

OVERVIEW OF WHAT EXHIBITORS GET**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. This cost is included in your booth package.

BOOTH DIMENSIONS

Market Suites dimensions vary with location. A typical suite is approximately 10’ deep by 10’ wide with 7’10” high back walls. Dimensions may be requested by calling 312.527.7907 and is recommended.

BOOTH EQUIPMENT

Exhibit space includes a grey carpet, a 120 volt, a 150 watt duplex electrical outlet, and a 1’x4’ fluorescent ceiling fixture. Each exhibitor receives one wastebasket and the Basic Equipment Package. Please confirm package quantities with Amanda Day at 312.527.3369.

BOOTH CLEANING

MMPI ensures that all booths will be vacuumed prior to the opening day of the show at no charge.

WIRELESS INTERNET ACCESS

Available through AT&T Wireless for a nominal daily charge, wireless Internet access is available throughout the show floor for the convenience of exhibitors.

BOOTH IDENTIFICATION SIGN

All exhibitor spaces will be identified with a clean, simple booth sign that includes the company/collection name. As necessary, multiple signs will be available for large spaces to help attendees navigate the show floor.



SCHEDULE

	8am	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm	6pm	
Thurs March 18	Direct to Dock Deliveries 8 am - 3 pm											
Fri March 19	Set-up 8 am - 4 pm											
	Direct to Dock Deliveries 8 am - 3 pm											
Sat March 20	Set-up 8 am - 4pm											
	Direct to Dock Deliveries 8am - 3 pm											
Sun March 21		Show Hours 9 am - 6 pm										
Mon March 22		Show Hours 9am - 6pm										
Tues March 23		Show Hours 9 am - 1 pm				Dismantling 1 pm - 5 pm						
								POV Load Out				
Weds March 24	Dismantling 8 am - 4 pm											
	Freight Load Out 8 am - 3 pm											



SCHEDULE (CONTINUED)**FREIGHT DELIVERY HOURS**

Thursday, March 18	8:00 am – 3:00 pm
Friday, March 19	8:00 am – 3:00 pm
Saturday, March 20	8:00 am – 3:00 pm

SET-UP HOURS

Friday, March 19	8:00 am – 4:00 pm
Saturday, March 20	8:00 am – 4:00 pm

SHOW HOURS

Sunday, March 21	9:00 am – 6:00 pm
Monday, March 22	9:00 am – 6:00 pm
Tuesday, March 23	9:00 am – 1:00 pm

DISMANTLING HOURS

Tuesday, March 23	1:00 pm – 5:00 pm
Wednesday, March 24	8:00 am – 4:00 pm

FREIGHT AND PERSONALLY OWNED VEHICLE (POV) LOAD OUT HOURS

Tuesday, March 23 (POVs only)	The loading of POV's
Wednesday, March 24	8:00 am – 3:00 pm

Carriers must check in by 3:00 p.m. Wednesday, March 24



REGISTRATION

EXHIBITOR BADGES

For your convenience, there are no forms to mail or fax. Instead registration for Exhibitor Badges is done either online at the address listed below or by Self Registration Onsite. You will receive a bar coded confirmation online which you must bring to the show to receive your exhibitor badges. Exhibitor badges will only be issued on-site during move-in at Exhibitor Registration. Badges will not be mailed in advance of the show. Avoid the self-registration lines at the show by registering online before the deadline.

To Register, please visit www.nationalbridalmarket.com

Click the "Registration" tab and click the "Register Now" link. When you have finished completing the form, click the "Submit" button at the bottom of the page and your Mart Card Barcoded Confirmation page will appear.

Please print this page. Bring your barcoded confirmation, along with your business card and photo identification, to Exhibitor Registration. The 2-D barcode contains all your registration information. When scanned, it will immediately print your badge.

This new 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

The Exhibitor Service Desks, located on the 8th floor, will issue temporary badges, valid only for set-up and dismantling, to contractors on a daily basis.



BOOTH EQUIPMENT & SERVICES**BOOTH CLEANING**

As part of our service, MMPI ensures that all booths will be vacuumed prior to the show at no charge. If you require additional cleaning services, please complete the [Booth Order Form](#) and we will gladly respond to your request.

BOOTH CUSTOMIZATION

If you would like to have MMPI customize your booth in any way that involves construction, painting, or flooring, please return the [Customization of Booth Request Form](#). MMPI will provide a quote that must be approved by the Exhibitor before the production of the custom work starts. Alternatively, you may contract an installer to do such work for you, consistent with the rules regarding Exhibitor Appointed Contractors. This form must be submitted by **February 19, 2010** to avoid extra fees.

DRESSING ROOM

Exhibitors who plan to hire models must provide a dressing room. You can rent a set of screens for \$140. Exhibitors with suites larger than 200 square feet are encouraged to install an actual dressing room by returning the [Customization of Booth Request Form](#). Exhibitors must provide curtains for the dressing doorway. Measurements may vary depending on your layout, so please consult with the sales team to review final measurements.

BOOTH EQUIPMENT

Please see below for the lighting that comes with your booth space. Each exhibitor also receives booth identification signage, one wastebasket and the [Basic Equipment Package](#) that is part of your show lease. Please note that your booth will not have any equipment unless you specified quantities on your contract for the [Basic Equipment Package](#). See [Order Forms](#) for a listing of additional equipment and services available. For questions regarding these services, call 312.527.7902. In order to more quickly facilitate your on-site requests, we ask that all exhibitors submit the [Method of Payment Form](#) by **February 19, 2010**.

BOOTH FLOORING

Booths and corridors are carpeted in gray. If you would like to install custom flooring, please submit the [Customization of Booth Request Form](#).

BOOTH LIGHTING AND ELECTRICAL SERVICES

Each 10' x 10' space is equipped with a 1'x 4' fluorescent light fixture, and a 150 watt duplex outlet. All electrical services will be provided and installed by The Merchandise Mart. To order additional lights, please see the [Booth Order Form](#). The first 15 minutes of light adjustments for every 100 sq. ft. of rented booth space is complimentary. Additional time will be billed at the on-site electrical labor rates. Questions regarding the acceptability of your electrical set-up may be directed to 312.527.7902.

BUSINESS SERVICES/SERVICE DESK

The Exhibitor Service Desks, located on the 8th floor, offers business services, including photocopying and faxing. The Service Desk can also respond to questions about shipping, materials handling, and billing, and will be happy to assist you in placing orders for booth services or equipment.



VENDORS AND SERVICES**BOOTH STAFFING, DRESSERS & STEAMER HELP**

For your temporary booth staffing needs, including dressers and steamer help, please refer to the [Expo Temps, Inc. Order Form](#).

CATERING

A number of food-service providers conveniently located within The Merchandise Mart are prepared to meet your catering requests. Please see most-used catering contacts below. For additional providers, please call 312.527.7902.

- Blue Plate
Full Service
Mart Suite 950
Contact: Sian Moynihan, CMP
Contact: Lauren Josko
(312) 377-0940
martcatering@blueplatechicago.com
www.blueplatechicago.com
- Artisan Cellar
Wine & Cheese
Contact: Phillip
Bernstein
(312) 527-5810
- Au Bon Pain
Drop Off Service
Contact: Paula or
Andrea
(312) 755-9779
- Holiday Inn Mart Plaza
Full Service
Contact: John Dexter
(312) 529-1133
- Foodstuffs
Full Service
Contact: Jay Liberman
(847) 328-7710
- The Chopping Block
Full Service
Contact: Anna Stevens
(312) 644-2678 x2117

CUSTOM SIGNAGE

Custom signs including vinyl lettering and other special requests can be ordered from Katherine Frank Creative at www.katherinefrank.com/martsignage.htm or call Michael at 630.620.7720. Please see the Forms section of the manual for more information.

DRESS FORMS / MANEQUINS

Dress forms are available through [Dress Rite](#) or [Manex USA](#). Their information can be found in the Forms section of this manual.

FLORAL

The preferred vendor for floral arrangements is Kabloom, located on the 2nd floor of the Merchandise Mart. Please call 312.329.1500 to place an order. Plants can be ordered through Northern Greenhouses at 312.666.9177 or 800.638.6625 or fax 312.666.8978.

MODELS

If you are interested in hiring models or dressers for your Market Suite, we suggest the following agencies:

Elite Chicago at 312.943.3226 Contact: Alyssa

Aria at 312.243.9400 Contact: Nancy

PEDESTALS

To rent pedestals for your booth, please complete the [Pedestal Rental Order Form](#).



VENDORS AND SERVICES (CONTINUED)**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. 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. Any exhibitor requiring special guard services may request such services with the approval of Show Management.

Andy Frain Security Services

Phone: 312.755.1701 Email: hpayne@andyfrain.com

STEAMER RENTAL

A limited amount of steamers are available on a first come first serve basis at the Exhibitor Service Desk. The rental charge is \$25.00/hour

TABLE LINENS

The Merchandise Mart does not provide linens for tables. You can make arrangements for table draping by contacting [Carousel Linens](http://www.carousel-linens.com) at 847.432.8182. Please see the Forms section of the manual for more information.

TELECOMMUNICATIONS

For your convenience, wireless Internet service is available through AT&T WiFi for a nominal charge. Please visit their website at www.attwifi.com. Hard line dial-up telephone service is not available.

GRATUITY

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

TRAVEL

Please contact Mart Travel Services 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 United Airlines flights, the official carrier for NATIONAL BRIDAL MARKET™ CHICAGO (some restrictions apply). Please go to <http://nationalbridalmarket.com/attend/travel.cfm> for additional information.

WATER SERVICES

Bottled water services can be ordered through Hinckley Springs by call 773.586.8600



STORAGE

EMPTY CONTAINER STORAGE

Due to City of Chicago Fire 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 by MMPI staff 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.
- Ensure that you have submitted the Method of Payment Form by February 19.

