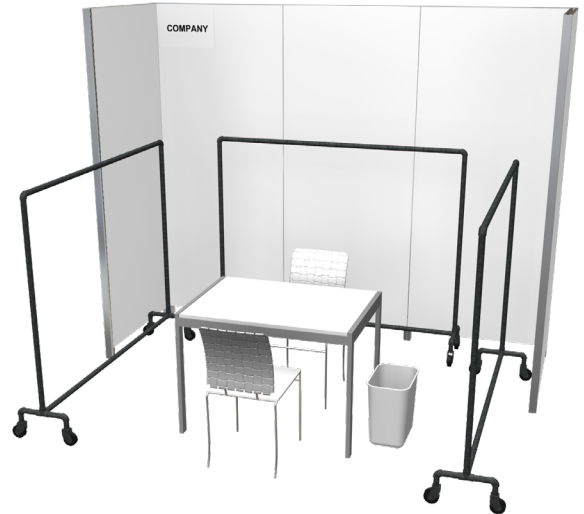


STANDARD APPAREL BOOTH PACKAGE DÉCOR RULES

Description: Standard 10' x 10' Studio package includes:

- (1) White Distinct Table - 30"H x 42"W x 30"D
- (2) Christopher Chairs
- (3) Gunmetal Garment Racks – 5' H x 6'
- Full white FIT 3 backwall + 1M side walls
- No carpet
- (1) wastebasket
- Booth ID sign
- 300 lbs drayage per exhibitor (product only)
- (1) 500W electrical outlet (per booth regardless of size)



Rendering is for illustrative purposes only. Slight variances may occur.

FURNISHING ORDER: As booth size increases, walls, furnishings and fixtures are multiplied accordingly.

Standard Studio Booth Package working space is 9' 8¼" wide x 9' 8¼" deep. All fixtures, furniture, signage, display and decorative elements **must** remain within the booth line and may not extend into the aisles.

IMPORTANT NOTE: If you would not like to receive your default accessories of (3) garment racks please inform your sales representative prior to **April 6th**. Labor fees are incurred for onsite furniture swaps.* Availability is on a first-come, first-served basis.

Please allow up to three hours for the items to arrive at your booth

6' H racks must be ordered in advance, there is a limited supply and they are provided on a first-come, first-served basis.

To order additional furnishings outside of your Booth Package, visit [GES Expresso](#). Place your additional furnishing order by **April 6th** to receive the pre-deadline discount. Orders for additional furnishings after **April 6th** must be placed on show-site; show-site rates will apply. Please expect up to three hours for onsite orders to be delivered to your booth*

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

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

HEIGHT LIMIT: Nothing may extend above 8' from the floor including product, décor, display items, accessories, furniture, truss, lighting, A/V equipment or signage. Hanging anything above the booth is prohibited.

ATTACHED ITEMS: Exhibitors may not affix, apply, hang or attach any item to the fabric walls (including, but not limited to, binder clips, S-hooks, lighting, flyers, banners, signage, stickers, decals or other items) on/to any booth package elements provided by Show Management. Any damage to the furniture due to unapproved materials, clips, sticker, etc. will be charged to the exhibitor for full replacement costs. Please see the next rule for information on permissible signage.

GRAPHICS & SIGNAGE: Please refer to pages 3-6 of this document for graphics info. Exhibitors can order graphics on [GES Expresso](#). All graphic orders AND print-ready artwork must be submitted by exhibitor no later than **April 6th**. 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.

Note: GES graphics left in booth at end of show will NOT be saved.

"Pop-up", "retractable", "blinking" and "vinyl" signage are not permitted. Wall graphics are permitted on the interior of the booth. Graphics may not have a solid black or dark background. No nudity will be allowed on graphics or signage.

Exterior graphics must be approved by Show Management, please submit to your account manager for approval.

Unapproved banners, signs, pop-up (retractable) signs will be removed and stored at exhibitor's expense.

LIGHTING: Fixtures cannot be visible from the show floor and must remain either below booth wall height or remain in the ceiling. Lighting may not be attached to booth equipment and neon lighting is prohibited on the exterior of booths. Overhead lighting must be ordered through LMG. Please reach out to Tim Rockett for a quote –

andres.izturriaga@lmg.net or 615-669-3449.

Exhibitors bringing custom lighting elements must order booth power through the [Music City Center](#).

ELECTRICAL: Additional outlets can be ordered through [Music City Center](#). Your 500W outlet will be dropped in the center back of your booth, if you would like different placement please reach out to show management. There may be additional charges to distribute electrical.

CARPET & AREA RUGS: Booth package does not include carpet. You will have the option to order the ordering site [GES Expresso](#). Area rugs or alternative flooring may be used but may not present a tripping or safety hazard and must be finished with no raw edges.

MUSIC, SOUND & AUDIO/VISUAL: Music & sound amplifying devices, other than those provided by Show Management, are prohibited. If an exhibitor has A/V equipment, sound must be turned OFF. A/V equipment must be located on the interior of the booth. Laptops and computer screens may not exceed 19" and must be in the interior of the booth. Screens are permitted for business purposes only and may not be used to run marketing video loop. Sound is not permitted – no exceptions.

CUSTOM ACCESSORIES/FURNITURE & PROPS: Exhibitors may choose to use package walls and/or accessories, but bring in additional elements including, but not limited to furniture, lighting, décor, mannequins or special design elements & signage. Lighting may not be attached to package walls. Custom booth walls are NOT permitted. Balloon displays are NOT permitted.

MODELS: are permitted inside your booth space only.

CURTAINS & DRAPE: are not permitted.

FLORAL & SMALL PROPS: are permitted.

PAINTING: Painting on the premises is strictly prohibited.

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. If unapproved brands are found in exhibitor's booth, exhibitor's booth will be closed down. All monies paid by exhibitor will be forfeited.

BOOTH PACKAGE WALL GRAPHICS INFORMATION

GES GRAPHICS:

Exhibitors must order GES graphics on [GES Expresso](#) no later than **5:00PM EST April 6th, 2023**. Please see page 5 to view all GES graphic options, inclusive of price.

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.

Please see page 5-6 for current GES graphic offerings.

Price of new graphics produced by GES includes the equipment to attach the graphics to the booth walls and the labor to install and dismantle.

Please see below for size, type, and pricing of graphics offered:

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

2" pole pockets at the top and bottom that will house support to provide tension

1.5" of bleed at the top that will not be visible

Fabric Panel Insert: a graphic physically inserted into the framework of the wall panel

Please note: graphics cannot be printed on ½ meter panels along the back wall

INSTALL AND DISMANTLE LABOR:

If reusing previously printed graphics or using graphics produced by an outside vendor, order separate install and dismantle labor through [GES Espresso](#).

Outside vendor/not stored with GES: (2) men for (1) hour is the average labor estimate per graphic (see Espresso for pricing).

Graphics previously printed and in storage cannot be pulled for this event. You will have to print a new graphic or bring your own and order GES labor to install.

GRAPHICS PRODUCED BY AN OUTSIDE VENDOR:

Exhibitors choosing to apply non-GES graphics to the standard booth package walls must follow the rules as stated below:

Graphic must be a banner that lays over the panels of the booth; panel insert graphics may not be produced by an outside vendor.

Material must have a solid white backing with no graphics so as not to show design or branding through to neighboring exhibitors' booth(s) or aisle.

Nothing may be taped, glued, stuck, stapled, tacked, clipped or attached in any way to any of the walls or furniture.

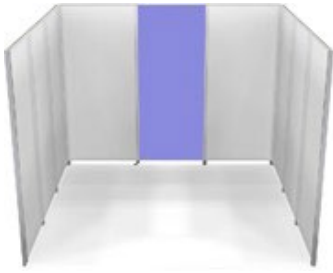
Exhibitors in violation of these rules will be billed for full equipment replacement costs.

GES labor must install and dismantle booth graphics; labor can be ordered on [GES Espresso](#). Labor ordered onsite will be on a first-come, first-served basis and is subject to higher rates.

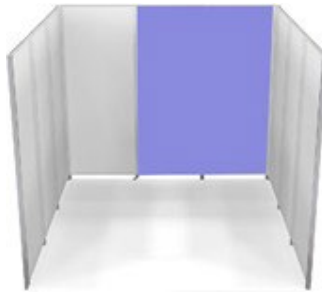
A 2" pocket is necessary at both the top and bottom of the graphic for installation of overlay banner.

Booths are built in meters. Please see Booth Package Dimensions document to find exact dimensions for your booth size.

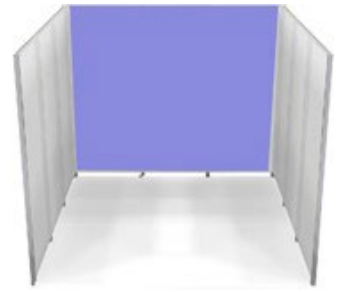
Pricing inclusive of fabric graphic with installation/dismantle



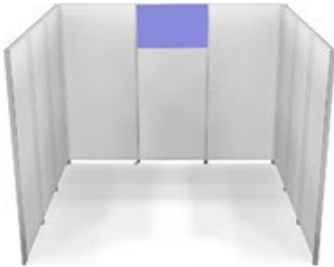
1M Insert (600076): 38-7/16"W x 92-13/16"H
PRICE: \$870.50
1M Overlay (600680): 38-3/4"W x 96"H
PRICE: \$724.00



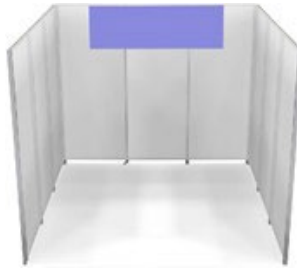
2M Insert (600077): 77-5/16"W x 92-13/16"H
PRICE: \$1,314.25
2M Overlay (600681): 77-1/2"W x 96"H
PRICE: \$1,085.75



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



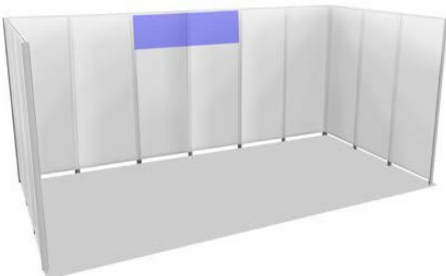
1M x 2' Hanging Banner (600447):
38-3/4"W x 24"H
PRICE: \$317.75



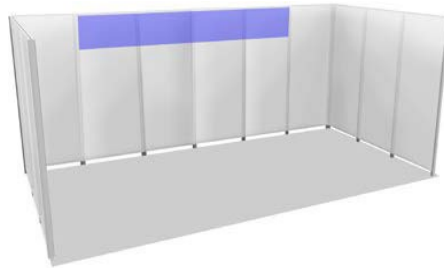
2M x 2' Hanging Banner Centered (600448):
77-1/2"W x 24"H
PRICE: \$492.75



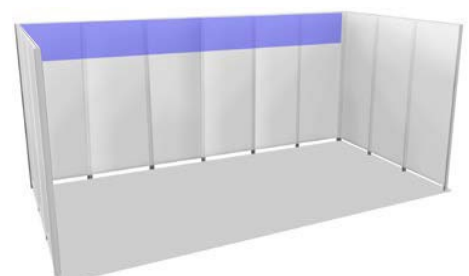
3M x 2' Hanging Banner (600449):
116-1/4"W x 24"H
PRICE: \$684.75



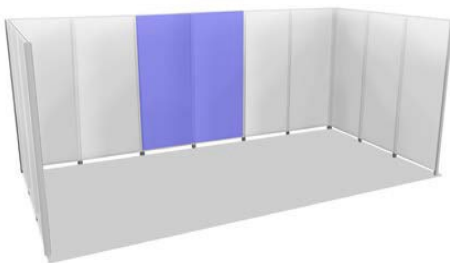
2M x 2' Hanging Banner Centered (600448):
77-1/2"W x 24"H
PRICE: \$492.75



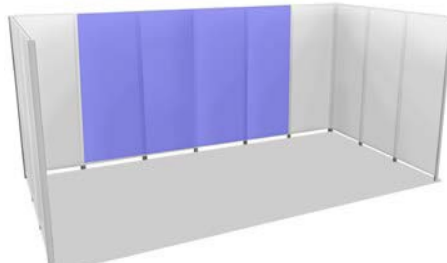
4M x 2' Hanging Banner Centered (600443):
156-7/8"W x 24"H
PRICE: \$876.25



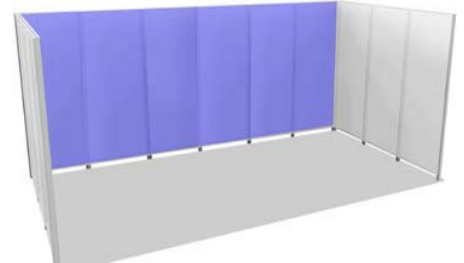
6M x 2' Hanging Banner Centered (600444):
234-3/8"W x 24"H
PRICE: \$985.75



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

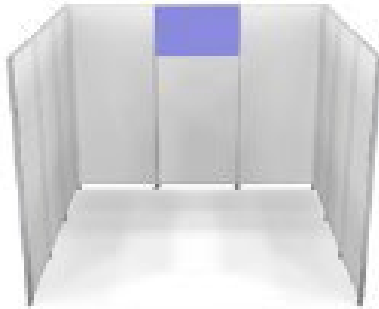


6M Insert (600190): 234-3/16"W x 92-13/16"H
PRICE: \$2,847.50
6M Overlay (600079): 234-3/8"W x 96"H
PRICE: \$2,466.50

**For customizations, special projects,
or other questions, contact:**

Magicconciierge@ges.com

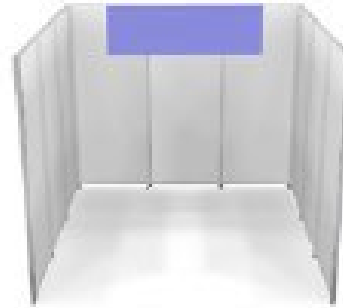




1M x 3' Hanging Banner (600455):

38-3/4" W x 36"H

PRICE: \$457.75



2M x 3' Hanging Banner (600456):

77-1/2" W x 36"H

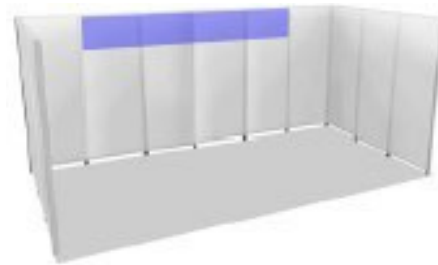
PRICE: \$915.50



3M x 3' Hanging Banner (600457):

116-1/4" W x 36"H

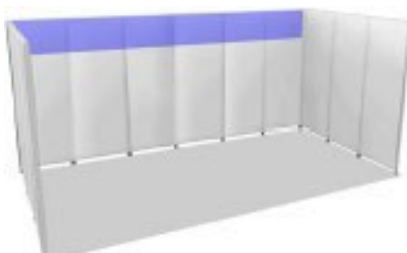
PRICE: \$1,373.25



4M x 3' Hanging Banner (600453):

159-7/8" W x 36"H

PRICE: \$1,888.50



6M x 3' Hanging Banner (600454):

234-3/8" W x 36"H

PRICE: \$2,768.50

**For customizations, special projects,
or other questions, contact:**

Magicconcierge@ges.com



MAGIC

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APRIL 26-27, 2023

Examples of Fabric Overlays:

1M Overlay:



2M Overlay:



3M Overlay:



MAGIC

NASHVILLE
APRIL 26-27, 2023

Examples of Fabric Inserts:

1M Insert:



2M Insert:



3M Insert:



[Link to Clamps
for Purchase](#)

RACK CLAMPS

The below signs are made by exhibitors and clipped to rolling racks themselves.



SIGNAGE BLOCKS

You may also create block signs out of Lucite, Wood, etc. that can rest on your shelving or your table. These are easy to transport and create a clean look while branding your space as well. Signage like this is a great option for accessories brands.

