



ATS BOOTH PACKAGE DÉCOR RULES

1. DESCRIPTION: The ATS Booth Package includes

- 8' high soft fabric side and back walls
- (1) booth ID sign per booth (regardless of size)
- 300 lbs of material handling per booth (regardless of size) for direct to hall product shipments
- Booth carpet
- Wastebasket
- Booth Package furnishing options (see Furnishing Order section below for details and options)

10x10 Booth Package has a working space of 9' 8¼" wide x 9' 8¼" deep; for other sizes, please see the Booth Packages Dimensions kit page on [GES Expresso](#).

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

2. FURNISHINGS ORDER: As booth size increases, your booth package fixtures/accessories are multiplied accordingly.

10'x10' ATS 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 (w/ 4 shelves) - 6'H x 54"W x 14"D
- (1) Track with (4) White Light Fixtures

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



IMPORTANT NOTE: To receive the above furnishings you **MUST** place a Booth Package order on [GES Expresso](#) by **June 4th**; if no Booth Package order is placed by this date, you will not receive the items listed under section 2. 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 **May 22nd** to receive the pre-deadline discount. Orders for additional furnishings (not included within your booth package) after June 4th must be placed on show-site; show-site rates will apply.

- 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:** Exhibitors may order graphics, storage, and/or labor on [GES Expresso](#). All graphic orders and artwork must be submitted by exhibitor no later than 4:30pm EST on **May 22nd**. For orders past the deadline, please contact GES directly for availability and post-deadline pricing.

GES is the exclusive vendor for Fabric Insert Panels. 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.

- 6. CUSTOM BOOTHS:** Custom Booths must fit within the working space of your booth and may not exceed 8' in height; exact measurements can be found the Booth Packages Dimensions kit page on [GES Expresso](#), along with additional Custom Booth and EAC information. For custom furnishings, please see section 11 of this document.
- 7. ATS EXTERIOR GRAPHICS:** If an exhibitor wishes to use graphics on exterior panels, 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 **May 15th**.

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.
- Additional track lighting must be ordered through [GES Espresso](#).
 - 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:** ATS booth package includes carpet. You will have the option to opt out on the ordering site [GES Espresso](#). 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, 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 ATS 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.