

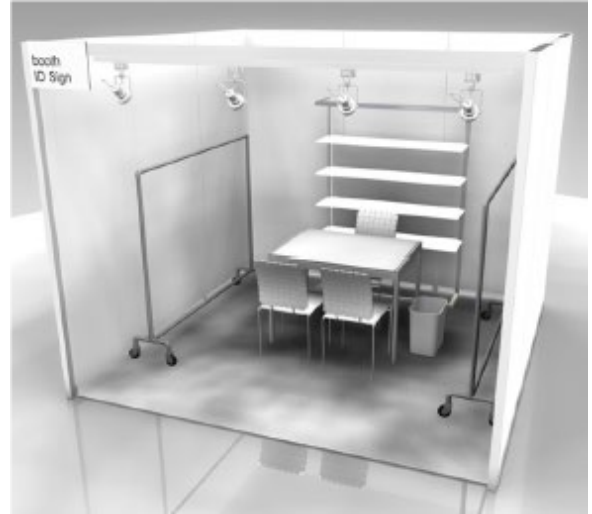
# COTERIE MAGIC

FEBRUARY 21-23, 2023  
JAVITS CENTER, NYC

## MAGIC NY BOOTH PACKAGE DÉCOR RULES

### Description: A Standard 10' x 10' MAGIC NY package includes:

- (1) White Distinct Table – 30" H x 42"W x 30"D
- (3) White Wendy Chairs – 35.8" H x 15" W x 19.7"D
- (3) Fixtures:
  - Apparel: Gunmetal Garment Rack – 5' H x 6'L
  - Accessories/Footwear: White Distinct Shelving Unit – 72' H x 54" W x 14" D
    - Height between each shelf is 11"
    - 21" from floor to bottom shelf; 14" from top shelf to frame of unit
    - Max support weight is 25lb
- White FIT3 fabric backwalls + full side walls
- No carpet
- 1 Wastebasket
- Booth ID Sign
- 1 Track with 4 lights
- 300 lbs drayage direct to show site per booth (regardless of booth size)
- (1) 500W electrical outlet (regardless of booth size)



*Rendering is for illustrative purposes only. Slight variances may occur.*

MAGIC NY Package working space is 9' 8¼" wide x 9' 8¼" deep. For other sizes, please see the Booth Packages Dimensions kit page on [GES Espresso](#). As booth size increases, walls, fixtures and furniture are multiplied accordingly. All fixtures, furniture, signage, display and decorative elements must remain within the booth line and may not extend into the aisles.

**IMPORTANT NOTE:** You will receive a default booth package (3 racks for Apparel brands, 3 shelves for Accessories/Footwear brands). If you do not want your default booth fixtures and furniture, or would like a combination of fixtures, please inform your account manager by **February 1<sup>st</sup>**. After February 1<sup>st</sup>, such requests will need to be made on-site and availability is on a first come-first serve basis. On-site fixture changes/swaps will be charged **\$83.00** per piece.

To order additional furnishings outside of your Booth Package, visit [GES Espresso](#). Place your additional furnishing order by **February 1<sup>st</sup>** to receive the pre-deadline discount.

*\*Please expect up to three hours for onsite orders to be delivered to your booth\**

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

**CUSTOM BOOTHS: Custom booths are not permitted in MAGIC NY.**

Please see the [MAGIC Booth Inspiration Gallery](#) for ideas on booth décor and best practices for drawing booth traffic.

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**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.

**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.

**LIGHTING:** Exhibitors that wish to bring in their own lights, must submit a request to Show Management for approval and order install/dismantle labor through the Javits Center [JAKE online ordering](#). 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. LED par can lighting must be ordered through Javits Center [JAKE online ordering](#).

**ELECTRICAL:** Additional outlets can be ordered through Javits Center [JAKE online ordering](#). Your (1) 500W outlet will be dropped in the center back of your booth. If you would like different placement, please reach out to show management as there may be additional charges to distribute electrical.

**CARPET & AREA RUGS:** **MAGIC NY booth package does not include carpet.** You will have the option to purchase on the ordering site [GES Espresso](#). 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.

**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.

**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. Balloon displays are NOT permitted.

**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. All island booths will default no walls. If you would like the side wall up on your corner booth or would like walls on your island please contact your sales representative. There may be additional charges.

**BOOTH PRESENTATION:** For all peninsula, corner, island location(s) your interior booth walls must include graphics/décor that is approved by show management.

**MODELS:** are permitted inside your booth space only.

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

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

**SIGNAGE:** Any unapproved banners, signs, pop-up (retractable) signs will be removed and stored at exhibitor's expense.

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

**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.

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## GRAPHICS & SIGNAGE

Exhibitors can order graphics on [GES Expresso](#). All graphic orders AND print-ready artwork must be submitted by exhibitor no later than **February 1<sup>st</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 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.

“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.

**MAGIC NY 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 [February 1<sup>st</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 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 Expresso ([GES Expresso](#)) **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 Expresso 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.

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## 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
	*plus 8.875% tax	*plus 8.875% tax	*plus 8.875% tax

Please see page 5 for current GES graphic offerings.

### LIGHTBOX GRAPHICS:

- GES is the exclusive vendor for lightboxes with in-booth packages. For more information and pricing, please see the Exhibitor Services Manual. Please note, power is not included and must be ordered from the JAKE Online Ordering.

	ADVANCED RATE*
1M LIGHTBOX GRAPHIC	\$3,346.20
	*plus 8.875% tax

**\*Deadline to order lightboxes is February 1st, limited quantity available.**



### **STORAGE WITH GES:**

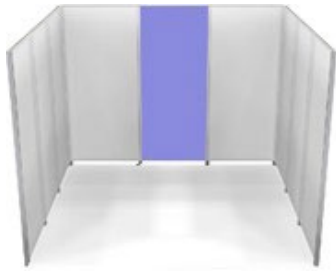
\$80.53 per piece/graphic, from show to show in New York only (price includes transportation). Available only for graphics printed with GES. Storage requests are handled on-site via the Service Center. To pull your storage graphics for an upcoming show, order "Storage Graphics Labor" on Expresso.

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.

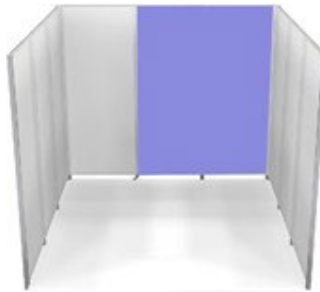
### **REUSING PREVIOUSLY PRINTED GRAPHICS CURRENTLY STORED WITH GES (STORAGE & LABOR):**

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).

Pricing inclusive of fabric graphic with installation/dismantle



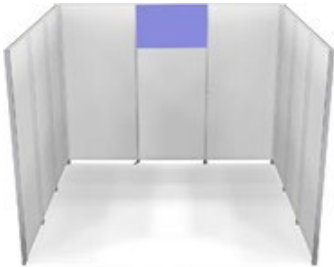
1M Insert (600076): 38-7/16" W x 92-13/16" H  
**PRICE: \$1,015.85**  
 1M Overlay (600680): 38-3/4" W x 96" H  
**PRICE: \$685.50**



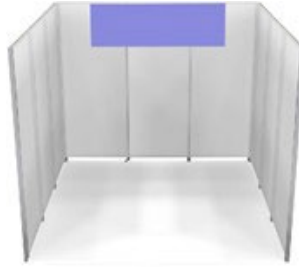
2M Insert (600077): 77-5/16" W x 92-13/16" H  
**PRICE: \$1,402.37**  
 2M Overlay (600681): 77-1/2" W x 96" H  
**PRICE: \$1,072.00**



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**



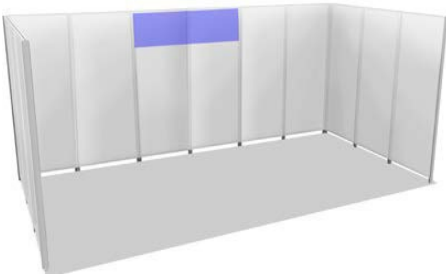
1M x 2' Overlay (600447): 38-3/4" W x 24" H  
**PRICE: \$479.45**  
 1M x 3' Overlay (600455): 38-3/4" W x 36" H  
**PRICE: \$637.70**



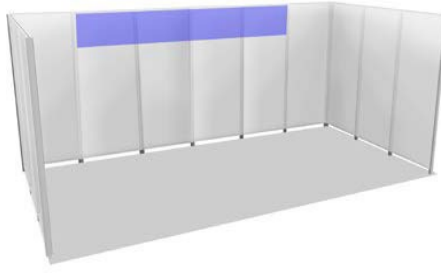
2M x 2' Overlay (600448): 77-1/2" W x 24" H  
**PRICE: \$743.30**  
 2M x 3' Overlay (600456): 77-1/2" W x 36" H  
**PRICE: \$988.60**



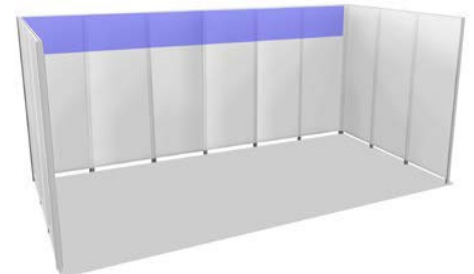
3M x 2' Overlay (600449): 116-1/4" W x 24" H  
**PRICE: \$1,032.37**  
 3M x 3' Overlay (600457): 116-1/4" W x 36" H  
**PRICE: \$1,373.50**



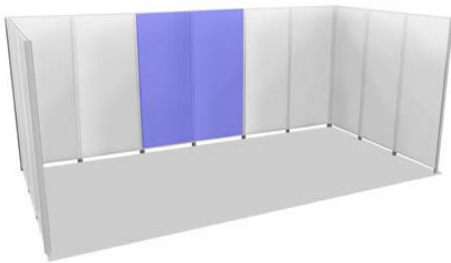
2M x 2' Overlay (600448): 77-1/2" W x 24" H  
**PRICE: \$743.30**  
 2M x 3' Overlay (600456): 77-1/2" W x 36" H  
**PRICE: \$988.60**



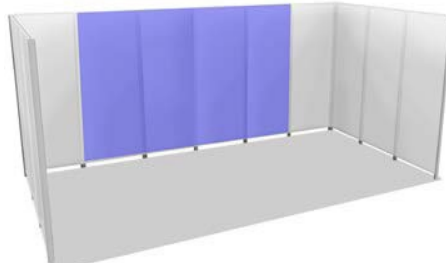
4M x 2' Overlay (600443): 156-7/8" W x 24" H  
**PRICE: \$1,321.43**  
 4M x 3' Overlay (600453): 156-7/8" W x 36" H  
**PRICE: \$1,757.50**



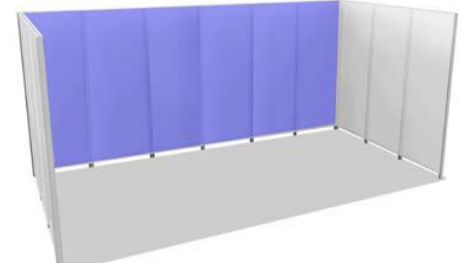
6M x 2' Overlay (600444): 234-3/8" W x 24" H  
**PRICE: \$1,569.20**  
 6M x 3' Overlay (600444): 234-3/8" W x 36" H  
**PRICE: \$2,087.05**



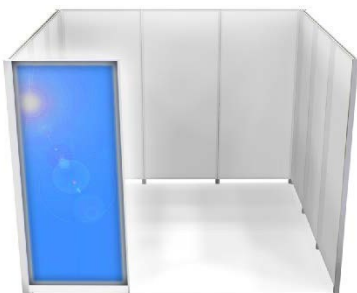
2M Insert Centered (600077): 79-3/16" W x 92-13/16" H  
**PRICE: \$1,402.37**  
 2M Overlay Centered (600681): 77-1/2" W x 96" H  
**PRICE: \$1,072.00**



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**



1M Light Box (600226):  
 38-7/16" W x 92-13/16" H  
**PRICE: \$3,346.20**  
 (limited quantities available)

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




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## Examples of Fabric Overlays:

1M



2M



3M



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## Examples of Fabric Inserts:

1M Insert:



2M Insert:



3M Insert:



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[Link to Clamps  
for Purchase](#)

## RACK CLAMPS

The below signs are made by exhibitors and clipped to rolling racks themselves.





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## SIGNAGE BLOCKS

You may also create block signs out of Lucite, Wood, etc. that can rest on your shelving or your table. These are easy to transport and create a clean look while branding your space as well. Signage like this is a great option for accessories brands.

