



Hello To Everyone,

This year's show has attracted many talented artists. There is no question about the superb quality and diversity of our two shows. Again, the Art Fair and The Craft Show combination will provide our visitors with a unique experience that has not been found at any other art event in New York City.

**Our marketing program for 2011 will be spearheaded by a direct mail color catalog** that will be sent to at least 30,000 prospective clients by combining artists' mailing lists, and An American Craftsman Gallery's database of 15,000 clients, along with thousands of collectors, art galleries, art consultants, architects and interior designers. The catalog will be personally handed to all of our AAC gallery clients prior to the show. Expected attendance is 10,000.

### **Our Show Headquarters Next To The Whitney Museum on Madison Ave!**

We have leased a store right next door to the Whitney through the end of the year. This is a unique marketing opportunity to promote our show to the affluent Upper East Side crowd and to visitors going to the museum. Half price tickets are being distributed daily to all gallery visitors at our Madison Ave, Sheraton Manhattan and 55th St. locations. Several artists who are exhibiting in our show will be selected to show their work in one of our three galleries. Each of these venues provides unparalleled exposure and selling opportunities for artists whose work will be seen by thousands of people every day.

We are here to offer guidance and assistance in all aspects of marketing, display, booth selection or any other concerns that you may have regarding your participation in our show. We are in this for the long hall and we are here to support your success.

### **IMPORTANT SHOW INFORMATION!**

*Please read carefully.*

**Floor plan, space assignments, arrival times will be posted on our web site no later than October 1st.**

**Metro Expositions, our decorators, will email you the Exhibitor Services Manual on September 20th and we will also post it to our website. Please check the website for continuous updates.**

Just login to your profile page [my.americanartmarketing.com](http://my.americanartmarketing.com) and go to "Show Information". Contact our office if you need your login information.

**Show Location:** Javits Center, 11th Avenue and 39th Street, New York, NY. Hall 1A is located on the far right and closest to 39th Street.

The Javits Center is the city's most popular and internationally known event venue. It is accessible by subway, bus, car and taxi. Coming from NJ is easy with the Lincoln tunnel located nearby and regular ferry service just minutes away.

**Show Office & American Craftsman Gallery Booth:** Located on the floor to the left, inside the main entrance to Hall 1A. Richard (845) 661-1221 or Joanna (845) 661-8951.

**METRO-EXPO:** Our decorator's service booth will be set up at the show in the rear of the hall.

### **ARTISTS ARRIVAL:**

**Your arrival time will be scheduled based on the location of your space.**

This year our move in and exit should go much more rapidly as we will be using both the front entrance and the loading dock simultaneously. There will also be a certain number of vans that will be permitted to pull into the hall to unload at the discretion of dock management.

**Before we arrive the decorator and electricians must do their work putting up the Pipe & Drape and laying out the electricity. Depending on whether or not there is a show moving out the day before will determine whether you may begin to unload earlier than the established time. You will be notified well in advance for earlier set up.**

**SET-UP SCHEDULE:****Hand Carry Artists:**

Unload at FRONT entrance (39th St. and 11th Ave.) using nothing larger than a van.  
*See Javits Rules & FAQ below and on page 7.*

You may unload and set up during the following hours:

Thursday, November 17:

11am - 6pm. *Load in. **No arrivals after 6pm.***

6pm - 11pm. *Set up only*

Friday, November 18:

8am - 11am. *Load in*

**All Other Artists:**

*See Javits Rules & FAQ below and on page 7.*

You may unload and set up during the following hours:

Thursday, November 17:

11am - 6pm. ***No arrivals after 6pm.***

6pm - 11pm. *Set up only*

Friday, November 18:

***No move-in***

**You may stay on Thursdays until 11pm to set up however NO MOVE IN after 6pm.**

**SCHEDULE YOUR MOVE IN!**

**Please immediately log into your profile page and input your vehicle type so that we may schedule you for front or rear unloading. This will alleviate congestion and speed up the unloading process.**

**SHOW SCHEDULE:****Show Hours:**

Friday, Nov. 18th: 2pm - 7pm

Saturday, Nov. 19th: 10am - 7pm

Sunday, Nov. 20th: 10am - 4pm

**Access To Show:**

Exhibitors may enter the show at 8am on Friday & at 8:30 am on Saturday & Sunday.

**SHOW BREAKDOWN & MOVE-OUT:**

Sunday, Nov. 20th: 4pm - 9:30pm. ***We MUST BE OUT by 9:30pm.***

**ARTISTS WITH DRAYAGE/COMPLETE ROUND TRIP PACKAGES: REGISTER AT LOADING DOCK**

**Artists with trucks or trailers etc. must use the rear loading dock located on 12th Ave.** Our staff will be there to greet you. Once registered, you will be in line and called to unload as soon as dock space is available. Freight moving labor is handled by JKJCC Teamsters. They are responsible for loading and unloading, moving and delivering exhibitor booths and artwork to and from your space. Please pack your work expecting it to be placed on large dollies.

**No arrivals are allowed later than 6pm. You may continue to set up until 11pm.**

**NEW! DRAYAGE FRONT ENTRANCE**

Unloading will take place both at the front entrance and the rear loading dock. You will be notified in advance as to which entrance you will use. **Whether it is up front or at the loading dock you will have union assistance unloading and transporting your goods and displays to your booth and out at the end of the show. If you have a Complete Pipe & Drape or hard wall package that includes drayage it will now include unloading through the Front Entrance with Union Dollies in addition to the unloading dock.** This is **ONLY** if you use a vehicle no larger than an econoline type van. Larger Vans & trucks must use loading dock. I would also bring a dolly. Very often they will allow you to use your own dolly as a supplement. This will probably be the case for the move out on Sunday.

**\*When you arrive at the loading dock area you may be directed to the front entrance if it is going to expedite your move in. This would mean continuing around the next corner (about 3 minutes) and to the front entrance on 11th Ave. & 39 St.**

**DIRECTIONS TO LOADING DOCK:**

Coming from 34th St. and headed west you will make a right turn on to 12th Ave. (West Side Highway) and look for our signs.

**ARTISTS HAND CARRY: REGISTER AND MOVE-IN AT FRONT ENTRANCE**

You will unload at the front entrance on 39th St. and 11th Ave. You may use nothing larger than a van, and have a half hour to unload. No dollies are permitted. Rolling clothing racks are permitted. It is best to unload, park and come back to move your goods to your booth unless you can do it all within the half hour time limit. Someone must be with your vehicle at all times. We will have staff to watch your goods while you park. *See Javits Rules & FAQ page 7.*

**METRO EXPO SERVICE MANUAL & PRE SHOW ORDER FORMS:**

September 20th you will receive a manual from Metro-Expo, our decorator and service contractor for the show. It will also be available on [my.americanartmarketing.com](http://my.americanartmarketing.com). Just login in to your profile and go to "Show Information".

**This is a standard Trade Show Manual.** Forms are provided if you would like to order additional services such as carpet, chairs, additional electric, etc. **The information about the electric and lighting is critical. You need to know about the type of lighting that will meet fire code and understand the Javits Union rules. See rules below.**

**The manual will also have all the information regarding the drayage and shipping of your artwork to the Javits. Please refer to the manual for all inbound and outbound shipping forms and rate information.**

**REMEMBER TO ORDER IN ADVANCE TO AVOID EXTRA CHARGES. DEADLINES ARE POSTED ON EACH ORDER FORM.**

Off the record, try to bring everything you need. The rental costs are very high. If you need anything last minute that involves a union service, the price goes sky high.

**For assistance and Questions? Call Lorenzo or Ryan at Metro-Expo (201) 994-1301 or visit: [www.metro-expo.com](http://www.metro-expo.com).**

**A-Z****ACCOMMODATIONS:**

Accommodations are posted on our web site. We have also included Motels in NJ just 20 minutes away. Most of these hotels have ample parking for larger vehicles. You can also park your vehicle at the motel and take a 20-minute bus ride to the city.

**Call Richard if you have question about this. There will be substantial \$\$ savings.**

[www.americancraftshownyc.com/accommodations.php](http://www.americancraftshownyc.com/accommodations.php) or [www.contemporaryartfairnyc.com/accommodations.php](http://www.contemporaryartfairnyc.com/accommodations.php).

For more hotels near the Javits Center, see the travel section on: [www.javitscenter.com](http://www.javitscenter.com). You may also want to consider [www.quikbook.com](http://www.quikbook.com) for smaller independent hotels. Best deals are 15-20 minutes through the tunnel in New Jersey. For additional info visit: NYC & Company, New York City's official convention and visitor's bureau at [www.nycvisit.com](http://www.nycvisit.com) for helpful travel and destination information.

**DIRECTIONS:**

Visit: [www.americancraftshownyc.com/directions.php](http://www.americancraftshownyc.com/directions.php) or [www.contemporaryartfairnyc.com/directions.php](http://www.contemporaryartfairnyc.com/directions.php)

**BADGES:**

You will receive a total of three badges; one will list the artist name, studio name and booth number and the other two will have "Artist Assistant", with artist name and booth number. Badges will be included in the registration packet that you will receive upon arrival. **Do not lose your badge. Replacements may take time and detain you from access to and from the show.** You will receive temporary sticker badges in the next mailing that must be worn by you and your staff during set-up. You must wear your badge at all times.

**BOOTH DISPLAY STANDARDS:**

Outdoor canopies are not allowed. You may use the frames without tops. All fabrics must be flame proofed. **A beautifully designed, professional, well-illuminated and carpeted booth is the standard.**

**Note:** Pipe and Drape supplied to your booth is not designed to support anything heavier than 10 lbs.

**Hard Walls:** You may use nails and screws on the hard wall.

**BOOTH SIGN:**

You will be supplied with 7"x 44" booth sign that will reflect the name you entered when applying and appears on your show invoice and all correspondence. **Please contact us immediately if there is a change or login to your aam profile page and edit "Name as you would like it to appear in printed material".**

**CREDIT / DEBIT CARD MACHINES:**

We are happy to announce that if you do not have the ability to take credit cards we can help you with credit card processing at the American Art Marketing Show booth. We will process your credit card transactions at our show booth for a 6% handling charge. This service is available if you prefer not to invest in special equipment or sign up for a separate service. The benefit to non-New York artists is that you would not have to file for a NY sales tax certificate. The collection, filing and remittance of sales tax would be handled by AAM.

**For more information contact Joanna Rothbard:** joanna@americanartmarketing.com

**ELECTRIC & LIGHTING: (BOOTH PACKAGE ONLY)**

**All-inclusive Booth Packages include 500 watts of electric and a box with 4 outlets.**

**If you require additional electric you must fill out an electrical request form supplied by Metro-Expo.** See Metro Expo Exhibitor Manual for form with rates and deadline for ordering.

You are allowed to install 4 lights plus a single track by yourself. However, if you want to install your own equipment, you may do so provided the following requirements are met:

- The service order is for 500 watts or less.
- No more than 4 light are being installed.
- The booth is no larger than a 10 x 10.
- No tools or ladders are required.

**IMPORTANT!!!**

Please make sure your electrical equipment is working properly and conforms to the electrical requirements supplied by our decorator. Union electricians will make any or all repairs and will troubleshoot at your expense. The charges can be hefty so make sure your lighting does comply. Your charges will be from \$58.00 at straight time to \$75.00 for overtime per half hour.

**EXHIBITOR INSURANCE:**

American Art Marketing will not be responsible for any injury, damage or theft occurring on the way to or from the show or while on-site. Exhibitors are advised to secure adequate insurance coverage protecting themselves and all exhibit material from damage or theft.

**EXHIBITOR LOUNGE:**

Exhibitor lounge will be located just outside Hall 1A. This area will be equipped with complimentary coffee and tea.

**FIRE DEPT AND SAFETY REGULATIONS: FLAME PROOFING**

This information is vital.

- Smoking is prohibited in the Javits Convention Center.
- Use only flameproofed fabrics for display. To test yourself you can hold a lighted match to the fabric and the material may char but should not burst into flames.
- Please make arrangements to have any drapes, carpeting, etc. treated ahead of time. We recommend using Flame Retardant Spray or Liquid from either one of the following two companies: Rose Brand Textile Fabrics (201) 809-1730 or (800) 223-1624; [www.rosebrand.com](http://www.rosebrand.com) and Dazian (201) 549-1000 or (877) 232-9426; [www.dazian.com](http://www.dazian.com). These firms will supply the necessary affidavits on request. Turning Star, Inc. can provide Flame Retardant Protection (for fabrics, paper, cardboard and wood) - (718) 254-0534 or (877) 849-3182, [www.turningstar.com](http://www.turningstar.com).

**INTERNET/ JAVITS WIFI/ CELL SERVICE:**

If your laptop is built with wireless capabilities or is equipped with a wireless card then you can log onto Javits Center WiFi. 256K bandwidth: \$4.95 per hour \$29.95 per show day, \$69.95 for (3) days. There is cellular phone service in most areas of the Javits however signal strength will vary depending on your service provider.

**JEWELRY LOCK UP:**

Jewelry Lock-up is available from Thursday evening until Sunday at 9am for \$65.00. If you are interested please email [Joanna@americanartmarketing.com](mailto:Joanna@americanartmarketing.com) by November 1st.

**PARKING:**

We have compiled a list of garages in the near vicinity that will take larger vehicles. Go to: [www.americancraftshownyc.com/directions.php](http://www.americancraftshownyc.com/directions.php) or [www.contemporaryartfairnyc.com/directions.php](http://www.contemporaryartfairnyc.com/directions.php). Also, for complete list [www.javitscenter.com/parking](http://www.javitscenter.com/parking)

**SALES TAX/ NYC:**

All participating artists must register for sales tax certificates. New York Sales Tax is 8.875%. You may register online by visiting: <http://www.tax.ny.gov/bus/ads/webdtf17.htm>

**Questions? Call 800-698-2909.**

**SECURITY:**

There will be day and overnight security. Exhibitors are reminded that they are solely responsible for the security of their exhibits, artwork and personal belongings.

**SHIPMENTS & DELIVERIES MADE DIRECTLY TO METRO-EXPO WAREHOUSE:**

See Metro-Expo forms for information and shipping address. If you shipped items, all of them should be in your booth when you arrive if not, you must go to the Metro booth with your paperwork.

**STORAGE & EMPTY CONTAINERS:**

There will be available storage on the show floor not far from your booth for product storage only. Please use plastic containers to store work.

**IF YOU WANT TO STORE YOUR WORK ON THE SHOW FLOOR EVERYTHING NEEDS TO BE IN PLASTIC TUBS OR CONTAINERS. EMPTY WOOD CRATES, CORRUGATED BOXES OR PACKING MATERIALS OF ANY KIND CANNOT BE STORED IN OR BEHIND EXHIBIT BOOTHS OR ANYWHERE ON THE FLOOR.** If you have corrugated boxes or wooden crates they will need to be labeled and removed by the decorators from the show site and returned to your booth after the show. New York Building, Public Assembly and Fire Department regulations restrict empty storage to approved, sprinklered areas. Empty crates, cartons, boxes or packing materials of any kind cannot be stored in or behind exhibit booths.

**PRE-SHOW MARKETING:****Javits Show Catalog:**

The launch of our advertising opportunity in the show catalog for The American Craft Show and The Contemporary Art Fair NYC 2011 is off to a good start. The cover sold within minutes after the first email was sent out! Don't miss this opportunity to introduce yourself and your work to buyers before, during and after, they visit the shows at the Javits.

The show catalog, featuring a complete listing of all exhibiting artists, will be a 5" x 8" saddle stitched booklet, printed on glossy paper stock in full color. We will mail this to over 30,000 prospective clients by combining our artists' mailing lists with our extensive database of 20,000 An American Craftsman gallery clients, art consultants, art galleries, architects & interior designers. The catalog will also be available at our three NYC An American Craftsman galleries. A catalog like this is a very effective and convincing marketing tool with great longevity.

We will take your high-resolution image and put together the ad with your email, web address and booth number at no extra cost to you.

**Final deadline is September 20th. All images and reservation forms have to be at our office by this date.**

**Half Price Promotional Postcards:**

You will receive up to 150 postcards at your request at no charge. If you need larger quantities mailed, we will do so for \$5 per additional hundred to cover postage costs. If you would like to request additional postcards, just login to your profile page [my.americanartmarketing.com](http://my.americanartmarketing.com)

**Complimentary Tickets:**

You will receive 20 free passes in the mail in by early October.

**Ecard:**

The e-card for you to send to your clients will be up on our site for you to download on October 1st.

[www.americancraftshownyc.com/images/CAF\\_ACS\\_Ecard.jpg](http://www.americancraftshownyc.com/images/CAF_ACS_Ecard.jpg)

**E-Mail Campaign:**

Promotional e-blasts will be emailed to clients of American Craftsman galleries, art galleries, art consultants and interior designers.

**Media Press Release:**

We are always looking for interesting stories to pitch to the media. If you have a press kit or exciting image(s) or a bio you would like to submit, email ASAP to: [hello@americanartmarketing.com](mailto:hello@americanartmarketing.com).

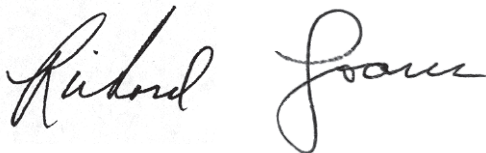
You will receive another mailing from us in early October that will include any important updates, set-up badges and your complimentary tickets.

Everything is moving along nicely and we have a very exciting show ahead of us!

**If you have any questions please call us at (845)-355-2400.**

**Or email Richard direct: [richard@americanartmarketing.com](mailto:richard@americanartmarketing.com)**

**Richard (cell) 845-661-1221 Joanna (cell) 845-661-8951**



Richard Rothbard & Joanna Rothbard

**CHECK LIST:**

- Order extra services from Metro Expo:  
Additional electric, carpet, etc & arrange for shipping of artwork.  
*See deadlines on Metro Order Forms*
- Request for additional postcards and posters: **ASAP**  
*Login to your profile page [my.americanartmarketing.com](http://my.americanartmarketing.com)*
- Vehicle Type: **ASAP**  
*Login to your profile page [my.americanartmarketing.com](http://my.americanartmarketing.com)*
- Sign Up for Jewelry Lock up (\$65.00): **November 1**  
*Email [Joanna@americanartmarketing.com](mailto:Joanna@americanartmarketing.com)*
- Sign up for AAM credit card services: **November 1**  
*Email [Joanna@americanartmarketing.com](mailto:Joanna@americanartmarketing.com)*

**call:** 800.834.9437

**fax:** 845.355.2444

**write:** P.O. Box 480, Slate Hill, NY 10973

**www.AmericanArtMarketing.com**

**email:** [hello@americanartmarketing.com](mailto:hello@americanartmarketing.com)



## JAVITS CENTER RULES & FAQ

### Booth Construction, Electrical & Freight Handling

- Freight handling, booth construction and electrical work must be performed by the Javits Union labor with certain exceptions described below.
- **Booth display ideas: pro panels, fabric covered wire panels, hinged hollow core door.**

### Drayage (Onsite Freight Handling) if included in your booth package

- If Round trip on-site freight handling is included in your booth fee package, freight will be delivered to your booth space upon its arrival at the Jacob Javits Convention Center and returned to the loading dock at the close of the Fair. For those of you who will be shipping your goods, the decorator will receive shipments at their warehouse and deliver to the show for an additional charge.
- **New 2011: Drayage for complete Pipe & Drape or hard wall packages** will now include an option for unloading through the **Front Entrance** with Union dollies and Assistance in addition to the unloading dock. This is **ONLY** if you use a vehicle no larger than a Ford Econoline van. Larger Vans & trucks must use loading dock.

### Hand Carry Rules Freight/Moving Exhibitors May Do Themselves

- Curbside unloading with access to the elevators and escalator will be available as long as the following rules are adhered to.
- Hand carried items can be brought in through the front of the building (East side) at specified times.
- Parking locations will be assigned by the Event Manager.
- Parking is limited to vehicles no larger than a Ford Econoline van.
- Vehicles must be attended by a licensed driver at all times.
- Exhibitors may use nothing larger than a two-wheeled baggage cart (plastic or rubber wheels only) to move their items. Hanging clothing racks with four wheels are allowed for moving hanging garments.
- "Pop-up" displays, equal or less than 10' in length, capable of being carried by hand by one person may be brought in.
- Exhibitors moving items must use the doors and routes designated by event management.
- Individuals moving these items must be employees of the exhibiting company and must carry identification with them to verify this fact.

### Electrical Work Exhibitors May Do Themselves

- Exhibitors may plug in their own devices and equipment for properly ordered 110 volt electrical service of 1500 watts or less.
- Connect modems, printers, computers and keyboards.
- Install own light bulbs.
- Test and tune own equipment.
- Run their own communications cable between machines in the same booth above the booth carpet.
- Exhibitors may install and dismantle their own lights in booths 100 square feet or less without the use of tools or ladders.

**Our booth package does include 500 watts or 1000 watts whichever is applicable plus a 4 plex. You may install up to 4 lights yourself. If you require additional electric you must fill out an electrical request form supplied by Metro-Expo.**

Do not attempt to install your own lights if they do not fit into the guidelines. The electricians will be there to handle your lighting installation.

- **Outdoor canopies may not be used. You can use the frames but without tops.**