

## SOURCING at MAGIC Standard Booth Décor Guidelines

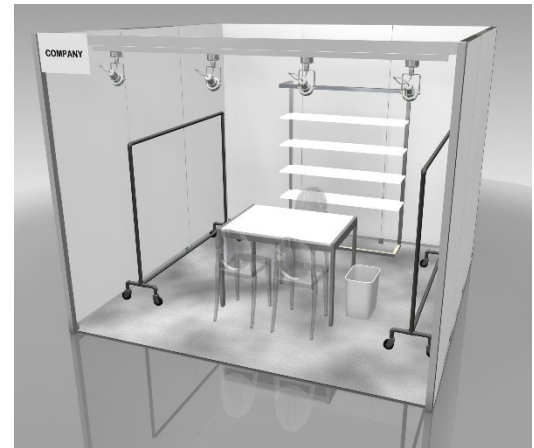
**ATTENTION:** GES orders may be placed on [GES Expresso](#) *before* booth numbers are released. Your company name should appear as an option approximately 1 week after your contract is submitted to your account manager.

**IMPORTANT NOTE:** You will receive the default booth package according to your contract. If you do not want your default booth fixtures and furniture, please inform your account manager by **August 21**. Fees will be incurred for on-site swaps. On-site fixture changes will be charged \$83.00 per piece.

Sourcing at MAGIC is a move-in ready show with booths that have been created keeping our brands and exhibitors in mind. We kindly ask that you please adhere to the décor rules as stated in the attached.

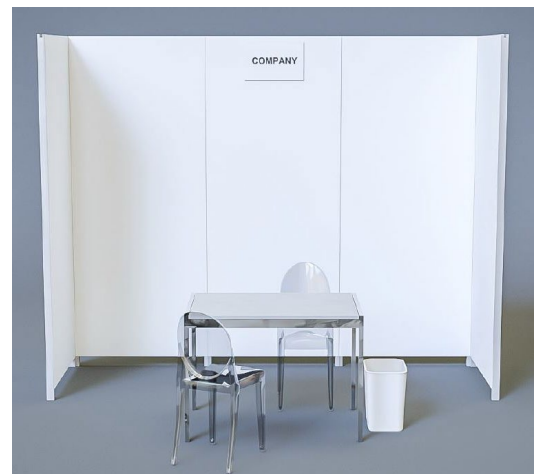
### Description: A Studio Deluxe 10' x 10' SOURCING NY package includes:

- (1) White Distinct Table – 30"H x 42"W x 30"D
- (3) Wendy Chairs – 35.8"H x 15"W x 19.7"D
- 3) Fixtures:
  - Apparel: Gunmetal Garment Rack – 5' H x 6' L x 1'D
  - Accessories/Footwear: White Distinct Shelving Unit – 72" H x 54" W x 14" D
- White FIT3 fabric backwall + side walls
- No carpet
- (1) Wastebasket – 15"H x 14"W x 9"D
- (1) Booth ID sign
- (1) Track with (4) lights
- (1) 500W electrical outlet per booth (regardless of booth size)
- 300 lbs drayage direct to show site per booth regardless of booth size



### Description: A Studio Basic 10' x 10' booth package includes:

- (1) White Distinct Table – 30"H x 42"W x 30"D
- (2) Wendy Chairs – 35.8"H x 15"W x 19.7"D
- White FIT3 fabric backwall + 1M side walls
- No carpet (not reflected in rendering)
- (1) Wastebasket – 15"H x 14"W x 9"D
- (1) Booth ID sign
- Enhanced lighting
- (1) 500W electrical outlet per booth (regardless of booth size)
- 300 lbs drayage direct to show site per booth regardless of booth size



### Description: A Studio Basic 6' x 10' booth package includes:

- (1) White Distinct Table – 30"H x 42"W x 30"D
- (2) Wendy Chairs – 35.8"H x 15"W x 19.7"D
- White FIT3 fabric backwall + 1M side walls
- No carpet (not reflected in rendering)
- (1) Wastebasket – 15"H x 14"W x 9"D
- (1) Booth ID sign
- Enhanced lighting
- (1) 500W electrical outlet per booth (regardless of booth size)
- 300 lbs drayage direct to show site per booth regardless of booth size

\*Note that each 10' x 10' booth space will receive all the above unless otherwise noted. **If you would NOT like any of these items delivered to your booth space, please contact your account representative.** All the above items listed as part of your booth contract is included PER 10' x 10' booth space. (ie. 10' x 20' booth space will come with (2) White Distinct Tables, (6) Clear Wendy Chairs, (6) Accessories, (2) Wastebaskets, 600 lbs direct to show site only drayage (Electric drops won't be multiplied. Only one per booth regardless of booth size)

## Rules & Regulations

To maintain the integrity of the exhibition, any display deemed unprofessional in appearance, at the sole discretion of show management, will not be permitted. Actual booth working space and dimension may vary. Please see [GES Expresso](#) for exact dimensions of your booth.

NOT ALLOWED	ALLOWED
Posting, tacking, nailing, hooking, screwing, or hanging anything onto columns, walls, framework, floor or other parts of the Exhibit Facility or Booth	Only fabric insert or fabric overlay graphics can be hung from booth walls (install labor must be ordered through GES)
Exhibitor's own carpet or flooring, unless sustainable and disposed of by the exhibitor. Any flooring must be secured to avoid any tripping hazard. <b>For anything left behind; removal, disposal, and cleaning fees will be imposed</b>	Approved sustainable carpet (United Cleaning Services to dispose and recycle free of charge). Any other area rugs or décor flooring must be approved by Show Management
Painting on premises is strictly prohibited	Small décor items like plants, tabletop accessories, tablecloths, etc.
Use of any kind: clips, Velcro, tape, S hooks, adhesives to hang graphics, signage, and banners is strictly prohibited. If used, you will be asked by Show Management to remove	Retractable banners (pop-up banners) are allowed for <b>SOURCING only INSIDE</b> the exhibitor's booth, not outside in the aisle. If an exhibitor is found not following guidelines, Show Management will ask to remove it (see <i>sample image on page 10</i> )
Nothing higher than 8 ft including product, décor, display items, accessories, furniture, truss, lighting, A/V equipment or signage	
Custom booth walls (unless you have a custom booth)	
Hanging anything above the booth is prohibited	
Easels and foam core boards	

**Additional Notes:** Should an Exhibitor or their designated contractor cause any damage to the Exhibit Hall or the Booth it will be the sole responsibility of the Exhibitor to pay the cost of the repair of the damages. For anything left behind, removal, disposal, and cleaning fees will be imposed. Note: All booth flooring must be secured to avoid any tripping hazard.

## GRAPHICS & SIGNAGE

Exhibitors can order graphics on [GES Espresso](#). All graphic orders AND print-ready artwork must be submitted by exhibitor no later than **August 28<sup>th</sup>**.

GES is the exclusive vendor for Fabric Insert Panels. Fabric Overlay Banners may be ordered by either GES or an outside printer. If you choose to use an outside printer, you must hire GES labor and materials to install and dismantle the graphics.

Note: GES graphics left in booth at end of show will NOT be saved unless, prior to show close, the exhibitor arranges storage with GES OR orders GES labor to remove, arranges transportation, and turns in a BOL.

“Blinking” and “vinyl” signage are not permitted. “Pop-up”, “retractable” & wall graphics are permitted only 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.

**SOURCING EXTERIOR GRAPHICS:** If an exhibitor wishes to have exterior fabric booth panel wall 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.**

## GES GRAPHICS

**GES graphic discount deadline is 4:30PM EST August 28<sup>th</sup>.**

Order and placement is due by the above date. Prices below are considered “pre-deadline.” For orders placed past the deadline, please contact GES directly for availability and pricing.

Submission of artwork does not suffice as an order; exhibitors must submit payment information and specify size and type of graphic by the date stated above. Artwork submissions must be print-ready. Due to time, you will not receive a proof from GES for review.

**Graphics being sent direct to show site should be sent to this address:**

GES  
COTERIE / MAGIC / SOURCING NY  
Exhibiting Company Name  
Booth # \_\_\_\_\_  
203 Kuller Rd.  
Clifton, NJ 07011  
United States of America

- To order your graphics through GES, please call **(800) 801-0554** or place your order online on Espresso ([GES Espresso](#)) **This Link is not yet live; You will receive an email from GES once it goes live.**
- Pricing includes clips to attach the graphics to booth **and** labor to install/dismantle banner
- Good investment, sustainable & reusable at all MAGIC events
- All wall graphics produced by GES include the equipment to attach the graphics to the booth package and labor to install and dismantle. If re-using a GES produced graphic, labor fees to install and dismantle will apply.

### GRAPHICS NOT ORDERED THROUGH GES:

An outside vendor may produce your fabric overlays, but the labor and installation equipment must be ordered through GES. See the labor section of the Graphics Order Form on Espresso to order. Fabric inserts and lightbox graphics must be ordered via GES.

A 2” pocket is necessary at both the top and bottom of the graphic in order to utilize the poles for installation. Please confirm with GES the correct dimensions of the banner if you plan on printing your banners with an outside vendor to avoid printing the incorrect size.

# GES GRAPHICS

## **FABRIC OVERLAYS & FABRIC INSERTS:**

- **Fabric Overlay:** a graphic that lays flush over the booth wall
  - If you would like to order a 1M banner, you can place it in the middle of the 10ft back wall. The 3M banner will cover the entire 10ft back wall. The 2M banner can be hung in the center and still have the fabric walls exposed on the sides.
  - Graphics will have 2" pocket at the top and bottom that will house a metal bar to provide tension – 1.5" of bleed at the top that will not be visible.
- **Fabric Insert:** a graphic physically inserted into the framework of the wall panel

	1M	2M	3M
FABRIC OVERLAY	\$685.50	\$1,072. 00	\$1,470.10
FABRIC INSERT	\$1,015.85	\$1,402.37	\$1,800.45
FALCONBOARD HEADER			
	*plus 8.875% tax	*plus 8.875% tax	*plus 8.875% tax

**Please see page 6 for current GES graphic offerings.**

### **STORAGE WITH GES:**

\$80.55 per piece/graphic, from show to show in New York only (price includes transportation). Available only for graphics printed with GES. Storage requests are handled on-site via the Service Center. To pull your storage graphics for an upcoming show, order "Storage Graphics Labor" on Espresso.

#### **\*Falcon board headers cannot be stored**

Please note, graphics will only be kept for up to 6 months until the next show. If they are not used the immediate next show, they will be discarded.

### **REUSING PREVIOUSLY PRINTED GRAPHICS CURRENTLY STORED WITH GES (STORAGE & LABOR):**

If reusing previously printed graphics and stored with GES, order graphics labor for a flat rate of \$93.30 pre-deadline and \$139.70 post-deadline (per piece/graphic).

**Examples of Fabric Overlays:**

**1M Overlay:**



**2M Overlay:**



**3M Overlay:**



**Examples of Fabric Inserts:**

**1M Insert:**



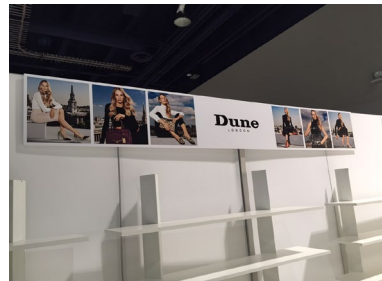
**2M Insert:**



**3M Insert:**

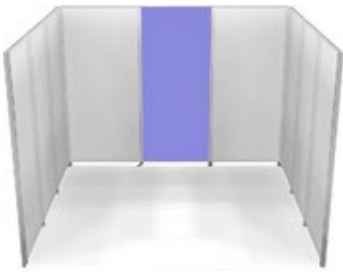


**Examples of Falcon Boards:**

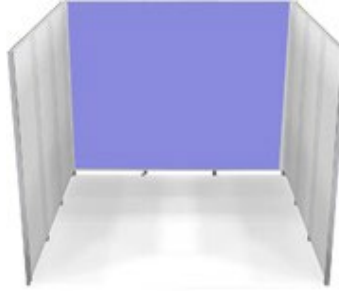


Please see next page for all GES graphic offerings.

## FABRIC OVERLAY or INSERT OPTIONS



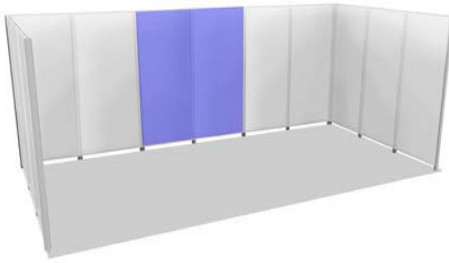
1M Insert (600076): 38-7/16"W x 92-13/16"H  
**PRICE: \$1,015.85**  
 1M Overlay (600680): 38-3/4"W x 96"H  
**PRICE: \$685.50**



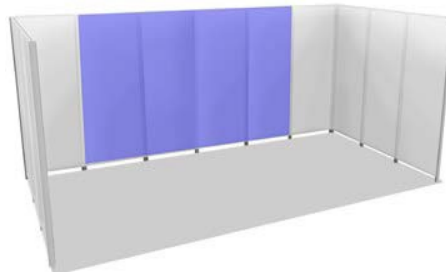
2M Insert (600077): 77-5/16"W x 92-13/16"H  
**PRICE: \$1,402.37**  
 2M Overlay (600681): 77-1/2"W x 96"H  
**PRICE: \$1,072.00**



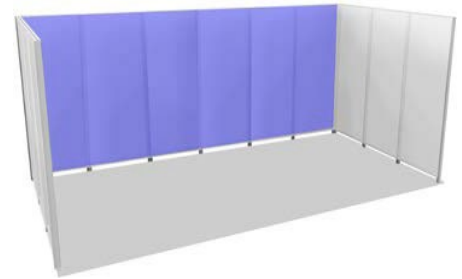
3M Insert (600078): 116-1/16"W x 92-13/16"H  
**PRICE: \$1,800.45**  
 3M Overlay (600682): 116-1/4"W x 96"H  
**PRICE: \$1,470.10**



2M Insert Centered (600077):  
 79-3/16"W x 92-13/16"H **PRICE: \$1,402.37**  
 2M Overlay Centered (600681):  
 77-1/2"W x 96"H **PRICE: \$1,072.00**

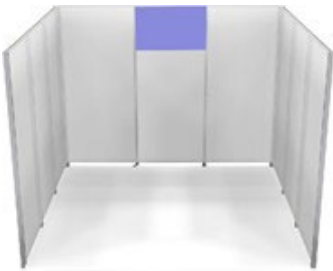


4M Insert Centered (600188):  
 156-11/16"W x 92-13/16"H **PRICE: \$2,395.10**  
 4M Overlay Centered (600697):  
 156-7/8"W x 96"H **PRICE: \$2,064.75**

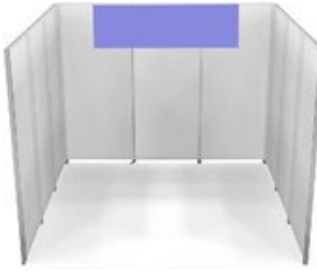


6M Insert (600190): 234-3/16"W x 92-13/16"H  
**PRICE: \$3,055.82**  
 6M Overlay (600079): 234-3/8"W x 96"H  
**PRICE: \$2,725.46**

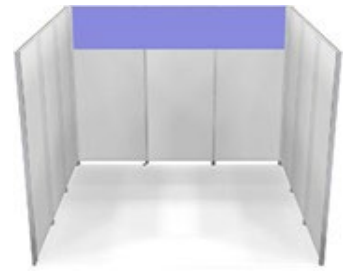
## FALCONBOARD OVERLAY OPTIONS



1M x 1' Falconboard Overlay(601036):  
 38-3/4"W x 12"H **PRICE: \$222.60**  
 1M x 2' Falconboard Overlay (601033):  
 38-3/4"W x 24"H **PRICE: \$339.15**



2M x 1' Falconboard Overlay (601037):  
 77-1/2"W x 12"H **PRICE: \$451.50**  
 2M x 2' Falconboard Overlay (601034):  
 77-1/2"W x 24"H **PRICE: \$686.80**



3M x 2' Falconboard Overlay (601038):  
 116-1/4"W x 12"H **PRICE: \$676.20**  
 3M x 3' Falconboard Overlay (601035):  
 116-1/4"W x 24"H **PRICE: \$928.35**

For customizations, special projects, or  
 other questions, contact:  
[nyfconciierge@ges.com](mailto:nyfconciierge@ges.com)

**FALCONBOARD OVERLAYS  
 WILL NOT BE OFFERED  
 SHOW TO SHOW STORAGE**



## Example Images

Please keep note of and refer to these example images when setting up your booth.

Please contact your account representative with any further questions or concerns.

Example of easel & foam core board

**NOT Allowed**



Example of retractable or pop-up banners

*(Only allowed WITHIN booth)*



Example of pop-up back wall

**NOT Allowed**



Example of hard back wall  
*(Allowed for CUSTOM booths ONLY)*



Example of canopy/tent

**NOT Allowed**

