

MAGIC CUSTOM BOOTH GUIDELINES

DEFINITION

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

RAW SPACE BOOTH APPROVAL

If you are a new exhibitor taking raw square footage, you must submit a booth rendering for show management approval. If you are a current customer of our events and are making changes to your custom space, you are also required to provide a rendering for approval. Please send these renderings to your sales representative.

Custom displays require a rendering with measurements for review. Modifications are required if the displays don't meet requirements. A rendering should be provided prior to your booth build and before the deadline of **July 7th**.

Please review the full show rules and regulation pages found in this kit when designing your booth.

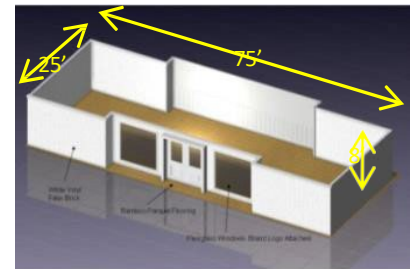
PLEASE NOTE Approvals may take several weeks, send in documents early, allowing enough time to modify your booth if required.

REQUIREMENTS FOR RAW SPACE BOOTH APPROVAL:

1. Booth Rendering 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 width and height in feet and inches

Sample Rendering:



Please send your designs to your Sales Representative.

If you will be using the same booth as in the previous seasons, please confirm with your Sales Representative. Any changes to an existing booth must be submitted to your sales representative and approved by show management.

2. EAC (Exhibitor Appointed Contractor)

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

- 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.
- 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.
- 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.

3. Vehicle Display Waiver: Contact your sales representative if you would like to display a car, motorcycle, or motor vehicle.

Final booth must match approved documents. If booth does not match approved documents, exhibitor will be required to modify booth to approved design before show opens or 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. Balloon displays are NOT permitted.

For peninsulas, an 8' back wall is required. MAGIC prefers no side walls on peninsulas. For islands, any walls must be 8' high and finished front and back.

2. NEON & LIGHTING

Neon and other decorative lighting are prohibited on exterior of large raw space 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 Sales Representative. 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 the GES section of 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 MAGIC booth receives 500 watts electrical per 100 sq. ft.

5. WALL CONSTRUCTION

Hard walls are required for all raw space booths. Must have a back wall and 2 side walls. 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. 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 carboard materials are not approved by show management. Custom fabric, pipe and drape walls are not approved.**

6. 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.

7. ENTRANCES

While not required, we encourage raw space booths with island configurations or sized 1000 square feet or larger to have two entrances.

8. 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.

9. NO NUDITY IS PERMITTED ON ANY SIGNAGE

10. 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.

11. 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.**

AUGUST 7-9, 2023

Examples of do's



Examples of don'ts

