JA New York

PRODUCED BY INSTORE

OCT. 25-27, 2026 | NYC

2026 JA NEW YORK FALL EXHIBITOR SERVICES MANUAL

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Welcome to the JA New York Fall 2026 Exhibitor Services Manual! The information in the pages below is designed to help guide Exhibitors through the planning process of exhibiting at JA New York. 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

SHOW DATES & TIMES

Move-In

Friday, October 23rd	8 AM – 5 PM
Saturday, October 24th	8 AM – 6 PM
Sunday, October 25th	7 AM – 10 AM

Contact Show Management should you have any special move-in requests.

Show Days

Sunday, October 25th	11 AM – 7 PM
Monday, October 26th	10 AM – 6 PM
Tuesday, October 27th	10 AM – 4 PM

EXHIBIT HALL LOCATION

Javits Convention Center | Halls 1C
655 West 34th Street at 11th Ave.
New York, NY
P: (212) 216-2000

This is a non-smoking building.

Move-Out

Tuesday, October 27th	4 PM – 11 PM

**No Labor (T3 or Javits) employees will be allowed on the show floor until 5 PM so that Exhibitors have an hour to pack up their merchandise.

On-site Registration Hours

JA New York will not mail badges before the show.
You must print and bring your confirmation email to show site to receive your show badge.

Friday, October 23rd	12 PM – 6 PM
Saturday, October 24th	8 AM – 6 PM
Sunday, October 25th	7 AM – 6 PM
Monday October 26th	8 AM – 6 PM
Tuesday, October 27th	8 AM – 4 PM

ID Check at Show Entrance

In order to create a safe and secure selling environment for the JA New York Community, we will be checking all JA New York badges against government-issued ID for anyone entering the show at all times throughout our event, including on set-up days. **Please be prepared to bring a physical copy of an ID with you whenever you enter the show floor.**

VENDOR DEADLINES

September 25	**American Fixture Showcase Rental** Discount Deadline Order Form | Online Order Site | (718) 463-2176
September 21	**Advance Shipments to Warehouse Begins** Warehouse Label
September 30	**T3 Expo Discount** Furnishings, Flooring, Graphics, & Hard Wall Accessories Order Online: T3 Expo Website Portal ExhibitorSupport@T3 Expo.com
October 8	**Hotel Reservation:** EvolveCon US Based: (646) 374-4237 Booking Link
October 11	**Javits Center Services** Order Lighting, Electric, Internet Access, Telephone Lines Javits Exhibitor Portal (Jake)
October 14	**Submit Certificate of Insurance**
October 18	**Submit Sabbath Form:** Click Here If you are unable to set up on Saturday, October 17

	October 23	**Direct Shipments to Show Site Begins** Show Site Shipping Label

ADDITIONAL VENDOR CONTACTS

	Private Security Guard | A&M Professional Security Order Form | (212) 964-2121
	Safe Rental | The Safe Man, LLC Website| Product Form | Order Form TheSafemanllc@Aol.com | (800) 320-2589
	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

SHOW MANAGEMENT CONTACTS

Rob Bailey
Event Operations
E: Rob.Bailey@smartworkmedia.com

Tobi Smith
Global Account Manager
P: (646) 668-3732
E: Tobi.Smith@smartworkmedia.com

Krista Collins Walters
Publisher of INSTORE and VP of Jewelry
E: Krista@smartworkmedia.com

Jill Jarmel
Sales Manager, INSTORE
E: Jill@smartworkmedia.com

INSURANCE

JA New York 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 JA New York before 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 insurance policies shall name as additional insured, SmartWork Media (Show Management), Jacob K. Javits Convention Center (Facility), and T3 Expo (General Service Contractor) as additional insureds. Upon request, proof of coverage must be provided 60 days before the event. Policies must include a 30-day notice of cancellation to INSTORE.

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" – SmartWork Media – JA New York, Jacob K. Javits Convention Center, and T3 Expo and each of its subsidiaries, affiliates, officers, employees, agents, and representatives" must be listed as additional insured for the dates October 23 through October 28.

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.

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. T3 Expo will provide “empty crate” stickers to affix to all other boxes, cases and crates. T3 Expo 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 T3 Expo 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 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 T3 Expo. T3 Expo will return all "empties" at the conclusion of the Show. Exhibitors may obtain labels marked "EMPTY STORAGE" at the T3 Expo 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.

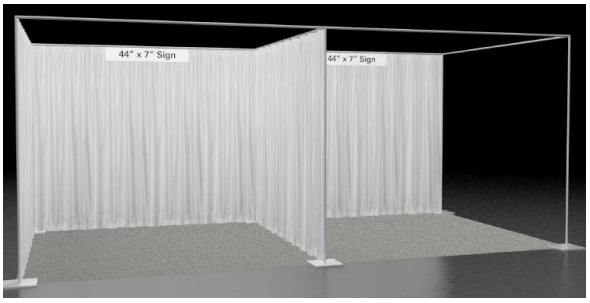
Structural Integrity

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 T3 Expo) 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

Dimensions

3M x 3M or 10’ x 10’



What’s Provided / Included

Each 3M x 3M inline and corner booth will consist of the following:

- 8 ft high pipe and drape walls on 3 sides or stretch fabric walls for Premier Collection Booths. *

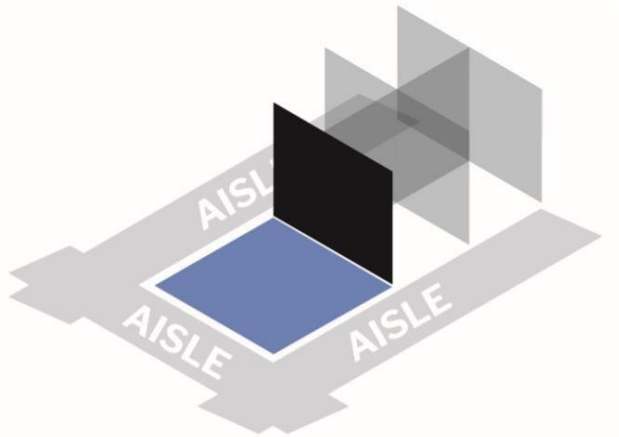
*Corner booths will not have drape or stretched fabric walls on the side next to the aisle.

- Wall-to-wall gray carpet
- One identification sign
- One 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.)

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

HEIGHT RESTRICTIONS	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 T3 Expo. The Exhibitor will incur all costs associated.
HANGING SIGNS / BOOTH ID	One (1) identification sign is provided. No banners and/or signage will be hung above a booth unless it has been incorporated into an approved sponsorship agreement with Show Management.
STORAGE	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.
NOISE LEVELS	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.
FIRE CODE REGULATIONS	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.

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***	

HEIGHT RESTRICTIONS	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 T3 Expo. The Exhibitor will incur all costs associated.
HANGING SIGNS / BOOTH ID	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 exceeds 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.
STORAGE	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.
NOISE LEVELS	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.
FIRE CODE REGULATIONS	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.

FREIGHT & DELIVERIES

SHIP TO ADVANCE WAREHOUSE

Advance Shipping to Warehouse

Must be received between:
September 21 – October 15th

> Exhibiting Company Name / Booth # _____
> JA New York Fall 2026
> C/O T3 Expo
> 600 Cabot Drive
> Hamilton, NJ 08691
> Delivery Accepted M-F, 8 AM – 4:00 PM

Click to Download Warehouse Shipping Label

SHIP DIRECT TO SHOW SITE

Direct Shipments to Show Site

Must be received on or after: October 23rd

> Exhibiting Company Name / Booth # _____
> JA New York Fall 2026
> Jacob K. Javits Convention Center
> 1C Hall
> 369 12th Avenue
> New York, NY 10018

Click to Download Show Site Shipping Label

Material received at the advanced warehouse after October 14th will be charged an additional after-deadline charge. Any materials received by T3 Expo 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.

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: | 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

T3 Expo 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 Procedures

If you observe the **Sabbath** and will not be able to move in on **Saturday, October 24th,** please let us know by filling out the request form **before October 17th.**

Freight Arrival	Exhibit Hall Access	EAC Personnel	Move-In begins October 23rd at 8 AM
Shipments may only arrive on or after October 23rd. Review Driver Check-In Requirements. Review POV Self Unloading Policy.	Exhibitors will be able to pick up badges starting Friday, October 23rd after 1 PM. If you are scheduled to move in before 12 PM, wristbands will be provided.	Must pick up daily wristbands from security in front of the hall.	All booths should be set up and show ready by 9 AM on Sunday, October 25th.

Self-Unloading / Hand Carry Policy

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.

Free Porter Service to Ease Your Move-In

We want to ensure you have a smooth load-in, so we are paying for labor to assist you with your heavy lifting. Just follow the Public Safety officers' directions to park in the Inner Roadway in front of the Javits Center and then go to the Labor Desk inside the sliding doors to sign up for the complimentary service. Please note during peak move-in times (11 AM - 2 PM) there may be 25–30-minute wait, so plan accordingly. You should also still always have a second (or third) person with you for load-in, in case one of you needs to move the car while the other waits with your supplies to be brought into the show.

Privately Owned Vehicles (POV)

Only a P.O.V. is allowed for hand carry and cartload service.

Truck Deliveries / Pick-up

For deliveries requiring loading dock access, please use the address for the new truck marshaling facility, which is 369 12th Avenue, New York, NY 10018.

A POV, or Privately Owned Vehicle, is any vehicle primarily designated to transport passengers and not cargo or freight. Qualifying vehicles include pick-up trucks, passenger van, SUV, taxi or a box truck less than 17' in length.

Move-Out Procedures

Dismantle Booth	Driver Check-In	Outbound Shipping
Exhibitors must be completely clear of hall by 11:59 PM on Tuesday, October 27th.	Review Driver Check-In Requirements. Carriers must arrive and check-in no later than 7 PM on Tuesday October 27th.	If using T3 Expo for your outbound shipping, submit an Outbound Shipping Form to Service Desk before freight will be released to the driver. Before vacating your booth, bring packages to your shipper. Packages may not be left in booths.

PACKING UP EARLY AND/OR BEFORE 4:00 PM IS PROHIBITED.

The JA New York Fall Show closes at 4:00 PM on Tuesday, October 27th. Plan your travel arrangements accordingly.

Official show labor will not be allowed onto the show floor until 5:00 PM. This will allow you time to pack up your merchandise in a secure environment. As a reminder, porter service will not be provided during move-out, so please plan accordingly. Please be aware that all Exhibitors need to vacate the building by 11:59 PM on Tuesday, October 28th.

Move-In and Move-Out Labor Regulations

- Materials for an exhibit display may not be delivered to the exhibition facility before October 24th.
- Under no circumstances will the delivery or removal of any exhibit or portion thereof be permitted during the exhibition without permission first being secured from Show Management.
- No displays may be dismantled prior to the official closing of the exhibition. Such activity will be considered a violation of these rules and regulations.
- All materials must be removed from the facility by the end of the official move-out period. (Official move- in, move-out and exhibition dates and times may be subject to change. Show Management will notify Exhibitor of official dates, times and any changes.)
- Show Management reserves the right to assign specific days to Exhibitor for delivery of equipment and/or display items. Failure by Exhibitor to abide by such delivery schedule shall obligate that Exhibitor to pay all charges incurred for labor as a result of the disruption of the delivery schedule.

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 machinery, moving services and spot machinery in your booth. Customarily, this service must be ordered in advance at the 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 supplying power lines to your booth, connecting equipment to outlets and installing signs or headers that are lit, unless they are permanently a part of the exhibit backwall.

JAVITS CENTER HAND CARRY POLICY

As an important Exhibitor of ours, we wanted to make sure you were aware that the Javits Center has updated their Hand Carry (or Load In) Policy. For those of you who drive to the show and wish to unload your displays in the Inner Roadway and bring them to your booth, please be aware of the new procedures below:

Approved During Hand Carry Operations

- Hand-carried items can be brought in through the front of the building (east side) and at specified times, the north side, as long as traffic regulations are obeyed.
- Exhibitors may use nothing larger than a two-wheeled baggage 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

- 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.
- Any freight from a vehicle larger than an Econoline van.
- Any freight moved on equipment larger than a two-wheeled baggage cart.
- Any freight that cannot be hand-carried by one person.

On the Inner Roadway Along 11th Avenue:

- Access will be granted during designated timeframes to exhibitors only on a first-come, first-served basis.
- Vehicles must be always attended by a licensed driver at all times.
- Unattended vehicles will be towed at the owner's expense.
- Loading and unloading of vehicles is limited to vehicles no larger than an Econoline van.
- All vehicles are allocated 30 minutes, and the time limit will be strictly enforced.
- We recommend Exhibitors unpack all exhibit items and load into the Javits foyer, then go and park the vehicle. The 30 minutes is not intended to be used to move all items to the booth and begin set-up. Please be courteous to others who are also trying to get into the roadway and unload.

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 of the required EAC/I&D 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 the Javits Convention Center. Contractors must adhere to all rules and regulations of JA New York Fall, the Javits Convention Center and the local unions. This includes keeping "no freight aisles" clear, clearing empty crates off the show floor, abiding by the **Early Teardown Policy** and being properly badged.

All contracted personnel must check-in at Exhibitor Registration before admission to the exhibit floor. Personnel must have proof of company affiliation and a physical photo I.D.

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/I&D form in the Exhibitor Console by September 28th.

Complete this form **only** if you are using the services of an outside contractor to install or dismantle your display. Please fill out the form completely.

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. The EAC will not solicit business at the event and must always wear badges. It is the Exhibitor's responsibility to make sure that all independent contractors are properly badged before arrival. 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 Jacob K. Javits Convention Center (Facility), SmartWork Media (Show Management) and T3 Expo (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. 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 requirements established by the state in which the event is being held.
- 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 (recommended $500,000 USD) 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.

EXHIBITOR INFORMATION | FROM A - Z

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, location or any show in any consumer media. Consumer media includes any newspaper, magazine or other printed matter available to the 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.

Children

All JA New York Exhibitor booth staff and attendees must be 16 years of age or older. Children under the age of 16 are not permitted in the exhibit hall at any time, no exceptions. Please bring a physical form of photo identification that verifies your age as IDs will be checked at the show entrances at all times.

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. T3 Expo will provide "empty crate" stickers to affix to all other boxes, cases and crates. T3 Expo 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.

Early 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 Rob.Bailey@smartworkmedia.com Exhibitors must meet their appointments at the main entrance of the Exhibit Hall and escort them to their booth.

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 for in full prior to the show.

Flameproofing

Table coverings as well as all booth equipment must be non-flammable material. All decorative materials must be fire resistant and in accord with the standard established by the New York Fire Department. Affidavits attesting to flameproof compliance with New York City Fire Department Regulations must be submitted when requested.

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.

T3 Expo online

Take advantage of discount pricing by ordering online at T3Online by September 30th, 2026. Using the enhanced T3 ExpoOnline, you will enjoy easy access to added features and functions as well as the high caliber of T3 Expo services you've come to expect — before, during and after your show. T3 ExpoOnline® provides you with all the right tools to ensure seamless execution at show site, from move-in to move-out. With an enhanced T3 Online, it's easier than ever for you to get what you want to have a great event. Order T3 Expo products and services pre-show, during move-in and while the show is open.

- Track freight
- Receive notifications
- Receive concierge assistance while at show site
- Expedite the move-out process
- Access invoices after the show
- Access information

To place online orders, you will be required to enter your unique Username and Password. If this is your first time using T3 ExpoOnline, click on the "Create an Account" link. To access T3 Expo Online without using the email link, visit T3 ExpoOnline.

If you need assistance with T3 Expo Online, please call Exhibitor Support at:
Local, international, Toll Free US and Canada: (888) 698-3397

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.

Guest Entrance

For all customer-related materials, please use 429 11th Avenue, New York, NY, 10001, which refers to the 11th Avenue entrance at West 35th and West 36th streets.

Insurance

Each Exhibitor is required to carry insurance during the show. Please review insurance guidelines and submit insurance to Show Management prior to the show.

T3 Expo, SmartWork Media, and Jacob K. Javits Convention Center are not responsible for the safety of exhibits or materials from loss or damage due to fire, water, theft, accident, or any cause—including items consigned to their care. While reasonable precautions will be taken, exhibitors are advised to secure insurance coverage from the time materials leave their premises until they return. Most policies can be extended with a rider at minimal cost.

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 T3 Expo, 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.

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.

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.

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 Rob.Bailey@SmartworkMedia.com.

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.

Signs and 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.

Video and Camera Equipment

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

SECURITY INFORMATION

If there are any security issues, immediately report it to the Security Headquarters:
Location: Room 1C01

Show Management provides general security of the show floor and surrounding exhibit areas. Perimeter guard service will be active on a 24-hour basis including move-in, show days, and move-out and vaults will be provided at the show for our Exhibitors to store merchandise after show hours and during move-in. JA New York Show Management makes every effort within our purview to protect Exhibitors' merchandise and displays.

Exhibitors are solely responsible for the care, custody and control of their own exhibit space and merchandise. Exhibitors should carry property insurance in order to cover your merchandise and personal property in the event of loss or damage. Show Management, the Jacob K. Javits Convention Center, agents nor their employees assume any responsibility for property loss or theft.
Below we outline clear guidelines and best practices for keeping yourself, and your merchandise, safe and secure.

ID CHECK AT SHOW ENTRANCE

In order to create a safe and secure selling environment for the JA New York Community, we will be checking all JA New York badges against government-issued ID for anyone entering the show at all times throughout our event, including on set-up days. **Please be prepared to bring a physical copy of an ID with you whenever you enter the show floor.**

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 inside or on top of showcases 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

Security Cameras

Surveillance cameras are installed at the Javits Center, but personal security cameras are **strongly recommended.**
Order Site | (646) 431-9294 | Bdonohue@Sectecbureau.com

SECURITY TIPS AND INFORMATION CONTINUED

PROTECT YOUR MERCHANDISE DURING MOVE-IN & MOVE-OUT

It is important that personnel from your company be present at your exhibit space during the vulnerable move-in and move-out periods.

- Never leave your merchandise unattended. Freight doors in the back of the hall are open, various vendor staff are moving throughout exhibit areas with materials and personnel are working in exhibit areas creating additional security risks. The show's security force is not responsible for individual displays. YOU are responsible for the protection of your own exhibit when your merchandise is being unpacked or repacked, as well as all other times during the show.
- Do not leave your exhibit space during set-up or breakdown periods. It is during these vulnerable periods that most problems are encountered. At the close of the show, immediately remove all merchandise and be certain advance arrangements have been made for the dismantling, packing and removal of custom displays.

ALWAYS BE AWARE OF SHOPLIFTING

The primary cause of losses is shoplifting.

If you are the victim of pilferage or observe someone shoplifting merchandise, immediately report it to the Security Headquarters Office on level 1 (meeting room 1C01) in person. This office will always be staffed. The security supervisor will quickly respond and see to it that all necessary reports are completed.

How You Can Prevent Shoplifting:

- Have enough people to properly staff your exhibit space during peak traffic times.
- Do not display too much merchandise at one time.
- Report any instances you think might pose a security problem to guards or show officials. Report people in exhibit areas without proper badges, no badge at all or anyone you may know to be registered improperly. Never show merchandise to anyone without a badge.
- Use our complimentary vaults overnight to securely store your merchandise. Do not drape off your booth after the show closes and leave all your merchandise out or under a sheet.

UTILIZE SAFES, VAULTS AND PRIVATE GUARD SERVICES

Use the vault facilities at night for your merchandise. Do not leave any jewelry in your showcases overnight unless you have private guard service.

Exhibitors who require private guards must employ the official security contractor. It is essential to overall security that the official contractor handles the employment of all guards. The use of unauthorized guards, armed or unarmed, is strictly prohibited. Exhibitors who do not comply will be in violation of their Agreement for Exhibit Space and will run the risk of being closed and removed from the show. Vault Hours Schedule is located on the following page.

ID CHECK AT SHOW ENTRANCE

In order to create a safe and secure selling environment for the JA New York Community, we will be checking all JA New York badges against government-issued ID for anyone entering the show at all times throughout our event, including on set-up days. **Please be prepared to bring a physical copy of an ID with you whenever you enter the show floor.**

VAULTING INFORMATION & PROCEDURES

VAULTING AT JA NEW YORK EXPLAINED

A vault area (secure room) is provided for storage of merchandise from one day prior to the show opening until the afternoon following the close of the show. The vault is manned by carefully selected armed personnel. While all merchandise is handled cautiously, it is essential that you make certain the locks on all pieces checked into the vault are closed and secure. Cardboard cartons or other means of packaging will not be accepted at the vault. The hours of the vault (subject to change) are detailed in this section. Merchandise will not be accepted at or relinquished from the vault without an Exhibitor badge and corresponding physical photo I.D.

- We suggest you proceed to Exhibitor Registration and pick up your badge before delivering your merchandise to the vault. If that is not feasible, we will accept your merchandise with an ID, BUT you will be required to present your badge when removing your items from the vault.

- During vault check-in, you will be issued our numbered two-part vault claim check. One part is attached to your bag/case, and the other is the redemption portion that is handed to you for receipt of your merchandise. Keep the redemption check in order to pick up your merchandise.

- To withdraw your merchandise, you will need your redemption check, Exhibitor badge and photo ID. You must sign the redemption check in front of the armed personnel. Please remember your signature must match from the night before – **i.e. the same person who drops off in the evening needs to be present at pick-up in the morning.**

REMEMBER:

- No merchandise will be released without a redemption check, Exhibitor badge and signature comparison.
- Exhibitors who remove their merchandise from show site assume all responsibility for any loss.
- The Agreement for Exhibit Space requires you be ready to conduct business when the show opens each day.
- Late opening violations are serious infractions of show rules. Please be sure to get to the vaults in sufficient time to meet opening schedules.

VAULT HOURS

Friday, October 23rd	**12:00 PM** – Continuous	Check-in
Saturday, October 24th	Continuous	Check-in
Sunday, October 25th	8:00 AM – 9:50 AM	Withdrawal
Sunday, October 25th	6:00 PM – 7:30 PM	Check-in
Monday, October 26th	8:00 AM – 9:50 AM	Withdrawal
Monday, October 26th	6:00 PM – 7:30 PM	Check-in
Tuesday, October 27th	7:00 AM – 9:50 AM	Withdrawal

ALL MERCHANDISE MUST BE REMOVED FROM THE VAULT ON SHOW DAYS.

NO PIECES SHALL REMAIN IN THE VAULT AFTER 10 AM.

IF YOU DO NOT CLAIM YOUR MERCHANDISE BY 10 AM ON SHOW DAYS, YOU WILL INCUR A VAULT HOLDING FEE.

REGISTRATION & STAFF BADGES

PRE-REGISTRATION: Avoid long lines by pre-registering 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. Buyers will not be admitted on the show floor prior to the official show opening.

ONSITE REGISTRATION HOURS

Friday, October 23rd	12 PM – 6 PM
Saturday, October 24th	8 AM – 6 PM
Sunday, October 25th	7 AM – 7 PM
Monday, October 26th	8 AM – 6 PM
Tuesday, October 27th	8 AM – 4 PM

EXHIBITOR BADGE POLICY

Register Online for Badges

- Booth personnel may be registered online by logging in to your JA New York Exhibitor Dashboard.
- Badges will not be mailed.
- Register online and you will receive a confirmation email.
- Print and bring this confirmation to show site, or we will scan the confirmation from your Smartphone.
- Your badge will then be printed and handed to you onsite.

Badges Must Be Worn at All Times While at The Show.

No one will be allowed on the exhibit floor at any time without a badge.

Exhibitors are Entitled to an Allotment of 3 Badges per 10x10.

Over Allotment Fee: $60 per badge. Lost Badge Fee: $100 per badge.

Exhibitor badges are for Exhibitor staff only. JA New York Show Management strictly monitors the number of Exhibitor badges requested by exhibiting companies. This policy has been designed to address the growing problem of personal shoppers registered by Exhibitors, the safety issues posed by their presence and fairness to other real retail buyers.

Making Changes to Your Badge

Authorized contact(s) is/are the only staff member(s) who can make additions and changes to your original badge request, both in advance and on-site at the Show. Authorized contacts certify that the persons listed on the Exhibitor Badge Order Form are bona fide employees of your company. All violations are ***subject to a $500.00 fine***. Any Exhibitor or authorized contact of an Exhibitor found to be in violation of the show badge regulations is subject to a fine as well as the possible ***loss of their booth space***.

ID Check at Show Floor Entrance

Each employee must provide physical personal identification (driver's license with photo or passport) and personal business identification (personalized business card, W2 form, or cancelled payroll check) to confirm entrance into the exhibit floor and to pick up their badge.

Misplaced Or Lost Badge

Your badge(s) are the property of JA NEW YORK and are non-transferable and may be revoked at any time. There is a fee of $100 to replace a misplaced or lost badge. Your badge will only be reprinted once at the Show.

Minor Policy

All JA New York Exhibitor booth staff and attendees must be 16 years of age or older. Children under the age of 16, including babies, are not permitted in the exhibit hall at any time, no exceptions. Please bring a physical form of photo identification that verifies your age as IDs will be checked at the show entrances at all times.

MEDIA

PUBLIC RELATIONS OPPORTUNITIES

Pre-Registration of Advertising & Public Relations Agency Personnel

If you have your own outside PR or Advertising agency, and you want the personnel handling your account to be admitted to the show, send us, on your company letterhead, the name, address and email address of your advertising or public relations firm. Only pre-register the agency personnel who service your account.

Please send to:

Krystal Garcia
Krystal.Garcia@smartworkmedia.com
E: (909) 641-0932

Pre-registration of advertising and public relations agency personnel is mandatory. No agency personnel will be registered on-site at the show.

Rules and Regulations

We create a comprehensive promotional campaign to help you promote your firm's participation to your customers. However, we cannot sacrifice the show's security in favor of publicity, and therefore have established regulations to protect security interests:

- Daily consumer newspapers, radio and/or television personnel are not allowed to attend the show UNTIL THE LAST DAY.
- Only editorial personnel may be invited.
- No reference to JA New York Shows must ever be made to the general public in daily consumer press, on television or on radio until AFTER the show has concluded.
- Your show ads MUST appear ONLY in the jewelry trade press. Consumer media coverage during the show only invites security problems.