



Jacob K. Javits Convention Center

429 – 11th Avenue (on 36th Street)
New York, NY 10001
212-216-2000

August 14-17, 2022

GENERAL SHOW INFORMATION HANDBOOK

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THIS DOCUMENT IS FOR EMERALD X STAFF ONLY

General Information

Entrances

36th Street and 11th Avenue (Crystal Palace)

38th Street and 11th Avenue (Inner Roadway)

Freight Areas

36th Street and 12th Avenue (Freeman Freight Check-In Location, East Side of 12th Ave.)

40th Street and 12th Avenue (Loading Dock Entrance)

Move-In

Wednesday, August 10	8:00am – 5:00pm	Freeman /Show Management Set-Up
Thursday, August 11	11:00am – 5:00pm	Freeman/Show Management/Exhibitor Set-Up
Friday, August 12	8:00am – 5:00pm	Freeman/Show Management/Exhibitor Set-Up
Saturday, August 13	8:00am – 5:00pm	Freeman/Show Management/Exhibitor Set-Up

Access to the Show Floor and entry into the Javits Center ends promptly at 7pm.

Show Hours

Sunday, August 14	9:00am – 6:00pm
Monday, August 15	9:00am – 6:00pm
Tuesday, August 16	9:00am – 6:00pm
Wednesday, August 17	9:00am – 3:00pm

****Exhibitors can gain access to the Show floor at 7:00am daily (door by Starbucks in Crystal Palace) and are granted access to enter the Javits Center until 7pm during Set-Up Days – Access after 7pm based on extenuating circumstances***

Move-Out

Wednesday, August 17	3:00pm – 11:00pm
Thursday, August 18	8:00am – 12:00pm

Show Office & Press Center Phone Numbers

4BTerrace Show Office	212-542-1821
Press Office – Glass Room	212-542-1823
Fed-Ex	212-216-2900

Lost & Found Items should be brought to the Show Office where a member of Show Management can dial 2222 for Javits Public Safety to pick it up

KEY LOCATIONS

<u>AREA</u>	<u>LOCATION</u>	<u>DAYS/HOURS OF OPERATION</u> <i>(If applicable)</i>
Registration	Crystal Palace	Friday (Exhibitor Only) 8:00am – 6:00pm Saturday (Exhibitor Only) 8:00am – 6:00pm Sunday 7:00am – 6:00pm Monday 8:00am – 6:00pm Tuesday 8:00am – 6:00pm Wednesday 8:00am – 3:00pm
Level 4 Show Office Booth sales Winter 2023	4B Terrace	Thursday-Wednesday 8:00am – 6:00pm
Sales Office	4B3	Move-in through Break-down
Leadership and Senior Management	4B2	Move-in through Break-down
Staff Lunchroom	4B02	Move-in through Break-down
Marketing	4B1 and 4B01	Move-in through Break-down
Overnight Security	3E Hall Rear of 500 aisle	Move-in through Break-down
Buyer Lounge	Booth # 551	Sunday-Tuesday 8:00am-6:00pm Wednesday 8:00am-3:00pm
Freeman Service Desks	<u>Level 3:</u> In front of 3B Hangar Doors in Crystal Palace	
Javits Service Desks	Rear of 3D Hall (rear of 1500 aisle) *Rear of 3E Hall (rear of 500 aisle)	

Publication Bins	Media Resource Center Information Booth Crystal Palace Northwest Quad	
Taxi Pick-up	Crystal Palace	
Lead Retrieval	Crystal Palace- Southeast Quad	Friday 9:00am-5:00pm Saturday 9:00am – 6:00pm Sunday 8:30am – 6:00pm Monday 8:30am – 6:00pm Tuesday 8:30am – 4:00pm Wednesday 8:30am – 4:30pm
First Aid	Located in the Corridor to the Left of the Special Events Lobby on Level 1	

SHOW SCHEDULE

<u>DATE</u>	<u>AREAS</u>	<u>TIME</u>
Wednesday, August 10	Emerald / Freeman Move-in	8:00am – ON GOING
Thursday, August 11	Emerald / Freeman Exhibitor Move-In	8:00am – 5:00pm 11:00am-5:00pm (Based on targeted floorplan)
Friday, August 12	Emerald / Freeman/ Exhibitor Move-In Registration Open to Exhibitors POV Inner Roadway	8:00am – 5:00pm 8:00am – 6:00pm 8:00am – 6:00pm
Saturday, August 13	Emerald / Freeman / Exhibitor Move-In Registration Open POV Inner Roadway	8:00am – 5:00pm (later set-up permitted night before show opening) 8:00am – 6:00pm 8:00am – 6:00pm
Sunday, August 14	All Sections Open Registration Open	9:00am – 6:00pm 7:00am – 6:00pm
Monday, August 15	All Sections Open Registration Open	9:00am – 6:00pm 8:00am – 6:00pm
Tuesday, August 16	All Sections Open Registration Open	9:00am – 6:00pm 8:00am – 6:00pm
Wednesday, August 17	All Sections Open Registration Open POV Inner Roadway	9:00am – 3:00pm 8:00am – 3:00pm 3:00pm-11:00pm

	Move-Out	3:00pm – 11:00pm
Thursday, August 18	Move-Out	8:00am – 12:00pm

STAFF ROLES

<u>AREA/ FUNCTION/ RESPONSIBILITY</u>	<u>ON-SITE CONTACT</u>
<input type="checkbox"/> Show Management <ul style="list-style-type: none"> ○ Executive Vice President ○ Consultant ○ Group Vice President, Gift & Home ○ Vie President, Strategy, Gift & Home ○ VP of Growth ○ VP, Marketing 	<i>Karalynn Sprouse</i> <i>Lori Kisner</i> <i>Alana Branston</i> <i>Ali Kriegsman</i> <i>Rachael Krug</i> <i>Meg Estevez</i>
<input type="checkbox"/> Overall Show Logistics & Operations <ul style="list-style-type: none"> ○ VP Operations ○ Operations Director ○ Operations Manager ○ Operations-NY Talks and Activations area set-Ups ○ Operations Manager-Lobby, CTI, Float 	<i>Cathy Griffith</i> <i>Mike Edson</i> <i>Nancy Hughes</i> <i>Taylor Grace York</i> <i>Londy Alvarez</i>
<input type="checkbox"/> Sales Team <ul style="list-style-type: none"> ○ Sales Director ○ Accent on Design, Home Design, + Tabletop ○ Handmade Global Design, Handmade Designer Maker + Artisan Resource, Indie Now ○ Beauty + Wellness ○ Baby & Child + Gift & Stationery ○ Luxury Lifestyle and Accessories ○ Director International Business Development ○ NY NOW International 	<i>Amy Hornby</i> <i>Zoe Maliszewski</i> <i>Ashley Ciofrone</i> <i>Kim Cook</i> <i>Stephanie Gaspari</i> <i>Francine Rich</i> <i>Indira Franca</i> <i>Joseph Woo</i>
<input type="checkbox"/> Customer Service <ul style="list-style-type: none"> ○ Customer Success Manger ○ Attendee Customer Service 	<i>Desiree Weissgerber</i> <i>Alexandra D’Arpino</i>

<input type="checkbox"/> Marketing/Public Relations	<p><i>Sandra Kehoe Amy Loewenberg Paola Payano John LaSorsa Elisabeth Mijuca Cesar Diaz Erica Parker James Shannon Dondrill Glover</i></p>
<input type="checkbox"/> 4B Show Office	<p><i>Temporary Staff (Kelly and Katrina)</i></p>
<input type="checkbox"/> Registration	<p><i>Kristin Novick Linyer Zieman Josh Johnson Marley Boerema</i></p>
<input type="checkbox"/> Vendor Contacts: <ul style="list-style-type: none"> ○ Freeman ○ Javits ○ Security (rear of 3E) ○ FB International ○ Javits Electric (Overall) 	<p><i>Jenny Murphy/Donna Nordone</i></p> <p><i>Donnovan Channer</i></p> <p><i>A & M Gus Jubles</i></p> <p><i>Roberta Storniolo/Michael O'Keefe</i></p> <p><i>Matthew Gleason + Carol Castellaneta</i></p>

PUBLICATIONS

Location: Media Resource Center (MRC) located in the Crystal Palace (Northwest Quad)

<u>Publication</u>	<u>Bin</u>
Smart Retailer	500
Souvenirs, Gifts & Novelties	200
Baby Maternity Retailer	125
Business of Home	150
Creative Play Retailer	125
Earnshaw's	300
Gift Shop	200
Gifts & Dec	200
Independent Retailer	300
Museums & More	200
Stationery Trends	200
Tableware International	300

OPERATIONS AND CUSTOMER SERVICE REPS
FREEMAN AND JAVITS CONTACTS

Mike Edson	Operations Director	914-819-3907
Nancy Hughes	Operations Manager	203-258-7515
Londy Alvarez	Operations Manager	718-526-8877
<u>Floor Managers</u>		
Mike Stella	Aisles: 500-1300	201-320-8335
Jennifer Finn	Aisles: 1300-2000	770-235-1930
Brenden Hagen	Aisles: 2000 even-2800	917-968-7317
Matthew Goodman	POV inner roadway	646-436-3708
Jenny Murphy (Freeman)	Senior Client Solutions Manager	678-431-0196
Donna Nordone (Freeman)	Client Solutions	201-694-1569
Donnovan Channer (Javits)	Senior Events Solutions Manager	646-529-7204

FLOOR MANAGERS

- **Pre-show**
 - Review Exhibitor Service Manual:
 - NYY-NOW-Summer-22-Exhibitor-Services-Manual.pdf
 - Specifically, "Important Labor Information"
 - Move in/Move Out Bulletins (available in the Show Office)
- **Onsite**
 - Make Sure you have the latest Frozen Floor Plan;
 - Everyone will have specific aisles to cover
 - There are a significant number of booth packages, and they are in theory to be built prior to the targeted move-in, so you must check that all booths are in place per the colored-package floor plans on Thursday, and Friday.
 - All sections will have specific construction plans provided by FB. Confirm that construction of booths is consistent with the plans. Questions should be directed to the appropriate sales manager.

- **Electrical Issues**

- Tracks and Fixtures- There will be a foreman along the front of the exhibit halls
- Note: There are good sized electrical junction boxes that will be location in some exhibitors' booths. Work with the foreman to move these to discrete locations in the booth (under table etc.)
- Power comes out of the floor ports; the foreman may need access to these during the show; so, walls should not be installed on top of them.
- Parcan target are distributed by electrical foreman so they can focus the parcan when exhibitors are not present.

- **Freight**

- If you locate any miss delivered freight, please inform Freeman
- Keep an eye out for migrate booth footprints, encroaching!!
- Booths exceeding the 8' high must have back of booth finished in white (clean look) with no electrical wires showing.

- **Stop Job Procedure**

- In most cases show staff will contact the floor manager in that area if the situation cannot be easily handled.
- Exchange phone number with the carpenter/Foreman (meet and greet)
- When a floor manager is called for a stop job by a carpenter foreman, they need to get to the booth as soon as possible to access the situation.
- Customer Service Reps should follow the lead from the carpenter foreman, in some situations if an exhibitor takes one man, the foreman will allow them to work side by side with the exhibitor's staff.
- Discussing with Freeman how they will address skilled carpenter labor, and check on exhibitors who receive labor via stopped jobs (also advance labor jobs)

EMERALD EXPOSITIONS EMERGENCY PROCEDURES

1. If there is an emergency at the Show, you will be notified via text by an Emerald Staff Member. If you are off-site, please check in by phone. The Show Office number is **212-542-1821** or contact your Emerald Lead via Emergency Phone Tree.
2. If we are required to leave the convention center, the off-site meeting place will be **FRIEDMANS (450 - 10TH AVE)**
3. The building security will be responsible for evacuating the facility and notifying the police, fire, etc.
4. If the situation arises after Show hours, or you are off-site please call Ops Director/Manager or Show Director/SVP on their cell phones or at the convention center Show Office.
5. Please call your home/family ASAP.
6. If necessary, please change your voicemail at work to reflect the situation.
7. All security inquiries should be routed through the Show Ops Director, Mike Edson.
8. First Aid is available by calling 212-216-2222 & the First Aid Office is located in the Corridor to the Left of the Special Events Lobby on Level 1.
9. EVP will be responsible for contacting the appropriate office/ PR contact to develop course of action if needed.