

GRAPHICS & SIGNAGE

Exhibitors can order booth graphics on [GES Expresso](#). All graphic orders AND print-ready artwork must be submitted by exhibitor no later than **January 29th**.

GES is the exclusive vendor for Fabric Insert Panels. Fabric Overlay Banners may be ordered through 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, no exceptions. No S-hooks, clips, clamps, pins or adhesives may be used to install booth graphics.

GES graphics left in booths at end of show **will not** be saved. If you'd like to save your graphic for future use, arrange [storage with GES](#), OR turn in a BOL (Bill of Lading—found at the GES Service Desk) and order GES labor to remove and arrange transportation.

“Pop-up”, “retractable”, “blinking” “vinyl” and single-use mylar signage is not permitted. Wall graphics are permitted on the interior of the booth. Graphics may not have a solid black or dark background. No nudity is allowed on graphics or signage.

MAGIC EXTERIOR GRAPHICS: If an exhibitor wishes to have exterior fabric booth panel wall graphics, they must be approved by Show Management in writing. Submit your request to your sales representative for approval. **Please send your exterior graphics submissions to your Sales Representative.**

ORDER GES GRAPHICS

GES graphic discount deadline is 4:30PM EST [January 23rd](#).

Orders and graphic placement with discount pricing are due by January 23rd. For orders placed past the final graphics order deadline (January 29), 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 above stated date. Artwork submissions must be print-ready. Due to time limitations, you **will not** receive a printed proof from GES for review.

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

GES
COTERIE / MAGIC
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 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.

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

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.

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):

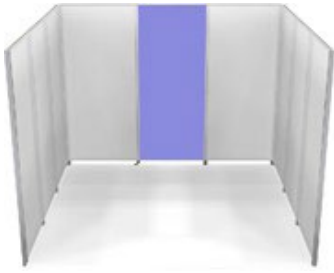
If reusing previously printed graphics and stored with GES, order graphics labor for a flat rate of \$97.00 pre-deadline and \$145.25 post-deadline (per piece/graphic).

GRAPHICS PRODUCED BY AN OUTSIDE VENDOR:

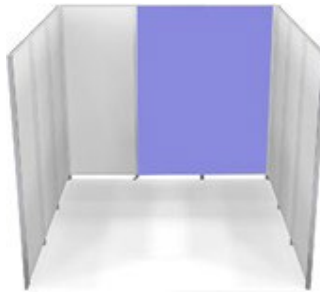
Exhibitors choosing to apply non-GES graphics to the standard booth package walls must follow the rules as stated below:

- An outside vendor may produce your fabric overlays, but panel insert graphics may not be produced by an outside vendor. 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. 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 Espresso](#). 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.

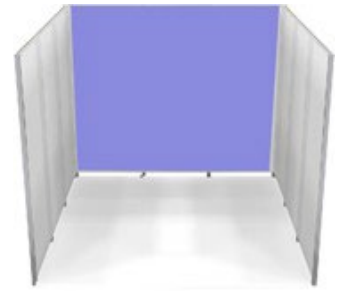
Pricing inclusive of fabric graphic with installation/dismantle



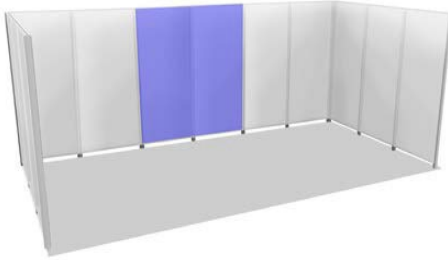
1M Insert (600076): 38-9/16"W x 92-13/16"H
PRICE: \$1,096.00
 1M Overlay (600680): 38-3/4"W x 96"H
PRICE: \$739.75



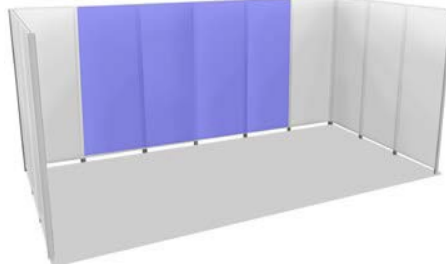
2M Insert (600077): 77-5/16"W x 92-13/16"H
PRICE: \$1,513.25
 2M Overlay (600681): 77-1/2"W x 96"H
PRICE: \$1,156.75



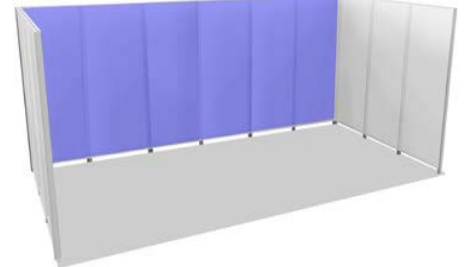
3M Insert (600078): 116-1/16"W x 92-13/16"H
PRICE: \$1,942.75
 3M Overlay (600682): 116-1/4"W x 96"H
PRICE: \$1,586.25



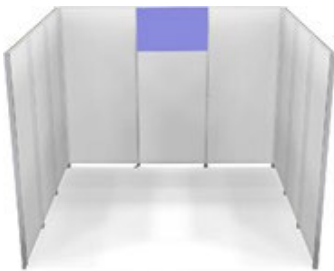
2M Insert Centered (600077): 79-3/16"W x 92-13/16"H
PRICE: \$1,513.25
 2M Overlay Centered (600681): 77-1/2"W x 96"H
PRICE: \$1,156.75



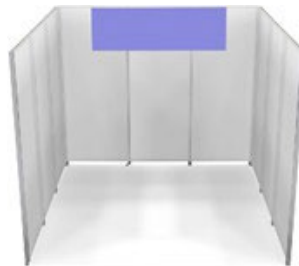
4M Insert Centered (600188): 156-11/16"W x 92-13/16"H
PRICE: \$2,584.50
 4M Overlay Centered (600697): 156-7/8"W x 96"H
PRICE: \$2,227.75



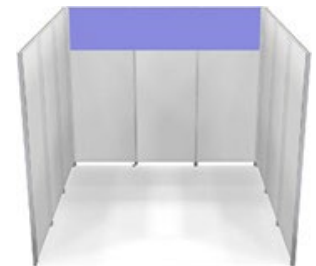
6M Insert (600190): 234-3/16"W x 92-13/16"H
PRICE: \$3,279.25
 6M Overlay (600079): 234-3/8"W x 96"H
PRICE: \$2,940.75



1M x 2' Falcon Board Header (601033):
PRICE: \$240.25
 Header, 3/16" Falcon board Overlay 1M x 24"H
PRICE: \$366.00



2M x 2' Hanging Banner Centered (601034):
PRICE: \$487.00
 Header, 3/16" Falcon board Overlay 2M x 24"H
PRICE: \$741.00



3M x 2' Hanging Banner (601035):
PRICE: \$729.50
 Header, 3/16" Falcon board Overlay 3M x 24"H
PRICE: \$1,001.75

Please visit the
[COTERIE MAGIC NEW YORK
 2025 Espresso](https://www.coteriemagicnewyork.com/2025-expresso) site to view
 pricing and to order your
 graphics!



Examples of Fabric Overlays:

1M Overlay:



2M Overlay:



3M Overlay:



Examples of Fabric Inserts:

1M Insert:



2M Insert:



3M Insert:



RACK CLAMPS

[Link to Clamps
for Purchase](#)

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



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.

