



ITC BOOTH DÉCOR RULES

1. **DEFINITION:** The ITC Booth Package includes a gray soft fabric wall that is 10 wide, 8' high with 1M side walls. The ITC Booth Packages have an approximate working space 9' 8¼" wide x 9' 8¾" deep.

All fixtures, furniture, signage, display and decorative elements must remain within the booth line and may not extend into the aisles.

- 1 Black Table, 30"H x 42"W x 30"D
- 3 Clear Wendy Chairs, 35.8"H x 15"W x 19.7"D
- With choice of 3 accessories:
 - Gunmetal Garment Rack (5'H x 6' L)
 - Black Shelving Unit (72" H x 54" W x 14" D)
- 1 Wastebasket
- 1 12" x 12" ID sign with Stand
- 1 LED Par Can light
- Booth Carpet
- 300lbs of material handling per booth (regardless of size) for direct to hall shipments

As booth size increases, your booth package items/contents are multiplied accordingly.

Default Set-up:

- Apparel companies: garment racks
- Accessory/shoes/jewelry companies: shelving units



Rendering is for illustrative purposes only. Items may change without notice.

ITC Booth Package exhibitors will receive a link via email from GES to order furniture and accessories online. Place your order by **July 3, 2019** to receive the pre-deadline discount. To order your furniture and accessories, visit [GES Espresso Online Order Form](#). If you neglect to submit your order by **July 17, 2019**, the fixture choice will revert to default set-up and any changes must be made on site at exhibitor's expense. If an on-site swap is necessary, changes and labor are billable to the exhibitor.

2. **NO CUSTOM BOOTHS:** ITC Booth Package exhibitors may not build out or bring custom booths. See below for custom fixture/furniture rules.
3. **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.
4. **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.
5. **GRAPHICS & SIGNAGE:** Signage must be free-standing and not attached to booth equipment. ITC Booth Package exhibitors will receive a link via email from GES to order wall graphics. Discount applies to orders received with artwork approved for production no later than **11:59PM, July 3, 2019**. Prices increase after this date. 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 Espresso for more information.
6. **EXTERIOR GRAPHICS:**

Booth Packages up to 400 square feet: may not have exterior booth graphics.

Booth Packages OVER 400 SQUARE FEET: If an exhibitor wishes to have exterior 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 submissions to your sales representative by **July 3, 2019**.



7. **CARPET & AREA RUGS:** ITC booths are provided with carpet, which may not be removed. Area rugs may be used but may not present a tripping or safety hazard, must be finished with no raw edges, and may not cover more than 75% of the booth floor.
8. **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.
9. **CUSTOM ACCESSORIES/FURNITURE & PROPS:** All custom accessories/furniture must be approved by show management in writing and may be submitted to the exhibitor's sales representative for approval. Submissions must include a color rendering or pictures of walls, props, accessories or furniture and must including dimensions (height and width; depth when applicable.) Please see Exhibitor Manual for details.
10. **CURTAINS & DRAPE:** are not permitted.
11. **MANNEQUINS:** Mannequins must be half or full-size, minimalist in design with no custom, lifelike or distinguishing features. Mannequins must be white, black or gray (no flesh color).
12. **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, exhibitor's booth will be closed down. All monies paid by exhibitor will be forfeited.