

## BOOTH REGULATIONS

### 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. 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 Food Service

All food distributed to and from your booth must be ordered from the Jacob Javits Center official caterer, Cultivated. Order online [here](#). 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 New York trade shows.

### Cleaning

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.

### 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 Exhibitor's 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. 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.

### Display Requirements

An Exhibitor must not attempt to assemble, decorate or erect their own booth, as this would violate existing union regulations and the Agreement for Exhibit Space. However, you and your full-time 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.

### **Hanging Signs or Banners**

No banners and/or signage will be hung above a booth unless it has been incorporated into an approved sponsorship agreement with Show Management.

### **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.

### **Lighting/Truss**

We do not provide lighting or electrical for your booth. You will need to order all lights for your booth plus electrical to power them, and any showcases you rent. For JA New York Fall, the Javits has lights called [Twin Goose Neck or Quartz Lights](#). Both options come with power and labor. You may also bring in your own lights, but your lights will need to be hung by Javits Electrical laborers. Please [click here to access JAKE](#), the Javits Ordering Site. If this is your first time accessing JAKE, please [click here for a guide](#). If you need additional help placing your electrical order, you can contact the Javits Center by emailing them here: [services@javitscenter.com](mailto:services@javitscenter.com) or you can call them here: (212) 216-2319.

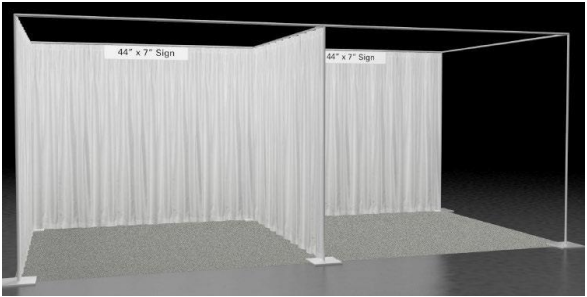

### **Storage**

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.

### **Structural Integrity**

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring Exhibitors, hall laborers or installation/dismantling equipment, such as forklifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures. All exhibits over 20 ft by 20 ft (not built by Freeman) must submit plans or renderings, preferably digital, to Show Management 30 days prior to the show. Exhibitors should ensure that any display fixtures such as tables, racks or shelves are designed and installed properly to support the product or marketing materials to be displayed.

# CORNER & INLINE BOOTH GUIDELINES

<p><b>Dimensions</b></p> <p>3M x 3M or 10' x 10'</p> <p><b>What's Provided / Included</b></p> <p>Each 3M x 3M inline and corner booth will consist of the following:</p> <ul style="list-style-type: none"> <li>• 8 ft high pipe and drape walls on 3 sides or stretch fabric walls for Premier Collection Booths. *</li> </ul> <p>*Corner booths will not have drape or stretched fabric walls on the side next to the aisle.</p> <ul style="list-style-type: none"> <li>• Wall-to-wall gray carpet</li> <li>• One identification sign</li> <li>• One wastebasket per company</li> <li>• Top bars and support poles unless told otherwise. (Please let us know if you hired an Exhibitor Appointed Contractor (EAC) to build a custom display as you will not need our poles.)</li> </ul> <p><b>*Electrical, Furnishings and Showcases must all be ordered separately.</b></p>	 
<p><b>HEIGHT RESTRICTIONS</b></p>	<p>Exhibit fixtures, components and identification signs on inline booths are permitted to a maximum height of 8 feet. All logos and signs must face the inside of your booth space. As a courtesy to neighboring booths, we must keep a consistent height regulation. If any part of an exhibit booth, including signs, exceeds 8 feet in height, the Exhibitor will be asked to conform on-site. If Exhibitor does not comply after a written warning has been issued, Show Management reserves the right to remove or order a cover from Freeman. The Exhibitor will incur all costs associated.</p>
<p><b>HANGING SIGNS / BOOTH ID</b></p>	<p>One (1) identification sign is provided.</p> <p>No banners and/or signage will be hung above a booth unless it has been incorporated into an approved sponsorship agreement with Show Management.</p>
<p><b>STORAGE</b></p>	<p>Fire regulations prohibit storing product, literature, empty packing containers or packing materials behind back drapes/hard walls or under draped tables. In most cases, however, 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.</p>
<p><b>NOISE LEVELS</b></p>	<p>No live music or DJ performances will be permitted in the Exhibit Hall without permission. Background music may only play from portable stereos/CD players and must be kept to a level that does not interfere with the selling efforts of other Exhibitors. Speakers are required to be turned inward to the booth. Show Management retains the right to control booth noise and eliminate it if detrimental to other Exhibitors. After three warnings or complaints of disruptive sound, Show Management may disconnect and/or remove the source of the sound violation for the remainder of the show.</p>
<p><b>FIRE CODE REGULATIONS</b></p>	<p>All exhibit materials (including chairs) must be kept out of the aisles. Booth materials must be flame-retardant to the satisfaction of the Fire Marshal by a flame-retardant certification or ability to pass on-site flame test. See the Fire Regulations section within this manual for more information.</p>

# PENINSULA, ISLAND & CUSTOM BOOTH GUIDELINES

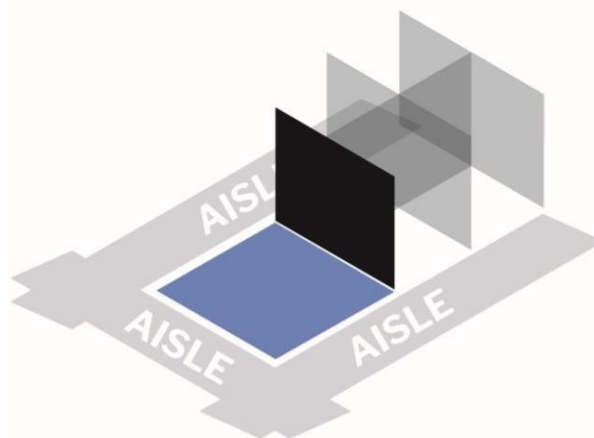
## What's Provided / Included

JA New York Show Management will provide peninsula or island booths with:

- Wall-to-wall gray carpet
- One (1) identification sign
- One (1) wastebasket per company
- Top bars and support poles unless told otherwise. (Please let us know if you hired an Exhibitor Appointed Contractor (EAC) to build a custom display as you will not need our poles.)

Please Note: When Peninsula booths share a back wall with other booths, draped/stretched fabric wall will also be included.

**\*Electrical, Furnishings and Showcases must all be ordered separately\***



<b>HEIGHT RESTRICTIONS</b>	<p>Exhibit fixtures, components and identification signs on inline booths are permitted to a maximum height of 8 feet. All logos and signs must face the inside of your booth space. As a courtesy to neighboring booths, we must keep a consistent height regulation. If any part of an exhibit booth, including signs, exceeds 8 feet in height, the Exhibitor will be asked to conform on-site. If the exhibitor does not comply after a written warning has been issued, Show Management reserves the right to remove or order a cover from Freeman. The Exhibitor will incur all costs associated.</p>
<b>HANGING SIGNS / BOOTH ID</b>	<p>Exhibit fixtures, components and identification signs on peninsula and island booths are permitted to a maximum height of 12 feet. All logos and signs must face the inside of your booth space. If your booth will exceed 12 feet, please contact Show Management. No banners and/or signage will be hung above a booth unless it has been incorporated into an approved sponsorship agreement with Show Management. If you have a custom display, you will NOT be provided with a booth aisle sign.</p>
<b>STORAGE</b>	<p>Fire regulations prohibit storing product, literature, empty packing containers or packing materials behind back drapes/hard walls or under draped tables. In most cases, however, 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.</p>
<b>NOISE LEVELS</b>	<p>No live music or DJ performances will be permitted in the Exhibit Hall without permission. Background music may only play from portable stereos/CD players and must be kept to a level that does not interfere with the selling efforts of other Exhibitors. Speakers are required to be turned inward to the booth. Show Management retains the right to control booth noise and eliminate it if detrimental to other Exhibitors. After three warnings or complaints of disruptive sound, Show Management may disconnect and/or remove the source of the sound violation for the remainder of the show.</p>
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