

FN PLATFORM

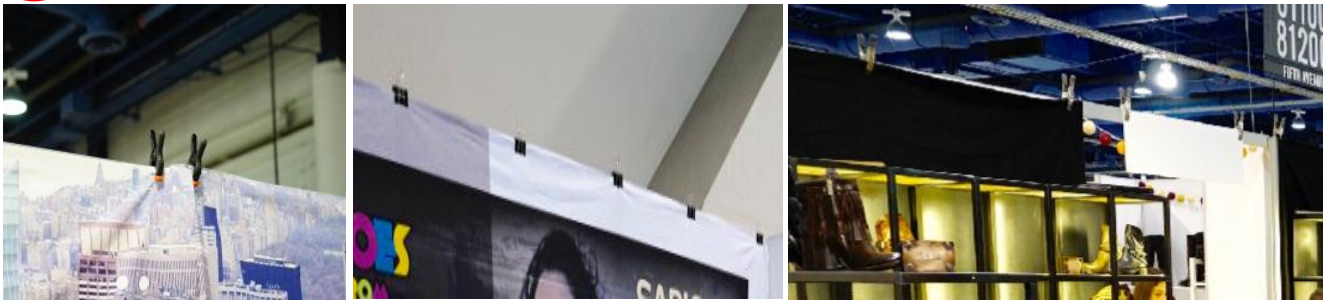
Re: Interior Graphics - Booth Décor Standards

In order for FN PLATFORM to maintain our first-in-class show aesthetic, we respectfully ask for your support on the *new* standards for booth décor. We realized the need to provide a guideline for booth decor, as some booths were beginning to look a bit shabby and not so chic. Binder clips and large clamps are just some of the examples we saw being used to hold up interior graphics, as well we pop-up signs on the booth line instead of inside your booth.

We are confident you'll agree that having us set the standard will present your brands in a more elevated light to retailers.

Our preference going forward will be for professionally made interior fabric graphic panels as seen below. GES, our show contractor, can produce and install custom graphic panels for you OR if you'd rather have custom panels made by your own vendor you are welcome to do so (please see page 2 for specifications) and GES can be hired for the installation/dismantling only. (Installation/Dismantling rates are on page 2 as well.) **Please keep in mind that if you choose to install your signage or graphic panels on your own and puncture, tear or leave residue on your panels, GES may assess a damaged fee as necessary.**

Please avoid using clips and clamps which create a substandard appearance for graphics and banners:



Properly installed graphics:



We appreciate your cooperation and look forward to having you with us this August. If you should have any questions, please contact your account executive for more information.

Kind regards,

Leslie Gallin, President of Footwear at UBM

PRICING & PRODUCTION ADVICE

General Information for Custom Panels:

Each fabric graphic panel will need to have a 4" pole pocket sewn at the top and bottom.

- Key visual graphics should be kept 4" away from the top and bottom of the panels. This will ensure your graphics are fully viewable.
- Sizes of the Hanging fabric graphic panels should be:
 - **1 meter panel - 38 ¾" Wide x 96" High**
 - **2 meter panel - 77 ½" Wide x 96" High**
 - **3 meter panel - 116" Wide x 96" High**

Options for GES Production (includes Installation & Dismantle):

We suggest you hire GES to produce your custom graphic panels, which can be yours to keep and re-use from show to show if you wish. GES offers the following *discounted* rates for production, installation and dismantle. These prices are all-inclusive, they include all materials needed for installation. All graphic orders submitted by the GES deadline will be installed in your booth upon your arrival for move-in.

- **1 meter panel - \$661 (Regular price - \$860)**
- **2 meter panel - \$991 (Regular price - \$1,288)**
- **3 meter panel - \$1,652 (Regular price - \$2,148)**

Installation/Dismantle Only:

If you opt to produce your graphic panels with an outside vendor, you are required to use GES for the installation of all interior graphics that are installed on the GES fabric walls.

These prices include all labor and materials.

Graphic panels not produced to the above sizing specifications may incur additional charges.

- **1 meter panel - \$144.75**
- **2 meter panel - \$180.00**
- **3 meter panel - \$225.00**

***Quantity Discount Rate - Have 2 or more graphic panels to install? GES has a special offer for you. When ordering 2 or more graphic labor install orders, receive a 10% discount towards your order (the 1st one will be at listed price - 2 and over at the 10% quantity discounted rate). Restrictions apply, see online Exhibitor Services Manual for details.

Foam Core Signage:

For cost efficiency, consider GES foam core signs which are offered in many different sizes. Pricing starts at \$150.

These signs are made of the same material as our booth ID signs, and display graphics in full color and detail.

Please contact Jen Murray – jmurray@ges.com for more information.

