

Trade guide exhibitors



6, 7 & 8 april 2024

FUTURE OF BEAUTY



Jaarbeurs Utrecht

6, 7 and 8 April 2024

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Important dates/deadlines preliminary phase

We are very happy that you participate in the Beauty Trade Special! Below you find the most important deadlines for your participation in the Beauty Trade Special 2024.

Date	Description	Action
mid-January	Exhibitors receive by e-mail a registration code for customers to come to the fair at a discount	
mid-January	Invite your most important customers to visit the trade fair for free	
February 23	Deadline request to perform PMU at booth	Would like to perform PMU at your booth? Mail Maddy Weide via info@beautytradeprofessionals.nl
First week of March	Exhibitors will receive construct and deconstruct passes	You will receive them by post
March 14 th	Last opportunity to order in the Jaarbeurs facility online shop. After this date there will be a 25% surcharge.	Go to the Jaarbeurs online shop
March 14 th	Last chance to approve stand drawings	Send stand drawings incl. any additional info to events@beautytradeprofessionals.nl
March 14 th	Deadline ordering standard booth construction	After this date available on request with customized possibilities
March 27 th	We will send you an email with the latest focus areas	
6, 7 and 8 April 2024	Beauty Trade Special 2024	

1. Information trade fair and organisation

Organisation
Beauty Trade Professionals
Pommolenlaan 16
3447 GK Woerden
T. 030-800 7186
E. info@beautytradeprofessionals.nl

Project team Beauty Trade Special

During the fair the organisation works with the organisation office located in hall 11.

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Keren Bercovitz
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Maddy Weide
Manager Association Affairs +31 (0)6 - 2135 6221
info@beautytradeprofessionals.nl

Address trade fair location

Jaarbeurs Utrecht
Halls 10 & 11
Jaarbeursplein
3521 AL Utrecht

Available parking

Jaarbeurs P2, P4 and P6.

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.

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.
- Three 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.

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

Customer Service can be reached via:

Phone: [+31 \(0\)30 295 2999](tel:+31202952999)

Mail: service@jaarbeurs.nl

2. Dates and times

Trade days

Saturday 6 April to Monday 8 April 2024

Opening hours for visitors

Saturday 6 April: 10.00 – 17.00

Sunday 7 April: 10.00 – 17.00

Monday 8 April: 10.00 – 17.00

Opening hours for exhibitors

Saturday 6 April: 08.00 – 18.00

Sunday 7 April: 08.00 – 20.00

Monday 8 April: 08.00 – 23.00 (from 17.00 start dismantling)

Construction times

Wednesday 3 April: 07.30 - 23.00

Thursday 4 April: 07.30 - 23.00

Friday 5 April: 07.30 - 19.00 *

*As of 5 April 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 5 April 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 **Friday 5 April** for decorating.

Deconstructing times

Monday 8 April: after the trade fair until 23:00**

Tuesday 9 April: 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 Monday 8 April until 23:00. The booth will be deconstructed on Tuesday 9 April.

3. Construction and deconstruction procedures

Construction

Booths during construction

The colour on the floor for Beauty Trade Fair Special 2024 is [White](#)

The Vehicle Registration System

A logistics vehicle registration system is used at Jaarbeurs. This is made so that there is a natural flow of cars during Jaarbeurs's set-up and take-down days. For set-up and take-down days, exhibitors register their set-up and take-down vehicles in the Vehicle Registration System (VRS) from 4 weeks to 48 hours in advance.

After that, you will receive two e-mails. First, immediately after booking: a booking e-mail confirming the information entered. This is followed by the booking confirmation. This contains an attachment to be printed and taken to the buffer location. The barcode on the booking is scanned and gives access to the loading and unloading area.

You only need a time slot reservation during assembly and disassembly days. During exhibition days you can

without a reservation on site via route 200, and follow the directions of the traffic controllers.

The time slot can be reserved from one month before the start of construction via this link:

[<<Go to the Vehicle Registration System>>](#)

Trade fair regulations

Setting up and dismantling a trade fair involves many logistical operations. To ensure that this runs smoothly, Jaarbeurs has the following arrangements:

- During assembly and disassembly days, unloading/loading is allowed between 7:00-23:00.
- In front of the barrier is a height meter, this is set at 2.70 metres*, this height of the vehicle determines how long we expect you to need to load/unload stuff.
- Vehicles **under 2.70 metres** may load/unload for a **maximum of 60 minutes**.
- Vehicles **over 2.70 metres** may load/unload for a **maximum of 120 minutes**.
- If your loading/unloading time has expired, the additional charge is €120.

*For vehicles taller than 2.70 metres, we expect them to be unloaded by forklift, which is why we allow more than 60 minutes.

Construction and dismantling days:

- During build-up and breakdown days, you can drive directly to P2 at Jaarbeurs with a reserved time slot
- Navigation address: **Truus van Lierlaan, 3527 KZ Utrecht**
- Be on time! Arrive at P2 preferably 30 minutes before the start of the time slot.
- After scanning the code for your time slot, pull another entry card at the barrier. The vehicle registration number and arrival time are linked to this card. Upon drawing the entry card, the loading/unloading time starts.
- Driving out after loading/unloading takes place via **Route 200**.

Parking after loading and unloading

After loading and unloading you leave the Loading and Unloading Zone. You park your vehicle in the Jaarbeurs car parks. Here you pay the regular parking fee.

Vehicles **under 2.70 metres** can park on **P2 and P4**.

Vehicles **over 2.70 metres** can only park on **P2**.

PLEASE NOTE: If the vehicle stays at the halls for longer than the permitted time, you will pay an additional charge of €120 per vehicle at the exit gate. The amount will appear on the pinterminal in this case and can only be paid by debit card.

Parking of trucks, trailers and semi-trailers

No vehicles and unattached trailers may be left on the Jaarbeurs premises. These will be removed and costs will be charged. Truck parking during exhibition days can be done at the following location: Lage **Weide Industrial Estate (3542 AB)**.

Doors open

During the first two construction days, the hall doors will be open. On the last assembly day, Friday 1 April, only a limited number of hall doors will be open. To prevent theft of goods, access control will take place at these doors. Also, no cars will be allowed in the halls during this last construction day. The doors open on Friday are:

- Door 212 (hall 10)
- Door 214 (hall 11)
- Door 108 (hall 11)
- Entrance hall 10 (via regular Jaarbeurs entrances)

Dismantling

On Monday 8 April, the small doors will open at 5.15pm for the removal of stand material. Only once the flooring has been removed from the aisles will the large doors of the halls also open. This will be around 6.30pm. Please also inform your stand builder of this.

Note: Exhibitors with a fixed unit will only have the opportunity to clear the stand on Monday 8 April until 11pm. The organisation's stand builder will dismantle the stands on Tuesday.

Logistics dismantling traffic:

On the last exhibition day, the following applies for dismantling:

- Immediately after the fair closes, exhibitors with an exhibitor badge and a vehicle under 2.70m have two hours to load/unload valuables at the hall without a time slot.
- From 7pm onwards, dismantling transport over 2.70m with a time slot can be redirected from P2 to the loading/unloading area at the Jaarbeurs halls.
- Navigation address: **Truus van Lierlaan, 3527 KZ Utrecht**

For help with logistics

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

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.

Surface booth in m ²	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 **no later than 14 March 2024** to 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

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@beautytradeprofessionals.nl
During the trade fair GGD regio Utrecht will be present to check the booths.

No items outside the stand

It is not allowed to place things outside and around the stand such as banners, (small) furniture or other items. All presentations must be within their own stand space, the aisles must remain clear at all times.

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 214 (hall 11)** 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 10.

Route & parking

If you come to Jaarbeurs by car, it is useful to check in advance which car park is closest to the Jaarbeurs location of your visit. **Take a look at the map.**

We advise you to use the navigation address below for the car park in question, or to follow the blue ANWB signs from the Ring Utrecht that say 'Jaarbeurs'. You can use the directions from the Jaarbeurs car parks below:

- P2: Truus van Lierlaan, Utrecht ([Google Maps](#))
- P4: Truus van Lierlaan, Utrecht ([Google Maps](#)) - here the maximum height is 180cm
- P6: Expoplein, Utrecht ([Google Maps](#))

Vehicles over 2.70 metres

For any vehicle measured higher than 2.70 metres, it is only possible to park on P2. There is a flat rate of €80 per day for this.

Parking rates Jaarbeurs

- The parking rate for P2, P4 and P6 is €4.40 per hour;
- The online day rate is €24 for P2 and P4;
- The on-site day rate is €28 for P2, P4 and P6;
- The daily rate for vehicles over 2.70 metres is €80;
- Please note: The daily rate is date-based;

Good to know:

- The car parks are open 24/7;
- You can pay by QR code, debit card or Dutch credit card;
- Very occasional parking rules may vary if a mobility plan is in place;
- Disabled drivers pay regular rates since 1 January '24.
- For more information on parking, please refer to the [Jaarbeurs website](#).

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

Early Bird pre-sales of tickets will start from December. Regular ticketing will start from January 2024. Visitors can order their tickets at discounted rates in various 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.

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. Up to 25m2 you will receive 5 free 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 tickets for customers. You will not get a refund if you won't use any codes for customers, no matter what the reason is. If you would like to order (extra) tickets, please do this before March 18th by sending an email to info@beautytradeprofessionals.nl

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 mid February.

Tip: Share the Beauty Trade Special 2024 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 www.beautytradespecial.nl/exposanten.

Finally, we wish you good luck with all preparations!

Attachment 1. Overview of Jaarbeurs | halls with door numbers

