

# COTERIE MAGIC

SEPTEMBER 18-20, 2022

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 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 Expresso](#). 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 **August 30th**. Availability is on a first come-first serve basis. On-site fixture changes/swaps 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: Custom booths are not permitted in MAGIC NY.**

**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.

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**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 Expresso](#).

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:** **MAGIC NY booth package does not include carpet.** You will have the option to purchase on 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. 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.

**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.

## 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 30<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 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.**

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## BOOTH PACKAGE WALL GRAPHICS INFORMATION

### **GES GRAPHICS:**

Exhibitors must order GES graphics on [GES Expresso](#) no later than **4:30PM EST August 30, 2022**. Please see page 2 to view all GES graphic options, inclusive of price.

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.

**Please see page 3 for current GES graphic offerings.**

Price of new graphics produced by GES includes the equipment to attach the graphics to the booth walls and the labor to install and dismantle.

### **Please see below for size, type, and pricing of graphics offered:**

**Fabric Overlay Banner:** a hanging graphic that lays flush over the booth wall

Pole pockets at the top and bottom that will house support to provide tension

1.5" of bleed at the top that will not be visible

**Fabric Panel Insert:** a graphic physically inserted into the framework of the wall panel

Please note: graphics cannot be printed on ½ meter panels along the back wall

### **Lightbox Graphic:**

Includes backlit fabric insert and lightbox structure

Exhibitor must order 500w of power from the facility via JAKE online ordering Must connect to a pre-existing GES wall panel

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## GES GRAPHIC STORAGE:

The cost of storing graphics with GES between shows is **\$77.25** per piece from NY show to NY show (price includes transportation).

Rate available only for graphics printed with GES. Storage requests can be handled on-site prior to move-out via the Exhibitor Service Center or ordered pre-show via Expresso by selecting "Graphics Storage (Show to Show)" located under "Graphics and Storage."

For transportation fees between NY and LV shows, request a shipping quote from GES Logistics, which should be requested prior to move-out at the Exhibitor Service Center.

To pull your stored graphics for an upcoming show, order "Graphics Installation" under the "Graphic Banner Install/Dismantle Labor (For GES supplied and stored banners)." The labor rate to install stored graphics is **\$89.50** pre-deadline and **\$134.00** post-deadline, per piece.

## INSTALL AND DISMANTLE LABOR:

If reusing previously printed graphics or using graphics produced by an outside vendor, order separate install and dismantle labor through [GES Expresso](#).

Outside vendor/not stored with GES: (2) men for (1) hour is the average labor estimate per graphic (see Expresso for pricing).

## GRAPHICS PRODUCED BY AN OUTSIDE VENDOR:

Exhibitors choosing to apply non-GES graphics to the standard booth package walls must follow the rules as stated below:

Graphic must be a banner that lays over the panels of the booth; panel insert graphics may not be produced by an outside vendor.

Material must have a solid white backing with no graphics so as not to show design or branding through to neighboring exhibitors' booth(s) or aisle.

Nothing may be taped, glued, stuck, stapled, tacked, clipped or attached in any way to any of the walls or furniture.

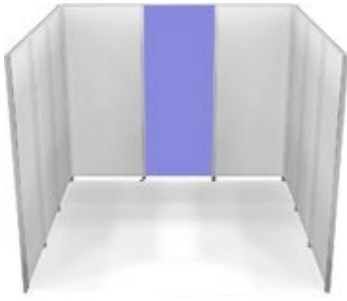
Exhibitors in violation of these rules will be billed for full equipment replacement costs.

GES labor must install and dismantle booth graphics; labor can be ordered on [GES Expresso](#). Labor ordered onsite will be on a first-come, first-served basis and is subject to higher rates.

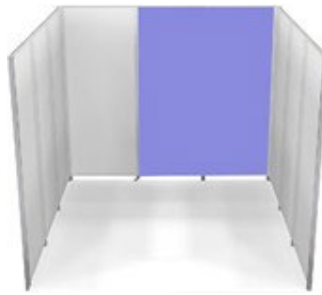
A 2" pocket is necessary at both the top and bottom of the graphic for installation of overlay banner.

Booths are built in meters. Please see Booth Package Dimensions document to find exact dimensions for your booth size.

**Pricing inclusive of fabric graphic with installation/dismantle**



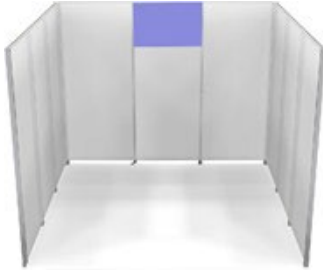
1M Insert (600076): 38-7/16"W x 92-13/16"H  
**PRICE: \$974.44**  
 1M Overlay (600680): 38-3/4"W x 96"H  
**PRICE: \$657.55**



2M Insert (600077): 77-5/16"W x 92-13/16"H  
**PRICE: \$1,345.20**  
 2M Overlay (600681): 77-1/2"W x 96"H  
**PRICE: \$1,028.31**



3M Insert (600078): 116-1/16"W x 92-13/16"H  
**PRICE: \$1,727.05**  
 3M Overlay (600682): 116-1/4"W x 96"H  
**PRICE: \$1,410.16**



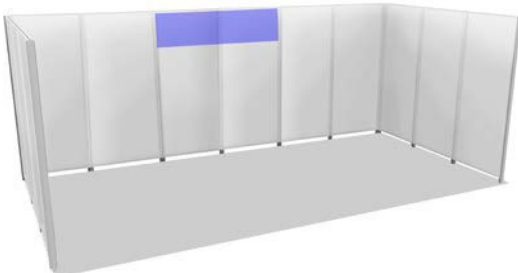
1M x 2' Hanging Banner (600447):  
 38-3/4"W x 24"H  
**PRICE: \$459.50**



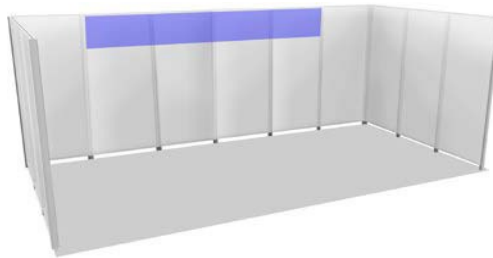
2M x 2' Hanging Banner Centered (600448):  
 77-1/2"W x 24"H  
**PRICE: \$713.00**



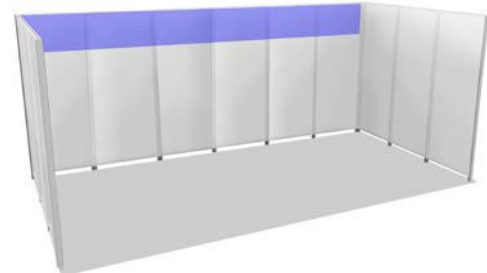
3M x 2' Hanging Banner (600449):  
 116-1/4"W x 24"H  
**PRICE: \$990.28**



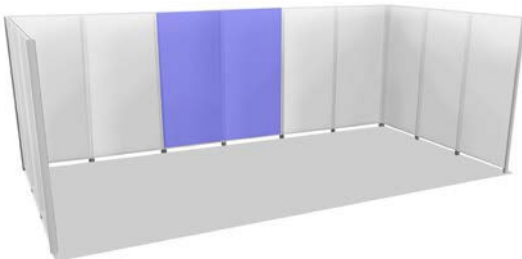
2M x 2' Hanging Banner Centered (600448):  
 77-1/2"W x 24"H  
**PRICE: \$713.00**



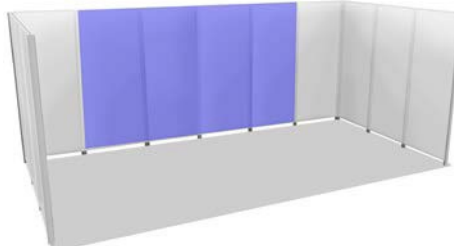
4M x 2' Hanging Banner Centered (600443):  
 156-7/8"W x 24"H  
**PRICE: \$1,267.56**



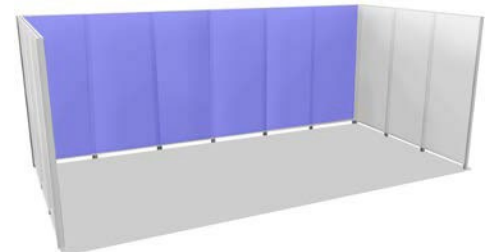
6M x 2' Hanging Banner Centered (600444):  
 234-3/8"W x 24"H  
**PRICE: \$1,505.23**



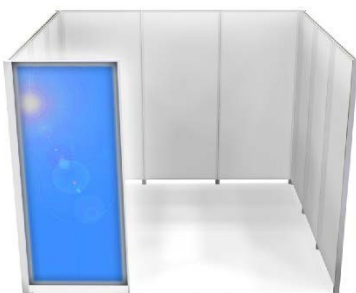
2M Insert Centered (600077): 79-3/16"W x 92-13/16"H  
**PRICE: \$1,345.20**  
 2M Overlay Centered (600681): 79-3/8"W x 96"H  
**PRICE: \$1,028.31**



4M Insert Centered (600188): 156-11/16"W x 92-13/16"H  
**PRICE: \$2,297.46**  
 4M Overlay Centered (600697): 156-7/8"W x 96"H  
**PRICE: \$1,980.57**



6M Insert (600190): 234-3/16"W x 92-13/16"H  
**PRICE: \$2,931.24**  
 6M Overlay (600079): 234-3/8"W x 96"H  
**PRICE: \$2,614.35**



1M Light Box (600226):  
 36"W x 93 1/4"H  
**PRICE: \$3,209.77**

**For customizations, special projects, or other questions, contact:**

[NYFconciierge@ges.com](mailto:NYFconciierge@ges.com)



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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

