

ARCHITECTURAL DIGEST HOME DESIGN SHOW

March 22 - 25, 2012

Pier 94

New York

Exhibitor Manual

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MMPI

MMPI is the world leader in developing, owning and managing merchandise marts, design centers, market buildings, as well as trade and consumer shows. We have three primary areas of focus:

PROPERTY MANAGEMENT

This division specializes in ownership and management of design centers and market buildings. Our buildings, such as The Merchandise Mart™ in Chicago, the L.A. Mart® in Los Angeles and the Boston Design Center in Boston, are home to approximately 2,000 showrooms. Each showroom is maintained by manufacturers or distributors hoping to reach a key target audience. As market makers, our staff attracts this key target audience to the building by producing trade shows, conventions, educational programs and special events.

TRADE AND CONSUMER SHOW MANAGEMENT

MMPI is one of the largest trade and consumer show producers in North America. Each year, we mount more than 300 trade and consumer shows, conventions, conferences, educational programs and special events that bring buyers and sellers together.

INDUSTRY EXPERTISE

We specialize in 11 key industries: office and retail; home furnishings; kitchen, bath and building products; contract furnishings; casual furnishings and accessories; gift and home; apparel; contemporary art; international antiques; fine crafts; and construction/real estate. As a result, we've developed an invaluable brain trust built on years of experience, carefully cultivated contacts and specialized knowledge, all of which work to elevate our showroom acumen, marketing communications and trade show operations in these industries.

**AD HOME DESIGN
SHOW TEAM**

Sales and Marketing

Shauna Levy
Vice President
shlevy@mmart.com
416.960.9030 x 4505

Troy Hanson
Director of Leasing
thanson@mmart.com
212.644.0833

Molly Lewandowski
Sales Manager
mlewandowski@mmart.com
646.778.3236

**Marketing, Promotional
Opportunities, Special Events,
Sponsorships, Public Relations**

Megan Reilly
Director of Marketing
mreilly@mmart.com
646.388.8902

Operations

Megan Davidson
Director of Tradeshow Operations
mdavidson@mmart.com
312.527.7514

Exhibitor Registration
Wendy Confrey
Director of Registration Services
wconfrey@mmart.com
312.527.7603

Exhibitor Relations & Finance
Lisa Alcantar- Leonard
Director of Exhibitors Relations
lalcantar@mmart.com
312.527.6026

Dan Foot
Exhibitors Relations Specialist
dfoot@mmart.com
312.527.7574

OVERVIEW

DRAYAGE

Also known as “materials handling,” drayage is the labor to receive freight during move-in at Pier 94, delivering it to your booth, removing empty containers, storing and returning them after the show, and loading materials for outbound shipping. Please note that drayage is included in your booth package.

BOOTH LIGHTING

Your booth does not come with any standard lighting. Lighting can be ordered through the Port Electrical Services Form.

ADVANCE SHIPPING DATES

In order to ease your delivery process, we have set aside an advance receiving warehouse specifically for Architectural Digest Home Design Show exhibitors. You can begin shipping to the warehouse on Wednesday, February 15 and not later than **Thursday, March 15**. 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 \$38.00 per 100 lbs.

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 20 or Wednesday, March 21.

EXHIBITING INFORMATION

SCHEDULE

	8am	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm	10pm	
Weds, Feb 15 - Thurs, Mar 15	Advance Deliveries to Warehouse 8 am - 3 pm															
Tues, Mar 20	Exhibitor Set-Up/Direct Deliveries to Dock 8 am - 6pm															
Weds, Mar 21	Exhibitor Set-Up/Direct Deliveries to Dock 8 am - 5 pm															
Thurs, Mar 22- Sat, Mar 24	Show Hours 10 am - 7 pm															
Sun, Mar 25	Show Hours 10 am - 6 pm										Dismantling 6 pm - 10 pm					
Mon, Mar 26	Dismantling/Freight Load Out 8 am - 12 pm/8am-10am															

SCHEDULE (CONTINUED)

FREIGHT DELIVERY HOURS

Advance Shipments to Warehouse: (\$38.00 per 100 lbs)

Wednesday, February 15 – Thursday, March 15 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 20 8:00 a.m. – 6:00 p.m. (Driver must be checked in by 4pm)

Note: Any driver checked in at Pier 94 after 4:00 p.m. will incur a surcharge of \$606.32 per truck.

Wednesday, March 21 8:00 p.m. – 5:00 p.m. (Driver must be checked in by 4pm)

Note: Any driver checked at Pier 94 after 3:00 p.m. will incur a surcharge of \$606.32 per truck.

SET-UP HOURS

Tuesday, March 20 8:00 a.m. – 6:00 p.m.

Wednesday, March 21 8:00 a.m. – 5:00 p.m.

SHOW HOURS

Thursday, March 22 10:00 a.m. – 7:00 p.m.

(Interior Design Trade, Press and Preview Guests)

Friday, March 23 10:00 a.m. – 7:00 p.m.

(Open to the Public)

Saturday, March 24 10:00 a.m. – 7:00 p.m.

(Open to the Public)

Sunday, March 25 10:00 a.m. – 6:00 p.m.

(Open to the Public)

DISMANTLING HOURS

Sunday, March 25 6:00 p.m. – 10:00 p.m. (Dismantling and Personally Owned
Vehicle Load Out)

Monday, March 26 8:00 a.m. – 12:00 p.m.

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.
- To Register Visit : <http://www.martreg.com/reg/artistreg/archdigexh.cfm>
Registration Deadline: March 8th, 2011
- 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: The Exhibitor Service Desk will issue temporary badges, valid only for set-up and dismantling, to contractors on a daily basis.

BOOTH EQUIPMENT & SERVICES

BOOTH CLEANING

If you require cleaning services, please complete the Port Parties [Booth Cleaning Order Form](#) and we will gladly respond to your request.

BOOTH EQUIPMENT

A selection of furniture is available from GES and can be ordered using the [Furniture and Accessories Order Form](#) by February 28, 2012.

BOOTH FLOORING

The aisles will be carpeted in grey. Booths will NOT be carpeted. Exhibitors must provide booth floor covering or order such through GES. Booth carpeting can be ordered through GES. If you have any questions, please feel free to contact our Operations Department.

Please note that booths in the MADE section will be carpeted in white.

BOOTH LIGHTING AND ELECTRICAL SERVICES

All electrical services will be provided or supervised by Port Parties Electricians. 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.

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.

HEIGHT RESTRICTIONS

12'6" to 13'6" clear height variable. The height limitation for hard wall booths is 10 feet. If your booth is an island booth, please contact Show Management at 312.527.7514 if your booth would exceed 12 feet in height.

DESIGN AND CONSTRUCTION OF BOOTHS

Any exhibit deemed unprofessional in appearance, at the sole discretion of Show Management, will not be permitted.

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.

The show does not permit skirted tables or pop up displays.

LINEAR BOOTHS

Linear booth (booths with other booths on three sides) backdrops or walls may extend no higher than 10 feet, lights or lighting rigging to 10 feet high maximum.

ISLAND BOOTHS

Island booth (booths with aisles on all sides) displays may not exceed 12 feet in height.

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

Booths with covered ceilings must have at least 50 % of the ceiling open and 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 Megan Davidson at 312.527.7514.

DECORATOR SERVICES

GES 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 at 800.475.2098.

HANGING SIGNS

Hanging signs are not permitted at the show.

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.

WALL PACKAGE

The walls, as applicable to your lease package consist of panels that are 4' wide x 10' high x 3" thick. The actual wall construction consists of a 1" - 1½" vertical rib on center, with horizontal ribs running every 24" on center, from top to bottom. The wall panels are covered in a 1/4" masonite facing. It is the responsibility of the individual exhibitor to treat the walls with paint, wallpaper, etc as we can not guarantee the condition of the walls. The walls do have the ability to accept screws or nails.

Exhibitors in the MADE Section: The walls, as applicable to your lease package consist of panels that are 3 meters (or 3.28'ft) wide x 10' high. The wall construction consists of a honey comb interior and an aluminum edge with a white vinyl laminate. Nails and screws for mounting purposes are permissible. However excessive holes to one panel; holes larger than ¼" in diameter; holes that cannot be filled properly or that bend the framework are subject to repair or panel replacement penalties. These charges will be billed back to the exhibitor.

VENDORS AND SERVICES

AUDIO VIDEO

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

Metro Multimedia
Phone: 201.340.2290

CATERING – BUTTERFIELD CATERING AND CAFE

In addition to running the show concession/cafés, Butterfield is pleased to offer a wide range of event planning services available to AD exhibitors including cocktail parties, promotional events, and booth receptions. Menu planning, staffing, alcohol/bar coordination and equipment rentals are available. Please visit www.butterfieldmarket.com for further information.

Catering Contact

Joelle Obsatz
Director of Catering
212.772.8782 ext. 207
joelle@butterfieldmarket.com

Café Contact

Evan Obsatz
Operations Manager
212.772.8782 ext. 209
evan@butterfieldmarket.com

COMPUTER RENTAL

Rentfusion is the official computer rental vendor for the Architectural Digest Home Design Show. 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](#).

FLORAL

The official floral vendor is Flowers by Special Arrangements: 212-721-0908.

FURNITURE RENTAL

For furniture needs, please refer to the [Furniture and Accessories Order Form](#).

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.

TELECOMMUNICATIONS

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

GRATUITY

All members of the Architectural Digest Home Design Show staff are a team. 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 the Architectural Digest Home Design Show (some restrictions apply). Please refer to the travel section of this manual.

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.

Exhibiting Information Helpful Hints

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

SHIPPING ADDRESS AND GUIDELINES

SHIPPING ADDRESSES

ADVANCE SHIPPING WAREHOUSE ADDRESS

Architectural Digest Home Design Show
(Your Company Name)
(Your Booth Number)
c/o GES
125 North Street
Teterboro, NJ 07608
Phone: 800.475.2098

All Warehouse, UPS and Federal Express shipments will be charged at \$38.00 per 100 lbs.

Please be sure to include event name, company name and booth number on shipping labels and shipping paperwork.

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

DIRECT SHIPPING EXHIBIT SITE ADDRESS

Architectural Digest Home Design Show
(Your Company Name)
(Your Booth Number)
c/o MMPI
Pier 94
55th Street and 12th Avenue
New York, NY 10019

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 the Architectural Digest Home Design Show. For more information, contact them at 908.355.8900 or email phobson@phoenixlogistics.com.

SHIPPING INFORMATION

FREIGHT MOVE-IN

Advance Deliveries to Warehouse:

Wednesday, February 15 – Thursday, March 15 8:00 am – 3:00 pm

Direct Deliveries to Show Site:

Tuesday, March 20 8:00 am – 6:00 pm (Driver must be checked in by 4pm)

Note: Any driver checked in at Pier 94 after 4:00 p.m. will incur a surcharge of \$606.32 per truck.

Wednesday, March 21

8:00 am – 5:00 pm (Driver must be checked in by 4pm)

Note: Any driver checked in at Pier 94 after 3:00 p.m. will incur a surcharge of \$606.32 per truck.

FREIGHT MOVE-OUT

Monday, March 26 8:00 am – 12:00 pm (All carriers must be checked in by 10am)

- **You may ship your materials from the show via any carrier.** However, Yellow Freight 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. MMPI assumes no 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 12 p.m., March 26, 2012 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.

SET-UP AND DISMANTLING INFORMATION

SET-UP PROCEDURES

SET-UP HOURS

Tuesday, March 20	8:00 am – 6:00 pm
Wednesday, March 21	8:00 am – 5:00 pm

Exhibitor set-up begins at 8:00 a.m. on Tuesday, March 20. Exhibitors may begin dismantling their displays at 6:00 p.m. on March 25, 2012. Exhibitors placing labor orders on-site will pay the posted labor premium and should expect to wait several hours for services. **Exhibitors are strongly advised to pre-order all labor by February 28 to avoid steep surcharges.**

Members of the Display Labor Union have jurisdiction over all set-up and dismantling of exhibits including signs and laying of carpet. This does not apply to the unpacking and placement of your merchandise. Refer to Union Regulations.

NOTE: 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 MMPI under Option I below. MMPI will coordinate all traffic and activity via the marshalling 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 26, 2012, 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. It may take several hours for all empty containers to be returned.

Sunday, March 25	6:00 pm – 10:00 pm
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(Exhibitors with Personally Owned Vehicles are allowed to move out Sunday evening.)

Monday, March 26	8:00 am – 10:00 am
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(Freight Loading)

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 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 MMPI Piers LLC, MMPI Piers MTS LLC, Merchandise Mart Properties, Inc., Vornado Realty L.P., Vornado Realty Trust, City of New York, the New York City Economic Development Corporation, Port Parties, Ltd, GES (Global Experience Specialists) and Apple Industrial Development Corp., and 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 share with MMPI all reasonable 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 MMPI, especially with regard to the efficient utilization of labor.

UNION REGULATIONS

Union labor will be required for certain aspects of your exhibit handling. Your personnel are encouraged to work with a union installer in a supervisory role. NOTE: An exhibitor may set up their exhibit display if one person can accomplish the task in **less than 1/2 hour** without the use of tools. If your exhibit preparation, installation or dismantling requires **more than 1/2 hour**, you must use union personnel *supplied by MMPI*. For question regarding union regulations, please feel free to contact Megan Davidson at (312) 527-7514.

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.

EXHIBITOR CHECKLIST

GES Forms

Deadline: February 28, 2012

- Show Information
- General Information
- Trade Show Tips
- Stop. Think. Safety
- Show Site Work Rules
- GES Terms & Conditions of Contract
- Fire Regulation Information
- Operation of All Mechanical Lifts
- Petroleum Surcharge Information
- Official Service Provider Information
- SAMPLE COPY: Certificate of Liability Insurance
- Notice of Intent to Use Exhibitor Appointed Contractor
- Material Handling Information
- GES Transportation Plus
- Material Handling Order Form
- Advance Shipping Labels
- Direct Shipping Labels
- Pre-Printed Outbound Material Handling Request
- GES Logistics – Domestic Shipping Quote Form
- GES Global Transportation Plus
- GES Logistics – International Shipping Quote Form
- Carpet Order Form
- Carpet Package Order Form
- Furniture & Accessories Order Form
- Furniture Package Order Form
- Specialty Furniture Order Form
- EZ-Shelves Order Form
- Standard Exhibit System Brochure
- Standard Exhibit System Order Form
- Premium Wall System Order Form
- Digital File Preparation

Port Parties Forms

Deadline: See forms.

- Electrical Order Form
- Cleaning Order Form

Other Forms

Deadline: See forms.

- A/V Order Form
- Internet and Telephone Order Form
- Lead Retrieval Order Form
- Lead Retrieval Nomad 2D Brochure
- Lead Retrieval Smart Scan Brochure

- Graphics & Signage Order Form
- Installation & Dismantling Order Form
- Key Information/Supervised Labor Checklist
- Hanging Sign/Truss Labor Information
- Hanging Sign/Truss Labor Order Form
- Payment and Credit Card Authorization
- 3rd Party Billing Request
- Booth Layout Form

