



November 2-3, 2011
The Baltimore Convention Center
Baltimore, Maryland

Exhibitor Manual



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WELCOME

WELCOME

Dear NeoCon East Exhibitor:

We are pleased to welcome you to Neocon[®] East 2011!

This **Exhibitor Marketing & Services Manual** will help you to maximize your investment in exhibiting during NeoCon East. It is filled with marketing and promotional opportunities that can deliver your message to target audiences. While we do everything possible to reach new prospects, it is up to you to “stand out from the crowd” and draw the most possible traffic to your area. From sponsorships to booth design, learn successful ways to attract more attendees to your booth. The manual also includes operational recommendations for smooth move-in, run of show and move-out details.

The marketing and management team of Merchandise Mart Properties, Inc. (MMPI) works hard to make your participation a success. We have included in this manual many different order forms that you can complete and fax back to easily take advantage of our valuable services. Most importantly, remember we’re here to help you get the most out of the show!

We hope this manual will provide you with all the necessary information to make your exhibiting experience a successful one. If you have any questions, feel free to call, e-mail or write. We welcome your feedback and look forward to working with you over the next few months!

Sincerely,

Sara O’Hare
Director of Marketing
NeoCon East
sohare@mmart.com
312-527-7693

Julie Amato-Kohl
Vice President of NeoCon
Exhibitor Sales
jkohl@mmart.com
312-527-7083



WELCOME

MARKETING TIPS

Now that you have secured a great space on the show floor, it's time to begin thinking about the opportunities this show offers you and how to advantage of your investment at NeoCon East.

Here are some important contacts to keep on file. We are more than happy to discuss all the great opportunities available to you as a NeoCon East Exhibitor:

Sara O'Hare
Director of Marketing
NeoCon/NeoCon East
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Monica DeBartolo
Director of Programming
NeoCon/NeoCon East
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Ashley Morrison
Marketing Manager
NeoCon/NeoCon East
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Paige Sims
Marketing and Programming Manager
NeoCon/NeoCon East
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From sponsorships to hospitality, mailing lists to VIP invitations, as a NeoCon East exhibitor, you are in a great position to consider how you want to promote your company, market your brand and products and maximize your visibility. **CLICK HERE** (link to Marketing Manual) to access the NeoCon East Marketing Manual and discover the countless marketing and promotional resources available to you.

SPECIAL EVENTS

For a complete list of special events taking place during NeoCon East, **CLICK HERE** (link to special events listing under Marketing Manual.)



WELCOME

MMPI

MMPI is the world leader in developing, owning and managing merchandise marts, design centers, market buildings, as well as trade and consumer shows. We have three primary areas of focus:

PROPERTY MANAGEMENT

This division specializes in ownership and management of design centers and market buildings. Our buildings, such as The Merchandise Mart™ in Chicago, the L.A. Mart® in Los Angeles and the Boston Design Center in Boston, are home to approximately 2,000 showrooms. Each showroom is maintained by manufacturers or distributors hoping to reach a key target audience. 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 more than 300 trade and consumer shows, conventions, conferences, educational programs and special events that bring buyers and sellers together.

INDUSTRY EXPERTISE

We specialize in 11 key industries: office and retail; home furnishings; kitchen, bath and building products; contract furnishings; casual furnishings and accessories; gift and home; apparel; contemporary art; international antiques; fine crafts; and construction/real estate. 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.



CONTACT INFORMATION

SALES & MARKETING

Paul Heinen
Senior Vice President

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Paige Sims
Marketing and Programming Manager
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EXHIBITOR REGISTRATION

Wendy Confrey
Director of Registration Services
wconfrey@mmart.com
312.527.7603

Debbie Bezazian
Registration Supervisor
dbezazian@mmart.com
312.527.7604

OPERATIONS

Megan Davidson
Director of Trade Show
Operations
mdavidson@mmart.com
312.527.7514

MEETING PLANNING & SPECIAL EVENTS

Liz Waters
Event Manager
ewaters@mmart.com
312.527.7555

OVERVIEW

DRAYAGE

Also known as “materials handling,” drayage is the labor to receive freight during move-in, delivering it to your booth, removing empty containers, storing and returning them after the show, and loading materials for outbound shipping. Please refer to [Shipping Information](#) for the posted drayage rates.

BOOTH LIGHTING

Your booth does not come with any standard lighting. Lighting can be ordered through the [Special Lighting Order Form](#).

ADVANCE SHIPPING DATES

In order to ease your delivery process, we have set aside an advance receiving warehouse specifically for NeoCon East exhibitors. You can begin shipping to the warehouse on Wednesday, September 30th and not later than October 21st. Freight will be delivered to your space and remain uncrated until a designated representative arrives on-site for move-in.

TARGETED/DEDICATED FREIGHT MOVE IN DATES

If you do not elect to use the advance shipping days, please arrange for your freight to arrive at the Baltimore Convention Center on Monday, October 31st or Tuesday, November 1st.

SCHEDULE

	8am	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm
Weds, Sept 30 - Fri, Oct 21	Advance Deliveries to Warehouse 8 am - 3 pm													
Mon, Oct 31	Exhibitor Set-Up/Direct Deliveries to Dock 8 am - 5 pm													
Tues, Nov 1	Exhibitor Set-Up/Direct Deliveries to Dock 8 am - 6 pm													
Weds, Nov 2		Show Hours 9 am - 6 pm												
Thurs, Nov 3		Show Hours 9 am - 4 pm						Dismantling 4 pm - 9 pm						
Fri, Nov 4	Dismantling/Freight Load Out 8 am - 3 pm													



EXHIBITING INFORMATION

SCHEDULE (CONTINUED)

FREIGHT DELIVERY HOURS

Advance Deliveries:

Wednesday, September 30 – Friday, October 21 8:00 am – 3:00 pm
Advance shipments to the warehouse will be billed at a rate of \$76.22/cwt.

Direct Deliveries:

Monday, October 31 8:00 am – 5:00 pm
Tuesday, November 1 8:00 am – 6:00 pm
Direct shipments to show site will be billed at a rate of \$72.10/cwt.

SET-UP HOURS

Monday, October 31 8:00 am – 5:00 pm
Tuesday, November 1 8:00 am – 6:00 pm

SHOW HOURS

Wednesday, November 2 9:00 am – 6:00 pm
Thursday, November 3 9:00 am – 4:00 pm

DISMANTLING HOURS

Thursday, November 3 4:00 pm – 9:00 pm
Friday, November 4 8:00 am – 3:00 pm

FREIGHT LOAD OUT HOURS

Friday, November 4 8:00 am – 3:00 pm (Carriers must be checked in by 12noon)



EXHIBITING INFORMATION

REGISTRATION

EXHIBITOR BADGES

Registering for exhibitor badges is a simple process. Please follow the steps below before your arrival in Baltimore.

To register, please visit: <http://www.martreg.com/reg/eneoeast/eneoeast.cfm> and click on "Registration."

- Registration Deadline: October 28nd, 2011
- Each exhibiting booth **MUST** register online. Please include the names of staff authorized to work in your booth.

When you arrive for move-in, Show Management will issue your authorized badge. Please follow the simple steps below.

- To pick up your badge, please proceed to Exhibitor Registration.
- Please wear your badge at all times when on the show floor.

This registration process will better serve you with shorter lines and quicker service. If you have any questions regarding registration, please contact Customer Service at (800) 677-6278 or (312) 527-7600.

CONTRACTOR BADGES

Temporary badges, valid only for set-up and dismantling, will be distributed to contractors on a daily basis upon arrival at the show floor.



EXHIBITING INFORMATION

BOOTH EQUIPMENT & SERVICES

BOOTH CLEANING

If you require cleaning services, please complete the [Booth Cleaning Order Form](#) and we will gladly respond to your request.

BOOTH EQUIPMENT

A selection of furniture is available from RPM CompleteXPO Services and can be ordered using the [Standard Booth Furnishing Order Form](#) by October 14, 2011.

BOOTH FLOORING

Booths are not provided with carpet. You may provide booth floor covering, [Standard and Custom Booth Carpet Order Form](#) or use the [Plush Custom Carpet Order Form](#). The aisles will be carpeted in white.

BOOTH LIGHTING AND ELECTRICAL SERVICES

All electrical services will be provided or supervised by Edlen Electrical technicians. If you require power for your booth please use the [Electrical Services Order Form](#). For lighting, please use the [Specialty Lighting Order Form](#) and for labor the [Electrical Labor Order Form](#).

BUSINESS SERVICES/SERVICE DESK

The Exhibitor Service Desk will be located on the show floor. 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.

CEILING HEIGHT

14' to 31'. Please [click here](#) for a reflective ceiling plan.

DESIGN AND CONSTRUCTION OF BOOTHS

Any exhibit deemed unprofessional in appearance, at the sole discretion of Show Management, will not be permitted. Display materials, signs, etc., may not be hung on drapery.

All booths must be fireproofed to regulation standards. Exhibitors should have a certificate of flame retardant treatment available for review by the Baltimore City Fire Department Public Assembly Office. The Public Assembly Officer may at his/her discretion perform a flame test of exhibit material.

LINEAR BOOTHS

Linear booth (booths with other booths on three sides) backdrops or walls may extend no higher than 8 feet, and 10 feet including lights or lighting rigging. Any forward extension from the back wall may not exceed 8 feet in height for the rear half and 4 feet in height for the front half of the booth.

ISLAND BOOTHS

Island booth (booths with aisles on all sides) displays may not exceed 14 feet in height.

PENINSULA BOOTHS

Where a peninsula booth (a booth with aisles on three sides) abuts linear booths, the back wall may extend to a height of no more than 12 feet and for a length of only 5 feet to the left and/or right of the back wall center. Where a peninsula abuts another peninsula, the maximum height is 12 feet. All peninsula back walls must be finished on both sides and must not interfere with their neighbors' display. No signs, logos, etc. are permitted on the back of a peninsula's back wall. Other than the above, a peninsula is treated as an island.

COLUMNS

Building columns cannot be used for any purpose whatsoever, except the following:

1. If the column is entirely within the booth, the exhibitor may decorate the column as desired, however all decorations must be approved by show management.
2. If the column is partially within the booth, the exhibitor may use only the side(s) of the column that is entirely within their booth. Signs or decorations, **subject to show approval**, may not extend beyond the booth perimeter. **NOTE:** The method of attachment should be such that it does not damage the column in any way. Damage claims from the Baltimore Convention Center will be charged directly to the exhibitor.

DECORATOR SERVICES

RPM CompleteXPO Services is the official provider of decorating services. RPM CompleteXPO also offers complete design service for larger exhibits. Contact RPM CompleteXPO at (407) 786-3976.

HANGING SIGNS

Exhibitors with peninsula or island booths of 400 square feet or more may suspend signs from the ceiling structure of the main exhibit areas of the Baltimore Convention Center. If you require this service, please submit your need on the "[Suspended Sign Hanging Order Form](#)" by October 28, 2011. All signs must be hung by RPM CompleteXPO. No other firm will be allowed to bring any high-lift or boom equipment on the show floor during the set-up or dismantling of the show.

All signs to be hung from the ceiling must be sent in a separate container on a separate bill of lading marked "Hanging Sign." This container should be shipped in advance to the RPM CompleteXPO Warehouse, arriving no later than **October 28, 2011**. Included with the sign(s) should be assembly and hanging instructions. Installation and removal times will be established per the availability of the hall and access to the area under the sign.

NOTE: Per Show Management, the bottom of all hanging signs or banners must be a minimum of 18 feet from the floor for maximum visibility. Exhibitors are responsible for any liability resulting or caused by their hanging sign. Be sure you have insurance.



EXHIBITING INFORMATION

VENDORS AND SERVICES

AUDIO VIDEO

For audio visual rentals, please contact or [click here](#) for an order form:

AV Chicago
Contact: Jerry Bernachi
Phone: (312) 943-9822
Email: jerry@avchicago.com
www.avchicago.com

CATERING

A range of services is available from the exclusive provider of food and beverages at the Baltimore Convention Center:

Centerplate
email: events@centerplate.com

COMPUTER RENTAL

MCRI is the official computer rental vendor for NeoCon East. Please [click here](#) for their order form.

CUSTOM SIGNAGE

Custom signage and other special requests can be ordered from RPM CompleteXPO Services through the [Special Signs Order Form](#).

FLORAL

The preferred vendor for floral arrangements is Urban Jungle. Please call (703) 241-8545 to place an order or refer to their [order form](#).

FURNITURE RENTAL

For furniture needs, please refer to the [Standard Booth Furnishings Order Form](#).

PHOTOGRAPHY, VIDEOTAPING & BROADCASTING

Photographing, videotaping, filming, or sound recording is prohibited without the prior written consent of Show Management.

SECURITY

Show security will be on duty 24 hours a day from move-in to move-out, but cannot and should not be counted on to provide more than a presence to inhibit theft. Any exhibitors requiring special guard services may request such services only and with approval from Show Management.

To help provide for the security of merchandise in your booth, we advise you to staff your booth at all times and not to leave valuables unattended.

TELECOMMUNICATIONS

All telecommunications services, including internet services, must be order through the Baltimore Convention Center by completing the [Telecommunications Order Form](#).

GRATUTITY

All members of the NeoCon East staff are a team. Show Management requests that exhibitors do not offer gratuity for labor.

TRAVEL

Please contact Mart Center Travel at (800) 528-8700 to reserve the lowest available airfare and discounted rates at Chicago's finest, most conveniently located hotels. You will receive a discount on the lowest published price on American Airlines flights, the official carrier for NeoCon East™ (some restrictions apply). Please refer to the travel section of this manual.

STORAGE

EMPTY CONTAINER STORAGE

Due to City of Baltimore Ordinances, packing materials may not remain on the show floor while the show is open. Flammable containers must be removed from the floor.

When your containers are empty, obtain "EMPTY" labels from the Exhibitor Service Desk. Use the labels to mark your crates, boxes and containers with your company name and booth number. Leave the containers in the aisle; for your convenience, these empty labeled containers will be picked up and returned to you at the end of the Show. Please remember that you will not have access to these containers during the show.

Exhibiting Information Helpful Hints

- Register in advance for all your staff badges.
- Save money by being aware of deadlines for ordering equipment and labor.



SHIPPING INFORMATION

SHIPPING ADDRESS AND GUIDELINES

SHIPPING ADDRESSES

ADVANCE SHIPPING WAREHOUSE ADDRESS \$76.22/cwt.

NeoCon East 2011/ RPM CompleteXPO Services
(Your Company Name/Booth Number)
c/o Coastal Air/American Linehaul
7525 Connelly Drive, Suite J
Hanover, MD 21076

DIRECT SHIPPING EXHIBIT SITE ADDRESS \$72.10/cwt.

NeoCon East 2011
(Your Company Name/Booth Number)
c/o RPM CompleteXPO Services
Baltimore Convention Center
Halls D, E, F, G and Swing
One West Pratt Street
Baltimore, MD 21201

SHIPPING GUIDELINES

1. Consolidate all freight—booth, merchandise, literature, etc.—into one shipment.
2. Clearly label all packages with show name, company name, and booth number. Remove all old labels.
3. Create a detailed inventory sheet of every item 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.

DIRECTIONS TO THE MARSHALLING YARD

Please [click here](#) for directions and a map to the marshalling yard.

DOMESTIC SHIPPING

[RPM Logistics](#) is the preferred shipper of NeoCon East. However, each exhibitor is free to choose their own means of shipping.

INTERNATIONAL SHIPPING

R.E. Rogers is the official customs broker and international freight forwarder for NeoCon East. For more information, contact them at (847) 806-9200 or import@rerogers.com.

SHIPPING INFORMATION

FREIGHT MOVE-IN

Advance Deliveries to Warehouse:

Wednesday, September 30– Friday, October 21 8:00 am – 3:00 pm

Direct Deliveries to Show Site:

Monday, October 31 8:00 am – 5:00 pm

Tuesday, November 1 8:00 am – 6:00 pm

- Drayage will be charged at a rate of \$76.22/cwt for warehouse shipments and \$72.10/cwt. for direct shipments to show site.
- All exhibitors must be set up by 6:00 pm on Tuesday, November 1. All empties must be tagged for storage no later than 5:00 pm on Tuesday, November 1. Booths not set up by this time may be set up by Show Management and assessed a fee. We ask that no construction, arranging or setting up of booths – including deliveries or moving of product – take place during show hours.
- If you choose, you may carry small items via the regular show entrances, but please refrain from using handcarts, flatbeds or dollies.

FREIGHT MOVE-OUT

Thursday, November 3

Return of Empties and Dismantling.

Friday, November 4

8:00 am – 3:00 pm (All carriers must be checked in by 12noon)

- **You may ship your materials from the show via any carrier.** However, RPM Logistics, Inc. is the preferred shipper and will be on site to assist you. You are required only to contact your carrier, pack your materials, and file a Bill of Lading with the freight desk. Neither RPM CompleteXPO Services, Yellow Freight, nor MMPI. assumes responsibility for shipments until they are collected from the exhibitor's booth. A representative of the exhibitor should remain with their property until this has been done.
- Please note that every effort to return empty boxes as quickly as possible at the close of the show will be made, but it may take several hours for all empty containers to be returned. Please make travel plans accordingly.

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 shipment.**



SET-UP AND DISMANTLING INFORMATION

SET-UP PROCEDURES

SET-UP HOURS

Monday, October 31	8:00 am – 5:00 pm
Tuesday, November 1	8:00 am – 6:00 pm

All exhibits must be set up by 6:00 pm on Tuesday, November 1. All empties must be tagged for pick up no later than 5:00 pm on Tuesday, November 1. No construction, arranging, or setting up of exhibits, including deliveries or moving of products, are permitted during show hours.

DISMANTLING PROCEDURES

DISMANTLING HOURS

Thursday, November 3	4:00 pm – 9:00 pm
Friday, November 4	8:00 am – 3:00 pm

RPM CompleteXPO Services will return your empty containers as soon as possible; however, it may take several hours for all empty containers to be returned. Please make your travel plans accordingly.

SET-UP AND DISMANTLING INFORMATION

CONTRACTOR AND LABOR INFORMATION

You have the option of employing your own union labor to assist with the installation of your booth.

CONTRACTOR GUIDELINES

Exhibitors who wish to employ EACs should make known to them the following guidelines:

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 Merchandise Mart Properties, Inc., Merchandise Mart L.L.C., 350 North Orleans L.L.C., Vornado Realty Trust and Vornado Realty L.P. as additional insured and RPM CompleteXPO Services and the Baltimore Convention Center as co-insured.
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, etc.
6. The EAC shall cooperate fully with MMPI, especially with regard to the efficient utilization of labor.

UNION REGULATIONS

Union labor will be required for certain aspects of your exhibit handling, **including installation and dismantling of all systems furniture.** *An exhibitor may set up their exhibit display up to 200 square feet if one full-time employee can accomplish the task in less than 1 hour without the use of power tools. If your exhibit preparation requires more than 1 hour, you must use union personnel supplied by RPM CompleteXPO.* Labor can be ordered through RPM CompleteXPO by completing the Display Labor Order Form.

For booths that are 200 square feet or larger, you may have your own union employee/installer work with members of the Carpenters Union Local #974 on a ratio of 2 local union carpenters to 1 company union member. Keep in mind your personnel must be a Union Member, with specific knowledge of your product. If it is essential to use non-union employees/installer for supervision of your set-up, please call (407) 786-3976 for ratio clarification.

Helpful Hints for Set-Up and Dismantling

- Review the Exhibitor Checklist for any Obligatory and Optional Forms.
- Be aware of the schedule for Set-Up and Dismantling. Make travel plans accordingly.

EXHIBITOR CHECKLIST

RPM CompleteXPO Forms

Deadline: October 14, 2011

- Exhibitor Information
- Safety Information
- Payment Policies
- Payment and Credit Card Authorization Form
- Limits of Liability and Responsibility
- Standard Booth Furnishings Order Form
- Standard and Custom Booth Carpet Order Form
- Plush Custom Carpet Order Form
- Pegboard Order Form
- Grid Order Form
- Modular Rental Units Order Form
- Modular Hardwall Accessories Order Form
- Accessible Storage Order Form
- Art Submissions Guidelines
- Digital Signs Order Form
- Priority Empty Container Return Order Form
- Material Handling Rate Schedule
- Material Handling Order Form
- Marshalling Yard Map and Directions
- Advance Shipping Labels
- Direct Shipment Labels
- Union Regulations
- Display Labor Order Form
- Rigging Labor Order Form
- Hanging Sign/Truss Labor Information
- Hanging Sign Shipping Labels
- Suspended Sign Hanging Order Form
- Vehicle Spotting Order Form
- Booth Cleaning Order Form
- Porter Service Order Form
- Non-Official Contractor Request Form

Baltimore Convention Center Forms

Deadline: See forms.

- Electrical Service Order Form
- Electrical Labor Order Form
- Specialty Lighting Order Form
- Telecommunications Service Order Form
- Plumbing Service Order Form

Other Forms

Deadline: See forms.

- Urban Jungle Floral Service
- MCRI Computer Rental Order Form
- Audio Visual Rental Order Form
- Sales Lead Retrieval Order Form

- Third Party Authorization Form
- Caravan Form
- RPM Logistics, Inc.

