

# Exhibitor Services Manual

Summer Market | August 14-17, 2022

## MAIN MENU

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**Welcome** to the **NYNOW Summer 2022** Exhibitor Services Manual! The information in the pages below is designed to help guide exhibitors through the planning process of exhibiting at NY NOW 2022. Schedules and deadlines as well as links to additional information, online ordering sites, and downloadable printable order forms are included for your convenience.

The Main Menu is designed so clicking on a topic will automatically transport you to that section of the manual. Also, each page includes linked tabs at the top to help you navigate back to the Main Menu or to another section of the manual.

We encourage you to thoroughly review this document, especially those areas that pertain to you and your booth and ask questions for any areas you need further clarification on.

## GENERAL INFO

### DATES & TIMES

Move-in: Target Schedule – See Target Floorplan [here](#)

Thursday, August 11, 2022      8:00 AM – 5:00 PM      **Blue** Section: Driver Check in 6am-2pm

Friday, August 12, 2022      8:00 AM – 5:00 PM      **Green** Section: Driver Check in 6am-2pm

Saturday, August 13, 2022      8:00 AM – 5:00 PM

- The above Move-in hours are posted as standard move-in times.
- All exhibitors have a Targeted Freight Move-In Date and should review the [Targeted Freight Move-In Guidelines](#).

### Show Days

Sunday, August 14, 2022      9:00 a.m. - 6:00 p.m.

Monday, August 15, 2022      9:00 a.m. - 6:00 p.m.

Tuesday, August 16, 2022      9:00 a.m. - 6:00 p.m.

Wednesday, August 17, 2022      9:00 a.m. - 3:00 p.m.

### Move-out

Wednesday August 17, 2022      3:00 p.m. - 11:00 p.m.

Thursday August 18, 2022      8:00 a.m. - 12:00 p.m.

### Dismantle and Move-Out Information

Exhibitors must be packed and have their Material Handling Agreement turned into the Freeman Service Center by 10:00 a.m. on Thursday, August 18, 2022.

To ensure all exhibitor materials are removed by this time, all carriers must be checked in by 10:00 a.m. on Thursday, August 18, 2022.

All exhibitor materials must be removed from the exhibit facility by Thursday, August 18, 2022 at 12:00 p.m.

## EXHIBIT HALL LOCATION

JACOB K. JAVITS CONVENTION CENTER  
429 11th Avenue  
New York, NY 10001

### Halls 3 B, D, E

This is a non-smoking building

## SHOW MANAGEMENT CONTACTS

[Click here](#) for a full list of show management contacts.

Our team is committed to creating an event experience where our customers, partners and employees can safely and effectively conduct business. Read on to find out what health measures we have in place and how you too will play a role in moving business forward safely.

## BEFORE YOU ARRIVE

- Have you completed a self-assessment, and are you symptom-free? If you feel sick, please stay home. You can refer to the CDC's COVID-19 Self-Checker reference guide for any questions on symptoms by clicking [here](#).
- Have your digital or print registration confirmation ready when you arrive – the more prepared you are, the faster entry will be.

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We have an open line of communication in place with the facility, hotel partners, and local health officials. Before the doors open, we will conduct inspections to ensure the venue is safe, clean, and ready for business!

## ARRIVING AT NY NOW Summer 2022

- Please plan accordingly and allot extra time when arriving at the show and making appointments with your customers.
  - We ask that you fully comply with applicable CDC COVID-19 health and safety measures and protocols for attendance at NYNOW.
  - Have you completed a daily self-assessment, and are you symptom-free? If you feel sick, please stay home. You can refer to the CDC's COVID-19 Self-Checker reference guide for any questions on symptoms by clicking [here](#).
  - Social distancing requirements will be in compliance with the venue/facility guidelines.
- 
- Masks will be provided at the event if needed

The Javits Convention Center has been working closely with NY NOW to ensure we provide a safe and controlled environment. In concert with city and state officials, the Javits Center has:

- Installed High Efficiency Particulate Air (HEPA) air filters to reduce air pollutants throughout the convention center
- Installed socially distanced seating in all food and beverage areas
- Installed hand-sanitizing stations in public areas
- Received Global Biorisk Advisory Council (GBAC) accreditation, the industry's highest standard for cleaning and disinfection
- Social distancing requirements will be in compliance with the venue/facility guidelines.
- Please follow all recommended Health & Safety Measures including washing your hands often, covering your cough or sneeze, and staying home if you are sick
- We've increased staff and security to provide the BEST customer service and information accessibility
- Exhibitors will have access to enhanced cleaning and disinfection services for their booths
- Daily disinfecting will take place to sanitize all seating, restrooms and frequently touched public areas
- Feeling sick unexpectedly at the show? Medical personnel will be onsite to assist anyone feeling unwell

## VENDORS

Click on vendors to get more information.



FREEMAN  
FURNISHINGS/FREIGHT/LABOR  
[ORDER ONLINE](#)  
PHONE: (888)508-5054  
[E-MAIL](#)



JACOB K. JAVITS  
CONVENTION CENTER  
UTILITIES, CLEANING &  
RIGGING  
[ORDER ONLINE](#)  
[E-MAIL](#)



JACOB K. JAVITS  
CONVENTION CENTER  
INTERNET & PHONE  
[ORDER ONLINE](#)  
[E-MAIL](#)



HOTEL/AIR TRAVEL  
ONPEAK  
PHONE: (312) 527-7270  
[WEBSITE](#)  
[E-MAIL](#)



TEMPORARY HELP  
CTI CONVENTION STAFFING  
TOM BORST  
PHONE:(212) 297-1211  
[EMAIL](#)



CULTIVATED CATERING  
[MENU & ORDER FORM](#)  
PHONE: (212) 216-2400  
[E-MAIL](#)



BOOTH SECURITY  
PHONE: (212) 216-2196  
[E-MAIL](#)



BIG APPLE FLORAL  
FLORAL & PLANT SERVICES  
[WEBSITE](#)  
[ORDER FORM](#)  
[E-MAIL](#)



MARITZ GLOBAL EVENTS  
LEAD RETRIEVAL  
[ORDER ONLINE](#)  
[ORDER FORM](#)  
[E-MAIL](#)

MetroMultiMedia  
AUDIO / VISUAL/COMPUTER  
[ORDER ONLINE](#)  
[ORDER FORM](#)  
PHONE: (201) 340-2290



BOOTHSEAL  
[WEBSITE](#)  
[E-MAIL](#)



PHOENIX INTERNATIONAL  
INTERNATIONAL SHIPPING  
[WEBSITE](#)  
[INSTRUCTIONS](#)  
[E-MAIL](#)



DISPLAY CASE RENTALS  
AMERICAN FIXTURE & DISPLAY  
PHONE: (718) 463-2176  
[WEBSITE](#)  
[ORDER FORM](#)



FEDEX OFFICE  
at JAVITS CENTER  
[WEBSITE](#)  
PHONE: (212) 216-2900  
CLOSED SAT & SUN



MARSH TOTAL EVENT  
EXHIBITOR INSURANCE  
[ONLINE APPLICATION](#)  
[SAMPLE COI](#)



FOAMBOARD  
MANNY STONE DECORATORS  
[WEBSITE](#)  
[ORDER FORMS](#)



MOBILITY VEHICLE RENTAL  
JACOB K. JAVITS  
CONVENTION CENTER  
[WEBSITE](#)  
PHONE: (212) 216-2196



FB INTERNATIONAL  
ORDER FORM - [Veloce](#)

PHONE: (201) 337-1985



PROPS & THEME DECOR  
PROPS FOR TODAY, INC.

[WEBSITE](#)

PHONE: (212) 244-9600

FB INTERNATIONAL – Spec Sheets for Walls


Veloce – [click here](#)

Damaged Panels Info – [click here](#)

**SHOW PLANNER**


Click on items to get more information and link to the website or form.

**JUNE 6**



ORDER LEAD RETRIEVAL (TIERED PRICING)

**JULY 7**




UPDATE SHOW DIRECTORY LISTING

**JULY 11**



FREEMAN ADVANCE WAREHOUSE SHIPPING BEGINS  
[\(Material Handling Rates\)](#) ACCEPTED THROUGH **AUGUST 1** WITHOUT SURCHARGE


**JULY 29**



JAVITS CC DISCOUNTED RATE ORDER DEADLINE

ELECTRICAL PLUMBING & GAS

**JULY 29**



JAVITS CONVENTION CENTER ORDER DEADLINE

INTERNET TELEPHONE




**JULY 20**



FREEMAN DISCOUNT DEADLINE FOR ONLINE ORDERS

FURNISHINGS  
BOOTH CLEANING  
CARPET  
LABOR  
RIGGING

**BEFORE YOU ARRIVE TO SHOWSITE**

-  Submit Certificate of Insurance
-  [Coordinate Hotel & Travel](#)
-  [Register Booth Personnel](#)
-  Update Show Directory Exhibitor Profile
-  Submit EAC Notification Form & EAC Certificate of Insurance

**ONCE YOU ARRIVE**

- PICK UP BADGE FROM REGISTRATION
- CONFIRM FREIGHT DELIVERY
- CONFIRM ADVANCED ORDERS
- PLACE ONSITE ORDERS

## INSURANCE

NY NOW does not provide any type of insurance coverage for the property and/or personnel of exhibiting companies. Exhibitors must maintain insurance that meets the requirements below and provide proof to NYNOW Show Management prior to move in at the show.

An exhibitor shall, at their own expense, secure and maintain through the term of this contract, including move-in and move-out days, the insurance listed below. All such insurance shall be primary of any other valid and collectible insurance of the exhibitor and shall be written on an occurrence basis. Claims-made policies are not acceptable and do not constitute compliance with the exhibitor's obligations under this paragraph.

The following three types of insurance are required:

- **Workers' Compensation** insurance, unless you are the sole proprietor. A sole proprietor is a business entity that is owned and run by one individual. If you have even one other person in the booth working with you, you will need worker's compensation coverage.
- **Comprehensive General Liability** insurance with limits not less than \$1,000,000 each occurrence, \$2,000,000 aggregate, combined single limit for bodily injury and property damage, including coverage for personal injury, contractual, and operation of mobile equipment, products, and liquor liability (if applicable).
- **Automobile Liability** insurance with limits not less than \$500,000 for each occurrence combined single limit for bodily injury and property damage, including coverage for owned, non-owned, and hired vehicles, including loading and unloading operators. Auto coverage is only required if there is a vehicle in your booth or if you are using a designated loading/unloading area i.e. POV area.

Comprehensive General Liability and Automobile Liability insurance policies shall name as additional insured, Emerald (Show Management), Jacob K. Javits Government (Facility), and Freeman (General Service Contractor). If requested, copies of additional insured endorsements, primary coverage endorsements, and complete copies of policies satisfactory to Emerald, shall be furnished to Emerald sixty (60) days before the first day of the event. Certified copies of the Certificates of Insurance or policies shall provide that they may not be canceled without a 30-day advance written notice to Emerald.

The following MUST be contained on the certificate: [DOWNLOAD A SAMPLE CERTIFICATE OF INSURANCE](#)

"Producer" – Name, Address, and Phone Number of the insurance carrier

"Insured" – Company Name, Address, Phone Number, and Booth Number

"Description of Special Items" – "Emerald – NY NOW 2022, Freeman, Jacob K. Javits Convention Center and each of its subsidiaries, affiliates, officers, employees, agents, and representatives" must be listed as additional insured for the dates August 14-17, 2022.

### NEED GENERAL LIABILITY INSURANCE?

[Marsh/TotalEvent Insurance offers General Liability Insurance. Click for more information.](#)



#### *Certificate Holder Information should be listed as:*

Emerald X – NY NOW  
100 Broadway, 14th Floor  
New York, NY 10005  
ATTN: Operations

For questions pls e-mail **Lorrie de Bellis**, [Lorrie.deBellis@emeraldx.com](mailto:Lorrie.deBellis@emeraldx.com)

## REPORTING

In the event of damage or loss of property, or an accident or injury, it is your responsibility to contact your insurance broker or carrier immediately.



Click [here](#) to submit your insurance documents online. Be sure the name of the attachment reflects the name of the insured exhibiting company



## BOOTH REGULATIONS

### CONSTRUCTION/DESIGN

NY NOW is a “Cubic Content” show

Booths must be constructed per the booth guidelines provided within this kit for the specific type of booth space being leased.

Aisle Carpet: Gray

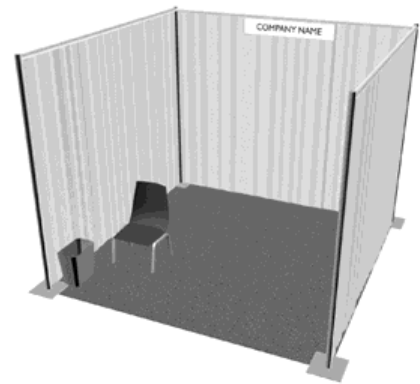
## Standard Booth Equipment

### NY NOW Standard Exhibits

- 8' high **white drape** along all back and side walls

Additionally, each of these packages include the following:

- **Drayage/Material handling** consisting of crated and palletized shipments **from the dock to the booth and the removal of freight at the conclusion of the Show**. This does **not** include loose shipments, non-crated/non-palletized, small package shippers (Fed Ex, UPS, etc.) which will be subject to additional handling fees. Exhibitors are encouraged to ship crated or palletized to the Show
- 1 chair
- Identification sign
- Pipe and Drape (the support uprights are 1½ inches in diameter and the top rods are 1 5/8 inches in diameter)
- Wastebaskets are provided upon request only. If you would like a wastebasket, please complete the [Wastebasket Form](#) within this manual
- Vacuuming of booth (prior to opening morning of the Show)



### NOTATIONS:

- Corner booths will have no drape on the cross aisle.
- If an exhibitor has multiple booths, intervening drapery partitions will be provided if this request and an accompanying floorplan highlighting the location of the partitions are received by the Operations Department on or before **JULY 11, 2022**. Freeman will service all **on-site** requests on a time and material basis at the exhibitor’s expense.
- The pipe and drape that is supplied as your booth divider is not designed to support anything heavier than 10 lbs.

**Remember:** The maximum running length for all manufactured/hard walled displays must be at least 3” less than the overall length of the exhibit space (i.e. 9’ 9” for 10’ wide displays and 19’ 9” for 20’ wide displays). Please factor in “wobble room” when designing your displays.

**Accent on Design, Artisan Resource, Luxury Lifestyle, Home Design + Tabletop, Baby + Child, Gift + Stationery, Wellness and Accessories** exhibitors who paid for packaged booths should refer to their specific package details on the following pages.

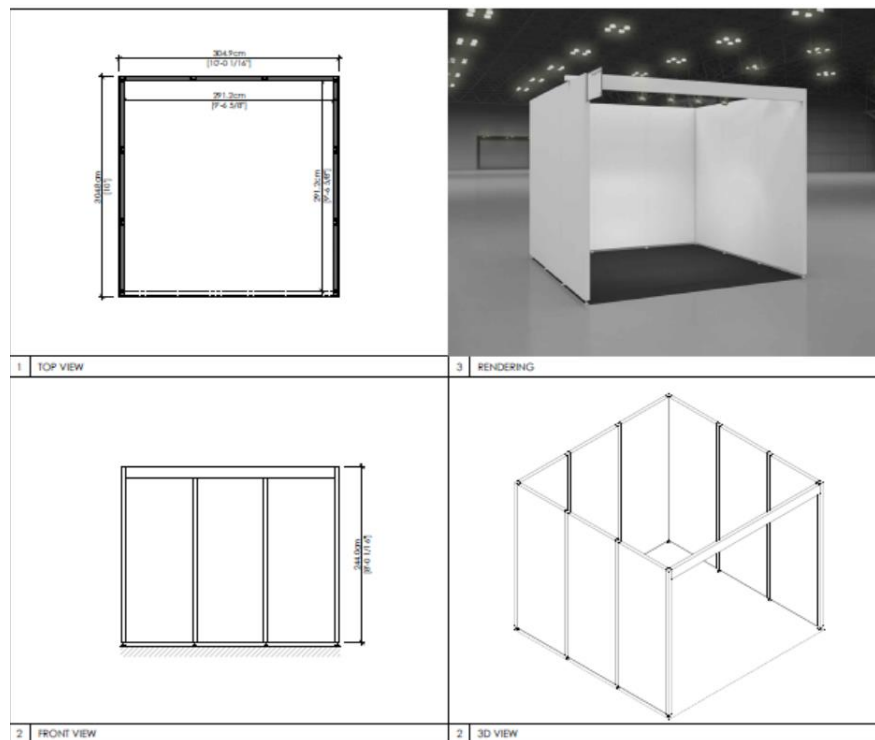
## Veloce with Fascia (Front Crossbar)

Veloce Fascia exhibitors who have ordered and paid for the booth package, will be provided with a **Veloce hard wall with fascia** system, consisting of poplar plywood (painted white) panels white wooden framework including a front crossbar, and a double-sided street sign with company name and booth number.

**NOTE: Booth configurations vary for this type of booth package. Show management provides a specific schematic for the contracted booth size. A standard 10' x 10' or 10' x 12'(inside depth dimension 11'8 and 9'16") booth has an inside width dimension of 9' 7". A 10' x 10' constructed display will not fit within the confines of a 10' x 10' Veloce fascia hard wall booth package.**

If you are taking the packaged booth option, please be advised that wooden (painted white) framework will be in place overhead, around the sides, and in front of your booth(s) as a means of support. Where an exhibitor takes more than one space, the intervening wall panels are provided as long as this request and an accompanying floor plan highlighting the position of the wall panels are received by the Operations Department on or before **JULY 11, 2022**.

Freeman will service all on-site change requests on a time and material cost basis. Please be advised that exhibitors will be responsible for charges associated with the installation of any supports required for free standing and "angled" walls and doors. This booth system is contiguous and difficult to alter. Keep this in mind when planning your display. Various wall treatments are permitted. Some acceptable examples are as follows: painting, wallpapering, draping, stapling and nailing into the wall.



**\*\*NOTE** -if the diameter of a nail or fastening device in the panel is larger than 6.3mm (0.25'), a refurbishing fee will apply. All panels should be left in as close to their original condition – remove nails, screws, adhesive wallpaper to avoid refurbishing fee. Exhibitors do not need to repaint the panels.

While we speak in feet the booth structure is built in meters – for exact measurements, please refer to the booth schematic provided by the show team. Please [click here](#) for the exact specifications sheet.

**Each packaged booth comes with the following:**

- Drayage/Material handling consisting of crated and palletized shipments from the dock to the booth and the removal of freight at Show close. This does not include loose shipments, non-crated/non-palletized, small package shippers (Fed Ex, UPS, etc.) which will be subject to additional fees. Exhibitors are encouraged to ship crated or palletized to the Show.
- Lighting: Please see below for package specifics. Power and labor for light fixtures is included.
- WIFI for all event days inside the exhibit halls.
- 8' high poplar wood panels (you are permitted to paint the walls yourself) – comes with a front crossbar.
- Black booth carpeting will be installed without exception.
- 1 side chair.
- Vacuuming of booth (prior to the opening morning of the Show).
- Wastebaskets are provided upon request only. If you would like a wastebasket, please complete the [Wastebasket Form](#) within this manual.
- Double sided sign with name and booth number.

**Lighting per Booth Size:**

Booth Size	Veloce Fascia Track Lighting- Halogen Fixtures		
8x10	1 track w/ 3 lights		
10x10	1 track w/ 4 lights	20x20	4 tracks w/ 4 lights per track
10x20	2 tracks – 4 lights per track	20x30	6 tracks w/ 4 lights per track
10x30	3 tracks - 4 lights per track		
10x40	4 tracks- 4 lights per track		

## Veloce No Fascia (Open Front)

Veloce No Fascia (open front, no crossbar) exhibitors who have ordered and paid for the booth package, will be provided with a **Veloce hard wall** system, consisting of poplar plywood (painted white) panels white wooden framework and a double-sided street sign with company name and booth number.

**NOTE: Booth configurations vary for this type of booth package. Show management provides a specific schematic for the contracted booth size.**

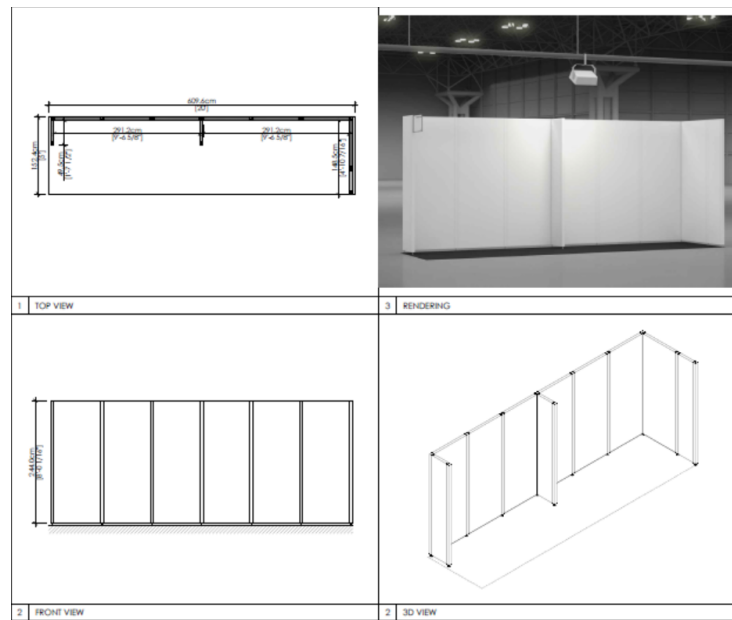
If you are taking the packaged booth option, please be advised that wooden (painted white) framework will be in place overhead, around the sides, and in front of your booth(s) as a means of support. Where an exhibitor takes more than one space, the intervening wall panels are provided as long as this request and an accompanying floor plan highlighting the position of the wall panels are received by the Operations Department on or before **JULY 11, 2022**.

Freeman will service all on-site requests on a time and material cost basis. Please be advised that exhibitors will be responsible for charges associated with the installation of any supports required for free standing and “angled” walls and doors. All corner booths will have a 2' deep x 8' high side panel on the cross-aisle side. This booth system is contiguous and difficult to alter. Keep this in mind when planning your display. Various wall treatments are permitted. Some acceptable examples are as follows: painting, wallpapering, draping, stapling and nailing into the wall.

**\*\*NOTE -if the diameter of a nail or fastening device in the panel is larger than 6.3mm (0.25'), a refurbishing fee will apply. All panels should be left in as close to their original condition – remove nails, screws, adhesive wallpaper to avoid refurbishing fee. Exhibitors do not need to repaint the panels.**

While we speak in feet the booth structure is built in meters – for exact measurements, please refer to the booth schematic provided by the show team. Please [click here](#) for the exact specifications sheet.

### PACKAGED BOOTHS



### Each packaged booth comes with the following:

- Drayage/Material handling consisting of crated and palletized shipments from the dock to the booth and the removal of freight at Show close. This does not include loose shipments, non-crated/non-palletized, small package shippers (Fed Ex, UPS, etc.) which will be subject to additional fees. Exhibitors are encouraged to ship crated or palletized to the Show.
- Lighting: Please see **below** for lighting package specifics. Power and labor for light fixtures is included.
- WIFI for all event days inside the exhibit halls.
- 8' high poplar wood panels (you are permitted to paint the walls yourself).
- Black booth carpeting will be installed without exception.
- 1 side chair.
- Vacuuming of booth (prior to the opening morning of the Show).
- Wastebaskets are provided upon request only. If you would like a wastebasket, please complete the [Wastebasket Form](#) within this manual.
- Double sided sign with name and booth number.

### Lighting per Booth Size:

Booth Size	Veloce No Fascia # of Parcans
5x10	1
5x20	1
5x30	2

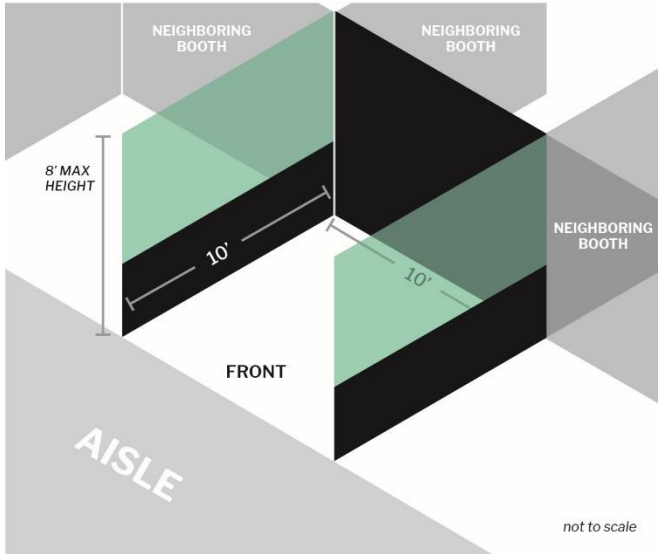
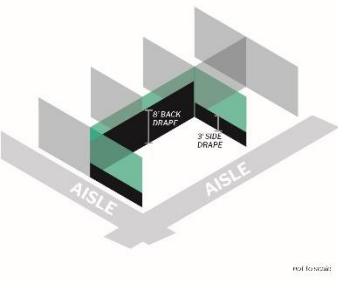
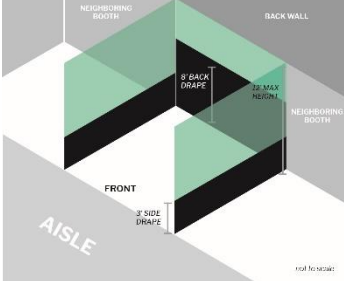
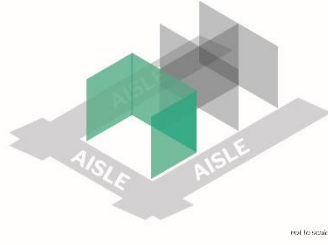
All other equipment and services are the responsibility of the exhibitor. Online ordering (where available) and printable order forms are located within this kit.

	Tasks (Performed by Employees of the Exhibiting Company, NOT 3 <sup>rd</sup> Party)	An Exhibitor Can	An Exhibitor Can't
CONSTRUCTION	Use Power tools or other types of carpenter/construction equipment are not permitted in the building unless specific written approval is obtained in advance.		X
	Ladders	Under 2 steps	Over 2 steps
	Paint	X	
FREIGHT	Move any freight <b>by hand carry</b>	If carried by one person	If required more than one person
	Move any freight from a vehicle larger than a Sprinter van.		X
	Move any freight moved on equipment larger than a two-wheeled baggage cart.		X
ELECTRICAL	Plug in their own devices and equipment for properly ordered 110-volt electrical service of 1500 watts or less.	X	
	Install track lighting (Electricians MUST install all track lighting!).		XXX
	Install light bulbs into fixtures prior to electricians installing the fixtures.	X	
MERCHANTISING	Test and tune equipment.	X	
	Unpack, pack and arrange their merchandise and products in their exhibit.	X	
	Clean and wipe down their products and display merchandise and parts of their exhibit not installed by other Javits labor.	X	


Electrical Rules for Javits – [click here](#)

Labor Rules for Javits – [click here](#)

Linear / Inline Booth Guidelines

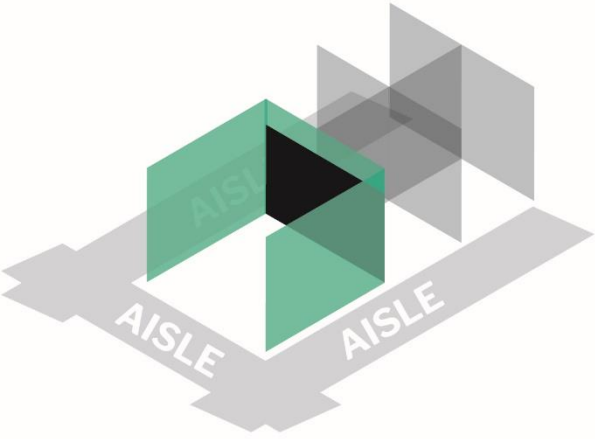
<p><b>Definition and/or Dimension</b>                  Linear booths, also called “inline” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.</p> <p>Linear &amp; Perimeter booths are commonly ten feet (10') deep and multiples of ten feet (10') wide, i.e., 10' x 10', 10' x 20', 10' x 30', etc.</p>	<p style="text-align: center;"><b>INLINE BOOTH SPACE</b>                  10 X 10, cubic content, with provided drape, max height 8'</p> 	
<p><b>Use of Space – Cubic Content Rule:</b>                  Exhibitors may build their exhibit within the entire width and depth of their booth and up to the maximum allowable height of the linear booth type/variation.</p>	<p><b>Footprint Rule or “Wiggle Room” Factor</b>                  The width and depth of your booth structure should be designed so any side adjacent to another exhibitor’s booth is 3 inches less than the dimensions of your booth space. This is to allow space for the dividing drape and utility cables/hoses that must be run between booths.</p>	
<p><b>Hanging Signs / Graphics</b>                  Linear/Inline booths are <b>not</b> permitted to have hanging signs.</p> <p>Signs, logos and graphics placed along booth edges may not face into adjacent booths.</p>	<p><b>Exposed Surfaces</b>                  All exposed exhibit components extending above the 8' high pipe and drape sidewall and backwall must be completely finished, painted, and with no exposed wires or framing visible. Show management reserves the right to determine whether a wall is finished and may order draping of exposed sides at the exhibitor’s expense.</p>	
<p><b>Additional Information</b>  <a href="#">Labor/Union Laws</a>  <a href="#">Building Rules/Guidelines</a>  <a href="#">Onsite Booth Guidelines</a></p>	<p><b>Variance Requests</b>                  Variance requests can be submitted to Show Management for review. Contact <a href="mailto:Lorrie.debellis@emeraldix.com">Lorrie.debellis@emeraldix.com</a></p>	
<p><b>Linear / Inline Booth Variations:</b></p>		
<p><b>Corner</b> booths must adhere to the same guidelines as linear booths with the exception that two sides will be exposed to an aisle.</p>	<p><b>Perimeter</b> booths are linear booths that back up against a wall of the facility, not to another line of exhibits, and have a maximum height of twelve feet (12').</p>	<p><b>End-Cap</b> booths are exposed to an aisle on three sides and comprised of two adjacent 10'x10' booth spaces and must adhere to the same guidelines as linear booths.</p>
<p style="text-align: center;"><b>CORNER BOOTH SPACE</b>                  aisles on 2 sides; cubic content w/ provided drape</p> 	<p style="text-align: center;"><b>PERIMETER BOOTH SPACE</b>                  booth backs up to wall in event space, max height 12'</p> 	<p style="text-align: center;"><b>END CAP PENINSULA BOOTH SPACE</b>                  cubic content, aisles on 3 sides</p> 

## Island Booth Guidelines

<p><b>Definition and/or Dimension</b> Island booths are any size booth exposed to an aisle on all four sides.</p> <p>Island booths are typically twenty feet (20') by twenty feet (20') or larger, although may be configured differently.</p>	<p style="text-align: center;"><b>ISLAND BOOTH SPACE</b> aisles on 4 sides</p>  <p style="text-align: right;"><small>not to scale</small></p>
<p><b>What's Provided / Included</b> Island booths do not come with drapes or ID signs.</p> <p>All equipment and services are the responsibility of the exhibitor.</p>	
<p><b>Use of Space – Cubic Content Rule:</b> The entire cubic content of the booth may be used up to the maximum allowable combined height of twenty feet (20') between any ground supported structure and hanging sign, when viewed perpendicular to the floor from any point on any side.</p>	<p><b>Footprint Rule or “Wiggle Room” Factor</b> Since Island Booths do not have any adjacent booths, the footprint rule is not applicable.</p>
<p><b>Hanging Signs / Graphics</b> All hanging signs must be approved by show management and are considered a sponsorship opportunity.</p> <p>Please contact your sales representative if interested.</p>	<p><b>Exposed Surfaces</b> All exposed exhibit components must be completely finished, painted, and with no exposed wires or framing visible. Show management reserves the right to determine whether a wall is finished and may order draping of exposed sides at the exhibitor's expense.</p>
<p><b>Additional Information</b>  <a href="#">Labor/Union Laws</a>      <a href="#">Demonstration Guidelines</a>  <a href="#">Building Rules/Guidelines</a>      <a href="#">Americans with Disabilities Act</a>  <a href="#">Display Guidelines</a></p>	<p><b>Variance Requests</b> Variance requests can be submitted to Show Management for review. Please email <a href="mailto:Lorrie.debellis@emeraldx.com">Lorrie.debellis@emeraldx.com</a></p>



## Peninsula Booth Guidelines

<p><b>Definition and/or Dimension</b> Peninsula booths are exposed to an aisle on three sides, comprised of a minimum of four booths, and typically back up to linear booths behind.</p> <p>Peninsula booths are usually twenty feet (20') by twenty feet (20') or larger.</p>	<p style="text-align: center;"><b>PENINSULA BOOTH SPACE</b> cubic content, aisles on 3 sides, with provided drape</p>  <p style="text-align: right;"><small>not to scale</small></p>
<p><b>Use of Space – Cubic Content Rule:</b> The entire cubic content of the booth may be used up to the maximum allowable combined height of twenty feet (20') between any ground supported structure and hanging sign, when viewed perpendicular to the floor from any point on any side.</p>	<p><b>Footprint Rule or “Wiggle Room” Factor</b> The width and depth of your booth structure should be designed so any side adjacent to another exhibitor’s booth is 3 inches less than the dimensions of your booth space. This is to allow space for the dividing drape and utility cables/hoses that must be run between booths.</p>
<p><b>Hanging Signs / Graphics</b> All hanging signs must be approved by show management and are considered a sponsorship opportunity.</p> <p>Please contact your sales representative if interested.</p>	<p><b>Exposed Surfaces</b> All exposed exhibit components must be completely finished, painted, and with no exposed wires or framing visible. Show management reserves the right to determine whether a wall is finished and may order draping of exposed sides at the exhibitor’s expense.</p>
<p><b>Additional Information</b></p> <p><a href="#">Labor/Union Laws</a>      <a href="#">Demonstration Guidelines</a>  <a href="#">Building Rules/Guidelines</a>      <a href="#">Americans with Disabilities Act</a>  <a href="#">Display Guidelines</a></p>	<p><b>Variance Requests</b> Variance requests can be submitted to Show Management for review by emailing <a href="mailto:Lorrie.debellis@emeraldx.com">Lorrie.debellis@emeraldx.com</a></p>

## Drones

No drones, remotely piloted aircraft systems (RPAS), or Unmanned Aerial Vehicles (UAVs) are permitted in any exhibit hall or any NY NOW space.

## HELIUM BALLOONS

Helium balloons and products are not allowed in the Javits unless they are specific product to be displayed for resale. Exhibitors must sign a Statement of Responsibility accepting financial responsibility for their removal if the balloons become attached to or entangled with the Javits Center's ceiling. [Click here](#) to complete this required form which must be returned to Show Management 30 days prior to the event. Please note that helium tanks may not be stored on the show floor but may be stored with the Javits' plumbers for a fee. For more information on helium tank storage call 877-452-8487.

## Lighting

Lighting, including spotlights and gobos, should be directed to the inner confines of the exhibit space. Lighting should not project onto other exhibits or exhibition aisles.

Lighting which is potentially harmful, such as lasers or ultraviolet lighting, should comply with facility rules and be approved by show management.

Lighting that spins, rotates or pulsates and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the exhibition.

Currently, some facilities do not allow quartz halogen lighting fixtures in exhibits due to potential fire hazards. Check with show management for rules specific to the event facility.

Droplights or special lighting devices must be hung at a level or positioned so as not to prove to be an irritant or distraction to neighboring exhibit booths or guests.

Use of halogen rules vary by facility and should be verified prior to booth construction. To ensure safety, halogen lamps are limited to 75-watts and must be of the sealed variety which prevents direct handling of the bulb. The use of any stem mounted halogen or other fixtures employing either a linear quartz bulb or a non-shielded halogen bulb is strictly prohibited.

## FREIGHT & DELIVERIES

### Warehouse Address

Exhibiting Company Name / Booth #

NY NOW

C/O Freeman

140 Central Ave, Ste 130

Kearny, NJ 07032

Freeman will accept crated, boxed, or skidded materials at their warehouse **beginning Monday, JULY 11, 2022** at the above address. Material arriving **after Monday, AUGUST 1, 2022** will be received at the warehouse with an additional after-deadline charge.

Please note that the Freeman 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 over 5,000 pounds, or a single piece of freight beyond the dimensions of 180 inches high x 93 inches wide.

Warehouse materials are accepted at the warehouse Monday through Friday between the hours of 8:00 a.m. and 3:30 p.m.

Certified weight tickets must accompany all shipments.

If required, provide your carrier with this phone number: (888) 508-5054.

You can download and print Advance Warehouse Shipping Labels for booths with this link:

- [Advance Warehouse Shipping Labels](#)
- [Material Handling Rates](#)

Freeman material handling fees for advance shipments to the Freeman warehouse include:

- Delivery of items to the booth prior to 9:00 AM on scheduled Targeted Freight Move-In Day.
- Removal and storage of empty crates during the show.
- Return of empty crates after the close of the show and all aisle carpet is rolled. This process will take several hours, and Freeman cannot guarantee or specify the arrival time of empty crates.

### Direct to Show Site Address

**Please refer to the Freight Target Check-In/Move-In Floor Plan for your targeted move-in date and time.**

Exhibiting Company Name / Booth #

NY NOW

Jacob K. Javits Convention Center

C/O Freeman

369 12th Ave

New York, NY 10001

Freeman will receive shipments at the exhibit facility on target dates. Shipments arriving before target dates may be refused by the facility. Any charges incurred for early freight accepted by the facility or for multiple delivery attempts will be the responsibility of the exhibitor.

Certified weight tickets must accompany all shipments.

If required, provide your carrier with this phone number: (888) 508-5054.

This show will be marshalled. Drivers must check in no later than 2:30 p.m. on targeted move-in date in order to be off-loaded on the same day. Show site deliveries do not have a guaranteed time and are handled on an "as checked in and received" basis.

Please note: Any materials received by Freeman are subject to material handling charges and are the responsibility of the exhibitor. This also applies to items not ordered through the Official Show Vendors. Refer to the Material Handling Form in [FreemanOnline](#) for charges for the service.

You can download and print Show Site Shipping Labels for booths in the West Hall and for booths in the South Hall. Plan to use two labels on each piece you will be shipping and use a waterproof marker to address the label and mark your booth number.

- [Show Site Shipping Labels](#)
- [Material Handling Rates](#)

Freeman material handling fees for direct shipments to the Jacob K. Javits Convention Center include:

- Acceptance and unloading of items upon delivery and delivery to the booth.
- Removal and storage of empty crates during the show.
- Return of empty crates after the close of the show and all aisle carpet is rolled. This process will take several hours, and Freeman cannot guarantee or specify the arrival time of empty crates.

Please be aware that disposal of exhibit properties is not included as part of your material handling charges. Please contact Freeman for your quoted rates and rules applicable to disposal of your exhibit properties.

### Marshaling Yard

All delivering carriers must check in at the Freeman Marshaling Yard prior to delivering to the Javits Center. Please review the [driver check-in requirements for inbound shipments](#).

If required, provide your carrier with this phone number: (888) 508-5054.

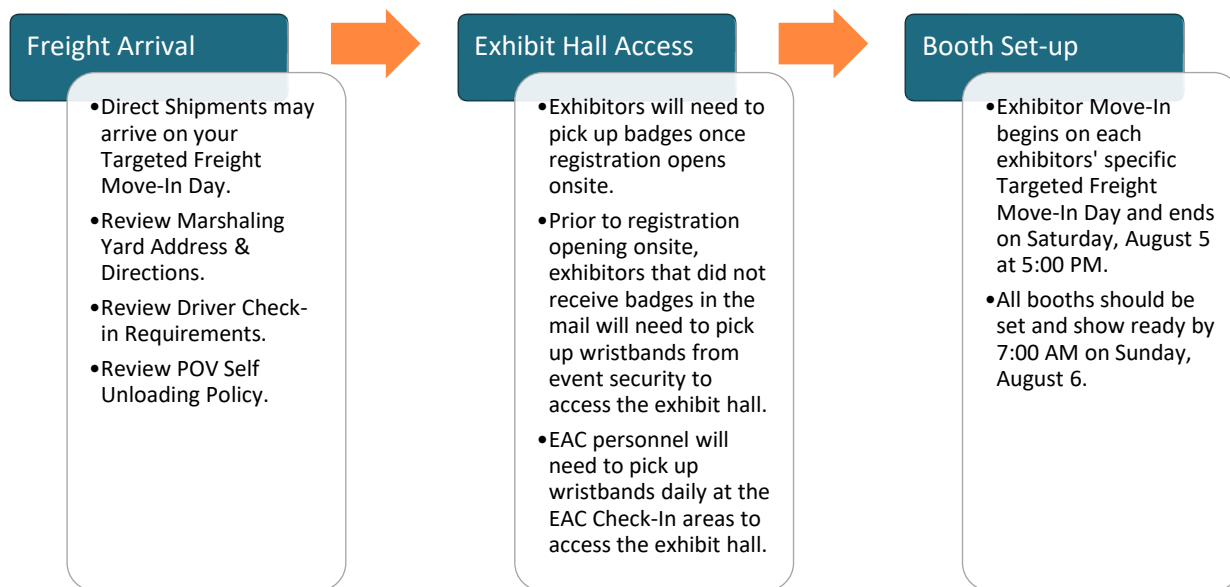
### Targeted Freight Move-In Guidelines

**All Exhibitors have a Targeted Freight Move-In Date.** Determine your targeted freight move-in day by referring to the color-coded Targeted Freight Move-In Floor Plan for the exhibit hall your booth is in found on the [Exhibitor Resources Dashboard](#) of the NY NOW website.

- The targeted freight move-in schedule pertains only to freight arrival. It does not necessarily represent the day the exhibitor should start setting up. Exhibitors may move in once their freight has been delivered to their booth.
- The targeted freight move-in date primarily applies to direct shipments. It is the day that exhibitors shipping direct to the convention center can have their shipments arrive. All delivery vehicles must check-in to the marshaling yard and await deployment to the convention center to be unloaded. The delivery of the direct shipments to the booth will depend on when the truck checks into the marshaling yard, what position in line the truck is in to be sent to the convention center for unloading, and how long it takes Freeman to unload the truck at the loading dock, log in all parts of the shipment and then deliver them to the booth. Due to the amount of direct deliveries each day, this can take hours. Even though an exhibitor has a target time of 8:00am on a specific date, this does not mean the shipment can come directly to the convention center and get to the booth by 8:00am to start setting up. As a result, exhibitors should not schedule setup labor at their exact targeted freight time.
- The way that the target freight move-in date applies to advance shipments is that this is the day and time that Freeman guarantees that warehouse deliveries will be delivered to the booth by. In this scenario, if an exhibitor has a targeted freight time of 8:00am on a specific day and has shipped everything to the advance warehouse, they could order labor to start at 8:00am as their shipment will be at their booth. If there are concerns with the amount of time available to set up, we recommend shipping to the advance warehouse as this provides the maximum amount of setup time available.
- Exhibitors do not need to be present on their targeted freight day if they do not feel the need to be there. If an exhibitor is targeted with 4 days to setup but they only need 2 days, they only need to make sure any shipments sent directly to the convention center arrive on their target date. Any advance shipments will be placed at their booth by the target day. When exhibitors arrive to setup, their shipment will be at the booth, and they will be ready to begin working.

- Exhibitors wishing to request a revised targeted move-in date and time must email show management the request at [Lorrie.debellis@emeraldtx.com](mailto:Lorrie.debellis@emeraldtx.com) by **JULY 11, 2022**. All target change requests must be authorized and approved by Freeman and revised target times will be communicated by email.

## Move-in/out Procedures



## Self-Unloading / Hand Carry Policy

### HAND CARRY

The lane in front/adjacent to the Crystal Palace (on 11<sup>th</sup> Avenue between 35<sup>th</sup> and 36<sup>th</sup> streets) has been designated as the official location for exhibitors to hand carry or unload booth materials. Exhibitors must be badged and may hand carry their merchandise from their privately owned vehicle (i.e. car, van, SUV but no larger than a Sprinter van) to the designated exhibit areas. 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. Hand carts & dollies are not permitted. 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. Vehicles left unattended will be ticketed and towed. See Labor Rules and Regulations for specific instruction.

### Privately Owned Vehicles (POV)

Vehicles that qualify as a POV may utilize the POV Check-In Area at the Jacob K. Javits Convention Center. Freeman workers equipped with flat carts will assist exhibitors with unloading at the posted roundtrip rate. Large vehicles are limited to a Sprinter van, no box truck allowed. Two people must be with the vehicle – one to accompany the product to the booth and one to remove the vehicle from the area – and the vehicle must be completely unloaded within 30 minutes of arrival at the unloading area. Vehicles that do not qualify for this service or that require mechanical assistance to unload will be directed to the marshaling yard.

*POV, or Privately Owned Vehicles, are defined as cars, pick-up trucks, vans, and other trucks primarily designed for passenger use, not for cargo or freight.*

### Outbound Shipping

Freeman Exhibitor Support will gladly prepare your outbound Material Handling Agreement and labels in advance. Complete the Outbound Shipping form and your paperwork will be available at show site. Be sure your carrier knows the company name and booth number when making arrangements for shipping your exhibit at the close of the show.

## Dismantle Booth

- Review Move-out Schedule.
- Exhibitors must be completely clear of the hall by 12:00 PM on Thursday, August 10.

## Driver Check-in

- Review Driver Check-in Requirements.
- Carriers must arrive and check-in no later than 10:00 AM on Thursday, August 10.

## Outbound Shipping

- Submit Outbound Material Handling Authorization Form to the Freeman Service Desk for freight to be released to driver.

## Accessible Storage

Accessible storage service is available at show site for exhibitors to easily access their product samples and literature during show days only.

## International Freight

Phoenix International Business Logistics has been appointed as the official international freight forwarder and customs broker. For more information, please visit their [website](#) or [download the International Shipping Instructions](#).

## INSTALL/DISMANTLE & LABOR REGULATIONS

### UNION JURISDICTIONS at Jacob K. Javits Convention Center

There are three (3) major unions that have jurisdiction over trade shows. The following information will help guide you in understanding and conforming to union jurisdictions and its adherence to them when required.

#### TEAMSTER UNION:

Teamsters handle freight at the exhibit hall. They unload trucks or vehicles and deliver materials to and from booths. They also provide rigging of machinery, moving services and spot machinery in your booth. The normal rigging crew consists of two men and a forklift. Customarily, this service must be ordered in advance at exhibitor's expense.

#### CARPENTER UNION:

Carpenters handle the erection and dismantling of display and exhibit booths. This also includes all display work. Carpenters uncrate and re-crate machinery or equipment and install and remove all draping and floor covering.

#### ELECTRICAL UNION:

Electricians handle all electrical work, which includes supply power lines to your booth, connecting equipment to outlets and install signs or headers that are lighted, unless they are permanently a part of the exhibit backwall.

Exhibitor access will terminate at 5:00 PM each set-up day. Set-up hours are as follows: [Target Floorplan](#)

- Exhibitors with a targeted freight date of Thursday may begin set-up on Thursday, August 11, after your target date time and *after the receipt of your freight*.
- Exhibitors may set up on Friday, August 12 and Saturday, August 13, from 8:00 AM until 5:00 PM.
- Neither setting up nor unpacking will be permitted after 6:00 PM on Saturday night to allow for the removal to storage of all cases and crates and the laying of aisle carpet.
- Children under 16 years of age are not allowed on the show floor during the set-up and tear-down process. There are no exceptions to this rule.
- Contact the show office if you need additional time once you arrive at Javits.

Please note that the exhibitor service desk will only be in operation during the hours noted in the Freeman Quick Facts and services provided by Freeman and other vendors may be limited outside of those times.

## Labor/Union Laws

Union Labor is required to assist in the installation and dismantling of exhibit booths.

Exhibit labor, freight and rigging labor, electricians and plumbers can be arranged for at established rates, using the providers' order forms. Exhibitors may not operate or utilize any type of tools, powered or mechanical equipment.

Union exhibit labor claims jurisdiction for the installation and dismantling of exhibits.

Union Labor is not required to put your products on display, to open cartons containing your products, nor to perform testing, maintenance, or repairs on your products.

If you hire any labor to assist you, it must be through the Official Contractor or a contractor which meets all of the regulations as an Exhibitor Appointed Contractor.

## Forklifts

Forklift labor is an exclusive service provided by Freeman.

## WHAT CAN EXHIBITORS DO WITHOUT UNION PERSONNEL?

Contrary to popular belief, exhibitors are allowed to do some work within the privacy of their own booths. Exhibitors may install and dismantle their own exhibit and lay their own carpet in their own exhibit area as long as the booth size is 250 sq ft or less and the following conditions are met:

- 1) No tools are used in the assembly or dismantle.
- 2) Individuals performing the work must be full time employees of the exhibiting company and carry identification to verify this fact. Exhibitors are allowed to unpack and repack their own products (if in cartons, not crates) and are allowed to do technical work on their machines, such as balancing, programming, cleaning of machines, etc. Exhibitors may "hand carry" or use nothing larger than a two-wheel baggage cart (rubber or plastic wheels only) to move their items. Exhibitors may move a "pop-up" display (equal or less than 25' in length) capable of being carried by hand by one person. The individuals moving the items must be full time employees of the exhibiting company and must carry identification to verify this fact. We hope the above will help you. If you are in doubt, do not wait until you get to the show to ask questions. Call the Show Manager or Freeman in advance.

## Tipping

Tipping is expressly prohibited. This includes such practices as giving money, merchandise, or other special consideration for services rendered. Any attempt to solicit a gratuity by an employee for any service should be reported immediately to Freeman.

## Building Rules/Guidelines

It is strongly recommended that all exhibitors visit the [Jacob K. Javits Convention Center's Exhibitor page, \(Exhibit, Services\)](#). This page includes a [Guidelines & Information](#) section with documents to be downloaded with information that should be reviewed and understood for any topics relating to your booth.

## Safety

### Fire Marshal Requirements & Permitting

Please visit the Jacob K. Javits Convention Center's [Guidelines & Information](#) page for Fire Marshal requirements.

### OSHA Regulations

All exhibitors and hired third-party contractors, must comply with environmental laws and OSHA regulations.

## Cleaning

### Clean Floor Policy

Items must be removed from the show floor as follows:

All crates and skids labeled for EMPTY storage: ***no later than 5:00 PM on Saturday, August 13, 2022***

All bulk trash labeled for disposal: ***no later than 5:00 PM on Saturday, August 13, 2022***

All ladders and large booth construction equipment: ***no later than 7:00 AM on Sunday, August 14, 2022***

All booths set and show ready: ***no later than 7:00 AM on Sunday, August 14, 2022***

Following this Clean Floor Policy schedule will allow Freeman sufficient time for overall cleaning of the exhibit hall, as well as provide exhibitors the space to complete their booth set up by keeping aisles clear.

There will be no exceptions to this policy. Crates without empty or access storage stickers will be tagged by the area floor managers or Freeman and removed from the exhibit hall – whether full or empty. Exhibitors may request product to be returned to their booth at the exhibitor’s expense. Depending on where the crates are located, it may not be possible to access the crates prior to move-out.

### Excessive/Bulk Trash

Any bulk trash which consists of display materials, carpet, padding, crates and/or pallets will be disposed of and charged both a dumpster fee and a disposal fee during exhibitor move-in. Excessive booth materials and/or literature left in the booth at the end of published exhibitor move-out that is not labeled for an outbound shipment or donation will be considered abandoned and deemed as bulk trash. Bulk trash is defined as any waste larger than 3’ x 3’ x 3’ or 1m x 1m x 1m. The exhibitor will be charged for the removal and disposal of these items.

### Booth & Material Abandonment

Exhibiting companies are required to make cleaning and labor arrangements for both material dismantle and/or removal. It is expected and required that all the exhibiting material be removed at the end of the show. It is not appropriate for bulk material to be left in the aisles during move-in or left behind during move-out. This includes, but is not limited to: flooring, large boxes and crates, racks, exhibit displays, literature, etc. If the exhibiting company does not want any or part of their exhibit material, arrangements for cleaning labor and dumpster/disposal need to be made in advance through Freeman. Exhibitors that do not comply with this policy and leave excessive literature and/or display materials in their booth during move-in or move-out will be deemed guilty of “material abandonment” and will be charged for the removal of these items.

### Care of the Facility

It is understood that exhibitors shall neither injure, nor mar, nor in any manner deface the premises.

No bolts, screws, hooks, or nails shall be driven into or otherwise attached to the walls or floors of the exhibit areas.

No part of the display may be attached to or otherwise secured to the columns, drapery backdrop or side dividers.

Decals or other adhesive materials shall not be applied or affixed to the walls, columns, or floor of the exhibit areas.

All curtains, draperies and decorations made from textiles of combustible fibers or other flammable materials must be flame proofed in the manner approved by all applicable jurisdictions.

Exhibitor shall promptly pay for any and all damages to the facility, booth equipment or the property of others caused by the exhibitor or any of its employees, agent’s contractors or representatives.

## DONATIONS

Housing Works is the official charity of NYNOW. Contact **Sarah Tanenbaum** for Homegoods, Gift Accessories, Furniture (including some IKEA furniture) donations **646-207-4847** or **Jose Pouso 917-428-2135** for books or stationery donations.



## EXHIBITOR APPOINTED CONTRACTOR

If exhibitors wish to use an Exhibitor Appointed Contractor (EAC), the following rules and regulations must be adhered to by the exhibitor and the EAC. **These rules will be strictly enforced.** Completion of the required [EAC Notification Form & Insurance Submission](#) qualifies as acceptance that the EAC will abide by all rules and regulations, especially those as contained herein for EAC.

The EAC/I&D contractor must be licensed, insured, and authorized to work in Jacob K. Javits Convention Center. Contractors must adhere to all rules and regulations of NY

NOW, Freeman, the Jacob K. Javits Convention Center, and the local unions. This includes keeping “no freight aisles” clear, clearing empty crates off the show floor, not dismantling any portion of the booth before show close, and being properly badged.

All contracted personnel must pick up the daily EAC wristband from a designated EAC Check-In area before admission to the exhibit floor. Personnel must have proof of company affiliation and a photo I.D.

The EAC shall refrain from placing an undue burden on the official service contractors by interfering, in any way, with the official contractor’s work. If the EAC, in any way, disrupts the orderly conduct of business by any of the official contractors or impairs the smooth installation and dismantling of the event, the EAC will immediately cease such disruption or be removed from the event site. Show Management will have the final decision in such instances.

The EAC will not solicit business at the event and personnel must wear the daily wristband at all times. It is the exhibitor’s responsibility to make sure that all independent contractors are properly badged before arrival.

Emerald (Show Management), NY NOW (Show Management), the Jacob K. Javits Convention Center (Facility), and Freeman (General Service Contractor) must be named as additionally insured by all contractors working in the hall. Show Management must receive the certificate of insurance no later than 30 days before the commencement of installation and it must be submitted using the online [EAC Notification Form & Insurance Submission](#). Certificates received through mail, e-mail, fax, or any other means will not be accepted. Show Management will give authorization to the EAC to provide installation and dismantling services to the exhibiting firm upon receipt of:

- Certificate of insurance for workers’ compensation and employers’ liability, comprehensive general liability, and automobile liability insurance.
- The workers’ compensation and employers’ liability insurance must provide a minimum limit of (recommended \$500,000 USD) and meet the requirements established by the state in which the event is being held.
- Comprehensive general liability coverage must provide at least (recommended \$1 million USD per occurrence /\$2 million USD general aggregate) in coverage and shall name Show Management, the sponsoring associations, the event owners, the official contractor, and the facility as additional insured.
- Automobile liability should include all owned, non-owned, and hired vehicles with limits of (recommended \$500,000 USD) bodily injury and (recommended \$500,000 USD) property damage liability.

In performing work for their clients, the EAC shall cooperate fully with the official contractors and shall comply with existing labor regulations or contracts as determined by the commitments made and obligations assumed by Show Management in any contracts with the official contractors. Failure to comply with these regulations will result in refusal or loss of authorization to perform services and immediate removal from the event site.

Services ordered on behalf of exhibitors by EAC’s or other third parties must be so authorized in writing by the exhibitor. Payment for all services will be the responsibility of the exhibitor.

Exhibitors using an installation and dismantling contractor (I&D), and/or an exhibitor appointed contractor (EAC) to set-up or teardown their exhibit, must complete the [EAC Notification Form & Insurance Submission](#)

Complete this form **only** if you are using the services of an outside contractor to install or dismantle any part of your display. The form but be filled out completely and submitted with the EAC’s certificate of insurance.

## UTILITIES

### ELECTRICAL, PLUMBING, GAS & CABLE

The Jacob K. Javits Convention Center is the exclusive provider of electrical, plumbing, and gas services to exhibitors. Services can be [ordered online](#).

### INTERNET SERVICES

Javits Center is the exclusive provider of telephone services, as well as both hard wired and wireless high-speed Internet to exhibitors on site at the Jacob K. Javits Convention Center. Services can be [ordered online](#).

## ONSITE BOOTH GUIDELINES

### DISPLAY

#### Animals

Permission for any animal (cats, dogs, etc.) to appear must be approved by show management then by the facility.

#### Booth Appearance

All open or unfinished sides of the exhibit which may appear unsightly must be covered or show management will have them covered at the exhibitor's expense.

Any portion of the exhibit bordering another exhibitor's space must have the backside of the exhibit finished and not incorporate any identification signs, lettering, or graphics that would detract from the adjoining exhibit.

Exhibitors that do not properly cover the floor of their entire exhibit area will be required to have carpet supplied by the General Service Contractor at the exhibitor's expense.

#### Display of Product

Aisles must not be obstructed at any time. No portion of an exhibitor's display, product, or demonstration may extend into any aisle, including the audience. Space within the booth must be designated for any group of attendees viewing or participating in a presentation or demonstration within the booth.

Fog, smoke, and steam machines are not permitted.

Exhibitors are prohibited from possessing, displaying, or depicting any products or components in their booth which could be interpreted as being a promotion of another company.

No exhibit will be permitted which interferes with the use of other exhibits or impedes access to the aisles.

Items located in the exhibit space must be in good taste or will be removed at the discretion of show management.

#### Floral

The official provider of floral and plants is Big Apple Floral. Visit their [website](#) for more information or [download the order form](#).

#### Vehicles on Display

Please review the requirements for display vehicles in the [Javits Center Fire Marshal Regulations](#).

## DEMONSTRATIONS

### Exhibitor Conduct /Good Neighbor Policy

Activities may not disturb neighboring booths. Exhibitors are required to keep all booth activities within the confines of their exhibit space and not interfere with aisle traffic flow or access to neighboring exhibits.

Exhibitors are required to conduct themselves and operate their exhibit so as not to annoy, endanger or interfere with the rights of others at the show. Unsportsmanlike, unethical, illegal or disruptive conduct, such as tampering with another party's exhibit or engaging in corporate espionage is strictly prohibited.

Exhibitor's personnel and their representatives may not enter the exhibit space or loiter in the area of another exhibitor without permission from that exhibitor, and at no time may anyone enter an exhibit space that is not staffed.

### Food & Beverage Sampling

All food and beverage samples brought into the Jacob K. Javits Convention Center must have written approval from Cultivated Catering prior to the event. For more information, [Get Started with Cultivated Catering](#).

### Temporary Staffing

CTI CONVENTION STAFFING, Tom Borst, PHONE: (212) 297-1211 [Website](#) or [EMAIL](#)

### Noise / Music

In general, exhibitors may use sound equipment in their booths so long as the noise level does not, in the exclusive judgment of show management, disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle.

Sound created by amplified devices should not exceed 80 decibels when measured from the aisle immediately in front of a booth.

Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI, and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music. **Show management does not have a license with any licensing agencies; therefore, exhibitor is responsible for obtaining licensing directly.** Adherence to these federally mandated copyright licensing laws is of critical importance.

### Raffles, Drawings, and Contests

Raffles, drawings and contests, if permitted by law, are allowed in an exhibitor's booth but will be regulated by show management. Show management reserves the right to limit the promotional activity anywhere on the exhibition floor as they see fit to ensure a professional and safe atmosphere. These activities include and are not limited to, handouts, contests, lotteries, promotional activities, entertainment, raffles and drawings.

## ADDITIONAL

### Americans with Disabilities Act (ADA)

All exhibiting companies are required to comply with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Click [here](#) for more information on the Americans with Disabilities Act (ADA).

### Distribution of Promotional Items

Circulars, catalogs, magazines, folders, promotional, educational or other giveaway matter may be distributed only inside the exhibitor's display. Distribution from booth to booth or canvassing on any part of the facility property is forbidden. Exhibitors must confine their exhibit activities to the space for which they have contracted.

No exhibitor may distribute or leave behind merchandise, signs, or printed materials in the registration areas, meeting rooms, or public areas of the event site, including hotels, shuttle buses, parking garages, etc., without prior written approval of show management.

### Photography

Photography and video recording are NOT permitted in the exhibit hall except by the Official Show Photographer or an *approved* Exhibitor Appointed Photographer.

Exhibitors and/or *approved* Exhibitor Appointed Contractors may photograph or record their own exhibits during show days ONLY.

Photography or video recording of any area outside an exhibitor's booth (including but not limited to Registration Areas, Keynote Sessions, Conference Sessions and Meeting Rooms) is prohibited.

Photo shoots scheduled outside of published show hours must include a security escort ordered from the official security provider or a member of the Emerald marketing department.

Members of the press must first receive permission from the exhibitor to photograph the exhibitor's booth.

### Selling at Booth

Selling merchandise from your booth during the show is strictly prohibited.

Any display items sold during the show cannot be removed from the show floor until after closing on the final show day.

Exhibitors who choose to sell their display items must work jointly with the purchasing party to arrange for removal of the items from the show floor, while following all move-out and labor regulations. Exhibitors must also escort the purchaser to the exhibit hall exit and confirm with security that the purchaser is authorized to remove the items from the exhibit hall.

### Sharing of Exhibit Space

An exhibitor may not bridge an aisle, whether by a physical structure, carpeting, banners, etc., in order to connect their exhibit space with one across the aisle without permission from show management.

### Strolling Entertainment & Suitcasing

Strolling entertainment or moving advertisements (robots, persons carrying or wearing signs, scooters, etc.) outside an exhibitor's space are not permitted. Repeat violations will result in the confiscation of materials/promotion items involved in the violations and loss of priority points.

Suitcasing is defined as any activity designed to solicit or sell products or services to delegates attending a meeting, conference, or event without the proper authorization by show management or in ways that violate the rules of the event. Any attendee who is observed to be soliciting business in the aisles or other public spaces, in another company's booth, or in violation of any portion of this policy, is subject to removal without refund and additional penalties.

The selling or solicitation of product or services may only be conducted by companies in good standing, within their exhibit space, confirmed meeting or conference space or within the event as authorized by show management. Companies conducting business outside the confines of the exhibit hall, booth location or in unauthorized properties within [JKJCC] of the exhibit facility without the permission of show management are in violation of this clause.

## SECURITY INFORMATION

NY NOW Show Management makes every effort to protect exhibitors' merchandise and displays. Show Management will provide perimeter guard service on a 24-hour basis to include move-in, show days, and move-out. While Show Management will implement security measures to safeguard your property, neither Show Management, the Jacob K. Javits Convention Center, agents nor employees assumes any responsibility for such property, loss, or theft.

Exhibitors are solely responsible for the care, custody, and control of their own exhibit space and material. Exhibitors should carry insurance for covering loss or damage to their exhibit material.

Small electronic equipment such as video players, monitors, cameras, etc., should never be left unattended. In cases where valuable equipment may not be removed to storage daily, the services of a private booth guard are available.

When shipping your equipment, do not list contents on the outside of crates or cartons. Do not ship computers, monitors, tablets, or other electronic equipment in the manufacturer's cartons. Place these cartons inside larger crates or have special packaging made, which does not indicate contents.

At the close of the show, when your materials have been packed and bills of lading have been prepared, turn in your completed bills of lading at the general service contractor's service desk. Do not leave bills of lading in your booth or attached to your crates.

***Tips To Help Protect Your Product***

- Monitor your booth when your product is being delivered.
- Hire a security guard to watch your booth overnight.
- Perform an inventory after your product has been delivered and note any damages or missing items.
- Do not list the contents on the outside of your shipping crates/boxes. Use a code to indicate contents.
- After show hours cover your displays with a tarp or other solid material to discourage potential theft.
- Do not leave valuable exhibit materials or proprietary information under tables or behind displays when the show is closed, or your booth is unattended.
- Always staff your booth during show hours (required).
- Staff your booth until your product and/or the floor is cleared during move-out. Once the show has closed, pack as quickly as possible and do not leave your display unattended.

## REGISTRATION

### STAFF BADGES

Booth personnel may register online by logging in to your [NY NOW Exhibitor Console](#).

All exhibitor personnel must have and visibly wear their Exhibitor badge while in the exhibit hall during move-in, move-out and official show hours.

Badges are the property of show management and are non-transferable. The lending/sharing of badges is prohibited and will result in confiscation.

Exhibitor badges do NOT automatically receive access to conference sessions. If exhibiting staff desire to attend conference sessions, this can be added to their registration for a fee at Exhibitor Registration.

### ADMISSION POLICY

#### Children

Children under 16 are not allowed on the floor during set-up and tear down. **There will be no exceptions to this rule.** On show days **baby strollers are not allowed on the show floor.**

#### Early Appointments

Exhibitors with proper badges and/or the appropriate daily wristband are permitted 24-hour access to the exhibit hall on exhibitor move-in days, show days, and exhibitor move-out days.

Attendees, speakers, press, and any other registration type other than Exhibitor will not be allowed access to the show floor at any time during move-in and move-out or prior to 9:00 AM on show days.

#### Exhibitor Appointed Contractors (EAC)

All contracted personnel must pick up wristbands daily at the EAC Check-In areas before admission to the exhibit floor. Each individual person must sign-in and present photo I.D. each day to be issued a wristband. Wristbands cannot be picked up for others. A different wristband will be used each day and available after 1:00 PM the day prior.

#### Guests

All guests must have and visibly wear their Guest badge while in the exhibit hall, sessions, or any function held by NY NOW during move-in, move-out or show hours.

## GETTING THERE

### HOTELS

onPeak is the official hotel agency for NY NOW and the best way to book hotel reservations. Hotel arrangements can be made online beginning Tuesday, April 5 through the [Exhibitor Housing Reservations](#) page.

With onPeak you will receive descriptions, photos, and maps to help you choose the perfect hotel. An acknowledgment of your hotel reservation will be sent to you immediately via email upon completion of the online process or within 24 hours for reservations received via phone, fax, or mail.

Reservations are accepted on a first-come, first-served basis and require a first night's room and tax deposit guaranteed by check or credit card. All deposits are due when the initial reservation is made. All new reservations, changes, substitutions, and cancellations must be made through onPeak. Please refer to your hotel confirmation for individual cancellation policies.

### PARKING

Parking Information can be found on the [Jacob K. Javits Convention Center's "Attend" page](#).

### SHUTTLES

No Shuttle Service is provided.

### BUS / SUBWAY

7 Line Service / Hudson Yards

### RIDESHARE / TAXI

Taxis, Uber, and Lyft are available for anyone choosing to use their services. Drop-off and pick-up will be in designated areas at the Jacob K. Javits Convention Center.

### CITY RESOURCES

While in NYC, experience a world of thrilling attractions, superb restaurants, world-class spas, captivating museum exhibitions and performing arts, and more than 1,200 retail shops. Take advantage of [NYC The Official Guide](#) to plan your trip!

### BUSINESS CENTER

[FedEx Office](#) is the exclusive business center for all convention participants, offering full-service printing materials, advertising opportunities, mobility services, Internet access and faxing.

## SPONSORSHIP OPPORTUNITIES

Log in to your [NY NOW Exhibitor Console](#) to enter your company profile and product categories by **Friday, June 24**.

Find opportunities to maximize your exposure and brand presence to the entire NY NOW audience by visiting the [Advertising & Sponsorship](#) page of the NY NOW website.

Please contact your NY NOW Sales representative for pricing and availability of meeting rooms at the Jacob K. Javits Convention Center.