

Helpful Information

The Modern Show October 17, 18 & 19, 2008

SET UP: Wednesday, October 15 for \$300 fee (9am to 5pm), please call to sign up for Wednesday or Thursday, October 16, 8am to 7pm.

SHOW HOURS: Fri. & Sat. 11am - 7pm, and Sun. 11am - 5pm

SHOW OFFICE PHONE NUMBER: 212-532-0490 During Set Up and Show Hours

EXHIBITOR HOURS: Thurs. 8am to 7 pm, Fri. 8 am to 7pm, Sat. 10am to 7pm, Sun. 10am to 10:45pm.
The freight elevator closes at 10:45 Sunday night.

EQUIPMENT:

Booths include:

- **9' high, papered, plywood walls.** Select your paper color on the enclosed Quick Order Form. Booths with 10' depth have 8' deep sidewalls. For corner and double corner booths, a drawing is enclosed for your approval. Cross braces and tables can be ordered on the Quick Form.
- Showcases are ordered through Levin, see separate order form.
- **Lighting package,** see Heckler Electric form for description. There will be no fascia, the lighting system is mounted on a metal triangular truss along the top of your booth on the front edge at the 8' point. **Nothing can be suspended on truss.** Additional lights and/or electric are ordered through Heckler.
- **500-watt outlet** placed at the rear of the booth on the floor. For additional power, you must utilize this outlet. For safety's sake, you cannot plug into the power supply on the truss system; this power has already been carefully allotted between booths to prevent overload.
- Booth floor is carpeted in gray. Also included are 2 chairs and a booth sign.

NOTE – To illuminate items at the 10' point, you can order aisle lights in advance. **If you are using your own track, they cannot extend past the truss into the aisle, as this is unsightly.**

SET UP: Times are assigned and are noted on your vehicle pass. If you arrive earlier than your scheduled set-up time, be prepared to wait and be prepared to circle the block. (We will try to accommodate everyone as quickly as possible.) Although we do get police cooperation, there is not enough space on the street for 100 vehicles, and we cannot guarantee that you won't get ticketed if you are illegally parked. The driver should always remain with the vehicle.

Keep your vehicle pass in your windshield.

VEHICLE PASS: Only one vehicle pass will be issued per booth for entry into the building or unloading through the elevator. Keep your vehicle pass on your dashboard, visible to our staff on the street. Your set up time is noted on your vehicle pass. Please adhere to this time and follow instructions from our staff. Extra vehicles should unload through the side doors (there are stairs). You may also go directly to the side doors for unloading rather than wait for an opening at the elevator. The elevator loading entrance is just east of Park Ave. on 26th Street. Follow directions of our staff in yellow safety vests.

LOADING ZONE GUIDELINES – PLEASE SEE QUICK FORM FOR NEW VEHICLE INFORMATION REQUEST

- The lanes on 26th St. and 25th St. alongside the building will be blocked off with cones or barriers. **DO NOT MOVE THESE AND DO NOT PARK IN THESE AREAS UNTIL STELLA STAFF DIRECTS YOU.** Use these areas for unloading and loading only.
- Abide by city parking regulations; if you park illegally you will be ticketed.
- Do not park in any of the loading spaces on Sunday, overnight or for any extended period of time.
- When break down begins you can line up as usual after you receive your vehicle re-entry pass. Stella staff will coordinate the order in which vehicles move into these spaces and you must have your re-

entry pass to gain access. This way the vehicles parked at the curb will be actively loading & you can load faster & go home earlier.

- Complete cooperation is needed and appreciated by all exhibitors and staff.

LOADING OPTIONS: Regular size vans and minivans are recommended for this facility and may be taken ahead of trucks and trailers to expedite set up. Vehicles are loaded in this building through a freight elevator. Vehicles up to a full size van will be driven on to the elevator, which brings you on to the armory floor to unload. **The dimensions of the elevator are 8'6" high, 9'8" wide, and 21' long.** Anything larger than this (trucks, vans w/trailers,) will be unloaded from the street. The following street-loading options are available:

- Your truckers load you in- Recommended
- Union porters unload your merchandise on to large flats and push the flats on to the elevator and to your booth. (Only two trucks can be unloaded by porters from the street at a time.)
- Hand carry your merchandise up the steps on 26th St.
- Hand carry or use porters to carry your merchandise up steps on 25th St. There is a small staff of porters working the steps on 25th Street (**25th St. is a tow-away zone after 3pm**).
- **REMEMBER ALL VEHICLES MUST BE REMOVED FROM THE FLOOR OR THE UNLOADING AREA BEFORE YOU BEGIN TO SET UP YOUR BOOTH.** Move your vehicle before setting up lighting, props, and/or merchandise. No loading through the front doors.
- **REMEMBER 25TH STREET IS A TOW AWAY ZONE AT 3PM EVERY DAY.**

PORTERS: Porters are available. **Show porters can only work with a dealer to unload or load merchandise, which typically is about 20 minutes to an hour. They are not permitted to set up your booth.** If you need more help than this, you need to hire someone. We recommend you bring your own porter help for this show. Veteran dealers at this venue know it's the fastest way to get in and out. At set up and breakdown you request a porter when your vehicle is in the loading area. Do not arrange for a porter at your booth. Porters are not familiar with your equipment or merchandise. You are responsible to instruct them and supervise them at all times. They are experienced only in handling crated freight and must be supervised by you in the proper handling of your valuable antiques. Porters are here for your convenience and, though paid by management, work for you under your direction.

GUESTS: Comps are the best way to bring new customers to the show. New customers are the key to the future of this business. Spread the word!

We are offering unlimited free comps for this show. In this packet we have included 20; more are available; let us know how many more you need on the Quick Form enclosed.

E-mail comps will also be sent to every exhibitor. Build your e-mail lists! It's an affordable way to reach your clients!

NYC FIRE DEPARTMENT & BUILDING REGULATIONS:

- Please stay off the armory balcony. This area is not part of our rental agreement.
- All merchandise, tables, & chairs must remain within the confines of your booth. We are required to maintain minimum 8' aisles throughout the show.
- Do not nail or staple into the floors.
- Any tape applied to the floor or to the carpeting must be removed completely. Duct tape usually works best.
- Care must be taken with moving heavy items on the floor so as not to damage the floor.
- If you need to smoke do not linger around the building. Do not litter steps or sidewalks.
- Table covers must be fire retardant.
- Your booth should be left in the same condition it was in when you arrived. Leave wallpaper up. Use trash receptacles or ask the show office for trash bags and clean up all packing materials, coffee cups, food, etc.

EMPTY BOX STORAGE: Never leave tools or valuables in storage areas. Storage is limited at this facility because of military restrictions. Your storage area will be identified by your booth number, see the show office for clarification. All boxes must be labeled with your name and/or booth number. Vehicles will not be allowed onto the loading zone on Sunday night until your booth is packed.

SECURITY: Please remember this is an open booth exposition and you are responsible for securing your own merchandise. The best security is for you or your representative to be in your booth during all exhibitor hours. **You, your helpers and truckers should always carry picture ID.**

BADGES: To ensure your safety and security, you must wear your badges to enter the floor & during set up hours, show hours and breakdown. Helpers are permitted to set up only (not shop or pick) during set up. Truckers must have a vehicle pass, badges & photo ID to enter the floor.

PRICE TAGS: All merchandise **MUST** be priced. It is the law. It is professional to tag each item with a **description, date and price.** Customers are entitled to receipts with your name, phone number, description of merchandise and price. Price tags are available at the show office at no charge.

SALES TAX: New York City & State sales tax is 8.375%. Bring your New York Sales Tax Certificate with you to this show. By the laws of New York State it is a misdemeanor if you do not have your original certificate on hand in your booth. Without it, you could receive a summons with a \$250 penalty. You are obliged to collect and remand the tax to the state.

ACCOMMODATIONS: Call Horizons Unlimited Travel, 1-800-982-6436 for hotel assistance.

PARKING: There are some parking garages and lots within a five-block radius of the Armory with reasonable rates, but they do fill quickly on weekdays. Use common sense when parking vehicles with valuables. You may have to travel to some of the lots listed below for vans and trucks. We will have a list at the show office.

- 330 Pkg. Corp Garage on 3rd Ave. betw. 24th & 25th St. takes vans as space allows 212-696-0056
- Charles Parking – 26th St, on left, east of 3rd Ave, takes vans as space allows, 212-684-9704
- Park & Ride – 11th Ave. & 60th St. vans & trucks 212-246-4256
- TRUCKS – W. 35th St. or W. 31st St between 9th & 10th Ave.

BREAKDOWN: Sunday evening 5:30pm to **10:45pm**. All loading and truck traffic must be completed by 10:45. All booths must be kept intact during all contracted and publicly advertised show hours. The Armory security requirements strictly prohibits any dismantling of booths and/or bringing dollies or packing boxes on the floor until we have cleared customers from the show floor. We will issue vehicle reentry passes to packed booths after the security sweep is complete. After receiving your pass you may bring your vehicle to the loading area. Our staff will bring vehicles on the floor in a safe and orderly manner. You may hand carry your merchandise through any doors to your vehicle on the street. Helpers and truckers returning to pack your merchandise must have badges. **We recommend truckers arrive after 7:00pm.** Pack smalls securely, remove items from the walls, push all merchandise to the back of your booth, cover with a blanket and place your sign on top. **Please inform the show office when your trucker is expected.** It is recommended that you secure your merchandise until your trucker arrives. **Please also give us a contact phone number for you and your trucker.**

RESPECT THE NEIGHBORS: Please remember the 69th Regiment Armory is a fragile, historic building. We are expected to treat it with respect, and we must also respect the building's neighbors. Please be especially considerate of the neighbors on 26th St.. This is a residential block. They have tremendous influence over rentals at the Armory. We must take care not to litter the neighborhood, and we must make a special effort to keep the noise level to a minimum, especially in the early morning and late evening hours. Please don't allow vehicles to idle or beep horns unnecessarily. This cooperation has allowed us to continue having very successful events at this venue.

Stella Show Mgmt. Co. ~ 277 Fairfield Rd, Suite 321, Fairfield, NJ 07004

P: 973-808-5015, F: 973-808-6806, info@stellashows.com