Sourcing New York JavitzCenter September 19-21

Also available is a deck that you may use for selling our NY event. Andreu would like to ensure that we maintain a selective distribution list to whom we share this deck, and that we are careful it does not get in the hands of our competitors He is reluctant to allow our organizers and associations to freely send out to customers as most of their customers do other shows and have connections with them. Let’s make sure we are sharing with a trusted circle since it is our first time strategically positioning this NY event.

For the criteria of curation, the process for NY will be as follows:

SOURCING at MAGIC New York exhibitor application process:

1. Each customer must submit a completed contract for interest to exhibit.
2. Customer must submit their website URL and/or up to 5 photos of their best product for consideration. Any contracts without this submission will be rejected.
3. If no company website, customer must **submit maximum 5 photos of only 1 product to represent the company’s best capability and quality. Photos of the product must include details.** For example, include close-up photos of inside the garment to show quality of clean finishing, sewing, and seam construction.
4. Once approved by show management, the customer will be invoiced for payment to reserve their booth. Booth assignments will be based on submission date, classification, and product category. Booth placement will be at Show Management’s discretion.
5. Minimum booth size per exhibitor is 10’ x 10’ (3 x 3 in meters) except for Fashion Technology, maximum booth size 10’ x 30’ (3 x 9 in meters). Space will be reserved based on first come first serve and merchandised by classification and product categories.
6. All other booth requirements will follow booth décor rules and guidelines as provided by Show Management.

Please share this curation process with your customers, international reps, organizers, and associations.