

Welcome!

We would like to express our appreciation for your support and sense of community toward the footwear industry's future. Your participation enables us to provide the footwear industry with a united business environment.

Our team is here and ready to assist you with your show needs. Please, feel free to call upon us as your resource in planning for the show.

We look forward to seeing you in Las Vegas!

Regards,

Leslie Gallin, President of Footwear
WSA@MAGIC

Your WSA@MAGIC Team:

Katie Sichterman, Sales Manager
ksichterman@advanstar.com
Office: 310-857-7610

Jessica Gould, Sr. Account Executive
jgould@advanstar.com
Office: 310-857-7656

PLEASE NOTE, the information included in this document is specific to exhibitors who purchased a booth package when their booth space was contracted.

If you purchased raw space and need to order a booth package, please refer to the general MAGIC Exhibitor Services Manual or [CLICK HERE](#).

BOOTH PACKAGES

Each 10' x 10' (100 square feet) Footwear Booth Package includes*:

**As booth size increases, your booth package items/contents are multiplied accordingly*



- 10' x 10' booth: Hardwalls – white Tuffcoat wall inserts with natural metal framing, walls are 8' high (actual working space: 8' 1" deep x 9'8" wide x 8' high)
- Booth carpet (black)
- One (1) brand ID sign: 36" wide x 12" tall, company name ONLY (Black with white text)
- One (1) table: 48" long x 30" deep x 30" tall, white top with metal legs
- Two (2) chairs: 32" wide x 18" deep x 18 1/2" tall, white
- Two (2) black arm lights (Power for the lights comes from the 500 watt electrical outlet included with your booth package)
- Three (3) single ladder rack units: 38" wide x 72" tall x 16" deep, white shelves (Weight limit per shelf = 40lbs.)
- One (1) wastebasket
- One (1) 500 watt electrical outlet
- Nightly booth cleaning
- 300-lb drayage/material handling (product only)

SHOW DATES & HOURS - WSA

Monday, August 18	9:00 am– 7:00 pm
Tuesday, August 19	9:00 am– 6:00 pm
Wednesday, August 20	9:00 am– 6:00 pm

Exhibitors have access to the exhibit hall one hour before and one hour after show hours.

EXHIBITOR REGISTRATION DATES & HOURS

Saturday, August 16	8:00 pm – 6:00 pm
Sunday, August 17	8:00 am – 8:00 pm
Monday, August 18	8:00 am – 7:00 pm
Tuesday, August 19	8:00 am – 6:00 pm
Wednesday, August 20	8:00 am – 6:00 pm

SHOW LOCATIONS

Las Vegas Convention Center (WSA@MAGIC is in the NORTH Hall)

3150 Paradise Road
Las Vegas, NV 89109
Phone: (702) 892-0711

FREQUENTLY ASKED QUESTIONS (FAQ): GENERAL

Q. HOW DO I ORDER BADGES?

A. Badges are required to enter the show floor AT ALL TIMES. Exhibitors should request badges for booth personnel only, each 10' x 10' space is allocated four badges. A link will be emailed to you with instructions for online registration. **When prompted for a password, please enter 888914.**

Q. DOES MAGIC OFFER SPECIAL RATES ON HOTELS?

A. Yes, MAGIC has selected "official" hotels; these selected hotels offer special rates to MAGIC participants. To take advantage of these special rates, [click here - Hotel](#) or call our official travel agency, Travel Planners at (800) 254-7188 Domestic or (212) 532-1660 International.

Q. WHEN CAN I MOVE IN AND OUT OF THE BUILDING?

A. Move in for WSA **exhibitors with booth packages** is Sunday, August 17, 8:00 am to 8:00 pm.

*Requests for early move in approval should be sent in writing to Jessica Gould:

jgould@advanstar.com or Katie Sichterman : ksichterman@advanstar.com

The Show closes at 6:00 pm Wednesday, August 20. All exhibitors are required to keep their booth intact until 6:00 pm on that date. Any exhibitor packing up their booth before 5pm will be subject to fines and/or reevaluation of location for the next show.

FAQ: GENERAL CONTINUED**Q. I'M BRINGING MY SAMPLES WITH ME IN A CAR OR TAXI, HOW DO I GET THEM TO MY BOOTH?**

A. Hand-Carried Merchandise - "Hand-carried" is defined as that which can be transferred by one person (not two people carrying together). No freight handling equipment (dollies, carts, etc.) may be used. All hand-carried products for those exhibiting at the Las Vegas Convention Center must enter and exit through the main entrances of the Convention Center and cannot be brought in from the loading docks or freight entrances.

If you are arriving with your product by taxi, ask the driver to go to the North Hall of the Las Vegas Convention Center and unload your product at the curb. If you have more product than you can carry in one trip, two people must be involved in the procedure, one to stay with the merchandise and one to carry product to the booth. You can also consider using Cartload Service (listed below) to get your product to your booth.

If you are arriving by private car, drive to the North Hall of the Las Vegas Convention Center and look for signs directing you to the parking lot. Unloading at the front doors of the North Hall is not permitted. If you have more product that you can carry, you should consider using Cartload Service (listed below) to get your product to your booth.

Cartload Service – If you have too much product to carry from your car or a taxi, for \$72.00 GES will provide labor to unload from your car and deliver to your booth one cart-load (300-lbs. maximum) of merchandise. If you are interested in this service, look for the Cart-Load Kiosk located outside the North/Central Halls of the Las Vegas Convention Center by the shuttle bus parking. A GES representative will be there to assist you. Any large vehicles (one ton & over) will be directed to the Marshaling yard. **Unloading at the front doors of the North Hall is not permitted.**

NEVER leave unattended merchandise at the curb or in the parking lots!

Q. ARE THERE HEIGHT RESTRICTIONS FOR MY BOOTH?

A. Yes, the walls provided with your booth package are 8' tall. NO booth display items can exceed that height. Custom/raw space booths are allowed to be up to 10' tall so you may see a height different between your booth package walls and some of the booths around you.

Q. CAN I CUSTOMIZE THE INTERIOR OF MY BOOTH?

A. Yes, you can customize the interior of your booth however, it is mandatory that any modifications to your booth are set inside the walls provided by GES with your booth package. **A diagram must be sent to show management for approval prior to show.**

Q. CAN I CUSTOMIZE THE EXTERIOR OF MY BOOTH?

A. Yes, you can. We ask that no exhibitor hang signs or banners on the exterior of their booth to maintain a clean upscale aesthetic look for WSA booth packages. Specific graphic panels that work with the booth package framework may be ordered from GES using the general [LVCC ESM](#). Please make sure any interior graphics are PROFESSIONALLY produced.

FAQ: GENERAL CONTINUED

Q. IS WiFi AVAILABLE?

A. Yes, WSA provides complimentary WIFI in the LVCC. Please note – If you need high-speed internet for order taking, high resolution graphics or video, you should consider ordering a dedicated internet line for your booth from Cox Communications. Please see the Utilities Section of the general [LVCC ESM](#)

Q. WHERE DO I SHIP MY SAMPLES?

A. For delivery to your booth prior to move-in, ship merchandise to the GES warehouse before August 11, 2014. These boxes/crates will be in your booth when you arrive for move-in. For shipments arriving during regular move-in on August 18, 2014, ship directly to the Las Vegas Convention Center. *Be sure to mark the name of your company/brand AND booth number on all packages.* For further information and shipping labels see the Shipping section of the general [LVCC ESM](#). Bring copies of all way bills and tracking numbers with you to show site.

Q. DO I NEED SPECIAL INSURANCE AND HOW CAN I PURCHASE LIABILITY INSURANCE?

A. Yes, you do need insurance. Exhibitors participating at in WSA@MAGIC must have Commercial General Liability insurance (including fire, medical expenses, products and completed operations, independent contractors, personal injury and blanket contractual liability insurance) of at least \$1,000,000 per occurrence, \$2,000,000 aggregate which names Advanstar, MAGIC, WWDMAGIC, FN PLATFORM, Sourcing at MAGIC, WSA at MAGIC, Las Vegas Convention Center & Visitors Authority, Mandalay Bay Corp and Mandalay Bay Resort Group as Additional Insured. The insurance must cover the duration of the show, including move-in and move-out. A Certificate of Insurance evidencing the foregoing coverage must be on file with WSA@MAGIC at least 30 days prior to shows move-in.

For more information see the “Insurance” Section of the LVCC Exhibitor Services Manual . If you don’t have the required amount, you can purchase liability insurance from Wells Fargo. You will receive an email including a personal link to purchase insurance directly from Wells Fargo or upload your certificate from your own insurance provider. If you have any questions contact tradeshow@wellsfargo.com

Q. ARE CLEANING SERVICES PROVIDED?

A. WSA will provide nightly vacuuming and trash removal for accessible booths. If you choose to use Booth Seal, you will need to order and make arrangements for access to your booth for cleaning with our authorized contractor United National. Please see the Utilities Section of the general [LVCC ESM](#).

Q. WHO DO I CONTACT IF I HAVE QUESTIONS DURING SET UP?

A. Floor Managers and Show Management Staff are on site during set up, show days and break down. If you require assistance, go to the GES Service Center and ask to have your assigned Floor Manager or CSR come to your booth.

QUICK TIPS: BEFORE THE SHOW

Being prepared will help save you time, money, and needless aggravation.

- Pre-register for exhibitor badges. A link will be emailed to you with instructions for online registration. **When prompted for a password, please enter 888914.**
- Know the booth display rules (located under the Rules & Regulations section of the general LVCC ESM).
- To make hotel arrangements, [click here - Hotel](#) to get the lowest rates at official hotels.
- Show fees must be paid in full to receive booth number.
- Submit Certificate of Insurance.
- Advertise:
 - Show Planner
 - Sponsorships – contact Jessica Kistenmacher, jkistenmacher@advanstar.com, for more information
- Schedule appointments with buyers.
- Send media kits to the industry press.
- Ship samples to GES's warehouse in advance
- Pack office supplies such as: scissors, stapler, paper, pens and business cards.
- Remember to bring your registration confirmation with bar code to print your badge onsite

QUICK TIPS: ORDERING

- Order any essential services in advance to ensure cost savings:
 - Electrical labor & service; including additional electrical outlets
 - Additional booth furniture/displays
 - Internet (WSA provides free wireless internet in the North Hall, if you require a hard line connection please see the Utilities Section of the general [LVCC ESM](#)).
 - Models
 - Booth security/Booth Seal
- Order early through authorized contractors for the lowest prices. ON-SITE ORDERS ARE EXPENSIVE AND MAY BE SUBJECT TO MAJOR DELAYS.

BENEFITS...if you meet deadlines

You will save money

You get what you want when you want it

You will have a smoother running show

DRAWBACKS...if you miss deadlines

You will pay more

Things you need may be unavailable

You may encounter frustrating delays

PARKING INFORMATION

A major function of the LVCVA Safety & Security Department is to ensure parking is as convenient as possible within constraints imposed by demand, available space, and cost.

Parking Fees:

When paid parking is in effect, the fee is \$10.00 with in and out privileges. Anyone leaving the Las Vegas Convention Center and planning to return the same day can get their ticket stamped for reentry. Please display ticket stubs in view on your dashboard.

Parking Space Designation:

Parking is permitted in marked spaces only. Overnight parking is not permitted.

White Spaces designate general parking permitted with a proper pass or ticket stub.

Red Curbs designate fire lanes. Fire lanes are tow-away zones and must be kept clear at all times.

Accessible Parking:

Accessible parking spaces are provided and are designated as reserved by a sign showing the symbol of accessibility. Van accessible spaces are also available.

Speed Limit:

The speed limit at the Las Vegas Convention Center is 15 MPH unless otherwise posted and 5 MPH in the parking lots.

Lost Your Vehicle?

It's easy to do with over 5,500 parking spaces. Go to the LVCVA Security Dispatch Office located on the main concourse by the C Halls. The office is open 24 hours, and they will be happy to help you locate your vehicle.