



# A-Z Exhibitor Information

Jacob K. Javits Convention Center, New York, NY • Halls 1B & 1C • October 29-31

## SHOW MOVE-IN\*

Friday October 27, 2017	8:00am-6:00pm
Saturday October 28, 2017	8:00am-6:00pm

*\*Please refer to the Exhibitor Move-In Schedule within this manual*

## SHOW DAYS & HOURS

Sunday, October 29, 2017	10:00am-6:00pm
Monday, October 30, 2017	10:00am-6:00pm
Tuesday, October 31, 2017	10:00am-3:00pm

## SHOW MOVE-OUT

Tuesday, October 31, 2017	3:00pm-9:00pm
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## 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. For more information please see the Exhibitor Badge Registration page within this manual. FYI--Buyers will not be admitted on the show floor prior to the official show opening unless approved by Show Management prior to move-in.

## 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. Refer to the Optional Service Vendor Order Form tab to access the Javits Center Cleaning Request Form or [click here](#) to access their online forms.

## BOOTH FOOD SERVICE

All food distributed to and from your booth must be ordered from the Jacob Javits Center official caterer, Centerplate. Refer to the Optional Service Vendor Order Form tab to access the Centerplate Menus or [click here](#) to access them online. 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 Emerald Exposition 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.

## CAMERA AND VIDEO EQUIPMENT

The use of cameras or video 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.

## CHILDREN

Children under the age of 16 are not allowed on the show floor during exhibitor move-in, move-out or show days. No exceptions will be made.

## 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 a 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 Special Delivery Show will take place in the 1B & 1C Exhibit Halls 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 – Between September 26 – October 19**

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

JA Special Delivery – New York

c/o Freeman

1 Railroad Place

Maspeth, NY 11378

## FREIGHT SHIPPING ADDRESS

**Direct Shipments to Exhibit Site –October 27- October 28**

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

JA Special Delivery – New York

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. The hand carry rules and regulations, as established by the Javits Center, must be adhered to. Please refer to the Javits Hand Carry Policy page within this manual for detailed information.

## 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, the outside contractor must provide [proof of insurance](#) 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

Contractually, every exhibiting company and Exhibitor Appointed Contractor (EAC) is required to carry general liability insurance and workmen's compensation coverage by Show Move-In. General Liability is insurance which covers you and your workers in the case of an accident at show site. It is not to be confused with insurance you would need for your goods or property. Also, if you participated in JA New York Winter or Summer shows and submitted insurance for those shows, you STILL NEED to submit for the upcoming JA Special Delivery Show as the certificates that were sent were show specific.



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You can review the insurance coverage amounts that we require through [this link](#). Please note that Emerald Expositions should be the certificate holder. You are also required to list Freeman and the Jacob K. Javits Convention Center as additional insured. If you do not have insurance that meets these requirements, [Marsh Total Event Insurance](#) can create a policy for as little as \$65 a company, regardless of booth size.

If you already have insurance for your business, often that same company can provide a floater for when you are onsite at our show. Please refer them to the link above to review the necessary coverage and create a certificate. If you do more than one JA New York Show you can also ask them to add JA Special Delivery New York (Oct. 29 - 31, 2017) to the certificate.

When you receive the insurance certificate form from either Marsh or your own provider, please upload it through [this link](#).

## 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 to 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](#) for 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 646-654-4958.

## 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, A&M Security, Freeman, nor any of their officers, agents or employees assumes 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 Special Delivery [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 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.