

TAILORED + FURNISHINGS DÉCOR RULES

1. **DESCRIPTION:** A Project Booth Package is defined as a fabric wall Project Booth Package that is 10' deep x 10' wide x 8' high back and side walls. Project Booth Packages have an approximate working space 9' 8¼" wide x 8' ¾" deep. Due to fire marshal, electrical and structural requirements, actual booth working space and dimension may vary. Please contact GES for exact dimensions for your booth.

All fixtures, furniture, signage, display and decorative elements must remain within the booth line and may not extend into the aisles.

2. **NO CUSTOM BOOTHS:** Project Booth Package exhibitors may not build out or bring custom booth. See below for custom fixture/furniture rules.
3. **FIXTURE ORDER DEADLINE:** Project Booth Package exhibitors will receive a link via email from GES to order furniture and accessories online. This deadline to place your order is **July 30, 2018**.

Accessories are either rolling racks or shelves.

If you neglect to submit your order by **July 30, 2018**, the fixture choice will revert to default set-up and any changes must be made on site at exhibitor's expense.

Default Set-up:

- Apparel companies: Ladder Rack with all hang bars
- Accessory/shoes/jewelry companies: Ladder Rack with all straight shelves

To order your Furniture and Accessories, visit <http://marketing.ges.com/kits/Magic/>. All package exhibitors must log in and place orders or Opt out.

4. **HEIGHT LIMIT:** Nothing may extend above 8' from the floor including product, décor, display items, accessories, furniture, truss, lighting, A/V equipment or signage. Hanging anything above the booth is prohibited.
5. **ATTACHED ITEMS:** Exhibitors may not affix, apply, hang or attach any item (including, but not limited to, hanging clips, lighting, fliers, banners, signage, stickers, decals or other items) on/to any booth package elements provided by Show Management. Any damage to the furniture due to unapproved materials, clips, sticker, etc. will be charged to the exhibitor for full replacement costs.
6. **GRAPHICS & SIGNAGE:** Signage must be free-standing and not attached to booth equipment. "Pop-up", "retractable" and "blinking" signage is not permitted.

Wall graphics may be printed on the interior of the booth.

Project Booth Packages up to 400 square feet: may not have exterior booth graphics.

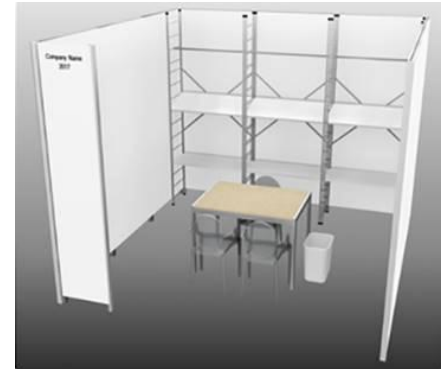
Project Booth Packages OVER 400 SQUARE FEET: If an exhibitor wishes to have exterior graphics, they must be approved by show management in writing, and may be submitted to the exhibitor's sales representative for approval. **Please send your submissions to your sales representative by July 16, 2018.**

Project Booth Package exhibitors will receive a link via email from GES to order wall graphics. Discount applies to orders received with artwork approved for production no later than **11:59PM, July 30, 2018**. Prices increase after this date.

Graphics may not have a solid black or dark background.

No Nudity will be allowed on graphics or signage.

If you choose to use an outside printer, you must rent graphics clip and hire GES to install the graphics, *or* graphics must be free standing. Please refer to the Walls Graphics Order Form in the Exhibitor Manual for more information. No graphics can be hung on booth package with visible clips.



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7. **NEON/LIGHTING:** If exhibitor requires lighting, a light bar can be purchased through GES, please see information in exhibitor manual. Lighting may not be attached to booth equipment. Freestanding lighting must be approved.

Neon and other decorative lighting are prohibited on exterior of booths. If exhibitor requires supplemental lighting it must be ordered through the electrical contractor and fixtures cannot be visible from the show floor (i.e. fixtures must remain either below booth wall height or remain in the ceiling).

Project Booth Packages up to 400 square feet: Neon and other decorative lighting are also prohibited in interior.

8. **CARPET & AREA RUGS:** Tailored + Furnishings booths are provided with carpet which may not be removed. Area rugs may be used but may not present a tripping or safety hazard, must be finished with no raw edges, and may not cover more than 75% of the booth floor.

9. **MUSIC, SOUND & AUDIO/VISUAL:** Show Management provides music for the show. Music & sound amplifying devices, other than those provided by Show Management, are prohibited. If an exhibitor has A/V equipment, sound must be turned OFF.

A/V equipment must be located on the interior of the booth. Laptops and computer screens may not exceed 19" and must be in the interior of the booth. Screens are permitted for business purposes only and may not be used to run marketing video loop. Sound is not permitted – no exceptions.

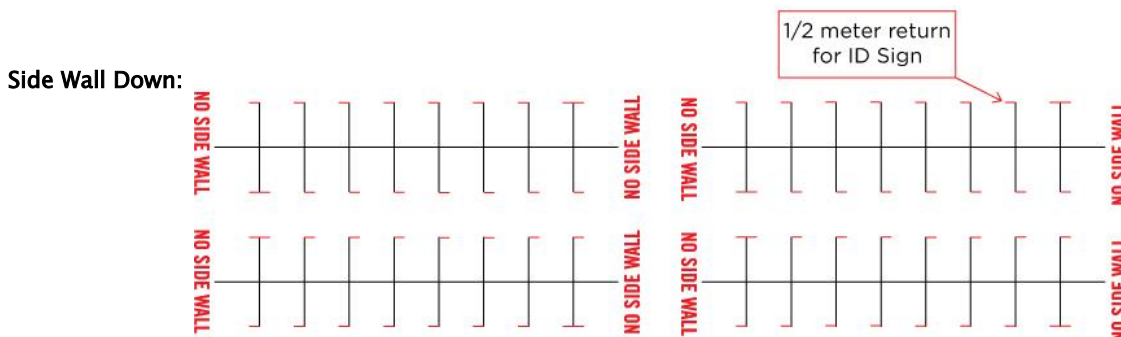
10. **CUSTOM ACCESSORIES/FURNITURE & PROPS:**

Project Booth Packages up to 400 square feet: All custom accessories/furniture must be approved by show management in writing and may be submitted to the exhibitor's sales representative for approval. Submissions must include a color rendering or pictures of walls, props, accessories or furniture and must including dimensions (height and width; depth when applicable.) **Please send your submissions to your sales representative by July 16, 2018.**

Project Booth Packages OVER 400 SQUARE FEET: Exhibitors may choose to use package walls and/or accessories, but bring in additional elements including, but not limited to furniture, lighting, décor, mannequins or special design elements & signage. Lighting may not be attached to package walls. Full package fee applies. Please see Exhibitor Manual for details.

11. **BOOTH OPENINGS:** All corner booths will have the default set up with the entrance/opening on the 10' side of the booth structure and the side wall down. If you do not want your side wall down, please contact your customer service representative for alternate placement. Project Show Management will contact exhibitor if booth will have a different wall configuration.

PLEASE NOTE: A ½ meter return is on the front of all booths to hold a booth id sign.



12. **MODELS:** Must stay with the booth.
13. **CURTAINS & DRAPE:** are not permitted.
14. **FLORAL & SMALL PROPS:** are permitted.

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15. **MANNEQUINS:** Must be half or full-size, minimalist in design with no custom, lifelike or distinguishing features. Mannequins must be white, black or gray (no flesh color).
16. **ADDITIONAL BRAND(S) IN BOOTH:** No Exhibitor shall assign, sublet or share any part of its assigned space without the written consent of Show Management. Any Exhibitor who wishes to display additional brand(s) in its booth must submit the additional brand(s) to Show Management for approval. Upon Show Management's written approval, Exhibitor will be required to pay an additional fee per brand. If unapproved brands are found in Exhibitor's booth, exhibitor's booth will be closed down. All monies paid by exhibitor will be forfeited.

I, (print name) _____, as a representative of

(print company name) _____ have read and fully understand and agree to the above rules.

Signature _____ Date _____

DEADLINE: July 16, 2018. Please sign above and emailed to: fashion_operations@ubm.com.