



**We are delighted to welcome you to NY NOW Winter 2022.
This promises to be an exciting week for our community, and we wish you
a productive market!**

**EXHIBITOR INFORMATION
SET-UP REMINDERS AND SHOW WEEK INFORMATION**

WINTER 2022
February 6-9, 2022

Move-In SCHEDULE: Targeted Move In (See colored section on pg 5 below)

Wednesday	11:00 AM – 5:00
Thursday	8:00 AM – 5:00
Friday	8:00 AM – 5:00
Saturday	8:00 AM – 5:00

Exhibitor registration will open on Thursday, February 3rd after 1 PM. Until that time exhibitors may secure wristbands from security.

All exhibitors must carry suitable photo identification. HEALTH & SAFETY GUIDELINES

Masks and Proof of Vaccine cards are required for all individuals at the Javits Center, including the Crystal Palace. In the exhibit halls, masks are required. These requirements are subject to change based on the latest CDC and NY State Public Health Guidance.

IMPORTANT ANNOUNCEMENT CONCERNING HAND CARRY DELIVERIES :

Please refer to the Hand Carry delivery information listed here, [Exhibitor Manual](#). As always, the rules relating to exhibit self-service hand carry operations will be in place (no trucks!). **Someone representing the exhibitor must remain with the vehicle at all times, with a 30 min time limit. No tools or ladders can be hand-carried through the front of the building.**

The **Inner Roadway** has been designated as the official and only location for exhibitors to hand carry or unload booth materials during the move-in and move-out periods. **Please enter on 38th Street and 11th Avenue** where security will direct you to the appropriate location. Exhibitors may hand carry their merchandise from their privately owned vehicle (i.e., car, van or SUV) to the designated exhibit areas. Vehicles can be no larger than a Sprinter Van. Exhibitors may use nothing larger than a two-wheeled baggage cart (plastic or rubber wheels only) or hanging clothes racks with four wheels to move in their items. Handcarts (2 wheeled) are permitted but 4 wheeled dollies are not. Unloading requires one person to remain with the vehicle at ALL times. Product must be unloaded within 30 minutes and the vehicle must then be moved. Please note that Porter Service will be available to assist exhibitors during the hand carry process. **Vehicles left unattended will be ticketed and towed.** Labor Rules and Regulations for specific instruction are outlined in the Exhibitor Service Manual.

All deliveries involving trucks must check-in with Freeman personnel at the freight driver check-in area located on 12th Ave. and 36th Street (eastside) – see map on page 6.

Exhibitor access to the Exhibit Halls will terminate at 7:00 PM daily. Neither unpacking nor set-up will be permitted after 7:00 PM on Saturday night so that crates and cartons may be removed to storage, the Javits Center floors may be properly cleaned. Please complete your set-up as early as possible before 7:00 PM. The building will be open at 8:00 AM on Sunday so that you have time for last minute adjustments to your display. Please note that Hand Carry hours end at 5:00PM each day.

SHOW DAYS: All Sections

Sunday	9:00 a.m. - 6:00 p.m.
Monday	9:00 a.m. - 6:00 p.m.
Tuesday	9:00 a.m. - 6:00 p.m.
Wednesday	9:00 a.m. - 3:00 p.m.

MOVE-OUT: All Sections

Wednesday February 9, 2022 3:00 p.m. - 11:00 p.m.
Thursday February 10, 2022 8:00 a.m. - 12:00 p.m.

All exhibitor materials must be removed from the exhibit facility by 12:00 PM on Thursday, February 10th. Carriers must check-in by 10:00AM on Thursday, February 10th

There is no targeted move out for this show. Exhibitors interested in move-out on Wednesday, February 9, must be packed and have their Material Handling Agreement turned into the Freeman Service Center by 7:00PM on Wednesday, Feb 9th. To ensure all exhibitor materials are removed by this time, all carriers must be checked in by 9:00PM.

Exhibitors interested in move-out on Thursday, February 10th, must be packed and have their Material Handling Agreement turned into the Freeman Service Center by 10:00AM on Thursday, February 10th. **ALL exhibitor materials must be removed by 12:00PM.** To ensure all exhibitor materials are removed by this time, all carriers must be checked in by 10:00AM.

CHILDREN UNDER 16 ARE NOT ALLOWED ON THE SHOW FLOOR DURING THE SET-UP AND DISMANTLING PERIODS, NO EXCEPTIONS. PROOF OF AGE MAY BE REQUIRED.

NO SMOKING

In compliance with the New York City law, there is **NO SMOKING** allowed in any area of the Jacob K. Javits Convention Center.

REMINDER OF GENERAL RULES

Taking of photos or entering another exhibitor’s booth without permission from the exhibitor is strictly prohibited. No merchandise, chairs, tables, signs or other exhibitor items may extend into the aisle. If items extend into the aisle, you will be asked to remove them immediately. Exhibitor product is not to exceed the 8 ft. height limitation without prior approval from Show Management.

IMPORTANT NUMBERS

4B Show Office 212-542-1821
Press Center – Glass Room in CP 212-542-1823
Fed-Ex 212-216-2900

PRESS CENTER

NY NOW Press Registration, located in the glass room next to the Freeman Service Desk in the Crystal Palace, is open to members of the press beginning **Sunday, February 6th**. Exhibitors are encouraged to deliver press kits to the Show Office on the 4B Terrace on **Friday, February 4th, Saturday, February 5th** or the **Press / Buyer Lounge at the rear of Hall E on Sunday, February 6th**. While onsite, should you have any question relating to PR, contact the **Press Center at 212-542-1823**.

CUSTOMER SERVICE REPRESENTATIVES

Listed below are the names and aisle assignments of our Customer Service Reps. The Customer Service Rep is the show management representative on the exhibit floor providing “we are here to help” service to you during the move-in, all market days, and move-out. Please call on these problem-solvers if the need arises.

LOCATION/ AISLES	CUSTOMER SERVICE REP
OVERALL LEVEL 3	Mike Edson / Lynn White / Lorrie de Bellis
100-400, 600-1400	Allyson Magda
1500 - 2300	Jennifer Finn
2400 - 3000	Sandra LaFrance

FIRST AID

The First Aid Room is located in the corridor to the left of the Special Events Lobby on Level 1. For any emergency, call 212.216.2222 or go to the Show Office on the 4B Terrace. **The exhibit hall is a work zone during the set-up and dismantle periods. Please remember to protect yourself. Do not stand on tables or chairs.**

PHOTOGRAPHY

Sector Blu is the official photographer for NY NOW. If you are interested in their services for on-site product and booth photography, please contact Sandra Kehoe at Sandra.Kehoe@emeraldx.com

OVERNIGHT STORAGE

Overnight storage is available at the **FRONT** (on the side) of the **3E** hall during move-in, show days and move-out. The space can be used to store handbags, laptops, briefcases, etc., and is available for your use on a first come, first-served basis. All items in overnight storage must be removed from the room by **10:00AM on Thursday, 2/10**. **Any items left behind in Overnight Storage will be given to Freeman to return to their warehouse. Exhibitors will be responsible for Freeman Shipping costs.**

SERVICE

Exhibitor services are available as outlined below:

Location

Level 3, Crystal Palace
Rear of 3D Hall (back of 1500 aisle)
*Rear of 3E Hall (back of 700 aisle)
*This location is operational during the move-in and move-out periods only.

Services

All Freeman Services
All Javits Center Services
All Javits Center Services

A HELPFUL SERVICE TO FACILITATE THE MOVE-OUT PERIOD

“The best things in life are free...” EMPTY BOX/PACKING MATERIALS CONSOLIDATION In an effort to expedite the removal and return of your empty boxes and packing materials etc., **Freeman will shrink wrap your cartons to a pallet free of charge.** If you would like to take advantage of this service, please stop by the Freeman service desk located in the Crystal Palace Lobby (Level 3). We thank you for your cooperation in this effort to improve the timing of the empty return processes on Wednesday.

Reminder: Please do not include merchandise or anything of value in containers to be stored with “empties”

SHUTTLE BUS – Service begins on Saturday, February 5th.

ROUTE 1

Grand Central Terminal – ON 42nd STREET OFF LEXINGTON AVENUE

ROUTE 2

1st Stop – Penn Station – ON 8TH AVENUE – BETWEEN 30TH & 31ST STREETS

2nd Stop – 8th AVENUE @36th Street (NE Corner)

SERVICING: Crowne Plaza (320 W 36 St), Homewood Suites (312 W37 St), Hotel Central Times Square (343 W 36 St), Even TS South (321 W 35 St)

3rd Stop – 9th Avenue & 39 Street (Northeast corner)

SERVICING: Doubletree Times Square West (350 W40 St)

HOTELS WITHIN WALKING DISTANCE TO THE JAVITS

INK 48, Marriott Courtyard Manhattan/Midtown West and Four Points by Sheraton Manhattan Midtown

Operating on a Continuous Schedule:

Frequency will vary based on traffic conditions

Saturday, February 5 - 7:30am- 11:00am, 4:00pm- 7:00pm (Routes 1-2 Continuous service)

Sunday, February 6 - 7:30am- 11:00am, 4:00pm- 7:00pm (Routes 1-2 Continuous service)

Monday, February 7 - 7:30am- 11:00am, 4:00pm- 7:00pm (Routes 1-2 Continuous service)

Tuesday, February 8 - 7:30am- 11:00am, 4:00pm- 7:00pm (Routes 1-2 Continuous service)

Wednesday, February 9 - 7:30am-4:00pm, 4:00pm- 12:00am (Routes 1-2 Continuous with limited service until 12am)

***NO MID-DAY SERVICE**

BOARDING LOCATION IS NOTED AFTER EACH STOP OF ROUTES

TAKE THE SUBWAY DIRECTLY TO THE JAVITS CENTER

The 7-line subway allows everyone to commute to the state-of-the-art station on West 34th St. near the corner of 11th Ave. – across the street from the Javits Center! It's never been easier to get to or from the Javits Center. The cost of a single ride is \$3 – and can take you to/from Grand Central to Times Square, Bryant Park and the Javits Center. For more information, including all 7 line stops and other subway lines, please visit www.mta.info for more information.

TAKE THE FERRY

The NY Waterway operates a ferry from Weehawken, NJ and exhibitors traveling by car from New Jersey to NY NOW may want to take advantage of this efficient and scenic mode of travel. In just 4 minutes the ferry takes you across the Hudson River to 39th and 12th Avenue, just one block from the Javits Center. Ferries depart every 10-15 minutes during peak hours. Call 1.800.53.Ferry for information.

BOOTH CLEANING

Show Management will provide for a one-time vacuuming of booths on the evening prior to market opening. **NOTE: Cleaning crews will not vacuum booth spaces that are draped off or cordoned off in some fashion. If you plan on draping off your booth space prior to Market opening morning, please be sure to have a representative of your company remove the draping etc., by 8:00 AM to ensure that the complimentary cleaning service can be performed prior to Show opening.**

DISPLAY YOUR BOOTH NUMBER

Your booth number is your NY NOW address. This is what guides buyers and other visitors to locate you. If your own signage does not include your booth number, we urge you to use the standard booth identification sign provided. If you don't wish to use the whole sign, simply cut out the booth number and apply it to a prominent location within your booth space. Or, for a fee, Freeman can create "peel and stick" booth numbers (see Freeman Service Desk to place an order).

SINKS

In an effort to assist exhibitors seeking to fill-up (in one or two trips) flower vases and small fountains with continuously flowing water, etc., we will have one hot and cold sink at the rear of Level 3 (in back of the 2400 aisle). The sinks will be up and running during set-up hours on Thursday, Friday, and Saturday. Those exhibitors requiring legitimate plumbing hook-ups in their booth spaces, will be expected to place those orders with the Javits Center.

ELECTRICAL LABOR

If electrical service is needed in your booth, you must order it from the Javits Center. **Exhibitors may not plug into service ordered by another exhibiting company.** This dangerous practice is a fire hazard. Exhibitors in booths of **100 square feet or less** may install and dismantle up to 4 clamps on lights (excluding track lighting) without the use of tools or ladders if they have placed an order for an electrical outlet.

FOOD SERVICE LOCATIONS

During set-up, George's is open on the exhibit floor at the rear of the 2300 aisle (cash only) as is the Starbucks in the Crystal Palace. On Saturday Taste NY Bistro (Level 2) and Fresh & Fast (North Concourse) will be operational. **During open market days**, food service locations can be found at the rear of the hall on Level 3 and in the Crystal Palace Marketplace.

BOOTH FOOD AND BEVERAGES

Cultivated is the exclusive caterer on site at Javits. Outside vendors may **not** deliver to exhibitors on the exhibit floor. If you are interested in any catering services at your booth, please contact Cultivated at (212) 216-2400.

LEAD RETRIEVAL

Lead retrieval units ordered in advance of the show will be available for pickup at the Lead Retrieval Counter in the Crystal Palace Lobby (next to the registration set-up) beginning on Friday, February 4th. If you are interested in renting a lead retrieval unit and have not yet placed your order, please stop by the Lead Retrieval Counter.

MERCHANDISE REMOVAL

Only exhibitor personnel wearing a valid exhibitor badge are permitted to remove their merchandise from the exhibit floor.

JUST SAY NO!

You are reminded that NY NOW is a wholesale market, and the on-site sale and delivery of merchandise is **strictly prohibited**. All orders must be shipped, so if you are asked by an attendee if they can buy and leave with merchandise from your booth during or after the show, **JUST SAY NO!** This important Market Rule will be enforced, and non-compliance is a violation of your space contract.

FREE WIFI

NEW THIS SHOW-Emerald will provide FREE WIFI for all event days inside the exhibit halls (the speed is not limited and is typically at 10MBPS). The **WIFI NAME is NYNOW** and there is no password required.

The other areas/and during move in at Javits Center has been fitted with a high-density wireless internet access system. This service includes FREE wireless internet access up to 256k of bandwidth. The free Wi-Fi service has been optimized for light business uses such as simple web browsing and e-mail.

BUSINESS CENTER - (Level 2/west of Starbucks)

FedEx Office will be open for use during set-up, Market hours and the dismantling period. Whether you need brochures, color prints, signs and banners, a computer workstation, e-mail access, shipping supplies and services, or simple black & white copies, FedEx Office is here to assist you.

EXPERT STAFF HELP AVAILABLE

Top quality, experienced merchandisers, sales staff, and product demonstrators are available through CTI. Call (212) 297-1211 or email Tom Borst at tborst@ctimetropolitan.com. Be sure to tell them you are exhibiting at NY NOW.

GET SOCIAL

Stay up-to-the-minute with all things NY NOW via our social media platforms. We'll be posting throughout the market and encourage you too as well! Follow #NYNOW on Instagram (@ny_now), Facebook (@nynowmarket) and Twitter (@nynowmarket). Don't forget to include your Booth # in your posts!

MAKE A PRODUCT DONATION TO HOUSING WORKS

The official charity for NY NOW is Housing Works (Contact: Sarah Tanenbaum: Tanenbaum@housingworks.org.) Exhibitors will receive a form/instruction on the procedure for donating product via email. The exhibitor will be required to inform Freeman of their intention to donate and will be provided with specific donation labels. The charity will accept a variety of product merchandise. Please note they no longer accept furniture (including IKEA).


**Thank you for exhibiting at NYNOW.
Have a Great Market!**




MOVE-IN: POV – HAND CARRY DELIVERY

Please refer to your **Targeted Move-In Floorplan & Time** for Wednesday and Thursday for your booth, which is listed in the Exhibitor Manual along with specific criteria for hand carry.

NYC Traffic Regulations apply – there can be **no double parking**

 WEDNESDAY - FEBRUARY 2, 2021 11:00 am - 3:00 pm
DRIVER CHECK IN 9:00 am - 1:00 pm

 THURSDAY - FEBRUARY 3, 2021 8:00 am - 12:00 pm
DRIVER CHECK IN 6:00 am - 10:00 am

Wednesday, February 2: - GREEN

11:00am – 5:00pm

Inner Roadway (enter at 38th Street & 11th Ave.)

Level 3 Halls 3B+3D+3E

Booth #'s
101 – 422
517 – 631
720 – 731
816– 829
917 – 931

Booth #'s
1018 – 1131

1218 – 1231
1318 – 1329
1418 – 1429
1528 – 1531
1628 – 1631
1728 – 1730
1822 – 1830
1918 – 1929

Booth #'s
2019 – 2130
2119 – 2131
2201 – 2231
2300 – 2331
2400 – 2431
2500 – 2529
2601 – 2629
2703 – 2731
2801 – 2825
2900 – 2931
3000 -3031

Thursday, February 3: - ORANGE

8:00am – 5:00pm

Inner Roadway (enter at 38th Street & 11th Ave.)

Level 3 Halls 3B+3D+3E

Booth #'s
545
634-664
635 –665
735 – 767
835-865
935 –965

Booth #'s
1034 – 1064
1134 –
1234 – 1263
1334 – 1363
1434 – 1461
1532 – 1561
1634 – 1661
1734 – 1760
1834 – 1858
1932 – 1953

Booth #'s
2034
2134 – 2161
2234 – 2261
2334 – 2360
2434 – 2461
2534 – 2561
2635 – 2661
2734 – 2760
2835 – 2876
2934 – 2965
3034 - 3069

NOTE: Union Labor is available each day at the Labor Desk, upon request in the Crystal Palace

All booths are available for set-up on Friday and Saturday – 8AM – 7 PM

NEW YORK NOW HANDCARRY MAP

JACOB K. JAVITS CONVENTION CENTER
655 WEST 34TH STREET
NEW YORK, NEW YORK

ALL Hand Carry
needing PORTER
SERVICE
ENTER HERE

Entrance to Docks
(309 12th Avenue)

