



## N:OW @ PROJECT BOOTH DÉCOR RULES

### 1. BOOTH PACKAGE:

Each 10'x10' space is a wall-less booth package and includes the following items:

- 1 ID Sign
- 1 Table
- 3 Wendy Clear Chairs
- Booth Carpet
- Atmosphere lighting
- 3 freestanding accessories
  - Apparel companies: 3 racks
  - Accessory/shoes/jewelry companies: 3 shelf units



2. **HEIGHT LIMIT:** Nothing may extend above 6' from the floor including product, décor, display items, accessories or furniture. Hanging anything above the booth is prohibited.

3. **NO CUSTOM BOOTHS:** Exhibitors in N:OW may not build out or bring a custom booth. All booths are package booths.

4. **BOOTH DÉCOR APPROVAL:** If an exhibitor wishes to bring in any décor elements, furniture or accessories other than what is offered in the package, they must obtain pre-approval, in writing, from their account executive. Photos of the items, materials used, sizes and any important features of the item are required. Examples of items that must be approved by Show Management are floral, props, lighting, rugs, custom accessories or furniture, etc.

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

5. **BUST FORMS & MANNEQUINS:** Pre-approved bust forms can be ordered through D&B Rental Displays via the form located in the exhibitor kit. If you would like to use bust forms other than these you must submit your request in writing along with photos. Please note, bust forms are the only display mannequins permitted in the N:OW area.

6. **PROHIBITED BOOTH DECOR ITEMS:** These items are prohibited and will NOT be approved by show management. This will be enforced on show site.

- Large banners & signs, pop-up (retractable) signs.
- Neon
- Curtains or drape

7. **MUSIC & SOUND:** Show Management provides music for the show. Music & sound amplifying devices, other than those provided by Show Management, are prohibited. If an exhibitor has computers, IPADS, or any other A/V equipment, sound must be turned OFF.

8. **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:** Please complete and submit this form by **January 4, 2019**. Please sign above and email to:

[fashion\\_operations@ubm.com](mailto:fashion_operations@ubm.com).