

IMPORTANT INFO

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Fashion Alley & Vintage Collecting on Pier 92 November 15-16, 2008

DON'T FORGETTO MAKE IT HAPPEN! Distribute your comps to new potential customers and tell everyone about the show and your merchandise. Together we can all make this the best Pier Show ever!

SET UP: Set up is on Friday, November 14 from 9 am to 5 pm.

SHOW HOURS: Saturday, 9 am to 6 pm, Sunday 11 am to 6 pm

ORDER FORMS: Equipment order forms are included here. Place your order now to avoid late fees. Forms are also on our website, www.stellashows.com. Clothing racks are available by special order. Call Metropolitan Expo at 201-994-1300.

EQUIPMENT: **No equipment** is included with your booth. There are no drapes or walls supplied between booths. Equipment order forms are included in this packet. The deadline for ordering equipment at early prices is October 29th. Pier 92 floors are terracotta tile. Service desks for all suppliers will be located at the main entrance of the pier, but all equipment ordered on site is at much higher rates. **You are obliged to attractively cover the unfinished backs of your pegboard if facing a neighbor to the rear or side. All booths are now 10' deep; order your tables to fit within this depth.** Electric is disconnected on Sunday at 8 p.m. We recommend emptying any showcases before 8 p.m. Chairs are not provided with your booth. Be sure to bring your own or order chairs.

PORTERS: Porter help is limited. Porters are experienced with general freight and are not familiar with antiques or other fragile products. If you choose to use their help, it is your responsibility to supervise the safe loading and unloading of your merchandise. See Stella Staff (wearing yellow safety vests) in the loading area to obtain porter help. Do not take porters out of turn. Please report any irresponsible behavior to a Stella pier manager. Porters can only work with a dealer to unload or load merchandise, for **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 your own staff.

SELF LOADING: We have built up a good relationship with the unions in this building. They have in the past, allowed our exhibitors to self load. Please be aware that you must bring **your own dolly** to load yourself in and out.

PARKING: There will be parking under the Piers, updated parking information will be sent with your vehicle pass and badges. **DO NOT PARK ON THE ROOF ON SATURDAY OR SUNDAY – SAVE THESE SPACES FOR YOUR CUSTOMERS.** **On set-up day only**, exhibitor vehicles below 8'4" high may park on the roof. Unload promptly and move your vehicle as soon as it is unloaded.

HOTEL ACCOMMODATIONS: Horizons Unltd. Travel Group, 1-800-982-6436 / www.huttravel.com. Contact them now as space is limited.

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INFORMATION & SHOW OFFICES: Located at the front of the show. Please go to our problem-solving pier managers with any questions you may have, especially about parking and breakdown. Porters and other pier employees may not have correct information – DO NOT RELY ON THEM – SPEAK TO YOUR PIER MANAGER OR OTHER STELLA SHOW MGMT. CO. STAFF.

BADGING: A tight system is strictly enforced. Please wear YOUR OWN badge where IT IS VISIBLE to the security staff, NOT under a coat or at the waist. No one is permitted on the floor without a badge. It is your responsibility to secure your badges. Helpers (drivers, sales people, set-up people) will be identified by special badges and will be permitted to set up only (not shop) during set up. All other personnel must purchase a ticket or use your comps. This policy assures you the best buying and security conditions. Please let us know if you observe unauthorized shoppers on the floor (we will keep the source confidential). Do not pass or exchange badges. If badge names are incorrect, please fax or email the correction in advance. Helpers must remain in your booth during all set-up hours and cannot shop until the pier is open to the public.

GUESTS: We have enclosed 20 business card sized completely FREE complimentary passes for you to use to create business and new customers. In addition, we encourage you to build your email list; it's a fast and affordable way to get the word out about the show. Email complimentary passes are available upon request.

If you have guests or helpers arriving and you did not send them their badge or complimentary pass prior to the show, they should be left at the Information Booth/Will Call Desk prior to their expected arrival with the guest's/helper's name clearly printed in upper right hand corner (don't leave customers waiting – get them shopping). The Box Office and Information Booth are always open one hour prior to show opening. We do not have a PA system to summon you and we do not have extra staff to go searching for you. Passes for your customers must be ordered in advance. Do not use badges for customers.

CREDIT CARD PROCESSING. We offer credit card processing to you and your customers. You may sign up for this service at any time. There is no charge unless you use the service. If you do process a sale through our service, you will be charged 5% of the sale. All banks strictly forbid you, the merchant, from passing this fee on to the customer. Come to the show office for more information on this service. We accept Visa, MasterCard, and American Express.

MERCHANDISE: Dealers with inferior or questionable merchandise or sloppy exhibits will be dropped from this event. Management reserves the right to request removal of questionable merchandise.

PACKING AND SHIPPING: A shipping and delivery company will be on site. They handle both NYC deliveries and national and international packing and shipping.

STORAGE: There is EMPTY BOX STORAGE in the rear of the pier. Your boxes and packing materials should be labeled with your trade name. Don't store tools, electronic equipment or other valuables in this area. Check with the show office if you need direction on EMPTY BOX STORAGE when you arrive. Vehicles are not allowed into the loading area on Sunday night until booths are packed, so you should keep your packing materials on site.

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FIRE DEPARTMENT REGULATIONS:

- *All fire alarms & extinguishers must remain fully accessible and visible.
- *You may use only fire retardant table covers and draperies.
- *All electrical cords, extensions and lighting equipment must be heavy duty UL approved.
- *Cube taps, paper collar lamps and thin brown or white extension cords are against NYC fire laws. The electrical contractor and /or the fire department are empowered to remove them.
- *NO SMOKING. Smoking in public buildings is against the law in New York.
- *NO CHAIRS IN AISLES at any time.

ATM: There will be an ATM machine operating on Saturday and Sunday at the show entrance of Pier 94.

NO TAPE: If you must secure your electric wires to the floor, use DUCT TAPE or ask the show office for appropriate tape. DO NOT use tape or any fastenings of any kind on walls, windows, doors or poles.

NO PETS: We're sorry, but pets are not allowed.

SECURITY: The best security is for you to be in your booth during all exhibitor hours. A security company will staff the piers day and night. Please bring any security risks you see to our attention. Cameras and alarms are effective theft deterrents. The security sweep starts promptly at the closing hour at the rear of the pier. For your own security, please leave the show floor promptly when the security sweep staff reaches your booth.

SHARING: If you need to share your booth, please call us to discuss this. If we understand there to be a legitimate need to share, we will mail you a sharing agreement. Sharing exhibitors are not automatically entitled to full exhibitor privileges. Anyone "sharing" your space must sign an application to share the exhibit space. Any dealer selling his/her own merchandise, or that of anyone else's from your booth space that is not on your payroll is a "sharer". A dealer is anyone who buys or sells antiques at any time and possesses their own tax number in any state.

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.