



stitch
PROJECT WOMENS

FEBRUARY 5-7, 2019
MANDALAY BAY CONVENTION CENTER

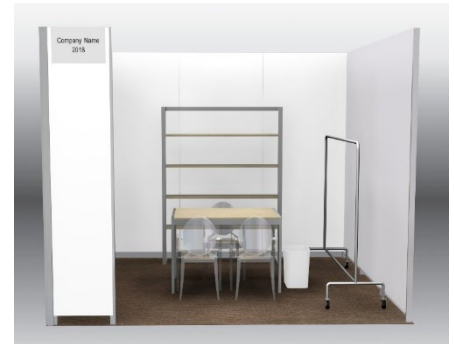


BOOTH PACKAGE DÉCOR RULES

1. **DESCRIPTION:** A STITCH Booth Package is defined as a soft fabric wall. The STITCH Booth Package is 10' deep x 10' wide x 8' high back and side walls. STITCH Booth Packages have a working space 9' 8¼" wide x 9' 8 ¼" deep.

Choice of 2 Accessories:

- Garment Rack (5'H x 6'L)
 - Shelving Unit (72"H x 54"W x 14"D)
 - (1) Distinct Desert Sand Table (30"H x 42"W x 30"D)
 - (3) Clear Wendy Chairs (35.8"H x 15"W x 19.7" D)
 - (1) Company Booth ID Sign (17" x 11")
 - (1) Wastebasket (15"H x 14" W x 9"D)
 - Booth Carpet
 - Retail Level Luminescent Lighting
 - Material Handling for direct to hall shipments
- * Rendering is for illustrative purposes only. Items may change without notice.



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

2. **NO CUSTOM BOOTHS:** STITCH exhibitors may not build out or bring in a custom booth, custom walls or custom flooring to fit within Booth Package walls, unless grandfathered by Show Management. If you are a grandfathered brand, please reach out to Ann.Cleary@ubm.com to request use of your custom booth and to submit renderings for approval. See below for custom fixture/furniture regulations.
3. **FIXTURE ORDER DEADLINE:** STITCH exhibitors will receive a link via email from GES to select Booth Package fixtures and order furniture and accessories online. Place your order by **January 22, 2019** to receive pre-deadline discount.

Fixtures are either rolling racks or shelves.

If you neglect to submit your order by **January 22, 2019**, 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: All Racks
- Accessory/shoes/jewelry companies: All Shelves

To order your Furniture and Accessories, visit [GES Espresso](#)

All booth packages are default; exhibitors must log in and place orders to opt out.

If necessary, unwanted default fixtures can be left out in the aisle during move-in for removal.

If an on-site swap is needed, changes and labor are billable to the exhibitor.

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.



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5. **ATTACHED ITEMS:** Exhibitors may not affix, apply, hang or attach any item (including, but not limited to, hanging clips, s-hooks, lighting, flyers, banners, signage, stickers, decals, tape, adhesives, nails, hooks, screws, tacks or Velcro) on/to any booth package elements provided by Show Management including the fabric walls, framework, floor, columns, or other parts of the Exhibit Facility. Any damage to the furniture due to unapproved materials, clips, sticker, etc. will be charged to the exhibitor for full replacement costs. Absolutely no merchandise or signage may be hung from any of the metal headers in your booth. All RTW must be displayed at eye level. Fixtures such as hanging chains and dowels are not allowed.
6. **GRIDS/ROLLING RACKS:** Grids and collapsible chrome salesman rolling racks are not allowed for display on the STITCH show floor. If you have used chrome rolling racks to transport your garments to your booth, please be certain to remove them from the show floor prior to show opening.

7. GRAPHICS & SIGNAGE:

STITCH 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, January 22, 2019**. Prices increase after this date.

If you choose to use an outside printer, you must rent graphics clips and hire GES to install the graphics. Only fabric banners are permitted. We DO NOT allow vinyl banners. Please refer to the Walls Graphics Order Form via the GES Espresso link: [GES Espresso](#) for further details. **Please confirm with GES the correct dimensions of the banner if you do plan on printing your banners with an outside vendor to avoid printing the incorrect size.**

"Pop-up", "retractable", "blinking" & "vinyl" signage is not permitted. Wall graphics are permitted on the interior of the booth. Graphics may not have a solid black or dark background. No Nudity will be allowed on graphics or signage.

8. **LIGHTING/NEON:** Lighting may not be attached to booth equipment. Neon and other decorative lighting are prohibited. 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).
9. **CARPET:** STITCH Booth Package includes carpet. You will not have the option to opt out of booth carpet on the ordering site. Should you wish to request an exception, please contact Ann.Cleary@ubm.com so that your request may be reviewed.
10. **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.



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11. CUSTOM ACCESSORIES/FURNITURE & PROPS:

Exhibitors must use package walls and/or accessories, but can request to bring in additional elements including, but not limited to furniture, lighting, décor, headless mannequins or special design elements & signage. Lighting may not be attached to package walls. Full package fee applies. Please see Exhibitor Manual for details.

All custom accessories/props must be approved by show management in writing and must be submitted to Camilla Nelson via email camilla.nelson@ubm.com for approval. Submissions must include a color rendering or pictures of graphics, props, and/or accessories and must include dimensions (height and width; depth when applicable.)

Please send your submissions to Camilla Nelson camilla.nelson@ubm.com by January 4, 2019.

12. MODELS: Models are permitted, but they must stay within booth space.

13. CURTAINS & DRAPE: are not permitted.

14. FLORAL & SMALL PROPS: are permitted.

15. MANNEQUINS: Must be headless, 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: January 4, 2019. Please sign above and fax back to: 212-918-7959 or magicmbccoperations@ubm.com