



# The Winter Market

FEBRUARY 4-7, 2024

## NY NOW: Operations Team Office Hour Webinar Popular Questions & Answers

---

### 1. How do we ship a pallet to the show?

We have two location options to make shipping more convenient:

- Ship your freight in advance to the Freeman Warehouse. Note that storage fees apply. You'll receive confirmation of receipt, and the materials will be waiting in your booth for you when you arrive on-site.  
[Warehouse Shipping Address Label](#)
- The second method is to ship directly to the show site for arrival between the specified dates allotted for the market. Please refer to [your target check-in time](#) for this date.  
[Show Site Shipping Address Label](#)

### 2. Do I need to hire labor to open my crate?

Yes, you would need to hire carpenter labor to open your crate if a drill or power tools are required. We recommend you schedule this labor in advance [through Freeman Online](#), to lock in the least expensive rate. Please use the [target move-in schedule](#) as your guide for planning your freight opening.

### 3. Can I send an Amazon box?

No, we do not recommend sending Amazon packages to the Warehouse or Show Site. Instead, we recommend sending these types of shipments to your hotel or the place where you are staying while attending NY NOW and bringing them over with you when you come to the show for set up.

### 4. Can I bring my own furniture for use in my booth?

Yes, if one person can hand-carry it into the Javits. We recommend using our complimentary porter service to drive your vehicle (POV) and drop off the items you will be using for your booth décor. [Here's more about how it works.](#)

### 5. What time am I able to set up my booth?

We will follow a target move-in plan for NY NOW. Please locate your booth on [this map](#) and come to set up on or after that date/time.

### 6. Are there rules about using tools to set up my booth? Can I use a power drill to screw in some hooks or shelves for my booth?

Yes, there are specific things you can and cannot do in your booth without hiring labor. Here is [a list of the dos and don'ts](#). No, you CANNOT use power tools for any setup needs. If power tools are required, you must [order labor from Freeman](#). Two-step ladders are allowed but ONLY for merchandising your space. You cannot hang your light tracks using ladders. And we recommend if you have a booth package where you can paint the walls to get an extension rod for the paint roller to reach the corners of your 8 ft high space.

#### **7. What materials in my booth need to be fire retardant?**

All materials used in exhibit construction and decoration (including without limitation hard wall, canopies, drapes, foam core, tablecloths, burlap, scrim or similar materials) must be fire retardant

#### **8. Can we paint our booth walls? How much paint should I buy?**

Yes, if you have purchased the Veloce booth package which uses wood back & side walls, then yes, you may paint them. Our booths are 8 ft high, so we recommend purchasing an extension rod for your paint roller to reach all points of your space without using a ladder as ladders are only allowed to merchandise high shelves. **One quart will typically cover 100 square feet with a single coat of paint and a gallon of paint typically covers 400 square feet with a single coat of paint.** Please note, you will need to cover the floor with a drop cloth to limit any paint from getting on the Javits Center cement flooring.

#### **9. Can we access our freight for restocking?**

Yes, we have an area on the show floor that our Security team manages which is for accessible storage. You would not be able to store a wooden crate or cardboard box there for fire safety reasons, but you could transfer your merchandise to a suitcase or plastic bin and store for the duration of the show (Saturday – Wednesday). Please make sure all items in our storage area have your company name and booth number on them!

#### **10. Do we need to order lighting for our booth?**

Yes, if you did not order a booth package that comes with lighting like our raw space or pipe & drape booth package. The Javits Center has some spotlight options (Skanda, Goosenecks or Par Cans) available through [their system here](#). You may also bring your own light tracks but you will need to hire Javits Electrical Labor to install them and pay in advance for an electrical drop with the necessary power.

#### **11. Who do you recommend to create wall graphics for our booth?**

We love our partners at Freeman for all your booth décor needs. Here is more about the [graphic services](#) they offer. Another vendor we love is [Morris Brothers](#).

#### **12. Can we order labor in advance? What are the costs of show labor?**

Yes & no.

Yes, if you need carpenter labor to help you build or set up something in your booth, we very much recommend scheduling that in advance of the show as you will secure the best rates. Here is the link to the Freeman site to place your advance order. You will find the labor rates on this site as well.

BUT unfortunately, if you need electrical labor, you cannot order that in advance. Instead, you need to place your electrical wattage order in advance through the [Javits online portal, JAKE](#), and then upon arriving at the Javits Center with your lights, you will need to go to the Electrical Foremen's desk at the front of the hall and place your order for electrical labor in person. You will be placed on a list and the next available electrician will be dispatched to your space. Please note, it could take 45 minutes to 1.5 hours for someone to come to your booth because of high demand, so please plan accordingly.

### **13. Do I need to send my booth layout to you for approval?**

It is not required that you submit your booth layout to show management for approval if your booth layout follows [booth guidelines](#). However, all variance requests must be sent to show management for approval.

### **14. Do you recommend any vendors for international shipments?**

We love our partners Phoenix International Shipping and Freeman Shipping. Information for both vendors can be found in the Exhibitor Service Manual or here: [Phoenix International Shipping Information](#) & [Freeman International Shipping Information](#).

### **15. Are there other vendors you recommend for certain services? Or can I bring in my own service providers?**

We recommend all our NY NOW preferred service providers to provide services to support you and your booth build. A list of vendors can be found in the [Exhibitor Service Manual](#).

### **16. If I have an Incubator Booth, can I...**

- **Order additional electrical?** Only brands in the 5 x 8 booth package can add additional power to their booth.
- **Switch out the table in my booth? Add another chair to my space?** The Incubator furniture comes as is, however all Incubator brands have the option to order an additional chair or stool for their space, and these additional items can be purchased through FreemanOnline. The 5 x 8 package chair is called the 'Razor Armless Chair', and the small and large table package stool is called 'Chrome Lift Barstool' in white
- **Drape the table that comes with my booth?** Yes! And we encourage you to bring items to further brand your small or large table to stand out from the crowd. You may also create decals for the front of the small or large tabletops as long as the product you use is low-tac and easy to remove.
- **Use a pop-up banner?** Yes, as long as it stays within your booth footprint and is not taller than the 8 ft back wall.