



March 25-28, 2010
PIER 94 ON THE HUDSON RIVER

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new york

Pier 94
New York

Exhibitor Manual



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WELCOME

Welcome to Artexpo New York 2010! We're delighted to have your participation. With a brand new venue — Pier 94, "The Art Pier" — and an all-new theme of "reinvention," this year's Artexpo is shaping up to be our best show yet.

Our goal is to provide you with a hassle-free show experience. Please refer to this comprehensive Exhibitor Manual for everything you need to know about your Artexpo exhibition—from shipping and booth set up, insurance, parking, on-site assistance and much more. As always, if you have questions, don't hesitate to contact us using the numbers and email addresses listed below. We are here to help you every step of the way.

I'm looking forward to hosting you at Artexpo New York 2010!

Sincerely,

Eric Smith
CEO of Artexpo



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CONTACT INFORMATION

Artexpo Team

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Director, Group Corporate Travel
& Hospitality
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312.527.7544

Exhibitor Registration

Wendy Confrey

Director of Registration Services
wconfrey@mmart.com
312.527.7603

Shipping

For Now Freight

www.fornowfreight.com
888.993.6766

Phoenix International**Business Logistics**

Phil Hobson
phobson@phoenixlogistics.com
908.355.8900

Insurance

Show Insurance

www.showinsurance.com
440.815.2266



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EXHIBITING INFORMATION

OVERVIEW

DRAYAGE

Also known as “materials handling,” drayage is the labor to receive freight during move-in, delivering it to your booth, removing empty containers, storing and returning them after the show, and loading materials for outbound shipping. Please refer to **Shipping Information** for the drayage rates.

BOOTH LIGHTING

Please refer to **Booth Packages** for the lighting that comes with your booth. Additional lighting can be ordered through the Port Electrical Services Form.

BOOTH PACKAGES

Main Floor: A single booth package includes: 10’ high finished white walls, 3 lights, carpeting, signage, catalog listing, first-day booth cleaning and unlimited VIP passes. One furniture package will be provided per exhibitor and includes: one 4’ draped table, two side chairs and one wastebasket. A \$600 premium will apply to all corners. Additional walls and furniture can be ordered through GES and lighting through Port Electrical Services, at an additional cost.

SOLO: A single booth package includes: 10’ high finished white walls, one light (three lights for the (5’ x 20’), carpeting, signage, catalog listing, first day booth cleaning and unlimited VIP passes. One furniture package will be provided per exhibitor and includes: one 4’ draped table, one side chair and one wastebasket. A \$300 premium will apply to all corners. Additional walls and furniture can be ordered through GES and lighting through Port Electrical Services, at an additional cost.

ADVANCE SHIPPING DATES

In order to ease your delivery process, we have set aside an advance receiving warehouse specifically for Artexpo exhibitors. You can begin shipping to the warehouse on Tuesday, February 23 and not later than Friday, March 19. Freight will be delivered to your space and remain uncrated until a designated representative arrives on-site for move-in. Warehouse freight will be charged at a rate of \$36.25/cwt.

TARGETED/DEDICATED FREIGHT MOVE IN DATES

If you do not elect to use the advance shipping days, please arrange for your freight to arrive at Pier 94 on Tuesday, March 23 and Wednesday, March 24.



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EXHIBITING INFORMATION

SCHEDULE

	8am	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm	10pm	
Tues, Feb 23 - Fru, Mar 19	Advance Deliveries to Warehouse 8 am - 3 pm															
Tues, Mar 23					Direct Deliveries to Show Site/ (NO SET-UP) 12 pm - 6pm											
Weds, Mar 24*	Exhibitor Set-Up/Direct Deliveries to Show Site 8 am - 10 pm (Main Floor) 10 am - 10 pm (SOLO) /8am - 5pm															
Thurs, Mar 25	Set-Up 8am-10am				Show Hours 12 pm - 7 pm											
Fri, Mar 26- Sat, Mar 27			Show Hours 10 pm - 6 pm													
Sun, Mar 28				Show Hours 11 am - 5 pm						Dismantling 5pm - 10 pm						
Mon, Mar 29	Dismantling/Freight Load Out 8 am - 3pm															

*Please note the freight cut off on Wednesday, March 24 is 5pm.



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EXHIBITING INFORMATION

SCHEDULE (CONTINUED)

FREIGHT DELIVERY HOURS

Advance Shipments to the GES Warehouse: (\$36.25 per cwt)

Tuesday, February 23 – Friday, March 23 8:00 a.m. – 3:00 p.m.*

* Shipments will not be accepted on weekends during this period.

Direct Shipment to Show Site:

Tuesday, March 23 12:00 pm. – 6:00 p.m. (No set-up/Freight Only)

Drivers must be checked in by 4pm to avoid surcharge.

Wednesday, March 24 8:00 a.m. – 5:00 p.m.

Drivers must be checked in by 3pm to avoid surcharge.

SET-UP HOURS

Main Floor

Wednesday, March 24 8:00 a.m. – 10:00 p.m.

Thursday, March 25 8:00 a.m. – 10:00 a.m.

SOLO

Wednesday, March 24 10:00 a.m. – 10:00 p.m.

Thursday, March 25 8:00 a.m. – 10:00 a.m.

SHOW HOURS

Thursday, March 25 (Trade Only) 12:00 p.m. – 7:00 p.m.

Friday, March 26 (Trade Only) 10:00 a.m. – 6:00 p.m.

Saturday, March 27 (Trade and Consumer) 10:00 a.m. – 6:00 p.m.

Sunday, March 28 (Trade and Consumer) 11:00 a.m. – 5:00 p.m.

DISMANTLING HOURS

Sunday, March 28 5:00 p.m. – 10:00 p.m.

Monday, March 29 8:00 a.m. – 3:00 p.m.



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EXHIBITING INFORMATION

REGISTRATION

EXHIBITOR REGISTRATION / BADGES

- Each Exhibiting Company **MUST** fill out the Online Registration Form including the names of staff authorized to work in your booth (**Limit: 6**).
- To Register Visit : <http://www.martreg.com/reg/artexpo/exhibitor.cfm>
Registration Deadline: March 8th, 2010.
- Authorized Name Badges will be issued by Show Management onsite during Move In. Exhibitors and their staff must show Photo I.D to pick up their badges.
- Please wear your badge at all times when on the show floor.

Contractor Badges: Temporary badges, valid only for set-up and dismantling, to contractors on a daily basis at the entrance to Pier 94.



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EXHIBITING INFORMATION

BOOTH EQUIPMENT & SERVICES

BOOTH PACKAGES

Main Floor: A single booth package includes: 10' high finished white walls, 3 lights, carpeting, signage, catalog listing, first day booth cleaning and unlimited VIP passes. One furniture package will be provided per exhibitor and includes: one 4' draped table, two side chairs and one wastebasket. A \$600 premium will apply to all corners. Additional walls and furniture can be ordered through GES and lighting through Port Electrical Services, at an additional cost.

SOLO: A single booth package includes: 10' high finished white walls, one light (three lights for the (5' x 20')), carpeting, signage, catalog listing, first day booth cleaning and unlimited VIP passes. One furniture package will be provided per exhibitor and includes: one 4' draped table, one side chair and one wastebasket. A \$300 premium will apply to all corners. Additional walls and furniture can be ordered through GES and lighting through Port Electrical Services, at an additional cost.

BOOTH CLEANING

If you require cleaning services, please complete the Port Parties [Booth Cleaning Order Form](#) and we will gladly respond to your request. As a reminder, your booth will be cleaned at no charge the night prior to show opening.

BOOTH EQUIPMENT

A selection of furniture is available from GES Exposition Services and can be ordered using the Furniture and Accessories Order Form (coming soon) by March 3, 2010. Please refer to booth packages for furniture that is included with your booth. Additional furniture can be ordered through GES.

BOOTH FLOORING

The booths and aisles will be carpeted in **charcoal grey**. SOLO booths will be carpeted in white.

BOOTH LIGHTING AND ELECTRICAL SERVICES

All electrical services will be provided or supervised by Port Parties Electricians. Please refer to booth packages for lighting that is included with your booth. Additional Electrical services should be ordered in advance using the ["Electrical Services Order" form](#). Electrical equipment must conform to City of New York code requirements.

Examples of these requirements are as follows:

- 1) All wiring or flexible cords shall be 3-wire, "hard usage approved," 14 gauge, grounded, unless cord is a component part of an assembly approved by a nationally recognized testing laboratory or the City of New York.
- 2) Only porcelain socket lamps or plastic lamp holders may be used. Brass-shelled socket lamps are prohibited.
- 3) Exhibit spot or floodlights must be positioned so as to be "unreachable" by the public, free from and unattached by any material or fabric.

Any questions regarding electrical utilities should be directed to the Port Electrical at (212) 977-7414.



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EXHIBITING INFORMATION

BUSINESS SERVICES/SERVICE DESK

The Exhibitor Service Desk will be located on the show floor. The Service Desk can respond to questions about shipping, materials handling, and billing, and will be happy to assist you in placing orders for booth services or equipment.

CEILING HEIGHT

12'6" to 13'6" clear height variable.

DESIGN AND CONSTRUCTION OF BOOTHS

Any exhibit deemed unprofessional in appearance, at the sole discretion of Show Management, will not be permitted. Display materials, signs, etc., may not be hung on drapery.

All booths must be fireproofed to regulation standards. Exhibitors shall present a New York State Fire Marshal certificate of flame retardant treatment or a sample of material for a field test upon request of the Fire Marshal.

COLUMNS

If your booth space abuts a building column, please contact Show Management for regulations on using the column as part of your display.

COVERED BOOTHS

All booths with covered ceilings must be approved in advance by Show Management and must meet NY City Fire Code Regulations. If you are considering a covered ceiling for your booth, please contact Lauren Serantoni at (312) 527-3066.

DECORATOR SERVICES

GES Exposition Services is the official provider of decorating services. To order Booth Identification Sign, Cleaning General/Booth, Furniture & Accessories, Hanging Signs, Labor, Shipping & Material Handling, and Third Party Billing, contact GES Exhibitor Services at (800) 475-2098.

HANGING SIGNS

The ability to hang signs from the ceiling is prohibited due to Pier regulations.

PARKING

There are several parking facilities surrounding the Show Piers. Private cars access to the Show Piers on the Hudson by using the automobile ramp at 55th Street and 12th Avenue. All vehicles should follow signs for the NYC Passenger Ship Terminal parking. Please note that the height restriction is 8'6". The daily parking rate is \$25. For information, call (212) 246-5450.



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EXHIBITING INFORMATION

VENDORS, SERVICES AND ADDITIONAL INFORMATION

AUDIO VIDEO

For audio visual rentals, please contact or [click here](#) for an order form:

Port Audio/Visual Services
Phone: (212) 977-7414

CATERING

Please check back for the exclusive caterer.

COMPUTER RENTAL

Rentfusion is the official computer rental vendor for Artexpo. Please [click here](#) for their order form.

CUSTOM SIGNAGE

Custom signage and other special requests can be ordered from GES through the Graphics and Signage Order Form (coming soon).

FLORAL

The preferred vendor is tbd.

FURNITURE RENTAL

For furniture needs, please refer to the Furniture and Accessories Order Form (coming soon).

INSURANCE

All exhibitors are required to have their artwork and products insured. [Online insurance registration is available from Show Insurance](#) and [a printable form is available here](#). If you need more information on obtaining insurance, please contact Show Insurance at 440-349-6650.

MERCHANDISE REMOVAL AUTHORIZATION

The "Exhibitor Merchandise Removal Authorization Form" instructs an exhibitor to list names of those authorized to sell merchandise in your booth, as well as have those authorized staff members sign the form. **Please have ALL staff members that are authorized to sell merchandise in your booth sign the form.** Onsite, you will receive "Merchandise Removal Passes" to give to your customers, in order for them to remove sold merchandise from the show floor. Show management will keep your completed "Exhibitor Merchandise Removal Authorization Form" on file onsite and security will match the signature on the form to the signature on the "Merchandise Removal Pass".

When merchandise is sold to an attendee and carried out of the exhibit hall it must be removed through the designated removal exit doors. Attendees and exhibitors will be required to present a signed "Merchandise Removal Pass" to remove product from the show floor. Each individual piece of merchandise sold must be accompanied by a "Merchandise Removal Pass". The "Exhibitor Merchandise Removal Authorization Form" is located in the Order Forms section and **must be returned by March 1**. You can pick-up "The Merchandise Removal Passes" onsite at the Exhibitor Registration Desk.

PROMOTIONS

- Promoting discounts & distributing advertising materials outside of your booth area is NOT permitted.
- Exhibitors may solicit attendees only within the confines of their contracted space.
- Any unauthorized solicitation, whether by an exhibitor or attendee, should be brought to the attention of



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EXHIBITING INFORMATION

Show Management.

- **Special Events:** If you are planning a Special Event you would like us to know more about, please contact Alison Nakamura at an@sharphink.com.
- **Music & Videos:** Approval is required from Show Management to play music or videos and to use a sound system in your booth. Send an email or written request describing your system requirements and your assurance that the sound level will be low enough not to disturb neighboring exhibitors to Eric Smith at [artmarkettools.com](mailto:eric@artmarkettools.com).
- **Raffles & Giveaways:** Approval is also required to sponsor raffles or other such giveaway promotions. Outline the promotion, how you plan to conduct it and indicate your adherence to New York laws governing such activities. Send your request for approval of promotional activities to Eric Smith at eric@artmarkettools.com.
- **In-Booth Entertainment:** If you plan on having demonstrations or show videos in your booth please get approval from Eric Smith at eric@artmarkettools.com.

PHOTOGRAPHY, VIDEOTAPING & BROADCASTING

Photographing, videotaping, filming, or sound recording is prohibited without the prior written consent of Show Management.

SECURITY

Show security will be on duty 24 hours a day from move-in to move-out, but cannot and should not be counted on to provide more than a presence to inhibit theft. Any exhibitors requiring special guard services may request such services only and with approval from Show Management.

To help provide for the security of merchandise in your booth, we advise you to staff your booth at all times and not to leave valuables unattended.

RULES AND REGULATIONS

COPYRIGHT INFRINGEMENT: Copyright is defined as “the exclusive legal right to reproduce, publish, and sell a literary, musical or artistic work.” Technically, anything you produce is copyrighted as soon as you produce it if it falls under the category of being a literary, musical or artistic work. As the owner of a copyrighted work, you own the right to its reproduction, display, distribution and adaptation to derivative works. Exhibitors are required to abide by all copyright laws. No copyright infringing items may be sold or offered for sale at the show. The sale of copyright infringing items is a material breach of your Exhibitor License Agreement. Suspected infringing items are subject to seizure by management (in its sole discretion) and will be held for the duration of the show. Repeated violations of this prohibition are grounds for the closure of a booth. No refunds will be paid if a booth is closed for selling infringing works. Management will not be liable to Exhibitor for any refunds or in any other manner for the seizure of allegedly infringing works or the closure of a booth based on the claims of copyright infringement. Exhibitor agrees to indemnify and hold management harmless from any damages, costs, expenses (including reasonable attorney fees), judgments and/or settlements which management incurs as a result of claims that Exhibitor is selling infringing items.

DISPLAY RULES:

- All displayed artwork must be framed, mounted, or gallery wrapped.
- Avoid overcrowding. Artwork may not be stacked against walls, on the floor, or on tabletops in booths as a form of open storage. Please limit tiered hanging to small works.
- Hand-written signs are not permitted. All signage must be kept within the contracted exhibit space.
- Exhibits can not exceed the height of 10 ft for hardwall booths. Show management reserves the right to remove (at exhibitor’s expense) any display materials above the height limitation if written approval has not been obtained.
- Show management reserves the right to remove any materials which are determined to be inappropriate.



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EXHIBITING INFORMATION

TELECOMMUNICATIONS

All telecommunications services, including internet services, must be ordered through Transbeam. [Please click here for their order form.](#)

GRATUITY

Show Management requests that exhibitors do not offer gratuity for labor.

TRAVEL

Please contact Mart Center Travel at (800) 528-8700 to reserve the lowest available airfare and discounted rates at New York's finest, most conveniently located hotels. You will receive a discount on the lowest published price on American Airlines flights, the official carrier for Artexpo (some restrictions apply). For more travel information, please visit <http://artexponeyork.com/other-links/hotel-travel/>.

STORAGE

EMPTY CONTAINER STORAGE

Due to New York City Ordinances, packing materials may not remain on the show floor while the show is open. Flammable containers must be removed from the floor.

When your containers are empty, obtain "EMPTY" labels from the Exhibitor Service Desk. Use the labels to mark your crates, boxes and containers with your company name and booth number. Leave the containers in the aisle; for your convenience, these empty labeled containers will be picked up and returned to you at the end of the show. Please remember that you will not have access to these containers during the show.

Helpful Hints for Exhibitors

- Register in advance for all your staff badges.
- Save money by being aware of deadlines for ordering equipment and labor.



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SHIPPING INFORMATION

SHIPPING ADDRESS AND GUIDELINES

SHIPPING ADDRESSES

ADVANCE SHIPPING WAREHOUSE ADDRESS

Artexpo
(Your Company Name)
(Your Booth Number)
c/o GES Exposition Services
125 North Street
Teterboro, NJ 07608

Shipments will be received at the GES warehouse Tuesday, February 23 – Friday, March 19

All Warehouse, UPS and Federal Express shipments will be charged at \$36.25/cwt.

A 30% penalty is applied to any warehouse shipment that arrives outside the designated schedule.

DIRECT SHIPPING ADDRESS

Artexpo
(Your Company Name)
(Your Booth Number)
c/o GES Exposition Services
Pier 94
55th Street and 12th Avenue
New York, NY 10019

Shipments will be received at Pier 94 on Tuesday, March 23 and Wednesday, March 24.

DRAYAGE

Drayage (on-site freight handling) is included in the exhibit space cost subject to the following maximums. Drayage expense above these maximums is the responsibility of the exhibitor.

Booth Size	Maximum Free Drayage Weight (Lbs.)
50 square feet (5' x 10')	500
100 square feet (5' x 20')	1,000
80 square feet (8' x 10')	1,000
100 square feet (10' x 10')	1,000
200 square feet (10' x 20')	1,000
250 square feet (10' x 25')	1,000
400 square feet (20' x 20')	2,000
600 square feet (20' x 30')	2,000
800 square feet (20' x 40')	Unlimited
900 square feet (30' x 30')	Unlimited



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SHIPPING INFORMATION

1,400 square feet (20' x 70')	Unlimited
1,500 square feet (30' x 50')	Unlimited
1,600 square feet (40' x 40')	Unlimited

SHIPPING GUIDELINES

1. Consolidate all freight—booth, merchandise, literature, etc.—into one shipment.
2. Clearly label all packages with show name, company name, and booth number. Remove all old labels.
3. Create a detailed inventory sheet of every item you are shipping or bringing to the show. Be able to provide the number of units, item descriptions (i.e. cartons, cases, crates, and/or individual items), and weight for all shipments being delivered to the show.
4. All shipments should include piece count to ensure proper tracking, manifesting, and delivery of freight.
5. Insure your merchandise against theft, damage, and loss from the time it leaves your facility until it returns.

INTERNATIONAL SHIPPING

Phoenix Logistics is the official customs broker and international freight forwarder for Artexpo. [Their international freight guidelines are available here.](#) For more information, contact them at 908.355.8900 or email phobson@phoenixlogistics.com.



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SHIPPING INFORMATION

FREIGHT MOVE-IN

Advance Deliveries to Warehouse:

Tuesday, February 23 – Friday, March 19 8:00 am – 3:00 pm
Please note warehouse shipments will be billed at \$36.25/cwt.

Direct Deliveries to Show Site:

Tuesday, March 23 12:00 pm – 6:00 pm
Note: Any driver checked in with GES at Pier 94 after 4:00 p.m. will incur a surcharge.

Wednesday, March 24 8:00 am – 5:00 pm
Note: Any driver checked in with GES at Pier 94 after 3:00 p.m. will incur a surcharge.

- All exhibitors must be set up by 10:00 am on Thursday, March 25. All empties must be tagged for storage no later than 10:00 am on Thursday, March 25. Booths not set up by this time may be set up by Show Management and assessed a fee. We ask that no construction, arranging or setting up of booths – including deliveries or moving of product – take place during show hours.
- If you choose, you may carry small items via the regular show entrances, but please refrain from using handcarts, flatbeds or dollies.

FREIGHT MOVE-OUT

Sunday, March 28 5:00 pm – 10:00 pm
Monday, March 29 8:00 am – 3:00 pm

- **You may ship your materials from the show via any carrier.** However, GES Logistics is the preferred shipper and will be on site to assist you. You are required only to contact your carrier, pack your materials, and file a Bill of Lading with the freight desk. Neither GES Logistics, GES Exposition Services, nor Artexpo, assumes responsibility for shipments until they are collected from the exhibitor's booth. A representative of the exhibitor should remain with their property until this has been done. **NOTE:** Any exhibitor material not picked up by 7:00 p.m., March 29, 2010 may be forced or sent to the drayer's warehouse at the exhibitor's cost for storage while awaiting the exhibitor's instructions.
- Please note that every effort to return empty boxes as quickly as possible at the close of the show will be made, but it may take several hours for all empty containers to be returned. Please make travel plans accordingly.

Helpful Hints for Shipping

- Make sure you are aware of the freight delivery and pick-up schedule.
- Remember to include your Company Name and Booth Number on all shipment.



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SET-UP AND DISMANTLING INFORMATION

SET-UP PROCEDURES

SET-UP HOURS

Main Floor

Wednesday, March 24	8:00 a.m. – 10:00 p.m.
Thursday, March 25	8:00 a.m. – 10:00 a.m.

SOLO

Wednesday, March 24	10:00 a.m. – 10:00 p.m.
Thursday, March 25	8:00 a.m. – 10:00 a.m.

Exhibitor set-up begins at 8:00 a.m. (Main Floor) and 10:00 a.m. (SOLO) on Wednesday, March 24. Exhibitors may begin dismantling their displays at 5:00 p.m. on March 29, 2010. **Exhibitors are strongly advised to pre-order all labor by March 3 to avoid surcharges.**

PLEASE NOTE:

Move-In: Exhibitors may hand-carry small items or may use a small luggage cart for assistance, if necessary. Assistance to unload and/or reload vehicles at the dock is provided by GES under Option I below. GES will coordinate all traffic and activity via the marshaling yard. **Move-Out:** It may take a few hours for all empty crates and boxes to be returned. Should any exhibitor, its agents, or contractor fail to remove their property by March 29, 2010, the exhibitor shall indemnify Show Management in respect to any claim thereby occasioned. Show Management shall be entitled, but not obliged, to remove such materials at the exhibitor's expense and liability. Show Management reserves the right to specify the time at which individual booths and exhibits shall be removed.

DISMANTLING PROCEDURES

DISMANTLING HOURS

Exhibitors must break down their booths during the following posted hours. Please be patient, as it may take a few hours for all empty containers to be returned.

Sunday, March 28	5:00 pm – 10:00 pm
Monday, March 29	8:00 am – 3:00 pm



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SET-UP AND DISMANTLING INFORMATION

CONTRACTOR AND LABOR INFORMATION

You have the option of employing your own union labor to assist with the installation of your booth.

CONTRACTOR GUIDELINES

Exhibitors who wish to employ EACs (Exhibitor Appointed Contractors) should make known to them the following guidelines:

1. The EAC shall be given the right to provide services requested of them by an exhibitor in set-up and dismantling on the show floor, and shall have the right to utilize qualified employees registered in advance.
2. Services shall not conflict with labor regulations or contracts including jurisdictions claimed by local labor unions. The EAC shall adhere to the rules and regulations in this manual.
3. The EAC shall possess a valid public liability and property damage insurance policy for at least \$2,000,000. The certificate of insurance must name Redwood Media, LLC, MMPI Piers LLC, MMPI Piers MTS LLC, City of New York, the New York City Economic Development Corporation, Port Parties, Ltd. and Apple Industrial Development Corp., and GES Exposition Services (the "Trade Show Entities") as Additional Insureds. Such insurance shall contain a waiver of subrogation against the Trade Show Entities. In addition, the coverage afforded the Additional Insureds under the policy shall be primary insurance. If an Additional Insured has other insurance, which is applicable to the loss, such other insurance shall be on an excess or contingent basis. The amount of the EAC's liability under this policy shall not be reduced by the existence of such other insurance.
4. The EAC shall have a true and valid work order from an exhibitor in advance of the show move-in date and shall not solicit business on the show floor or during move-in or move-out dates.
5. The EAC will be responsible for all costs related to their operation including overtime pay for stewards, restoration of the exhibit space to its initial condition, etc.
6. The EAC shall cooperate fully with Artexpo, especially with regard to the efficient utilization of labor.

PRESENTATION AND HANGING REGULATIONS

HANGING YOUR ART

Artexpo **does NOT** permit the use of screws or "bare" nails to hang art. We require the use of standard picture hooks and the accompanying nails. Please make sure to bring your own picture hooks (show management does not provide picture hooks).

Using anything other than nails could result in a wall damage assessment. Artexpo does not recommend using Velcro to hang artwork. Artexpo, GES, and Pier 94 are not responsible for damages caused to artwork.

BOOTH PRESENTATION

Show Management will strictly enforce proper booth presentation. Exhibitors are not allowed to exceed the perimeters of their booths with any type of artwork, sculptures or furniture, except for works displayed on the exterior walls of booth. Artwork should not be stacked on the show floor within the booth. Booths should be neatly installed. Closets can be built into the booth for additional works.

HANGING ART GUIDELINES

Exhibitors must comply with the following rules and regulations:

- All flat art must be matted, framed, gallery wrapped or otherwise mounted. Framed works must have a wire or other means of hanging. Every piece of art must be labeled with its title, retail price, and the artist's name.
- Each exhibitor is required to install and remove their artwork, in the exhibit, on the scheduled day and time.
- Each exhibitor is responsible for providing all of the necessary hanging supplies, i.e. hanging wire, picture hooks, hammers and personnel for the installation and the removal of the exhibit.



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SET-UP AND DISMANTLING INFORMATION

DESIGN TIPS & SUGGESTIONS FOR HANGING ARTWORK

Please visit our website at <http://artexponewyork.com/2009/11/hanging-art-tips-and-tricks/>

UNION REGULATIONS

Exhibitors must bring all their own tools and hardware. Items such as power drills/drivers, hammers, ladders, mounting hardware, etc. are not available on site at the fair. Please note that displays requiring the use of tools must be installed & dismantled by union labor. Your personnel are encouraged to work with a union installer in a supervisory role.

Helpful Hints for Set-Up and Dismantling

- Review the Exhibitor Checklist for any Obligatory and Optional Forms.
- Be aware of the schedule for Set-Up and Dismantling. Make travel plans accordingly.



March 25-28, 2010
PIER 94 ON THE HUDSON RIVER

EXHIBITOR CHECKLIST

GES Forms

Deadline: March 3, 2010

- Show Information
- Trade Show Tips
- General Information
- Petroleum Surcharge Information
- Payment and Credit Card Authorization
- 3rd Party Billing Request
- Safety First
- Show Site Work Rules
- GES Terms & Conditions of Contract
- Operation of All Mechanical Lifts
- Material Handling Information
- GES Transportation Plus
- Material Handling Order Form
- GES Logistics – Domestic Shipping Order Form
- Pre-Printed Outbound Material Handling Request
- Advance Shipping Labels
- Direct Shipping Labels
- Carpet Order Form
- Carpet Package Order Form
- Furniture & Accessories Order Form
- Specialty Furniture Order Form
- Standard Exhibit System Order Form
- GES Custom Wall and Wall Coverings Order Form
- Premium Wall Brochure
- What constitutes a damaged or refurbished panel?
- Graphics & Signage Order Form
- Digital File Submission Guide
- Installation & Dismantling Order Form
- Key Information/Supervised Labor Checklist

Port Parties Forms

Deadline: See forms.

- Electrical Order Form
- Cleaning Order Form
- Audio Visual Order Form

Other Forms

Deadline: See forms.

- Internet Order Form – Transbeam
- Lead Retrieval Order Form
- Computer Rental Order Form
- Telephone Order Form - Transbeam
- Show Site Insurance



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EXHIBITOR CHECKLIST

- Official Service Provider Information
- SAMPLE COPY: Certificate of Liability Insurance
- Notice of Intent to Use Exhibitor Appointed Contractor
- In-Booth Forklift & Labor Order Form
- Hanging Sign/Truss Labor Information
- Hanging Sign/Truss Labor Order Form
- Booth Layout Form