

MagicCon: Atlanta 2026

Nov 13-15, 2026

Georgia World Congress Center
Building C
285 Andrew Young Int'l Blvd NW
Atlanta, GA 30313

quick facts

BOOTH EQUIPMENT

Each 10' x 10' booth will be set with 8' high black back drape, 3' high black side dividers. Booths 300 sqft or less will receive an identification sign. Booths larger than 300 sqft may receive an identification sign upon request.

EXHIBIT HALL CARPET

The exhibit area is not carpeted (with the exception of Art of Magic). Exhibitors may install carpet.

EXHIBITOR DRAYAGE

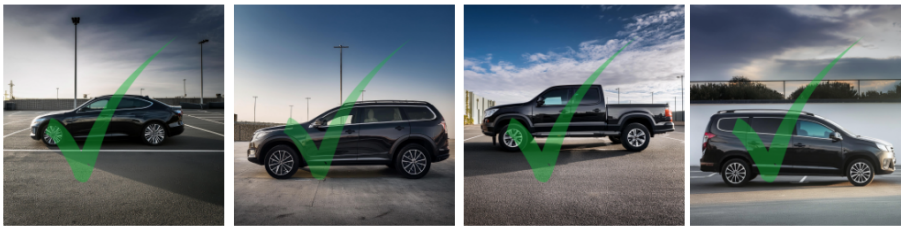
There is NO EXHIBITOR DRAYAGE ASSISTANCE PROGRAM for MagicCon: Atlanta 2026. Please plan accordingly. straight time hours (Monday through Friday, 8:00 am - 4:00 pm). Overtime rates will apply Monday through Friday, before 8:00 am and after 4:00 pm, all day Saturday and Sunday and Holidays.

Material Handling - \$TBD/lb- Rates include receipt of your freight; delivery to the booth; storage and return of empty crates; and reloading. See Exhibitor Manual for updated Pricing.

Cartload Service Program – MAX weight 250lbs - Estimated \$185 inbound w/labor and \$185 outbound w/labor, please contact Fern to confirm.

To use Cartload Service the following applies:

- POV (Privately Owned Vehicle); Car, Minivan, Passenger Van, SUV, Pick Up, Taxi, Uber, Lyft.

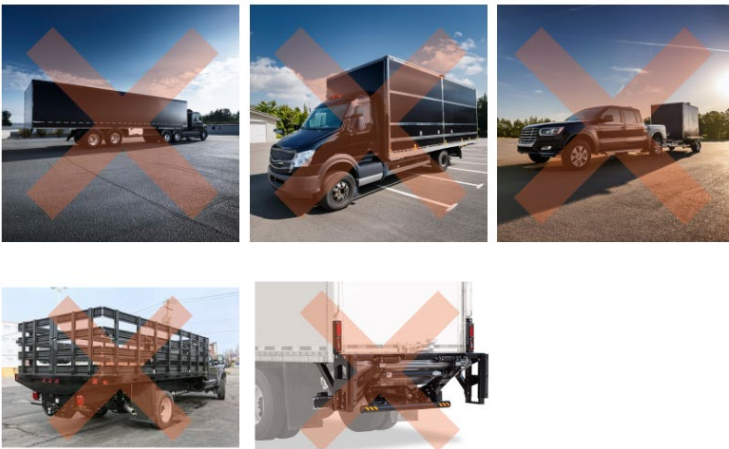


- Must have 2 people with the vehicle (ages 18 and over). One person to remain at vehicle and one person to go with product to the booth.
- Must have loose product, not palletized or crated.
- Items must fit onto one hand cart provided by Fern and our personnel can move materials to or from booth space in one trip.
- Cartload Service fees applicable for move in and move out.
- Maximum weight of 250 pounds. Weight that exceeds this amount will be invoiced at material handling rates.
- Vehicles will be unloaded and loaded first come first serve beginning at the published exhibitor move in/move out times.
- Look for CART SERVICE UNLOADING/LOADING signs that will be in place to direct POVs to the specified service areas.

This is a separate area than the unloading docks.

Cart Service is not available for the following:

- Deliveries by a commercial/courier carrier other than POV.
- Deliveries and pick ups made by a company vehicle of any kind, trailer, truck rentals, Bobtail, Cargo Vans, Stakebed, vehicles with a lift gate, anything that requires freight moving equipment other than Fern provided hand cart.



Dock space is not available for Cart Service unloading/loading.

DISCOUNT PRICE DEADLINE DATE

Take advantage of advance order discount rates, place your order by **Oct 19, 2026.**

SHOW SCHEDULE

EXHIBITOR MOVE-IN

Tuesday, November 10, 2026 10:00 am - 5:00 pm	Approved Move In Only (contact Fern/ReedPop)
Wednesday, November 11, 2026 8:00 am - 5:00 pm	Bulk Space Only (20'x20' or larger)
Thursday, November 12, 2026 8:00 am - 5:00 pm	All Exhibitors and Artists

DURING EXHIBITOR MOVE-IN / SET-UP

Exhibitors may continue to work on their booths until 8:00 PM however, they must stay within the exhibit hall. Once an individual leaves the Hall, re-entry will NOT be permitted.

EXHIBIT HOURS

Friday, Nov 13	10:00 AM - 7:00 PM
Saturday, Nov 14	10:00 AM - 7:00 PM
Sunday, Nov 15	10:00 AM - 6:00 PM

EXHIBITOR MOVE-OUT

Sunday, Nov 15	6:00 PM - 10:00 PM
Monday, Nov 16	8:00 AM - 10:00 AM

Carrier Check-in

Sunday, November 15, 2026 – Before 7:00 pm

Monday, November 16, 2026 – Before 10:00 am

Freight will be re-routed via Fern Transportation at noon on Monday, November 16, 2026. Exhibitor is responsible for all additional material handling and shipping costs associated with freight re-routes.

DISMANTLE AND MOVE-OUT INFORMATION

Our Exhibitor Support team will be available from 8 a.m. - 5 p.m. from the first day of Exhibitor Move-in to the last day of Exhibitor Move-out. All exhibitors must fill out a material handling form (Bill of Lading/BOL). Any open balances with Fern must be paid in full to receive the BOL. Once your exhibit materials have been packed, leave your shipment in your booth however, please return BOL document to the Fern Exhibitor Service Desk. This is the process to communicate to Fern your shipment is ready to be picked up from your booth space. Fern will not accept BOL prior to show closing. Please make sure your name and mobile number are legible on the document. It is recommended you verify with your carrier pick up time and address. You will be asked in the event your carrier fails to show what option would you prefer for shipping, (1) ship out Fern Transportation (2) Return to Fern warehouse house at your expense for carrier to pick up at later date. Please note warehouse storage is not available in all markets.

EXHIBITOR SERVICE HOURS

Our Exhibitor Support team will be available from 8 a.m. - 5 p.m. from the first day of Exhibitor Move-in to the last day of Exhibitor Move-out. Hours may be extended the day before show open and the day of show close to assist with additional exhibitor needs.

EXCESSIVE TRASH AND BOOTH ABANDONMENT

Any excessive trash which consists of display materials, carpet, padding, crates and/or pallets will be disposed of and charged both a handling fee and disposal fee during exhibitor move-in. Excessive booth materials and/or literature left in the booth at the end of the published exhibitor move-out that is not labeled for an outbound shipment will be considered abandoned and deemed as trash. The exhibitor will be charged for the removal and disposal of these items.

FERN FREEDOM SHIPPING INFO

<https://www.fernexpo.com/shipping/>

- BOTH Shipping AND Material Handling!
- loading of shipment at origin (US DOMESTIC ONLY, Monday-Friday)
- transport to and unloading at the advance warehouse
- delivery to booth
- priority return of empty shipping containers at show close
- reloading at show break
- delivery to your next/final destination

- Please remember, this is an estimate only due to fluctuating fuel/shipping costs/accessorial charges
- Includes one inbound shipment and one outbound shipment. Multiple pickups and destinations are separate shipments and will be billed accordingly.
- We take care of your pre-printed outbound shipping labels with the information you provide here.

Please note- Shipments placed within 2 weeks of the show are subject to expedited fees.

Missed pick-ups due to exhibitor are subject to a reschedule fee.

No PO Box or unmanned storage pickups.

SHIPPING INFORMATION

Warehouse Shipping Address:

Exhibiting Company Name / Booth #

MagicCon Atlanta 2026

C/O Fern

Fern Expositions

4361 International Pkwy

Atlanta, GA 30354

Dates: Must be received between 10/12/26 – 11/6/26 (9am-3pm M-F)

Please note that the Fern Warehouse does not accept uncrated freight (loose, pad-wrapped material and/or unskidded machinery), COD shipments, hazardous materials, freight requiring refrigerated or frozen storage, a single piece of freight weighing more than 5,000 pounds or a single piece of freight beyond the dimensions of 108" H x 93" W. Warehouse materials are accepted at the warehouse Monday through Friday between the hours of 9:00 AM - 3:30 PM. Certified weight tickets must accompany all shipments.

Show Site Shipping Address:

Exhibiting Company Name / Booth #

MagicCon Atlanta 2025

C/O Fern

Georgia World Congress Center | Building C

285 Andrew Young Int'l Blvd NW

Atlanta, GA 30313

Dates: Freight CANNOT arrive before Nov 10, 2025 All early freight will be rejected and returned to sender at the exhibitor's expense. Freight should arrive on Nov 10 to Nov 12.

FERN GENERAL INFORMATION

AVOID DELAY

Ship early to the warehouse helps avoid delays. Shipments arriving late at show site will cost you money, time and business!

SAFETY TIPS

Use a ladder, not a chair. Standing on chairs, tables and other rental furniture is unsafe and can cause injury to you or to others. These objects are not designed to support your standing weight.

Be aware of your surroundings. You are in an active work area with changing conditions during move-in and move-out. Pay attention. Look for obstacles, and machinery and equipment that are in use.

Keep your eyes open for scooters and forklifts. The drivers of these vehicles may not be able to see you.

Stay clear of dock areas, trucks and trailers. These areas can be particularly dangerous.

Prevent electrical shocks, falling items and damage to materials. Do not attach items or equipment to the drapes or metal framework provided for your booth. This can cause serious injury or damage to materials.

We discourage children from being in the exhibit hall during installation and dismantle. If children are present during installation and dismantle, they must be supervised by an adult at all times.

Fern does not ship or handle Hazardous Materials. If any materials you are shipping to the event fall into this category, please contact Fern to be sure that the material will be allowed at the facility and by the association. In addition, if authorized by the facility and the association, you will need to make separate arrangements for the transport and handling of the approved materials, since Fern will not transport or handle them.

The operation or use of all motorized lifts and motorized material handling equipment for installation/dismantle of exhibits is NOT permitted by exhibitors or by their exhibitor appointed contractors (EACs). Thank you for your cooperation.