



NY NOW

**NEW EXHIBITOR
REFERENCE GUIDE**



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INFORMATION

As a first-time exhibitor, we want to make sure your exhibiting experience is as successful as possible. Below are some important show information, schedules and key details to help navigate the preplanning process for exhibiting at NY NOW.

Facility

Jacob K. Javits Convention Center
655 West 34th Street
New York, NY 10001
(212) 216-2000
Questions: moreinfo@javitscenter.com

Show Dates/Times

Sunday August 12, 2018
9:00am - 6:00pm

Monday, August 13, 2018
9:00am - 6:00pm

Tuesda, August 14, 2018
9:00am - 6:00pm

Wednesday, August 15, 2018
9:00am - 3:00pm

** all exhibit areas open on Sunday*

Floor Plan

To access, the exhibit hall floor plan [Click Here](#)

Exhibitor Resource Center

Need assistance? The Exhibitor Resource Center is your one stop to find all show related information. To access key show information, schedules, vendor order forms, deadline check list and the [Exhibitor Console](#), please visit the [Exhibitor Resource Center](#).

Exhibitor Service Manual

To access a quick reference index of all Exhibitor Service Manual forms and documents, [Click Here](#)

Exhibitor Console

The [Exhibitor Console](#) is your resource to all below items and more!

- Update company profile for online listing and directory listing
- Search attendee list
- Purchase sponsorship opportunities
- Register Exhibitor Badges
- View the Exhibitor Service Manual
- Upload company insurance documents, EAC forms, chair and wastebasket requests

The Exhibitor Console does require a log in. The username will be the email address associated with your exhibit booth contract. The individual password is located on your booth exhibit contract. If you cannot locate this, please reach out to your sales manager to retrieve or you can click "retrieve password" and the password will be sent to the email address on the exhibit booth contact.

HOTELS

OnPeak is the official housing provider for NY NOW. To book all hotel rooms/blocks with NY NOW at discounted hotel rates, [Click Here](#). If you have any special requests or need further assistance booking a hotel room, please contact onPeak.

onPeak : Phone: 855-992-3353 [Send an e-mail](#)

EXHIBITOR SERVICES

Order Exhibitor Services

To order show services, all forms and important exhibitor information can be found in [Exhibitor Service Manual](#). **PLEASE NOTE:** To browse the full NY NOW Exhibitor Service Manual and place orders using Freeman Online, you are required to create a unique username and password. This username/password is NOT your Customer ID number/password you use for registering your staff. If you have previously exhibited at NY NOW or ordered Freeman equipment and services for another show, you can use the same username and password for NY NOW. Whether a new or previous user of Freeman Online, you'll need to add NY NOW under the "My Shows" section under "My Account". For assistance, please contact Freeman Customer Service at (201) 299-7575. All Javits services can be ordered the Javits online ordering system, [JAKE](#). Javits services include electric, catering services, cleaning services, internet and other utilities. [JAKE](#) will be a separate username and password from your [Exhibitor Console or Freeman Online](#). For any assistance ordering Javits services or [JAKE](#), please contact the Javits, 1-877-452-8487.

Targeted Freight Move-in /out Schedules

Due to the size of NY NOW, a scheduled freight move-in plan ensures an orderly and efficient booth set-up based on the location of your booth. Each exhibitor is assigned a target time. The targeted freight move-in indicates the earliest day your freight can arrive if being shipped directly to the Javits Center. If being shipped in advance to the Freeman warehouse, your freight will be at your booth by your scheduled day. Please take in to account delays when planning your shipment direct to show site and when you will be able to start setting up your booth, as there can be a wait time for carriers depending on the volume of carriers delivering at any certain time/date as well as limited dock space available to unload shipments.

Exhibitor Move-In

[Freight Target Check-In Schedule - Level 1- Booths 5000-8800](#) [Freight](#)

[Target Check-In Schedule - Level 3- Booths 1000-4300](#) [Freight Target](#)

[Check-in Schedule - River Pavilion \(Booths 100-700\)](#)

Exhibitor Move-out

[Freight Target Check-In Schedule - Level 1- Booths 5000-8800](#)

[Freight Target Check-In Schedule - Level 3- Booths 1000-4300](#)

LABOR

Qualified union labor personnel (approved contractors by Javits) are required to perform various services. Helpers brought into the Javits Center by exhibitors for the sole purpose of unpacking, setting, styling or packing should not engage in display set-up and dismantle duties reserved for Javits Center carpenters, teamsters, electricians and plumbers. The Javits Center is also the exclusive provider of all cleaning (vacuuming, mopping, sweeping and trash removal) services. Please see link to the [Exhibitor Service Manual](#) for a full list of all labor guidelines. Please also visit the [FAQ's](#) on the NY NOW website to learn what you can do within your booth space WITHOUT hired labor and how to hire labor when you need it.

ELECTRICAL

Javits electricians install and dismantle all lighting and electrical with one exception; an exhibitor with a 100-sq. ft. booth, having ordered one 500-watt outlet, may hang and dismantle exhibitor owned light fixtures, up to four individual lights (excluding track lights) without tools or the use of a ladder. An inspection fee of \$58.00 will apply if work is completed by exhibitors. Please see Javits online ordering system, [JAKE](#), to order electrical services. You can visit the [FAQ's](#) listed on the NYNOW website for some examples of what you CAN do within your own booth and also see the [Exhibitor Service Manual to view the detailed electrical services and guidelines](#). More questions: services@javitscenter.com

SHIPPING AND HAND CARRY

For information on Shipping and Hand Carry, refer to Shipping Section of the [FAQ's](#) listed on the NYNOW website for a brief over view of shipping information and also see the link to the Full [Exhibitor Service Manual](#).

INSURANCE

All Exhibitors are required to secure general liability insurance and carry proof of insurance to show site. NY NOW does not provide any type of insurance coverage for the property and/or personnel of exhibiting companies (see Terms & Conditions on back of the Exhibit Space Contract). Exhibitors must maintain insurance that meets the requirements outlined in the insurance section of the Exhibitor Service manual and must submit certificate of insurance to NY NOW via the [Exhibitor Console](#), Important Exhibitor Forms, click the insurance link.

BOOTH CONSTRUCTION AND GUIDELINES

Refer to the [Exhibitor Service Manual](#) for all items included in your specific booth space and for construction rules and regulations.

MARKETING TOOLS

A marketing program is key to your overall success at the event. NY NOW offers resources from exhibitor education, webinars display offerings and Public Relations, [Click Here](#) to learn more.

Advertising and Sponsorships

[Click here](#) for more information on Advertising & Sponsorship opportunities.

EXHIBITING TIPS

- Create a budget for the event
- Book a hotel room in the NY NOW hotel block
- Review important dates and deadlines to take advantage of vendor early order discounts
- Decide what you will put in your booth space. Design your booth layout prior to arrival at the show and don't ship more than you need to allow you to conduct business in your booth
- Review your schedule with the targeted freight move-in/move-out schedules
- Consider the services and equipment you need to order for the show; electrical, labor, booth furnishings, etc., pre-show
- Login and update the Exhibitor Console
- Set calendar reminders for order discount deadlines to ensure you are saving money and have a smooth set-up
- To maximize your success at the event train booth staff to meet attendee expectations when they come to your booth
- Submit a floor plan with your electrical order indicating electrical placement
- Review work rules prior to arriving at the show
- Bring a credit card to show site to process last minute orders and services

FREQUENTLY ASKED QUESTIONS (FAQS)

If you haven't found what you are looking for here, check the NYNOW [Frequently Asked Questions](#) (FAQ's)

WIFI

The Javits Center has complimentary Wi-Fi throughout the building for light browsing and email. If you would like to order enhanced internet for your booth, please see the Javits online ordering system, [JAKE](#) to order internet service.