

Welcome to FAME Immediate Fall/Winter 2008 Market!

This Exhibitor Service Manual has been compiled to furnish you with pertinent details that will enable you to properly prepare your exhibit area. Take the time to read the manual so that nothing is left to chance or surprise.

All information contained in this service manual is to the best of our knowledge correct and all services were available at the time of printing.

For your reference, this manual is divided into four sections. The contents of each section listed below are outlined in the index on the next page.

- General Information
 - Booth Package
- Move In/Out & Shipping
 - Order Forms

If you have any questions or need further assistance, please call me at 646-210-7526 or send me an email at FAME@theshowhelper.com. I look forward to working with you in the coming weeks and on site at the show.

Regards,

Jill Hickle
Exhibits Manager

Don't forget...FAME staff is available to serve you with any questions or guidance you may need. Below is a list of the show staff and how they can assist you.

Booth#, floor location, payments & promotional opportunities:

Contact your sales representative:

Lana Hansen, Director of Sales - 212-710-7487, lanah@busjour.com
Harvey Rubinfeld, Account Executive - 212-710-7418, harveyr@busjour.com
Kimberly Synnott, Account Executive - 212-710-7439, kimberlys@busjour.com
Amy Nathan, Account Executive - 508-405-4350, amyn@busjour.com

Booth setup, move-in, onsite & move-out:

Jill Hickle, Exhibits Manager, 646-210-7526, FAME@theshowhelper.com

Exhibitor Badge Registration:

Jill Cowperthwaite, Registration/Operations Coordinator - 203-663-7827,
jillc@busjour.com

Retail Development and PR:

Beth Cowperthwaite
Manager of Retail Development & Public Relations - 203-663-7850
bethc@busjour.com

Call to Action Memo

Deadline Items that need your immediate attention!

YOU CAN FIND THE ORDER FORMS BELOW, ON THE NEXT TWO PAGES!!!

1 – **RECEIPT NOTE** – Please complete and return to Metropolitan Expositions. This note acknowledges that you have read and agreed to the Rules and Regulations applying to exhibitors at FAME – May 2008. PLEASE MAKE SURE TO INDICATE THE TYPE OF BOOTH YOU ARE CONTRACTED FOR.

*****HEIGHT RESTRICTIONS PAGE*** - Please review the height restrictions page located behind the Receipt Note. The height restrictions for each booth package are listed on this page. You can also locate this in the Rules & Regulations pages in the Booth Package section of this manual.**

2 – **EXHIBITOR BADGE REQUEST FORM** – In order to receive your badges in the mail, please complete and return by **April 11**.

The Exhibitor Manual is available online. You can view, and download your order forms online with just a few clicks of the button. The online manual is located in the Exhibitor Services page of the show's website.

www.FameShows.com

If you have any questions about the forms or the online manual, please contact Jill Hickle, Exhibits Manager at 646-210-7526 or FAME@theshowhelper.com.

MANUAL INDEX

OPENING:	Call to Action Memo <ul style="list-style-type: none">- Receipt Note- Height Restrictions- Exhibitor Badge Request Form Welcome Letter Manual Index Planning Check List Map/Floor Plan
GENERAL INFORMATION:	Show Schedule & Overview of Important Items Official Contractors and Suppliers Exhibit & Display Regulation Travel & Area Information Hotel Information - Quikbook
BOOTH PACKAGE:	Booth Package Information Hardwall Diagrams & Guidelines
MOVE IN/OUT & SHIPPING:	Moving In/Out Information Shipping Information Official Shipper Information & Shipping Labels Metropolitan Shipping Bulletin & Shipping Information Metropolitan Material Handling Order Form Terms & Conditions/Shipping & Material Handling Guidelines Airgroup Berklay - Cargo Connection Phoenix International
ORDER FORMS:	Metropolitan Show Information Metropolitan Booth Package Change Metropolitan Hardwall Rules and Regulations Metropolitan Hardwall Package & Accessory Order Form Metropolitan Hardwall Package & Accessories Metropolitan Hardwall Package & Accessories Diagram page Metropolitan Lighting Order Form Metropolitan Package Change Order Form Metropolitan Standard Furnishing & Accessories Order Form Metropolitan Pegboard & Display Panel Order Form Metropolitan Garment & Display Order Form Metropolitan Metro Modular System Order Form Metropolitan Grid & Grids Accessories Order Form Metropolitan Executive Collection Order Form & Catalog Metropolitan Sign & Graphics Union Jurisdictions Information Metropolitan Labor Order Form** Metropolitan Key Information Form <ul style="list-style-type: none">Official Contractors InformationExhibitor Appointed Contractor Form Metropolitan Third Party Authorization Manny Stone Foamboard/Grid Rental Levin & Associates Display Cases D&B Divisions Javits Tool Kit: Electrical, Cleaning, Telecommunications & Catering - (Back Pocket)

Show Management has contracted a select group of companies to perform various tasks required in the installation, operations and dismantling of exhibits. Some of these contractors are exclusive - meaning they are the only companies that can be contracted for this work (denoted by **). If you intend to use a company other than those listed, please refer to the Exhibitor Appointed Contractors Form.

PLANNING CHECK LIST

DEADLINE	ACTIVITY	VENDOR/SEND TO:
<u>GENERAL</u>		
___ ASAP	Check balance on booth rental	FAME
___ ASAP	Check your insurance coverage	
___ ASAP	Hotel and Travel	Quikbook / Travel Planners
___ April 11	Receipt Note	Metropolitan
___ April 18	Booth Package Change Order Form	Metropolitan
___ April 18	Exhibitor Appointed Contractor Form	FAME & Metropolitan Exposition
<u>BADGES/REGISTRATION</u>		
___ April 11	Exhibitor Registration Form	Custom Registration
<u>UTILITIES</u>		
___ April 19	Electrical Service	Javits Convention Center
___ April 19	Cleaning Service	Javits Convention Center
___ April 19	Telephones/Internet	Javits Convention Center
<u>FREIGHT/SHIPPING</u>		
___ April 25	Delivery to Metro's advance warehouse	Metropolitan Exposition
___ May 2 & 3	Delivery to show site	Javits Convention Center
<u>OTHER SHOW SERVICES</u>		
___ April 18	Furniture, tables, shelves, etc.	Metropolitan Exposition
___ ASAP	Labor for set-up/dismantle	Metropolitan Exposition
___ ASAP	Foam Board/Grid Rental	Manny Stone
___ ASAP	Showcases	Levin & Associate
___ ASAP	Form/Steamer Rental	D&B Divisions
___ ASAP	Models/Booth Staff	CTI Temporaries, Inc.

SHOW SCHEDULE & OVERVIEW OF IMPORTANT ITEMS

	Friday May 2	Saturday May 3	Sunday May 4	Monday May 5	Tuesday May 6
Move-In	12pm-6pm	9am – 6pm	N/A	N/A	N/A
Hand Carry	12pm-6pm	9am – 6pm	N/A	N/A	4pm – 10pm
Exhibitor Registration	12pm-6pm	9am – 6pm	7am – 6pm	8am – 6pm	8am – 5pm
Freight Doors	12pm-6pm	9am – 6pm	N/A	N/A	4pm – 10pm
Service Desk	12pm-6pm	9am – 6pm	7am – 6pm	9am – 6pm	9am – 10pm
Show Hours	N/A	N/A	9am – 6pm	9am – 6pm	9am – 4pm
Security Room	Opens at 12pm	-----	-----	-----	Closing at 10pm
Shuttle Buses	N/A	N/A	8am – 6:30pm	8am – 6:30pm	8am – 4:30pm
Move Out	N/A	N/A	N/A	N/A	*4pm – 10pm

Dependable Shipping: Ensure you have a successful show and avoid overnight carriers such as UPS and FedEx. They do not deliver on Saturdays or wait in freight lines. All overnight services (UPS, FedEx, etc.) deliver hundreds of boxes a day to the Javits, so there can be a delay in receiving shipments from them. Plus, if you encounter a problem, they are difficult to trace.

Use a carrier that is accustomed to handling tradeshow deliveries. While you may not have encountered problems in the past, it can happen to you. When and if it does, it can cost you an entire show. Call our preferred carriers for more information and quotes:

- Airgroup 800-562-7399
- New England Motor Freight 800-994-4248
- Need It Now 212-989-1919

To further expedite your move-in, we also recommend you consider shipping to the Metropolitan Exposition advance warehouse. This will eliminate the need for your shipper to wait in any lines during move-in and you'll have your items in your booth when you arrive to set-up. The cost for this service is explained in the "Types of Handling Services" in the "Move-In/Out & Shipping" section.

Move-In: Move-in prior to Friday, May 2 at 12pm cannot be permitted. The booth installation will be underway and you cannot set-up or get your materials moved in.

Move-Out: Metropolitan Exposition will begin returning empty shipping containers on Tuesday, May 6, 2008, at approximately 4:30pm. We estimate the empty return process to take approximately 3-4 hours. Please keep this in mind when scheduling labor and freight pick-up.

*The floor must be cleared by Tuesday, May 6 at 10pm. All items must be picked up from the overnight storage between the hours of 4pm - 10pm, Tuesday, May 6.

Save Money: Place your orders early and get discounted rates. Payment must accompany all orders.

EXHIBIT & DISPLAY REGULATIONS

BOOTH GUIDELINES

•**Height Restrictions:** Hardwall Booth Packages (apparel section) & Fashion2Go have 8' high restrictions, which includes product and display items. Raw Space booths may extend up to 12' high, however the exposed portion of the backwall must be finished in white and be void of any and all verbiage, including company logos. Please contact Jill Hickle, Exhibits Manager, at 646-210-7526 or email FAME@theshowhelper.com with any questions.

•**Booth Display:** Show Management may require an exhibitor to make changes to their exhibit if, in Management's opinion, the exhibit does not conform to prevailing standards of good taste or interferes with the rights of other exhibitors.

•**Columns & Walls:** Nothing may be posted, tacked, nailed or screwed to columns, walls, floors or other parts of the building or Metropolitan Exposition equipment. Columns directly in your booth may be decorated as long as you do not paste, glue or tape any material directly to the surface. Bungee cords are an appropriate tool. If you do affix to the column without using the appropriate tool, you will be asked to remove the item. If labor is required you will be responsible for the labor costs to remove the unauthorized item.

•**Custom & Personal Booths:** If you plan to bring your own booth, or you have purchased **RAW SPACE** you must get approval from show management prior to set-up. Hardwall booths, in particular, may not fit inside the existing booth dimension and special arrangements may be needed to accommodate the installation. Each case will be handled on an individual basis and fees are at the exhibitor's expense. Please contact Jill Hickle, Exhibits Manager, at 646-210-7526 or FAME@theshowhelper.com for compliance. Additionally, don't forget to order labor if needed pre-show for a discounted price!

•**Demonstrations & Hand Outs:** When sampling, demonstrating and/or entertaining attendees, your booth must be arranged so that attendees coming into your exhibit do not block aisles or overlap into neighboring exhibits. If you expect many attendees to congregate in one area at one time, you must leave space within your own exhibit area to absorb the majority of the crowd.

The distribution of pamphlets, exhibitor booth locations and special notices is not allowed outside the confines of your booth. Any and all advertising for exhibitors, all models or special promotion must remain inside the booth. Also, the distribution of any samples, literature or other materials from a non-exhibiting company (one without a signed contract to exhibit) is expressly prohibited without prior consent of Show Management.

•**Fire Regulations:** Fire regulations mandate that all aisles, fire extinguishers, exits, passageways and lobbies are to be kept clear. This means that your product and display must stay within the confines of your booth and not protrude into or obstruct these areas. This includes any signage connected with the area. In addition, no empty boxes and crates can be stored on the exhibit floor including behind drapes, under tables and behind columns.

•**Models:** Models may display or demonstrate your product within the confines of your booth only.

•**Selling:** All over-the-counter sales of any kind that involve the exchange of currency for goods received during the exhibition are prohibited.

•**Sharing Booths:** Sharing a booth with another company is expressly prohibited.

SHOW PROCEDURES

•**Badges:** Exhibitor Badges must be worn at all times to gain access to the Exhibit Hall. Complete the Exhibitor Badge Request Form located in the front of this manual, then mail or fax it in advance to save time and avoid lines.

>Badges ordered by April 11 will be mailed.

>Badge orders received after April 11 can be picked up at Exhibitor Registration on-site.

Exhibitor badges are for personnel working in your booth, NOT GUESTS.

Work Badges will be issued during move-in and move-out only to those individuals, other than exhibitor personnel, that you have authorized to work on your display or to deliver/pick up materials to/from your booth. Badges will not be issued to individuals unless the exhibiting company has provided their name or the individual has exhibiting company ID.

•**Empty Box/Crate Storage:** This service is included in all freight handling rates for inbound shipments handled by Metropolitan Exposition. To store empty boxes and crates:

1. Affix an EMPTY label (available at the Metropolitan Exposition Service Desk) to each box or crate.
2. Clearly write your booth number and company name on each EMPTY label.
3. Place these boxes in the aisle by Saturday night and Metropolitan Exposition will place them in storage and return them automatically at the close of the show.

All boxes must be empty. Show Management, Metropolitan Exposition and the Facility are not responsible for these boxes and their contents.

•**Showcases:** All Levin showcases are lighted; however, you must order electricity and, depending on the number of showcases, a multi-plug outlet and extension cord from Javits Electric. Five hundred (500) watts will power 4 showcases. We suggest bringing your own lock, as most showcase keys are the same. You may also bring in your own power strips and extension cords.

EXHIBIT & DISPLAY REGULATIONS (continued)

INSURANCE & SECURITY

•**About Insurance:** Regardless of where your product and display items are during the course of participating in a trade show, the insurance of these items are your responsibility. This starts with shipping, continues through to the event (move-in to move-out) and ends with your return shipment. Without proper insurance your merchandise, display and personal liability are at risk. We highly recommend that you add the event to your existing insurance, which is referred to as a "rider". The period should include, as stated above, your shipment to/from the show and the show itself from move-in to move-out. If you have any questions, contact Jill Hickie at 646-210-7526 or FAME@theshowhelper.com and ensure you have a safe and successful show.

•**Copyrighted Materials:** Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs or other copyrighted material in exhibitor's booth, display, hospitality suite or any form of entertainment. The exhibitor shall remain liable for and shall indemnify and hold Show Management, their agents and employees, harmless from all loss, cost, claims, causes of action, suits, damages, liability, expenses and costs, including reasonable attorney's fees, arising from or out of any violation or infringement (or claimed violation or infringement) by exhibitor, exhibitor's agents or employees of any patent, copyright or trade secret rights or privileges.

•**Hold Harmless:** Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save the Show Management; Exhibit Facility and its employees and agents harmless against all claims. These claims pertain to losses and damages to persons or property, governmental charges of fines and attorney fees arising out of or caused by the sole negligence of the Jacob K. Javits Convention Center and its employees and agents.

•**Insurance:** Exhibitor Liability: Exhibitor acknowledges that the Jacob K. Javits Convention Center, Business Journals, Inc., FAME and the official show contractors do not maintain insurance covering Exhibitor's property or personal liability and that it is the sole responsibility of Exhibitors to obtain Business Interruption Property Damage Insurance covering such losses by Exhibitor.

It is important that each exhibiting company secures adequate insurance protection against loss of, or damage to, equipment and display materials, from any cause, and against loss through personal injury to himself, his employees or visitors to his exhibit. We strongly suggest arranging for all-risk coverage. This may be done with a "rider" to an existing policy.

•**Flammable Materials:** Combustible decorations, such as crepe paper, tissue paper, cardboard or corrugated paper cannot be used at any time. All packing containers, that are not flame-proofed, must be removed from the floor and cannot be stored under tables, behind displays or in cabinets.

Use only flame-proofed fabrics for display and test them personally to make sure they will not burn. Items not flame-proofed will need to be removed immediately at the exhibitor's expense.

An affidavit/certificate must be kept in your booth for inspection by the Fire Marshall stating; by whom, when and what was flame-proofed, the compounds used and the period of effectiveness. **YOU CAN CONTACT YOUR LOCAL FIRE DEPARTMENT FOR THIS SERVICE.**

•**Security Precautions:** Show Management provides professional access control personnel in the Exhibit Hall. The building, Show Management and/or the official show contractors are not liable for, or carry any insurance on exhibitors' merchandise or fixtures.

Each exhibitor must take responsibility for the security of all exhibit items. The following are suggestions on how you can protect your possessions in your absence - particularly at night when your booth is not staffed.

- Store your merchandise in our FREE Security Room overnight located in the inner corridor outside of the front of the hall.
- Share a guard with a neighboring exhibitor by contacting RAV, the official Security Company.
- If you hire a guard, be sure to confirm your booth inventory before leaving the facility for the evening and when you return.
- Never leave your merchandise unattended.
- Ship in locked trunks or crates.
- Be sure to furnish your shipping company with an accurate and complete bill of lading and maintain copies.
- Do not, under any circumstances, include merchandise, props, tools, etc. in containers to be stored in "Empty Storage".
- Be sure cartons are securely taped or banded and never mark the contents on the outside.
- Consolidate shipments of several small boxes into one large crate/carton or onto a pallet.
- Do not hide items, i.e. your handbag, toolbox, or samples under a table or behind your booth.
- Properly badge your booth personnel.
- Bring your own locks for rented showcases, as most cases have the same locks.
- Do not let anyone not wearing proper identification into your booth or handle your materials.

•**Security Storage Area:** A free 24-hour secured area is available beginning Friday, May 2 at 12pm until Tuesday, May 6 at 10pm. We strongly recommend you DO NOT leave merchandise or other valuables in your booth except when your booth is staffed. Only merchandise may be stored in the Security Room. No empty boxes will be accepted.

NOTE: Boxes that contain jewelry trays, props, merchandise, samples, etc. are not considered empty storage. They should be placed in the Security Room located in the inner corridor outside of the front of the hall.

•**Unions:** Metropolitan Exposition Services, Inc., the official service contractor hired by FAME, has agreements with the unions performing work at the Javits. Exhibitors should not become involved in disputes as to work to be performed or by whom. Any questions or disputes should be referred to the official and/or Show Management.

OFFICIAL CONTRACTORS

NAME/ADDRESS	HOURS	EMAIL / TELEPHONE	FAX
<u>Show Management</u>			
Jill Hickle- Exhibits Manager FAME	8:30am-4pm	FAME@theshowhelper.com 646-210-7526	866-728-3775
<u>General Contractor **</u>			
Metropolitan Exposition Services, Inc. 115 Moonachie Avenue Moonachie, NJ 07074	8am-5pm	201-994-1300	201-994-1350
<u>Facility</u>			
Jacob K. Javits Convention Center 655 West 34th Street New York, NY 10001	9am-5pm	877-4-JAVITS 212-216-2000	212-216-4169
<u>Cleaning **</u>			
Jacob K. Javits Convention Center 655 West 34th Street New York, NY 10001	9am-5pm	877-4-JAVITS 212-216-2090	212-216-4169
<u>Electricity **</u>			
Jacob K. Javits Convention Center 655 West 34th Street New York, NY 10001	9am-5pm	877-4-JAVITS 212-216-2090	212-216-4169
<u>Exhibitor Badges</u>			
Jill Cowperthwaite - Registration Coordinator FAME 50 Day Street Norwalk, CT 06854	8:30am-4:30pm	jillc@busjour.com 203-663-7827 800-358-6678	203-838-5028
<u>Mannequins/Racks/Steamers</u>			
D&B Divisions www.dbdivisions.com	9am-5pm	db@dbdivisions.com 239-263-7167	239-482-2448
<u>Grid & Foam Core Rentals</u>			
Manny Stone Decorators 5 Candeub Court Manalapan, NJ 07726	9am-5pm	732-617-1177	732-536-4000
<u>Models/Booth Staff</u>			
CTI Temporaries, Inc. 300 Madison Avenue New York, NY 10017	9am-5pm	800-700-7053 212-297-1211	212-476-9311
<u>Photographer</u>			
Einzig Photographers Inc. 236 West 26th Street New York, NY 10001	9am-5pm	212-727-9270	212-727-9289
<u>Props/Furniture/Accessory Rental</u>			
Props for Today 330 West 34th Street New York, NY 10001	9am-5pm	212-244-9600	212-244-1053

OFFICIAL CONTRACTORS (continued)

NAME/ADDRESS	HOURS	TELEPHONE	FAX
<u>Props NYC</u> Pier 40 South, 2nd Floor New York, NY 10014	9am-5pm	212-352-0101	212-741-8552
<u>Security/Guard Service **</u> RAV Security 44 West 28th Street, 6th Floor New York, NY 10001	24 hours	212-447-7777	212-447-1218
<u>Shipping</u> Air Freight: Airgroup International: Berkeley (NY) Phoenix (NJ)	9am-5pm	800-562-7399 800-254-4422 908-355-8900	908-351-2622 516-872-3331 908-355-8883
<u>Common Carrier</u> New England Motor Freight (NEMF)	9am-5pm	800-994-4248	718-782-0666
<u>Local Courier</u> Need It Now	9am-5pm	212-989-1919	718-497-7542
<u>Showcases</u> Levin & Associates 15-04 130th Street College Point, NY 11356	9am-5pm	718-463-2176	718-463-4302
<u>Telephone & Internet **</u> Jacob K. Javits Convention Center 655 West 34th Street New York, NY 10001	9am-5pm	877-4-JAVITS 212-216-2090	212-216-4169

TRAVEL & AREA INFORMATION

•Hotels

Quikbook offers a wide selection of great hotels and they have negotiated room rates that are up to 60% off the regular rates. Quikbook has no membership fees or service charges. You simply guarantee your reservation with a credit card and pay hotel directly upon check out.

Book online at www.FameShowsTravel.com or call 800-221-3531 weekdays from 9:00am – 8:00pm EST.

•Complimentary Shuttle Bus

FAME provides complimentary shuttle service to and from three high traffic areas in the city:

Shuttle Routes:

Route #1 – The Piers (12th Ave) when applicable
Route #2 – Penn Station (between 7th & 8th Ave at 31st St)
Route #3 – Times Square Area: (Marriott Marquis, boards on 45th St side)

Shuttle Schedule:

Sunday, May 2	8:00am – 6:30pm
Monday, May 3	8:00am – 6:30pm
Tuesday, May 4	8:00am – 4:30pm

Just look for the FAME/AccessoriesTheShow/Moda Manhattan signs!!!

•Airport Bus Services

There are several types of service to/from the three major New York area airports to Manhattan:

- Gray Line Airport Express:
212-315-3006 or www.graylinenewyork.com
Fare: Approx. \$14 to Midtown
- Carey Airport Bus:
718-632-0500 or www.groundnet.com/carey
Fare: Approx. \$13 or Midtown
- Airporter:
800-385-4000 or www.goairporter.com
- New Jersey Transit:
973-762-5100 or www.njtransit.com
Route: NJ cities to Penn Station (36th & 8th Ave)
Fare: Approx. \$7

•Airport Cab Service

Official Yellow Cabs can be found outside each airport's Baggage Claim area. The attendant on duty can give you more exact fare and travel times. Be cautious and aware of gypsy car services that may approach you at the airport!

From JFK: \$45 to anywhere in Manhattan. Travel time approximately 45 minutes to 1 hour.

From LGA: approximately \$25-\$30 to midtown: \$30-\$35 downtown plus tolls. Travel time approx. 30-45 minutes.

From Newark: Approximately \$40-\$45 plus tolls to midtown/downtown. Travel time approximately 45 minutes to 1 hour.

•Commuter Rail

Metropolitan Transportation Authority; www.mta.nyc.ny.us

Routes: Long Island Railroad, AMTRAK (Boston-Washington) and NJ Transit Commuter Rail all arrive at Penn Station (8th & 33rd). Metro-North Railroad arrives at Grand Central Station (42nd & Lexington)

AirTrain Newark Rail Service: www.airtrainnewark.com

Route: AirTrain offers transportation from Newark Airport into Manhattan via the New Jersey Transit. It runs 2-3 times each hour and is only a 20-minute ride to/from Penn Station.

•Subway, Bus & Ferry Service

Please refer to pages 30-31 in the Javits Tool Kit located at the back of the "Order Forms" section for all local transportation options or visit www.javitscenter.com.

•Driving to the Javits Center

Please refer to pages 29-31 in the Javits Tool Kit for directions to the Javits or visit www.javitscenter.com.

•Parking

There is no parking available on the Javits Center property located at 655 West 34th Street between 11th and 12th Avenue. Refer to page 31 in the Javits Tool Kit for area parking lot location or visit www.javitscenter.com.