



SUMMER MARKET | AUGUST 2-4, 2026

Exhibitor Resource Manual  
Jacob K. Javits Convention Center  
New York, NY

**Welcome to the NY NOW Summer Market 2026 Exhibitor Resource Manual!** The information in the pages below is designed to help guide exhibitors through the planning process of exhibiting at NY NOW. Schedules and deadlines as well as links to additional information, online ordering sites, and downloadable printable order forms are included for your convenience.

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

## GENERAL INFORMATION & TIMELINE

### Move In

Thursday, July 30	11 am - 5 pm
Friday, July 31	8 am - 5 pm
Saturday, August 01	8 am - 5 pm

**\*All exhibitors have a designated freight move-in time, based on booth location, [click here to see yours](#).**

### Show Days

Sunday, August 02	9 am - 6 pm
Monday, August 03	9 am - 6 pm
Tuesday, August 04	9 am - 5 pm

### Move Out

Tuesday, August 04	5 pm - 11 pm
Wednesday, August 05	BY REQUEST

**JAVITS CONVENTION CENTER**  
429 11th Avenue  
New York, NY 10001

**Exhibit Halls 3B**  
This is a non-smoking building

### Dismantle and Move Out Details

- Exhibitors with 10x30 booths or smaller must be packed and have their Material Handling Agreement submitted to the Freeman Service Center by 11 pm on Tuesday, August 4, unless a later move-out has been approved by Show Management.

## DISCOUNT DEADLINES & SHOW MANAGEMENT DEADLINES

Click on links to access vendor websites and order forms.



**July 2**

### **Freeman** | Discount Deadline

Furnishings, Flooring, Graphics, & Booth Accessories

Order Online: [Freeman Website Portal](#)

[ExhibitorSupport@Freeman.com](mailto:ExhibitorSupport@Freeman.com)



**July 3**

### **American Fixture Showcase Rental** | Discount Deadline

[Order Form](#) | [Online Order Site](#) | (718) 463-2176



**July 8**

### **Hotel Reservations**

EvolveCon | Room blocks sell out fast!

US Based: 646-374-4237

[Booking Link](#) | [assistance@hotelmap.com](mailto:assistance@hotelmap.com)



**July 15**

### **Submit Insurance, and/or Submit EAC Information**

Submit your Certificate of Insurance [HERE](#)

Submit EAC Information [HERE](#)

Request a [Certificate of Insurance](#) from your Insurance Provider  
Or [Purchase Insurance from Total Event Here](#)



**July 18**

### **Javits Center Services**

Order Lighting, Electric, Surveillance Cameras, and Plumbing

[Javits Tool Kit](#) | [Javits Exhibitor Ordering Portal](#)



**July 21**

### **Advance Shipments to Warehouse Begins**

[Warehouse Label](#) | [Hanging Sign Shipping Labels](#)



July 30

### Direct Shipments to Show Site Begins

[Show Site Shipping Label](#)



Pre-  
Show

### Review Exhibitor Hub Account

All of your business with NY NOW lives in your Exhibitor Hub. View invoices, make payments, and manage your contract.

[Here's a cheat sheet](#) to get you started.



Pre-  
Show

### Review NY NOW Online Account

You'll edit your brand details & upload products here so that buyers can shop online via our [Market Directory](#).

[Here's a cheat sheet](#) to get you started.

## ADDITIONAL VENDOR INFORMATION



**Temporary Staffing** | CTI Convention Staffing  
[Email](#) | (212) 297-1211



**Plant Rental** | Big Apple Floral  
[Website](#) | [Order Form](#) | [Email](#) | (212) 687-3434



**Catering** | Cultivated  
[Website](#) | (212) 216-2400



**Business Center** | Javits Center Fedex/Kinko's  
[Website](#) | (212) 216-2900



**Computer and AV** | MetroMultimedia  
[Order Form](#) | (609) 218-3971



**Scooter Rental** | Javits Center  
[Website](#)



**Phoenix International Shipping**  
[Instructions](#)

### Contact Show Management

[Click here](#) for a full list of Show Management contacts!

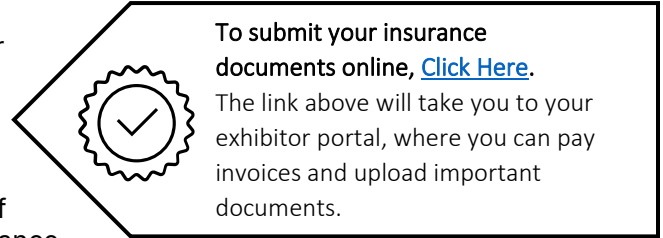
**OR**

Email [Support@nynow.com](mailto:Support@nynow.com) for general questions.

## 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 be named 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.

### DOWNLOAD A SAMPLE CERTIFICATE OF INSURANCE

The following **MUST** be contained on the certificate:

- **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 2026, 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 2-4, 2026.
- **Certificate Holder Information should be listed as:**  
Emerald X – NY NOW | ATTN: Operations  
100 Broadway, 14th Floor  
New York, NY 10005
- **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.

### NEED GENERAL LIABILITY INSURANCE?

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

## BOOTH SPECIFICATIONS

To view comprehensive booth specifications, click your booth package below:

- [Raw Space](#)
- [Pipe & Drape](#)
- [Stretched Fabric with Fascia](#)
- [Veloce with Fascia](#)
- [Veloce without Fascia](#)

### Raw Space Booth

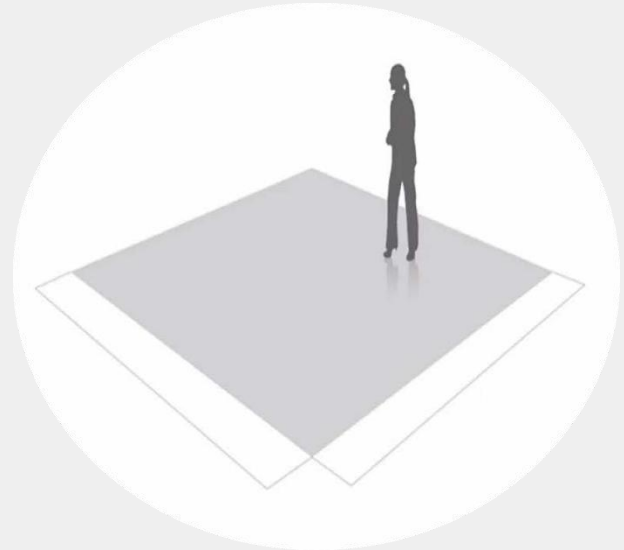
Raw Space does not include any carpet, identification sign, or furniture

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.

### Included:

- WiFi is available on all event days inside the exhibit halls.
- 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.



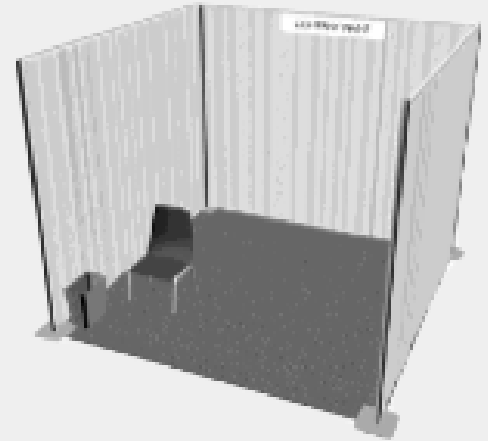
**Remember:** The maximum running length for all displays must be at least 3” less than the overall length of the exhibit space (i.e. 9’ 9” for 10’ wide displays and 19’ 9” for 20’ wide displays). Please factor in “wiggle room” when designing your displays.

Raw Space 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 Form & Insurance Submission](#).

## Pipe & Drape Booth

### Included:

- 8' high white drape along all back and side walls
- 1 Identification sign
- Pipe and Drape (the support uprights are 1½ inches in diameter and the top rods are 1 5/8 inches in diameter)
- 1 Chair upon request only. If you would like a chair, complete the wastebasket & chair form [HERE](#).
- 1 Wastebasket upon request only. If you would like a wastebasket, complete the wastebasket & chair form [HERE](#).
- WiFi is available on all event days inside the exhibit halls.
- Vacuuming on the evening of Saturday, August 1 (night before show open).
- 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.



### Notations:

- Corner booths will not have 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 3, 2026** Freeman will service all **on-site** requests in a timely 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 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 "wiggle room" when designing your displays.

## Stretched Fabric with Fascia (Front Crossbar)

**Graphic walls, shelving, and lighting can be added. Click on the link above for more information!**

Stretched Fabric exhibitors who have ordered and paid for the booth package, will be provided with a **stretched fabric wall** system, consisting of taught white fabric walls, including a front crossbar, and a double-sided street sign with company name and booth number. Stretched Fabric booth walls can be upgraded to a graphic panel.

**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' 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' SMT with fascia booth package.**

If you are taking the packaged booth option, please be advised that stretched fabric 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, support wall panels are provided as long as the request and an accompanying floor plan highlighting the position of the wall panels are received by the Operations Department on or before **January 2, 2026**.

### Each Stretched Fabric with Fascia Booth Includes the Following:

- 8' high stretched fabric walls – comes with a front crossbar.
- 1 Chair upon request only. If you would like a chair, complete the wastebasket & chair form [HERE](#).
- 1 Wastebasket upon request only. If you would like a wastebasket, complete the wastebasket & chair form [HERE](#).
- 1 Double sided sign with name and booth number.
- Lighting: See the table below for package specific light specifications. Power and labor for light fixtures is included.
- Vacuuming on the evening of Saturday, August 01 (night before show open).
- 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 Provided per Booth Size

Booth Size	Stretched Fabric with Fascia Track Lighting- Halogen Fixtures
10x10	1 track – 4 lights
10x20	2 tracks – 4 lights per track
10x30	3 tracks - 4 lights per track

Booth Size	Stretched Fabric with Fascia Track Lighting- Halogen Fixtures
10x40	4 tracks- 4 lights per track
20x20	4 tracks – 4 lights per track
20x30	6 tracks – 4 lights per track

## Veloce with Fascia (Front Crossbar)

[Click here to view all booth renders and measurements](#)

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.

**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' 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, support wall panels are provided as long as the request and an accompanying floor plan highlighting the position of the wall panels are received by the Operations Department on or before **July 3, 2026**.

## Each Veloce with Fascia Booth Includes the Following:

- 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 Chair upon request only. If you would like a chair, complete the wastebasket & chair form [HERE](#).
- 1 Wastebasket upon request only. If you would like a wastebasket, complete the wastebasket & chair form [HERE](#).
- 1 Double sided sign with name and booth number.
- Lighting: See the table below for package specific light specifications. Power and labor for light fixtures is included.
- Vacuuming on the evening of Saturday, August 01 (night before show open).
- 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 Provided per Booth Size**

Booth Size	Veloce Fascia Track Lighting-Halogen Fixtures
10x10	1 track – 4 lights
10x20	2 tracks – 4 lights per track
10x30	3 tracks - 4 lights per track

Booth Size	Veloce Fascia Track Lighting-Halogen Fixtures
10x40	4 tracks- 4 lights per track
20x20	4 tracks – 4 lights per track
20x30	6 tracks – 4 lights per track

## Veloce without Fascia (Open Front)

[Click here to view all booth renders and measurements](#)

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.**

### Each Veloce No Fascia (Open Front) Booth Includes the Following:

- 8' high poplar wood panels (you are permitted to paint the walls yourself).
- Black booth carpeting will be installed without exception.
- 1 Chair upon request only. If you would like a chair, complete the wastebasket & chair form [HERE](#).
- 1 Wastebasket upon request only. If you would like a wastebasket, complete the wastebasket & chair form [HERE](#).
- 1 Double sided sign with name and booth number.
- All corner booths will have a 2' deep x 8' high side panel on the cross-aisle side.
- Lighting: Please see below for lighting package specifics. Power and labor for light fixtures is included.
- Vacuuming on the evening of Saturday, August 01 (night before show open).
- 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.

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

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, support wall panels are provided as long as the request and an accompanying floor plan highlighting the position of the wall panels are received by the Operations Department on or before **July 3, 2026\***

\*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. 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.

### Lighting per Booth Size

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

## FREIGHT & DELIVERIES

### SHIP TO ADVANCE WAREHOUSE

Advance Shipping to Warehouse

Must be received between:

June 30<sup>th</sup> – July 21<sup>st</sup>

Exhibiting Company Name / Booth # \_\_\_\_\_

NY NOW Summer 2026

C/O Freeman

140 Central Avenue

Kearny, NJ 07032

Delivery Accepted M-F, 8 am – 2:30 pm

### SHIP DIRECT TO JAVITS CENTER

Direct Shipments to Show Site

Must be received on or after:

July 30<sup>th</sup>

Exhibiting Company Name / Booth # \_\_\_\_\_

NY NOW Summer 2026

C/O Freeman

Jacob K. Javits Convention Center

369 12th Avenue

New York, NY 10001

Click to Download [Warehouse Shipping Label](#)

Click to Download [Show Site Shipping Label](#)

### [Shipping & Material Handling Checklist](#)

Material received at the advanced warehouse after July 21<sup>st</sup> will be charged an additional after-deadline charge. All 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.

Certified weight tickets must accompany all shipments.

This show will be marshaled. Drivers making deliveries on move-in days must check in no later than 2:30 pm on your booths [targeted move-in date](#), and must 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.

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

### **International Shipping Instructions**

The U.S. Customhouse Broker is available to advise the best methods of transportation and proper documentation. Please address all inquiries to Veronica Gomez

Telephone: (908) 355-8900 | Fax: (908) 355-8883

Email: [smulkeen@phoenixlogistics.com](mailto:smulkeen@phoenixlogistics.com) | [phobson@phoenixlogistics.com](mailto:phobson@phoenixlogistics.com)

Link: [PIBL International Shipping Instruction Manual](#)

### **Marshaling Yard Directions & Map**

[View JKJCC Marshaling Map Here](#)

The marshaling yard is a staging area for trucks holding Exhibitor's freight until space is available for unloading at the convention center. The marshaling yard at the Jacob K. Javits Center is 12th Avenue near the ramp to the loading dock.

### **Material Handling**

[Click Here for Material Handling Rates](#)

Freeman is the exclusive provider of material handling services. Material handling includes unloading your exhibit material, storing up to 30 days in advance at the warehouse address, delivering to the booth, the handling of empty containers to and from storage, and removing of material from the booth for reloading onto outbound carriers. You have two options for shipping your advance freight - either to the warehouse or directly to show site. Material handling charges will automatically be applied to your account upon receipt of each shipment.

## MOVE-IN & MOVE-OUT PROCEDURES

All Exhibitors have an assigned move-in date. To determine your targeted move-in day please refer to this color-coded [Move-In time floor plan](#). This time frame will be when your booth will be built and ready for you to occupy. By this date/time any freight you have sent to Freeman’s advanced warehouse will be delivered as well. Please note, the timeframe listed doesn’t necessarily mean all Freeman furnishings or other vendor orders (showcases, lighting, electrical) will be placed. In the case of electrical, you will need to check in with the Electrical Foreman at the front of the hall once you arrive so that they can put you on their list for a laborer to perform the electrical work.

Exhibitors wishing to request a revised targeted move-in date and time must email Show Management the request at [ambika.nainani@EmeraldX.com](mailto:ambika.nainani@EmeraldX.com) by July 3, 2026. All target change requests must be authorized and approved by Freeman and revised target times will be communicated by email. Please also note, you may also come LATER than you indicated move in if another day is more convenient for you as long as your booth will be ready by 9 AM on Sunday.

⇒ <b>Freight Arrival</b>	⇒ <b>Exhibit Hall Access</b>	⇒ <b>Booth Set-Up</b>
<ul style="list-style-type: none"> <li>• Direct Shipments may arrive on your <a href="#">Targeted Move-In time</a>.</li> <li>• Review <a href="#">Marshaling Yard Address &amp; Directions</a>.</li> <li>• Review Driver Check-in Requirements.</li> <li>• Review POV Self Unloading Policy, outlined below.</li> </ul>	<ul style="list-style-type: none"> <li>• Exhibitors will need to pick up badges once registration opens onsite.</li> <li>• Prior to registration opening onsite, exhibitors will need to pick up wristbands from event security to access the exhibit hall.</li> <li>• EAC personnel will need to pick up wristbands daily at the EAC Check-In areas to access the exhibit hall.</li> </ul>	<ul style="list-style-type: none"> <li>• Exhibitor Move-In begins on each exhibitors' specific Targeted Move-In Day and ends on Saturday, August 1, at 5 pm.</li> <li>• All booths must be show ready by 9 am on Sunday, August 2.</li> </ul>

### Hand Carry/POV Driver Check In

- Access will be granted to Exhibitors only.
- Hand-carried items into the Javits Center can only be brought in through the rear truck entrance of the building located at 369 12th Avenue and only during move in and move out.
- All vehicles should enter at 369 12th Avenue (corner of 12th Avenue & 40th Street). You will be given a Javits Center placard to place on your windshield.
- Vehicles will be directed to the proper unloading area.
- All vehicles are allocated 30 minutes, and the time limit will be strictly enforced.
- Porter Service will be available to assist exhibitors during the hand carry process.

### Approved During Hand Carry/POV Operations

- Exhibitors may use nothing larger than a two-wheeled baggage cart or Hand cart (plastic or rubber wheels only) to move their items.
- Hanging clothing racks with four wheels are allowed for moving hanging garments.
- Pop-up displays – equal or less than 10 feet in length and capable of being carried by hand by one person – may be brought into the building.
- The Javits Center reserves the right to search any box, bag, container, crate, etc. to ensure full compliance with building’s regulations.

### Prohibited During Hand Carry Operations

- Any freight from a vehicle larger than an Econoline van (car, van, SUVs & sprinter vans are allowed)
- Any freight moved on equipment larger than a two-wheeled baggage or hand cart.
- Any freight that cannot be hand carried by one person.
- Power tools, ladders or any other type of carpenter/construction equipment are not permitted in the building, unless specific written approval is obtained in advance.

### Outbound Shipping Procedure

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 the show. Be sure your carrier knows the company name and booth number when making arrangements for shipping your exhibit at the close of the show.

<p>⇒ <b>Dismantle Booth</b></p> <ul style="list-style-type: none"> <li>• Review Move-out Schedule.</li> <li>• Exhibitors must be completely clear of the hall by 12 pm on Wednesday, August 5.</li> </ul>	<p>⇒ <b>Driver Check In</b></p> <ul style="list-style-type: none"> <li>• Review Driver Check-in Requirements.</li> <li>• Carriers must arrive and check-in no later than 10 am on Wednesday, August 5.</li> </ul>	<p>⇒ <b>Outbound Shipping</b></p> <ul style="list-style-type: none"> <li>• Submit <a href="#">Outbound Material Handling Authorization</a> Form to the Freeman Service Desk for freight to be released to driver.</li> </ul>
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### Accessible Storage

Accessible storage service is available at the show 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, [download the International Shipping Instructions](#).

## UNION JURISDICTIONS AT JACOB K. JAVITS CONVENTION CENTER

There are three major unions that have jurisdiction over trade shows. The following should help guide you in 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. 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

## LABOR REGULATIONS

### What Can Exhibitors Do Without Union Personnel?

	<b>Tasks (Performed by Employees of the Exhibiting Company, NOT 3<sup>rd</sup> Party)</b>	<b>An Exhibitor Can</b>	<b>An Exhibitor Can't</b>
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/ Step Stools - Only permitted to perform merchandising	Under 2 steps	Over 2 steps
	Paint	X	
	Installation of vinyl/wall decals		X
FREIGHT	Move any freight by hand carry - Two wheeled hand trucks, suitcases and jewelry cases are allowed	If carried by one person	If required more than one person
	Use of 4 wheeled dollies		X
	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!)		X
	Install light bulbs into fixtures prior to electricians installing the fixtures	X	
	Ladders/ step stools to perform electrical work		X
MERCHANDISING	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	

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 if the booth size is 250 sq ft or less and the following conditions are met:

- No tools are used in the assembly or dismantle.
- 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](#). 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.

### **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.

### **Clean Floor Policy**

There will be no exceptions to this policy. Items must be removed from the show floor as follows:

- All crates and skids labeled for EMPTY storage..... no later than 5 pm on Saturday, August 1
- All bulk trash labeled for disposal..... no later than 5 pm on Saturday, August 1
- All ladders & large booth construction equipment..... no later than 7 am on Sunday, August 2
- All booths set and show ready..... no later than 9 am on Sunday, August 2

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.

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 products 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. 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. Bulk trash is defined as any waste larger than 3' x 3' x 3' or 1m x 1m x 1m x 1m. Exhibitors will be charged for the removal and disposal of these items. For more information regarding bulk trash, please contact [ambika.nainani@EmeraldX.com](mailto:ambika.nainani@EmeraldX.com).

**Booth & Material Abandonment**

Exhibiting companies are required to make cleaning and labor arrangements for both materials 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.
- The 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 NY NOW. Contact Sarah Tanenbaum for Home goods, Gift Accessories, Furniture (including some IKEA furniture) donations (646) 207-4847 for books or stationery donations.

**Please complete our online form to register your donations:**

<https://housingworks.formtitan.com/corporatedonationform>

**Disclaimer:** We do not guarantee a collection; all items are subject to our approval/disapproval criteria review on site. We do not collect packing materials, pallets or crates used to ship donated items to the Show. Housing Works will not dismantle furniture & wall-mounted pieces. Exhibitors are responsible for the cost of disposing or removing packing materials and/or any donations not collected according to Show Rules.

## 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 & submission of the required [EAC & Insurance Submission Form](#) 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 the show closes, 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 always wear the daily wristband. 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 & Insurance Submission Form](#). 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 New York State Requirements.
- 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 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 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 & Insurance Submission Form](#).

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 must be filled out completely and submitted with the EAC’s certificate of insurance.

## BOOTH GUIDELINES | FROM A-Z

### **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).

### **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.

### **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.

### **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.

### **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.

### **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.

### **Drones**

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

### **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.

### **Floral**

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

### **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](#).

### **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 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.

### **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 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, the exhibitor is responsible for obtaining licensing directly. Adherence to these federally mandated copyright licensing laws is of critical importance.

### **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., 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 products 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.

### **Temporary Staffing**

The Barach Group or TBG Convention Staffing.

### **Vehicles on Display**

Please review the requirements for display vehicles in the Javits Center Fire Marshal Regulations.

## 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 assume 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 to cover loss or damage to their exhibit material. 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.

### Overnight Storage Area

Secured overnight storage will be available on the show floor during move in, show days and move out. The exact location will be provided as we get closer to market. Overnight storage can be used to store excess product, sensitive merchandise that you do not want to leave displayed in your booth overnight, and personal items like handbags, laptops, and briefcases. **Cardboard boxes and flammable items will not be allowed.** Overnight Storage is available for your use on a first come, first-served basis. All items in overnight storage must be picked up by 10 am on Wednesday, August 5<sup>th</sup>. Any items left behind in Overnight Storage will be given to Freeman to return to their warehouse. Exhibitors will be responsible for any Freeman Shipping costs associated with sending their items back to them.

The safekeeping of your exhibit material and merchandise can only be assured by you and your staff

Protect your product from theft by hiring a private guard or ordering security cameras.



### Never Leave Merchandise Unattended!

Do not leave merchandise unattended at any time!  
Unattended merchandise is the primary cause of theft.



### Private Security Guard

A&M Professional Security  
[Order Form](#) | (212) 964-2121 | [G.Julbes@yahoo.com](mailto:G.Julbes@yahoo.com)



### Security Cameras

Surveillance cameras are installed at the Javits Center, but personal security cameras are strongly recommended.

[Order through Javits Exhibitor Portal](#)

## REGISTRATION

### PRE-REGISTRATION:

#### **Avoid long lines by pre-registering for your badges prior to the show.**

The main contact (who signed the Exhibit Space Agreement) for each exhibiting company will receive a confirmation email, including the link to register and the company password, after Show Management receives the Exhibit Space contract. [Here is a cheat sheet to help you through the registration process.](#)

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

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.

## 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. 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 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 a 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 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 TO NY NOW

### **Book Your Hotel With Our Preferred Vendor For A Discounted Rate!**

Hotel arrangements can be made online through the [Exhibitor Housing Reservations](#) page.

With EvolveCon 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 EvolveCon. Please refer to your hotel confirmation for individual cancellation policies.

### **Parking**

Parking Information can be found [here](#).

### **Shuttles**

Shuttle Service is not 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.

Exhibitors using Uber or Lyft to bring in items for move in and move out will need to be dropped off and picked up at the lower-level concourse at 37<sup>th</sup> and 11<sup>th</sup> and use the elevators to take you to level 3. **If you attempt to be dropped off at the Crystal Palace entrance with bags, boxes and/or 2-wheeled hand carts, you will be turned away by building security.**

### **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 our [NYC The Official Guide](#) to plan your trip!