

COTERIE MAGIC

SEPTEMBER 18-20, 2022

JAVITS CENTER, NYC

COTERIE CUSTOM BOOTH GUIDELINES

1. DEFINITION

A large raw space booth is generally defined as a booth space wherein the exhibitor brings their own custom booth. Coterie Raw Space Booths are subject to the rules and regulations below.

A standard raw booth includes:

- (1) wastebasket
- 300 lbs drayage (per booth regardless of size)
- (1) 500W electrical outlet (per booth regardless of size)

2. RAW SPACE BOOTH APPROVAL

If you are a new exhibitor taking raw square footage, you must submit a booth rendering for show management approval. If you are a current customer of our events and are making changes to your custom space, you are also required to provide a rendering for approval. Please send these renderings to your sales representative.

Custom displays require a rendering with measurements for review. Modifications are required if the displays don't meet requirements. A rendering should be provided prior to your booth build and before the deadline of **August 18th**.

Exhibitors are requested to ship all freight to the Advance Warehouse between **August 15th** and **September 7th**.

Please review the full show rules and regulation pages found in this kit when designing your booth.

PLEASE NOTE Approvals may take several weeks, send in documents early, allowing enough time to modify your booth if required.

REQUIRED DOCUMENTS FOR RAW SPACE BOOTH APPROVAL:

A. Booth Rendering Must:

- Show all important elements of your booth
- Indicate materials used in booth construction
- Show front, sides, and back views of your booth, including entrance(s), locations of graphics, graphics images, logos, and any important feature, such as doors and windows, etc.
- Include width and height in feet and inches

Please send your designs to your Sales Representative.

If you will be using the same booth as in the previous seasons, please confirm with your Sales Representative. Any changes to an existing booth must be submitted to your sales representative and approved by show management.

B. Notice of Intent to Hire an EAC: This document notifies the Coterie team of your EACs. This includes architects, designers, carpenters, trimmers, and anyone else needed to construct your booth.

C. Agreement and Rules and Regulations Between GES and EAC: This is completed to show that the EAC will adhere to rules outlined by GES.

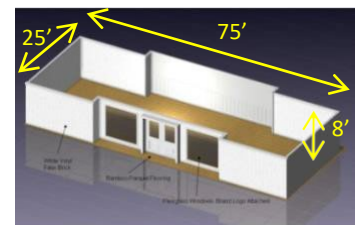
D. Certificate of Insurance for EACs: This shall be uploaded through Espresso and meet all requirements outlined.

The above listed EAC requirements can be completed through [GES Espresso](#).

Final booth must match approved documents. If booth does not match approved documents, exhibitor will be required to modify booth to approved design before show opens or booth will be blocked. All changes will be at exhibitors' expense.

***Informa is obligated to convey this information:** NY is not a "right to work" state, which means that all Exhibitors must conform to all union regulations governing the Trade Show Industry. **Teamsters, Hilo Operators, Helpers/Checkers are responsible for all freight handling (drayage).**

Sample Rendering:



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3. HEIGHT LIMIT

Nothing, including booth walls, may extend above 8' from the floor including custom furniture and accessories, lighting, truss, A/V equipment, and/or signage.

For peninsulas, an 8' back wall is required. Coterie prefers no side walls on peninsulas. For islands, any walls must be 8' high and finished front and back.

4. NEON & LIGHTING

Neon and other decorative lighting are prohibited on exterior of large raw space booths unless pre-approved in writing by show management no later than 30 days prior to first day of show. Please send requests to your Sales Representative. If exhibitor requires supplemental lighting it must be ordered through the electrical contractor and fixtures cannot be visible from the show floor (fixtures must remain either below booth wall height or in the ceiling).

5. FIRE PROOFING

All materials used in construction and decoration of an exhibit must be flame retardant. Fabrics must be certified as flame retardant or a sample must be available for testing. Materials which cannot be treated to meet the requirements may not be used. Please review all Las Vegas fire safety regulations in the GES section of this kit.

6. ELECTRICAL ACCESS

Coterie requires all in-line booths to provide a 9" electrical access behind each booth, for a total of 18". All Peninsula booths must provide 18" of electrical access behind each booth. Be sure to allow for power lines to go under the back wall to permit installation of service. If access is not readily available, electric power will be denied. Electrical can be ordered through Javits Center [IAKE online ordering](#).

Each Coterie booth receives 500 watts electrical per booth, regardless of size. Your outlet will be placed in the center back of the booth, if you would like different placement please provide layout to your sales representative. There may be additional charges to distribute electrical.

7. WALL CONSTRUCTION

Outside faces of all back walls and all walls neighboring other exhibitors must be finished (not raw), unbranded, and white. In the case that Exhibitor has multiple contiguous in-line custom booths; there may be no holes or spaces between booths. Exterior of all booth walls should be clean and minimal in design. **Unfinished walls will be covered by GES at Exhibitor's Expense. Grids and carboard materials are not approved by show management. Custom fabric, pipe and drape walls are not approved.**

EAC or the Exhibitor using a custom must go onto Espresso to opt out of framework/booth walls if they plan not to use it (reminder: opting out of walls and framework is free IF done on Espresso prior to the discount deadline date).

8. LABOR

GES labor is not required if you are utilizing custom booth walls, but an approved EAC is required to conduct the work. If GES labor is ordered, only 8AM start times are confirmed. If your labor is scheduled to start at any other time please check in with the Exhibitor Services desk 30 minutes prior to your scheduled time to ensure GES you are ready. Exhibitor Appointed Contractors (EACs) must hire union personnel for all work performed. Non-union EAC's may supervise union labor but may not perform any work themselves.

9. ENTRANCES

While not required, we encourage raw space booths with island configurations or sized 1000 square feet or larger to have two entrances.

10. MUSIC & SOUND

Show Management provides music for the show. Music & sound amplifying devices, other than those provided by Show Management, are prohibited. If a large booth exhibitor has A/V equipment, sound must be turned OFF.

11. NO NUDITY IS PERMITTED ON ANY SIGNAGE

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, the booth will be closed, and all monies paid by exhibitor will be forfeited.

13. MOVE-IN / MOVE-OUT SCHEDULE

EACs are scheduled to move-in **Saturday, September 17th** starting at 4:30PM. Move-out will begin at show close, 4PM on **Tuesday, September 20th**.

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Examples of do's



Examples of don'ts

