

SEPTEMBER 18-20, 2016 / THE JAVITS CENTER, NYC

## MODA BOOTH PACKAGE & DÉCOR RULES

**Please note: By signing your booth contract for the upcoming show, you have agreed to abide by all rules and regulations listed below.**

### STANDARD BOOTH SPACES

A standard 10'x10' MODA booth package includes:

- European-style hard walls (solid white panels) inserted into silver metal framework. 8' high back wall and sidewalls. Corner booths are set with sidewall down (open) and are squared off. 10'x10' booths have a working space of 9'-8 1/4" wide x 9'-8 3/4" deep
- Booth carpet (grey)
- (6) wall-mounted garment racks along back wall
- (1) 30"x48"x30" white table
- (1) track light unit with (5) 75watt halogen lights (10'x15' booths receive (6) 75-watt lights) set on the header at the front of your booth
- (3) white designer arm chairs
- (1) company ID sign
- Wastebasket
- Show-site material handling (drayage) within the venue



### BOOTH PACKAGE & ADDITIONAL ACCESSORIES ORDER DEADLINE: September 8, 2016

Booth Package Selection & additional furniture and accessories orders must be done via GES's online ordering site, Expresso: <https://ordering.ges.com/081600517>

If you neglect to submit your Booth Package Selection/Order online by September 8, 2016, the booth package will revert to the default set-up and any changes must be made at the exhibitor's expense. All exhibitors must log in and place orders or opt out.

If you require a special booth wall configuration, which deviates from the standard UBM booth package, you must complete the order form by the deadline date. There may be some instances that for structural reasons your request may not be possible.

**CUSTOM BOOTHS:** Custom booths need to be approved in advance and require detailed schematics noting all dimensions to be submitted to [tammyb@busjour.com](mailto:tammyb@busjour.com). No custom booths will be allowed without approval.

### DÉCOR RULES

#### FURNISHINGS / GRAPHICS

- All fixtures, furnishings, graphics, display and decorative elements of your booth space, including mannequins and models must remain within the booth boundaries and may not extend into the aisles.
- Nothing may extend above 8' from the floor including product, décor, display items, accessories, furniture, lighting, A/V equipment or signage. **Large clips/clamps are not allowed for securing booth paper etc. at the top of your booth and absolutely no merchandise may be hung from any of the headers in your booth. All product must be displayed at eye level. Hanging anything above the booth or any sort of ceiling/canopy is prohibited.**
- The use of **grids** and collapsible chrome salesman **rolling racks** is not permitted. If you have used chrome rolling racks to transport your garments to your booth, please be certain to remove them from the show floor prior to show opening.
- Mannequins may be half or full-size and must be minimalist in design with no custom, like-like or distinguishing features.

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- Only GES-approved accessories may be attached to the GES wall system; unapproved items will be removed at the exhibitor's expense.
- Nothing may be posted, tacked, nailed or screwed to the columns, walls, floor or other parts of the exhibit facility or booth. Should an exhibitor or their designated contractor cause any damage to the venue or booth/furniture it will be the sole responsibility of the exhibitor to pay the repair cost.
- It is the exhibitors responsibility to completely remove all paper and tape and tape residues from the booth walls. Display paper must be flameproof/flame retardant and you must have a certificate stating it meets all fire safety regulations and also have the affidavit available in your booth for inspection by the Fire Inspector. Any damage to the booth walls will be invoiced directly to the Exhibitor by GES.
- Any photographs and graphics etc. displayed within your booth must be professionally rendered and affixed so that they cause no permanent damage to the booth walls. For example, taping a myriad of advertisements to the interior/exterior of your booth is not acceptable. **Pop-up, vinyl, retractable and blinking signage is not permitted.**
- GES/UBM are not responsible for damage caused to booth paper during shelf/rack installation.
- All booths must be in keeping with the atmosphere of the exhibition. To maintain the integrity of the exhibition, any displays deemed unprofessional in appearance, at the sole discretion of UBM, will not be permitted.
- Each exhibitor is responsible for the safety of any items you bring into the show whether they are owned or rented by your company. You must remain with these items until they are picked up by the company's representative. You must also complete a Bill of Lading, which advises GES that your vendor is scheduled to pick up at the close of the show.
- Painting on the premises is strictly prohibited.

#### LIGHTS / ELECTRICAL

- All custom lighting / electrical fixtures must be handled and installed by a facility electrician. All electrical equipment must be Underwriter Laboratories (UL) approved. Thin brown or white extension cords are against NYC fire laws. The official facility electrical services contractor reserves the right to make reasonable adjustments to your lighting fixtures if they are not sufficiently supported or your set up is considered a hazard. If you choose to bring your own lights, they must be installed by facility electricians.
- All booths using par cans must provide shutters. This is to help prevent any lighting issues that may affect neighboring booths.

#### MUSIC

- Music provides a welcoming atmosphere for visitors. However, for the sake of your fellow exhibitors, music volumes must be confined to your booth space so as not to disturb your neighbor. The performance of live or recorded music falls under the jurisdiction of ASCAP and BMI. Exhibitors are responsible for obtaining any licenses from the appropriate licensing agent or artist to comply with ASCAP and BMI requirements. You may contact them at: ASCAP -- 800.925.8451 and BMI -- 800.492.7227.
- The use of loud speakers, loud music or other inappropriate demonstrations is **not** permitted.