

****Last Updated: June 22, 2023**

SOURCING at MAGIC Standard Booth Décor Guidelines

ATTENTION: GES orders may be placed on [GES Expresso](#) *before* booth numbers are released. Your company name should appear as an option approximately 1 week after your contract is submitted to your account manager.

IMPORTANT NOTE: You will receive the default booth package according to your contract. If you do not want your default booth fixtures and furniture, please inform your account manager by **July 17**. Fees will be incurred for on-site swaps. On-site fixture changes will be charged \$83.00 per piece.

Sourcing at MAGIC is a move-in ready show with booths that have been created keeping our brands and exhibitors in mind. We kindly ask that you please adhere to the décor rules as stated in the attached.

Please see the [SOURCING at MAGIC Las Vegas Booth Inspiration Gallery](#) for more ideas on booth décor and best practices for drawing booth traffic.

Standard Booth Package Descriptions

Each 10' x 10' Studio Deluxe Booth Package Includes:*

- (1) Desert Sand Distinct Table - 30"H x 42"W x 30"D
- (3) Clear Wendy Chairs
- (3) Accessories:
 - Apparel: Gunmetal Garment Racks – 5' H x 6'
 - Accessories/Footwear: Desert Sand Distinct Shelves – 72"H x 54"W x 14"D

Walls: FIT3 Fabric Walls

(1) Wastebasket

(1) Booth ID sign

300 lbs Drayage (product only)

500W Electrical



Each 10' x 10' Studio Basic Deluxe Booth Package Includes:*

(1) Desert Sand Distinct Table - 30"H x 42"W x 30"D

(3) Clear Wendy

Chairs Walls: FIT3

Fabric walls

(1) Wastebasket

(1) Booth ID sign

300 lbs Drayage (product only)

500W Electrical



*Note that each 10' x 10' booth space will receive all the above unless otherwise noted. **If you would NOT like any of these items delivered to your booth space, please contact your account representative.** All the above items listed as part of your booth contract is included PER 10' x 10' booth space. (ie. 10' x 20' booth space will come with (2) Desert Sand Distinct Tables, (6) Clear Wendy Chairs, (6) Accessories, (2) Wastebaskets, 600 lbs drayage (product only), and (2) 500W Electrical Drops)

Rules & Regulations

To maintain the integrity of the exhibition, any display deemed unprofessional in appearance, at the sole discretion of show management, will not be permitted. Actual booth working space and dimension may vary. Please see [GES Expresso](#) for exact dimensions of your booth.

NOT ALLOWED	ALLOWED
Posting, tacking, nailing, hooking, screwing, or hanging anything onto columns, walls, framework, floor or other parts of the Exhibit Facility or Booth	Only fabric insert or fabric overlay graphics can be hung from booth walls (install labor must be ordered through GES)
Exhibitor's own carpet or flooring, unless sustainable and disposed of by the exhibitor. Any flooring must be secured to avoid any tripping hazard. For anything left behind; removal, disposal, and cleaning fees will be imposed	Approved sustainable carpet (United Cleaning Services to dispose and recycle free of charge). Any other area rugs or décor flooring must be approved by Show Management
Painting on premises is strictly prohibited	Small décor items like plants, tabletop accessories, tablecloths, etc
Use of any kind: clips, Velcro, tape, S hooks, adhesives to hang graphics, signage, and banners is strictly prohibited. If used, you will be asked by Show Management to remove	Retractable banners (pop-up banners) are allowed for SOURCING only INSIDE the exhibitor's booth, not outside in the aisle. If an exhibitor is found not following guidelines, Show Management will ask to remove it (<i>see sample image on page 10</i>)
Nothing higher than 8 ft including product, décor, display items, accessories, furniture, truss, lighting, A/V equipment or signage	
Custom booth walls (unless you have a custom booth)	
Hanging anything above the booth is prohibited	
Easels and foam core boards	

Additional Notes: 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. For anything left behind, removal, disposal, and cleaning fees will be imposed. Note: All booth flooring must be secured to avoid any tripping hazard.

Graphics & Signage Options

Exhibitors can order graphics on [GES Expresso](#). All graphic orders AND print-ready artwork must be submitted by exhibitor no later than **July 17th**.

GES is the exclusive vendor for Fabric Insert Panels. Fabric Overlay Banners may be ordered by either GES or an outside printer. If you choose to use an outside printer, you must hire GES labor and materials to install the graphics. GES graphics left in booth at end of show will NOT be saved unless, prior to show close, the exhibitor arranges storage with GES OR orders GES labor to remove, arranges transportation, and turns in a BOL.

“Pop-up”, “retractable” allowed in booth for SOURCING only. Wall graphics are permitted on the interior of the booth. Graphics may not have a solid black or dark background.

“Blinking” and “vinyl” signage are not permitted. No nudity will be allowed on graphics or signage.

EXTERIOR GRAPHICS: If an exhibitor wishes to have exterior fabric booth panel wall graphics, they must be approved by show management in writing, and may be submitted to the exhibitor’s sales representative for approval. **Please send your exterior graphics submissions to your sales representative.**

GES Graphics Ordering

GES graphic discount deadline is 5:00PM PST July 17th.

Order and placement is due by the above date. Prices are considered “pre-deadline.” For orders placed past the deadline, please contact GES directly for availability and pricing.

Submission of artwork does not suffice as an order; exhibitors must submit payment information and specify size and type of graphic by the date stated above. Artwork submissions must be print-ready. Due to time, you will not receive a proof from GES for review.

Graphics being sent in advance should be shipped to:

Exhibiting Company Name
MAGIC August 2023
Booth #____/Hall____
7000 Lindell Road
Las Vegas, NV 89118

- To order your graphics through GES, please call **(800) 801-0554** or place your order online on [GES Expresso](#)
- Pricing includes clips to attach the graphics to booth **and** labor to install/dismantle banner
- Good investment, sustainable & reusable at all MAGIC 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.

STORAGE WITH GES:

\$80.00 per piece/graphic, from show to show in Las Vegas only (price includes transportation). Available only for graphics printed with GES. Storage requests are handled on-site via the Service Center. To pull your storage graphics for an upcoming show, order “Storage Graphics Labor” on Expresso. Please note, graphics will only be kept for up to 6 months until the next show. If they are not used the immediate next show, they will be discarded.

REUSING PREVIOUSLY PRINTED GRAPHICS CURRENTLY STORED WITH GES (STORAGE & LABOR):

If reusing previously printed graphics and stored with GES, order graphics labor for a flat rate of \$89.75 per piece/graphic.

GES Graphics Options:

Fabric Overlay: a graphic that lays flush over the booth wall

- If you would like to order a 1M banner, you can place it in the middle of the 10ft back wall. The 3M banner will cover the entire 10ft back wall. The 2M banner can be hung in the center and still have the fabric walls exposed on the sides.
- Graphics will have 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

Falconboard: a new, more sustainable signage option that is made from falconboard and **not fabric**. *Falconboard pricing below shown for headers, and not for full wall graphics

	1M	2M	3M
FABRIC OVERLAY	\$694.50	\$1,041.50	\$1,735.75
FABRIC INSERT	\$835.00	\$1,260.75	\$2,090.75
FALCONBOARD HEADERS	\$242.25	\$490.58	\$734.54
	*plus 8.375% tax	*plus 8.375% tax	*plus 8.375% tax

GRAPHICS NOT ORDERED THROUGH GES:

An outside vendor may produce your fabric overlays, but the labor and installation equipment must be ordered through GES for a flat rate of \$192.00 per piece/graphic. Fabric inserts and lightbox graphics must be ordered via GES.

A 2” pocket is necessary at both the top and bottom of the graphic to utilize the poles for installation. Please confirm with GES the correct dimensions of the banner if you plan on printing your banners with an outside vendor to avoid printing the incorrect size.

Examples of Fabric Overlays:

1M Overlay:



2M Overlay:



3M Overlay:



Examples of Fabric Inserts:

1M Insert:



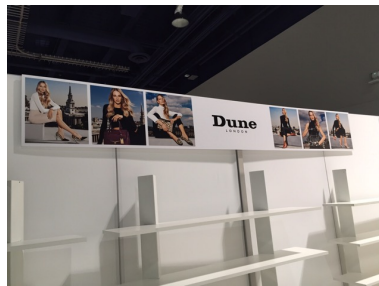
2M Insert:



3M Insert:



Examples of Falconboards:



Lightbox Signage:

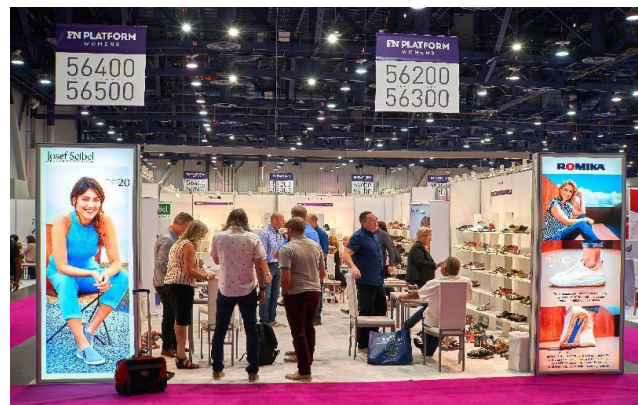
GES is the exclusive vendor for lightboxes with in-booth packages. For more information and pricing, please see the Exhibitor Services Manual. Please note, power is not included and must be ordered from the GES Service Center.

Pricing

	ADVANCED RATE*
1M LIGHTBOX GRAPHIC	\$1,687.75
	*plus 8.375% tax

***Deadline to order lightboxes is July 17th, 2023, limited quantity available.**

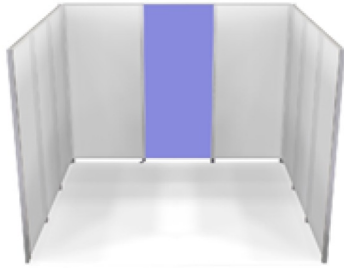
Lightbox Example:



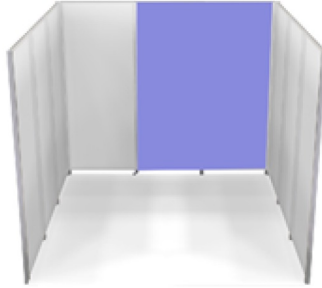
Please see next page for all GES graphic offerings.

Pricing inclusive of fabric graphic with installation/dismantle
 *discount deadline pricing shown below

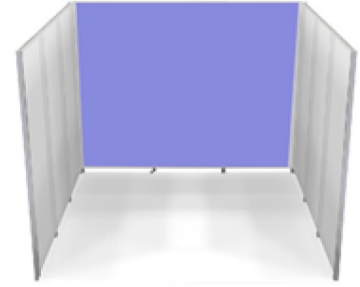
FABRIC OVERLAY or INSERT OPTIONS



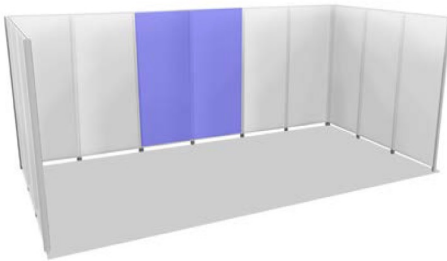
1M Insert (600076): 38-7/16"W x 92-13/16"H
PRICE: \$870.50
 1M Overlay (600680): 38-3/4"W x 96"H
PRICE: \$724.00



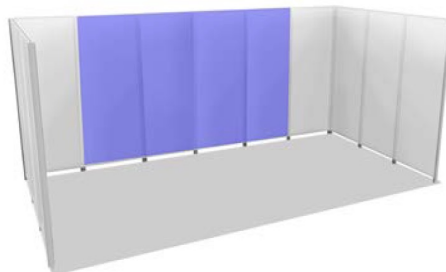
2M Insert (600077): 77-5/16"W x 92-13/16"H
PRICE: \$1,314.25
 2M Overlay (600681): 77-1/2"W x 96"H
PRICE: \$1,085.75



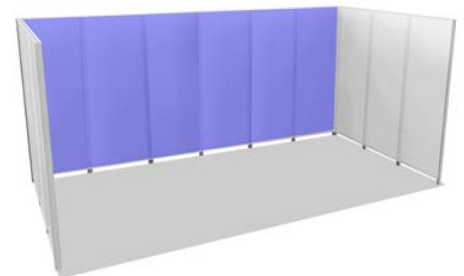
3M Insert (600078): 116-1/16"W x 92-13/16"H
PRICE: \$2,179.50
 3M Overlay (600682): 116-1/4"W x 96"H
PRICE: \$1,809.50



2M Insert Centered (600077):
 79-3/16"W x 92-13/16"H **PRICE: \$1,314.50**
 2M Overlay Centered (600681):
 77-1/2"W x 96"H **PRICE: \$1,085.75**

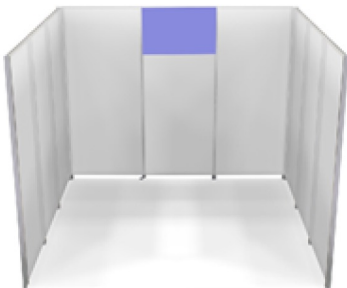


4M Insert Centered (600188):
 156-11/16"W x 92-13/16"H **PRICE: \$2,409.75**
 4M Overlay Centered (600697):
 156-7/8"W x 96"H **PRICE: \$2,028.50**



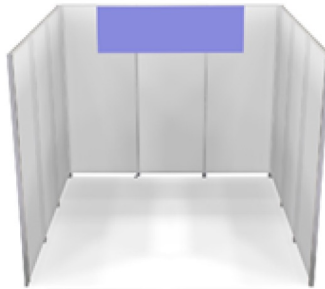
6M Insert (600190): 234-3/16"W x 92-13/16"H
PRICE: \$2,847.50
 6M Overlay (600079): 234-3/8"W x 96"H
PRICE: \$2,466.50

FALCON BOARD OVERLAY OPTIONS



1M x 12" Header, 3/16" Falcon board Overlay
 (601036): 1M x 12"H **PRICE: \$159.00**

1M x 2' Header, 3/16" Falcon board Overlay
 (601033): 1M x 24"H **PRICE: \$242.25**



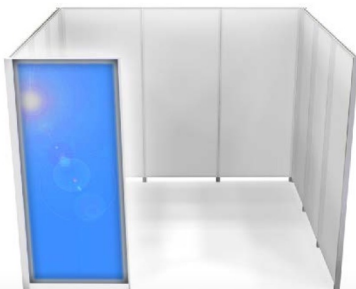
2M x 12" Header, 3/16" Falcon board Overlay
 (601037): 2M x 12"H **PRICE: \$322.50**

2M x 2' Header, 3/16" Falcon board Overlay
 (601034): 2M x 24"H **PRICE: \$490.58**



3M x 12" Header, 3/16" Falcon board Overlay
 (601038): 3M x 12"H **PRICE: \$483.00**

3M x 2' Header, 3/16" Falcon board Overlay
 (601035): 3M x 24"H **PRICE: \$734.54**



1M Light Box (600226):
 38-7/16"W x 92-13/16"H
PRICE: \$1,759.50
 (limited quantities available)

**For customizations, special projects,
 or other questions, contact:
 Magicconcierge@ges.com**

**FALCONBOARD OVERLAYS
 WILL NOT BE OFFERED
 SHOW TO SHOW STORAGE**



SOURCING at MAGIC Custom Booth Décor Guidelines

What is considered a custom booth?

A custom booth is defined as a raw booth space wherein the exhibitor brings their own custom booth. Hard walls are required for all raw space booths. SOURCING at MAGIC Custom Booths are subject to the rules and regulations below.

Approvals for Custom Booth Space Required:

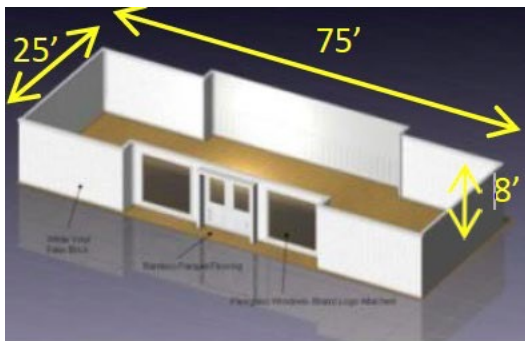
If you are a new exhibitor bringing a custom booth, you must submit ALL the following documents for approval:

- 1. Booth Rendering:** If you are a current customer and are making changes to your custom space, you must submit a rendering for approval. Please send these renderings to your account manager.

Submitted Booth Renderings Must:

- Show all important elements of your booth
- Indicate materials used in booth construction
- Show front, sides, and back views of your booth, including entrance(s), locations of graphics, graphics images, logos, and any important feature, such as doors and windows, etc.
- Include measurements like width and height in feet and inches

Sample Rendering:



Please note: The deadline to receive renderings is on **July 7, 2023**. Make sure to send your renderings for approval well in advance in case modifications must be made. Approval times vary. **Please DO NOT start building your booth until you receive approval.**

- 2. Vehicle Display Waiver:** Contact your account manager if you would like to display a car, motorcycle, or motor vehicle.

Approvals for Custom Booth Space Required Cont':

Required EAC (Exhibitor Appointed Contractor) Forms:

Required forms can be completed on [GES Expresso](#).

- 1. EAC Notification Form:** This document notifies the MAGIC team and GES of your EACs (Exhibitor Appointed Contractor). This includes architects, designers, carpenters, trimmers, and anyone else needed to construct your booth.
- 2. EAC Badge Request Form:** Your EAC must complete and submit this to get credentials for their staff. Your EAC staff MUST request credentials with this form. Exhibitors MAY NOT register their EACs for exhibitor credentials. Any EACs caught on show floor with an Exhibitor Credential will have their credential revoked and will be removed from the show floor.
- 3. Proof of EAC Insurance:** Please [upload your Certificate of Insurance](#) on Expresso. Hold on to certificate / proof of insurance if it is requested by MAGIC staff.

IMPORTANT NOTE: Your final booth must match your submitted approved documents. If your booth does not match your previously approved documents, you will be required to modify your booth to the approved design before show opens or the booth will be blocked. **All changes will be at exhibitors' expense.**

Rules & Regulations

- 1. HEIGHT LIMIT:** Nothing, including booth walls, may extend above 8' from the floor including custom furniture and accessories, lighting, truss, A/V equipment, and/or signage. For peninsulas, an 8' back wall is required. For islands, any walls must be 8' high and finished front and back.
- 2. NEON & LIGHTING:** Neon and other decorative lighting are prohibited on the outside of custom booths unless pre-approved in writing by show management no later than 30 days prior to first day of show. **Please send requests to your Account Manager.** If exhibitor requires supplemental lighting it must be ordered through the electrical contractor and fixtures cannot be visible from the show floor (fixtures must remain either below booth wall height or in the ceiling).
- 3. FIRE PROOFING:** All materials used in construction and decoration of an exhibit must be flame retardant. Fabrics must be certified as flame retardant, or a sample must be available for testing. Materials which cannot be treated to meet the requirements may not be used. Please review all Las Vegas fire safety regulations in this kit.
- 4. ELECTRICAL ACCESS:** MAGIC requires all in-line booths to provide a 9" electrical access behind each booth, for a total of 18". All Peninsula booths must provide 18" of electrical access behind each booth. Be sure to allow for power lines to go under the back wall to permit installation of service. If access is not readily available, electric power will be denied. **Please submit a diagram to GES of where you would like your electrical outlet to be placed. Each SOURCING booth receives 500 watts electrical per 100 sq. ft.**

5. **WALL CONSTRUCTION:** Hard walls are required for all custom space booths. Popup walls, backdrops, tents, and canopies are not considered hard walls and are NOT allowed (*see sample image on page 10*). Must have at least 2 walls for corner booths or 3 walls for in-line booths to match approved construction of SOURCING show. Outside faces of all back walls and all walls neighboring other exhibitors must be finished (not raw), unbranded, and white. In the case that Exhibitor has multiple contiguous in-line custom booths; there may be no holes or spaces between booths. Corner booths are not permitted to have full walls that close off to aisles. Exterior of all booth walls should be clean and minimal in design. **Unfinished walls will be covered by GES at Exhibitor's Expense.** Grids and cardboard materials are not approved by show management. Custom fabric, pipe and drape walls are not approved. Please reach out to your Account Manager with any questions.
6. **CARPET:** Carpet, area rugs, or décor flooring must be made from sustainable or recycled materials and must be approved by Show Management. Note: Any booth flooring must be secured to avoid any tripping hazard. If these elements are approved, please be sure to remove and recycle them at the end of the show. **For anything left behind; removal, disposal, and cleaning fees will be imposed.**
7. **LABOR:** GES labor is not required if you are utilizing custom booth walls, but an approved EAC is required to conduct the work. If GES labor is ordered, only 8AM start times are confirmed. If your labor is scheduled to start at any other time, please check in with the Exhibitor Services desk 30 minutes prior to your scheduled time to ensure GES you are ready.
8. **ENTRANCES:** While not required, we encourage custom space booths with island configurations or sized 1000 square feet or larger to have two entrances.
9. **MUSIC & SOUND:** Show Management provides music for the show. Music & sound amplifying devices, other than those provided by Show Management, are prohibited. If a large booth exhibitor has A/V equipment, sound must be turned OFF.
10. **NO NUDITY IS PERMITTED ON ANY SIGNAGE**
11. **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, the booth will be closed, and all monies paid by exhibitor will be forfeited.**
12. **MOVE-IN / MOVE-OUT SCHEDULE:** Target move-in/move-out schedule will be posted to website closer to show date. **Displays must adhere to this schedule, if they do not, additional costs will be incurred.** Product is exempt from this schedule and not charged late fees.

Example Images

Please keep note of and refer to these example images when setting up your booth.
Please contact your account representative with any further questions or concerns.

Example of easel & foam core board
NOT Allowed



Example of retractable or pop-up banners
(Only allowed WITHIN booth)



Example of pop-up back wall
NOT Allowed



Example of hard back wall
(Allowed for CUSTOM booths ONLY)



Example of canopy/tent
NOT Allowed

