

MODA BOOTH PACKAGE DÉCOR RULES

1. **DESCRIPTION:** The MODA Booth Package includes a soft fabric wall that is 10' deep x 10' wide x 8' high back and side walls. MODA Booth Package working space is 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.

2. **NO CUSTOM BOOTHS:** MODA Booth Package exhibitors may not build out or bring a custom booth, defined as non-GES booth walls. See page 3 for custom fixture/furniture regulations.

3. **FIXTURE ORDER DEADLINE:**

10'x10' Moda booth package includes:

- (1) White Distinct Table – 30"H x 42"W x 30"D
- (3) Clear Wendy Chairs – 35.8"H x 15"W x 19.7"D

Choice of (3) of the Below Accessories:

- Gunmetal Garment Rack – 5'H x 6'L
- White Distinct Shelving Unit (with 4 shelves) – 6'H x 14"W x 9"D

- (1) Wastebasket – 15"H x 14"W x 9"D

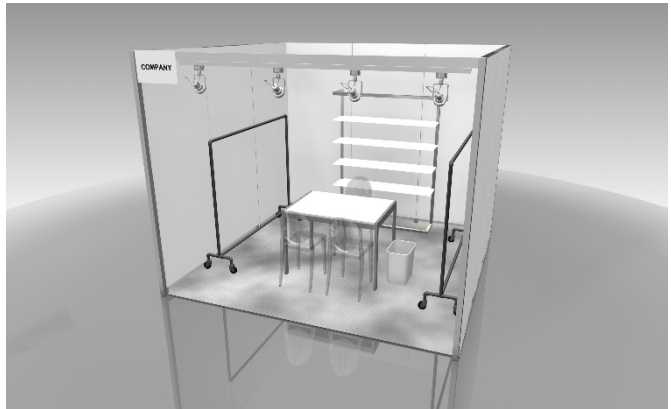
- (1) Booth ID Sign – 17" x 11"

- (1) Track with (4) White Light Fixtures

Booth Carpet

300 lbs of material handling per booth (regardless of booth size) for direct to hall shipments

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



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

All booth packages will default to the above; exhibitors must log in and place orders to opt out or make changes.

Default Set-up:

- Apparel companies: all racks
- Accessory/shoes/jewelry companies: all shelves

Moda Booth Package exhibitors will receive a link via email from GES to order furniture and accessories online. Place your order by **December 21st** to receive the pre-deadline discount.

To order your Furniture and Accessories, visit [GES Espresso](#).

If you neglect to submit your order by **December 31st**, 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.

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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.

6. **GRAPHICS & SIGNAGE:**

MODA 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, December 21st**. 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 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. **MODA 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 December 3rd.

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](#).

Exhibitors bringing custom lighting elements must order booth power through the Javits Center [JAKE online ordering](#).

9. **CARPET & AREA RUGS:**

MODA booth package includes carpet.

You will have the option to opt out on the ordering site [GES Expresso](#).

For inline booths, a carpet removal fee will be billable to the exhibitor.

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.

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- 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.

- 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 MODA sales representative by **December 21st, 2018**.

- 13. MODELS:** are permitted and can only stay within the booth space.

- 14. CURTAINS & DRAPE:** are **not** permitted.

- 15. FLORAL & SMALL PROPS:** are permitted.

- 16. PAINTING:** Painting on the premises is strictly prohibited.