



**WELCOME**

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## **New York International Bridal Week ® 2015**

Welcome to New York International Bridal Week. We are thrilled to be partnering with you for this exciting show.

This exhibitor manual will provide you with important information to will help you to make the most of your experience at the New York International Bridal Week. In it you will find useful information about the show and The Piers; promotional information and ways for you to maximize your exposure at the show; and operational information with move in, run of show and move out details. If at any time you have questions, please do not hesitate to contact any member of our team.

Once again, welcome! We look forward to seeing you soon!

## **GENERAL SHOW INFORMATION**

October 10-12, 2015 at Pier 94, the New York International Bridal Week will be the destination for high-end Bridal designers and manufacturers, both nationally and internationally.

### **Dates / Hours**

Saturday, October 10	9 am -6 pm
Sunday, October 11	9 am -6 pm
Monday, October 12	9 am -5 pm

### **Location**

Pier 94  
755 12th Ave. (55<sup>th</sup> Street and the West Side Highway)  
New York, NY 10019

### **Website**

Our website address is [www.newyorkbridal.com](http://www.newyorkbridal.com)



## **PIERS 92/94**

Piers 92/94 are New York's premier venues for trade shows, consumer shows and private functions and are well-known as the location of some of New York's most acclaimed fashion, interior design, art and antiques shows. With high ceilings and easily adaptable exhibition spaces, the Piers are an ideal facility in which to showcase any product and our operations staff is ready to provide you with a seamless exhibition experience.

Piers 92/94 enjoy prime geographic location in the heart of Midtown Manhattan, 55th Street and the West Side Highway. Piers 92/94 are situated in Midtown West on the Hudson River, a stunning backdrop for the New York International Bridal Week. Some other neighborhood highlights include:

- **Theater District** – The Piers are just steps away from Manhattan's world-famous Theater District. From Broadway musicals to independent productions, a night at the theater is the perfect addition to your trip.
- **Times Square** – This must-see attraction defines the Manhattan experience. There's never a shortage of activities in Times Square: grab a drink and take in the vibrant nightlife, shop around or simply revel in all New York has to offer.
- **Central Park** – Just a few blocks away, Central Park is one of the nation's most frequently visited parks.

## **MMPI**

**Merchandise Mart Properties, Inc. (MMPI)**, a division of Vornado Realty Trust, is a leading owner and operator of integrated showroom and office buildings, as well as trade show facilities, bringing buyers and sellers together through market events, trade and consumer events and conferences. As both a property manager and trade show producer, MMPI has been North America's market maker for the industries it serves, bringing together wholesalers, retailers and consumers for more than 65 years.

### **Property Management**

MMPI specializes in ownership and management of design centers and market buildings. Our buildings; The Merchandise Mart™ in Chicago, the A&D Building and & 7W New York Building in New York and the Cleveland Medical Mart in Cleveland are home to thousands of showrooms. Each showroom is maintained by manufacturers or distributors who reach their key target customers. As market makers, our staff attracts this key target audience to the building by producing trade shows, conventions, educational programs and special events.

### **Trade and Consumer Show Management**

MMPI is one of the largest trade and consumer show producers in North America. Each year, we mount dozens of trade and consumer shows, conventions, conferences, educational programs and special events that bring buyers and sellers together.

### **Industry Expertise**

We specialize in 10 key industries: office and retail; home furnishings; kitchen, bath and building products; commercial furnishings; casual furnishings and accessories; gift and home; apparel; contemporary art; international antiques; and fine crafts. As a result, we've developed an invaluable brain trust built on years of experience, carefully cultivated contacts and specialized knowledge, all of which work to elevate our showroom acumen, marketing communications and trade show operations in these industries.

