't use any codes for customers, no matter what the reason is.

Number of tickets for customers	Fee per ticket excl. VAT
< 50	€ 10,33
> 50	€ 8,00
> 100	€ 7,00

## 8. Communication tools & press

As organisation we do everything possible to make sure that you get as much as possible out of your fair participation. Publicity is a must. Various trade journals in the Netherlands will pay lots of attention to the trade fair. There will be several editorial articles and full-page advertisements, both offline as well as online. We like to give you tools as exhibitor to communicate your trade fair attendance. At no charge you can order the following items through our **online toolkit**.

The online toolkit exists of:

- Images to use in your email signature
- A ready-made article for your newsletter
- A banner (we can customize this if needed)
- The trade fair logo including dates
- Order form requesting/buying extra tickets for customers/ invitation cards
- Social media posts you can use

All participants will receive the toolkit link early August.

Tip: Share the Beauty2Buy **Facebook event** and invite your business relations/ friends to follow the event and participate.

### List of participants

**Note:** Names as filled in on the application form are used on the list of participants on the website and in trade journals. Please inform us as soon as possible in case names we use are not correct. The current list of participants can be found at <https://floorplan.expodoc.com/nl/1167/beauty-najaarsbeurs>.

**Finally, we wish you good luck with all preparations!**

Attachment 1. Overview of Jaarbeurs | halls with door numbers

