

# Welcome!

Welcome to MAGIC ! We would like to express how much we appreciate your decision to exhibit at our show. Your presence will help make the February 2016 show a truly exciting event!

Our team is here ready to assist you with any of your show needs. We are here to assist and answer any questions you may have at any time. Please feel free to use us as a resource as you plan your show.

This is your Exhibitor Manual which has been designed to provide you with all of the information necessary for a successful show. Please review it and share with staff involved with your participation at MAGIC.

Additionally, please check out the **Exhibitor Action Checklist, Quick tips and Frequently Asked Questions** sections- these quick and useful tools can help you save time and money as you prepare for MAGIC.

Again, if you have any questions, please do not hesitate to contact your Customer Service Representative at (310) 857-7500.

We look forward to seeing you in Las Vegas!

Sincerely,

The **MAGIC**team



**MAGIC**  
TELL YOUR FASHION STORY.

**FEBRUARY 16-18, 2016**  
SOURCING AT MAGIC OPENS FEBRUARY 15  
LAS VEGAS & MANDALAY BAY CONVENTION CENTERS

## SHOW LOCATIONS/DATES/HOURS

### SHOW LOCATIONS

**Las Vegas Convention Center (LVCC)**  
3150 Paradise Road  
Las Vegas, NV 89109  
Ph: (702) 892-0711

**Mandalay Bay Convention Center (MBCC)**  
3950 Las Vegas Blvd South  
Las Vegas, NV 89119  
Ph: (702) 632-7777

### SHOW DATES & HOURS

**PROJECT, PROJECT WOMENS, THE  
TENTS, MEN'S, POOL, THE  
COLLECTIVE, (MBCC)**

Tuesday, February 16  
Wednesday, February 17  
Thursday, February 18

9:00am – 6:00pm  
9:00am – 6:00pm  
9:00am – 5:00pm

**WWD MAGIC, FN PLATFORM,  
WSA@MAGIC, CURVENV@MAGIC  
PLAYGROUND (LVCC)**

Tuesday, February 16  
Wednesday, February 17  
Thursday, February 18

9:00am – 6:00pm  
9:00am – 6:00pm  
9:00am – 6:00pm

**SOURCING at MAGIC (LVCC)**

Monday, February 15  
Tuesday, February 16  
Wednesday, February 17  
Thursday, February 18

12:00pm – 6:00pm  
9:00am – 6:00pm  
9:00am – 6:00pm  
9:00am – 4:00pm

**Footwear SOURCING at MAGIC  
(same hours as Sourcing, except Thurs)**

Thursday, February 18

9:00am – 6:00pm

### SHOW FLOOR ACCESS

**MOVE-IN:** During posted move-in and move-out days (see targeted move-in floor plans), only badged and authorized exhibitors and exhibitor-appointed contractors (EACs) may access the exhibit floor between the hours of 8:00am and 6:00pm. Exhibitors and EACs arriving after the posted move-in hours WILL NOT be allowed into the exhibit hall and must return the next morning. Those in the exhibit hall at the end of official posted time may remain to finish work in progress, but for security reasons, once you leave the hall, you cannot return.

**SHOW DAYS:** Only badged exhibitors may access the show floor on show days one hour before and one hour after posted show hours. Management reserves the right to alter the hours and/or days of the show.



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## EXHIBITOR ACTION CHECKLIST

ACTION REQUIRED	DO BEFORE	FOR DETAILS OR ORDER FORM	COMPLETED
SUBMIT CONTRACT	10.12.15	CONTACT MAGIC REPRESENTATIVE 310.857.7500	
SUBMIT MERCHADISE INFORMATION FORM	10.12.15	CONTACT MAGIC REPRESENTATIVE 310.857.7500	
PAY 50% DEPOSIT	10.12.15	CONTACT MAGIC REPRESENTATIVE 310.857.7500	
ORDER BOOTH (if you do not own a booth and need to rent or build one)	10.12.15	SEE GES GLOBAL EXPERIENCE SPECIALISTS SECTION	
SEND IN FINAL PAYMENT TO MAGIC	11.19.15	CONTACT MAGIC REPRESENTATIVE 310.857.7500	
ORDER PROMOTIONAL ITEMS	11.19.15	SEE AUTHORIZED CONTRACTOR SECTION (Go Green Promotions)	
BOOK HOTEL FOR YOU AND STAFF	11.19.15	SEE GENERAL INFO SECTION	
ORDER LIABILITY INSURANCE (you need specific coverage to exhibit)	12.12.15	SEE INSURANCE SECTION	
HANGING BANNER APPROVAL	01.12.16	SEE RULES & REGULATIONS SECTION	
HEIGHT APPROVAL (over 16') - SOURCING ONLY	01.12.16	SEE RULES & REGULATIONS SECTION	
GES ADVANCE DISCOUNT RATES EXPIRE	02.02.16	SEE GES SHOW INFORMATION PAGE	
FIRST DAY FREIGHT CAN ARRIVE DIRECT TO SHOWSITE	See target Date& time	SEE GES SHOW INFORMATION PAGE	
SOFTWALL APPROVAL - WWD MAGIC ONLY	01.12.16	SEE RULES & REGULATIONS SECTION	
ORDER ADVERTISING/SPONSORSHIP	01.12.16	CONTACT MAGIC REPRESENTATIVE 310.857.7500	
ORDER ADDITIONAL SECURITY	01.17.16	SEE AUTHORIZED CONTRACTOR SECTION (Pro-Tect)	
ORDER STAFF BADGES	02.03.16	SEE REGISTRATION FORMS	
ORDER SECURED INTERNET SERVICE		SEE AUTHORIZED CONTRACTOR SECTION (Cox Business)	
ORDER TELEPHONE		SEE AUTHORIZED CONTRACTOR SECTION (Cox Business)	
ORDER MANNEQUINS/FORMS	02.01.16	SEE AUTHORIZED CONTRACTOR SECTION (Las Vegas Mannequin)	
ORDER ADDITIONAL BOOTH CLEANING		SEE AUTHORIZED CONTRACTOR SECTION (United National Maintenance)	
ORDER ADDITIONAL ELECTRICAL (if you are using a steamer more than the provided 500 watts will be needed)	01.26.16	SEE UTILITIES SECTION (TSE)	
SHIP BANNER TO SHOW SITE	See target Date& time	SEE SHIPPING SECTION	
ORDER LABOR TO HANG BANNER ABOVE BOOTH	01.26.16	SEE GES GLOBAL EXPERIENCE SPECIALISTS SECTION	
ORDER ELECTRICAL LABOR (if you have a booth builder make sure the they order labor by this date)	01.26.16	SEE GES GLOBAL EXPERIENCE SPECIALISTS SECTION	
ORDER DEADLINE FOR ALL GES SERVICES (EXCEPT ELECTRICAL)	02.02.16	SEE GES GLOBAL EXPERIENCE SPECIALISTS SECTION	
ORDER FOOD AND BEVERAGE		SEE AUTHORIZED CONTRACTOR	

		SECTION (Aramark)	
HIRE MODELS OR TEMPS		SEE AUTHORIZED CONTRACTOR SECTION (Always Creative)	
ORDER A/V EQUIPMENT		SEE AUTHORIZED CONTRACTOR SECTION (PRG)	
ORDER LABOR TO BUILD YOUR BOOTH (if you have a booth builder make sure they order labor by this date)	02.02.16	SEE GES GLOBAL EXPERIENCE SPECIALISTS SECTION	
HIRE A SHOW PHOTOGRAPHER	02.02.16	SEE AUTHORIZED CONTRACTOR SECTION (ExpoEase Photography)	
MAKE DINNER RESERVATIONS	02.02.16	SEE GENERAL INFORMATION SECTION (Destinations Direct)	
ORDER PLANTS AND FLORAL	02.02.16	SEE AUTHORIZED CONTRACTOR SECTION (ExpoEase)	
ORDER LEAD RETRIEVAL SYSTEM		SEE AUTHORIZED CONTRACTOR SECTION (Velocity)	
ORDER CART LOAD SERVICE FOR QUICK DELIVERY OF HAND CARRY ITEMS	At showsite	SEE SHIPPING SECTION	
CONFIRM PICK UP DATES AND TIME WITH YOUR SHIPPER		SEE TARGETED MAP (if applicable)	
NOTIFY SHOW MANAGEMENT IF YOU ARE USING AN EAC	01.02.16	SEE REGISTRATION FORMS	
LAST DAY FREIGHT CAN ARRIVE AT GES WAREHOUSE	02.08.16		
REVIEW GES BILL AND RESOLVE ANY DISPUTES	02.18.16	GES SERVICE DESK	
PREPARE BILL OF LADING FOR OUTBOUND SHIPMENT	02.18.16	GES SERVICE DESK	



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#### QUICK TIPS: BEFORE THE SHOW

- Use the Exhibitor Action Checklist to ensure you are meeting all deadlines.
- Read your Exhibitor Manual. The information it contains will help save you time, money, and needless aggravation.
- Pre-register for exhibitor badges.
- Read the booth display rules located under the Rules & Regulations section.
- Send media kits to the industry press.
- Schedule appointments with buyers.
- Ship booth display and samples to GES's advance warehouse.
- Make hotel arrangements on the MAGIC website to get the lowest rates at official hotels.
- Make dinner or entertainment reservations through Destinations Direct.
- Advertise:
  - In one of the MAGIC Guides
  - With Signs and Banners
  - With Sponsorships
- Pay final balance at least 30 days prior to leaving for the show.
- Electronically submit Certificate of Insurance.
- Pre-wire the electricity in your display using as few outlets as possible.
- Pack touch-up paint (for custom booths), fishing line or wire, push pins, and duct tape.
- Pack office supplies such as: scissors, stapler, paper, pens and business cards.
- Pack promo pieces to hand out to prospective buyers from within your booth.
- Remember to bring your exhibitor badge.

#### QUICK TIPS: ORDERING

- Order any essential services in advance:
  - Booth displays
  - Electrical labor & service
  - Carpet and furniture
  - Telephone
  - Booth set-up and dismantling labor
  - Booth security
- Place all orders early through authorized contractors for the lowest prices. Include payment to qualify for the discounts and to ensure that your orders will be filled. Try not to place orders on-site. **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 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



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#### QUICK TIPS: ORDERING (CONT'D)

- Don't forget to submit a diagram to GES showing where you would like your electrical outlet(s) to be placed.
- Confirm with GES and all other contractors that your advance orders have been received before leaving for the show. Take copies of your advance order forms and payment records to the show.
- Take a company credit card to pay all balances due on show site and to place deposits on rental equipment.
- Check in early at the Service Desk to reserve any additional labor needed.
- Avoid changing or canceling your orders on-site, as you will incur a charge for this. Should you require a change, be prepared to expect a delay.
- Order catering.

#### QUICK TIPS: AT THE SHOW

- Arrange labor to set up your booth on straight time, not overtime.
- Cover all unfinished visible walls, sides and backs of your booth.
- Visit the GES Customer Service Desk for any set up related issues.
- Take press releases / media kits to the Media Center
- After show hours, secure items in your booth (product, electronic equipment and small items).
- The SOLICITATION AND/OR ACCEPTANCE of gratuity by GES or any of their employees is prohibited. If you are pressured to give tips for service, please contact Show Management immediately.

#### QUICK TIPS: MOVE OUT

- Prepare Bill of Lading.
- **Move-out starts at 6:00 p.m. THURSDAY, February 18, 2016. Any display or part of a display broken down prior to this time will jeopardize future participation.**
- Remain in your booth until all samples are removed.

#### QUICK TIPS: VIOLATIONS

The following items are a list of the most commonly cited violations. Please be sure that you abide by these rules to avoid a penalty or fine. A full explanation of rules and regulations can be found in the Rules and Regulations Section of this manual.

- Early breakdown. Booth must remain intact until the close of show at **6:00 p.m. Thursday, February 18, 2016.**
- All displays must be a minimum of 8' tall. \*Within WWD MAGIC, If your booth exceeds 10', you must submit a "Request to build a booth over 10' tall Form" found under the Rules & Regulations tab. This is your rule.
- Walls exceeding 8' in height must be finished or masked front and back. All unfinished displays including electrical signs, mannequins or other display materials will be covered by GES and billed to the exhibitor.
- Using the area behind your booth as storage is strictly prohibited by the Clark County Fire Department. (i.e., Literature, boxes, crates, rolling carts and/or packing materials)
- Peninsula booth must provide 18" electrical access behind booth. All in-line booths must provide a 9" electrical access behind booth.
- All aisles and exit aisles must be kept clear and unobstructed. (i.e. No furniture, signs, easels, chairs and/or displays protruding into the aisle)



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### QUICK TIPS: VIOLATIONS (CONT'D)

- Your signs/banners are in violation of show rules, if they are taped, stapled, nailed, tacked or otherwise affixed to any doors, walls, columns, or other parts of the building or furnishings. Signs cannot infringe into the aisle or anyone else's booth space. Show Management must give prior approval to suspend signs or banners from the ceiling. All signage brought in must be professionally made and meet the requirements of Show Management.
- Audio speakers should face into booth and decibel levels should be less than 75db.
- Distribution of literature is prohibited outside the perimeters of the exhibitor's booth. (i.e. flyers, stickers, postcards, etc.)
- The Las Vegas Fire Marshal requires all materials used in the construction of exhibits to be flame retardant.
- You must have your booth ready by the opening of the show. Late Set-Up is considered after 5:00 a.m., Tuesday, February 16, 2016 (Sourcing is considered 6:00 a.m., Monday, February 15, 2016)
- Your company must provide a hard wall display that consists of the following:
  - A back wall 10' across
  - Two sidewalls 9'3" in depth, measuring from the front property line of the booth
  - Walls with a minimum of 8' in height

### QUICK TIPS: SHIPPING

- Ship in advance to the warehouse or to the facility directly. Shipment should be prepaid and keep a copy of the bill of lading and the shipper's reference number for every shipment.
- Ship early to avoid excessive charges.
- Shrink-wrap all your cartons onto a skid to avoid any special handling charges.
- Place a rider on your insurance policy from the time your exhibit and product leaves your possession until it is returned. Your company is responsible for your exhibit and product.
- Do not ship extra product to the show to sell. Over the counter sales (i.e. cash, check, and/or credit card transactions) are not permitted. Only bona fide business orders for future delivery may be taken.
- Ship your freight and product via common carrier, van line or overnight carrier to arrive when your company representative will be on-site. Confirm that your overnight carrier can guarantee delivery of your freight to the exhibit facility.
- Remove old shipping labels before you send anything and attach new labels provided in this Exhibitor's Manual with your exhibiting company name, booth number, and the show name clearly marked.
- Expect at least a three (3) hour wait to have your truck unloaded from the time it checks in at the Marshalling Yard.
- While making your shipping plans to the show, also coordinate your return shipment. Make sure that someone from your company is on-site to oversee the outbound shipment of your display and product.
- Take the extra time to ensure that your display and product are packed neatly and securely.
- Make sure your booth is packed & ready before turning in your Bill of Lading.





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### QUICK TIPS: SHIPPING & HANDLING COST SAVINGS

You can save time and money on the shipping and handling charges for your display materials by scheduling carefully and adhering to the Targeted Plan. GES charges a **SURCHARGE of 25%(min \$50)** of your drayage costs for not meeting the target move in date and time. An **ADDITIONAL SURCHARGE of 25%(min \$50) with possible storage fees** will also be applied to any shipments if your carrier fails to check in at the marshalling yard and pick up the freight by the scheduled outbound target time. It is your responsibility as an exhibitor to notify your display house and carrier of this target date.

#### Ways to Save on Shipping:

- Advance shipments - As early as **Thursday, January 7, 2016**, you may ship to the GES warehouse. This assures that your freight will be in your booth and ready for unpacking by the scheduled Exhibitor Setup time.  
**Shipments must arrive at the GES warehouse no later than Monday, February 8, 2016, in order to avoid an additional 25% surcharge(min \$50).**
- Direct to show site - If you choose to ship direct to show site, your carrier must be checked in at the marshalling yard by the date and time indicated on the Targeted Plan under "Receive Direct Freight". Review the Target Plan carefully and be sure your carrier checks in at the marshalling yard by the deadline in order to avoid a 25% off-target penalty.
- Move Out - The Move-Out Legend of the Target Plan has indicated the deadline for having freight packed, labeled, bill of lading turned in and carrier ready to load. To save money and avoid a 25% off-target penalty, be sure your carrier is ready to load by your deadline.

#### Ways to Save on Material Handling:

- Consolidate shipments (i.e. minimum shipment weight is 200 lbs.). See cost comparison below when you consolidate your shipments as opposed to sending separate shipments.

1/25 58 lbs. charged @ 200 lbs. \$156.24  
1/26 56 lbs. charged @ 200 lbs. \$156.24  
1/27 55 lbs. charged @ 200 lbs. \$156.24  
1/28 60 lbs. charged @ 200 lbs. \$156.24  
TOTAL SHIPPING CHARGES = **\$624.96**

4 pieces totaling 229 lbs.  
(received on the same day)  
charged @ 300 lbs = \$234.36

TOTAL SHIPPING CHARGES = **\$234.36**

#### b) Helpful Hints

- Be sure to ship your goods marked with the booth number and the company name listed in the MAGIC directory. (Shipping under a parent company name causes delays.)
- Record actual weight on the bill of lading to avoid incorrect drayage costs.
- Take a copy of the shipping schedule and tracking numbers, including origin and destination points, piece counts, arrival dates, phone numbers and charges for tracking purposes.
- If you have any freight questions or need assistance, please contact Freight Operations by email [MAGICFreight@ges.com](mailto:MAGICFreight@ges.com) or contact your MAGIC Customer Service Representative at (310) 857-7500.





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## **FREQUENTLY ASKED QUESTIONS**

### **FREQUENTLY ASKED QUESTIONS: GENERAL SHOW QUESTIONS**

#### **Q. HOW DO I ORDER BADGES?**

A. Exhibitors can request badges for booth personnel only. A unique registration link will be emailed to the primary contact MAGIC has on file for your company. Everyone must wear a proper MAGIC badge and carry photo I.D. at all times. MAGIC reserves the right to require a second form of identification at registration. Exhibitor badges will only be issued in the name of the company as stated on the space contract.

#### **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, you can purchase liability insurance from Wells Fargo. You will receive an email including a personal link to purchase directly from Wells Fargo. If you have any questions contact [tradeshow@wellsfargo.com](mailto:tradeshow@wellsfargo.com)

#### **Q. DOES MAGIC OFFER SPECIAL RATES ON HOTELS?**

A. MAGIC has selected "official" hotels; these selected hotels offer special rates to MAGIC participants. You can take advantage of these special rates by visiting our website at [www.MAGIOnline.com](http://www.MAGIOnline.com) or by calling our official travel agency, Travel Planners at (800) 254-7188 Domestic or (212) 532-1660 International. For a listing of our special rates and official hotels, please see the Hotel booking forms in the General Information section.

#### **Q. WHO ARE MAGIC'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 all service desk locations.

#### **Q. WHY IS IT IMPORTANT TO SUPPLY MAGIC WITH THE NAME OF MY EXHIBITOR APPOINTED CONTRACTOR?**

A. Many times the exhibitor appointed contractor is on the exhibit floor before the exhibitors arrive and begins installing a display at an incorrect location. MAGIC must be able to locate them in order to ensure your proper placement.

#### **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 MERCHANDISE AND CRATES?**

A. For arrival prior to move-in dates, ship merchandise to the GES warehouse. Call toll free (800)475-2098 or (702)515-5970 for further information. For shipments during regular move-in, ship to the venue, the Las Vegas Convention Center. Be sure to mark the name of your firm and booth number on all packages. For further information see the "Shipping" tab.



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**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. For more information see the “Authorized Contractors” tab.

**Q. WHAT IF I NEED TELEPHONE SERVICES?**

A. The venue rules require that all telephone service must be ordered through their exclusive contractor. For more information see the “Utilities” tab.

**Q. WHAT IF I NEED OFFICE EQUIPMENT?**

A. Business related products and equipment are provided by PRG. To inquire about or order products/equipment, see the “Authorized Contractors” tab.

**Q. WHAT IS THE MOST COST EFFECTIVE TRANSPORTATION FROM MY HOTEL TO THE LAS VEGAS CONVENTION CENTER?**

A. MAGIC provides FREE Shuttle service to and from 25 major hotels.

**Q. WHAT IS THE MOST COST EFFECTIVE WAY TO GET TO THE AIRPORT AT THE CLOSE OF THE MAGIC SHOW?**

A. MAGIC provides FREE shuttle service to McCarran Airport on the last day of the show from the Las Vegas Convention Center.

**Q. WHERE CAN I DINE COST EFFECTIVELY WHILE AT THE SHOW?**

A. MAGIC provides the following:

- MAGIC provides a special \$5.00 lunch within the Exhibit Halls (Menus differ by location)
- MAGIC & JustAsk.Where provide a FREE service to make reservations at many of the leading restaurants in Las Vegas. Call JustAsk.Where at (702) 635-3000 for more details or visit their web-site at [www.wheretraveler.com](http://www.wheretraveler.com)

**Q. ARE CHILDREN ALLOWED ON THE SHOWFLOOR?**

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

A. Yes, throughout MAGIC Market Week, a variety of seminars are offered FREE to all our attendees.

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

A. MAGIC provides “Sales Rep” boards where you can post your needs on a 3x5 index card for FREE.



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## **FREQUENTLY ASKED QUESTIONS: BOOTH QUESTIONS**

### **Q. WHAT IS INCLUDED IN THE COST OF MY EXHIBIT SPACE?**

A. MAGIC includes in the cost of the exhibit space the following items:

- 1 electrical outlet (500 watt) per 10x10 booth (please provide a diagram of where the outlet should be placed).
- Peripheral security
- On-site floor managers for your assistance
- Complimentary hotel shuttle buses
- Listing in the MAGIC Guide (provided contract is received by deadline date)
- Staffed Media Center for the distribution of your company's press kits

**\*\*Any item not listed above must be ordered if needed. You will save time and money by ordering in advance, so watch your deadline dates. Please see the "GES Global Experience Specialists" section for the order forms.**

### **Q. HOW DO I RENT A BOOTH DISPLAY?**

A. GES has forms available under "GES Global Experience Specialists" tab or call GES at (800) 801-1597 or go to [www.ges.com](http://www.ges.com).

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

A. Due to the short move-in and move-out time, delivery of all freight must be scheduled. For exhibitors in the Las Vegas Convention Center please look at the Targeted Freight Map for your specific date and time.

*The show closes at 6:00 pm Thursday, February 18, 2016. All exhibitors are required to keep their booth intact until 6:00 pm on that date.*

### **Q. HOW TALL CAN MY BOOTH DISPLAY BE?**

A. The maximum height for all booths is 16' in Sourcing and 10' in WWD MAGIC. If you are planning to install a display that extends over the approved height you must complete a "Display Height Variance Request Form" and return it with a blueprint or architectural drawing of that display. See the "Rules & Regulations" tab for further information.

### **Q. IS SHARING OF BOOTH SPACE OR SUB-LEASING PERMITTED?**

A. The sharing of booth space is not permitted.

### **Q. WHY MUST I LEAVE A 9" ACCESS TO THE REAR OR BACK LINE OF MY BOOTH?**

A. This provides electrical and fire access behind the booth. This area is not for storage or to be used as a dressing room for models.

### **Q. HOW MUCH SPACE MUST I LEAVE BEHIND MY PENINSULA BOOTH?**

A. All Peninsula booths must provide an 18" electrical access behind the booth.



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**Q. WHERE DO I STORE 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 labeled and removed for storage or they will be removed as trash. No storage of any kind is allowed behind booths. Additional display product must be placed in storage, which is available through the official general contractor (GES) or the Business Center.

**Q. WHAT MATERIALS ARE ACCEPTABLE FOR A HARDWALL DISPLAY?**

A. Wood, Formica, tack board, pegboard, luan (light weight plywood), Masonite and flame retardant foam core are all acceptable panels. Grid separations alone are not acceptable as hard walls. They must be used in conjunction with a hard wall backing.

**Q. WHAT AREAS REQUIRE HARDWALLS?**

A. All exhibit areas require hard walls. For specific details, see the "Rules & Regulations" tab.

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

A. The following telephone numbers are recommended for the most immediate response in case of an emergency while in the Las Vegas Convention Center: (702) 892-7400 or extension 7400.

**Q. WHAT TYPE OF SECURITY IS PROVIDED?**

A. There is peripheral security during the show. **Security for an individual booth and its contents is the responsibility of each Exhibitor.** Please note some helpful suggestions:

1. Do not leave one-of-a-kind samples, expensive jewelry, leathers or small items unattended at any time and remove them on a nightly basis.
2. Rent a security cage for larger items.
3. Hire a security guard.
4. Display items can be rendered valueless by deliberate, but hidden damage. (e.g. clothing can be marked or cut on a non-visible side).
5. Do not list contents on outside of boxes. (e.g.: Box #1- Personal Computer)
6. 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. Have a guard remain in your booth until your freight carrier picks up the merchandise. Forms are available in this manual under the "Authorized Contractors" tab.
2. Make sure that someone remains in your booth until your freight carrier picks up your merchandise.

**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) 368.2868. See order form in the "Authorized Contractors" section of this manual.



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

A. Floor Managers and Customer Service Representatives are on duty 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 or contact anyone on the MAGIC staff.

**FREQUENTLY ASKED QUESTIONS: MARKETING & PROMOTION QUESTIONS**

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

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

- The MAGIC Retail Relations Department will call your retail lists and personally invite them to MAGIC for FREE. Contact your Customer Service Representative for more details.
- Gain FREE access to the international media 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 may be included in pre-show marketing and media announcements.

**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. From banners and directory ads to postcard programs and sponsored shopping bags, a program can be customized to meet your marketing objectives. For a more complete listing of available opportunities, please contact your MAGIC representative at (310) 857-7500. MAGIC also provides a staffed Media Center where exhibiting companies can distribute their media kits.



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TELL YOUR FASHION STORY.

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## MOVE-IN & MOVE-OUT

### MOVE-IN

**Freight** - MAGIC operates on a targeted move-in schedule for freight to accommodate the set-up of larger displays. This applies to freight sent direct to show site. The target move-in schedule times are for inbound freight and notes the time your carrier/truck is to check in at the marshalling yard to be placed in line to be unloaded. The schedule does not indicate when your carrier/truck will be unloaded. **Refer to the color-coded freight target floor plans in the material handling section of the service manual for the date and time that corresponds with your booth location.** Freight sent to the GES warehouse will be delivered to show site on or before your scheduled target time.

Also refer to the color-coded freight target floor plans for your freight move-out schedule.

Freight that is not delivered according to exhibitor's assigned time is subject to off-target fees.

**Clean Floor Policy** - all crates must be emptied and labeled for removal by GES by 10:00 p.m. on Sunday, February 14, 2015. GES will remove and store crates and boxes and return them at the end of the show. Certain aisles are marked **"No Freight."** These aisles may not be obstructed at any time.

Everyone must leave the exhibit halls by 10:00 p.m. on Monday, February 15, 2016. Any cleaning of excessive debris or trash in the aisles after 8:00 p.m. on Monday, February 15, 2015, 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.

**Note: Sourcing at MAGIC opens a day early so all dates and times above are 24 hours earlier.**

**Cartload Service** - For \$76.25 GES will unload from your car and deliver to your booth one cart-load (200lbs. maximum) of merchandise. If you are interested in this service please see the "Cartload Service Order Form" (R-14) under the Shipping tab. Any large vehicles (see form R-14 for specifics) will be directed to the GES Marshaling Yard.

**Hand-Carried Merchandise** - 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. "Hand-carried" is defined as that which can be transferred by one person (no two people carrying together). No freight handling equipment (dollies, carts, etc.) may be used. Two people must be involved in the procedure, one to unload and stay with the merchandise and one to park the car. The building has a "zero tolerance" policy and unattended vehicles will be towed.



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## MOVE-OUT

Move-out starts at 6:00pm on Thursday, February 18, 2016. 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 until 6:00 p.m.**

MAGIC & GES have designed a targeted move-out plan for freight at the Las Vegas Convention Center and Mandalay Bay Convention Center.

Please make sure to look at the floor plan for your specific date and time and abide by the schedule. Targeted freight map indicates:

- Time frame for empty returns (we strongly recommend you schedule your dismantling labor at this time)
- Completion time that your booth should be packed Time frame for your outbound bill of lading to be turned in at the GES Servicenter®
- Time frame for your carrier to check-in

**Refer to the Targeted Move-Out floor plan for current move-out dates, times and deadlines.**

**Rolling Cases & Baggage Check** -The Convention Centers offers a full rolling case/baggage check area. The Rolling Case & Baggage Check Area will be open during move-in, show and move-out days. Check with FedEx Business Centers for locations.

Empty cases are not allowed on the show floor during show hours. Do not store empty cases in or around your booth.