

MAGIC NY BOOTH PACKAGE DÉCOR RULES

A Standard 10' x 10' MAGIC NY package includes:

- (1) White Distinct Table – 30" H x 42"W x 30"D
- (3) Wendy Chairs – 35" H x 17" W x 19"D
- (3) Fixtures:
 - Apparel: Gunmetal Garment Rack – 5' H x 6' L
 - Accessories/Footwear: Black 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
 - Max support weight is 25lbs (11.3kg)
- (1) Wastebasket
- (1) track with 4 Lights (per 100 sq. ft.)
- (1) 500W electrical outlet (regardless of booth size)
- White FIT3 fabric backwalls + 1M side walls
- No carpet
- Booth ID Sign
- 300lbs drayage direct to show site per booth (regardless of booth size)
- MAGIC Booth Package working space is 9' 8¼"W x 9' 8¼"D

DEADLINE NOTICE: You must opt in for your booth package accessories & furniture on [GES Expresso](#) by **January 23**. After January 23, package items will have to be requested on-site. On-site fixture orders will be charged \$69 per piece, including fixture swaps. If package items are not selected on Expresso prior to January 23 the booth **will not** have accessories or furniture upon exhibitor arrival. Availability is on a first come-first serve basis.

Please expect up to three hours for onsite orders to be delivered to your booth

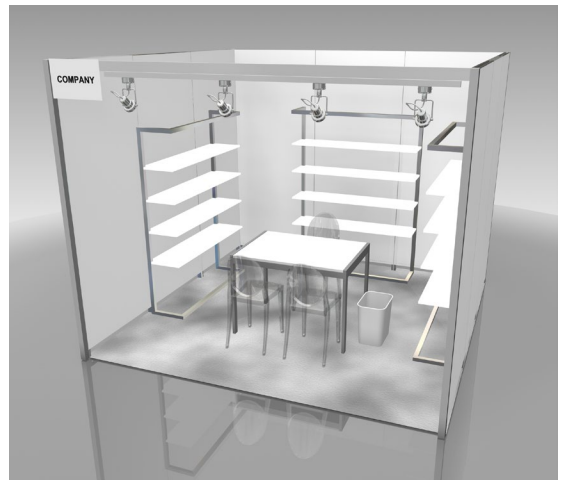
GES orders may be placed on [GES Expresso](#) before booth numbers are released. After submitting your contract, it may take up to one week for your company name to appear on GES Expresso.

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.



STANDARD PACKAGE*



FOOTWEAR & ACCESSORIES PACKAGE*



APPAREL PACKAGE

**renderings are for illustrative purposes only.
Slight variations may occur.*

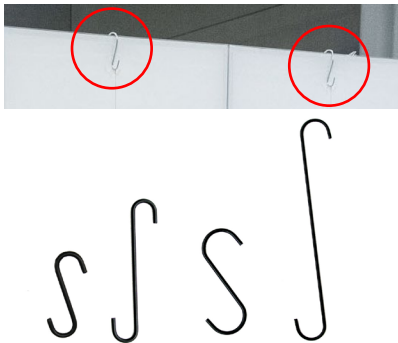
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Please make note of these rules, as they are particularly important in maintaining show safety and a unified look.

- **CARPET & AREA RUGS:** The MAGIC booth package does not include carpet. You will have the option to purchase carpet on the ordering site [GES Espresso](#). 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.



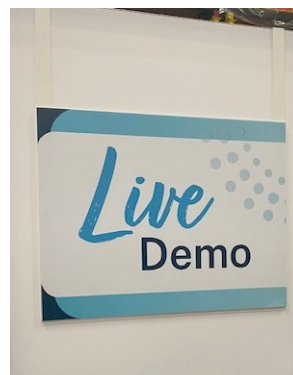
- **PERMITTED DOUBLE-SIDED ADHESIVE – [Link](#).** If using this adhesive you may be requested to provide proof that an approved material is being used. Use of unapproved materials will result in damage fees (\$175/per panel).

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:

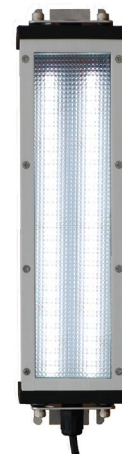
Umbrella Lights:



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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- **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.
- **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.

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):

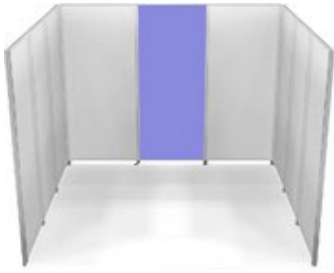
If reusing previously printed graphics and stored with GES, order graphics labor for a flat rate of \$97.00 pre-deadline and \$145.25 post-deadline (per piece/graphic).

GRAPHICS PRODUCED BY AN OUTSIDE VENDOR:

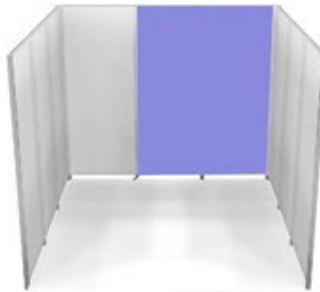
Exhibitors choosing to apply non-GES graphics to the standard booth package walls must follow the rules as stated below:

- 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.

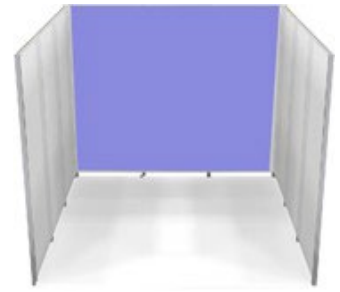
Pricing inclusive of fabric graphic with installation/dismantle



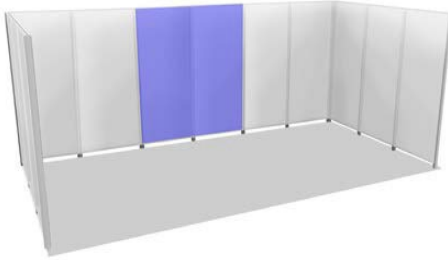
1M Insert (600076): 38-9/16"W x 92-13/16"H
PRICE: \$1,096.00
 1M Overlay (600680): 38-3/4"W x 96"H
PRICE: \$739.75



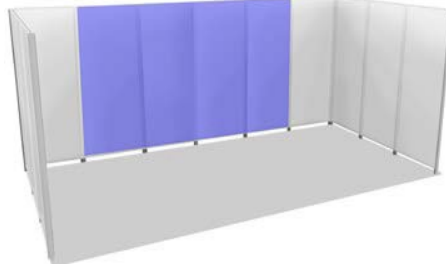
2M Insert (600077): 77-5/16"W x 92-13/16"H
PRICE: \$1,513.25
 2M Overlay (600681): 77-1/2"W x 96"H
PRICE: \$1,156.75



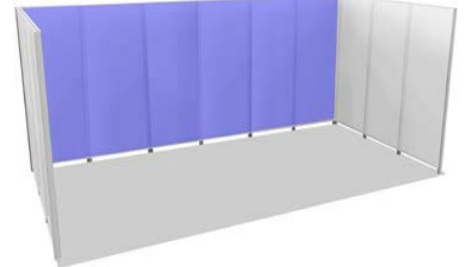
3M Insert (600078): 116-1/16"W x 92-13/16"H
PRICE: \$1,942.75
 3M Overlay (600682): 116-1/4"W x 96"H
PRICE: \$1,586.25



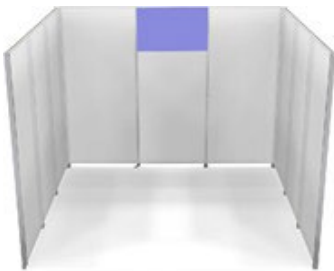
2M Insert Centered (600077): 79-3/16"W x 92-13/16"H
PRICE: \$1,513.25
 2M Overlay Centered (600681): 77-1/2"W x 96"H
PRICE: \$1,156.75



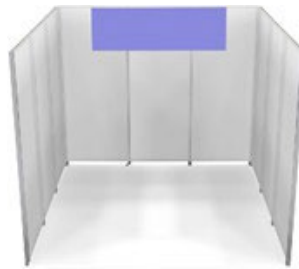
4M Insert Centered (600188): 156-11/16"W x 92-13/16"H
PRICE: \$2,584.50
 4M Overlay Centered (600697): 156-7/8"W x 96"H
PRICE: \$2,227.75



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.

