

# FN PLATFORM

## CUSTOMIZING AND DECORATING YOUR BOOTH

The FN PLATFORM booth package is designed to highlight your footwear for an elevated point of view. As the show has evolved, many exhibitors desire to customize their booth in order to create a stronger brand image. While we love to see the show floor come alive with new and inventive booth designs, it's critical that we clearly define our requirements when it comes to booth customization.

**MANDATORY - A visual diagram of your custom booth design, graphics, or modifications must be sent to Show Management for written approval by Friday, July 13<sup>th</sup>. Nothing should be built or produced until approval is received in writing from Show Management.**

**NOTE: You must work/build only within the INTERIOR measurements of your booth; these are not the same as the measurements provided on your contract. Please contact show management to receive this information and/or [click here](#) for a list of interior measurements by booth size.**

### **CUSTOM WALLS**

It is mandatory that ANY custom walls you plan to build are ONLY 8ft high or lower, and set **INSIDE** the booth package walls provided. **Custom walls cannot be set at the aisle line or booth boundary. If you plan to use a partial hard wall (or have a return wall as part of a custom booth) at the entrance or opening of your booth, it must be set back 1 foot from your booth line. If the wall includes branding of any type, it must be set at least 3' inside of your booth. TV's must be sitting at least 3' inside of your booth.** 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.

### **CUSTOM INTERIORS / DÉCOR**

**Any and ALL** modifications or décor changes to your booth must be set **INSIDE** of your walls. If you are using low or short custom walls or furnishings (shelves, tables, desks, credenzas, consoles, etc.) with NO BRANDING, they can be set at your booth line, but if you are using BRANDED displays or short walls they must be inset by 1 foot (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 your booth package furniture and bring in your own furnishings, and you may also opt-out of your booth package carpeting if you'd like to use your own flooring or have a more industrial look with the concrete floor of the building, however **raised flooring of any kind is NOT allowed in FN PLATFORM.** (There are GES flooring options which are approved and can be found in the ESM, such as vinyl faux wood). Accessories and other décor prop 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.**

### **OPTING OUT OF YOUR BOOTH PACKAGE ITEMS**

If you will NOT be needing any of your booth package items such as your furnishings and/or carpeting, you must opt-out via the GES online ordering site which you will receive the link to along with your booth assignment letter. If you don't opt-out of these unwanted items, GES will deliver them to your booth and labor charges for removal may be assessed.

### **BOOTH HEIGHT & BOUNDARIES**

The walls provided with your booth are 8' tall. Please note that **NO** booth display items can exceed this height. No furniture, signs, easels, chairs or displays may protrude into the aisles. Display signs and items are restricted to the INTERIOR of your exhibit area. Fines will be assessed for all booths that do not follow these rules.

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## **EXHIBITOR APPOINTED CONTRACTORS (EAC's)**

We understand that many customers utilize Exhibitor Appointed Contractors (exhibit design companies, display houses, etc.) to create a customized look for their booth. It is the exhibitor's responsibility to make sure the rules and regulations provided in the **FN PLATFORM Exhibitor Service Manual** as well as these guidelines regarding booth modifications are shared with the EAC and the EAC follows these rules. **There is no leniency for EAC's who make unapproved modifications or build custom booths that do not follow the above criteria; therefore any onsite changes required by Show Management to bring the booth into compliance will be at the cost of the exhibitor.**

## **SIGNAGE & FABRIC PANELS**

**All graphic fabric panels, signage and pop-up signs must be inside of your booth (not sitting along the perimeter/booth line or encroaching into the aisle). Exhibitors with pop-up signs which do not comply with the above will first receive a verbal warning, and if the problem persists thereafter, the signage will be removed.**

In order to best meet the overall aesthetic standard of the show, we recommend having fabric branded panels professionally made and installed in order to ensure a proper fit on your interior booth package walls. GES can produce and install custom fabric panels for you, and in addition they provide a labor-only option if you choose to have your graphic panels made by an outside source. If you are planning to go this route, please be aware of the following: each panel needs to be made with a 4" pocket at the top and bottom (like drapery, for the installation poles).

If you are hiring GES labor to install your graphic panels, dismantle labor will be included as well.

If an outside source will be creating your fabric signs and shipping them directly to the show, we suggest you instruct them to roll the fabric panels in a tube to avoid creases or unsightly lines.)

Again, please do not assume that the measurements needed for interior fabric panels are the same as the wall dimensions provided on the show agreement, as they are NOT.

**Freestanding custom interior graphic panels must be inset at least 1 foot from your booth line.**

You may not Velcro, staple, clip, pin, glue, or attach in any way, a sign or banner to the existing booth fabric walls. The panels and items inside of your booth space are rentals and adhering anything to the booth package items is against show policy. If anything happens to be adhered to these items (tape, adhesives, etc.) please make every effort to remove this material. Non-compliance to this will result in a \$95.00 fee per panel and/or a \$300.00 fee for other items that are damaged due to any tape and/or adhesive that is not removed prior to dismantle. Should you have questions on show site, please contact your GES Service Executive or visit the GES Servicerenter.

**We ask that you please consider not using large clamps or clips to hang signage inside of your booth. The best way to capture a buyer's eye is to have a clean, professional looking finish on your booth graphics. Installing with clips and clamps creates a shabby and less than chic look and feel. Please either hire GES labor or a booth builder to install and dismantle your graphics. [Click here](#) to read the interior graphic standards.**

## **EXTERIOR BRANDING**

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 booth walls provided. No branding is allowed on the ½ meter return panel located at the front of your booth. **The ONLY approved exterior branding is the Lighted Branding Wall (Light Box) available through GES—orders can be placed through the FN PLATFORM online ordering site. If you are using a contractor, we may allow custom light boxes. Please reach out to us for approval of this before going into production, otherwise onsite adjustments or removal will be at your own expense.** Hanging ceiling signs are NOT allowed in FN PLATFORM, regardless of booth size or location.

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## **STORAGE**

**No storage of any kind is allowed behind booths, around columns, or near electrical service.** During move-in you can take advantage of free empty storage (for your large boxes and pallets) offered by GES (you can pick up the empty stickers at the GES service desk on the FN PLATFORM floor), or store your sample bags and rolling cases on the show floor in the FN PLATFORM Bag Storage located at the rear of the hall (this is a FREE service, so please take advantage of it!).

## **COLUMNS AND WALLS**

In the Convention Centers, signs or banners may not be taped, stapled, nailed, tacked or otherwise affixed to any doors, walls, columns, or other parts of the building or furnishings.

## **GOOD TASTE & THE RIGHTS OF OTHERS**

Show Management may require an exhibitor to make changes to their exhibit if, in Show Management's opinion, the exhibit does not conform to our standards of good taste. Any inappropriately displayed items will be removed. Changes will also be required if the exhibit interferes with the rights of others.

***THANK YOU FOR TAKING THE TIME TO READ THIS INFORMATION. WE APPRECIATE THE EFFORT PUT FORTH TO ENHANCE THE FN PLATFORM ENVIRONMENT, AS WELL AS YOUR OBSERVANCE OF THE ABOVE GUIDELINES.***

Should you have any questions, please feel free to contact us at any time.

### **For All Booth Approvals:**

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Sincerely,  
The FN PLATFORM Team