

FN PLATFORM

SHOW DATES & HOURS

FN PLATFORM

WEDNESDAY, February 5	10:00 am– 7:00 pm
THURSDAY, February 6	9:00 am– 6:00 pm
FRIDAY, February 7	9:00 am– 4:00 pm

Exhibitors have access to their booths one hour before and one hour after show hours.

Management reserves the right to alter the hours and/or days of the show.

REGISTRATION DATES & HOURS

Monday, February 3	8:00 am – 8:00 pm
Tuesday, February 4	8:00 am – 8:00 pm
Wednesday, February 5	8:00 am – 7:00 pm
Thursday, February 6	8:00 am – 6:00 pm
Friday, February 7	8:00 am – 4:00 pm

SHOW LOCATION

MANDALAY BAY CONVENTION CENTER
3950 S Las Vegas Blvd
Las Vegas, NV 89119

FN PLATFORM Women's Footwear – Baysides E/F Hall, Level 1
FN PLATFORM Children's Footwear – Baysides E/F Hall, Level 1
FN PLATFORM Fast Fashion (previously ON POINT) – Baysides E/F Hall, Level 1
FN PLATFORM Men's Footwear – Oceanside Ballroom, Level 2

SHOW MANAGEMENT'S CORPORATE ADDRESS


MAGIC/FN PLATFORM
2901 28th St., #100
Santa Monica, CA 90405
Phone: (310) 857-7500
Fax: (310) 857-7583

FN PLATFORM TEAM CONTACTS

If you have any questions, please do not hesitate to contact your FN PLATFORM sales team at (310) 857-7500.

Leslie Gallin, President of Footwear
Belinda Pina, Head of Sales
Sharon Barbosa, Sales Manager, Kids & Juniors
Jessica Gould-Davies, Sales Manager, Comfort & Outdoor
Katie Sichterman, Sales Manager, Men's & Fast Fashion
Davida Edwards, Sr. Account Executive
Maureen McCarthy, Account Executive
Anna Pand, Sales Coordinator
Jessica Kistenmacher, Special Operations & Sponsorships
Jennifer Sidary, Retail Relations

Leslie.gallin@informa.com
Belinda.pina@informa.com
Sharonlee.barbosa@informa.com
Jessica.gould@informa.com
Katie.sichterman@informa.com
Davida.edwards@informa.com
Maureen.mccarthy@informa.com
Anna.pand@informa.com
Jessica.kistenmacher@ubm.com
Jennifer.sidary@informa.com



ALL exhibits will be at
the Mandalay Bay
Convention Center
for February 2020!

QUICK TIPS

QUICK TIPS: BEFORE THE SHOW

Use the Exhibitor Action Checklist to ensure you are meeting all deadlines. Your Exhibitor Service Manual contains information which will help save you time, money, and needless aggravation.

- Pre-register for exhibitor badges. A link will be emailed to you with instructions for online registration.
- Know the booth display rules (located under the Rules & Regulations section).
- To make hotel arrangements, [click here - Hotel](#) to get the lowest rates at official hotels or MAGIC@connectionshousing.com
- Show fees must be paid in full to receive booth number.
- Secure appropriate insurance (it is not necessary to send us a copy of the certificate).
- Advertise:
 - Become a Featured Exhibitor on the MAGIC Mobile App
 - Sponsorships – contact Jessica Kistenmacher, jessica.kistenmacher@ubm.com, for more information
- Schedule appointments with buyers.
- Send media kits to the industry press.
- Ship samples to GES's warehouse in advance (see Material Handling section for shipping information).
- Pack office supplies such as: scissors, stapler, paper, pens and business cards.
- Remember to bring your exhibitor badge or you will need to have another one printed at the registration counter.

QUICK TIPS: ORDERING

- Order any essential services in advance to ensure cost savings:
 - Light Boxes/Branding Walls – Check deadlines on order forms to get the best pricing
 - Electrical labor & service; including additional electrical outlets - Early order deadline is January 14, 2020
 - Additional booth furniture/displays
 - High-speed internet (FN PLATFORM provides free wireless internet, if you require a dedicated, hard line connection please see Cox Business Services Order Forms).
 - Models
 - Booth Security/Booth Seal

**Order early through authorized contractors for the lowest prices.
ON-SITE ORDERS ARE EXPENSIVE AND MAY BE SUBJECT TO MAJOR DELAYS.**

BENEFITS...if you meet deadlines

You will save money
You get what you want when you want it
You will have a smoother running show

DRAWBACKS...if you miss deadlines

You will pay more
Things you need may be unavailable
You may encounter frustrating delays

FAQ: GENERAL

Q. HOW DO I ORDER BADGES?

A. Exhibitors can request badges for booth personnel only. Badges are required to enter the show floor. A link will be emailed to you with instructions for online registration.

Q. DO I NEED SPECIAL INSURANCE AND HOW CAN I PURCHASE LIABILITY INSURANCE?

A. Yes, you do need insurance. The exact insurance requirements are included in your exhibit space contract, page 6, item 17. If you don't have the required amount of coverage, you will need to purchase liability insurance from your insurance company. You do NOT need to provide copy of your insurance certificate unless specifically asked for a copy.

Q. DOES FN PLATFORM OFFER SPECIAL RATES ON HOTELS?

A. Yes, FN PLATFORM has selected "official" hotels; these selected hotels offer special rates to FN PLATFORM participants. To take advantage of these special rates, [click here - Hotel](#) or by call our official travel agency, Connections Housing at (833) 607-8409 Domestic or (702) 607-8409 International or email MAGIC@connectionshousing.com

Q. HOW DO I GET THE BEST DISCOUNTS ON SERVICES?

A. To obtain prompt and efficient service; it is best to submit order forms well before the due date. Late and last minute orders cause needless delay, confusion and expense. Make sure to send forms to the address listed on each form as services come from many different suppliers.

Q. WHERE DO I SHIP MY SAMPLES?

A. For delivery to your booth **prior to** move-in, ship merchandise to the Advance GES warehouse before Friday, January 17, 2020. These boxes/crates will be in your booth when you arrive for move-in. **We HIGHLY recommend shipping as much as possible to the Advance GES warehouse.**

IMPORTANT - FN PLATFORM utilizes a Targeted Freight Floor Plan for move-in. Target freight dates will be assigned based on your booth location. If your freight arrives on the wrong date, penalty fees will apply so please pay close attention to the freight plan. This only applies to customers shipping freight to the show – shipments over 50 lbs, most often crated or skidded but exceptions may apply.

Small Packages (less than 50 lbs) or product (MUST be marked "product" on your bill of lading/shipping documents) may arrive at the Mandalay Bay Convention Center beginning Saturday, February 1 and are not subject to Target Freight Plan dates. Small packages typically utilize carrier such as UPS, FED-EX or DHL, check with your carrier to make sure what days they will deliver to the convention center before sending your shipment. **Please note: It may take 24-48 hours to receive small packages at your booth AFTER they have been delivered to GES by your carrier. Product samples or time-sensitive materials should be hand-carried or sent to your hotel if possible.**

General move-in/booth set-up is on Tuesday, February 4, 2020. Cartload service will be available this day to help customers get product from their personal vehicles (POV) to their booths, 8am-5pm, for an additional charge. **For February 2020, cartload services will be provided offsite. Personal vehicles will be staged at the GES Marshalling Yard and held there until dock space becomes available. Please plan for increased wait times if utilizing this service.**

Be sure to mark the name of your company/brand AND booth number on all packages, also include the name and mobile phone number of a person who will be at the show. Bring copies of all way bills and tracking numbers with you to show site.

FN PLATFORM

Q. WHO ARE FN PLATFORM’S EXCLUSIVE VENDORS AND WHAT ARE THEIR TELEPHONE NUMBERS?

A. Check the “Exclusive Vendors” section in this kit for company listings. During set-up and show days, Exclusive Vendors are located on the show floor, at the service desk area.

Q. HOW DO I ORDER FOOD / CATERING SERVICES AT THE SHOW?

A. The venue rules require that all food and beverage must be purchased through Mandalay Bay Catering. Orders can be placed online with [Mandalay Bay Exhibitor Services](#).

Q. WHAT IF I NEED OFFICE EQUIPMENT?

A. Business related equipment (computers, printers, monitors, etc.) are provided by Encore. To inquire about or order products/equipment, please refer to [Mandalay Bay Exhibitor Services](#). If you need office services, like copies or specialty printing, visit the Fed-Ex Office location in the Bayside Foyer on Level 1.

Q. HOW DO I GET FROM MY HOTEL TO THE MANDALAY BAY CONVENTION CENTER?

A. MAGIC provides FREE Shuttle service to and from 20 major hotels. **ONLY** MAGIC shuttle buses will be able to drop off at the entrance to the convention center. Taxis coming to the convention center drop off at the Mandalay Bay Hotel, ride share vehicles will drop off at the convention center parking structure. You can also order private car service from Bell Trans (800) 274-7433, www.belllimousine.com.

Q. HOW DO I GET TO THE AIRPORT AT THE CLOSE OF THE SHOW?

A. MAGIC provides FREE Shuttle service to McCarran Airport on the last day of the show from the Las Vegas Convention Center. The shuttle buses leave from the Shark Reef entrance to the convention center and are clearly marked. Taxis and ride-share options are also available.

Q. ARE CHILDREN ALLOWED ON THE SHOW FLOOR?

A. No children are allowed on the show floor during set-up or break-down of the event. During show hours, a “Child Authorization” form must be completed for anyone 18 years or younger and signed by a guardian or adult. The form can be picked up at a registration counter when you pick-up your badge.

Q. I’M HUNGRY! WHERE CAN I GET SOMETHING TO EAT WHILE AT THE SHOW?

A. FN PLATFORM provides the following:

- Concession stands and retail food outlets are available in all halls of the convention center with ample selections of food and beverage for purchase.
- Food carts also service the aisles of the show floor with sandwiches, salads, snacks and drinks for sale during lunchtime.

If you have specific dietary needs, please contact a salesperson for assistance.

Q. CAN MAGIC PROVIDE ME WITH VALUABLE BUSINESS AND FASHION TREND INFORMATION?

A. Yes, a variety of seminars are offered FREE to all our attendees. Information can be found at [MAGIC Seminars](#).

Q. WHAT IF I NEED A SALES REPRESENTATIVE FOR MY LINE?

A. The Two Ten Footwear Foundation and FDRA have also partnered to create the most comprehensive, online career marketplace available to footwear professionals. Identified by its intuitive URL, www.workinfootwear.org, the site will cover both the retail and wholesale factions and will feature positions across all footwear-related competencies and areas of expertise. Now footwear HR professionals have a great place to post jobs and recruit. The site will also be an invaluable tool for job seekers entering the footwear business, as it will include opportunities ranging from entry-level to senior executive.

FAQ: BOOTH

Q. WHAT IS INCLUDED IN THE COST OF MY TURN-KEY EXHIBIT SPACE?

- A. FN PLATFORM includes in the cost of the exhibit space the following items:
- Booth Package (specifics included in this manual)
 - Peripheral security
 - On-site floor managers for your assistance
 - Complimentary hotel shuttle buses
 - Listing in the MAGIC mobile app
 - Staffed Media Center for the distribution of your company's press kits

Q. ARE CLEANING SERVICES PROVIDED?

- A. FN PLATFORM will provide trash removal for accessible booths each night. Complimentary vacuuming will take place the night before the show opens (Tuesday overnight) and at the end of Day 1 (Wednesday overnight). The complimentary service only applies to booths that are accessible for vacuuming. If a booth is physically "closed" and the cleaning vendor cannot easily access it to vacuum, it will be skipped. Customers with closed booths who would like their carpet vacuumed should make arrangements with the cleaning vendor United National to vacuum the booth either in the evening before they close the booth or in the morning before the show opens. Special arrangements should be made PRIOR to move-in and may be an additional charge to the customer if the cleaning vendor determines the requirements are outside the scope of the complimentary carpet cleaning agreement. Show Management will not be responsible for scheduling or sending carpet cleaning crews for booths that were closed/skipped. No booths will be vacuumed while the show floor is open. Contact information for United National can be found in the Authorized Contractors page.

Q. WHEN CAN I MOVE IN AND OUT OF THE BUILDING?

- A. General move-in begins Tuesday, February 4 at 8:00 am. The show closes at 4:00 pm Friday, February 7. All exhibitors are required to keep their booth intact and open for business until 4:00 pm on that date. Exhibitors who tear down or move out early will face penalties.

Q. WHAT IF I HAVE AN EMERGENCY OR NEED FIRST AID IN MY BOOTH?

- A. For the most immediate response in case of an emergency while in the Mandalay Bay Convention Center: (702) 632-7911 or extension 7911. Do NOT dial 911. Once MBCC Security is notified of an emergency, they will contact and direct emergency services.

Q. WHERE DO I STORE ALL OF MY EMPTY CRATES, CARTONS AND CASES?

- A. Empty crates and cartons cannot be stored in the exhibit halls. All empty crates, cartons and shipping cases must be removed. No storage of any kind is allowed behind booths.
- GES offers free storage of empty cases and crates. Go the GES Service Desk to get the appropriate empty label, color coded by area of the show floor. Items stored with GES will be returned to your booth at the close of the show on Friday, February 7 after 4pm
 - Empty rolling cases (*NO* cardboard boxes, wood crates or pallets) may also be stored in Oceanside E on Level 2, for free. Exhibitors have access to these bags on the first two days of the event or may pick-up their bags at close of show on Friday.

NO empty rolling cases/suitcases/duffle bags will be allowed inside the exhibit hall before 4pm on Friday, February 7. FN PLATFORM will provide secured storage at the entrance to the exhibit hall that morning.

FAQ: BOOTH cont.

Q. WHAT TYPE OF SECURITY IS PROVIDED?

A. There is peripheral security during the show. However, security for an individual booth and its contents is the responsibility of each Exhibitor. Please note some helpful suggestions:

- Do not leave one-of-a-kind samples, pairs of shoes, expensive jewelry, leathers or small items unattended at any time and remove them on a nightly basis.
- Rent Booth Seal Security System to secure your entire booth – Pre-order through GES and pick-up onsite
- Hire a security guard
- Display items can be rendered valueless by deliberate, but hidden damage.
- Do not list contents on outside of boxes. (e.g.: Box #1- Personal Computer)
- Carry a detailed list of what you ship, in which box it was packed, and repack it in the same manner. Keep a copy in your office and check your shipment when it returns.

At the end of the show, there is little or no security, therefore, the following is recommended:

1. **Hire a security company.**
 - a. **Hand carried items only can be secured for you in a designated area until you arrive at the show.**
 - b. **Have a guard or sales personnel remain in your booth until your freight carrier picks up the merchandise. Forms are available in this manual under the “Authorized Contractors” tab to hire security.**
2. **Make sure that someone remains in your booth until your freight carrier picks up your merchandise. If you are only shipping small packages, take them yourself to a Fed-Ex or UPS location.**

Q. WHO DO I CONTACT IF I HAVE QUESTIONS DURING SET UP?

A. Floor Managers and Show Management Staff are on site during set up, show days and break down. They are available to help and assist exhibitors and are responsible for resolving disputes concerning the show rules. If it is necessary to locate someone, go to the MAGIC Show Office, Palm A on Level 3, to contact anyone on the FN PLATFORM staff.

Q. Is WiFi available?

A. Yes, FN PLATFORM provides complimentary WiFi. To connect, open your wireless connections window and click on MAGIC. You will NOT need a password to connect but you may need to refresh the connection each day (or multiple times a day depending on the device).

NOTE: If you need high-speed internet for ordering, graphics or video feeds, you should consider ordering a dedicated internet line for your booth from [Mandalay Bay Exhibitor Services](#).

Q. MAY I TAKE PHOTOGRAPHS IN THE EXHIBIT HALLS?

A. Cameras are not permitted in the exhibit halls. You may use the services of the official show photographer, Expo Ease (702) 368.0566. See order form in the Exclusive Vendors section of this manual.

Q. ARE THERE HEIGHT RESTRICTIONS FOR MY BOOTH?

A. Yes, the walls provided with your booth are 8’ tall. NO booth display items can exceed that height.

FN PLATFORM

FAQ: BOOTH cont.

Q. DOES POWER COME WITH MY BOOTH?

A. Yes, power is included in every booth package however, the amount of power depends on the size of the booth. Power provided with your booth package is placed along the back wall of your booth, typically ONE small box per booth, the # of outlets included is based upon your booth size. If you need power along a different wall, in the center/front of your booth, or to be distributed to various locations within your booth, you will need to order Electrical Services Labor from Edlen to run the power where you want it in your booth. Please refer to Exclusive Vendors section of this manual for pricing and information.

Q. CAN I CUSTOMIZE THE INTERIOR OR EXTERIOR OF MY BOOTH?

A. Specific information of booth customization is provided in the Booth Customization document in this manual. Please refer to that document for the most current graphics and décor rules and specifications.

It is mandatory that ANY custom walls you plan to build are only 8ft high or lower, and set **INSIDE** of the booth package walls provided for you. **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, please refer to the Booth Customization section of this manual. 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.

You cannot remove booth package walls if you are an inline booth. You do have the option to opt out of the booth package furniture and bring in your own furnishings, and you may also opt-out of the booth package carpeting, however **custom raised flooring of any kind is NOT allowed in FN PLATFORM.** The opt-out links are on the Espresso site and are due to GES no later than Tuesday, January 14. Accessories and other décor 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.**

Hanging signs are not allowed in FN PLATFORM, regardless of booth size or location.

A diagram of all custom booth designs and/or modifications must first be sent to Show Management for written approval prior to the show. Modifications should not be made until approval is received in writing. Please contact Show Management for approval before going into production, otherwise onsite adjustments or removal will be at your own expense.

FAQ: MARKETING & PROMOTIONAL

Q. HOW CAN I COST EFFECTIVELY MARKET TO MY BUYERS?

A. There are several ways MAGIC helps you market yourself:

- Our Retail Relations Department can call your retailers and personally invite them to the show for FREE. Contact your Customer Service Representative for more details.
- Gain FREE access to all media attending by distributing press kits and other promotional items in the Media Center.
- Get FREE media attention for your company by informing MAGIC when you are planning a special event or announcement. Details, when provided in a timely manner, may be included in pre-show marketing and media announcements.
- Send us current product images to be included in the digital look book. Our Marketing Team will reach out with more information, make sure you respond in a timely manner.
- Is a celebrity associated with your brand? Bring them to the show to meet retailers in your booth.
- Make sure your website and social media are up to date with recent product images and information. Post your participation in FN PLATFORM and booth number online so retailers know where to find you.
- Create a special invitation, postcard or product announcement to leave for the media in our Media Center, Surf A on Level 2. This is a free opportunity to reach out to qualified media.

Q. HOW ELSE CAN I PROMOTE MY BUSINESS?

A. There are a number of promotional programs available at MAGIC to heighten awareness and exposure of your line. A program can be customized to meet your marketing objectives and budget. For a more information on available opportunities, contact Jessica Kistenmacher - jessica.kistenmacher@ubm.com.

FN PLATFORM

MOVE IN and MOVE OUT

MOVE IN

General move in is Tuesday, February 4, 8:00 am – 8:00 pm*. Certain aisles are marked “No Freight.” These aisles may not be obstructed at any time.

*Because of the condensed move-in this season, no target variance requests will be accepted.

Everyone must leave the exhibit halls by 10:00 p.m. on Tuesday, February 4. Cleaning or removal of excessive trash, boxes, unused display equipment, etc. in the aisles after 8:00 p.m. on Tuesday, February 4 will be invoiced to the exhibitor responsible. The Fire Marshal will not permit the show to open if there are any cartons, boxes or equipment in the aisles.

Hand-Carried Merchandise - All hand-carried products must enter and exit through the main, public entrances of the exhibit hall, not the loading docks. “Hand-carried” is defined as that which can be transferred by one person (not two people carrying together). No freight handling equipment (dollies, carts, etc.) may be used. If you have more product that you can carry, you should consider using Cartload Service to get your product to your booth.

Cartload Service – If you have too much product to carry from your car or a taxi, for \$86.75 GES will provide labor to unload from your car and deliver to your booth one cart-load (200-lbs. or 8 piece maximum) of merchandise. If you are interested in this service, look for the Cart-Load sign and a GES representative will direct you to the off-site location. General move-in/booth set-up is on Tuesday, February 4, 2020. Cartload service will be available this day to help customers get product from their personal vehicles (POV) to their booths, 8am-5pm, for an additional charge.

For February 2020, cartload services will be provided offsite. Personal vehicles will be staged at the GES Marshalling Yard and held there until dock space becomes available. Please plan for increased wait times if utilizing this service.

Any large vehicles (one ton & over) will be directed to the Marshaling yard.

Unloading at the front doors of the exhibit halls is not permitted.

MOVE OUT

Breakdown starts at **4:00 pm** Friday, February 7, not before. Empty crates, cartons, boxes, cases, etc. will not be permitted in the hall until the close of the show. Any display or part of a display broken down prior to this time will cause the exhibiting company to jeopardize future participation. **In the interest of the many buyers who plan to work the show until it closes, all exhibitors are required to keep their booth intact and open for business until 4:00 p.m.** **Fines will be issued for all who do not comply.** Please make sure your post-event travel plans allow you to staff your booth until the show closes.

All displays must be packed, crated and a bill of lading turned in to GES by 12:00 noon Saturday, February 8. All trucks must sign in at the marshaling yard by 12:00 noon on Sunday, February 9. Empty crates, cartons, boxes, cases, etc. will not be permitted in the hall until the close of the show.

Unless you are hand-carrying your items out of the show, EVERY booth must fill-out a “Bill of Lading” with GES, no matter who the outbound carrier is. Without a bill of lading, GES cannot help track any packages that are missing after the show.

**** IF YOU ARE USING GES FOR YOUR OUTBOUND LOGISTICS NEEDS, WE STRONGLY SUGGEST THAT SOMEONE STAY IN THE BOOTH UNTIL A GES REPRESENTATIVE HAS PERSONALLY ACCOUNTED FOR YOUR ITEMS. DO NOT LEAVE YOUR SHIPMENT IN YOUR BOOTH UNATTENDED.***

FN PLATFORM

Rolling Case Check – On Wednesday, August 14, FN PLATFORM will offer Rolling Case/Empty Sample Case storage located at the front entrance of FN PLATFORM. **Note: This does not include in-out privileges. Storage will open at 4:00 for pick up.**

Personal Baggage Check – MAGIC will provide personal baggage storage on Wednesday, February 5 - Friday, February 7 at the Mandalay Bay Events Center entrance.

PARKING INFORMATION

There will be **very** limited parking available at the Mandalay Bay Convention Center and we anticipate heavy traffic on the roads around the conventions center. It is **HIGHLY RECOMMENDED** that you utilize the MAGIC hotel shuttle buses when going to and from the convention center. Not only is this transportation service complimentary but only MAGIC shuttle buses will be able to drop off/pick up at the entrance to the convention center.

Mandalay Bay Resort, Delano Hotel, Four Seasons Resort and Luxor Hotel guests can park for free in the hotel parking lots (these are different from the convention center parking) and walk to the convention center.