

FN PLATFORM

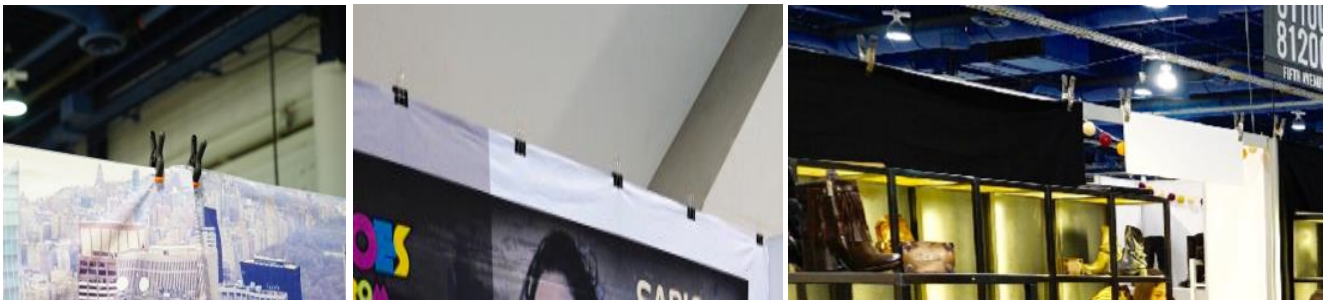
Re: New Interior Graphics Booth Décor Standards

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.

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 only. (Installation 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, do not puncture, tear or leave residue on your panels or GES may assess a damaged fee if they deem 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

- 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 fabric graphic panels are as follows:
 - **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 Production (includes Installation):

We suggest GES to produce your fabric graphic panels. Once the panels have been printed, they are yours to re-use from show to show. 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 Only:

If you opt to produce your graphic panels with an outside vendor, you must use GES for the installation of all interior graphics that are attached to 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**

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 evolves, 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 guidelines on what is or isn't allowed 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 29th. 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.

CUSTOM WALLS

It is mandatory that ANY custom walls you plan to build are 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. 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 / DECOR

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.) which you would like to set up along your booth perimeter, 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) The opt-out forms will be provided for you within the Exhibitor Service Manual/GES Espresso Site, which you will receive along with your booth assignment letter. 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.**

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** and 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.**

CUSTOMIZING AND DECORATING YOUR BOOTH

SIGNAGE & FABRIC PANELS

All graphic fabric panels, signage and pop-up signs must be inside of your booth (not sitting along the perimeter or encroaching into the aisle). Exhibitors with pop-up signs which end up encroaching into the aisles will first receive a verbal warning, and if the problem persists thereafter a violation notice will be written and fines will be assessed.

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, you will need to order labor for dismantle 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.

You may not Velcro, staple, clip, pin or 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. Damage and fees are assessed by GES.

We ask that you please considering 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.

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

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.

EXTERIOR SIGNAGE

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 signage is the Lighted Branding Wall (Light Box) available through GES—orders can be placed through the FN PLATFORM Exhibitor Service Manual.** Hanging ceiling signs are NOT allowed in FN PLATFORM, regardless of booth size or location.

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.

CUSTOMIZING AND DECORATING YOUR BOOTH

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!).

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:

Belinda Pina	Show Director	(310) 857-7661	belinda.pina@ubm.com
Jessica Kistenmacher	Operations Manager	(214) 494-2135	jessica.kistenmacher@ubm.com

Sincerely,
The FN PLATFORM Team

MANDATORY FORMS – BOOTH LAYOUT, FURNITURE, SIGNS & CARPET

IMPORTANT POLICY INFORMATION ON BOOTH

In an effort to help meet everyone's expectations for a timely and efficient booth set up, the following points should be considered.

Interior Wall Set Up Diagram

The interior wall set-up diagram for booths 20'x20' and larger will be free of charge, provided that a detailed layout is submitted to GES no later than **Monday, July 25, 2016.**

Requests submitted for interior wall diagrams after Monday, July 25, 2016 may be delayed and/or billed to the exhibitor for design time.

½ meter support returns will be installed where necessary to ensure stability and safety.

Design Modification

Each exhibitor is welcome to personalize the interior of their booths. All modifications and/or non-booth package materials used must be provided to show management (via a visual diagram or rendering) and GES for approval no later than **Monday, July 25, 2016.** We need to know your desired changes in order for us to provide the necessary labor on show site. Labor required on show site which has not been requested by Monday, July 25, 2016 will be billed at the prevailing show site rates (check the GES Section of the ESM for rates).

Furniture Placement

Booth furniture will be laid out according to show management merchandising recommendations. If you desire a different configuration of furniture in your booth, a detailed layout will need to be submitted by Monday, July 25, 2016. Labor to reposition furniture on show site will be billed to the exhibitor at prevailing show site labor rates.

It is your prerogative to opt-out of using booth package furniture. We ask that you inform show management and GES if you do NOT want furniture items delivered to your booth (i.e., display shelving, tables and/or chairs). This will save everyone much aggravation on show site and allow for proper inventory to meet the needs of those who order additional booth package furniture. Please use the form below if you wish to opt-out of booth package furniture.

Standard signs with your booth

Your booth comes with one (1) 12" x 36" sign per 10' x 10' booth space with your brand(s) or company name as you spelled out on your booth contract. Signs are black with white text, all signs are the same size and color. Signs are installed on the back wall of the booth.

At FN PLATFORM, we care about the environment and look for ways to reduce waste. To this point, we try NOT to produce and install excess booth signs. Please use the form below if you do NOT want us to print your standard booth signs.

Standard carpet with your booth

Your booth comes with wall to wall custom-dyed carpet in a very light grey color called "Sword". This carpet is specifically created for FN PLATFORM to enhance the overall look of the booth and your footwear.

As exhibitors find more and more creative ways to personalize their booth spaces, we've noticed a trend in customized flooring as well. If you plan to provide special flooring for your booth and NOT use the provided carpet, please complete the form below.

NOTE: NO RAISED FLOORING OF ANY KIND IS ALLOWED FOR FN PLATFORM.

MANDATORY FORMS – BOOTH LAYOUT, FURNITURE, SIGNS & CARPET

FORM DEADLINE – MONDAY, JULY 25, 2016

Exhibitor Brand Name: _____

Booth #: _____ (One form per booth)

Send completed form to FNPLATFORMConcierge@GES.com or fax to (866) 329-1437 or (702) 253-1520 (international exhibitors)

Booth FURNITURE Opt-out

If you are providing your own furniture for your booth or only want to use specific pieces of the standard booth package furniture, please mark the appropriate box below.

☐ Opting out of ALL booth package furniture (all tables, chairs and shelving)

OR

☐ List specific items for non-delivery:

Booth SIGN Opt-out

If you are creating custom graphics or signs * for the interior of your booth and do NOT want to have the standard signs printed or installed, please mark the appropriate box below:

☐ Opting out of **ALL** standard booth signs

OR

List specific number of signs to be printed for your booth _____ (only applies to booths over 10' x 10')

If you have more than 1 brand in your booth, please email which brands you want on which signs to stacey.weber@ubm.com.

Booth CARPET Opt-Out

If you are providing custom flooring for the interior of your booth and do NOT want to have the standard carpet installed, please mark the box below:

☐ Opting out of standard booth carpet

Please tell us what flooring material you plan to use in your booth instead of the standard carpet **

NOTE: NO RAISED FLOORING OF ANY KIND IS ALLOWED FOR FN PLATFORM.

*DO NOT USE THIS FORM TO REQUEST DIFFERENT TEXT OR GRAPHICS FOR YOUR BOOTH SIGNS.

Forms to change your booth signs or add custom graphics can be found in the Decoration Services section of the Exhibitor Services Manual. Refer to GES forms A-7 or I-1.

**IF YOU PROVIDE YOUR OWN FLOORING, INSTALLATION LABOR MUST BE HIRED FROM GES.