



FOOTWEAR @ COTERIE BOOTH PACKAGE DÉCOR RULES

1. **DESCRIPTION:** The FOOTWEAR @ COTERIE Booth Package includes:

- a soft fabric wall that is 10' deep x 10' wide x 8' high back and side walls
- (1) Booth ID Sign, and carpet.
- 300 lbs of material handling are included per booth (regardless of booth size) for direct to hall product shipments
- (1) Track with (4) White Light Fixtures per 100sf of booth space
- Wastebasket

See below for Booth Package furnishing options, which must be selected on [GES Expresso](#).

FOOTWEAR @ COTERIE 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.

2. **CUSTOM BOOTHS:** If you would like to use a custom booth at the show, and/or have an EAC (Exhibitor Appointed Contractor) who will be installing elements of your booth, you MUST contact show management for approval prior to the show. Please contact Belinda Pina – belinda.pina@ubm.com for information.

3. **FIXTURES:** As booth size increases, your booth package items / *Rendering is for illustrative purposes only. Items may change without notice.* contents are multiplied accordingly.

10'x10' FOOTWEAR @ COTERIE booth package includes:

- White Distinct Table – 30"H x 42"W x 30"D
- (2) Clear Ghost Chairs – 35.8"H x 15"W x 19.7"D
- (2) White Distinct Shelving Unit – 72"H x 54"W x 14"D

IMPORTANT NOTE: To receive the above furnishings (tables, chairs, and shelves), you **MUST** place a Booth Package order on [GES Expresso](#) by **February 21st**; if no Booth Package order is placed on [GES Expresso](#), you will only receive the items listed under section 1. of this document (see above). Onsite orders will be on a first come–first serve basis.



Any onsite changes to booth package furnishings are billable to the exhibitor at \$75 per piece.

To order additional furnishings outside of your Booth Package, visit [GES Expresso](#). Place your additional furnishing order by **February 8th** to receive the pre–deadline discount. Orders for additional furnishings (not included within your booth package) after February 21st must be placed on show–site; show–site rates will apply.

4. **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.

5. **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.



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6. GRAPHICS & SIGNAGE:

FOOTWEAR @ COTERIE Booth Package exhibitors will receive a link via email from GES to order wall graphics. All graphic orders must be submitted AND approved by exhibitor no later than **February 8th**. For orders past the deadline, please contact GES directly for availability and post-deadline pricing.

GES is the exclusive vendor for Fabric Insert Panels and Lightboxes. Fabric Overlay Banners may be ordered through 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. **Please refer to the Wall Graphics Order Form** in the Exhibitor Manual on [GES Expresso](#) for more information.

"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.

7. FOOTWEAR @ COTERIE EXTERIOR GRAPHICS: If an exhibitor wishes to have exterior panel 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 by January 25th.

8. 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.

TRACK LIGHTING: Additional track lighting must be ordered through GES Expresso.

LED PAR CAN LIGHTING: LED par can lighting must be ordered through Javits Center [JAKE online ordering](#).

9. CARPET & AREA RUGS: FOOTWEAR @ COTERIE booth package includes carpet. You will have the option to opt out on the ordering site. For inline booths a carpet removal fee will be billable to the exhibitor; island and peninsulas will be charged a fee for carpet removal requested after the GES ordering deadline.

If opt out option is chosen, the following guidelines apply:

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.

10. MUSIC, SOUND & AUDIO/VISUAL: Show Management provides music for the show. 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.

11. 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, headless mannequins or special design elements & signage. Lighting may not be attached to package walls. Full package fee applies. Please see Exhibitor Manual for details.



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12. **BOOTH OPENINGS:** All corner booths will have the default set up with the entrance/opening on the 10' side of the booth structure and the side wall down. If you do not want your side wall down, please contact your FOOTWEAR @ COTERIE sales representative.
13. **NO MODELS**
14. **CURTAINS & DRAPE:** are not permitted.
15. **FLORAL & SMALL PROPS:** are permitted.
16. **PAINTING:** Painting on the premises is strictly prohibited.
17. **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.