



STUDENT DAY RULES & INFORMATION

PLEASE READ THE FOLLOWING CAREFULLY BEFORE REGISTERING YOUR GROUP

STUDENT DAY IS TUESDAY, MARCH 10TH, 2026

All registrations must be paid in full and received by Friday, March 6, 2026, to receive the discounted rate of \$49. To register to attend, visit www.BeWellShowNewYork.com.

ELIGIBILITY & PRICING

- + **ONLY SCHOOL OFFICIALS CAN ORDER STUDENT TICKETS AT THE DISCOUNTED PRICE.** We will NOT accept registrations from students individually if they want to attend at the discounted School Program rate of \$49. If students register on their own, they will pay the full, professional rate of \$59-\$99.
- + The student discount is valid for Tuesday, March 10 only. A minimum of ten (10) student tickets must be purchased in order to get the discounted student pricing of: \$49 by March 6, 2026.
- + All credentials will be picked up onsite at the **Student Program desk**. Location will be communicated before the show. A School Official or Chaperone must be the only individual to retrieve the packet, containing all student wristbands, School Official and Chaperone badges. Students cannot wait in line with the School Official to pick up the packet.

CHAPERONE ELIGIBILITY & INFORMATION

Every tenth student ticket purchased entitles the school to one (1) complimentary Chaperone ticket.

- + Each additional purchase of 10 student tickets entitles the school to one (1) additional complimentary Chaperone ticket.
- + Chaperones can only attend the show on Tuesday, March 10 and **MUST** remain with students at all times while at the show.
- + If the school needs to purchase additional Chaperone tickets (in addition to the allotment), please do so by March 6 to get the discounted rate of \$49 per Chaperone. There is no complimentary or discounted Chaperone price after this date.

WRISTBANDS

School packets will include all student wristbands and badges for School Officials and Chaperones. Packets will be available for pickup on Tuesday, March 10th at the dedicated Student Day Registration Desk. **Wristbands will not be mailed in advance.**

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SCHOOL OFFICIAL ELIGIBILITY & INFORMATION

- + 10 student tickets must be purchased to receive three (3) complimentary School Official badges for a 1-day Exhibit Hall entry.
- + If the school needs to purchase additional School Official badges (in addition to the allotment), please do so by March 6. Each additional School Official ticket (over the allotment of the 3 included School Official tickets) must be purchased at the full professional rate. There is no discounted rate for additional School Official tickets.

REGISTRATION & PAYMENT – Online registration closes March 6, 2026

- + The main contact for each school will be emailed a password to log into the online registration site. Please check the email address you've registered with in the past for your password to register.
- + All School Officials, Chaperones, and students must be registered through the online portal. Payments may be completed with a credit card or school check. Please note that personal checks are NOT accepted. All school checks must be received before **February 20, 2026**. If your payment is not received by **March 6, 2026**, your order will be canceled.
- + To register your students, you will need to include each student's first name, last name, phone and personal email. **Please have this information for each student before you begin the registration process.**
- + If you do not receive an email with your login credentials and password, please email BeautyandWellnessShowNYCStudent@Maritz.com for help.

FORMS OF PAYMENT

Credit card and school checks are both accepted. If you decide to pay by check, please mail it in advance, as all pending payments must be paid by March 6, 2026, to ensure time to process before arriving on site.

Registrations that are still incomplete (without payment) by March 6, 2026, will be canceled.

- + Credit cards: Mastercard, VISA and American Express
- + School checks and certified checks only. **PERSONAL CHECKS ARE NOT ACCEPTED.**

PLEASE MAKE CHECKS PAYABLE TO: **Be+Well New York 2026/Questex, LLC**

Mail check to: Questex, LLC c/o CDS
PO Box 959635
St. Louis, MO 63195-9635

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TRAVELING TO THE SHOW

We recommend all students travel together with their Chaperones and School Officials. However, in the cases where students have to travel separately, School Officials are responsible for arranging meeting locations with those students prior to attending Be+Well New York. No student will be admitted into the Exhibit Hall without a Chaperone or School Official. It is imperative that School Officials and Chaperones provide a working cell phone number to all attending students in their group prior to March 6 and communicate the final meeting location on site at the Javits Center.

GENERAL SHOW INFORMATION

SHOW LOCATION:

Javits Convention Center
429 11th Avenue
New York, NY 10001

Exhibit Hall Hours

Sunday, March 8	10:30am - 5:00pm	
Monday, March 9	10:30am - 5:00pm	
Tuesday, March 10	10:30am - 3:30pm	STUDENT DAY

Education Hours

Sunday, March 8	10:00am - 5:00pm	
Monday, March 9	10:00am - 5:00pm	
Tuesday, March 10	10:00am - 3:30pm	STUDENT DAY

TERMS & CONDITIONS

- + Cancellation/Downgrade Policy: Cancellation Terms apply. See online school registration form for details.
- + Registering implies consent to use your image in future promotional materials and media coverage.
- + No children under the age of 15 are allowed on the show floor or in classrooms, including infants in strollers.
- + For questions, please email BeautyandWellnessShowNYCStudent@Maritz.com or call 508.743.8584.



STUDENT ETIQUETTE RULES & GUIDELINES

Be+Well | Beauty and Wellness Show New York remains dedicated to the education of the future cosmetologists, hair stylists/colorists, barbers, estheticians, massage therapists, and nail/lash/brow/wax technicians. **Be+Well New York** offers students a valuable learning experience, and we want to maximize its impact for everyone attending. We're asking all School Officials and Chaperones to partner with Show Management in maintaining appropriate student conduct throughout the event.

Your students represent the future of the beauty and wellness industry and we would like to stress the importance of professionalism at the show. We ask that you **STRONGLY** encourage your students to be courteous, attentive and respectful while on the show floor and in class. Show Management has a responsibility to the artists and exhibitors to maintain the utmost professionalism and decorum at the show.

We request that you review the following rules & regulations with your student body before attending:

- Students must be chaperoned at ALL times.
- Students **MUST** behave appropriately and respectfully while on the show floor and in the classrooms.
- Students must dress appropriately.
- Absolutely no strollers, infants, toddlers or children will be allowed at **Be+Well | Beauty and Wellness Show New York** and no one under the age of 15 may enter the Exhibit Hall.
- Institute a backup plan should a student get left behind.
- Theft will not be tolerated. Any student caught stealing booth products will be turned over to State Authorities.
- To avoid students missing your bus, please take a head count, both **BEFORE** and **AFTER** the show to ensure that they are all accounted for.
- Any giveaways (ex. bags) will be given on a first come first served basis.

Your support helps us maintain the high-quality educational experience that makes Be+Well | Beauty and Wellness New York so valuable for students.

Thank you for your cooperation.