

TERMS OF PARTICIPATION

Beauty Forum Budapest 2026 Trade Show and Fair

0. Definitions and Interpretative Provisions

These Terms of Participation (hereinafter: **Terms**) set out the general conditions for exhibitor participation at the **Beauty Forum Budapest 2026 trade show and fair** (hereinafter: **Event**). By submitting an application and receiving confirmation from the Organizer, the Exhibitor accepts these Terms, which form part of the exhibition contract concluded between the parties.

Organizer: Health and Beauty Business Media Kft. (see Section 4)

Exhibitor: Any legal or natural person applying to and confirmed by the Organizer

Co-exhibitor: A person/entity sharing a stand with the main exhibitor (see Section 12)

Venue: Lurdy Conference and Event Center (see Section 2)

General Contractor: Fenyves Technical Service Ltd. (see Section 5)

In writing: Email or other electronic communication accepted by the Organizer, or paper document

Appendices: Integral part of these Terms (see Section 24)

1. Name of Event

Beauty Forum Budapest 2026 Trade Show and Fair

Date: 6–7 November 2026 (Friday–Saturday)

2. Venue

Lurdy Conference and Event Center

1097 Budapest, Könyves Kálmán krt. 12–14.

3. Brief Description of the Event

A two-day professional exhibition and fair covering key sectors of cosmetics and healthy lifestyle. The stands, professional programs, and competitions primarily target beauty industry professionals (cosmeticians, PMU artists, lash stylists, wellness professionals, students, etc.). The Organizer aims to provide comprehensive information to a professional audience. Based on previous years, several thousand active professionals are expected.

4. Organizer

Health and Beauty Business Media Kft.

1033 Budapest, Szentendrei út 95.

Phone: +36 1 457-0066

(hereinafter: **Organizer**)

5. General Contractor

Fenyves Műszaki Szolgáltató Kft.

H-1102 Budapest, Füzér utca 25.

(hereinafter: **General Contractor**)

6. Duration, Opening Hours, Build-up and Dismantling

6.1. Build-up Period

Nov 4, 2026 (Wed) 10:00–20:00 (external contractors)

Nov 5, 2026 (Thu) 07:00–20:00 (external contractors)

Nov 5, 2026 (Thu) 15:00–20:00 (organizer-built stand handover & move-in)

Nov 6, 2026 (Fri) 07:00–12:00 (move-in)

6.2. Opening Hours

Nov 6, 2026 (Fri) 12:00–19:00

Nov 7, 2026 (Sat) 10:00–17:00

6.3. Dismantling

Exhibitor packing: Nov 7, 17:00–18:00

Contractor entry: Nov 7, 18:00

Dismantling: Nov 7, 18:00–24:00

6.4. Deadlines and Penalties

Exhibitors must vacate the stand completely by **Nov 7, 2026, 24:00**.

Failure to do so constitutes a **material breach of contract**. The Exhibitor must reimburse all resulting costs, including penalties imposed by the Venue.

The Organizer may remove and store remaining items at the Exhibitor's expense. Payment is due within 5 days.

Penalty for delay: **20% of the exhibition fee**, without limiting further damage claims.

7. Product Categories

Participation is allowed in the following categories: Cosmetics, Spa, wellness, solarium, Nail design, Hand and foot care, Other beauty and healthy lifestyle products/services. Exhibitors must declare product categories in the application. All products/services must comply with Hungarian regulations, and documentation must be presented upon request.

8. Participation Fees; Event Cancellation

Participation fees include: Registration fee, Space rental, Mandatory electricity, Optional stand construction and services

All prices are **net (VAT excluded)**.

The Organizer will hold the Event if permitted by law.

If the Event cannot be held due to force majeure (e.g., legal restrictions, pandemic), paid fees are **transferred to the following year**, unless otherwise stated.

No liability is assumed for Exhibitor-side costs (travel, accommodation, etc.).

The parties record that in the cases specified in this section, the default rule is that the fees already paid are carried over to the event of the following year, and any different settlement may only be applied on the basis of a separate written notice from the Organizer.

9. Payment Terms

9.1. Space rental fee – installments and due dates

Invoices for the space rental fee shall be sent **electronically to the Exhibitor in three installments, after the application.**

1. **The registration fee** is payable within 8 days following application; in case of application after 30 June, within 2 days following application.
2. **The second installment**, being 50% of the space fee reduced by the registration fee, is due by 31 March 2026.
3. **The third installment**, being the remaining 50% of the space fee, is due by 30 June 2026.

In case of application after 30 June 2026, the full space fee shall be payable in one sum; the payment deadline is 8 days after application (registration fee: 2 days), and after 30 September, 2 days.

The registration fee is non-refundable in case of cancellation and is considered an administrative fee.

9.2. Advance invoices, final invoice

Following payment of the second and third installments, the Exhibitor shall receive advance invoices. The final invoice shall be issued by the Organizer in the month of the Event and sent electronically.

9.3. Other services, stand construction, on-site services

Advance invoices for stand construction, electricity connection, electrical safety and security inspections, and on-site services shall be issued by the Organizer by 31 August 2026. The payment deadline is 8 days. In case of later orders, the deadline is 3 days, but in any case must be paid no later than the start of construction.

In case of outstanding fees, stand construction may not commence and the Organizer is entitled to refuse the service.

Invoices for campaign appearances and sponsorship shall be issued following the order with an 8-day payment deadline, but must be paid no later than the start of construction.

9.4. Invoice complaints

Complaints regarding invoices may be submitted only in writing within **8 working days** from receipt.

9.5. Payment discipline; provision of space; payment by third party

The reservation of stand space shall be considered final only if the Exhibitor has no overdue debts towards the Organizer and the due fees have been paid on time.

If the fees are not paid by the deadline indicated on the advance invoice, the Organizer is entitled to sell the space to another party or to terminate the contract while retaining the registration fee. In case of later settlement of the debt, the Organizer may provide another space depending on availability.

The registered Exhibitor shall be responsible for payment in all cases, even if the invoice is paid by a third party.

If the Exhibitor has any overdue debt on any legal ground at the start of the Event, the Organizer is entitled to refuse the Exhibitor's entry, use of the stand and use of services, or to suspend the opening of the stand until the debt is fully settled. The Exhibitor expressly waives any claim for damages or set-off arising from such measures.

9.6. Late payment interest

In case of late payment, the Organizer may charge default interest equal to twice the current central bank base rate.

9.7. Retention and sale

If the Exhibitor has overdue payment obligations, the Organizer is entitled, within the limits permitted by applicable law, to restrict services and temporarily retain the Exhibitor's stand equipment and exhibition goods until the debt is settled.

If the Exhibitor fails to settle the debt following written notice, the Organizer is entitled to charge the costs of storage of the retained items to the Exhibitor. The sale of retained items may only take place under a separate written procedure, with prior written notice to the Exhibitor and accounting.

Banking data:

Beauty Forum Budapest 2026 – Erste Bank

Account number: 11600006-00000000-94602232

Health and Beauty Business Media Kft. – 1033 Budapest, Szentendrei út 95.

Tax number: 12049370-41

IBAN: HU19 11600006-00000000-94602232

10. Application

Applications may be submitted exclusively online, using the official application form. The application is valid only if the Exhibitor accepts the Conditions.

Completion and submission of the application form constitutes an offer by the Exhibitor. Upon confirmation by the Organizer, an exhibition contract is concluded between the parties.

11. Allocation of Exhibition Space

The Organizer generally permits participation only for those Exhibitors whose products and services correspond to the theme of the Event. The Organizer is entitled to reject or place on a waiting list any applications that do not fit the theme. No legal claim may be asserted for the granting of participation.

Stand locations are allocated with due consideration of the Exhibitor's preferences to the extent possible; however, fulfillment of such preferences is not guaranteed. Written complaints may be submitted within 8 days from receipt of the confirmation.

The Organizer is entitled to withdraw from/terminate the contract if the Exhibitor provides false information or if the conditions for concluding the contract subsequently cease to exist.

If the confirmed area becomes unavailable for reasons beyond the Organizer's control, the Exhibitor may request a refund of the fees paid, but may not assert any further claims for damages.

In justified cases (in particular for safety/fire protection reasons, escape routes, program areas), the Organizer is entitled to modify the location of the stand or slightly adjust its size, taking into account the Exhibitor's interests to the extent possible.

12. Exhibitors and Joint Stands

Without the Organizer's written consent, it is prohibited to transfer the designated stand to any third party in any form (transfer, sublease, secondary use). Advertising of unregistered companies, products, or services is prohibited.

Participation of a co-exhibitor must be requested in writing by the main exhibitor. The provisions of these Conditions apply to the co-exhibitor. **The co-exhibitor fee is HUF 85,000 + VAT**, payable by the main exhibitor.

In the case of an unauthorized co-exhibitor, the Organizer is entitled to terminate the contract with immediate effect and order the stand to be vacated at the Exhibitor's expense; the Exhibitor is not entitled to compensation. In the event of immediate exclusion or closure of the stand, the Exhibitor is not entitled to a refund of the participation fee or any other service fees, nor to compensation.

A represented manufacturer whose devices/machines are necessary for presenting the Exhibitor's product range shall not be considered a co-exhibitor, provided that it does not carry out independent promotional or sales activities.

13. Withdrawal and Cancellation of Participation

The application form constitutes a contract. Withdrawal by the Exhibitor is valid only in writing.

In the case of **cancellation after 30 April 2026, a penalty equal to 100% of the exhibitor fee shall be paid.**

The Exhibitor is obliged to reimburse the Organizer for any demonstrable costs incurred in connection with the order (e.g. completed graphics, visual designs, appearances on communication platforms).

For the sake of the visual appearance of the Event, the Organizer is entitled to rearrange areas that are not used, which does not affect the Exhibitor's payment obligations.

Withdrawal by the main exhibitor also results in the termination of participation by any co-exhibitors.

If bankruptcy, liquidation, compulsory strike-off, or composition proceedings are initiated against the Exhibitor or co-exhibitor, or if such proceedings are requested, the Organizer is entitled to terminate the contract with immediate effect. The Exhibitor is obliged to notify the Organizer of this without delay.

14. Exhibition Goods

Products/services not listed on the application form may not be displayed or offered. The Organizer is entitled to remove non-thematic products/services at the Exhibitor's expense. The Exhibitor is obliged to fully comply with the applicable legal regulations.

15. Advertising on and Outside the Stand

Advertising materials, printed materials, and promotional items may be placed exclusively on the rented stand. Distribution or placement at entrances, in walkways, or elsewhere on the fairgrounds without permission is prohibited.

Advertising outside the stand (banners, boards, etc.) is permitted only with the Organizer's prior written consent, subject to payment of a fee, and only in locations designated by the Organizer.

Advertising may not infringe the interests of other exhibitors, may not violate legal regulations or public morals, and may not be ideological or political in nature. The Organizer is entitled to prohibit the distribution of objectionable advertising materials or to confiscate them for the duration of the Event.

Mobile/loud advertising and sound amplification exceeding normal speech volume, which disturbs others, is not permitted. The Organizer is entitled to intervene and request modifications.

Music may be played only with the necessary copyright licenses (e.g. Artisjus); obtaining such licenses and covering the related costs is the responsibility of the Exhibitor.

Commercial/marketing activities at the Event may be carried out only with the Organizer's written permission; in the absence of such permission, the Organizer is entitled to instruct the person concerned to leave the Event.

16. Exhibition Insurance and Limitation of Liability

For the duration of the Event, the Organizer shall obtain event organizer liability insurance. The Exhibitor is liable for all damage caused to third parties, including damage caused to the Venue's building and equipment. The Exhibitor is entitled to take out separate insurance for its own stand area at its own expense; upon request, the Organizer shall provide information on the insurer of the general insurance policy.

Any incident that may affect the actions of the Organizer, the Venue, or the insurer must be reported to the Organizer without delay. The parties are obliged to cooperate in mitigating damages, in particular by commencing the elimination of danger/fault, reducing the extent of damage, and, where necessary, immediately notifying the police, ambulance services, and/or the insurance company.

A report must be drawn up on site regarding the incident, which must be signed by the Organizer's representative and the Exhibitor (or its authorized representative). If the Exhibitor's representative refuses to sign the report or is unavailable, the Organizer is entitled to prepare the report unilaterally and record the refusal/no-show; this does not release the Exhibitor from its obligation to mitigate damages.

The Organizer arranges for the guarding of the exhibition area; however, it does not undertake the individual safeguarding of exhibition items, stock, or stand equipment, and to the extent permitted by law excludes liability for damage to or loss of such items. The

Organizer's liability exists only in cases of intentional misconduct or gross negligence. The Exhibitor is responsible for the proper securing, safe operation, and supervision of electronic equipment, valuables, and other items placed on its stand throughout the entire period of construction, opening hours, and dismantling. The Organizer is not liable for damage resulting from malfunction, improper use, overloading, or improper connection of electrical equipment.

The Exhibitor must comply with applicable occupational safety, fire safety, and security regulations and must ensure that persons working at the stand have the necessary personal protective equipment. The Exhibitor is liable for the physical safety and security of all persons who perform activities on or around the stand on its behalf or in its interest.

The Organizer is entitled to verify compliance with the regulations and to issue warnings in case of deficiencies. The Organizer strives for fair and proportionate action, but in cases of immediate danger is entitled to restrict or suspend activities.

The Organizer's liability— to the extent permitted by law—exists only in cases of intentional or grossly negligent conduct attributable to the Organizer.

Under no circumstances shall the Organizer be liable for indirect or consequential damages, loss of profit, business loss, loss of reputation, or claims by third parties.

The Organizer's total liability for damages—on all legal grounds combined—shall not exceed the amount of the participation fee actually paid by the Exhibitor for the Event.

The Exhibitor is obliged to fully indemnify and hold the Organizer harmless from any claim, damage, cost, fine, or administrative sanction arising from the conduct of the Exhibitor, its employees, agents, co-exhibitors, or visitors.

17. Construction and Design of Stands

17.1. Floor Area and Placement

Unless otherwise agreed, the rented stand area is handed over without partition walls and carpeting.

The Exhibitor is responsible for ensuring that the stand builder engaged by them constructs the stand at the stand location indicated on the map provided/displayed by the Organizer.

If construction takes place on another Exhibitor's area, the incorrectly built stand must be dismantled at the Exhibitor's own expense and rebuilt at the designated location.

Protrusions, pillars, columns, and connection points form part of the area. Carpeting and decoration may not extend beyond the purchased area.

17.2. Technical and Fire Safety Compliance

The stand structure and decorative materials must comply with Hungarian standards and occupational safety, accident prevention, and fire safety regulations. Decorative materials must be flame-retardant.

The Exhibitor must comply with the Venue's fire safety rules. After the stand has been built—no later than 5 November 2026 (Thursday) at 18:00—the stand must be certified in writing by the General Contractor (inspection report), with particular regard to electrical installation, protection against electric shock, and the ordered power capacity.

Access to fire extinguishers and switchboards must be ensured; blocking them is prohibited. The Exhibitor acknowledges that drawing electricity from wall sockets at the Venue is highly fire-hazardous and therefore prohibited unless expressly authorized in writing by the Venue/Organizer.

17.3. Packaging Materials and Waste

Packaging materials and cardboard boxes may not be stored on the stands or in the exhibition area. Their removal is the Exhibitor's obligation and expense. Any packaging material left on site may be removed by the Organizer at the Exhibitor's cost.

17.4. Fixing, Use of Walls, Damage

It is prohibited to apply adhesives to walls. The Exhibitor is liable for any damage to wall elements and furnishings. The Exhibitor is responsible for protecting the Venue's artworks (sculptures, furnishings, etc.).

Ordered stands must be returned in the condition in which they were received. In the event of damage, contamination, adhesive residue, or any other harm, the Organizer will invoice the Exhibitor for the cost of restoration or the full value of the damaged element.

17.5. Uniform Exhibition Appearance; Height Restrictions

To ensure a uniform exhibition appearance, the Organizer may establish mandatory requirements for stand design.

General construction height: 2.50 m, maximum 3.00 m depending on the characteristics of the stand location, and only with prior consultation with the Organizer. Hanging from the ceiling is not permitted.

17.6. Stands Available from the Organizer; Deadlines

Stand types: standard stand, exclusive stand, premium stand, custom stand (based on individual quotation).

Order Deadlines:

custom stand: 20 July 2026

premium stand: 20 September 2026

standard stand and exclusive stand: 10 October 2026

Submission of graphic materials for standard stands: **10 October 2026**

Material submission email: ildiko.veg@health-and-beauty.hu

Between 15–28 October 2026, only standard stands may be ordered, subject to a 50% surcharge. After 28 October 2026, the Organizer does not accept any orders.

Supplementary elements are provided by the Organizer exclusively to partners who order their stand from the Organizer.

The Organizer undertakes graphic production only for materials submitted in the correct format and by the deadline. The Organizer does not review submitted materials for content; printing is carried out based on the files provided, and the Organizer assumes no responsibility for the graphic content.

17.7. Custom Stands; Authorization for External Builders

Construction of a custom stand or the use of own installations is permitted.

The Organizer provides a quotation for custom stands based on dimensioned design documentation. The consultation deadline for custom stands built by the Organizer is **15 June 2026**, and the final approval and order deadline is **20 July 2026**.

For stands built by an external contractor or by the Exhibitor themselves, the Organizer's prior written approval is mandatory. The deadline for submitting design documentation is **10 October 2026**.

The technical specifications applicable to exhibitors and stand builders form part of the exhibition contract.

18. Corporate Promotional Presentations

The Organizer announces program opportunities in advance, within which exhibitors may hold corporate presentations at thematic program venues for a fee. The Organizer provides the technical conditions in the form announced in advance.

The scheduling of programs is the exclusive right of the Organizer, taking requests into account to the extent possible.

The visual materials required for the presentations must be sent to the Organizer no later than **1 week** before the Event, in order to reduce on-site technical issues. If materials are not submitted in advance, the Organizer assumes no responsibility for any technical problems occurring on site.

Format: images in JPG, presentations in PowerPoint, 16:9 aspect ratio. Materials must be submitted online in advance, and additionally provided on a USB drive on site.

19. Additional Costs

19.1. Power Connection and Consumption

The minimum **2 kWh** power installation and consumption are not included in the area fee. The Exhibitor must pay for the electrical installation according to the fees specified in the application form; the minimum 2 kWh will be invoiced for every stand.

Electrical installation may only be carried out by a qualified professional with the authorization of the official contractor. Stands may only be operated on the basis of a declaration of protection against electric shock and after an official inspection (by the building's electrical supervision). Providing the switchboard is the responsibility of the stand builder.

Acoustic/optical advertising devices may only be used in compliance with legal regulations and without disturbing other stands. The Organizer is entitled, but not obliged, to inspect installed equipment. The Exhibitor is liable for any damage arising from unauthorized, improper, or excessively consuming equipment; the Organizer is entitled to have such equipment removed at the Exhibitor's expense.

19.2. Waste Removal

The Exhibitor and its contractors must remove waste generated at the stand and transport it to the containers located at the freight elevators. Removal from the hall area is provided by the Organizer. The Organizer ensures the cleanliness of the fairgrounds, halls, and entrances.

19.3. Stand Cleaning

Cleaning of the stands is the responsibility of the Exhibitor and must be completed each day before opening. Cleaning may also be ordered from the Organizer for a fee.

20. Security

During the fair, general security of the exhibition area is provided by the Organizer. Supervision covers the night of the second stand-construction day (from the end of construction) and the opening hours on the event days.

Exhibitors are responsible for safeguarding their own property. The general security provided by the Organizer does not constitute individual guarding; the Organizer's liability is limited as set out in Section 16.

Individual guarding—during the fair, construction, and dismantling—may only be performed by the company contracted by the Organizer.

During construction and dismantling, loading and unloading into the hall is permitted only through designated entrances; entry and presence are allowed according to the rules established by the Organizer.

21. House Rights; Recording; House Rules and Operating Regulations

The Organizer exercises house rights over the entire fair area during construction, the Event, and dismantling, and is entitled to issue instructions.

The Organizer is entitled to photograph and/or film fair events, exhibition structures, stands, and persons present in the Event area, and to use such recordings for advertising and press purposes within the framework of applicable laws.

Filming on the stands and throughout the exhibition area is permitted only with the Organizer's prior written consent. In the case of unauthorized filming, the Organizer is entitled to remove the filming crew from the Event area.

The Exhibitor is obliged to comply with the Venue's General Operating Regulations and the Event's House Rules (annexes).

22. Parking, Loading and Unloading Procedures

22.1. Entry and Parking

The loading area closed by a barrier may be accessed only by trucks, for access to the ramps and the freight elevator. After unloading, the loading area must be vacated immediately, and the vehicle must be parked in the surface parking area outside the barrier or in the underground garage.

Trucks and larger vehicles may park only in designated truck parking areas in Budapest.

Vehicles left unattended at the ramp or in the barrier-controlled area may be removed by the Operator.

Passenger cars are not permitted to stop at the freight gate. The underground garage provides 30 minutes of free parking; for moving lighter goods, the use of the red elevator is recommended.

22.2. Loading Procedure at the Freight Gate

- Vehicles must pull up to the ramp; loading and unloading take place there.
- After unloading, the vehicle must be moved away from the ramp.
- The freight elevator may be used only after the vehicle has been moved.

For safe loading, the presence of at least two persons is recommended; the Exhibitor is responsible for supervising the shipment and equipment.

22.3. Removal of Products at the End of the Exhibition

Only vehicles whose shipment has already been transported down by the elevator may enter the ramp area. Waiting and queuing take place outside the barrier.

Entry time: from 18:00 on 7 November 2026 (Saturday).

23. Rights of the Organizer; Extraordinary Situations

The Organizer is entitled, for compelling reasons beyond its control, to move the Event to another venue or date, to shorten or extend its duration, or to partially or fully close the exhibition area for a temporary period, taking the interests of the Exhibitors into account to the extent possible.

In the event of a natural disaster, war, violent act, terrorist attack, bomb threat, force majeure, or any event endangering the safety of participants, the Exhibitor is not entitled to a reduction of the participation fee or to compensation.

If the Event is not held for any of the reasons described in this section, the participation fees and service fees already paid may, as a general rule, be used for the following year's event in accordance with Section 8. As a general rule, the Exhibitor is not entitled to a cash refund or reimbursement of costs.

By way of exception, only if the Organizer declares in writing that the transfer cannot be ensured (for example, if the Event is permanently discontinued), the Exhibitor may claim general cost reimbursement up to a maximum of 25% of the participation fee; any further claim is excluded, unless the Exhibitor proves that it has already contractually committed itself to a specific, cost-incurring service related to the Event, and the Organizer has undertaken in writing to bear such cost.

Claims for damages against the Organizer in the cases described in this section are excluded to the extent permitted by law.

24. Final Provisions

Any agreement, individual authorization, or special regulation is valid only with the Organizer's written approval. The Venue's General Operating Regulations and the Event's House Rules apply to the entire Event.

The Exhibitor's claims against the Organizer expire after 6 months; the limitation period begins at the end of the month in which the last day of the Event occurs.

The Exhibitor must assert all claims against the Organizer—regardless of legal basis—within the deadline specified in this section; failure to do so results in forfeiture of rights.

The parties shall primarily attempt to resolve disputes arising from these Conditions amicably. If this proves unsuccessful, they agree—depending on the value of the matter—to the exclusive jurisdiction of the court competent for the Organizer's registered seat.

Date: Budapest, 14 January 2026

Annexes:

1. Annex: Rules of the Lurdy Conference and Event Center (page 14)
2. Annex: Event House Rules (pages 15–19)
3. Annex: GDPR Rules (pages 20–22)

Annex 1.

House rules of the Lurdy Conference and Event Center

The Venue Operator sets out below the fire safety and occupational safety regulations related to the use of the event spaces, which the Client must fully comply with.

The Client bears full responsibility for the safety of the event, exhibition, expo, or conference (hereinafter: event) it organizes. For this purpose, the Client must comply with the predetermined fire safety and occupational safety regulations and safety instructions.

- The Client may not restrict or obstruct, even temporarily, access to or operation of the fire-safety equipment located in the rented premises (fire extinguisher, wall hydrant, manual call point), nor any other technical systems (fire-alarm system, emergency direction lights, heat and smoke extraction).
- During the event, decorative items, tables, chairs, and other furnishings may only be placed in such a way that they do not obstruct evacuation or rescue at emergency exits.
- Only such equipment and decorations may be used in the rented premises as have been agreed in advance with the Venue Operator's occupational-safety specialist.
- The Venue Operator applies special regulations for the performance of 'Occasional Fire-Hazardous Activities' within the rentable premises. During events, any activity involving open flame, intense heat generation, or potential heat production may only be carried out with the Venue Operator's prior written permission.
- The written permission forms an integral part of defining the technical, material, and personnel requirements necessary for the safe execution of fire-hazardous activities.
- The Client may use only such equipment at the event that poses no danger to participants, to the Organizer's staff, or to any other persons present in the conference center. The Client must be able to prove this.
- The Client may use only such electrical equipment operating on 230V that has a valid inspection certificate for protection against electric shock. The Client must keep this inspection certificate available at the event venue for the entire duration of the event.
- Order and cleanliness must be maintained in the rented premises throughout the entire duration of the event.
- Operating equipment that uses open flame or generates heat is prohibited in the rented premises.
- Any fire occurring in the rented premises—including fires that have already been extinguished—must be reported immediately to the Venue Operator, and the location of the fire must not be altered until the Venue Operator's designated representative arrives on site.
- The Client may not store fire-hazardous or explosive materials in the rented premises, not even temporarily.

Annex 2.

Event House Rules

Date: 6–7 November 2026

Venue: Lurdy Conference and event Center

Website: www.beauty-kiallitas.hu

Thank you for your interest in the Beauty Forum Trade Fair, and if you attend, we wish you an enjoyable experience. To avoid any misunderstandings, please read the Event House Rules, which all visitors are required to follow.

Purpose of the Event

The primary purpose of the Event is to provide a platform for beauty-industry professionals to discover new developments. The Event may also be visited by non-professionals upon purchasing a ticket.

Ticket Purchase and Entry

Entry is free of charge for professional visitors, but requires registration. The professional registration voucher is valid only when completed and signed. Together with the voucher, visitors must present a certificate or diploma proving their professional qualification at the venue; this is a condition for free entry to the Event. By signing the registration form, the visitor automatically accepts the Organizer's privacy policy, which is available on site and at www.beauty-forum.hu/adatvedelem. Visitors may withdraw their consent to data processing at any time.

Entry is also free for guests invited by the Organizer and for exhibitors.

A ticket must be purchased if the visitor is not a professional. Tickets can be purchased at the entrance cashier (Beauty Office).

Visitors receive a wristband that entitles them to entry for the given day; it is placed on the visitor's wrist at the registration desk or at the entrances, in a clearly visible location. The wristband and its validity or condition may be checked at any time by an assistant or the Organizer.

The wristband entitles the visitor to one day of entry, with unlimited re-entry on that day.

The wristband or ticket is not transferable to another person.

By wearing the wristband, the visitor automatically accepts the Event House Rules and undertakes to comply with them.

After the wristband is removed, the visitor may no longer re-enter the Event.

If a visitor's wristband is invalid (torn, re-glued, or belonging to another event), the visitor must leave the Event area.

Persons who do not have a valid entry ticket (wristband) and/or who violate generally accepted standards of conduct, behave aggressively, or are visibly intoxicated or under the influence of substances may be escorted out of the Event area. Individuals who are removed from the Event are not entitled to a refund of the ticket price.

Media Policy

Image and video material will be recorded at the Event and may be used at a later time. The Organizer reserves the right to publish and use for promotional purposes any photos, videos, or audio recordings made at the Event, whether in online or printed media. Image and/or audio recordings may be made of visitors and participants. By attending the Event, visitors acknowledge and accept this. No claims for compensation may be submitted afterwards by guests, exhibitors, or visitors in connection with this.

The Organizer handles, stores, and shares with third parties any image and audio material recorded at the Event in accordance with its Privacy Policy. Further information is available at www.beauty-forum.hu/adatvedelem and on site at the Beauty Office.

If a Visitor qualifies as a public figure, they may be named without their consent.

Filming Permission

Filming or recording promotional videos at individual stands or anywhere within the exhibition area is permitted only with the Organizer's prior written authorization. In the case of unauthorized filming, the Organizer is entitled to instruct the members of the filming crew to leave the Event area.

Advertising Materials

Exhibition materials, printed materials, and advertising items may be displayed only on the rented stand; distributing them at the entrances or anywhere else on the fairgrounds without permission is prohibited. Placing advertisements outside the stand—such as banners or boards—is permitted only with the Organizer's prior approval and only in locations designated by the Organizer. Advertising used at the exhibition is permitted only if it does not infringe the interests of other exhibitors, does not violate legal regulations or public decency, and is not ideological or political in nature. The Organizer is entitled to refuse the distribution or display of any advertising material that may be objectionable and may confiscate such material for the duration of the Event. Moving or loud advertising and product demonstrations, as well as sound amplification exceeding normal speech volume—which may disturb other exhibitors—are not permitted. If these rules are disregarded, the Organizer has the right to intervene and require modifications. Any form of music playback requires authorization in accordance with applicable copyright regulations, and the related costs are borne by the exhibitor.

Only those legal or natural persons who have received written authorization from the Organizer may carry out commercial and/or marketing activities at the Event. In the absence of such authorization, the Organizer is entitled to instruct the person concerned to leave the Event.

Safety and first aid

The Organizer assumes no liability for any injury or damage occurring as a result of negligent behavior by a visitor or any other participant. Visitors must follow the instructions of the Organizer if they are asked to evacuate certain areas or keep specific zones clear.

Visitors are strictly prohibited from possessing any objects at the Event that could cause harm to persons or property. Such items include, but are not limited to: knives, loaded firearms, sharp or cutting tools, glass objects, or any items that are dangerous due to their size, condition, or weight. If any visitor is found to possess such an item, the Organizer or its contracted security personnel have the right to confiscate it or store it securely for the duration of the Event. If the person refuses to hand over the item, they may be excluded from the Event.

If a visitor notices a hazardous situation (such as a fire) or any potential source of danger, they must immediately notify a member of the security personnel present at the Event.

If a visitor or exhibitor behaves in a manner that harms the interests of the Organizer or disrupts the Event, the Organizer or its contracted security personnel are entitled to instruct the person to leave the Event, and if necessary, escort them out.

All persons present at the Event must comply with the Venue's fire safety regulations. Access to fire extinguishers must be ensured at all times.

Conduct

Visitors acknowledge and respect that professional presentations, demonstrations, and treatments take place at the Event. They must not disturb these with loud conversation, phone calls, noise, or any hazardous activity.

Seats are reserved for those attending the presentations. Blocking the corridors is strictly prohibited.

Other / general house rules

Lack of awareness of the House Rules does not exempt anyone from the consequences of violating them under any circumstances.

The Event may be attended by visitors of all ages. The Event does not include any age-restricted programs.

No compensation may be claimed by individuals who violate the House Rules in any way. Such persons may be excluded from the Event by the Organizer.

Animals are not permitted anywhere on the Event premises.

The Organizer reserves the right to modify the program.

The Organizer assumes no responsibility for items lost, left behind, missing, or stolen during the Event.

Littering is prohibited both inside and outside the Event area.

Visitors must refrain from any expression, communication, or action that may endanger or violate the personal rights, life, health, or physical integrity of others.

All visitors are required to comply with the House Rules of the Beauty Forum Budapest Trade Exhibition. These are available online at www.beauty-kiallitas.hu and displayed on site.

Selling goods, distributing flyers, or engaging in any advertising activity within the Event area is strictly subject to authorization. Violation of this rule entitles the Organizer to exclude the person from the Event.

Visitors may step onto the stage only upon instruction or with the permission of the performers or the Organizer.

Individuals using illegal substances, or found in possession of such substances, will be removed from the Event and handed over to the authorities.

By entering and participating in the Event, visitors acknowledge and accept the following rules. If anything is unclear or if you have questions, please contact the Beauty Office.

Please take care of yourselves and each other. Thank you for your cooperation, and enjoy the Event!

Organizer: Health and Beauty Business Media Kft., 1033 Budapest, Szentendrei út 95.,
Phone: 00 36 1 457 0067, E-mail: info@health-and-beauty.hu, www.beauty-kiallitas.hu

Annex 3.

GDPR Rules

Who We Are

Our website: <https://www.beauty-kiallitas.hu>

What personal data we collect and for what purpose

Practices regarding the processing of data collected during registration for the Event:

Data protection rules BFB

Definitions:

Personal data: Any information relating to an identified or identifiable natural person ('data subject'). An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, number, location data, online identifier, or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural, or social identity of that natural person, and which is transferred to the Processor for the performance of services under the Contract between the Controller and the Processor.

Processing: Any operation or set of operations performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure, or destruction.

Data Controller: A natural or legal person, public authority, agency, or any other body which, alone or jointly with others, determines the purposes and means of the processing of personal data. Where the purposes and means of such processing are determined by Union or Member State law, the Controller or the specific criteria for its nomination may be provided for by Union or Member State law.

Data Processor: A natural or legal person, public authority, agency, or any other body which processes personal data on behalf of the Controller.

Recipient: A natural or legal person, public authority, agency, or any other body to whom or with which the personal data are disclosed, whether or not it is a third party. Public authorities which may receive personal data in the framework of a particular inquiry in accordance with Union or Member State law shall not be regarded as recipients; the processing of such data by those public authorities must comply with the applicable data-protection rules according to the purposes of the processing.

Data Subject: An identified or identifiable natural person whose personal data are processed by the Controller or the Processor.

Personal Data Breach: A breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorized disclosure of, or access to personal data transmitted, stored, or otherwise processed.

Applicable EU Law: refers to the GDPR and its amendments, replacements, and repealed versions from time to time, including legislation implementing or supplementing the GDPR, as well as Directive 2002/58/EC on Privacy and Electronic Communications (and its amending Directive 2009/136/EC), which is expected to be replaced by the forthcoming ePrivacy Regulation.

Storage and Processing of Personal Data

Health and Beauty is committed to protecting the privacy of all individuals who purchase through our website and treats personal data confidentially.

The protection of your personal data is of paramount importance to Health and Beauty Business Kft. and its partners. The collection and processing of personal data required during the use of our website complies with the applicable Hungarian data-protection regulations. You may request the deletion of your data at any time by sending an email to: unsubscribe@health-and-beauty.hu.

Use of Personal Data

We use your data solely for the purpose of fulfilling the contract concluded with you.

Disclosure of Information

Health and Beauty does not transfer personal data to third parties. For the purpose of fulfilling contracts and services, personal data may be transferred to the following Data Processors: ZeroTimeServices Kft., Webcorp Kft., Maxaldo Kft., Magyar Posta. Data may be deleted afterwards upon request.

E-Newsletter

Partners of Health and Beauty receive our emails only if they have given prior consent or if we maintain an existing business relationship. Certain commercial customer groups may receive unsolicited emails only if the information is relevant to their direct business activities. Recipients may unsubscribe from newsletters at any time.

Modification, Blocking, and Deletion of Personal Data

Clients of Health and Beauty may access their user information at any time. To request deletion of your user information, please contact Health and Beauty via email at: unsubscribe@health-and-beauty.hu.

Data Security

Taking into account the state of the art, implementation costs, the nature, scope, context, and purposes of Processing, as well as the varying likelihood and severity of risks to the rights and freedoms of natural persons, the Controller implements appropriate technical and organizational measures to ensure a level of security appropriate to the risk, including, where appropriate, the measures set out in Article 32(1) of the GDPR.

The Controller declares that, during its data-processing and data-handling activities, it acts in compliance with the provisions of the Hungarian Information Act (Infotv.) and the GDPR, adheres to applicable data-protection rules and legal practice, and takes into account relevant international recommendations.

Personal data are stored on protected servers with restricted access, and the Controller takes all necessary technical and organizational measures to prevent the loss, misuse, unauthorized access, disclosure, alteration, or deletion of the data.