

MAGIC HOME, GIFT & BEAUTY BOOTH PACKAGE DÉCOR RULES

An Emerging Designers 6' x 10' MAGIC NY package includes:

- (1) White Table – 30"H x 42"W x 30"D
- (2) Clear Wendy Chairs – 35.8"H x 15"W x 19.7"D
- (3) Alex Display Cubes – 23"H x 23"W x 36"D
- (1) Wastebasket – 15"H x 14"W x 9"D
- (1) 500w electrical outlet per booth
- No walls
- Floor Decal Booth ID Sign
- In-House Retail Level Lighting
- MAGIC Booth Package working space is 6' W x 9' 8¼"D



HOME, GIFT & BEAUTY
**renderings are for illustrative purposes only.
Slight variations may occur.*

GES orders may be placed on [GES Expresso](#) before booth numbers are released. After submitting your contract, it may take up to one week for your company name to appear on GES Expresso.

For a full list of booth dimensions, please reference the [Booth Packages Dimensions page](#). As booth size increases, walls, fixtures and furniture are multiplied accordingly.

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



IMPORTANT: Please pay attention to this symbol as you review the MAGIC Booth Décor Rules, as it indicates an update or change made to the rules. If an exhibitor's booth is found to be in violation of the MAGIC Booth Décor Rules, a Violation form will be presented and further action to bring the booth into compliance will be taken.

Please make note of these rules, as they are particularly important in maintaining show safety and a unified look.

- **CUSTOM BOOTHS:** Custom booths are not permitted in MAGIC NY.
- **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/open. Corner booths will have a ½ meter return for support. If you would like the side wall up/closed on your corner booth, please contact your Sales Representative. There may be additional charges.

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- **CARPET & AREA RUGS:** The MAGIC booth package does not include carpet. You will have the option to purchase carpet on the ordering site [GES Expresso](#). Area rugs or alternative flooring may be used but must not have raw edges and may not present a tripping or safety hazard.
- **BUILDING CODE VIOLATIONS:** As per Javits Center Fire Code, all fixtures, furniture, signage, mannequins, display and decorative elements must remain within booth boundaries and may not extend into the aisles. Empty boxes and cases may not be stored behind booth walls as they violate Javits Center Fire Code *and will be considered trash if not removed*.
- **ATTACHED ITEMS:** Exhibitors may not use clamps, binder clips, S-hooks (white or clear permitted), pins, or unapproved adhesives to affix signage or décor items to booth walls or any booth package elements. This includes lighting, banners, flyers and decals. Any damage to walls or furniture due to unapproved materials will be charged to the exhibitor for the full cost of damages, \$175/per panel.

NOT ALLOWED:

S-hooks:



*white or clear permitted

Clips/Clamps:



Adhesives:



Pins:



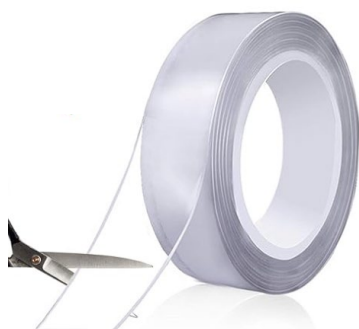
- **GES SINTRA HANGERS:** Exhibitors may purchase Sintra Hangers from GES to install their own graphics. This piece fits into top of booth wall. Cost per piece = \$23. Exhibitor will have to supply their own adhesive to attach graphic to this piece.



- **PERMITTED DOUBLE-SIDED ADHESIVE – [Link](#).** If using this adhesive you may be requested to provide proof that an approved material is being used. Use of unapproved materials will result in damage fees (\$175/per panel).

NEWLY ALLOWED:

Approved Adhesive:
(click photo for direct link)



GES Sintra Hangers:



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- **LIGHTING:** Exhibitors who wish to bring in their own lights must submit a request to Sales Representative for approval and order labor through JAKE online ordering. Lighting must remain below 8', may not be attached to booth walls or framework, must be directed toward booth interior, and may not be distracting or uncomfortably bright. No umbrella lights, halogen lights, or floor tripod lighting is allowed. Neon lighting is prohibited on booth exterior walls but allowed inside booth walls. Show Management reserves the right to request on-site adjustments to exhibitor-supplied lighting. Additional LED Parcan lighting and labor to install lighting can be ordered via [JAKE online ordering](#).

NOT ALLOWED:

Umbrella Lights:



Lights on tripods:



Halogen Lights:



- **ELECTRICAL:** 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. **This wattage is not suitable for clothing steamers:** additional wattage can be ordered through Javits Center [JAKE online ordering](#).
- **BOOTH GRAPHICS:** Please see the [GES Graphics Ordering](#) page to learn more about graphic ordering options. All graphics must be professionally printed, in good condition, and affixed using approved methods (see previous page for examples).
- **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.
- **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, signage or special design elements. Please see previous rules for specific information on what is and is not allowed.

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- **MODELS:** are only permitted inside your booth space. No nudity is allowed.
- **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 for the remainder of the tradeshow. All monies paid by exhibitor will be forfeited.
- **FIREPROOFING:** All materials used in construction and decoration of an exhibit must be flame retardant. Open flames are not allowed.

Show Management reserves the right to request changes to booths while on show-site.

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