

Trade guide exhibitors



**Dé beautybeurs
voor en door de branche**

9, 10 en 11 mei 2026

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Important dates/deadlines preliminary process

Super nice that you are participating in Beauty Trade Special! Below are the key deadlines for your participation in Beauty Trade Special 2025.

Date	Description	Action
End Feb	Will exhibitors receive a customer registration code by mail to attend the fair at a discounted rate	
End Feb	Invite your key customers to visit the fair <i>for free</i>	Registration codes (for free admission fair) can be requested at info@beautytradeprofessionals.nl
March 15, 2026	Deadline application PMU perform on booths	Perform PMU at booth during trade show? Mail to: Maddy Weide at info@beautytradeprofessionals.nl
Second week of April	Exhibitors will receive construct and deconstruct passes	You will receive them by post
April 16	Last opportunity for orders in the Jaarbeurs facilities webshop. After this date there will be a surcharge of 25%	Go to the Jaarbeurs webshop
April 10	Last chance to approve booth drawings	Send booth drawings incl. any additional info to events@beautytradeprofessionals.nl
April 28	You will receive an email from us with the latest points of interest	
April 24	Do you have standard stand construction? Then we need the correct name for the frieze list	To be submitted to sales@beautytradeprofessionals.nl
April 24	Deadline to order standard stand construction	Thereafter on demand with custom options
May 9, 10 & 11	Beauty Trade Special 2026	

1. Fair and organization data

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

Beauty Trade Special project team

During the fair, the organization uses the organization office in Hall 11

Chantal Batenburg Sales & Account Manager	+31 (0)6 - 4151 2545 sales@beautytradeprofessionals.nl
Keren Bercovitz Event Manager	+31 (0)6 - 2494 9534 events@beautytradeprofessionals.nl
Cathelijne Cras Campaign Manager	+31 (0)6 - 4136 1312 communicatie@beautytradeprofessionals.nl
Maddy Weide Manager of Association Affairs	+31 (0)6 - 2135 6221 info@beautytradeprofessionals.nl

Exhibition venue address

Jaarbeurs Utrecht
Halls 3 & 4
Jaarbeursplein
3521 AL Utrecht

Available parking spaces

Jaarbeurs grounds P2, P4 and P6.

Webshop and Customer Service Jaarbeurs

In the webshop of the Jaarbeurs you can order technical supplies such as water, electricity and compressed air, catering and stand cleaning.

- You will create your own account with login for the webshop the first time.
- After you place an order, you will receive a confirmation e-mail.
- You will receive an invoice from Jaarbeurs prior to the fair. An invoiced order cannot be cancelled. Any changes can be communicated to Customer Support at 030 - 295 29 99 or service@jaarbeurs.nl.
- Starting 3 weeks before the first day of the fair, prices will be increased by 25%. price increase does not apply to catering products.
- Orders placed at Service & Info counter during set-up must be paid for immediately. This can be done by pin or credit card.

[<<Click here for the Jaarbeurs webshop>>](#)

For questions about hanging points in the hall, logistics and specific questions about the halls, please contact Customer Service.

Customer Service can be reached at:

Phone: [+31 \(0\)30 295 2999](tel:+3120302952999)

Mail: service@jaarbeurs.nl

2. Dates and times

Trade days

Saturday, May 9 through Monday, May 11, 2026

Opening hours for visitors

Saturday May 8: 10 a.m. - 5 p.m.

Sunday May 9: 10 a.m. - 5 p.m.

Monday May 10: 10 a.m. - 5 p.m.

Opening hours for exhibitors

Saturday, May 8: 08.00 - 20.00 (from 17.15-18.30 there will be an exhibitor drinks reception)

Sunday, May 9: 08.00 - 18.00

Monday, May 10: 08.00 - 23.00 (from 17.00 the dismantling will start)

Construction times

Wednesday 6 May: 07.30 - 23.00

Thursday 7 May: 07.30 - 23.00

Friday 8 May: 07.30 - 19.00*

*As soon as there are too many booths in the halls, but anyway from Friday, May 8, no cars will be allowed in the halls. It is then only accessible to finish your stand, without vehicles. Access is only possible through a limited number of doors. Would you like to work longer in your booth on Friday evening? Then contact Keren Bercovitz on Friday, May 8 before 4 p.m. at +31 (0)6 - 2494 9534 .

Please note: due to the high construction speed of all stands, the halls are often no longer passable with cars after the first construction day. Please take this into account with deliveries. Security has the right at all times to prohibit vehicle access to the hall for safety reasons.

Setting up standard booth

Did you order a standard booth kit through the organization? It will be available for set-up on **Friday, May 8**.

Deconstructing times

Monday, May 11: after the fair ends until 11 p.m.*

Tuesday, May 12: 7 a.m. - 4 p.m.

*The large hall doors will not open until the floor covering has been removed (approximately 1.5 hours after the fair closes). The small hall doors can be used to dispose of valuables.

Exhibitors who have ordered a standard booth/fixed unit can only empty their booths on Monday, 11 May, until 11 p.m.. The booth will be dismantled on Tuesday, 12 May.

Arrange for your own waste disposal and transport. Anything still in the halls on Tuesday afternoon, 12 May, will be removed at the exhibitor's expense.

3. Construction and deconstruction procedures

Note: For all information regarding logistics at Jaarbeurs:

We try to put all the information together as clearly as possible for you. However, the information around logistics at Jaarbeurs sometimes changes before we can update it in this handbook. So for the most up-to-date information about the logistics and accessibility of Jaarbeurs, please refer to the Jaarbeurs website:

<https://www.jaarbeurs.nl/exposeren/logistiek-bij-jaarbeurs>

3a. Construction

Plotting stands during construction

The set-out color on the ground for Beauty Trade Special 2025 is: **white**.

The Vehicle Registration System

At Jaarbeurs we work with a Traffic Registration System of logistics vehicles. This gives everyone enough time to load/unload during the build-up and breakdown of exhibitions and events. For access to the loading and unloading area you can reserve a time slot from **4 weeks to 48 hours** before the build-up/breakdown day. This can be done via the link below. After the reservation you will immediately receive a confirmation in the mail. After that a confirmation of the time slot will be sent within a few days. Print this time slot and bring it with you to the build-up/drop-off day. Your time slot will be scanned at the Jaarbeurs barrier. This will give you access to the loading and unloading area. With the help of this system we can properly coordinate the logistical movements in and around Jaarbeurs.

Note: A time slot must also be booked for the dismantling!

The time slot can be reserved from 6 April at 8.30 a.m. via the link below:

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

Note: Safety Rules Jaarbeurs

1. Access: the Jaarbeurs complex can only be entered with a valid mounting and dismantling pass in combination with valid identification. Visitation and/or bag control may be part of the access control.
2. Safety shoes: it is mandatory to wear safety shoes type S3 during the construction and dismantling period of the event.
3. Helmet: it is mandatory to wear a helmet if there is a danger of falling objects and/or while working at height (also when working around the booth at height).
4. Keeping fire extinguishers clear: it is mandatory to keep fire extinguishers clear of obstacles and accessible at all times.
5. Keep emergency exits clear: It is mandatory to keep emergency exits and yellow transport paths clear of obstacles at all times.

Regulation Exchange

Setting up and dismantling a trade show involves a lot of logistics. To ensure that this runs smoothly, Jaarbeurs uses the following arrangements:

- During set-up and take-down days, unloading/loading is allowed between 7:00-23:00.
- There is a height gauge in front of the barrier, it is set at 2.70 meters*, this height of the vehicle determines how long we expect you to take to load/unload stuff.
 - Vehicles **under 2.70 meters** may load/unload **for a maximum of 60 minutes**.
 - Vehicles **over 2.70 meters** may load/unload **for a maximum of 120 minutes**.
- If your loading and unloading time has expired, the aftercharge is €120.

*For vehicles taller than 2.70 meters, we expect them to be unloaded with the forklift, therefore this allows more than 60 minutes.

Up and down days:

We will hear within a month what the set-up and dismantling scenario will be during the set-up and dismantling. If the scenario is the same as in previous years, it will be as follows:

- During set-up and dismantling days, you can navigate to **Truus van Lierlaan, 3527 KZ Utrecht** with a reserved time slot.
- Time slots are allowed to enter the loading and unloading area from 15 minutes before the start time. Please arrive on time, but please note: vehicles that arrive too early can park in P2 if there is no space available.
- After scanning the code for your time slot, take an entry ticket at the barrier. The vehicle registration number and arrival time will be linked to this ticket. The loading and unloading time starts when you take the entry ticket.
- After loading/unloading, exit via **Route 200**.

Should we encounter a different scenario, we will inform you as soon as possible.

Parking after loading and unloading

After loading and unloading, leave the loading and unloading zone to make room for other vehicles.

Vehicles can be parked in car park P2 or P4 at a reduced rate of 50%. This only applies during set-up and dismantling days, not on event days or the first dismantling evening.

The ticket taken when entering the car park can be validated at the P4 lodge. This is the small building in the middle of the car park next to the barriers. The lodge is open for validating parking tickets between 7 a.m. and 4.30 p.m.

- Vehicles **under 2.70 meters** can park at **P2 and P4**.
- Vehicles **over 2.70 meters** can only park on **P2**.

NOTE: If the vehicle stays at the halls longer than the allowed 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 trailers

No vehicles and unattached trailers may be left on the Jaarbeurs grounds. These will be removed and costs will be charged.

Doors open

The hall doors will be open during the first two days of set-up. On the last day of set-up, Friday 8 May, only a limited number of hall doors will be open. To prevent theft of goods, access control will be in place at these doors. Also, no cars will be allowed in the halls during this last day of set-up. The doors that will be open on Friday are:

- Door 207 (Hall 3)
- Door 205 (Hall 4)
- Entrance hall 3 (through regular Jaarbeurs entrances)

3b. Deconstruction

On Monday, 11 May, the small doors will open at 5:15 p.m. for the removal of booth materials. Not until the floor covering is removed from the aisles will the large doors of the halls also open. This will be around 6:30 p.m. **Please notify your booth builder of this as well.**

Note: Exhibitors with a standard booth will only have the opportunity to clear the booth on Monday, 11 May, until 11 p.m.. The organization's booth builder will dismantle the booths on Tuesday.

Logistics completion traffic:

On the last day of trading, the following applies for winding down:

- 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 7 p.m., dismantling transport **over 2.70m** can be redirected with a time slot from P2 to the loading and 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](#).

Exhibitor badges and assembly and disassembly passes

Approximately four weeks before the exhibition, all exhibitors will receive a number of exhibitor passes and set-up and dismantling passes by post. The passes are intended for stand personnel and any third parties working on behalf of the exhibitor at the stand before, during or after the exhibition. The set-up and dismantling passes are intended for stand builders. These must be worn visibly.

These passes are personalised. Without this pass, you will not be admitted to the exhibition floor. The number of passes you receive depends on the size of your stand. If the number of passes is insufficient, you can send a request for additional passes to Maddy Weide via: info@beautytradeprofessionals.nl.

Surface area stand in m ²	Number of exhibitor passes	Number of mounting and dismantling passes
0 - 25	5	5
26 - 50	10	10
51-99	10	15
100 and more	20	15

4. Booth requirements

Stand design approval

The booth design must be submitted to Beauty Trade Professionals (BTP) for approval. You can email the design **no later than April 10 2026** to events@beautytradeprofessionals.nl, then we can review it. With a stand approval you are assured of a good trouble-free build.

Points to consider:

Technical conditions

With the participation form you have received the General Terms and Conditions BTP containing all the technical provisions that the booth must meet (minimum/maximum height, flooring, etc.).

Representativeness

Make sure at all times that the booth looks presentable. No loose cables, pallets, etc. The back and sides should also be properly finished. If the rules are not respected, the organization may reject the stand. During the last construction day we will check several times that the rules are being followed.

Obstacle diagram

Check the layout plan for markings indicating obstacles, such as manholes and fire extinguishers. Fire extinguishers should be kept clear and should not be built in. Technical supplies (electricity, water, compressed air) come from manholes in the floor. Consider the location of the well within your booth design. This will help you avoid running pipes through your booth. The pit may need to be shared with another exhibitor in the same block. If there are any questions about this, please feel free to contact us at sales@beautytradeprofessionals.nl.

Fire Safety

If you have flammable material/products on your booth, a fire extinguisher should be present at the booth. This applies at least to exhibitors who have nail products on their booth. The fire extinguisher must meet the following conditions: 6 kilo, wet extinguisher or CO2 extinguisher, inspected according to NEN 2559. A powder extinguisher is not allowed. Also open fire is not allowed such as candles and tea lights. During the last construction day the fire department will perform an inspection. If your stand does not meet the conditions, you must remove all flammable products from your stand.

Internet

Jaarbeurs offers visitors free unlimited use of wireless internet, both in the Beatrix building and in the hall complex. No rights can be derived from this free service. Free wireless network applies to all areas of Jaarbeurs. The strength of the network may vary per room and depending on how busy the hall is. If you need to be sure of a stable working connection we advise you to request an internet connection via the [Jaarbeurs webshop](#).

5. Activities at the booth

Catering Services

Jaarbeurs Catering Services holds the catering license within the entire complex and is therefore responsible for the safety and hygiene of all food and beverages offered within Jaarbeurs. The provision of catering services (food and drink) other than by Jaarbeurs or without permission is not allowed. Permission to use the Jaarbeurs catering license, by a third party and/or external caterer, must always be requested from the [Jaarbeurs webshop](#).

Noise prevention

It is not allowed to play music in the booth. You may use sound amplification, but only to give an explanation of a demonstration. The speakers must be directed into the booth and not towards the aisle. The maximum volume allowed for this is 70 dB. Please consider the volume of music before and after the fair hours.

Demonstrations in the booth

We expect all exhibitors providing demonstrations in their booths to follow hygiene regulations. Those performing demonstrations with permanent make-up or other skin piercing activities should notify Maddy Weide, info@beautytradeprofessionals.nl. During the fair, the [GGD Utrecht region](#) will be present to check the booths.

No items outside the stand

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

6. Information for participants

Participant entrance

Participants can enter through the entrance to Hall 10 during exhibition days. Please follow the signage after entering through the regular Jaarbeurs entrances.

Stocking during exhibition days

During exhibition days from 08.00 - 10.00 a.m. there is the possibility of opening **door 207 (hall 3)** to supply the booth. There will be a security guard standing by to open the door. It is advised to use the visitors' entrance of hall 3 as much as possible.

The standard access route for deliveries during exhibition days is Route EB, with the following directions:

1. Drive to Truus van Lierlaan (link for navigation)
2. Report to the intercom at the barrier.
3. After entering, drive through the P2 bufferzone to the next barrier and take a ticket.
4. Cross the shipping bridge towards the Jaarbeurs exhibition centre.
5. Please note: cross the cycle path and watch out for cyclists.
6. The service road after the bridge is a public road (houseboat traffic).
7. After the bridge: access via the barriers at the front of Hall 12 to the loading and unloading area.
8. After loading/unloading, leave the site via Route 200 (exit at the Fentener van Vlissingenkade).

Route & parking

For all information regarding accessibility to the Jaarbeurs complex, please refer to the website:

<https://www.jaarbeurs.nl/bereikbaarheid>

If you come to Jaarbeurs by car, it is useful to check in advance which parking lot is closest to the Jaarbeurs location of your visit. [See the map for this.](#)

Vehicles over 2.70 meters

For any vehicle measured higher than 2.70 meters, it is only possible to park at P2. There is a flat rate of €84 per day for this.

Parking rates Jaarbeurs

- The parking rate for P2, P4 and P6 is €4.75 per hour;
- The daily rate for passenger cars is €31;
- The daily rate for vehicles over 2.70 metres is €84 per day;
- Please note: The daily rate is date-specific;

Good to know:

- The parking lots are open 24/7;
- You can pay with a QR code, debit card or Dutch creditcard;
- Very incidental parking rules may vary if a mobility plan is in effect;
- Disabled drivers have paid regular rates since Jan. 1, '24.
- For more information on parking, please refer to the [Jaarbeurs website](#).

Public Transportation

Jaarbeurs is located next to the largest railway station in the Netherlands and is therefore easily accessible by train/bus/tram. From the central station hall, follow signs for 'Jaarbeursplein'. The hall complex is then across the street.

Security

Exhibition halls are secured to the best of our ability. However, it is sometimes difficult for security to assess ownership relations, especially during the closing of the fair and during set-up and take-down. Security checks for tickets (exhibitor passes and assembly and disassembly passes) from the last day of construction onwards to ensure the best possible security. However, our experience shows that unfortunately valuables do disappear. Stay alert and do not leave phones, laptops, cash, etc. unattended in the booth, not even outside the fair hours in the storage room.

7. Visitor information

Pre-sales start

Regular ticker sales will start from February 2026. Visitors can order their tickets at discounted rates in several ways:

- Through the Chamber of Commerce registration number.
- Through an exhibitor invitation card.
- Through an exhibitor relationship card (free for the user).
- Via registration code from the various trade journals, including in Flanders.

Admission prices

With the reduced rate (according to the presale channels mentioned above), the admission price per ticket is **€ 17.50**. On the exhibition days, the price remains **€17.50** online. All prices include VAT.

Students

Students of the mbo programs in external care have a separate entry arrangement. Full-time students may only visit the fair on Mondays under the supervision of teachers. Final examination students will have the opportunity to visit the fair independently and free of charge to orientate themselves in the work field.

Self-invite your key contacts

Exhibitors are given the opportunity to invite business contacts to the fair themselves free of charge. These special codes will be provided by Maddy Weide by e-mail at info@beautytradeprofessionals.nl, so you can send them to your business contacts with an accompanying text by e-mail. Up to 25 m2 you will receive 5 free promotional codes and from 25 and more m2 you will receive 10 free promotional codes. It is also possible to order additional promotional codes for a fee. In the table below you can see which rate applies. You will receive an invoice for the additional relationship codes. Relationship codes that are not used, for whatever reason, will not be refunded.

Number of relationship cards	Price per card excluding VAT
< 50	€ 10,33
> 50	€ 8,00
> 100	€ 7,00

8. Communication tools & press

As an organization, we do everything we can to ensure that you get as much return as possible from your trade show participation. Publicity is a must. The various trade journals in the Netherlands pay plenty of attention to the fair. This through various editorial articles and full-page advertisements, both offline and online. As an exhibitor we would like to give you tools to make your participation known. You can request the following items free of charge via our [online toolkit](#).

The online toolkit, consists of:

- Images to include in your email signature
- A ready-made article for your newsletter
- A banner (if desired, we can customize it)
- The logo of the fair including dates
- Order form requesting/purchasing additional relationship/invitation cards
- Social media posts you can use.

TIP! Share the [Facebook event](#) of Beauty Trade Special 2025 and invite on Facebook your contacts/clients to follow and participate in the event.

Participant List

Please note: For the list of participants on the website and in the trade magazines, we use the name indicated on the participation form. If the name we are using is incorrect, please notify us as soon as possible. The current list of participants can be found at www.beautytradespecial.nl/exposanten.

Finally, we wish you success in all your preparations!

Appendix 1. Total overview Jaarbeurs | halls with door numbers.

