

ARCHITECTURAL DIGEST DESIGN SHOW

MARCH 17-20, 2016



2016 EXHIBITOR MANUAL

ARCHITECTURAL DIGEST DESIGN SHOW - EXHIBITOR MANUAL

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ARCHITECTURAL DIGEST DESIGN SHOW - EXHIBITOR MANUAL

SHOW LOCATION

The Architectural Digest Design Show is located in Pier 94, Twelfth Avenue at 55th Street, New York City.

SHOW DATES AND HOURS

	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM
FRIDAY FEB 12 to MONDAY MARCH 8	ADVANCE DELIVERIES TO WAREHOUSE 9:00 AM - 3:00 PM														
MONDAY MARCH 14	DIRECT DELIVERIES TO PIER 94 [<i>reFRESH</i>] 8:00 AM - 4:00 PM ONLY EXHIBITOR SET-UP 8:00 AM - 6:00 PM														
TUESDAY MARCH 15	DIRECT DELIVERIES TO PIER 94 [<i>FURNISH</i>] 8:00 AM - 4:00 PM ONLY EXHIBITOR SET-UP 8:00 AM - 6:00 PM														
WEDNESDAY MARCH 16	DIRECT DELIVERIES TO PIER 94 [<i>MADE/SHOPS</i>] 8:00 AM - 4:00 PM ONLY EXHIBITOR SET-UP 8:00 AM - 6:00 PM														
THURSDAY MARCH 17	SHOW HOURS 11:00 AM - 7:00 PM Architects & Interior Design Trade, Press, and VIP ticket holders only														
FRIDAY MARCH 18	SHOW HOURS 11:00 AM - 7:00 PM Open to the Public, Architects & Interior Design Trade, Press, and VIP ticket holders.														
SATURDAY MARCH 19	SHOW HOURS 11:00 AM - 7:00 PM Open to the Public, Architects & Interior Design Trade, Press, and VIP ticket holders.														
SUNDAY MARCH 20	SHOW HOURS 10:00 AM - 6:00 PM Open to the Public, Architects & Interior Design Trade, Press, and VIP ticket holders.										DISMANTLING AND LOAD-OUT FOR <i>MADE/SHOPS</i> AND PERSONALLY-OWNED VEHICLES 6:00 PM - 10:00 PM				
MONDAY MARCH 21	DISMANTLING AND LOAD-OUT FOR <i>FURNISH</i> 8:00 AM - 5:00 PM														
TUESDAY MARCH 22	DISMANTLING AND LOAD-OUT FOR <i>reFRESH</i> 8:00 AM - 5:00 PM														

ORDERING SERVICES

All order forms can be found on exhibitorinfo.com/architectural-digest-design-show/

Audio/Video

For audio or video equipment rentals, please contact Metro Multimedia at (201) 340-2290.

Booth Cleaning

Prior to the show opening, MMPI will provide for the vacuuming of booths; thereafter, exhibitors are responsible for taking care of all additional or subsequent booth cleaning. MMPI will provide periodic checking of the aisles during the open hours of the fair.

Wastebaskets placed at the front edge of the booth will be emptied each night.

Exhibitors can order cleaning services for their booths in advanced by completing the [Booth Cleaning Order Form](#).

Flooring/Carpeting

The base floor in Pier 94 without carpet is unfinished concrete which can contain cracks, chips and paint splatter. The aisles will be carpeted in gray. Exhibitors in FURNISH and reFRESH are to provide their own flooring; alternatively these exhibitors can order rental carpet by submitting the [Additional Services Form](#).

Gray industrial carpeting is provided throughout the MADE section, but MADE exhibitors can bring their own flooring, or have the option to request no carpet.

If you have any questions, please contact Sergio Camargo at scamargo@mmart.com.

Furniture Rental

We strongly encourage exhibitors to bring their own furnishings to maintain the level of aesthetic quality at the show.

Furniture rental is available through the *Cort Trade Show Furnishings Form* available on exhibitorinfo.com/architectural-digest-design-show/

Internet

Wi-Fi / Internet is not provided as a free service on Pier 94.

Exhibitors have the option to order Internet service directly through Transbeam. The deadline for all Internet orders is February 17, 2016.

Exhibitors are responsible for providing their own computer equipment.

Exhibitors can order WIFI or internet for their booths in advanced by completing the [Internet Form](#).

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Labor

Exhibitors are advised to pre-order all labor by February 17, 2016 to take advantage of the Early Ordering Discount. Exhibitors placing labor orders on-site will pay the posted labor premium and should expect to wait several hours for services. See *Exhibitor Set Up* on [Page 11](#) for more information on labor usage.

Orders are placed by submitting the [Additional Services Form](#).

Lead Retrieval

All registered trade professionals and consumers will receive badges with QR codes that can be scanned with a lead retrieval device.

The lead retrieval system can be ordered at www.QRleadr.com and information about the system can also be found on exhibitorinfo.com/architectural-digest-design-show/ or [here](#).

After registering, exhibitors will be instructed to download an app to a smartphone and use that smartphone to scan badges. If desired, exhibitors can rent smartphones or laser scanners from QR Leadr.

Lighting and Electricity

Lighting and electricity orders are due February 17, 2016 to take advantage of Early Ordering Discount.

Booths do not come with lighting or power.

Supplemental lighting is recommended to illuminate exhibitors' booths.

All electrical services will be provided or supervised by Showtime On The Piers, the sanctioned lighting and electricity provider for the show, and should be ordered in advance using the Electrical Services Order Form for the exhibitor's arranged section. The deadline for advanced pricing is February 17, 2016.

Lighting in MADE and SHOPS

In the MADE and SHOPS sections, a single-track lighting truss will run across the top and front of each booth (see image below). Truss fixtures (spotlights) must be ordered in advance. *We recommend one fixture per four linear feet of wall space.* Electricity is included with these fixtures. **MADE exhibitors may not connect their own lighting to the electricity in the overhead truss.**

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Example of Truss and Truss Fixtures

In the MADE section, exhibitors who would like to hang fixtures from the existing truss or hang fixtures from a unistrut bridge must contact Sergio Camargo at scamargo@mmart.com.

Lighting packages for MADE and SHOPS are available and can be ordered using the [Application for Electrical Service: MADE & SHOPS](https://exhibitorinfo.com/architectural-digest-design-show/) which can be found on exhibitorinfo.com/architectural-digest-design-show/



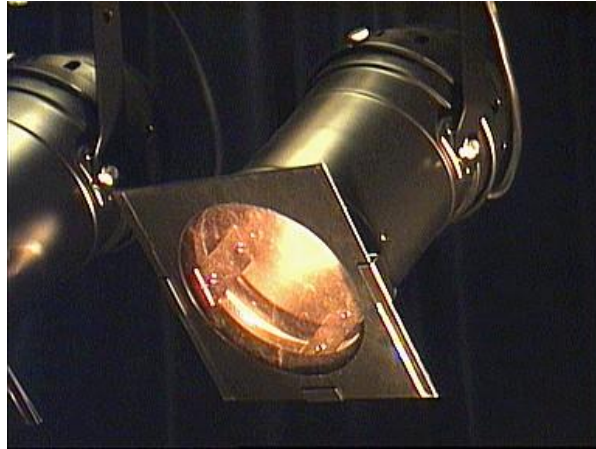
Example of Gooseneck Fixture clamped to wall

Lighting in Standard Hall

Standard Hall (FURNISH and reFRESH) exhibitors have the option of ordering a truss and truss fixtures (spotlights) or 120-watt gooseneck fixtures which clip on to booth walls (in either case, one fixture for every 4-linear feet of wall is recommended). Also available are 1000-watt par can fixtures which are mounted 20 feet overhead and are adjustable to cover a wide or targeted area.

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Other wattages and fixtures may be available on a custom-order basis. Contact Sergio Camargo at scamargo@mmart.com for any specialty lighting and power needs.



Example of Par Cans

Order forms for lighting and lighting packages for the 2016 Standard Hall Electrical Order Form can be found [here](#) or via exhibitorinfo.com/architectural-digest-design-show/

Exhibitors may provide their own lighting, however, union labor is required to install and dismantle the lighting. Electrical power must be ordered in these cases, and only the service provider may electrify fixtures. Electrical equipment must conform to City of New York code requirements.

Examples of these requirements are as follows:

1. All wiring or flexible cords shall be 3-wire, "hard usage approved", 14 gauge, grounded, unless cord is a component part of an assembly approved by nationally recognized testing laboratory of the City of New York.
2. Only porcelain socket lamps or plastic lamp holders may be used. Brass-shelled socket lamps are prohibited.
3. Exhibition spots and floodlights must be positioned so as to be "unreachable" by the public, free from and unattached to any material or fabric.

Lighting Adjustment & Focus

Upon completion of set-up, Showtime On The Piers Electrical Services will focus and adjust the lighting to exhibitor's specifications at no cost. Please visit the Showtime On The Piers representative at the Service Desk to notify them when focus is needed. Exhibitors may not focus or move lighting themselves.

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Electricity

There is no additional cost for electricity for lighting ordered through Showtime On The Piers Electrical Services form. However, exhibitors who need electrical power for other electrical devices or electronics must order power using the Electrical Services Form.

The power provided will be in the form of a cable and plug that drops from above the booth down into the corner. Exhibitors should specify where the drop should go in accordance with their booth designs. Exhibitors that require electricity in multiple locations in their booths may order multiple electrical lines. The maximum capacity for each line is 1500 watts, and is available as 500, 1000, and 1500 watts. After set up is complete, union labor will tape the drop to the wall at the exhibitor's request.

The Electrical Services Form can be found on exhibitorinfo.com/architectural-digest-design-show/. Please fill the appropriate form for the section of the show you are in.

Painting

Painting is to be done by MMPI only and can be ordered using the [Additional Services Form](#). The paint used will be Benjamin Moore's "ben Interior Paint" See color selections [here](#). Exhibitors will provide the color name and number on the order form. Please note that darker colors should be egg shell finish only, as flat darker shades in flat finishes are susceptible to burnishing.

Taping

Please note that the Architectural Digest Design Show is now offering taping during set up, meaning exhibitors can request to have the seams between wall panels taped prior to painting for a seamless look. Taping is \$8 per linear foot, so for example, an exhibitor with three walls in a 10' x 15' would pay $(10 \times \$8) + (10 \times \$8) + (15 \times \$8) = \280 total. Taping can be ordered using the [Additional Services Form](#).

SHIPPING

Exhibitors must coordinate their own shippers to handle all their freight needs.

Advanced Shipments to Warehouse

Exhibitors are encouraged to ship their displays in advance. This will help the orderly delivery of materials to their booth sites. Union labor will move exhibitors' crates from the warehouse to the proper booth sites at no charge.

Note: Materials should be palletized or crated. The cost for shipments of individual boxes to be crated will be \$65 per hundred pounds.

Advanced shipping can be received from February 12, 2016 until March 8, 2016, weekdays only, between the hours of 9:00 AM and 3:00 PM.

A \$700 penalty is applied to any warehouse shipment that arrives outside the designated schedule.

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All shipments to the warehouse must be labeled as follows:

Architectural Digest Design Show
(Exhibitor Name)
Booth # (Number)
c/o MO Trucking
21 Picone Blvd
Farmingdale, NY 11735

Be sure to include event name, company name and booth number on shipping labels and paperwork.

MO Trucking Terminal Phone: 631-755-5858.

All crates shipped to the warehouse will be delivered to their proper spaces prior to first day of move-in.

Direct to Facility Shipping

No shipments will be received at the Pier before **8:00 AM on Monday, March 14, 2016.**

Drivers delivering freight must be checked in by 12:00 Noon. Drivers checked in after 12:00 Noon cannot be guaranteed unloading that day.

Drivers delivering freight should report to the right (east) side of 12th Avenue between 55th and 52nd Streets where staff will be on hand to check them in and coordinate the order of load-in.

Freight should be palletized.

On-site shipments will be unloaded only between the hours of:

8:00 AM – 4:00 PM Monday, March 14 (**reFRESH**)

8:00 AM – 4:00 PM Tuesday, March 15 (**FURNISH**)

8:00 AM – 4:00 PM Wednesday, March 16 (**MADE and SHOPS**)

All shipments to Pier 94 must be labeled as follows:

Architectural Digest Design Show 2016
(Exhibitor Name)
Pier 94 – Booth # (Number)
711 Twelfth Avenue
New York, NY 10019

NOTE: Do not consign shipments to the Architectural Digest Design Show office.

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Shipping Guidelines

1. Consolidate all freight—booth, merchandise, literature, etc.—into one shipment, crated if possible.
2. Clearly label all packages with show name, company name, and booth number. Remove old labels.
3. Create a detailed inventory sheet of all items you are shipping or bringing to the show. Be able to provide the number of units, item descriptions (i.e., cartons, cases, crates and/or individual items) and weight for all shipments being delivered to the show.
4. All shipments should include piece count to ensure proper tracking, manifesting and delivery of freight.
5. Insure your merchandise against theft, damage and loss from the time it leaves your facility until it returns.

Freight Delivery and Freight Desk

The Freight Desk will be located at the main load-in door of Pier 94 and staffed Monday, March 14 through Wednesday, March 16 from 8:00 AM to 4:00 PM.

International Exhibitors

Exhibitors shipping from outside the United States must coordinate their own international and domestic transport carriers through an international customs brokerage. Customs brokers will arrange for shipping and U.S. Customs clearance services, including international and domestic transport carriers, advice on accurate documents and customs procedures, as well as make arrangements regarding importation and exportation rules and handling.

Architectural Digest Design Show does not provide its IRS number to exhibitors under any circumstances.

US CUSTOMS

All overseas shipments to the United States must go through customs. Exhibitors may accompany their shipment through customs or arrange with their shipper to receive the shipment and file the appropriate papers with the U.S. Customs Service.

The Architectural Digest Design Show accepts no liability for inaccurate information provided to customs brokers or the U.S. Customs Service regarding contents and descriptions of shipments, for decisions made by U.S. Customs, or for duties assessed by the Customs Service.

Additional information is available at www.customs.gov.

Phoenix International Business Logistics, Inc. is the preferred customs broker and international freight forwarder for the Architectural Digest Design Show. If you would like to inquire about their services, contact:

Phil Hobson

Phoenix International Business Logistics, Inc.

phobson@phoenixlogistics.com

Office Phone: 908-355-8900

MOVE-IN

Drayage

Materials handling, known as **drayage**, is the labor to receive freight during move-in and to transfer freight out of the Pier after the show closes. Union labor delivers items to exhibitors' booths, removes empty containers, stores and returns them until the end of the show and loads materials for outbound shipping.

Drayage is included in the cost of the booth rental.

Note: Exhibitors can park above Pier 92 in the public parking lot and hand-carry items to Pier 94. Exhibitors may not park directly in front of Pier 92.

Assistance with unloading and/or reloading vehicles at the dock is provided by MMPI, however, exhibitors may hand-carry items or may use a personal luggage cart to help with load in/out.

Exhibitors are responsible for unpacking and repacking their own crated merchandise.

Empty Container Storage

Storage is available on the Pier for exhibitors' empty boxes and crates. Stickers labeled "EMPTY" will be available at the Freight Desk, and all materials marked with these stickers will be picked up, stored and returned at the end of the show. Exhibitors will not have access to these items once they are removed from the space. All EMPTY-marked boxes must be ready for pick-up by 5pm on **Wednesday, March 16**.

There is no storage available to exhibitors on the pier.

Stored EMPTY boxes cannot be accessed during the show, under any circumstances.

Floor Load

Pier 94 Floor Load: 400 pounds per square foot (0.09 square meters).

Items exceeding these floor load limits cannot be exhibited without advance special arrangements.

Service Desk

The Service Desk is located inside the visitor's entrance to Pier 94. The Service Desk can respond to questions about shipping, materials handling and billing, and will be happy to assist you in placing orders for booth services or equipment.

EXHIBITOR SET UP

Dates and Hours

Monday, March 14, 8:00 AM – 6:00 PM (reFRESH)

Tuesday, March 15, 8:00 AM – 6:00 PM (FURNISH)

Wednesday, March 16, 8:00 AM – 6:00 PM (MADE and SHOPS)

Please note that the floor will remain open until 8 PM each night during Set Up, but reentry will be denied after 6 PM.

Exhibitors are advised to pre-order all labor by Feb 17th to avoid steep surcharges.

Union Labor is a fact of doing business in New York City. The Architectural Digest Design Show maintains friendly and professional relations with the several labor unions that have jurisdiction over exhibitions on New York City-owned Piers.

Union Labor has jurisdiction over all skilled tasks (i.e., flooring install, signage, carpentry, and electrical). This does not apply to the unpacking and placement of exhibitor merchandise.

Exhibitors are permitted to do some work in their booths without union labor: labor rules state that exhibitors may set up and take down displays if one person can accomplish the task in 30 minutes without the use of power tools. Otherwise the use of union personnel is expected. Labor can be ordered through the Additional Services Order Form found on www.exhibitorinfo.com. The straight-time rate, if ordered in advance is \$189.63 per man/hour straight time.

Tools and Hardware

Displays requiring the use of power tools must be installed and dismantled by union labor.

Exhibitors installing their own booths* must bring all their own tools and hardware. Items such as power drills/drivers, hammers, ladders, mounting hardware, etc. are not available for exhibitor use at the fair.

* See section on Exhibitor Appointed Contractors on Page 12

Rigging and Special Needs

The installation of certain furnishings, lighting or art may require special rigging and/or extraordinary electrical requirements, such as hanging from the ceiling, or special wall installations or reinforcement. Such installations must be brought to the attention of show management in advance of set up. The costs associated with such installations are entirely the responsibility of the exhibitor. **Overhead signage is prohibited.**

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If exhibitors anticipate special installation requirements they should contact Sergio Camargo (scamargo@mmart.com) for planning, instructions and cost estimates.

If professional art hanging is required, exhibitor must hire their own service.

Exhibitor Appointed Contractor

Exhibitors have the option of employing their own union labor to assist with the installation of their booth. Exhibitors who wish to employ an **Exhibitor Appointed Contractor** (EACs) should contact Glenn Charles (gcharles@mmart.com) to make sure that the EACs adhere to labor guidelines.

Contractor Guidelines:

Exhibitors who wish to employ Exhibitor Appointed Contractors (EACs) should make known to them the following:

1. The EAC shall be given the right to provide services requested of them by an exhibitor in set-up and dismantling on the show floor, and shall have the right to utilize qualified employees registered in advance.
2. Services shall not conflict with labor regulations or contracts including jurisdictions claimed by local labor unions. The EAC shall adhere to the rules and regulations in this manual.
3. The EAC shall possess a valid public liability and property damage insurance policy for at least 2,000,000. The Certificate of Insurance must name MMPI Piers LLC, MMPI Piers MTS LLC, Merchandise Mart Properties, Inc., Vornado Realty L.P., Vornado Realty Trust, City of New York, the New York City Economic Development Corporation, Showtime on the Piers, GCJ Management LLC as Additional Insureds. Such insurance shall contain a waiver of subrogation against the Trade Show Entities. In addition, the coverage afforded the Additional Insureds under the policy shall be primary insurance. If an Additional Insured has other insurance, which is applicable to the loss, such other insurance shall be on an excess or contingent basis. The amount of the EAC's liability under this policy shall not be reduced by the existence of such other insurance.
4. The EAC shall have a true and valid work order from an exhibitor in advance of the show move-in date, and shall not solicit business on the show floor or during move-in or move-out dates.
5. The EAC will share with MMPI all reasonable costs related to their operation including overtime pay for stewards, restoration of the exhibit space to its initial condition.
6. The EAC shall cooperate fully with MMPU, especially with regard to the efficient utilization of labor.

The EAC form is available [here](#).

EXHIBIT SPACE DESIGN

Booth Design

Architectural Digest Design Show is a luxury design fair and booths should be designed to fit into an exposition of this nature. Booths designed to work at typical trade shows may not appeal to the visitors of the AD Show. To ensure that your booth meets the aesthetic level of the Architectural Digest Design Show, we encourage you to use experienced designers (either in-house design team or outside professionals) to design your space. Exhibitors are encouraged to submit a booth design plan to management to clarify any questions.

The show does not permit skirted tables or pop up displays. Any exhibit deemed unprofessional in appearance, at the sole discretion of Show Management, will be denied participation.

Fireproofing

All booth material must adhere to local and state fire safety requirements. Please enquire with Sergio Camargo (scamargo@mmart.com) if you have any questions or concerns.

Height Restrictions

Displays may not exceed 12 feet in height, this includes signage.

Walls/Wall Packages

Booth walls are 12 feet high, two inches thick and are made up of four-foot and two-foot panels. Walls are constructed of three layers of 1/8 inch Masonite with cardboard honeycomb between layers.

Weight limitations on walls are 50 pounds per hanging point, and 100 pounds per panel. Heavier items should not be hung above 8 feet. Please contact Sergio Camargo at scamargo@mmart.com with any questions

MADE and SHOPS walls are painted white before Move-In. MADE and SHOPS exhibitors have the option to have their booth painted a different color. Please see the [ADDITIONAL SERVICES FORM](#) for details.

Standard Hall exhibitors (FURNISH and reFRESH) are encouraged to treat their walls to enhance the aesthetic presentation of their displays. Treatments can include paint or wallpaper.

Painting is to be done by MMPI only and can be ordered using the Additional Services Form found on www.exhibitorinfo.com. The paint used will be Benjamin Moore's "[ben Interior Paint](#)" See color selections [here](#). Exhibitors will provide the color name and number on the order form. **Please note that darker colors should be egg shell finish only, as darker shades in flat finishes are susceptible to burnishing.**

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Exhibitors may hang wallpaper themselves using low-tack adhesive. At the conclusion of the show, wallpaper must be entirely removed leaving no glue or paste residue. The cost of restoring walls that have wallpaper or paste residue left on is \$285 per panel and will be billed to the exhibitor after the show.

Exhibitors can drill and nail into the walls. Holes in the panels can be no larger than ¼ inch in diameter, and restoration charges may apply for larger holes or excessive holes to one panel. The cost of repairing panels is \$285 per panel, and will be charged to the exhibitor.

Logos and signage left on the walls will result in restoration charges of \$285 per panel.

Fasteners may be used if necessary, and should penetrate walls at least 1 inch, but may not penetrate further than 1 ¾ inches. At the conclusion of the show, all fasteners must be removed. If staples are used, all staples must be removed.

Exhibitors may not core panels for electrical wiring. Wall lighting fixtures being displayed must be flush-mounted.

Please note that the thickness of the dividing walls will fall within the overall length of the booth. A booth space with two dividing walls, for instance, will lose half the thickness of the dividing wall on each side of the booth, a total of two inches.

Island booths come without walls and are intended to have an open appearance. With booth design approval from show management, supplemental walls may be ordered through the [Additional Services Form](#).

Corner booths come with 2 walls—a back wall and a dividing wall—and are open on 2 sides. Depending on the configuration of adjoining booths, however, back walls 16' and longer may need to have a 2' return wall installed at the open end. (Check with Show Management.)

Endcap booths come with one wall and are open on three sides. Depending on the configuration of adjoining booths, however, this wall may need to have a 2' return wall installed at the open ends. (Check with Show Management.)

Covered Booths

Any exhibitor intending to cover a portion of their booth must submit plans to Sergio Camargo (scarmargo@mmart.com) for review and approval.

Signage

Vinyl banners, pop-up displays and overhead hanging signs are not permitted. There are no exceptions, and this rule is strictly enforced at the show.

All exhibitors are required to provide their own signage displayed in their booths.

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Logos and signage left on the walls will result in restoration charges of \$285 per panel.

For quotes for custom signage and installation, including decals or graphics with logos, exhibitors can contact the following local printers:

Variable Graphics
Kenny Raskin
212-691-2323 x225
15 West 36th Street, 16th Floor
New York, NY 10018

Morris Brothers
Michael G. Bellantone
212-675-9130 x2
116 West 23rd Street, Suite 500
New York, NY 10011

Flooring/Carpeting

Please see Page 3 for information about flooring and carpeting.

DISMANTLING AND MOVE-OUT

Dismantling

No dismantling or packing will be permitted prior to the close of the show at 6:00 PM on Sunday, March 20. This schedule will be strictly enforced.

Empty crates will begin to be returned to the booths once all show attendees have exited the building. It may take several hours for all empty containers to be returned. Empties will be returned in the following priority:

1. MADE and SHOPS
2. FURNISH
3. reFRESH.

Dismantling will continue all day on **Monday and Tuesday, March 21st and 22nd, 8:00 AM to 5:00 PM.**

Targeted Move-Out Hours

Sunday, March 20, 6:00 PM – 10:00 PM Dismantling and Personally Owned Vehicle Load Out.

Please Note: *All MADE and SHOPS booths are required to load out on Sunday evening.*

Monday, March 21, 8:00 AM – 5:00 PM (FURNISH)

Tuesday, March 22, 8:00 AM – 5:00 PM (reFRESH)

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Note: On Monday and Tuesday, all drivers must check in at the Freight Desk to receive their order of load-out. **No driver will be allowed to check in after 1:00 PM.**

MO Trucking is the preferred shipper and will be on site to assist, however exhibitors may ship their materials from the show via any carrier.

All exhibitors using 3rd party carriers are required to complete and file a Bill of Lading with the Freight Desk. MMPI assumes no responsibility for shipments left unattended before being picked up by their carrier.

NOTE: Any exhibitor material remaining on the floor after Tuesday March 22, 2016 will be re-routed by the preferred shipper at the exhibitor's expense.

Helpful Hints for Shipping

- Make sure you are aware of the freight delivery and pick up schedule
- Remember to include your Company Name and Booth Number on all shipments

EXHIBITOR REGISTRATION AND BADGES

Exhibitors are required to wear badges during the show. Each exhibiting company is advised to fill out the [Online Registration Form](#) in advance, including the names of staff authorized to work in the booth.

AN EXHIBITOR REGISTRATION EMAIL WITH INSTRUCTIONS FOR HOW TO ACQUIRE YOUR BADGES WILL BE SENT OUT MID-JANUARY 2016. Exhibitors are encouraged to register at least a week prior to the show. Personnel can also register at the Registration Desk during the show, but may have to wait in line.

Authorized Exhibitor Badges will be issued by show management onsite during Move-In, available at the Registration Desk. Exhibitors and staff must show Photo ID to pick up their badges.

Temporary badges valid for set-up and dismantling will be issued by the Freight Desk to contractors on a daily basis.

GRATUITIES

All employees of the Piers, all union labor and employees or contractors associated with the Architectural Digest Design Show 2016 are adequately paid. Tipping is expressly prohibited; this includes practices as giving money, merchandise, or other special consideration for services rendered.

SECURITY

Security services for the Architectural Digest Design Show will be provided 24 hours a day, beginning at 8:00 AM on Monday, March 14 and end at 5:00 PM on Tuesday, March 22.

Please do not leave electronics and other personal valuables unattended.

TRANSPORTATION

Directions to Piers 92 & 94

Piers 92 & 94 are located at 55th Street and Twelfth Avenue. The Piers are easily accessible by public transportation, taxi, and private vehicle.

Travel by Mass Transit

The nearest subway stops are 50th Street and Eighth Avenue and Columbus Circle station at 59th and Eighth Avenue.

Travel by Car

From the Lincoln Tunnel take 42nd Street west and turn right on Twelfth Avenue; continue north on Twelfth Avenue to Pier 94 at 55th Street.

From the Queens-Midtown Tunnel, go west via 34th Street, turn right on Twelfth Avenue and continue north to the pier at 55th street. Access to Pier 94 for private cars is at 55th Street and Twelfth Avenue.

Parking

Rooftop parking is available for all visitors and exhibitors on Pier 92. All vehicles should follow signs for the NYC Passenger Ship Terminal parking. Please note that the height restriction is 8'6". No reservation is necessary, first come first serve. The daily rate is \$35.00 or \$40.00 if cars are left overnight, which exhibitors may do. For more information call 212-246-5450.

Additional public parking facilities are available across Twelfth Avenue and throughout the neighboring vicinity.

TRAVEL AND ACCOMODATIONS

Travel and Discounts

The Architectural Digest Design Show offers discounts to exhibitors on airfare, trains, and hotel rooms. Please visit the Travel/Directions section of the ADDesignShow.com website for participating hotel partners and discounted travel and hotel rates.

ADVERTISING, MARKETING AND P.R.

Press, Media and P.R.

For information regarding media inquiries please contact Novità Communications. If an outside PR firm is handling your media relations they may reach out directly to the Novità team with your product information and news. The more material they have before the show, the more we can publicize your products and activities. Please see Novità Communications contact info on the CONTACTS page.

Online Press Room

There is an online Press Room where press releases can be uploaded. Novità Communications will be sending out instructions regarding how to upload in the New Year. The releases can be found at <http://pressroom.mmart.com/homedesignshow>

On-Site Press Room and Press Kits

Exhibitors are encouraged to print postcards or informational packets for attendees. Marketing materials can only be placed in the exhibitor's booth and the show's Press Room, which is located in Pier 94's entryway. In terms of materials directly targeted to the press, we recommend bringing at least 35-40 press kits. These should contain press release(s) and images corresponding to the products you will be displaying in your booth/launching at the show. Low-res jpegs are recommended with indication that high-res are available). Be sure to clearly mark your company name and booth number on each press kit and label any image files. Press kits can be printed or digital, however USB sticks are recommended. You can also create an online press kit and prepare a printed card listing the web address where the materials are being hosted. Please bring kits to the show Press Room on **Wednesday, March 16th by 5:00 PM**. It is also helpful to have a few on hand in your booth.

Leftover press kits must be picked up by **7:00 PM on Sunday, March 20th**. Press kits that are not picked up will be recycled.

Social Media

To follow on Facebook: www.facebook.com/ADDDesignShow

Instagram + Twitter + Periscope: @ADDDesignShow

Pinterest: www.pinterest.com/addesignshow

Please use #ADDS2016 when engaging in social media. For a more specialized social media strategy or obtain a special ticket discount code for your followers, please contact Michael Rabatin at mrabatin@addesignshow.com.

Digital Advertising

Exhibitors are encouraged to display Architectural Digest Design Show banner ads on their website. Please see "Promote Yourself" page on www.exhibitorinfo.com.

ARCHITECTURAL DIGEST DESIGN SHOW - EXHIBITOR MANUAL

Exhibitor Listing

We are pleased to offer you a complimentary listing on ADDesignShow.com which is powered by [Modenus](http://Modenus.com) a digital resource for design professionals and design enthusiasts.

If you are a returning exhibitor and already signed up for the exhibitor list from the 2015 show, please log in at www.modenus.com with your log in information. You can then edit your listing and add, delete and change images. Please contact Florence@modenus.com if you forgot it.

New exhibitors can register at

<http://www.modenus.com/approved/manufacture/addesignshow>

Once you press SUBMIT you can:

- Log in and hover over your name in the top right corner. You will see a drop down menu where you can 'add product listing' and select 'click here to add a new product'
- Complete all required fields including product name, description, category, item type and product image (min size is 400 x 400 pixels, JPEG or PNG files only)
- Add your booth #
- Click 'save' or 'add another'
- The listing on Modenus will update and will be included on The Architectural Digest Design Show website and on Modenus social media platforms. The update can happen immediately if you have been a prior exhibitor and might take a day for new exhibitors.
- Note: Please use one of the following browsers when accessing Modenus: Chrome; Firefox; Safari (Version 6.1 or higher); Internet Explorer (IE 10 or higher, IE 11 or higher preferred, anything earlier may not work).

The basic listing with up to 10 photographs is free.

Any Modenus issues please contact Florence@modenus.com.

Official Show Directory

For the Exhibitor Listing in the printed Architectural Digest Design Show Directory, we will use the information provided by exhibitors in the Directory Information section of their show Contracts. If you would like to change how you are listed, please contact Jeff Petersen for reFRESH or FURNISH listings at jpetersen@addesignshow.com or Julia Haney Montanez for MADE and SHOPS listings at jhaney@addesignshow.com.

Advertising in the Official Show Directory

Exhibitors who would like to purchase ads in the Official Show Directory can contact Phillip Russo at phillip925@gmail.com. Advertising rates can be viewed on ADDesignShow.com in the *For The Exhibitor* section.

ARCHITECTURAL DIGEST DESIGN SHOW - EXHIBITOR MANUAL

Sponsorships

Exhibitors interested in partnering with the show may contact Michael Rabatin, Director of Marketing, at 646-388-8902 or mrabatin@addesignshow.com.

Hosting Events

Exhibitors are encouraged to host events in their booth spaces. Please contact Michael Rabatin, Director of Marketing, at mrabatin@addesignshow.com. Include company name, booth number, day of event, time of event, a few sentences inviting show visitors to attend, and describing what will be featured or served. This listing will be published in the Schedule By Day which will be made available on the show's website.

TICKETS

Tickets for the Design Trade are complimentary when pre-registering on the website ADHomeDesignShow.com. These tickets are for entry and re-entry Thursday through Sunday.

VIP tickets allow consumers entrance and re-entrance Thursday – Sunday. Please see [website](#) for details.

Complimentary ticket codes for guests of exhibitors will be emailed along with instructions on how to use the code to register online in February.

DIFFA's DINING BY DESIGN

DIFFA's Dining by Design will be located in Pier 92 which is adjacent to Pier 94. The exhibit will be open during the same hours as the show with the exception that it will close at 3:00 PM on Thursday for Cocktails by Design.

To participate in DIFFA's Dining by Design please contact DIFFA directly at swilliams@diffa.org or call 212-727-3100.

Discounted tickets to DIFFA's Cocktails by Design opening night party can be purchased with the promo code **ADHDtix**. To purchase tickets please visit www.diffa.org.

LIST OF FORMS

All forms can be found on exhibitorinfo.com/architectural-digest-design-show/

1. [Standard Hall \(FURNISH & REFRESH\) Electrical Order Form](#)
2. [MADE & SHOPS Electrical Order Form](#)
3. [Additional Services Form](#) (Carpet Ordering for Standard Hall, Wall-seam Taping [all sections], Booth Painting [all sections], Labor ordering [all sections], Additional Wall Ordering [all sections])
4. [Internet Form](#)
5. [Booth Cleaning Form](#)
6. [Exhibitor Appointed Contractor Form](#)
7. [Shipping Notification Form](#)
8. [Lead Retrieval Form](#) & [Lead Retrieval Information](#)

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ARCHITECTURAL DIGEST DESIGN SHOW - EXHIBITOR MANUAL

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