



# Exhibitor Information From A-Z

Spring 2018 • March 11-13 • Jacob K. Javits Convention Center • New York, NY

## SHOW MOVE-IN\*

Friday, March 9	8:00am-6:00pm
Saturday, March 10	8:00am-6:00pm
Sunday, March 11	7:00am-9:00am

\*Please contact Show Management should you have any special move in requests.

## SHOW DAYS & HOURS

Sunday, March 11	10:00am-6:00pm
Monday, March 12	10:00am-6:00pm
Tuesday, March 13	10:00am-4:00pm

## SHOW MOVE-OUT

Tuesday, March 13	4:00pm-11:59pm
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*Please Note: No Freeman employees will be allowed on the show floor until 5:00pm.*

## ADVERTISING

Exhibitor and all its employees agree to refrain from any actions that, in the judgment of Show Management, jeopardize the security of the show. In connection therewith, Exhibitor shall not state the time, date, or location or any show in any consumer media. Consumer media includes any newspaper, magazine, or other printed matter available to the general public, as well as all radio and television, including cable systems. The only accepted media for advertising participation in the show are jewelry trade magazines.

## AMERICANS WITH DISABILITIES ACT (ADA)

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA), and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities.

## ANIMALS

Live animals or pets are not allowed on the show floor at any time. Only individuals with disabilities may be accompanied by their service or assistance animal.

## BADGE REQUESTS

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, approximately 72 hours after show management receives the Exhibit Space contract. Buyers will not be admitted on the show floor prior to the official show opening. For more information please see the Exhibitor Badge Registration page within this manual.

## BOOTH APPEARANCE

All booths, regardless of size, must be in keeping with the environment of the show. The floor of the booth must be carpeted. Any display deemed unprofessional in appearance will not be permitted at the sole discretion of Show Management. The height restriction for all single story inline booths is 8 feet. Fascias, headers or towers exceeding the 8 foot height must be approved by show management. Exhibitors MUST submit a detailed design (including dimensions) of the display to Show Management for approval prior to construction. This requirement is for your protection. It will help avoid costly alterations and other problems at the show. Exhibits will be inspected for conformity to facility rules and fire department laws. All displays must be fabricated and built by a contractor who hires Union Labor for the work done within the Javits Center.

## BOOTH CLEANING

Exhibit booths will only be cleaned the night before the show opens. If an exhibitor needs his/her booth vacuumed during the show, they must order additional cleaning service. [Click here](#) to access the Javits online forms and order cleaning.

## BOOTH FOOD SERVICE

All food distributed to and from your booth must be ordered from the Jacob Javits Center official caterer, Centerplate. [Order online](#) or refer to the Optional Service Vendor Order Form within this manual. For questions please call 212-216-2400.

## BOOTH OCCUPANCY

Your booth must be staffed and open for business during regular show hours. You may not dismantle your booth prior to the show close. Failure to adhere to these rules may result in a fine and/or losing priority status in future JA trade shows.

## BOOTH REGULATIONS

Exhibitors must follow the Standard Exhibit, Island and Peninsula booth regulations as described within this manual.

## BUSINESS CENTER

A FedEx/Kinko's Business Center offering faxing, copying and light shipping is located within the Jacob Javits Center. For more information call 212/216-2900 or [click here](#) to access their brochure

## CHILDREN

Children under the age of 16 are not allowed on the show floor during exhibitor move-in, move-out or show days. There are no exceptions.

## CLEAN FLOOR POLICY

Empty boxes, cartons and cases must be removed from your booth by the show open. Exhibitors may store a limited supply of literature or product appropriately within the booth area, so long as these items do not impede access to utility services, create a safety problem, or look unsightly. Freeman will provide "empty crate" stickers to affix to all other boxes, cases and crates. Freeman will store and return these boxes to your booth at show closing.

## COPYRIGHTS

Exhibitors shall obey copyrights and assume full and sole liability and responsibility for the use of copyrighted materials at the show. Exhibitors must obtain any and all necessary licenses and approvals from copyright owners and pay all required royalties and fees.

## DEMONSTRATIONS

Demonstrations must take place within the assigned exhibit space. Demonstrations must not directly or indirectly prevent the normal flow of foot traffic through aisles or common space, nor inhibit the ability of neighboring exhibitors to conduct business. Demonstrations must have the proper protection to prevent injuries to spectators.

## DISPLAY OF PRODUCT

Exhibitor shall display a representative line of merchandise in the Exhibit Space assigned to Exhibitor and must have adequate personnel in attendance in its Exhibit Space during the entire exhibition periods specified by Show Management. Exhibitor shall not display merchandise other than the Exhibitors own product or that product line for which Exhibitor is the sole American representative and for which Exhibitor submits to Show Management satisfactory proof of such representation. Exhibitor shall not display nationally advertised product lines unless Exhibitor is a factory authorized distributor of such product line or lines. Exhibitor shall not display for sale any wearable jewelry, other than watches and watch attachments, which are made of any base metal. Space assigned is solely for the display of the product lines as represented to Show Management by Exhibitor. Any substantial change in the type or character of Exhibitor's product line requires Show Management's prior written approval.



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## DISPLAY REQUIREMENTS

An exhibitor must not attempt to assemble, decorate, or to erect his own booth, as this would violate existing union regulations and the Agreement for Exhibit Space. However, you and your fulltime personnel may set up and take down "pop-up" displays, providing they're no longer than ten feet and can be handled by one person using no tools and completing the job within half an hour or less. Forms for labor and equipment rentals available through the official decorator can be found under the Freeman Order Form section of this manual.

## EARLY EXHIBITOR/BUYER APPOINTMENTS

Exhibitors may escort their buyers on to the show floor two hours prior to show opening with prior written permission from Show Management. Please contact them at [JAOperations@emeraldexpo.com](mailto:JAOperations@emeraldexpo.com). Exhibitors must meet their appointments at the main entrance of the Exhibit Hall and escort them to their booth.

## ELECTRICAL

All electrical must be ordered through the [Jacob Javits Center](#). Booths may have outlets pre-dropped in them. Please be advised that if you plug into these electrical outlets, you will be charged for your power usage at a higher rate than if you had ordered it in advance. Electrical is programmed for the amount of power you ordered. You will blow your circuit if you plug in more usage than purchased. Hardwall structures must sit 9" off the pipe & drape wall for electrical clearance.

## EXHIBIT HALL

The JA New York Spring Show will take place in Exhibit Halls 1B-1A at the Jacob Javits Convention Center. The Javits Center is located at 655 West 34<sup>th</sup> St. (on 11<sup>th</sup> Avenue), New York, NY 10001.

## EXHIBIT REQUIREMENTS

All displays must be fully set up by the opening of the show and all exhibits must be open for business during exhibit hours. No exhibit shall be moved from one location to another after set up time is ended. No exhibit merchandise, equipment, container or packing materials shall be brought into or out of exhibit space during exhibit hours. No dismantling or packing may begin before the show closes. Exhibitors shall not pack merchandise in flammable material. No exhibitor shall use any flammable decorations or covering for display fixtures and all fabrics or other materials used for decoration or covering must be flameproof. All exhibit space shall be vacated and left in good order within 24 hours of the close of the show. When vacated, all exhibit space must be left completely clear of paper and packing materials.

## EXHIBIT SPACE CONTRACTS AND COMPANY LISTINGS

It is the sole responsibility of the exhibitor to submit a completed exhibit space contract and to provide JA New York with current company information (i.e. correct spelling of company name, additional listings, address, contact, phone, email etc...)

## EXHIBIT SPACE PAYMENT

Exhibitors with outstanding exhibit space payments will not be permitted to move-in and set-up. Exhibitors are responsible for assuring that their exhibit space has been paid in full prior to the show.

## FOOD AND BEVERAGE SERVICE

[Centerplate](#) is the exclusive caterer of the Javits Center. The distribution or sale of food and beverages from sources other than Centerplate is prohibited.

## FREIGHT HOLDS

JA Show Management reserves the right to hold freight for ANY outstanding balance owed including; booth, freight, storage fees, etc. Freight will be released when the outstanding balance is paid.

## FREIGHT SHIPPING ADDRESS

**Advance Warehouse – February 7-March 2**

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

JA New York Spring Show 2018

C/o Freeman

1 Railroad Place

Maspeth, NY 11378

## FREIGHT SHIPPING ADDRESS (CONTINUED)

**Direct Shipments to Exhibit Site – On/after March 9**

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

JA New York Spring Show 2018

C/o Freeman

Jacob K. Javits Convention Center

655 West 34<sup>th</sup> Street

New York, NY 10001

## GRADING/TRADEMARKS

Exhibitor represents that it has complied with and will continue to comply with all regulations of the United States Federal Trade Commission relating to stamping and grading of jewelry. All Exhibitors, both foreign and domestic, whose product contains precious metals and who use a quality mark must also use a trademark registered with the United States patent and Trademark Office and furnish Show Management with a copy of the filed trademark and registration number.

## HAND CARRY POLICY / PRIVATELY OWNED VEHICLES (POV)

Exhibitors may hand carry their merchandise from their privately owned vehicle (i.e. car, van or SUV) to the designated exhibit areas. Vehicles can be no larger than a Ford Econoline Van. Exhibitors may use nothing larger than a two-wheeled baggage cart (plastic or rubber wheels only) 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 a few minutes and the vehicle must then be moved.

## HANGING HEIGHT/AIRBORNE OBJECTS

There are restrictions involving banner size and height. Refer to Hanging Signs restrictions within this manual. Please note all signs hung within the hall are tied to sponsorship promotions.

## HOTEL AND TRAVEL

Book your hotels through onPeak at 800-221-3531. Or [click here](#) to access their online forms.

## INFLATABLES AND BALLOONS

Balloons are not permitted in the Jacob K. Javits Center without prior written consent from Show Management and the Event Facility. Please contact Show Management if your exhibit involves inflatables.

## INSTALLATION/DISMANTLING BY INDEPENDENT CONTRACTOR

If you choose to employ an outside display house and/or outside contractor other than Freeman, the Official Service Contractor, you must submit the outside contractors [proof of insurance](#) on their behalf and certify that they employ union labor. It is important that all exhibitors using outside contractors complete the online [Exhibitor Appointed Contractor \(EAC\) form](#). Failure to notify Show Management of the use of an outside contractor may delay booth installation.

## INSURANCE

JA New York does not provide any type of insurance coverage for the property and/or personnel of exhibiting companies (see Terms & Conditions on back of Exhibit Space Contract). Exhibitors must maintain insurance that meets the requirements outlined in the Insurance section of this manual and [submit proof](#) to JA New York.



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## LATE SET-UP

Companies located in the back of the Exhibit Hall near the freight doors will need to set-up after 8 AM on Saturday. Please review the Exhibitor Move-In Schedule for more details.

## LIGHT PROJECTION

The projection of light or laser in any form onto any part of the building or other exhibits must be pre-approved by Show Management.

## MARSHALING YARD

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 12<sup>th</sup> Avenue near the ramp to the loading dock.

## PARKING

There is no parking at the Javits Center. However, there are a variety of lots open nearby, ranging from 24-hour, 7-days a week, to more limited service. [Click here](#) to access a listing of available parking sites near the Convention Center.

## PRESENTATIONS, NOISE, LIGHTS, MUSIC, ETC.

All demonstrations must be confined within the booth, including the people watching the demonstration. Exhibitors and their representatives shall not congregate or solicit trade in the doorways or aisles. No live models, demonstrations or solicitors of any kind are permitted in the aisles. Exhibitors wishing to distribute souvenirs, prizes, pamphlets, brochures or any advertising matter, must see that such distribution is confined to the individual exhibit space. Show Management reserves the right to require the exhibitor to discontinue any noise, music, live or recorded announcements or programs that are deemed objectionable by Show Management.

## PRESS

Gain visibility for your products in advance by contacting Michelle Orman from Last Word Communications at [Michelle@LastWordComm.com](mailto:Michelle@LastWordComm.com)

## PRIVATELY OWNED VEHICLE – P.O.V.

Only a P.O.V. is allowed for hand carry and cartload service. A P.O.V. is any small to full-size car, van or S.U.V. It is NOT a commercial truck, commercial van, a vehicle with a trailer or any rental company vehicle. Vehicles can be no larger than a Ford Econoline Van.

## PROMOTIONAL DISTRIBUTION

Distribution of any printed materials, samples or other articles shall be restricted to the confines of the exhibitor's own exhibit space. Signs or advertising devices shall not be displayed outside of each exhibitor's own space. If you have any questions relating to this subject or would like information on outside advertising, please contact Show Management at [JAOperations@emeraldexpo.com](mailto:JAOperations@emeraldexpo.com)

## REGISTRATION

[Click here](#) to register for your staff badges. Print and bring your confirmation email to show site to receive your staff badges. JA will not mail badges in advance.

## SECURITY

JA New York Show Management makes every effort to provide protection for 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 Javits Center, Show Management hired Security, Freeman, nor any of their officers, agents or employees assume any responsibility for such property, loss or theft. To order additional booth security, such as an overnight security guard, see the Private Security Guard Form under the Optional Service Vendor Order Forms section of this manual.

## SHARING OF EXHIBIT SPACE

Exhibitors may not share booth space with another non-contracted or unauthorized manufacturer or distributor unless previously approved by Show Management.

## SHOWCASES

The various lighted showcase styles available through the official showcase provider (American Fixture) meet electrical code requirements. If you intend to use your own showcase, you must be certain it is properly grounded, and that it is not a 2-wire showcase that fails to meet the required standards.

## SHUTTLES

Shuttles are available to and from designated hotels. For more information visit the [JA New York Hotel and Travel section](#).

## SIGNS

A sign is provided with company name and booth number for standard exhibit booths. If you have a CUSTOM DISPLAY you will NOT be provided with a sign. If additional custom signs or special sign work is desired, any qualified sign shop can perform this work for you, providing they meet specifications.

## SMOKING

Please be advised that the Jacob K. Javits Convention Center is a non-smoking facility. This policy applies to all areas of the Javits Center. Smoking is NOT permitted on the show floor.

## SOUND LEVEL

Exhibitors must regulate the level of sound in their booths so as not to inhibit the ability of neighboring exhibitors.

## STORAGE

Storing of any crates, cartons, boxes or other show materials behind your booth wall is strictly prohibited. This is a fire code violation and may result in a fine and/or confiscation of materials. Empty crates, cartons and boxes must be removed from the exhibitor's booth. Empty containers will be picked up by Freeman. Freeman will return all "empties" at the conclusion of the Show. Exhibitors may obtain labels marked "EMPTY STORAGE" at the Freeman Service Desk and should affix them to each empty crate, carton and box. Please be certain to mark your exhibit booth number on each label. Exhibitors are cautioned not to leave any merchandise in boxes being stored with "EMPTY STORAGE" labels. Any excess samples may be stored during the show in "Overnight Storage Areas" designated by Show Management.

## TELEPHONE & INTERNET SERVICES

Please note that telephone and internet are not included with your booth package. If you require these services, please refer to the Optional Service Vendor Order Form tab to access the Javits Center Telecom Request Form or [click here](#) to access it electronically.

## TIPPING

It is illegal to tip labor at the Javits Center. The New York State Police will prosecute any violators.

## VIDEO AND CAMERA EQUIPMENT

The use of video or camera equipment during show hours is strictly prohibited with the exception of authorized press and the show photographer. Exhibitors may take pictures of their booth prior to show opening.