



WWDMAGIC
AUGUST 12-14, 2019
LAS VEGAS CONVENTION CENTER

SIGNAGE & BOOTH DÉCOR GUIDELINES

WWD**M**AGIC is a move-in ready show with booths that have been created while keeping our brands in mind. We kindly ask that you please utilize the décor rules as stated in the attached and signage options noted below. If you have any questions, please feel free to reach out; we are here to help and assist. All booths must be in keeping with the atmosphere of the exhibition.

To maintain the integrity of the exhibition, any display deemed unprofessional in appearance, at the sole discretion of WWDM**AGIC, will not be permitted. Actual booth working space and dimension may vary. Please see GES Espresso for exact dimensions for your booth.**

- Nothing may be posted, tacked, nailed, hooked, screwed, or hung to the columns, walls, framework, floor or other parts of the Exhibit Facility or Booth.
- Please note that pop-up posters (retractable banners), easels, and foam core boards are not permitted on show site as a form of free standing graphics.
- Painting on premises is strictly prohibited; *Should an Exhibitor or their designated contractor cause any damage to the Exhibit Hall or the Booth it will be the sole responsibility of the Exhibitor to pay the cost of the repair of the damages.*
- **All fixtures, furniture, signage, display and decorative elements must remain within the booth line and may not extend into the aisles.**
- Keep in mind that our booths are made of soft fabric walls. Therefore, **only fabric banners are permitted** to be hung from booth walls.
- **Please DO NOT use the following for signage:** Retractable banners, clip, Velcro, tape, S hooks, adhesives
- Nothing may extend above 8 ft from the floor including product, décor, display items, accessories, furniture, truss, lighting, A/V equipment or signage. Hanging anything above the booth is prohibited. You will be asked to kindly remove anything that exceeds the height limit.

GES GRAPHICS

GES will need your graphic order and placement prior to July 31st, 2019

Prices below are considered "pre-deadline." For orders placed past the deadline, please contact GES directly for availability and pricing.

Graphics being sent in advance should be shipped to:

Exhibiting Company Name
 WWDMAGIC 2019
 Booth # ____/Hall ____
 c/o GES
 7000 Lindell Road
 Las Vegas, NV 89118

- To order your graphics through GES, please call **(800) 801-0554** or place your order online on Expresso (<http://marketing.ges.com/kits/Magic/>) **This Link is not yet live; You will receive an email from GES once it goes live.**
- Pricing includes clips to attach the graphics to booth and labor to install/dismantle banner
- Good investment, sustainable & reusable at all WWDMAGIC events
- All wall graphics produced by GES include the equipment to attach the graphics to the booth package and labor to install and dismantle. If re-using a GES produced graphic, labor fees to install and dismantle will apply.

FABRIC OVERLAYS & FABRIC INSERTS:

- Fabric Overlay:** a graphic that lays flush over the booth wall
 - Each 10 ft side of your booth has three 1 M panels. If you would like to order a 1M banner, you can place it in the middle of the 10ft wall. The 3M banner will cover the entire 10ft wall. The 2M banner can be hung in the center and still have the fabric walls exposed on the sides.
 - Booth packages also have 2.5M side walls
 - 2" pocket at the top and bottom that will house a metal bar to provide tension – 1.5" of bleed at the top that will not be visible
- Fabric Insert:** a graphic physically inserted into the framework of the wall panel

| | 1M | 2M | 3M |
|-----------------------|-----------------|-----------------|-----------------|
| FABRIC OVERLAY | \$661.00 | \$991.25 | \$1,652.00 |
| FABRIC INSERT | \$795.00 | \$1,200.00 | \$1,990.00 |
| | *plus 8.25% tax | *plus 8.25% tax | *plus 8.25% tax |

- Below are dimensions on the fabric graphics. 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. *Please note: the hanging banners are 96" high, but the panel inserts are 93" high.*



Overlays are 96" high. Inserts are 93" high.

GES GRAPHICS

LIGHTBOX GRAPHICS:

- GES is the exclusive vendor for lightboxes with in-booth packages. For more information and pricing, please see the Exhibitor Services Manual. Please note, power is not included and must be ordered from the GES Service Center.

| | ADVANCED RATE* |
|---------------------|-----------------|
| 1M LIGHTBOX GRAPHIC | \$1,606.25 |
| | *plus 8.25% tax |



REUSING GES GRAPHICS & STORAGE

- If reusing previously printed graphics, order labor through GES Expresso.
 - Stored with GES: Flat rate of \$81.91 per piece.
 - Outside vendor/not stored with GES: (2) men for (1) hour is the average labor estimate per graphic.

STORAGE FOR GES GRAPHICS

- **STORAGE WITH GES: \$22.92 per piece, from show to show** (price includes transportation)
- Available only for graphics printed with GES. Storage requests are handled on-site via the Service Center.
- To pull your stored graphics for an upcoming show, order "Storage Graphics Labor" on Expresso.

OUTSIDE VENDOR GRAPHICS

- Outside vendors may only produce fabric hanging banners. Panel inserts and lightbox graphic MUST be printed through GES.
- **Keep in mind:**
 - **Only fabric banners are permitted. We DO NOT allow vinyl banners.**
 - **You MUST still purchase labor, clips, and poles** to install the graphics through GES even if you use an outside vendor for your graphics
 - A 2" pocket is necessary at both the top and bottom of the graphic for
- **Please note:** Heavier fabrics may require additional labor. Exhibitor provided graphics not meeting the suggested production specs may result in additional installation and dismantling labor. GES may not be able to install depending upon item(s) provided. Please be sure to treat fabric to meet NFPA 701 small scale flammability standard.

RACK CLAMPS

***Our Rolling Racks are 5 ft. tall.**

- This has 2 sets of clamps to hold up this sign, totaling 4 pieces in total.
- If you would like to purchase these clips, feel free to contact:
 - **Alba Castellanos** directly at ALU at **(201) 549-8522**
- Please note, each sign needs TWO super clamps and TWO graphic clips.



SUPER CLAMP

- Connector to mount accessories to racks
- LINK: <https://www.alu.com/super-clamp>
- ***Must order two super clamps per sign***



GRAPHIC CLIP 1" WITH STUD

- Graphic clip. Can be mounted on racks using mounting hardware
- LINK: <https://www.alu.com/graphic-clip-1-stud>
- ***Must order two graphic clips per sign***

RACK CLAMPS EXAMPLES

The below signs are made by exhibitors and clipped to rolling racks themselves. To order rack clamps, see previous page for details.



SIGNAGE BLOCKS

Order here: <http://www.yifu-display.com> or www.shoppopdisplays.com



You may also create block signs out of Lucite, Wood, etc. that can rest on your shelving or your table. These are easy to transport and create a clean look while branding your space as well. Signage like this is a great option for accessories brands. The Lucite signs are from a company in China, contact information is below.

INSPO FOR A 10 X 10



INSPO FOR A 10 X 20



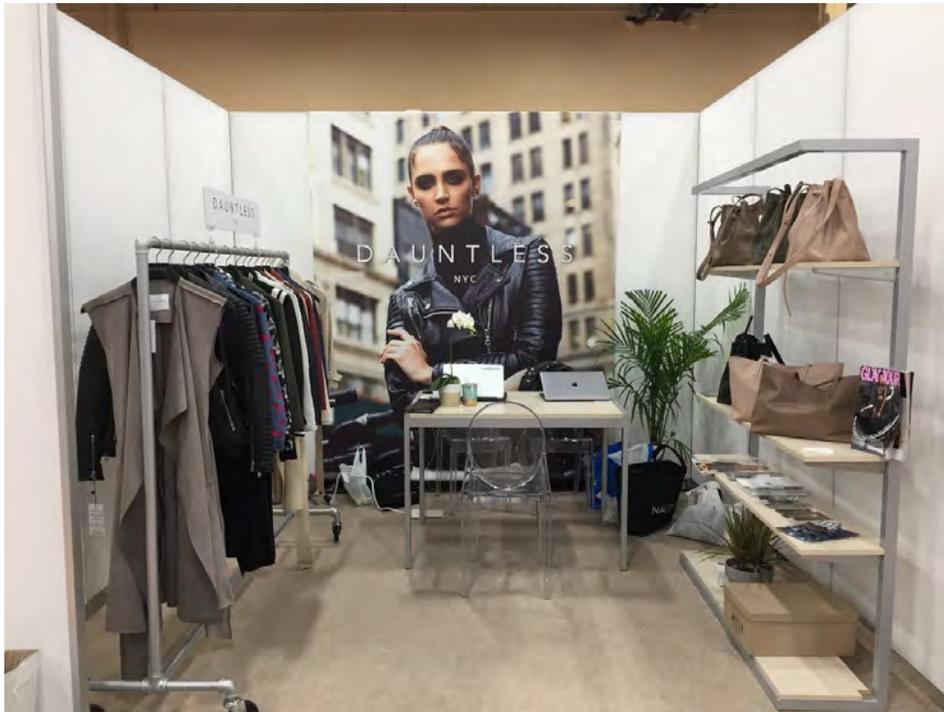
INSPO FOR A 20 X 30



EXAMPLE OF 1M BANNER



EXAMPLE OF 2M BANNER



EXAMPLE OF 3M BANNER



EXAMPLE OF FABRIC INSERTS

