

COTERIE MAGIC

SEPTEMBER 18-20, 2022

JAVITS CENTER, NYC

COTERIE STANDARD STUDIO BOOTH PACKAGE DÉCOR RULES

Description: Standard Studio package includes:

A standard 10' x 10' Standard Studio Booth Package Includes

- (1) White Distinct Table - 30"H x 42"W x 30"D
- (3) Christopher Chairs
- (3) Accessories:
 - Gunmetal Garment Rack – 5' H x 6' L
- Full white FIT 3 backwall + 1M side walls
- No carpet
- (1) wastebasket
- Booth ID sign
- 1 parcan light per (100 sq ft)
- 300 lbs drayage direct to show site (per booth regardless of size)
- (1) 500W electrical outlet (per booth regardless of size)



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

FURNISHING ORDER: As booth size increases, walls, furnishings and fixtures are multiplied accordingly.

Coterie Booth Package working space is 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.

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 **August 30th**. *Availability is on a first come-first serve basis. *On-site fixture changes will be charged **\$79.50** per piece.

Please allow up to three hours for the items to arrive at your booth

To order additional furnishings outside of your Booth Package, visit [GES Expresso](#). Place your additional furnishing order by **August 30th** to receive the pre-deadline discount. Orders for additional furnishings after **September 12th** must be placed on show-site; show-site rates will apply. Please expect up to three hours for onsite orders to be delivered to your booth*

CUSTOM BOOTHS: Coterie exhibitors wishing to utilize a Custom Booth must receive written permission from their Coterie sales representative. 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.

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.

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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.

GRAPHICS & SIGNAGE: Be sure to read the Wall Graphics document in the Exhibitor Manual on [GES Expresso](#). Exhibitors can order graphics on [GES Expresso](#). All graphic orders AND print-ready artwork must be submitted by exhibitor no later than **August 30th**. 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.

COTERIE 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.**

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. 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](#).

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

CARPET & AREA RUGS: Booth package does not include carpet. You will have the option to order the ordering site [GES Expresso](#). 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.

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 Coterie sales representative.

MODELS: are permitted inside your booth space only.

CURTAINS & DRAPE: are not permitted.

FLORAL & SMALL PROPS: are permitted.

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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INSPO FOR A 10 X 10



INSPO FOR A 10 X 20



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INSPO FOR A 20 X 30



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EXAMPLE OF 1M BANNER



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EXAMPLE OF 2M BANNER



EXAMPLE OF 3M BANNER



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EXAMPLE OF FABRIC INSERTS

