

## BOOTH PACKAGE DÉCOR RULES

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

### Choice of 3 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

\* Rendering is for illustrative purposes only. Items may change without notice.



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

- NO CUSTOM BOOTHS:** PROJECT WOMENS Booth Package exhibitors may not build out or bring a custom booth, custom walls or custom flooring to fit within Booth Package walls. See below for custom fixture/furniture regulations.
- FIXTURE ORDER DEADLINE:** PROJECT WOMENS Booth Package exhibitors will receive a link via email from GES to order furniture and accessories online. Place your order by **January 22, 2019** to receive the 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 Expresso](#)

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.

- 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.
- ATTACHED ITEMS:** Exhibitors may not affix, apply, hang or attach any item (including, but not limited to, binder clips, S-hooks, lighting, flyers, banners, signage, stickers, decals, tape, adhesives, nails, hooks, screws, tacks or Velcro) on/to any booth package element provided by Show Management including the fabric walls, framework, floor, columns, or other parts of the Exhibit Facility. Any damage due to unapproved materials, clips, sticker, etc. will be charged to the exhibitor for full replacement costs. Please see the next rule for information on permissible signage.

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### 6. GRAPHICS & SIGNAGE:

PROJECT WOMENS 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, January 22, 2019**. Prices increase after this date.

If you choose to use an outside printer, you must rent graphic 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” and “vinyl” signage is not permitted.** Free standing graphics are permitted, including foam core as well as easels. All custom graphics must be approved in writing by PROJECT WOMENS prior to production or installation. Please see rule #10 below. **Exterior Graphics are not permitted.** Graphics may not have a solid black or dark background. No Nudity will be allowed on graphics or signage.

### 7. 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).

### 8. CARPET & AREA RUGS:

**PROJECT WOMENS booth package includes carpet.**

You will have the option to opt out in the ordering site.

Booths that opt out of carpet will incur a labor fee to remove carpet if done so after the **January 22, 2019** deadline

If opt out option is chosen, the following guidelines apply to flooring for booths 200 sq. feet or larger:

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.

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### 10. CUSTOM ACCESSORIES/FURNITURE & PROPS/GRAPHICS:

**PROJECT WOMENS Booth Packages under 200 square feet:** No custom furniture/fixtures in booth under 200 sq. feet.

**PROJECT WOMENS Booth Packages OVER 200 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, headless mannequins or special design elements & graphics. Lighting may not be attached to package walls. Full package fee applies. Please see Exhibitor Manual for details.

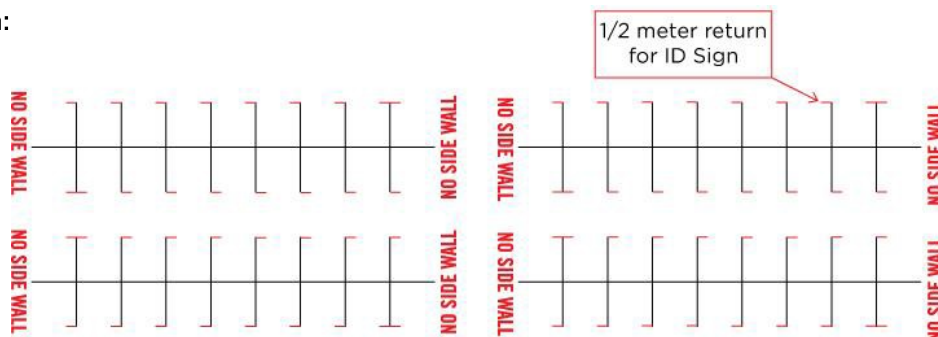
All custom accessories/props must be approved by show management in writing and must be submitted via email to [shannon.fresca@ubm.com](mailto:shannon.fresca@ubm.com) or [garine.kejejian@ubm.com](mailto:garine.kejejian@ubm.com). Submissions must include a color rendering or pictures of graphics, props and/or accessories and must include dimensions (height and width; depth when applicable.)

**Please send your submissions to your sales representative by January 4, 2019.**

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 PROJECT WOMENS sales representative for alternate placement. PROJECT WOMENS Show Management will contact exhibitor if booth will have a different wall configuration.

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

**Side Wall Down:**



12. **MODELS:** are **not** permitted.
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).

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- 16. COLUMNS:** Fire Marshall regulations require that you may not block access to any electrical box, firebox, or fire extinguisher in/around/on the column.
- 17. 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 [magicmbccooperations@ubm.com](mailto:magicmbccooperations@ubm.com)