



Hello International Beauty Show & IECSC exhibitors,

Please take a moment to read through the exhibitor manual. It contains important and cost saving information that will save you time and money! You will find all the necessary forms and contact information to ensure a smooth move in process. Please note we call special attention to the shipping procedures below. More information can be found in the shipping section of the manual.

We are pleased to inform you that Metropolitan Exposition Services, Inc. is the official contractor of the upcoming International Beauty Show & IECSC being held March 7-9, 2010 at the Jacob K. Javits Convention Center.

Shipping Information

Below you will find some important information that you will need to know before shipping your materials for this show.

It is imperative that you review the shipping procedures in the show manual. Due to the nature of this show, Metropolitan will bill your material handling in a very specific way. This exhibitor manual provides you with this important information. However if you do not understand or need further clarification on any of our procedures, as well as any other information about this show please do not hesitate to call a Metropolitan Representative at 201-994-1300, or e-mail any of their customer service representatives at exhibitorservices@metro-expo.com

Shipping Product

You must label your boxes with the PRODUCT labels provided in the kit. PRODUCT can ONLY be shipped direct to show site. If any product freight is delivered to the warehouse, you will incur our roundtrip Warehouse Material Handling Charges listed in the kit. **NO EXCEPTIONS!**

PRODUCT will be charged on a one way rate based on the intention you will not be shipping this material out at the end of the show.

If you happen to have PRODUCT that needs to be shipped out, a re-weigh is required. Please visit the exhibitor service desk to request a re-weigh. You will receive special labels and instructions from our staff to use for this procedure. If you have PRODUCT being shipped out that is NOT brought to our attention or we see PRODUCT packed within your booth freight, your WHOLE INBOUND shipment will be converted back to a round trip charge.

IF ANY OF THESE PROCEDURES ARE NOT FOLLOWED, YOUR MATERIALS WILL BE CHARGED THE REGULAR MATERIAL HANDLING RATES AND THERE WILL BE NO REFUNDS!!!!

If you are shipping any other materials:

Your materials will be charged on a round-trip fee. Materials are charged on a 100 lb minimum per shipment. Any discrepancies with the weight of your materials must be addressed at show site. No adjustments or credits will be issued by Metropolitan after they have left the show.

Advance shipment deadline is February 26. There will be a 30% surcharge for any materials sent to our warehouse after the deadline. Shipping labels for the advance warehouse are located in the shipping section of the manual.

Certified Weight Tickets are required for all shipments.

Please note that trucks signing in at show site after 2:00pm will result in your company being charged the OT (overtime) handling rates.

Metropolitan requires that you send your Material Handling Form to them in advance for review with a Payment Form for the product and/or material handling charges. (Please refer to the shipping section of the exhibitor manual for all forms)

The Metropolitan service desk will be staffed throughout the entire show should you have any questions or issues at show site that Metropolitan can assist you with.

If you need assistance with any of this information or any of the order forms please contact the Metropolitan Exhibitor Services Department

Exhibitor Service Team
Metropolitan Exposition Services
115 Moonachie Avenue
Moonachie, NJ 07074
Ph: 201-994-1300 Fax: 201-994-1350
www.metro-expo.com

Show Management Staff is available to assist you in any way possible. Please refer to the Show Management Staff page of the manual to find the appropriate person to direct your questions to.

If you need assistance with The Show Helper or have any operational questions please contact the IECSC and IBS NY Operations Team:

Best Regards,

Crystal Young
P: 212-564-8823
cyoung@cwmet.com

Rick Rosalina
P: 212-564-8823
rrosalina@cwmet.com

**TABLE & CHAIR REQUEST FORM
DEADLINE
February 15, 2010**

Any Exhibitor with 4 or more booths must request in writing to show management the quantity of tables and chairs that will be required with in your allotment. If you have 4 or more booths and do not send in your request you will forfeit your package and are responsible for all costs onsite.

If you have less than 4 booths you do not need to submit this form.

IBS NY Booth Package

1 8ft black draped table & 2 side chairs per 100 sq. ft

IECSC Spa Booth Package

1 8ft white draped table & 2 side chairs per 100 sq. ft

Exhibitor: _____

Booth #: _____

of Tables Required: _____

of Chairs Required: _____

Submitted By: _____

Phone: _____

Email: _____

Date: _____

Special Note:

If you are contracted for a raw space booth you will not receive any furnishings. Refer to your exhibitor contract for more information

Fax this form along with a detailed floor plan to 917-591-8316 or email requests to cyoung@cwmet.com

SHOW SCHEDULE

Exhibitor Move-In:

Pavilions & Multi-Booths (800 sq. ft. or larger)

Thursday, March 4, 2010 8:00 AM - 6:00 PM **TARGETED ONLY**

*** Call Crystal Young at 212-564-8823 for time slot**

All Other Exhibitors

Friday, March 5, 2010 8:00 AM - 6:00 PM

Saturday, March 6, 2010 8:00 AM - 6:00 PM

Hand Carry Move-In:

Friday, March 5, 2010 8:00 AM - 4:00 PM **ONLY**

All exhibits must be fully installed by Saturday, March 6, 2010 at 6:00 PM

For concerns or questions regarding the move in schedule please email them to:

questions@theshowhelper.com.

You can also download the vendor order forms for the show at www.theshowhelper.com

Professional Show Days:

Sunday, March 7, 2010 9:30 AM - 6:00 PM

Monday, March 8, 2010 9:30 AM - 6:00 PM

Tuesday, March 9, 2010 9:30 AM - 5:00 PM

Exhibitor Move-Out:

Tuesday, March 9, 2010 5:00 PM - 10:00 PM

Wednesday, March 10, 2010 8:00 AM - 12:00 Noon

Hand Carry Move-Out:

Tuesday, March 9, 2010 5:00 PM - 9:00 PM **ONLY**

All exhibitor materials must be removed from the exhibit facility by Wednesday, March 10 at 12 Noon

Registration:

Friday, March 5, 2010 8:00 AM - 6:00 PM

Saturday, March 6, 2010 8:00 AM - 6:00 PM

Sunday, March 7, 2010 8:00 AM - 6:00 PM

Monday, March 8, 2010 8:00 AM - 6:00 PM

Tuesday, March 9, 2010 8:00 AM - 4:00 PM

IBS & IECSC Exhibitor Registration will be located the in Crystal Palace on the 3rd Level of the Javits.

For safety concerns, children under the age of 15 are not permitted on the show floor at any time!

MOVE-IN / MOVE-OUT INFORMATION

Move-In

- Warehouse freight is moved in first. Freight sent directly to the Show will be received on a first come, first served basis.
- **All exhibitors and exhibitor-appointed contractor personnel must be badged.** Badges are available for pick up during posted registration hours. We must receive your insurance certificate and all outstanding balances paid before any badges will be distributed. Badges are not transferable. Each exhibitor must pick up his/her own badge. See “Registration” tab for additional information.
- Exhibitors arriving after the posted set up times **WILL NOT** be allowed into the hall and must return the next morning. Those in the hall at the end of official posted time may remain to finish work in progress, but for security reasons, once you leave the hall, you cannot return.
- ***Hand-Carried Items***- Exhibitors are allowed to carry in a limited number of materials. The hand carry regulations are stipulated in the shipping section of this manual.
- **All exhibits must be fully installed by 6:00 PM on Saturday, March 6.** Those exhibitors who have not arrived or made set up plans by this time will either have their booths erected by show management at prevailing rates, or the exhibit will be removed from the floor.
- **Aisle carpet will be installed beginning at 6:00 PM on Saturday, March 6.** All crates and boxes must be labeled empty and ready for removal by **4:30 PM, March 6.**
- **Bring copies of your orders** (labor, electrical, carpeting furniture, etc.) with you to the show to avoid discrepancies. Bring any billing issues to the attention of the vendor and Show Management immediately.
- **Tables and chairs must not be removed from booths in which Metropolitan Expositions has placed them.** In the event that you ordered furniture and none was delivered, notify the desk personnel at the Metropolitan Exposition Service Desk at once. Do not move the furniture from a neighboring booth into yours. If furniture was delivered to your booth but none was ordered, please notify the desk personnel at the Metro Service Desk at once. Do not remove the furniture yourself. If you didn't place a furniture order and “borrow” furniture from a neighboring booth, you will be charged for the furniture once it is in your booth.

Move-Out

No exhibitor is permitted to dismantle a display before Tuesday, March 9 at 5:00 p.m. Dismantling of an exhibit prior to the close of the show at 5:00 p.m. will result in compromising the exhibitor's position in any future Events.

All exhibitors are responsible to complete a bill of lading and return it to the Metropolitan Exposition Service desk. The returning of crates and packing materials precede the loading of outbound freight. All freight must be removed from the exhibit hall by 12:00 p.m. on Wednesday, **March 10.** Freight arrangements must be made to comply with this deadline. Show Management will make shipping arrangements for any remaining freight, to be returned to the best available address on the official show carrier at prevailing rates. **All trucks must be checked in by 10:00 a.m., Wednesday, March 10.**

Please Note: If an adjustment on outbound freight weight is necessary, it must be made at the Metropolitan Exposition Service Desk ***prior to move out.*** The adjustment must be reflected on your bill of lading and the reduction in drayage charges should be confirmed with Metropolitan Exposition prior to freight pick-up. **This is especially important if you bring in more products than you will leave.** Also, order your move-out labor early from Metropolitan Exposition Service Desk.

AUTHORIZED CONTRACTORS

OSCAR EINZIG PHOTOGRAPHER, Inc
(Photographer)

717 S. Wells, 5th Floor
Chicago, IL 60607
Phone: (312) 922-0056
Fax: (312) 922-2866

EXHIBITOR SERVICES (Javits)
(Booth Cleaning, Electrical, Plumbing, Phone)

Jacob K. Javits Convention Center
655 West 34th Street
New York, NY 10001
Phone: (877) 452-8487
Fax: (212) 216-4169

METROPOLITAN EXPOSITION
(Decorator)

115 Moonachie Avenue
Moonachie, NJ 07074
Phone: (201) 994-1300
Fax: (201) 994-1350

PAR AVION
(Travel Agent)

6033 W. Century Blvd., Suite 780
Los Angeles, CA 90045
Phone: (866) 364-9514 Intl: (310) 590-4735
Fax: (310) 649-3554

GETVAMP, LLC
(Signage, Printed Materials & Promotional items)

3033 Circle Court
Cleveland, Ohio 44113
Phone: (216) 566-5953
Fax: (866) 728-3775
Email: orders@getvamp.com

SHOW INSURANCE INC.
(Insurance)

29100 Aurora Road #100
Solon, Ohio 44139
Phone: (440) 349-6650
Fax: (440) 815-2154
questex@showinsurance.com

ROADWAY
(Domestic Ground Shipping)

Phone: (800) 531-3976

AIRGROUP
(Domestic Air Freight)

Phone: (908) 351-7171
(800) 562-7399

TS SHIPPER
(Domestic Ground & Air Shipping)

Phone: (440) 503-2566
www.tsshipper.com

METROMULTIMEDIA
(Audio-Visual)

115 Moonachie Avenue
Moonachie, NJ 07074
Phone: (201) 340-2290
Fax: (201) 340-2108

LEVIN & ASSOCIATES
(Display Cases)

15-04 130th Street
College Point, New York 11356
Phone: (718) 463-2176
Fax: (718) 463-4302

NATIONAL MICRO RENTALS (NMR)
(Computer Rental)

28 Abeel Road
Monroe Twp., NJ 08831
Phone: (800) 637-2496
Fax: (609) 395-7142

PHOENIX LOGISTICS
(International Freight Forwarder)

1201 Corbin Street
Elizabeth, NJ 07201
Phone: (908) 355-8900
Fax: (908) 355-8883

CENTERPLATE
(Catering)

Jacob Javits Convention Center
655 West 34th Street
New York, NY 10001
Phone: (212) 216-2400
Fax: (212) 216-4169

SPRING VALLEY FLORAL
(Floral)

P.O. Box 760
Valley Cottage, NY 10989
Phone: (845) 268-7555
Fax: (845) 268-6570

RAV INVESTIGATIVE & SECURITY
(Security)

44 West 28th Street, 6th Floor
New York, NY 10001
Phone: (212) 447-7777
Fax: (212) 447-1218

GENERAL INFORMATION

(alphabetical by subject)

ATTENDANCE:

Attendance at IBS & IECSC is open to the *Professional Salon Industry Only*. Attendees are required to provide proof of affiliation within the beauty industry. Registrations for attendees may be purchased in advance by calling (800) 427-2420 from outside the U.S.

BADGES:

Exhibitor registration area will be located in Crystal Palace on the 3rd Level of the Javits Center. Temporary work passes will be available to "helpers" for scheduled move-in and move-out times only. Temporary work passes may be obtained from Show Management or at the exhibitor registration area. Refer to the "REGISTRATION INFORMATION" section of this manual for additional information.

Please note: Badges and work passes are nontransferable.

NO Children under 15 years old will be allowed on the tradeshow floor

EXHIBITOR SERVICE'S AREA:

The IBS / IECSC Exhibitor's Service Desk will be located in the Crystal Palace outside of the Entrance. This area will have service representatives for labor, furniture, freight, electrical, phones etc. After you have checked in at the Exhibitor Registration Desk, we suggest you go to the service desks and confirm your pre-ordered services and equipment. The service desks will be open during move in, the show and move out.

The person in charge of your exhibit should carefully inspect and personally sign for all work order forms. If you disagree with a bill presented for your signature, question it immediately. If you cannot come to a satisfactory agreement with the contractor, contact Show Management. *Do not put it off!* Once the Show has ended, it becomes very difficult to resolve differences.

SECURITY:

Show Management will provide a 24-hour guard service from the move-in of freight until the removal of all crates and materials on Wednesday, March 10. Although we do our best to deter theft, Show Management is not responsible for lost or stolen items. **Security for individual booths and their contents is the responsibility of each Exhibitor.** Exhibitors in need of individual booth security should contact RAV Investigative & Security Services directly at 212-447-7777 to make arrangements.

All Exhibitors and booth personnel must have Exhibitor Badges in order to have access to the Exhibit Hall. Badges are not transferable. Exhibitors will have access to the exhibit hall one hour prior to the opening of the show and ½ hour after the show closes each show day. **DO NOT SCHEDULE APPOINTMENTS WITH ATTENDEES ON THE SHOW FLOOR PRIOR TO THE SHOW OPENING OR AFTER SHOW CLOSING.**

Security Tips:

- If you have a product which you allow people to try out, be sure that each potential customer is supervised. To avoid theft, consider asking for a credit card or license as a form of deposit from people who you allow to demo your product.
- Remove small items on a nightly basis.
- Hire a private duty security guard or rent a security cage.
- Have replacements available either on-site, at a local distributor or on stand-by at your office for overnight shipment.
- Do not list contents on outside of boxes (*e.g.: Box 1 - Personal Computer*)
- Carry a detailed list of what you ship, in which box it was packed and repack in the same manner. Keep a copy in your office and check your shipment when it returns.

SHAMPOO FACILITIES:

Shampoo areas are available for use by exhibitors at no charge. These areas will be positioned as governed by service availability and will be clearly indicated on the show floor.

SHIPPING YOUR EXHIBIT:

There are three ways to get your exhibit to the Exhibit Hall: ship it in advance; ship it to show site; or hand carry to show site.

- **Advance Shipments to Contractor's Warehouse** - Freight shipped to the Metropolitan Exposition warehouse will be placed in the Exhibit Hall first. Shipments must arrive at the warehouse by **February 26, 2010**
- **Shipped Directly to Show Site** - Freight shipped directly to the Exhibit Hall should arrive during the published exhibitor move-in schedule. Shipments will be received on a first-come, first-served basis.
- **Hand-Carried To Show Site** - Exhibitors are allowed to carry in some materials. The hand carry restrictions are stipulated in the shipping information section of this manual.

TIPS:

- Separate your shipment by display and product. (Direct to Show Site Only) Product must be labeled as **PRODUCT ONLY**. The price per CWT for **Product only shipments** (each way) is **\$49.75**
- If you have minimal display materials (e.g. brochures, samples, etc.), you may avoid the drayage charge (based on a 100 lb minimum) by shipping the materials to your hotel and then carrying to show site.
- If you have more than 100 lbs of freight, minimize your drayage charges by shipping everything together.
- When contracting an "overnight" shipper, check on how long it takes them to trace a lost shipment. Some companies take two days, which is too long in the trade show business.
- UPS or FedEx are not preferable shippers when sending to show site. They will not wait in freight lines and the entire delivery is signed for rather than each individual package. This hampers your ability to track lost shipments.

SHOW COLORS:

<u>Show</u>	<u>Exhibit Hall</u>	<u>Show Colors</u>
International Beauty Show	Halls 3A-3D	black drape, black & gray aisle carpet
IECSC	Halls 3E	white drape, sage aisle carpet

STANDARD BOOTH EQUIPMENT:

The following standard booth equipment is provided to each single booth at no additional cost:

<u>Booth Equipment</u>	<u>Halls 3A – 3D (IBS)</u>	<u>Hall 3E (IECSC)</u>
8' high draped back wall	black drape	white drape
3' high draped side rail	black drape	white drape
one 8' draped table for 10'x10'	black drape	white drape
two contour side chairs		
booth identification sign		
aisle carpet		

Any Exhibitor with 4 or more booths must request in writing to show management the quantity of tables and chairs that will be required. Send requirements & floor plans to Crystal Young via fax: 917-591-8316 or email: cyoung@cwmet.com on or before February 15. If you are contracted for a raw space booth you will not receive any furnishings. Refer to your exhibitor contract for more information.

Important Notice:

Standard booth equipment cannot be exchanged for other decorating equipment. The service contractor will pick up unwanted or unused booth equipment. Other exhibitor cannot use this equipment.

SHOW MANAGEMENT STAFF:

International Beauty Show / International Esthetics, Cosmetics & Spa Conference
757 Third Avenue, 5th Floor
New York, NY 10017

<u>Name</u>	<u>Title</u>	<u>Phone</u>	<u>Fax</u>	<u>Email</u>
Dana Lupton	Group Show Manager	212-895-8237	212-895-8209	dlupton@questex.com
Marketing				
Tina Kassimis	Marketing Director (IECSC)	212-895-8248	212-895-8209	tkassimis@questex.com
Nicole Peck	Marketing (IBS)	212-895-8291	212-895-8209	npeck@questex.com
Natasha Bhalla	Marketing (IBS)	212-895-8259	212-895-8209	nbhalla@questex.com
Alyssa Harmon	Marketing (IECSC)	212-895-8233	212-895-8209	aharmon@questex.com
Operations				
Rick Rosalina	Operations Manager	212-564-8823	917-591-8316	rrosalina@cwmet.com
Crystal Young	Operations Manager	212-564-8823	917-591-8316	cyoung@cwmet.com
Sales				
Veronica Gonnello	Sales Executive (IBS)	212.895.8244	212.895.8209	vgonnello@questex.com
Loretta Streng	Sales Executive (IBS)	212.895.8229	212.895.8209	lstreng@questex.com
Yvonne Brandau	Sales Executive (IBS)	212.895.8231	212.895.8209	ybrandau@questex.com
Benji DiJohn	Sales Executive (IBS)	440.567.0801	212.895.8209	bdijohn@questex.com
Kathy Gruttadauria	Show Manager (IECSC)	203-926-0528	203-926-0577	kgruttadauria@questex.com
Lynne Boccuzzi	Sales Executive (IECSC)	203-652-0516	203-652-0536	lboccuzzi@questex.com
Maura Igoe	Sales Executive (IECSC)	203-926-0520	203-926-0577	migoe@questex.com
Sarah Owen	Sales Executive (IECSC)	972.745.9278	972.393.4864	sowen@questex.com
Susan Borkowski	Show Coordinator	212-895-8234	212-895-8209	sborkowski@questex.com
Conferences				
Diane Waltersdorf	Education Manager (IECSC)	203-383-0516	203-926-0577	dwaltersdorf@questex.com
Kim Heywood	Education Manager (IBS)	212-895- 8223	212-895-8209	ibseducation@questex.com
Registration				
Jill Hoiwik	Registration Manager	218-279-8872	218 279 3246	jhoiwik@questex.com
Public Relations				
Michelle Mitchell	PR Manager	216-706-3733	216-706-3714	mmitchell@questex.com

REGISTRATION

EXHIBITOR REGISTRATION / BADGE PICK-UP

IBS & IECSC Exhibitor Registration will be located the in Crystal Palace on the 3rd Level of the Javits.

NOTICE: Proof of insurance is required before any exhibitor will be issued their exhibitor badges. For more information regarding the insurance requirement, please refer to the back of your contract, or the Insurance Notice located in the Rules and Regulations section of the manual.

PHOTO IDENTIFICATION MUST BE PRESENTED TO PICK BADGES ON-SITE.

Registration:

Friday,	March 5, 2010	8:00 AM - 6:00 PM
Saturday,	March 6, 2010	8:00 AM - 6:00 PM
Sunday,	March 7, 2010	8:00 AM - 6:00 PM
Monday,	March 8, 2010	8:00 AM - 6:00 PM
Tuesday,	March 9, 2010	8:00 AM - 4:00 PM

IBS & IECSC Exhibitor Registration will be located the in Crystal Palace on the 3rd Level of the Javits.

For safety concerns, children under the age of 15 are not permitted on the show floor at any time!

MODEL PASS / PICK-UP PROCEDURES

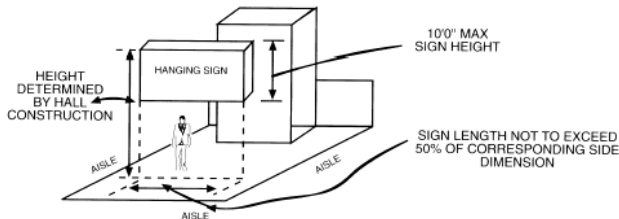
- Model tickets will be mailed to the main contact for those who requested them in advance. To redeem your total allotment of model tickets or to purchase additional tickets, exhibitors need to proceed to the Model Registration Desk.
- Model tickets will be issued for Sunday, Monday, and Tuesday. Model tickets are non-transferable and are only valid for the assigned day.
- Distribution of the model tickets will be the sole responsibility of the exhibitor.

BANNERS:

In an effort to maximize your exposure, inline booths of 200 square feet or more are now permitted to hang banners over your booth within the IBS Guidelines. You must adhere to the below guidelines and Show Management must approve all banners prior to installation.

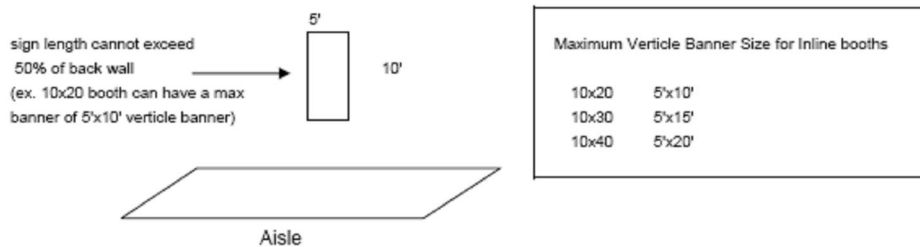
Peninsula Booths:

Banner Size must not exceed 10ft in height and 50% of corresponding side dimension. Example Below:



In-Line Booths:

Banner Size must not exceed 5ft in width and 50% of back wall dimension. All banners must be vertical **NO EXCEPTIONS.** Example Below:



Exhibitors must submit a written request that includes a diagram of their desired placement. All Requests and questions should be directed to:

Crystal Young
cyoung@cwmet.com
Fax 917-591-8316

To save you time and money we recommend you talk with our operations department prior to production of any banner to ensure your banner is meeting the IBS and IECSC requirements.

Banner Production:

Exhibitor that need help designing or printing banners / signage can contact Getvamp LLC our official marketing & promotions company. Getvamp can be reach at 216-566-5953 or at orders@getvamp.com

BOOTH & DISPLAY REGULATION:

Display Guidelines - The International Beauty Group is committed to producing industry events with the highest degree of professionalism, integrity and quality for our exhibitors and visiting salon professionals alike. To that end, **the following Booth Guidelines will be enforced.**

- All tables within your booth area must be draped and/or skirted. Exhibitors **cannot** utilize the booth's side drape as skirting for tables.
- **All booths must be carpeted**
- All signs must be professionally produced and/or created.
- The use of corrugated boxes, unlabeled bins, etc. to display and/or sell merchandise is prohibited.
- Unsightly storage of inventory within your booth area is not permitted.
- IBG urges all exhibits and displays to convey a professional and high quality image. Professionally produced exhibits are encouraged.

This policy will be enforced at all IBG events. Failure to comply with the above guidelines will result in Show Management's intervention that may impact exhibitor booth placement at future IBG events.

In addition to the guidelines listed above, the Jacob K. Javits Convention Center and the International Beauty Show Group prohibit the following:

- The use of untreated cardboard boxes or wooden crates as display fixtures is prohibited.
- The hanging of promotional materials on and/or around any structural part of the building by an exhibitor **is not permitted** and will result in a cleaning fee charged by the Jacob K. Javits Convention Center to the exhibitor for the removal of this material.
- No helium or hot air balloons and/or tanks are permitted in the hall.
- Fountains, and other water containers used for decorative purposes, must be waterproofed and inspected by the Jacob K. Javits Convention Center.
- The use of glitter is not permitted in the facility. A cleaning fee will be assessed for any use of glitter.
- Exhibitors may conduct business only within their booth space. Printed matter may not be distributed in any area of the show floor except within the confines of their booth.

IBS DISPLAY HEIGHT CHART

# OF CONTIGUOUS BOOTHS	HEIGHT			
	8'	10'	12'	16'
1	X			
2	X			
3	X			
4 LINEAR		X		
4 PENINSULA		X		
4 ISLAND		X		
5		X		
6 LINEAR			X	
6 PENINSULA			X	
6 ISLAND			X	
7 LINEAR			X	
7 PENINSULA			X	
8 + LINEAR			X	
8 + PENINSULA				X
8 + ISLAND				X

Special Note:

Exhibitor Displays that exceed 4ft in height must be placed appropriately to maintain IBG sightline restrictions.

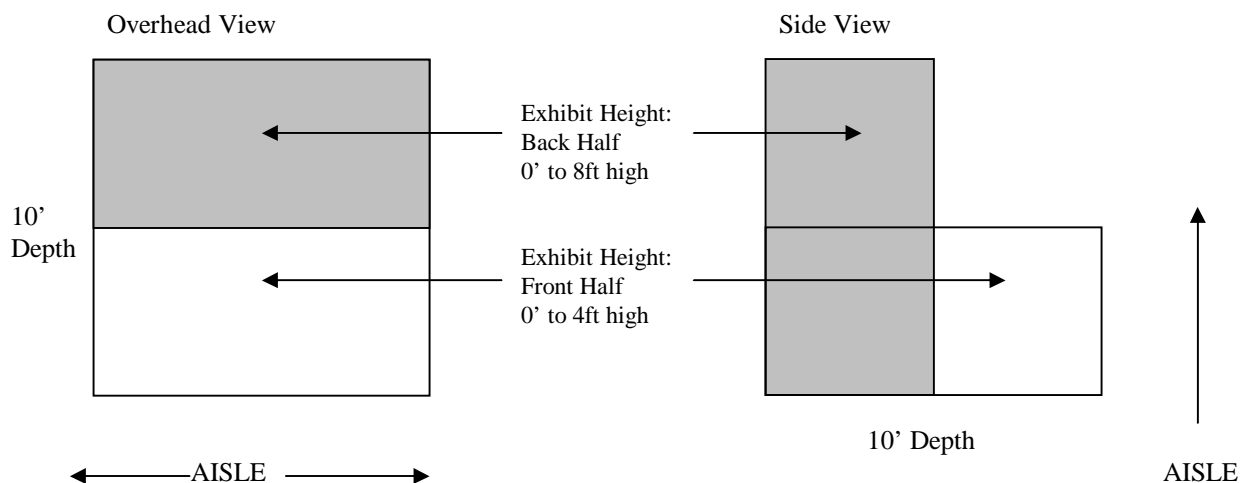
Please refer to the sightline restrictions rule below.

Sightline Restrictions - Display fixtures, over 4' in height, will need to be positioned at least 5' from an aisle so a clear line of sight extends for at least 20' from any adjacent exhibitor. Exhibitors must do this on all sides of the booth. A person standing 3' into the aisle, from a distance of 20', must be able to see 5' feet into an adjacent 10' x 10' booth (from the aisle towards the middle of the booth).

- All display components will need to be positioned in order that a clear line of sight as defined above is maintained.
- Any display component placed in violation of sightline policy will be removed at the exhibitor's expense.
- The sightline must be maintained from both sides of the booth.
- All display components must be professionally produced.
- Any display component exceeding 8' in height must have a finished backing or must be draped off at the exhibitor's expense.

IBS Show Management has established the following sightline policy to give each exhibitor effective use of his space without interfering with the rights of neighboring booths.

Sample Booth Layouts –



Special Notice:

All two-tiered exhibits require a building notice, which must be filed with a licensed architect or engineer in the State of New York.

Any display that uses ground supported truss or tow motors to support an aerial display must be certified by a licensed architect or structural engineer. The New York Fire Department reserves the right to request documentation on-site to verify the structural safety of the exhibit. The New York Fire Department also reserves the right to request the exhibitor to dismantle the exhibit or support the exhibit with additional support points.

Please direct any floor plans/blueprints or questions to Rick Rosalina in IBS Operations at 212-564-8823, via fax at 917-591-8316

EXHIBITOR APPOINTED CONTRACTORS (EAC):

Exhibitors using the services of display firms / independent contractors must fill out the EAC approval form located in the "LABOR" section of the manual. Notification must include a current certificate of insurance that meets all hall specification. The contractor must abide by all Jacob K. Javits Convention Center, Show Management and Union Regulations

FIRE DEPARTMENT REGULATIONS:***Inherent Fire Retardant or Flame Retardant Treatment***

1. All decorations, drapes signs banners, plastics displays, hay straw, moss, split bamboo and other materials **MUST BE FLAME RETARDANT** to the satisfaction of the Fire Department and the State Fire Marshal.
2. Table coverings must be flame retardant treated unless they flat, with an overhang no greater the 6"
3. Oilcloth, tarpaper, sisal paper, nylon and certain other plastic materials cannot be flame retardant and their use is prohibited.
4. A flame test by the City of New York Fire Department may be performed when deemed appropriate. A certificate stating that all materials are flame retardant may be requested on site.

Vehicles / Internal Combustion Engines on Display

1. Any autos, trucks, motorcycles or other motorized vehicles displayed shall have their batteries disconnected and terminals taped.
2. All motor vehicles tanks containing fuel are required to have locking gas caps or must seal the gas cap with tape. No more than one gallon of fuel is permitted per vehicle.
3. Tanks cannot be refueled or emptied inside the Jacob K. Javits Convention Center.
4. A properly tagged set of keys to each vehicle must be left with Javits security prior to display.
5. All autos, trucks, vehicles of any kind must show the location on the Fire Department approved floor plan 14 days prior to the show date.

Combustibles

1. Literature on display shall be limited to reasonable quantities. Reserve supplies shall be kept in closed containers and stored in a neat and compact manner.
2. No cardboard boxes or any combustible materials may be stored on top of or near any electrical wiring in the spaces behind the backwall drapery (booth) or behind any display.
3. Storage of loose materials, loose packaging materials, flammable or combustible mixtures, waste, liquids, etc., is prohibited.

Obstructions

1. Aisles designated on approved show floor plans shall be kept clean, clear and free of obstructions. Booth constructions shall be substantial and fixed into position in specified areas for the duration of the show. Chairs, easels, signs and demonstration areas shall not be placed beyond booth areas into aisles.
2. All aisles must be maintained at a minimum of 10 feet in width or unless otherwise approved on the floor plan.
3. All fire prevention and fire equipment in all public assembly areas shall have easy and unobstructed accessibility.

FOOD DISPLAYS AND FOOD SERVICE:

All food and beverage must be purchased through the exclusive in-house catering provider. Exhibitors needing catering services or customized menus will need to call Centerplate at (212) 216-2400. Refer to the "BUILDING CONTRACTORS" section of this manual for additional information

GOOD TASTE & THE RIGHT OF OTHERS:

Show Management may require an exhibitor to make changes to their exhibit if, in Show Management's opinion, the exhibit does not conform with prevailing standards of good taste. Any inappropriate displayed items will be removed at the cost of the exhibitor. Changes will also be required if the exhibit interferes with the rights of others.

GRATUITES:

Metropolitan Exposition and the Jacob K. Javits Convention Center request that exhibitors do not tip their employees. Any attempts made by an employee to solicit a gratuity for any service, should be reported immediately to a Show Management Show Office. **Tipping is not appropriate.**

INSURANCE REQUIREMENTS: (Required for All Exhibitors)

Per your exhibit contract, exhibitors are required to provide a certificate of insurance in order to receive your exhibitor badges.

Additional Insured:

Questex Media Group, Inc.	Limit of Insurance:	\$1,000,000
c/o ShowInsurance	Type of Insurance:	General Liability
29100 Aurora Road	Dates of Coverage:	SEE INSURANCE TAB
Solon, Ohio 44139	Other Coverages:	Workers Compensations

For more information on all of the insurance required for exhibitors, please refer to your exhibitor agreement or the insurance notice located in the back of this section.

Exhibitors that need coverage can register online at www.showinsurance.com or mail/fax the registration form to **ShowInsurance Inc.**

LIABILITY:

Exhibitors are liable for any damage to floors, walls, or columns of the exhibit building. No cement or paste is to be for fastening floor covering. Tape used to secure carpets, linoleum or tile should have a cloth rather than a paper binding to facilitate its complete removal from the floor. Management will hold the exhibitor responsible for removal of all tape or adhesives placed on the floor.

LITERATURE DISTRIBUTION:

Canvassing in any part of the Exhibit Hall, adjacent lobbies or corridors is prohibited. Printed or product promotions materials may be distributed only at the Exhibitor's booth. Exhibitors must restrict their activities to the space for which they have contracted. Any unauthorized solicitation, whether by an Exhibitor or Attendee, should be brought to the attention of Show Management.

OFFENSIVE MATERIALS:

Show Management reserves the right to require Exhibitors to remove from their exhibit any materials, which it determines, at its discretion, to be inappropriate. This includes materials that may be offensive, disparaging, or discriminatory.

PHOTOGRAPHY & VIDEO TAPING:

Unauthorized photography or video taping of exhibits is prohibited. Exhibitors may photograph their own exhibits only.

PRODUCT REMOVAL:

Exhibitors must secure a purchase receipt and/or removal pass for any merchandise removed from the hall prior to the close of the show. In order to safeguard your merchandise, no products may be removed from the exhibit hall without a merchandise removal pass / receipt signed by the exhibitor. These may be obtained at the Show Management Office.

Exhibitors with electronic, audio-visual equipment, and large products must have a pass to remove any items from the floor. Passes may be obtained in the Show Management office.

At the close of the show, exhibitors must be properly badged in order to remove their items from the show floor. Attendees will be requested to present a receipt or other proof of purchase to remove product from the show floor.

QUESTIONS & ADJUSTMENTS:

Any discrepancy in items and received any complaint or question concerning service, etc., must be reported to the appropriate vendor immediately upon noting the problem. Remember that items ordered, including labor, **MUST** be signed for at the time of receipt.

SOUND AND NOISE REGULATIONS:

Exhibitors with 6 or less contiguous booths are permitted to use one TOA sound system for voice amplification only. Order forms are located in the "OTHER CONTRACTORS" section of the manual. The system is listed as Audio Equipment on the MetroMultiMedia Audiovisual order form. The sound volume, above the ambient level when measured from the adjacent aisle(s) and/or neighboring exhibitor(s), may not exceed an 80-db level on the sound meter.

Exhibitors with theatres or a minimum of 7 or more contiguous booths will be granted permission to utilize sound systems of their design provided a platform presentation or educational program is presented. The sound volume, when measured from the adjacent aisle(s) and/or neighboring exhibit(s), may not exceed an 85-db reading on the sound level meter.

Please Note:

Exhibitors must notify IBG in writing 30 days in advance of their intention to use a sound system. Send requests to Rick Rosalina by (f) 917-591-8316 or by email: rrosalina@cwmet.com

SOUND AND NOISE VIOLATIONS:

The following Sound System and Noise Rules are in effect for the IBS NY & IECSC: These rules will be strictly enforced.

1) **NO Live Bands or Musical Instruments will be permitted in any exhibitors' booth.** Only recorded music that can be controlled through a soundboard will be permitted. The use of whistles, horns, crickets and other similar noise devices is prohibited.

2) **Maximum Sound Level will be enforced at 85 decibels.** Show Management staff will conduct sound tests on all exhibitors' booths on the morning of the show opening. Please instruct your booth staff and contractors to this important Sound Check and plan to have someone available. Show Management will clearly mark the maximum level on the controls of the soundboards where 85 decibels is maintainable. Sound levels will be tested at a distance of 10 feet from the perimeter of the exhibit booth.

These restrictions are in place due to possible non-compliance with OSHA health and safety regulations that could potentially plague your firm from damage that any of your employees or show attendees might experience through excessive exposure to sound. There are very serious consequences to continuing infractions of these requirements, and we intend to take non-compliance very seriously.

3) **ALL speakers must be turned INTO the exhibit booth. No speaker should be facing out into the aisle.** Thank you for your cooperation!!

Should complaints arise and sound levels are found to be higher than the pre-set 85db maximums, the following **enforcement policy will be implemented:**

- a) **First infraction:** Show management will warn exhibitor by copy of a Noise Violation Form.
- b) **Second infraction:** Show management will present a NOISE VIOLATION NOTICE to the booth contact which must be signed by both parties to acknowledge that notice was issued, and there will be a \$150.00 fine.
- c) **Third infraction:** The Violation form will be revised and an *additional* \$500.00 fine will be imposed. Should the Third Infraction occur, Show Management additionally reserves the right to prohibit future sound reinforcement systems on its show floor by this exhibitor unless said company, at its own expense, attaches the an Exhibit Management approved sound governing device to the system which will automatically maintain the Show's db maximums. This will be STRICTLY ENFORCED.
- d) **Fourth infraction:** Show management reserves the right to pull all electrical lines that feed the sound system for the duration of the show, regardless of the date of the occurrence.

Show Management does NOT want to continually have to respond to complaints of noise violators, so your total cooperation this year is imperative to all us. Unfortunately, repeat offenders have resulted in our having to take these drastic actions.

STORAGE OF MATERIALS:

You can store a limited amount of materials at your booth. All additional product / materials must be placed in Metropolitan Exposition accessible storage trailers located on the docks. You will be able to retrieve your materials from this area at designated access times through out the show. A schedule will be posted at the entrance to the storage area for your convenience. When removing material you must check in and out with the Metropolitan Exposition representative managing this area.

TRAFFIC:

Show Management encourages promotional plans and demonstration areas but asks that you do not interfere with normal traffic flow in the aisles or traffic into any neighboring exhibit. **Demonstration areas must be organized within the exhibitor's space**

BUILDING CONTRACTORS/ OTHER CONTRACTORS

BUILDING CONTRACTORS

The Jacob K. Javits Convention Center has exclusive in-house contractors for the following services:

- Booth cleaning (provided by Exhibitor Services)
- Electrical (provided by Exhibitor Services)
- Plumbing (provided by Exhibitor Services)
- Catering (provided by Centerplate)
- Telecommunications (provided by Exhibitor Service)

Outside sources for the above services are prohibited by building regulations.

Order online or download exhibitor forms at www.javitscenter.com under the Exhibitor Service heading

Ordering in advance saves you money! Advance Orders Must Be Accompanied By Payment.

OTHER CONTRACTORS

IBS / IECSC have made arrangements with suppliers to provide the following optional services. They have been selected on the basis of past services, competitive pricing and reputation for quality and reliability.

- MetroMultiMedia (Audio Visual)
- NMR (Computer Rental)
- Levin & Associates (Display Cases)
- Spring Valley Floral (Floral)
- RAV Security (Security)
- Oscar Einzig Photographers, Inc. (Photography)
- GetVamp, LLC (Signage, Banners, Marketing Materials, Promotional Items)

Order forms for the above services are located in this section of the manual.

Ordering in advance saves you money! Advance Orders Must Be Accompanied By Payment.

EXHIBITOR SERVICES:

A representative from each firm above will be located at the Exhibitor Services Center during set-up, show days and dismantle. All inquiries regarding services should be made there. Exhibitors ordering labor are asked to check in at the desk when they are ready to install their exhibits.

QUESTIONS AND ADJUSTMENTS:

Any discrepancy in items and received any complaint or question concerning service, etc., must be reported to the appropriate vendor immediately upon noting the problem. Remember that items ordered, including labor, **MUST** be signed for at the time of receipt.

LABOR INFORMATION

EXHIBITOR APPOINTED CONTRACTOR RULES:

Exhibitor appointed installation and dismantling (I&D) and audio-visual contractors must use the appropriate union labor and carry adequate insurance. Supervision by the exhibitor appointed contractor is allowed when:

- Exhibitor advises Show Management by mail, thirty days prior to the Show, of their intent to hire an outside installation and dismantling company, exhibit house, or AV contractors to supervise the erection of their exhibit.
- Exhibitor appointed contractor furnishes Show Management and the appropriate official contractor with names, addresses and phone numbers of key executives for emergency contact.
- Exhibitor appointed contractors MUST furnish proof of adequate insurance by submitting a policy rider supplied by their insurance carrier. It must be delivered to Show Management no less than thirty (30) days prior to the first day of actual installation. This insurance must indemnify all concerned parties including, but not limited to, Questex Media, IBS / IECSC, Metropolitan Exposition, and The Jacob K. Javits Convention Center.

IMPORTANT NOTICE:

No independent contractor will be allowed to commence work on the show floor until an original insurance rider is received by Show Management.

All exhibitors appointed contractors approved by Show Management will be allowed on the exhibit floor during official installation and dismantling hours **ONLY**. To ensure that outside personnel are properly badged at show site, Show Management will supply temporary work passes for identification. **Badges and work passes are nontransferable.**

Please mail all EAC insurance forms to

Questex Media
Attn.: Crystal Young
757 Third Avenue, 5th Floor
New York, NY 10017
Fax: 917-591-8316

SHIPPING INFORMATION

FREIGHT HANDLING JURISDICTION:

Metropolitan Exposition has been appointed the official Material Handling Contractor for the IBS New York / IECSC New York.

Metropolitan Exposition has the responsibility of receiving and handling all exhibit materials and empty crates. It is their responsibility to manage docks and schedule vehicles for the smooth and efficient move-in and move-out of the show. Metropolitan Exposition will not be responsible for material they do not handle!

Crates, boxes, and packing materials must be removed from booths and stored during the show. No empty crates or boxes can be used as display counters or props unless they are chemically treated to resist flame. Please place small containers inside larger ones to facilitate storage. As soon as your containers are empty, place "EMPTY" stickers on them so that they can be stored immediately. Your cooperation in keeping the aisles clear to facilitate the moving of containers is appreciated.

ADVANCE WAREHOUSE SHIPMENTS:

Advance shipments to Metropolitan Exposition warehouse **must arrive before the published deadlines to avoid additional fees.**

Shipments sent to the warehouse include the following service:

- Receiving common freight at warehouse
- Up to 30 days storage prior to move-in date
- Delivery to exhibitor's booth
- Empty crates removal from your booth
- Storage of your empty crates
- Return of empty crates after show
- Loading out to dock if required

Please Note:

- Loose materials will not be accepted at the warehouse
- Materials must be shrink-wrapped, bound or crated
- Crated advance shipments requiring special handling or un-crated, un-skidded shipments will be charged a surcharge
- Shipments consigned to warehouse after the advance shipping date, or after the show opens, will be assessed at the above rates, plus an additional delivery charge

All shipments, advanced to the warehouse, must be clearly labeled with:

Name Of Exhibiting Company & Booth NO.

Hold For: IBS New York or IECSC

Metropolitan Exposition

c/o UPS Freight

280 Moonachie Ave.

Moonachie, NJ 07074

PH: 201-994-1301

Certified weight tickets are required to accompany all shipments. If shipments are received without a certified weight ticket, the exhibitor will incur a surcharge fee to weigh & calculate the correct weight.

Shipments must be sent with freight charges PREPAID. Collect shipments will not be accepted.

DIRECT SHIPMENTS:

Any materials shipped directly to the Jacob K. Javits Convention Center must arrive during the published shipping dates. **(PLEASE SEE SHIPPING INFORMATION UNDER THE SHIPPING TAB)**

Shipment sent directly to show site include the following services:

- Unloading common freight at the exhibit hall from an outside carrier or exhibitor's truck
- Delivery to exhibitor's booth
- Storage of your empty crates
- Empty crate removal and return after show
- Loading out to dock if required

Please Note:

- Materials must be shrink-wrapped, bound or crated
- In order to receive the discounted product rate., your shipping must be labeled as **PRODUCT ONLY**. No display items or exhibit materials can be part of the shipment.
- Crated shipments requiring special handling or un-crated or un-skidded shipments will be charged a surcharge

All vehicles arriving on-site for unloading must first check in with Metropolitan Exposition Traffic Manager to be cleared for staging. Vehicles must be attended by a licensed driver at all times.

All shipments, direct to show site, must be clearly labeled with:

Name Of Exhibiting Company & Booth NO.

Hold For: IBS New York or IECSC

Your Booth #

c/o Metropolitan Exposition Service Inc.

Jacob K. Javits Convention Center

655 West 34th Street

New York, NY 10001-1188

Shipments must be sent with freight charges PREPAID. Collect shipments will not be accepted.

Certified weight tickets are required to accompany all shipments. If shipments are received without a certified weight ticket, the exhibitor will incur a surcharge fee to weigh & calculate the correct weight.

HOUSE RULES FOR "HAND CARRIED" GOODS

Special "Hand Carried" entrance/exits have been arranged for exhibitors. **The hand carry entrance will be located on the inner roadway of the Javits Center, directly outside the N. Concourse entrance doors to the Javits Center. Exhibitor can access to the inner roadway at 11th Avenue and 34th Street. Hand Carried materials are prohibited from being brought into the facility from any other point.**

***PLEASE REFER TO SHOW SCHEDULE FOR HAND CARRY GUIDELINES .**

Materials may be delivered directly to the facility by exhibitors, guests, etc. providing they adhere to the following guidelines:

Exhibitors at the IBS New York / IECSC may hand carry products provided they follow these guidelines:

- The use of powered or hydraulic hand trucks, dollies or flatbeds by exhibitors or visitors is prohibited.
- Luggage with integral wheels, sample cases, folding baggage carts are acceptable.
- Materials must be considered hand carried and may not exceed a normal armload. Vehicle access will be limited to 30 minutes. Any vehicle exceeding 30 minutes will be subject to removal.
- Your vehicle **MUST** be attended at **ALL TIMES**.
- No vehicles will be permitted access to the "Hand Carried" entrance area unless at least two people are in the vehicle, one licensed person to attend the vehicle, and one to unload. Acceptable vehicles in the "Hand Carried" area are defined as passenger cars or station wagons or vans under 20 feet in length.
- U-Hauls or Ryder trucks and vehicles with attached trailers are prohibited.

Any exhibitor off-loading what is not considered to be "Hand Carried" items or utilizing prohibited vehicles will be turned away and required to access the show floor through the loading dock and will be charged the appropriate drayage rates.

Exhibitors MUST be properly badged before being allowed access to the show floor. Temporary work passes will be available to "helpers" for scheduled move-in and move-out times ONLY. See Show Management for passes. Badges are nontransferable

For further information regarding Hand-Carry, call the Show Helper Operation Hotline at 212-564-8823 or email cyoung@cwmet.com

SHIPPING TIPS:

1. Decide if your freight is going in advance to the warehouse or to arrive on-site during set-up

Advantages to advance (warehouse) shipping:

- a. Your freight is off-loaded first and should be in your booth when you arrive.
- b. You can have assurance of knowing your freight has arrived at its destination by calling the warehouse in advance.

Advantages to on-site shipping:

- a. You can see your shipment off-loaded, as on-site freight shipments usually arrive after exhibitors are allowed hall entry.
- b. For fragile equipment, unboxed and uncrated, handling is minimal.

Please be sure to send shipments with a certified Bill of Lading specifying accurate weight and the total number of pieces.

2. Decide if your freight is going ground or air.

- a. You may need air service if your shipping “window” is short
- b. If your shipment is ground, use a professional shipper! You have a choice of overnight package delivery services, major van-line service or common carrier trucking firms. In making your decision, realize that most overnight services will not wait if there is a line to drop-off freight at the docks. They will leave and return later or the next day. So, if you need your freight “first thing” this may not be your best choice.
- c. Please be sure to send shipments with a certified Bill of Lading specifying accurate weight and the total number of pieces.

3. Be certain that your personnel who will be supervising set-up of your booth have copies of the shipping paperwork, especially:

- a. Name of the shipping firm with evening and weekend contact information
- b. Number on the shipping bill and appropriate tracking numbers / information
- c. How much freight is expected, in pieces and pounds
- d. List of contents in crates/boxes, and instructions for assembly or display
- e. Name and phone number of person who scheduled the shipment of materials

4. Be sure to make outbound shipping arrangements with the carrier of your choice. If no carrier is chosen or if your carrier does not check in by the assigned time, it will be necessary for Show Management and the General Contractor to ship your freight on the carrier of our choice at prevailing higher rates.

HOUSING & TRAVEL

HOTEL ACCOMMODATIONS

Par Avion is the official travel agent for IBS New York / IECSC New York.

The IBS New York / IECSC and Par Avion have made special arrangements for housing with a number of hotel facilities. For your convenience, they have been selected on the basis of competitive pricing, reputation, and proximity to the event site.

Please use the Housing Form located in the Travel section of the manual or contact our travel services company Par Avion

IBS New York

866-364-9514 (US & Canada) or 310-590-4735 (International) or www.ibsnewyork.com

IECSC New York

866-364-9510 (US & Canada) or 310-590-4731 (International) or www.iecsc.com

When making reservations, inform Par Avion that you are participant at IBS / IECSC to qualify for our low convention rates

We urge you to reserve early so you can take advantage of these special discount show rates at your preferred hotel.

Reservations are subject to availability.

AIR TRAVEL & CAR RENTAL:

For air travel or car rental please contact our travel services company, Par Avion through the above listed numbers or website addresses.

PUBLIC PARKING & DIRECTIONS:

Refer to the Javits tool kit located in the Building Contractors section of the manual.