

Welcome!

Welcome to FN PLATFORM!

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. With over 1600 participating brands, February 2016 represents FN PLATFORM's continued success as the International Event for all footwear!

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.

This is your Exhibitor Services Manual (ESM). It has been designed to provide you with all the information necessary for a successful show. **The ESM is an important tool, so please make sure you review it and share the link with staff involved with your participation at FN PLATFORM.**

Additionally, please be sure to read the **Quick Tips and FAQ's Section**– these quick and useful checklists can help you save time and money as you prepare for exhibiting at FN PLATFORM.

Again, if you have any questions, please do not hesitate to contact your FN PLATFORM sales team at (310) 857-7500.

We wish everyone a prosperous season and look forward to seeing you in Las Vegas!

Sincerely,

Leslie Gallin

President of Footwear, UBM Advanstar

FN PLATFORM

Team Members:

Belinda Pina, Sharon Barbosa, Jessica Gould, Stacey Weber, Brad Jeremich, Molli Vitta, Diana Sagini, Jessica Kistenmacher & Stephen Lesser

FN PLATFORM

SHOW LOCATION / DATES / HOURS

SHOW DATES & HOURS

FN PLATFORM

Tuesday, February 16	9:00 am– 6:00 pm
Wednesday, February 17	9:00 am– 6:00 pm
Thursday, February 18	9:00 am– 6:00 pm

Exhibitors have access to their booths one hour before and one hour after show hours.

Management reserves the right to alter the hours and/or days of the show.

REGISTRATION DATES & HOURS

Sunday, February 14	8:00 am – 6:00 pm
Monday, February 15	8:00 am – 8:00 pm
Tuesday, February 16	8:00 am – 6:00 pm
Wednesday, February 17	8:00 am – 6:00 pm
Thursday, February 18	8:00 am – 5:00 pm

SHOW LOCATIONS

Las Vegas Convention Center (FN PLATFORM is in the ***SOUTH HALL***)
3150 Paradise Road
Las Vegas, NV 89109

SHOW MANAGEMENT'S CORPORATE ADDRESS

MAGIC/FN PLATFORM
2901 28th St. #100, Santa Monica, CA 90405
Phone: (310) 857-7500
Fax: (310) 857-7583

AUTHORIZED CONTRACTORS

A-1 NATIONAL FIRE CO.

(Fire Proofing)

Phone: (702) 320-3473

<http://allamericanfire.com>

ALWAYS CREATIVE

(Models)

Phone: (702) 307-8111 ex 5

www.alwayscreativeinc.com

ARAMARK CATERING

(Catering)

Phone: (702) 943-6910

www.aramark.com

CLAYTON NICHOLAS DESIGN

(Steamers and Trimming)

Phone: (702) 722-1233

EXPOEASE

(Floral and Photography)

Phone: (702) 368-2868

www.expoease.com

FED EX BUSINESS SERVICES

Phone: (702)733-2898

www.fedex.com/us/office

GES - Global Experience Specialists

(General Services Contractor, Material Handling, Furniture, Carpet)

Phone: (702) 515-5970

<https://ordering.ges.com/show/info/011600502>

ITN International

(Lead Retrieval)

Phone: (801) 676-7933

www.bcard.net

KUEHNE & NAGEL

(Customs Broker)

Phone: (310) 641-5500

www.kn-portal.com

LAS VEGAS MANNEQUINS

(Mannequins)

Phone: (702) 987-5830

www.lvmannequins.com

PRG

(A/V Rentals)

Phone: (888) 844-4225

<https://orders.prg.com>

PRO-TECT

(Security)

Phone: (702) 735-0110

www.pro-TECTsecurity.com

COX BUSINESS SERVICES

(Phones, Internet & Wireless)

Phone: (855) 519-2624

www.tradeshows.coxhn.net

TRADE SHOW ELECTRICAL

(Electrical, Lighting and Truss)

Phone: (702) 515-5970

<https://ordering.ges.com/show/info/011600502>

TRAVEL PLANNERS

(Hotel)

Phone: (212)532-1660

www.tphousing.com

UNITED NATIONAL MAINTENANCE

(Booth Cleaning)

Phone: (800) 248-8558

WELLS FARGO INSURANCE

(Insurance)

Phone: (206) 892-9200

tradeshow@wellsfargo.com

QUICK TIPS

QUICK TIPS: BEFORE THE SHOW

Use the Exhibitor Action Checklist to ensure you are meeting all deadlines. Your Exhibitor Service Manual contains information which 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 887816.**
- Know the booth display rules (located under the Rules & Regulations section).
- To make hotel arrangements, [click here – Hotel](#) to get the lowest rates at official hotels or go to MAGIOnline.com/magic/travel.
- Show fees must be paid in full to receive booth number.
- Submit Certificate of Insurance.
- Advertise:
 - Show Directory
 - Shop the Floor Virtual Marketplace
 - Sponsorships – contact Jessica Kistenmacher, jessica.kistenmacher@ubm.com, for more information
- Schedule appointments with buyers.
- Send media kits to the industry press.
- Ship samples to GES's warehouse in advance (see Material Handling section for shipping information).
- Pack office supplies such as: scissors, stapler, paper, pens and business cards.
- Remember to bring your exhibitor badge or you will need to have another one printed at the registration counter.

QUICK TIPS: ORDERING

- Order any essential services in advance to ensure cost savings:
 - Light Boxes/Branding Walls – Check deadlines on order forms to get the best pricing
 - Electrical labor & service; including additional electrical outlets - Early order deadline is January 26, 2016
 - Additional booth furniture/displays
 - High-speed internet (FN PLATFORM provides free wireless internet, if you require a dedicated, hard line connection please see Cox Business Services Order Forms).
 - 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

FAQ: GENERAL

Q. HOW DO I ORDER BADGES?

A. Exhibitors can request badges for booth personnel only. Badges are required to enter the show floor. A link will be emailed to you with instructions for online registration. **When prompted for a password, please enter 887816.**

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

A. Yes, you do need insurance. If you don't have the required amount of coverage, you can purchase liability insurance from Wells Fargo. You will receive an email including a link to purchase insurance directly from Wells Fargo. You do NOT need to provide copy of your insurance certificate unless specifically asked for a copy. If you have any questions contact tradeshow@wellsfargo.com.

Q. DOES FN PLATFORM OFFER SPECIAL RATES ON HOTELS?

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

Q. WHO ARE FN PLATFORM'S AUTHORIZED CONTRACTORS AND WHAT ARE THEIR TELEPHONE NUMBERS?

A. Check the "AUTHORIZED CONTRACTORS" tab in this manual for company listings. During set-up and show days, Authorized Contractors are located on the show floor, at the service desk area.

Q. HOW DO I GET THE BEST DISCOUNTS ON SERVICES?

A. To obtain prompt and efficient service; it is best to submit order forms well before the due date. Late and last minute orders cause needless delay, confusion and expense. Make sure to send forms to the address listed on each form as services come from many different suppliers.

Q. WHERE DO I SHIP MY SAMPLES?

A. For delivery to your booth **prior to** move-in, ship merchandise to the GES warehouse before Monday, February 8, 2016. These boxes/crates will be in your booth when you arrive for move-in. You can find Direct shipping labels in SECTION 3 of this manual.

For shipments arriving during general move-in on February 15, 2016, ship directly to the Las Vegas Convention Center. If you are shipping with a carrier such as UPS, FED-EX or DHL, check with your carrier to make sure what days they will deliver to the convention center before sending your shipment. **August 15 is a national holiday and not all carriers will delivery shipments that day.**

Be sure to mark the name of your company/brand AND booth number on all packages, also include the name and mobile phone number of a person who will be at the show. For further information and shipping labels, see SECTION 3 on this manual. Bring copies of all way bills and tracking numbers with you to show site.

Q. HOW DO I ORDER FOOD / CATERING SERVICES AT THE SHOW?

A. The venue rules require that all food and beverage must be purchased through their exclusive caterer, ARAMARK. The Booth Catering Menu can be found in the Authorized Contractor section of your Exhibitor Service Manual or [CLICK HERE - BOOTH CATERING](#). For more information please contact ARAMARK at (702) 943-6910.

FAQ: GENERAL – cont.

Q. WHAT IF I NEED OFFICE EQUIPMENT?

A. Business related equipment (computers, printers, monitors, etc.) are provided by PRG. To inquire about or order products/equipment, please refer to the PRG form. If you need office services, like copies or specialty printing, visit the Fed-Ex Office location in the South Lobby.

Q. HOW DO I GET FROM MY HOTEL TO THE LAS VEGAS CONVENTION CENTER?

A. MAGIC provides FREE Shuttle service to and from 20 major hotels. You can also order private car service from Bell Trans (702) 739-7990 www.bell-trans.com. Taxis are also readily available at all hotels and at the LVCC.

Q. HOW DO I GET TO THE AIRPORT AT THE CLOSE OF THE SHOW?

A. MAGIC provides FREE Shuttle service to McCarran Airport on the last day of the show from the Las Vegas Convention Center. The shuttle buses leave from the front of the Central Hall and South Hall and are clearly marked. There are also several taxi stands at the LVCC.

Q. ARE CHILDREN ALLOWED ON THE SHOW FLOOR?

A. No children are allowed on the show floor during set-up or break-down of the event. During show hours, a “Child Authorization” form must be completed for anyone 18 years or younger and signed by a guardian or adult. The form can be picked up at a registration counter when you pick-up your badge.

Q. I’M HUNGRY! WHERE CAN I GET SOMETHING TO EAT WHILE AT THE SHOW?

A. FN PLATFORM provides the following:

- A special \$5.00 lunch within the FN Café, along with a full menu throughout the day.
- **ALL** of the FN PLATFORM themed lounges have food and beverages for sale, including beer, wine and cocktails in the late afternoon.
- Food carts also service the aisles of the show floor with sandwiches, salads, snacks and drinks for sale during lunchtime.

If you have specific dietary needs, please contact a salesperson for assistance.

Q. CAN MAGIC PROVIDE ME WITH VALUABLE BUSINESS AND FASHION TREND INFORMATION?

A. Yes, a variety of seminars are offered FREE to all our attendees. Information can be found at www.MAGIOnline.com/seminars.

Q. WHAT IF I NEED A SALES REPRESENTATIVE FOR MY LINE?

A. MAGIC provides “Sales Rep” Job Posting Boards located in the Show Office, room S219, during show hours. You can post your needs on a 3x5 index card for FREE.

FAQ: BOOTH

Q. WHAT IS INCLUDED IN THE COST OF MY TURN-KEY EXHIBIT SPACE?

- A. FN PLATFORM includes in the cost of the exhibit space the following items:
- Booth Package (specifics included in this manual)
 - Peripheral security
 - On-site floor managers for your assistance
 - Complimentary hotel shuttle buses
 - Listing in the show directory (provided contract is received by deadline date)
 - Staffed Media Center for the distribution of your company's press kits
 - Shop The Floor – Your Personal Online Showroom – contact your sales person for your password and details

Q. ARE CLEANING SERVICES PROVIDED?

- A. Yes, FN PLATFORM will provide nightly vacuuming and trash removal for accessible booths. If you choose to use Booth Seal Security System, you will need to order and make arrangements for access to your booth for cleaning with our authorized contractor United National. Contact information for United National can be found in the Authorized Contractors page.

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

- A. General move-in begins Monday, February 15 at 8:00 am. The Show closes at 6:00 pm Thursday, February 18. All exhibitors are required to keep their booth intact and open for business until 6:00 pm on that date. Exhibitors who tear down or move out early will face penalties.

Q. WHAT IF I HAVE AN EMERGENCY OR NEED FIRST AID IN MY BOOTH?

- A. For the most immediate response in case of an emergency while in the Las Vegas Convention Center: (702) 892-7400 or extension 7400. Do NOT dial 911. Once LVCC Security is notified of an emergency, they will contact and direct emergency services.

Q. WHERE DO I STORE ALL OF MY EMPTY CRATES, CARTONS AND CASES?

- A. Empty crates and cartons cannot be stored in the exhibit halls. All empty crates, cartons and shipping cases must be removed. No storage of any kind is allowed behind booths.
- GES offers free storage of empty cases and crates. Go the GES Service Desk to get the appropriate empty label, color coded by area of the show floor. Items stored with GES will be returned to your booth at the close of the show on Thursday, February 18 after 6pm
 - Empty rolling cases may also be stored in room S114 (inside the exhibit hall) for a small fee per bag. Exhibitors have access to these bags on the first two days of the event or may pick-up their bags at close of show on Wednesday.

NO empty rolling cases/suitcases/duffle bags will be allowed inside the exhibit hall before 6pm on Thursday, February 18. FN PLATFORM will provide secured storage at the entrance of FNP for a small fee.

FAQ: BOOTH cont.

Q. WHAT TYPE OF SECURITY IS PROVIDED?

A. There is peripheral security during the show. However, security for an individual booth and its contents is the responsibility of each Exhibitor.

Please note some helpful suggestions:

- Do not leave one-of-a-kind samples, pairs of shoes, expensive jewelry, leathers or small items unattended at any time and remove them on a nightly basis.
- Rent Booth Seal Security System to secure your entire booth – Pre-order through GES and pick-up onsite
- Hire a security guard
- Display items can be rendered valueless by deliberate, but hidden damage.
- Do not list contents on outside of boxes. (e.g.: Box #1- Personal Computer)
- Carry a detailed list of what you ship, in which box it was packed, and repack it in the same manner. Keep a copy in your office and check your shipment when it returns.

At the end of the show, there is little or no security, therefore, the following is recommended:

1. **Hire a security company.**
 - a. **Hand carried items only can be secured for you in a designated area until you arrive at the show.**
 - b. **Have a guard or sales personnel remain in your booth until your freight carrier picks up the merchandise. Forms are available in this manual under the “Authorized Contractors” tab to hire security.**
2. **Make sure that someone remains in your booth until your freight carrier picks up your merchandises. If you are only shipping small packages, take them yourself to a Fed-Ex or UPS location.**

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. They are available to help and assist exhibitors and are responsible for resolving disputes concerning the show rules. If it is necessary to locate someone, go to the MAGIC Show Office, S219, to contact anyone on the FN PLATFORM staff.

Q. Is WiFi available?

A. Yes, FN PLATFORM provides complimentary WiFi. To connect, open your wireless connections window and click on MAGIC. You will NOT need a password to connect but you may need to refresh the connection each day (or multiple times a day depending on the device).

NOTE: If you need high-speed internet for ordering, graphics or video feeds, you should consider ordering a dedicated internet line for your booth. See the Cox Business order form in the Utilities Section of this manual.

Q. MAY I TAKE PHOTOGRAPHS IN THE EXHIBIT HALLS?

A. Cameras are not permitted in the exhibit halls. You may use the services of the official show photographer, Expo Ease (702) 368.0566. See order form in the “Authorized Contractors” section of this manual.

Q. ARE THERE HEIGHT RESTRICTIONS FOR MY BOOTH?

A. Yes, the walls provided with your booth are 8' tall. NO booth display items can exceed that height.

FAQ: BOOTH cont.

Q. DOES POWER COME WITH MY BOOTH?

A. Yes, power is included in every booth package however, the amount of power depends on the size of the booth. Power provided with your booth package is placed along the back wall of your booth, typically ONE small box per booth, the # of outlets included is based upon your booth size. If you need power along a different wall, in the center/front of your booth, or to be distributed to various locations within your booth, you will need to order Electrical Services Labor from GES to run the power where you want it in your booth. Please refer to form E-3 in the Utilities Section of this Exhibitor Services Manual for pricing and information.

Q. CAN I CUSTOMIZE THE INTERIOR OF MY BOOTH?

A. It is mandatory that ANY custom walls you plan to build are only 8ft high or lower, and set **INSIDE** of the booth package walls provided for you. **Custom walls cannot be set at the aisle line or booth boundary.** Additional restrictions for custom booth walls may apply depending on booth location and configuration. Approval for customized interiors using **any** type of hard wall system **MUST** be approved by Show Management in writing. **Interior dimensions for each booth are NOT the same as the booth measurements on your contract.** It is your responsibility to request accurate internal booth measurements from Show Management.

If you are using low or short custom walls or furnishings (shelves, tables, desks, credenzas, consoles, etc.) which you would like to set up along your booth perimeter, they must be set 9" into your booth (from the booth line). You cannot remove booth package walls if you are an inline booth. You do have the option to opt out of the booth package furniture and bring in your own furnishings, and you may also opt-out of the booth package carpeting, however **custom raised flooring of any kind is NOT allowed in FN PLATFORM.** The opt-out forms are included in this manual and are due to GES no later than Tuesday, January 26. Accessories and other décor items may be useful in creating a unique display for your brand and are encouraged. **Any décor changes made in the booth are at the exhibitor's cost.**

[A diagram of all custom booth designs and/or modifications must first be sent to Show Management for written approval prior to the show. Modifications should not be made until approval is received in writing.](#)

Q. CAN I CUSTOMIZE THE EXTERIOR OF MY BOOTH?

A. In the spirit of maintaining a clean and upscale look for FN PLATFORM, we ask that NO exhibitor place signs, banners, custom graphics or any kind of branding on the exterior of their booth. No branding is allowed on the ½ meter return panel located at the front of your booth. **The ONLY approved exterior signage is the Lighted Branding Wall (Light Box) available through GES—orders can be placed through the FN PLATFORM Exhibitor Service Manual.** Hanging signs are NOT allowed in FN PLATFORM, regardless of booth size or location.

FAQ: MARKETING & PROMOTIONAL

Q. HOW CAN I COST EFFECTIVELY MARKET TO MY BUYERS?

A. There are several ways MAGIC helps you market yourself:

- Our Retail Relations Department can call your retailers and personally invite them to the show for FREE. Contact your Customer Service Representative for more details.
- Gain FREE access to all media attending by distributing press kits and other promotional items in the Media Center.
- Get FREE media attention for your company by informing MAGIC when you are planning a special event or announcement. Details, when provided in a timely manner, may be included in pre-show marketing and media announcements.
- Shop The Floor is an online showroom where you have the ability to create your own profile page and manage a virtual showroom, including product visuals and inventory information, for buyers to browse. If you have not received your unique log-in and password information yet, please contact Stacey Weber for assistance – stacey.weber@ubm.com
- Send us current product images to be included in the digital look book. Our Marketing Team will reach out with more information, make sure you respond in a timely manner.
- Is a celebrity associated with your brand? Bring them to the show to meet retailers in your booth.
- Make sure your website and social media are up to date with recent product images and information. Post your participation in FN PLATFORM and booth number online so retailers know where to find you.
- Create a special invitation, postcard or product announcement to leave for the media in our Press Room, S221. This is a free opportunity to reach out to qualified media.

Q. HOW ELSE CAN I PROMOTE MY BUSINESS?

A. There are a number of promotional programs available at MAGIC to heighten awareness and exposure of your line. A program can be customized to meet your marketing objectives and budget. For a more complete listing of available opportunities, [CLICK HERE - SPONSORSHIP OPPORTUNITIES](#) or contact Jessica Kistenmacher, jessica.kistenmacher@ubm.com, for more information.

FN PLATFORM

MOVE IN and MOVE OUT

MOVE IN

General move in is Monday, February 15, 8:00 am – 8:00 pm*. Certain aisles are marked “No Freight.” These aisles may not be obstructed at any time.

*Requests for early move in approval should be directed in writing to Diana Sagini: diana.sagini@ubm.com

Hand-Carried Merchandise - All hand-carried products for those exhibiting in the South Hall must enter and exit through the main, public entrances of the exhibit hall, not the loading docks. “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. 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 \$76.37 GES will provide labor to unload from your car and deliver to your booth one cart-load (200-lbs. or 8 piece maximum) of merchandise. If you are interested in this service, look for the Cart-Load Kiosk located outside the South Hall 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 South Hall is not permitted.**

Everyone must leave the exhibit halls by 10:00 p.m. on Monday, February 15. Cleaning or removal of excessive trash, boxes, unused display equipment, etc. in the aisles after 8:00 p.m. on Monday, February 15 will be invoiced to the exhibitor responsible. The Fire Marshal will not permit the show to open if there are any cartons, boxes or equipment in the aisles.

MOVE OUT

Breakdown starts at **6:00 pm** Thursday, February 18, not before. Empty crates, cartons, boxes, cases, etc. will not be permitted in the hall until the close of the show. Any display or part of a display broken down prior to this time will cause the exhibiting company to jeopardize future participation. **In the interest of the many buyers who plan to work the show until it closes, all exhibitors are required to keep their booth intact and open for business until 6:00 p.m. Fines will be issued for all who do not comply.** Please make sure your post-event travel plans allow you to staff your booth until the show closes.

All displays must be packed, crated and a bill of lading turned in to GES by 12:00 noon Friday, February 19. All trucks must sign in at the marshaling yard by 12:00 noon on Friday, February 19. Empty crates, cartons, boxes, cases, etc. will not be permitted in the hall until the close of the show.

Unless you are hand-carrying your items out of the show, EVERY booth must fill-out a “Bill of Lading” with GES, no matter who the outbound carrier is. Without a bill of lading, GES cannot help track any packages that are missing after the show.

**** IF YOU ARE USING GES FOR YOUR OUTBOUND LOGISTICS NEEDS, WE STRONGLY SUGGEST THAT SOMEONE STAY IN THE BOOTH UNTIL A GES REPRESENTATIVE HAS PERSONALLY ACCOUNTED FOR YOUR ITEMS. DO NOT LEAVE YOUR SHIPMENT IN YOUR BOOTH UNATTENDED.***

Rolling Case Check – On Thursday, February 18, FN PLATFORM will offer Rolling Case/Empty Sample Case storage located at the front entrance of FN PLATFORM for a nominal fee. **Note: This does not include in-out privileges. Storage will open at 6:00 for pick up.**

Personal Baggage Check - The LVCC provides personal baggage storage on site within the FedEx Business Centers. For the South Halls it is located at the main entrance of the FN PLATFORM floor.

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.