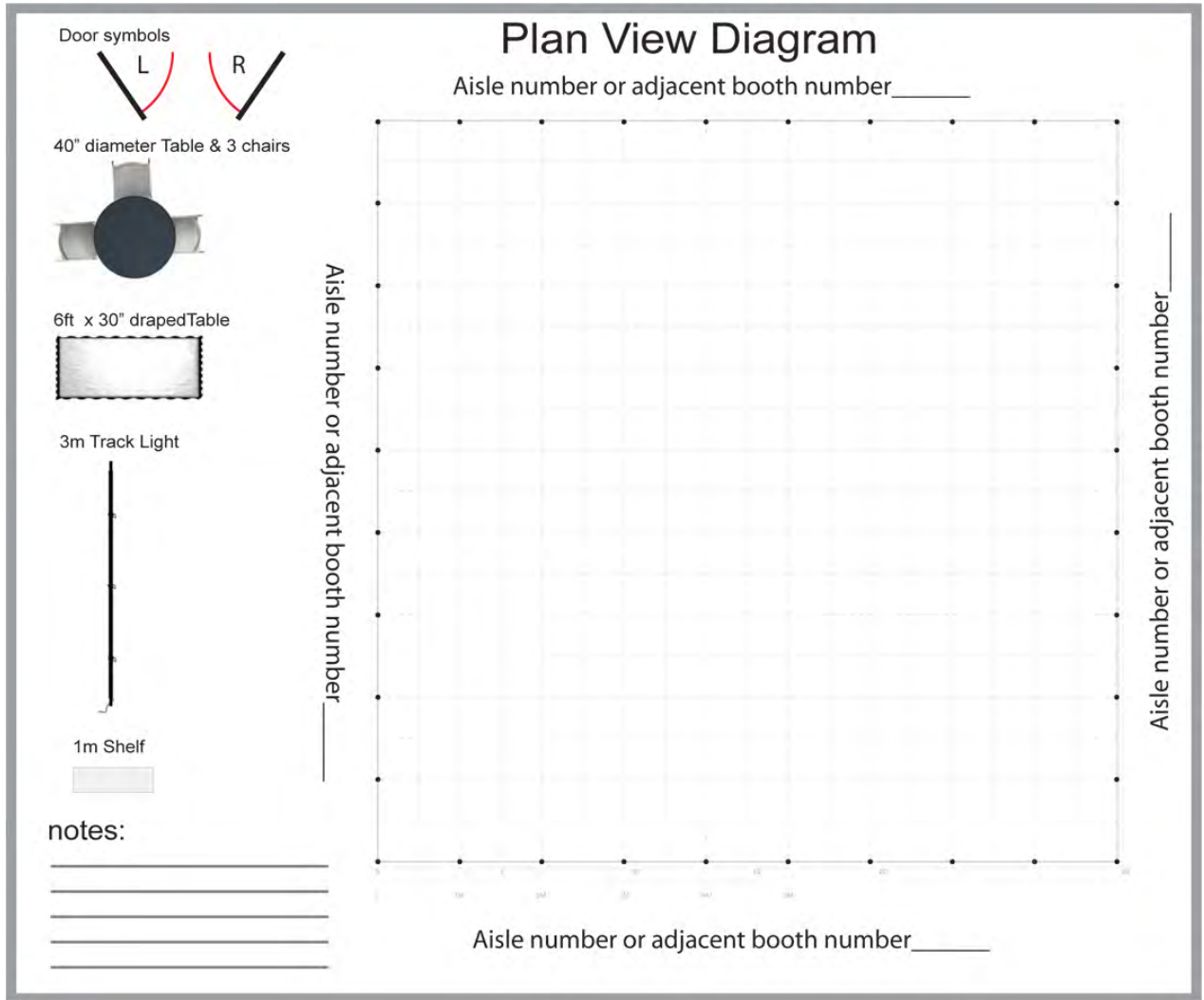


# 30' x 30' Shell for Booth Customization

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Services Manual.

Fall Toy Preview 2018  
 Dallas Market Center - World Trade Center  
 October 2 - 4, 2018

Form Deadline Date:  
 September 7, 2018



## Booth Layout Instructions

Refer to the show floor plans located on the Fall Toy Preview website, [www.falltoypreview.org](http://www.falltoypreview.org), to confirm your booth size and location. Please indicate the orientation of the booth by filling in the aisle numbers around your booth or the booth numbers of adjacent booths. Sketch your desired layout on the plan view diagram, staying within the 1/2 meter increment dashed grid if possible. If ordering panel colors other than wood grain, mark the wall panel color using the two-letter key below. Indicate door placement and swing direction with the door symbol. Furniture and other available items are also listed for size reference. Feel free to copy this page multiple times and cut out and arrange your booth as desired.

Design changes received after September 7, 2018 will incur labor charges.

Please be aware that short frames with no panels (termed "returns") are placed approximately every three meters, perpendicular to the walls for support of slatwall and shelving. (See the Isometric below for an example.) Track light bars can then span across these supports if extra product illumination is needed. Please call for price quotation. Refer to the Booth Sketch Concepts form of your exhibitor kit for more booth setup samples.

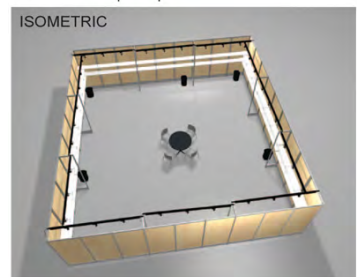
## Shelf Placement

Indicate the location of the panel at which the shelves will be installed with the letter code from Shelf Placement Order Form (e.g., SP5).

## Panel Color Options:

Please select from the following options to customize your booth. Wood grain panel is the default if another option is not indicated. (The following five colors are available at no extra charge.)

- WG = Wood Grain
- BL = Blue
- GY = Grey
- BK = Black
- WH = White



**Review and Return:** Return to Fax: (866) 329-1437 • International Fax: (702) 263-1520

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