

2018 IMATS New York Exhibitor Manual Summary

This page provides important information on all of the materials and services you will need for your booth at IMATS New York 2018.

LOCATION:

Pier 94
711 12th Ave.
New York, NY 10019
www.piers9294.com

EXHIBITOR MOVE-IN:

Thursday, April 12, 2018 12pm – 7pm (Please do **not** arrive early unless you are a space only booth and have made prior arrangements through Dawn-Marie)

Friday, Apr. 13, 2018 9am – 1pm **This additional time is intended to help exhibitors with large or custom booths finish up. Thursday is officially set-up day and we would appreciate it if all exhibitors would respect that and show up then instead of waiting until Friday. It is becoming more and more challenging at our shows which have a Pro day to be ready for show open due to exhibitors not following the carefully planned schedule.**

All set-up must be completed by 1pm so that we can clear the aisles and ready the show floor for the 3pm open. Exhibitors are expected to vacate the premises by 1pm and return at 2:30pm.

EXHIBITION DATES:

Friday, April 13, 2018 *Make-Up Artist Pro-Card Day* 3pm – 7pm

Saturday, April 14, 2018 9am* – 5pm

Sunday, April 15, 2018 10am* – 5pm

*Exhibitors may arrive one hour prior to show open on Saturday and Sunday

IMPORTANT! Exhibitors must have their booths open and fully operational ALL days and all open hours. Friday is not an optional day. Also, you may not pack up and leave prior to 5:00 pm Sunday even if you are completely sold out.

EXHIBITOR MOVE-OUT: Sunday, April 15, 2018 5pm – 9pm**

****Note: Everything must be removed from the venue Sunday night, so please make appropriate arrangements with Pilot Freight Services or your freight company. NO EXCEPTIONS! Any and all abandoned freight will be turned over to Pilot Freight who will take it back to their warehouse. You will be required to pay Pilot for transportation and storage charges before your items will be released to your carrier.**

Exhibitor Kit Forms Online

You can now find all information (including this document) and order forms on our *For Exhibitors* page at <http://imats.net/2018-new-york/for-exhibitors/> Some of your email servers do not accept emails with large attachments; therefore having everything readily accessible on our website solves that problem. You will continue to receive emails notifying you when the exhibitor kit is ready and also follow-up emails with reminders and last minute information.

BOOTH PACKAGE: Each 10' x 10' booth space/equivalent comes with the following:

- Pipe and BLACK drape back wall (8' back and 3' side dividers). Island-style booths will **not** have any pipe and drape unless you specifically request it from Showtime on the Piers.
- One (1) 8' table draped BLACK
- Two (2) chairs
- One (1) wastebasket
- One (1) 7" x 44" booth identification sign
- Four (4) exhibitor badges

If your booth space is a combination of multiple 10x10 spaces (for instance a 10x20 booth is the equivalent of two 10x10's), you will receive multiplied quantities of everything except for the booth ID sign. Along these same lines, it is a lot of extra work to have our decorator provide furniture that isn't wanted/needed. Please let me know if there are items that you do not wish to have and I will do my best to not have them delivered to your booth space. There is also a form in the Showtime on the Piers' portion of the exhibitor kit where you can specify what booth package furniture or pipe and drape you do not wish to have.

The exhibition floor is plain concrete which is in line with the very industrial look of Pier 94. It is completely up to you whether you choose to carpet your space or not, but doing so will make your space more attractive and will be more comfortable for standing all day.

Booths do **not** come with: carpet, electricity, lighting, or internet. Also, booth package furniture is not interchangeable so if you would like something other than what is provided, you will need to order it at your own expense.

Additional Exhibitor Badges: Please be aware that four (4) exhibitor badges are allotted per 10'x10' booth space equivalent. Badges will ONLY have your company name on them, not individual's names, to allow for badge sharing among staff working different shifts. ALL staff working in your booth, including demo artists and their models, must be wearing an exhibitor badge. If you find that you require additional badges, you may purchase an additional **2** per 10x10 booth equivalent for **\$35** each. Please see the order form. The deadline for preordering additional printed exhibitor badges is **Tuesday, March 20**. If you miss the deadline, you will be able to purchase badges at the show from our Registration desk for **\$45** each.

Exhibitor Welcome Packets: Your printed exhibitor badges will be inside your welcome packet which you will sign for and pick up at Registration on set-up day, Thursday April 12th. Please pick up your packets as soon as you arrive for set-up so that you don't forget. Badges are not required to be worn on Thursday, but as of Friday morning everyone wishing to access the show floor must be wearing a badge. **DO NOT LEAVE THEM IN YOUR BOOTH!**

NOTE: Losing your badge, leaving it at your hotel, etc. will result in you needing to purchase a new one for \$45 at Registration.

Showtime on the Piers is once again our appointed show decorator. Below is a list of all of their order forms that you will find in their portion of the exhibitor kit. Please pay special attention to ordering deadlines on these forms as many of them have discounted pricing available for ordering before the deadline (the deadline for most forms is **March 30th**). If you have any questions, please call Showtime on the Piers at (212) 355-3213 or email them at shows@showtimeLLC.com. All order forms need to be returned to Showtime on the Piers and be sure that you get a confirmation of receipt from them!

- Method of Payment Form
- Booth Package Exception Form – **please be sure to fill this out if you have a custom stand and/or do not want some or all of the standard booth package inclusions such as pipe and drape walls, chairs, etc.**
- Electrical and Lighting Order Form
- Carpet Order Form
- Furniture & Accessory Order Form
- Material Handling Form
- EAC Notification
- Labor Order Form
- Custom Signage Order Form
- Booth Cleaning Order Form

MATERIAL HANDLING: Onsite door-to-booth is handled by Showtime on the Piers. Note: You are allowed to hand carry/wheel in your own items if they are on your own small hand truck or cart and you brought the products in your own vehicle. If Showtime receives any deliveries for you, no matter how small, then you will need to pay for material handling in order to get it to your booth.

We have negotiated a special **per pallet/crate/forklift load** rate with Showtime on the Piers rather than having them charge by weight. We have negotiated a rate of **\$220 per pallet/crate/forklift load (plus tax)**. **THIS RATE APPLIES ONLY TO THE HANDLING OF YOUR FREIGHT FROM THE DOOR OF THE VENUE TO YOUR BOOTH, AND IT IS A ONE-WAY RATE. IF YOU NEED CRATES/PALLETS MOVED FROM YOUR BOOTH TO THE DOOR FOR PICK-UP ON SUNDAY NIGHT, YOU WILL NEED TO PAY ANOTHER \$220 PER LOAD.** Please complete the Material Handling Form found in Showtime's portion of the exhibitor kit documents.

INTERNET: Being handled by GTT through Piers 92/94. See order form found on the *For Exhibitors* page of our website <http://imats.net/2018-new-york/for-exhibitors/>.

Wi-Fi is available for purchase for \$125 per user for the duration of the event, including set-up day. Additional users in your booth using the same PIN are \$75 each. Telephone lines and hardwired Internet are also available (see order form). Fax or email your order form directly to GTT. You may contact GTT at (212) 631-8100, option 8.

****INTERNET DISCLAIMER** Please be aware that if you plan on bringing your own internet hot spot, not only does this interfere with GTT's internet signals, but it also is in no way guaranteed to work effectively. We highly recommend that you purchase internet from GTT. Don't take any chances when it comes to processing sales transactions!**

LOGISTICS/ADVANCE WAREHOUSE:

Advance Receiving/Storage: PILOT FREIGHT SERVICES will accept crated, boxed or skidded materials up to 4 weeks (March 15) in advance of show set-up. Materials should be shipped to arrive at their warehouse **NO LATER THAN MONDAY, APRIL 9th FOR NORTH AMERICAN SHIPMENTS OR FRIDAY, APRIL 6th FOR INTERNATIONAL SHIPMENTS.** Their services include: receiving at warehouse, storage until set-up day (April 12), delivery to venue and pick up from venue. Please see the attached packet for Pilot Freight's shipping and advance warehouse information. You may also contact them directly at (800) 448-1648.

Shipping: You may choose to ship with any carrier of your preference, but our officially appointed carrier is Pilot Freight Services. Since they are also acting as our advance warehouse, shipping with them will be seamless. We all know that freight companies are challenging at best, but we have found (by lots of trial and error with other companies) that Pilot Freight has amazing customer service, they are competitively priced and they really seem to care. Pilot Freight Services can be reached at (800) 448-1648 or at pdx@pilotdelivers.com for domestic shipments and pdxintl@pilotdelivers.com for international shipments. You may also visit their website at <http://stations.pilotdelivers.com/PDX>.

Onsite Presence during Move-in and Move-out: In order to better serve our customers, we have arranged for two Pilot Freight representatives to be onsite Thursday, April 12th and Sunday, April 15th. Cindy Johnson and Michelle Lasater will be coming all the way from Portland, Oregon to assist exhibitors and show management with their freight and storage needs. Their contact info is listed in the Pilot Freight exhibitor packet.

Direct shipments to Pier 94: Direct-to-show-site shipments will only be accepted on **THURSDAY, APRIL 12th after 9 am.** You will need to fill out a Material Handling Form for your shipment and return it to Showtime on the Piers prior to set-up day so that they will accept your shipment and deliver it to your booth.

PARKING:

There is rooftop parking next door at Pier 92. The rates are \$35 for up to 10 hours and \$40 for 24 hours. There are other nearby parking alternatives (probably much cheaper too!) on the Piers' website www.piers9294.com/about/parking/. Alternatively, **Manhattan Parking Group** is offering special rates at their Worthy Parking Garage located just two blocks from Piers 92/94. Rates are \$20 for up to 10 hours, \$25 for up to 12 hours and \$32 for up to 24 hours. Please visit our Travel page at www.imats.net/2018-new-york/travel/ for more information and a link to their parking coupon.

A/V EQUIPMENT:

Metro Multi Media will be providing audio/visual equipment (such as TV monitors, computers and DVD players) to our exhibitors, at various rates. Please fill out their order form and submit to MMM for your equipment needs.

ONSITE CATERING/CAFES:

Masterpiece Caterers will once again be providing two café areas on the show floor. Due to feedback we have given them regarding the wait times in their lines, they have implemented some great things to help all of us super busy people out:

- Masterpiece Caterers will be offering a dedicated line at each of the cafes for exhibitors and IMATS staff to use.
 - They will be offering an "online store" where you can review the menu, make your selections and pay online. A confirmation will be sent once your order is ready for pick-up and you will go to the Exhibitor/Staff express line to do so.
 - There will also be a pre-order option for larger booths/orders
 - More information on pre-ordering and the online store coming soon!
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