



MARCH 3-6, 2011  
7West  
NEW YORK

## VOLTA NY Exhibitor Manual

[NY.VOLTASHOW.COM](http://NY.VOLTASHOW.COM)



## WELCOME

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WELCOME	2
PARALLEL ART SHOWS IN NEW YORK CITY	3
AMENITIES/EVENTS AT VOLTA NY	4
CONTACT INFORMATION	5
SHOW INFORMATION	6
OVERVIEW OF BOOTH PACKAGE	6
SCHEDULE	8
REGISTRATION & TICKET SALES	11
BOOTH EQUIPMENT & SERVICES	12
VENDORS AND SERVICES	14
HOTELS	17
SOLD MERCHANDISE PROCEDURES	18
SALES TAX	19
STORAGE AND VIEWING	20
SHIPPING INFORMATION	21
SHIPPING GUIDELINES	21
DOMESTIC SHIPPING	22
INTERNATIONAL SHIPPING	23
FREIGHT MOVE-IN	25
FREIGHT MOVE-OUT	26
INSTALLATION & DISMANTLING	27
SET-UP AND DISMANTLING	27
CONTRACTOR AND LABOR INFORMATION	28
UNION REGULATIONS	29
FORMS	31
EXHIBITOR CHECKLIST	30
CUSTOMIZATION OF BOOTH FORMS	31
METHOD OF PAYMENT FORM	33
INSTALLATION & DISMANTLING LABOR REQUEST FORM	34
SHIPMENT NOTIFICATION FORM	35
INSURANCE RELEASE FORM	36



## WELCOME

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### WELCOME

Welcome to VOLTA NY! We are thrilled you have decided to join us for the fourth edition of our solo-project fair and thank you all for your commitment to our platform.

This manual will provide you with important information to make the most of your experience at VOLTA NY. In it you will find useful information about New York City, parallel art shows in New York, promotional information and ways you can maximize your exposure at the show; also, you will be able to find all operational information including move-in, run of the show and move-out details. If at any time you have questions, please do not hesitate to contact any member of our team.

You are among a select group of top dealers and artists and we look forward to working closely with you to ensure a highly successful VOLTA NY!



## WELCOME

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### PARALLEL ART SHOWS IN NEW YORK CITY

#### THE ARMORY SHOW

Pier 92 & 94, 12<sup>th</sup> Avenue and 55<sup>th</sup> Street

#### Dates and Opening

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<b>VIP preview</b>	Wednesday, March 2	12:00 p.m.	6:00 p.m.
	Thursday, March 3	10:00 a.m.	12:00 p.m.
<b>Press preview</b>	Wednesday, March 2	3:00 p.m.	6:00 p.m.
	<b>Press first access</b> Thursday, March 3	9:00 a.m.	10:00 a.m.
<b>Vernissage</b>	Wednesday, March 2	6:30 p.m.	8:00 p.m.
<b>Show schedules</b>	Thursday, March 3 – Saturday, March 5	12:00 p.m.	8:00 p.m.
	Sunday, March 6	12:00 p.m.	7:00 p.m.

The Armory Show is America’s leading fine art fair devoted to the most important art of the 20<sup>th</sup> and 21<sup>st</sup> centuries. In its twelve years, the fair has become an international institution. Every March, artists, galleries, collectors, critics and curators from all over the world make New York their destination during Armory Arts week. VOLTA NY is proud to be partner of this extraordinary event. Your exhibitor pass will grant you daily access to the show and an invitation to the Vernissage will also be provided to each VOLTA NY exhibitor.

A shared shuttle bus will run between TAS and VOLTA NY exclusively.

#### PULSE

Metropolitan Pavilion | 125 West 18th Street, New York

#### Dates and Opening

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<b>VIP and Press preview</b>	Thursday, March 3	10:00 a.m.	1:00 p.m.
<b>Show schedules</b>	Thursday, March 3	1:00 p.m.	8:00 p.m.
	Friday, March 4 – Saturday, March 5	12:00 p.m.	8:00 p.m.
	Sunday, March 6	12:00 p.m.	5:00 p.m.



WELCOME

## AMENITIES/EVENTS AT VOLTA NY

### VOLTA NY Production Office

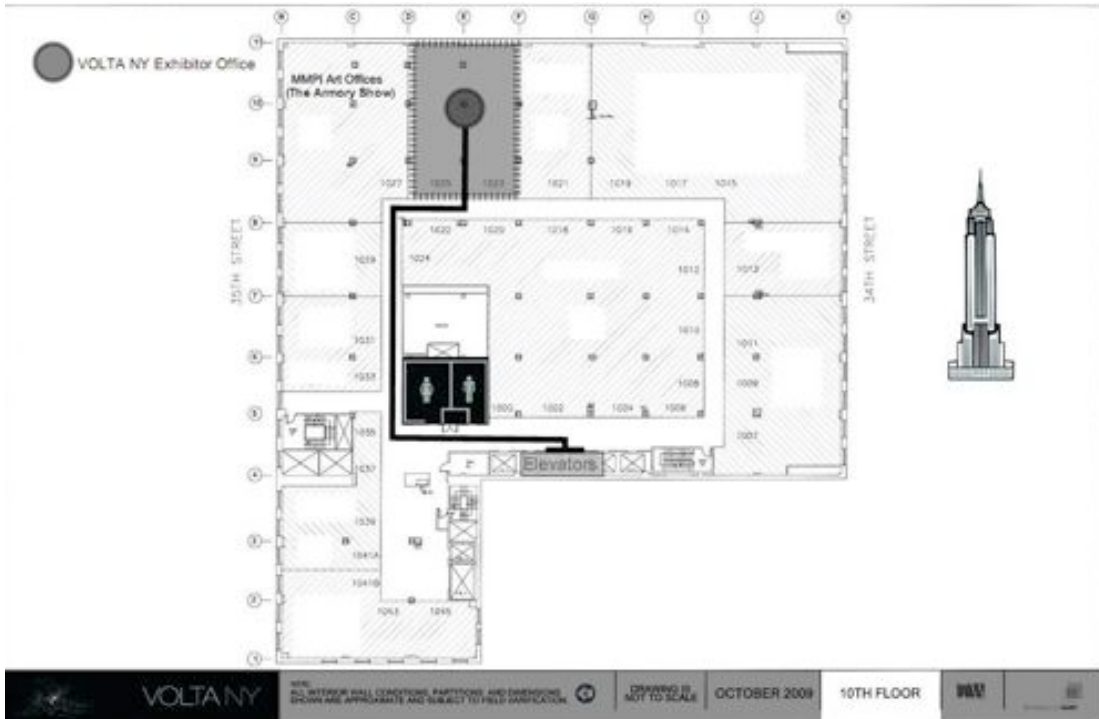
Monday, February 28 – Monday, March 7  
Room 1025, 10th Floor

Our offices will be located on the show floor for the set-up days. During the show itself you will be able to find us at all times in room 1025 (on the 10th floor).

### Hand Storage/ Extra Artworks

A limited space will be available for some extra artworks and small hand storage in this room. We will unfortunately not be able to offer further private viewing areas, but will inform at once should more space become available.

Please ask Albertine via [albertine@voltashow.com](mailto:albertine@voltashow.com) or Kerstin via [kerstin@voltashow.com](mailto:kerstin@voltashow.com)





## CONTACT INFORMATION

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### CONTACT INFORMATION

#### THE VOLTA TEAM

Paul Morris  
Vice President  
MMPI Art Shows & Events  
[p.morris@mmart.com](mailto:p.morris@mmart.com)

Amanda Coulson  
Executive Director  
[amanda@voltashow.com](mailto:amanda@voltashow.com)

Albertine Kopp  
Project Manager  
[albertine@voltashow.com](mailto:albertine@voltashow.com)

Kerstin Herd  
Project Coordinator  
[kerstin@voltashow.com](mailto:kerstin@voltashow.com)

#### EVENTS & MARKETING OPERATIONS

Angelia Singleton  
Director of Tradeshow Operations  
[asingleton@mmart.com](mailto:asingleton@mmart.com)

Doug Pfundstein  
Exhibitor Services Coordinator  
[dpfundstein@mmart.com](mailto:dpfundstein@mmart.com)

Lisa Alcantar-Leonard  
Manager of Customer Relations  
[lalcantar@mmart.com](mailto:lalcantar@mmart.com)



## SHOW INFORMATION

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### SHOW INFORMATION

#### OVERVIEW OF BOOTH PACKAGE

##### 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 LIGHTING

Booth space includes a standard booth lighting package: (4) 75-watt halogen lights for every 100 sq. ft. (9 sq. m.) of rented booth space and an optional (1) 150 watt plug outlet. If you do not need electrical in your booth please indicate that on the [Customization of Booth Request Form \(page 31\)](#). There will be a charge if asked to remove it on show site. If you would like to order additional lights please complete the [Booth Order Form \(page 32\)](#). A maximum of 6 lights can be installed per every 100 sq. ft. If you need additional wattage, please complete the [Customization of Booth Request Form \(page 31\)](#).

Please remember to bring adapters if you are coming from overseas and transformers if you are using 220-volt current.

##### BOOTH CLEANING

MMPI ensures that all booths will be cleaned prior to the show at no charge.

##### BOOTH WALLS

Booth walls are 9' tall. The walls have an internal frame and blocking and are covered in MDF. Walls will be white, with the ability to accept nails; the walls can hold up to 40lbs per nail. Exhibit space includes two-perimeter walls minimum.

As each booth varies depending on size, some booths also have a back wall. Please note that anything put on the walls must be removed at the close of the show. If the walls are not cleared, you will be charged the hourly cost of labor to clear the walls for you. Walls that are excessively damaged will incur a restoration charge per panel.

If your gallery has been placed in one of the following booths, you have the option to keep the existing windows exposed or have Volta NY supply a back wall. This applies to booths B1, B3, B5, B7, B9, B11, V1, G2, G4, G6, G8, G10, G12 and G14. If this applies to your gallery, you must let us know if you would like a back wall by Feb.4, 2011. If we do not hear from you, your booth will be left as-is with the existing windows exposed. Any wall requests submitted after Feb. 4, 2011 will be at the exhibitor's cost. If you require additional walls, please submit the [Customization of Booth Request Form \(page 31\)](#).



## SHOW INFORMATION

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### OVERVIEW OF BOOTH PACKAGE (continued)

#### BOOTH FLOORING

All booths and aisles have a black carpet. Custom flooring can be requested by submitting the [Customization of Booth Request Form \(page 31\)](#).

#### BOOTH IDENTIFICATION SIGN

All spaces will be identified with a clean, simple booth sign that includes artist name, exhibitor name and booth number.

#### WIRELESS INTERNET ACCESS

Wireless Internet access is available throughout the show floor for the convenience of exhibitors through Transbeam Wireless. You can opt to purchase wireless daily for \$15.00 per day or purchase a 4-day package for \$32.00. (Connection Instructions available on page 13).



## SHOW INFORMATION

### SCHEDULE

	8am	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm	10pm	11pm	
Tuesday, February 1 - Friday, February 25 (Weekdays Only)	Advance Shipping to Warehouse 8:00 am - 3:30 pm																
Tuesday, March 1	Set-Up/ Direct Deliveries 8:00 am - 3:00 pm (POV/UPS/Fed-Ex ONLY) Set-up 8:00 am - 10:00 pm																
Wednesday, March 2	Set-Up/ Direct Deliveries 8:00 am - 3:00 pm (POV/UPS/Fed-Ex ONLY) Set-up 8:00 am - 10:00 pm																
Thursday, March 3				Show Hours 11:00 a.m. - 7:00 p.m.													
Friday, March 4				Show Hours 11:00 a.m. - 7:00 p.m.													
Saturday, March 5				Show Hours 11:00 a.m. - 7:00 p.m.													
Sunday, March 6				Show Hours 11:00 a.m. - 7:00 p.m.													
Monday, March 7	Dismantling/Freight Load Out 8:00 am - 11:00 am																
Tuesday, March 8	Warehouse Freight Pick-Up 8:00 am - 3:00 pm																



## SHOW INFORMATION

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### SCHEDULE (Continued)

#### FREIGHT DELIVERY HOURS

##### Advance to Warehouse:

Tuesday, February 1 – Friday, February 25

8:00 a.m. – 3:30 p.m.

**ALL FREIGHT MUST BE DELIVERED DIRECTLY TO THE WAREHOUSE PRIOR TO THE SHOW DATES.** Volta will take care of the drayage between the warehouse and the exhibition site. Only freight being delivered by the exhibitors in their own vehicle (P.O.V.) may be delivered directly to the show site.

In order to meet our internal delivery schedule, all freight **MUST** reach the warehouse by the specific dates above or you will be charged a late fee.

Please note, any shipments to the warehouse delivered outside the allocated dates and times will be charged \$250.00 per shipment.

##### \*Direct Deliveries to Show Site (P.O.V. by appointment only):

Tuesday, March 1

8:00 a.m. – 3:00 p.m.

Wednesday, March 2

8:00 a.m. – 3:00 p.m.

##### Please note:

- Instruct your carrier to arrive early and not withdraw from the line until your merchandise has been delivered.
- An hourly charge of \$250.00 is applied to shipments that arrive outside the designated schedule.
- Merchandise Mart Properties, Inc. is not responsible for loss or theft of materials after they have been delivered to your booth or after they have been picked up for loading out of the dock.



## SHOW INFORMATION

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### SCHEDULE (CONTINUED)

#### SET UP HOURS

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Tuesday, March 1	9:00 a.m.	10:00 p.m.*
Wednesday, March 2	8:00 a.m.	10:00 p.m.*

*\*please note if you require labor assistance after 5 pm you must notify the exhibitor services desk by 3 pm*

#### VIP PREVIEW

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Thursday, March 3	Guest of Honor VIP and Press	11:00 a.m. 12:00 a.m.
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#### SHOW HOURS

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Thursday, March 3	2:00 p.m.	7:00 p.m.
Friday, March 4	11:00 p.m.	7:00 p.m.
Saturday, March 5	11:00 p.m.	7:00 p.m.
Sunday, March 6	11:00 p.m.	7:00 p.m.

#### DISMANTLING HOURS

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Sunday, March 6 (POV Only)	7:00 p.m.	12:00 a.m.
Monday, March 7 (Freight/3 <sup>rd</sup> Party Shippers load out)	8:00 a.m.	11:00 a.m.

#### FREIGHT AND PERSONALLY OWNED VEHICLE (POV) LOAD OUT // DISMANTLING HOURS

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Sunday, March 6 (POVs only)	7:00 p.m.	12:00 a.m.
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#### WAREHOUSE FREIGHT LOAD OUT HOURS

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Tuesday, March 8	8:00 a.m.	3:00 p.m.
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Note: Common carriers are not permitted to pick-up freight directly from show site. All freight will be loaded out to the YRC warehouse for pick-up from that location on

**The YRC Warehouse is located at:  
1313 Grand St.  
Brooklyn, NY 11211**

Please note:

Any gallery that has freight that is not picked up by 3:00 p.m. March 9, will be charged \$150 per day until the freight is picked up



## SHOW INFORMATION

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### REGISTRATION & TICKET SALES

#### BADGES

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

- To pick up your badge, please proceed from the Lobby to the 11<sup>th</sup> floor. All exhibitors and staff MUST have an exhibitor badge to gain access to the floor.
- Please wear your badge at all times when on the show floor.

#### TICKET SALES

Admission tickets are available in the lobby during show hours. Advance purchase is not required, reservations are not accepted.

If you have any questions regarding registration of ticket sales, please contact Albertine at [albertine@voltashow.com](mailto:albertine@voltashow.com)

#### VIP INVITATIONS

Each Gallery is entitled to twenty VIP invitations for distribution to key collectors and contacts. There are two categories:

Guests of Honor are for serious collectors; they have access an hour prior to VIPs, Press and Professionals. They will also receive a catalogue free of charge.

VIPs are for otherwise important people, Curators and Journalists. The VIP card entitles the bearer early admittance to the preview, a 50% discount on the catalogue and unlimited access to the fair during public hours.

Note: The Armory Show VIP card allows access to VOLTA NY and an invitation to the VOLTA NY Preview is sent in The Armory Show VIP mailing, inviting all their VIPs to the VOLTA NY opening. A cross-check is made of our VIP lists and VOLTA NY VIP credentials are therefore issued only to those VIPs not yet on The Armory Show VIP list to avoid duplicates (however, those VOLTA NY VIPs will be added to The Armory Show VIP list for the ext year). VOLTA NY VIPs are invited and allowed access to The Armory Show Preview on Wednesday.

VOLTA NY VIP credentials are not mailed and will be available for pick up only at the VIP entrance counter at VOLTA NY in 7W or, on opening day only (Wednesday, March 3rd) of the The Armory Show at The Armory Show VIP counter.

The VOLTA NY Office is in charge of the VIP Program. You will be able to recommend your contacts for acknowledgement in the different programs through the VIP Invitation Form that will be submitted to you directly from the office. Should you have any requests regarding this program please contact Kerstin at [kerstin@voltashow.com](mailto:kerstin@voltashow.com) or Albertine at [albertine@voltashow.com](mailto:albertine@voltashow.com)

Please return the VIP Invitation Form to [kerstin@voltashow.com](mailto:kerstin@voltashow.com) by the latest January 12th, 2011.



## SHOW INFORMATION

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### BOOTH EQUIPMENT & SERVICES

#### BOOTH CLEANING

As part of our service, MMPI ensures that all booths will be cleaned prior to the show at no charge. If you require additional cleaning services, please complete the [Booth Order Form \(page 32\)](#) 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, electrical, painting, or flooring, please return the [Customization of Booth Request Form \(page 31\)](#). MMPI will provide a quote that must be approved by the Gallery before the production of the custom work starts.

If your booth requires more than 150 Watts of electrical power this form must be submitted. Please note that you cannot paint your own booth. All booth paint requests must be submitted on the booth customization form.

#### BOOTH WALL PANELS

The booth wall panels come in 1, 2, 3, and 4 foot sections.

**IMPORTANT:** Any booth customization, including walls and electrical, must be submitted in advance. Custom orders received after the deadline of February 4, 2011 will be charged a 25% service fee. Absolutely no change in your wall/booth configuration will be accepted after the final plan is issued on February 4, 2011.

Nails and screws must not exceed 1/8" in diameter or the exhibitor will incur a restoration charge, as will excessively damaged walls. The restoration charge will be \$100 per panel. Hanging points can hold up to 40lbs per point.

Please note any custom displays/framework/trusses that utilize the show's walls for support must be approved by show management. We must be able to determine that the wall framework can support such displays for safety reasons.

**All galleries MUST submit a booth customization form. If you will not have a booth customization, please check the box that reads "Booth to remain as is – No Change".**

#### BOOTH LIGHTING AND ELECTRICAL SERVICES

Each booth will be provided (4) 75-watt halogen lights for every 100 sq. ft. (9 sq. m.) of rented booth space. You are also entitled to a standard 150-watt electrical outlet. If you do not need an electrical outlet installed in your booth you must indicate that on the [Customization of Booth Request Form \(page 31\)](#). If not indicated on the Customization of Booth Request Form there will be \$100 charge to remove any installed electrical outlets from your booth. The outlets are American Standard 3-prong. Each gallery may request from the service desk one light adjustment free of charge. All electrical services will be provided and installed by MMPI. To order additional lights, please see the [Booth Order Form \(page 32\)](#). If your booth requires over 150 watts of electrical power please indicate that when you submit the [Customization of Booth Request Form \(page 31\)](#).



## SHOW INFORMATION

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### BOOTH EQUIPMENT & SERVICES (CONTINUED)

#### BOOTH FLOORING

All booths and corridors will have black carpet. If you would like to order install custom flooring, please submit the Customization of [Booth Request Form \(page 31\)](#).

#### BOOTH FURNITURE

Please see above for the lighting that comes with your booth space. Each Gallery also receives booth identification signage, two chairs, one table and one wastebasket (see picture below). These items are on loan only and must be returned as they were provided. Any damaged or missing tables or chairs will incur a restoration or replacement fee. Please note that your booth is not equipped with any additional furniture. For questions regarding these services, call (312) 527-3082. In order to more quickly facilitate your on-site requests, we ask that all Galleries submit the [Method of Payment Form \(page 33\)](#).



#### BUSINESS SERVICES/SERVICE DESK

The Service Desk, located on the 11<sup>th</sup> floor, will be available during set-up and dismantle. 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.

#### TRANSBEAM WIRELESS

Quick Connection Instructions – Mac OSX & Windows XP

- 1- Open your web browser.
- 2- Transbeam page will pop up.
- 3- Select preferred usage session and payment method.

If you have any problems please stop by the services desk for assistance.

Please direct all operational questions to Doug Pfundstein at 312-527-3082 [dpfundstein@mmart.com](mailto:dpfundstein@mmart.com)



## SHOW INFORMATION

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### VENDORS AND SERVICES

The following businesses are listed as a courtesy to exhibitors. The VOLTA NY show 2011 implies no recommendation or endorsement with this listing.

#### AUDIO VIDEO

Metro Multimedia  
Bruno Giaccio  
201.340.2290  
[brunoc@metromultimedia.com](mailto:brunoc@metromultimedia.com)

#### PHOTOGRAPHY, VIDEOTAPING & BROADCASTING

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

#### FRAMING SERVICES

Baobad Frames  
535 East 12<sup>th</sup> Street  
New York, NY 10090 USA  
212.533.5196 tel  
212.254.8606 fax

CLV Framing  
547 West 27<sup>th</sup> Street, Suite 625  
New York, NY 10001 USA  
212.971.9003 tel

Bark Frameworks  
270 Lafayette Street, Suite 500  
New York, NY 20012 USA  
212.431.9080 tel  
212.219.9387 fax

Handmade Frames  
1013 Grand Street  
Brooklyn, NY 11211 USA  
718.782.8364 tel  
718.782.6146 fax

#### CATERING

Chef & Co. (Corp and fine dining)  
646.336.1980 X15  
Contact Name-Will Kent

#### COPYING SERVICES

FedEx Kinko's (Empire State Building)  
350 5<sup>th</sup> Ave, Lobby  
212.279.3556

#### COURIERS AND MESSENGER SERVICES

Astro Delivery Services  
212.673.5483

Need-It-Now Courier Services  
153 West 27<sup>th</sup> Street  
1.212.898.1919



## SHOW INFORMATION

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### VENDORS AND SERVICES (CONTINUED)

#### FLORAL

Flowers By Special Arrangements  
Shula Weiner  
212.595.0200 tel  
212.721.0905 fax

Interior Foliage  
718.784.4527

Manny Stone Decorators (Shelving)  
732-617-1177 tel  
732-536-7508 fax  
Contact Name: Lloyd Stone  
[www.mannystone.com](http://www.mannystone.com)

Broadway Party Rentals (Linens)  
134 Morgan Ave.  
Brooklyn, NY 11237  
718.821.4000 tel  
718.821.4362 fax  
Web site [www.broadwaypartyrentals.com](http://www.broadwaypartyrentals.com)

Levin & Associates (Showcases & Mirror Displays)  
718.463.2176 tel  
718.463.4302 fax

#### HARDWARE & LUMBER

Adco Hardware & Locksmith  
23 W 35<sup>th</sup> Street  
212.967.9500

Ardmore Hardware  
11 E 33<sup>rd</sup> Street  
212.889.4473

Home Depot  
40 West 23<sup>rd</sup> Street  
212.929.9571

#### OFFICE SUPPLIES/BUSINESS SERVICES

Staples  
16 E 34<sup>th</sup> Street  
212.683.8009

Office Depot  
1250 Broadway #3400  
212.947.2986

#### PEDESTALS

Easy Pedestal Rental (For Sale)  
888.350.1325  
[www.easypedestal.com](http://www.easypedestal.com)

Metropolitan Exposition (For Rental)  
201.994.1300  
[www.metro-expo.com](http://www.metro-expo.com)



## SHOW INFORMATION

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### VENDORS AND SERVICES (CONTINUED)

#### 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 Gallery requiring special guard services may request such services only and with approval from Show Management. For rate information, please contact Twana Mack at [tmack@mmart.com](mailto:tmack@mmart.com).

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.

#### SHIPPING AND MAILING SERVICES

FedEx (Empire State Building)  
350 5<sup>th</sup> Ave, Lobby  
212.279.3556

#### CAR SERVICE

Carmel  
(212) 666-3646 Tel

Sabra  
(212) 410-7600 Tel

#### TELECOMMUNICATIONS

For your convenience, wireless Internet service is available through Transbeam WiFi for a nominal charge. Please visit their website at [events.transbeam.com](http://events.transbeam.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.



## SHOW INFORMATION

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### HOTELS

#### Hotel 31

120 East 31<sup>st</sup> Street  
New York, NY 10016 USA  
1.212.685.3060 tel  
[www.hotel31.com](http://www.hotel31.com)

#### RoomMate Grace

125 W. 45<sup>th</sup> Street  
New York, NY 10036 USA  
1.212.354.2323 tel  
[www.room-matehotels.com](http://www.room-matehotels.com)

#### Thirty Thirty

30 E. 30<sup>th</sup> Street  
New York, NY 10016 USA  
1.212.689.1000 tel  
[www.thirtythirty-nyc.com](http://www.thirtythirty-nyc.com)

#### Clarion Hotel

429 Park Avenue South  
New York, NY 10016 USA  
1.212.532.4860 tel  
[www.clarionhotel.com](http://www.clarionhotel.com)

#### Holiday Inn Martinique

49 W. 32<sup>nd</sup> Street  
New York, NY 10001 USA  
1.212.736.3800 tel  
[www.radisson.com/newyork\\_broadway](http://www.radisson.com/newyork_broadway)

#### Metro Hotel

45 West 35<sup>th</sup> Street  
New York, NY 10001 USA  
1.212.947.2500 tel  
[www.hotelmetronyc.com](http://www.hotelmetronyc.com)

#### ACE Hotel

20 West 29<sup>th</sup> Street  
New York, NY 10001 USA  
1.646.214.5746 tel  
[www.acehotel.com](http://www.acehotel.com)

#### Hotel 17

225 East 17<sup>th</sup> Street  
New York, NY 10003 USA  
1.212.475.2845 tel  
[www.hotel17ny.com](http://www.hotel17ny.com)

#### <http://hamptoninn.hilton.com>

1.212.564-3688 tel  
New York, NY 10001 USA  
Hampton Inn  
59 W. 35<sup>th</sup> Street

1.212.563.1500 tel  
New York, NY 10001 USA  
43 W. 32<sup>nd</sup> Street  
Stanford Hotel  
[www.hotelstanford.com](http://www.hotelstanford.com)

#### [www.comfortinmanhattan.com](http://www.comfortinmanhattan.com)

1.212.947.0200 tel  
NY, NY 10001 USA  
42 W. Broadway  
Comfort Inn Manhattan

#### Jolly Madison Towers Hotel

22 East 38<sup>th</sup> Street  
New York, NY 10016 USA  
1.212.802.0600 tel  
[www.jollymadison.com](http://www.jollymadison.com)

#### The Roger Williams

131 Madison Avenue  
New York, NY 10016 USA  
1.212.448.7000 tel  
[www.hotelrogerwilliams.com](http://www.hotelrogerwilliams.com)

We are always happy to help with hotel accommodations. If you would like additional hotel recommendations. Please contact Albertine at [albertine@votlashow.com](mailto:albertine@votlashow.com)



## SHOW INFORMATION

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### SOLD MERCHANDISE PROCEDURES

For the security and safety of all artwork we have implemented the following procedure for the removal of ALL sold artwork at VOLTA NY.

- 1) **A Merchandise Pass (which will be provided on-site) will need to be filled out by the Gallery selling the artwork.**
- 2) **Please note that the pass has three copies that should be distributed as follows:**
  - a. **A copy for 7West.**
  - b. **A copy for the Buyer (which will be stamped at the security desk).**
  - c. **A copy for the Gallery to keep for their records.**

A security desk will be set up on-site, where the Galleries signature will be verified against a signature manifest. This is to ensure that the artwork has rightfully been authorized by the Gallery indicated on the receipt copy. The buyer's receipt will be stamped for removal off the show floor. Should the Buyer want to continue viewing the 11<sup>th</sup> floor the Gallery will need to hold onto the Buyer's purchase until they are ready to exit off the show floor.

**IMPORTANT:** Please note that should a receipt not pass verification Mart Personnel will contact the Gallery and have Gallery authorize sale at security desk.

Detailed instructions will be provided on-site for both Galleries and Buyers.



## SHOW INFORMATION

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### SALES TAX

You are required to charge and collect the State Sales Tax plus the tax for the locality where any delivery of merchandise is made. Please indicate the information in your invoices. The New York State sales tax is 4.375%. New York City local sales taxes are an additional 4.50%.

The total Sales Tax relative to Sales made at VOLTA NY is 8.875%.

You must register with the New York State Department of Taxation and finance, file required returns and pay the full amount of the tax.

To register online, visit <http://www.tax.state.ny.us/nys/home/stidx.htm> and select [Online Application for Registration as a Sales Tax Vendor on](#) the Sales Tax Index page.

- Exhibitors who do not have a permanent business address in New York and have not previously registered with the Department of Taxation and Finance as a registered vendor will file as a Show Vendor.
- Exhibitors that have permanent business addresses in New York must register (if not previously registered) as a Regular Vendor.

Show Vendors, once registered, do not have to renew their registration unless notified by the Department of Taxation and Finance. Show Vendors are automatically renewed annually unless required tax returns have not been filed. Most vendors must file on a quarterly basis. The Standard Industrial Code (SIC) for art dealers is 5999. Please keep all detailed records of all sales transactions that are subject to sales tax.

Telephone assistance is available from 8:30 am to 4:25 pm (Eastern Time), Monday – Friday. For business tax information and forms, call the NYS Business Tax Information Center at (800) 972.1233. Fax-On-Demand Forms are available 24 hours a day, 7 days a week at (800) 748.3676. Detailed filing instructions and Forms are available on the Internet at [www.tax.state.ny.us](http://www.tax.state.ny.us).



## SHOW INFORMATION

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### STORAGE AND VIEWING

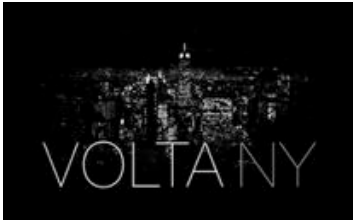
#### EMPTY CONTAINER STORAGE

Due to New York City 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, so please do not leave any tools you may need during the show in these containers.

#### HAND STORAGE

A very limited hand storage area will be available on the 10<sup>th</sup> floor in the back of the Exhibitor Office. This is only for small items, such as a computer bag, perhaps very small artworks if well packed and protected. This area must be kept in order and be tidy and accessible at all times. VOLTA NY does not take responsibility for any items left in the hand storage.



## SHIPPING INFORMATION

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### SHIPPING INFORMATION

#### SHIPPING GUIDELINES

1. Consolidate all freight—booth, merchandise, literature, etc.—into one shipment. Number boxes. Clearly label all packages with show name, company name, and booth number. Remove all old labels.
2. All freight must be no larger than 7' wide x 10' long x 6' high (2.2 meters wide X 3 meters long X 1.8 meters high) and weigh less than 3,500 pounds (1,587.6 kilograms). Any freight that exceeds these measurements and MMPI does not feel safe to turn on its side will be charged a handling fee of \$125 per item, per trip. MMPI is not responsible for damage or loss to product during turning. Any items too large to move will be held at the loading dock for unpacking. An hourly surcharge will be applied and your booth set-up will be delayed.
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.

#### FREIGHT ELEVATOR/DOCK DIMENSIONS

Loading Dock Entrance: 12'h x 50'l (3.6 meters high X 15.2 meters wide)

Freight Elevator Door: 6'4"h x 7'11"w (1.9 meters high X 2.4 meters wide)

Elevator: 10'h x 11'1"w x 7'5" (3 meters high X 3.3 meters wide X 2.2 meters long)

#### UPS/FED EX/SMALL PACKAGE SERVICES

All packages will be received through the loading dock. Please note that piece counts cannot be guaranteed for such shipments. Where possible, exhibitors may avoid delays and extra charges by having express deliveries.

Note: If using a Personally Owned Vehicle (POV) to deliver to the show, please schedule all direct (not through warehouse) deliveries with Doug Pfundstein via email at [dpfundstein@mmart.com](mailto:dpfundstein@mmart.com) or via phone 312-527-3082.



## SHIPPING INFORMATION

### DOMESTIC SHIPPING

YRC (Brooklyn, NY)  
1313 Grand St.  
Brooklyn, NY USA  
(718) 821-5410 tel  
[Andy.Zafiropoulos@yrcw.com](mailto:Andy.Zafiropoulos@yrcw.com)

Atelier 4 (Brooklyn, NY)  
35-00 47th Avenue  
Long Island City NY 11101-2434 USA  
1.718.433.3500 tel  
1.718.433.3510 fax  
[jonathan@atelier4.com](mailto:jonathan@atelier4.com)  
[www.atelier4.com](http://www.atelier4.com)

FJ International (New York)  
Fernando Joffroy  
[fernando@fjinternational.com](mailto:fernando@fjinternational.com)  
Tel: 718.218.7313 (x15)  
Fax: 718.218.7215

Henley's Inc. (New York)  
Tel: 1.718.433.4005  
Fax: 1.718.433.4009  
[ny@hedleyshumpers.com](mailto:ny@hedleyshumpers.com)

D. E. Enterprises (New York)  
Tel: 1.917.406.8023

Elite Systematic (New York)  
Tel: 1.718.782.4849  
Fax: 1.718.782.5280  
[elitesystmarts@aol.com](mailto:elitesystmarts@aol.com)

Masterpiece (New York)  
Tel: 1.212.825.4800  
Fax: 1.212.825.7010  
[nyc@masterpieceintl.com](mailto:nyc@masterpieceintl.com)

The Gallery is free to choose his/her means of shipping. To aid in your shipping needs, Volta NY commonly works with the following companies for domestic ground transportation services:

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Advance Shipping to Warehouse:  
All Shipments must be cosigned to:

VOLTA NY 2011  
(Gallery Name)  
(Booth Number (11-XXXX))  
c/o YRC  
1313 Grand St.  
Brooklyn, NY 11211

**Note: Shipments must arrive between 2/01 and 2/26  
Monday-Friday 8:00am – 3:30pm**

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Direct Shipping to Show:  
All Shipments must be cosigned to:

VOLTA NY 2011  
(Gallery Name)  
(Booth Number (11-XXXX))  
c/o MMPI  
6 West 35<sup>th</sup> Street  
New York, NY 10001 USA  
c/o Shipper's Name, address and phone number

**Note: Only UPS, Fedex, and POV shipments are  
accepted at show-site. All Common Carrier shipments  
must be sent in advance to the YRC Warehouse**

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Important: These shippers are provided for your convenience only. MMPI makes absolutely no representation or warranty as to the ability, quality or expertise of any shipper, and disclaims any liability for any loss, cost or damage to any artwork in the care, custody or control of any shipper.

Exhibitors must maintain their own insurance, as customary insurance provided by shippers is usually inadequate.

If you have additional questions about the shipping destination please contact Doug Pfundstein at [dpfundstein@mmart.com](mailto:dpfundstein@mmart.com)



## SHIPPING INFORMATION

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### INTERNATIONAL SHIPPING

Dietl International Services, Inc.  
182-30 150th Road, Room 230  
New York NY 11413 USA  
1.718.244.6954 tel  
1.718.244.6956 fax  
[fritz@dietl.com](mailto:fritz@dietl.com)  
[www.dietl.com](http://www.dietl.com)

Martinspeed  
Albert Yard - 7 Glasshouse Walk  
London SE11 5ES UNITED  
KINGDOM  
44.0207.735.0666 tel  
44.0207.793.0137 fax  
[martinspeed@martinspeed.com](mailto:martinspeed@martinspeed.com)

Cadogan Tate Fine Art  
New York/ London  
020.7819.6610 tel  
[r.sloane@cadogantatfineart.com](mailto:r.sloane@cadogantatfineart.com)

M+R Metzger & Richner Transport  
AG  
Kriegackerstrasse 91  
CH-4132 MuttENZ SWITZERLAND  
41.61.466.9111 tel  
41.61.461.7036 fax  
[www.mrspedag.com](http://www.mrspedag.com)

Rogers Worldwide  
Wandy Ortiz  
1.847.806-9200 tel  
1.806.9204 fax  
[import@rerogers.com](mailto:import@rerogers.com)

TransArt - Mobius  
85 North 5th Street  
Brooklyn NY 11211 USA  
1.718.387.2203 tel  
1.718.387.4533 fax  
[dave.mcclure@mobius-nyc.com](mailto:dave.mcclure@mobius-nyc.com)

These shipping companies are recognized for their service and can handle all of your shipping needs, including customs brokerage, recommendations on transport carries both internationally and locally, advice on accurate documents and customs procedures and any arrangements regarding importation and exportation rules.

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Advance Shipping to Warehouse:  
All air/ocean freight shipments must be consigned to:

VOLTA NY 2011  
(Gallery Name)  
(Booth Number (11-XXXX))  
c/o YRCW  
1313 Grand St.  
Brooklyn, NY 11211

**Note: Shipments must arrive between 2/01 and 2/26 Monday-Friday 8:00am – 3:00pm**

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Direct Shipping to Show:  
All Shipments must be cosigned to:

VOLTA NY 2011  
(Gallery Name)  
(Booth Number (11-XXXX))  
c/o MMPI  
7 West 34<sup>th</sup> Street  
New York, NY 10001 USA  
c/o Shipper's Name, address and phone number

**Note: Only UPS, FedEx, and POV shipments are accepted at showsite. All Common Carrier shipments must be sent in advance to the YRC Warehouse**

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Important: These shippers are provided for your convenience only. MMPI makes absolutely no representation or warranty as to the ability, quality or expertise of any shipper, and disclaims any liability for any loss, cost or damage to any artwork in the care, custody or control of any shipper.



## SHIPPING INFORMATION

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### INTERNATIONAL SHIPPING (CONTINUED)

#### BROKER'S SERVICES

Upon arrival in the United States your shipment must go through customs. You may accompany your own shipment through customs or make arrangements with your shipper to receive the shipment and file the appropriate papers with U.S. customs. MMPI accepts no liability for inaccurate information provided to customs brokers or the U.S. Customs Service regarding contents and descriptions of shipments.

Exhibitors must maintain their own insurance, as customary insurance provided by shippers is usually inadequate.

**IMPORTANT INFORMATION:** Since 2001, U.S. Customs has experienced unusual delays that may compromise the timely delivery of your shipment. Please plan your shipment accordingly.

MMPI is available to receive freight directly at the trade show facility and will operate all drayage services in the trade show facility.

However, pursuant to all applicable laws, MMPI is not the ultimate consignee or the appointed agent of any exhibitor or tenant of a trade show. Therefore, MMPI will not provide its federal tax identification number to act as the importer of record for US customs clearance of any international shipments for exhibitors or tenants of the trade shows it manages.

Each tenant or exhibitor must work directly with a customs broker to clear trade show shipments in the broker's name or in the exhibitor's name through a customs power of attorney form.

If you have additional questions about the shipping destination please contact Doug Pfundstein 312-527-3082 or [dpfundstein@mmart.com](mailto:dpfundstein@mmart.com)



## SHIPPING INFORMATION

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### FREIGHT MOVE-IN

#### Advance Deliveries to Warehouse:

Tuesday, February 1 – Friday, February 26

8:00 a.m. – 3:00 p.m.

**ALL FREIGHT MUST BE DELIVERED DIRECTLY TO THE WAREHOUSE PRIOR TO THE SHOW DATES.** Volta will take care of the drayage between the warehouse and the exhibition site. Only freight being delivered by the exhibitors in their own vehicle (P.O.V.) may be delivered directly to the show site.

In order to meet our internal delivery schedule, all freight **MUST** reach the warehouse by the specific dates above or you will be charged a late fee.

Please note, any shipments to the warehouse delivered outside the allocated dates and times will be charged \$250.00 per shipment.

#### \*Targeted Direct Deliveries:

Tuesday, March 1

8:00 a.m. – 3:00 p.m.

Wednesday, March 2

8:00 a.m. – 3:00 p.m.

Personal Operated Vehicle (POV) - is defined as a full time employee of the exhibiting company arriving at the venue in a car, SUV or mini van delivering a very small quantity of materials that can be hand carried into the venue without the assistance of labor, fork lifts or equipment. POV's are NOT: box trucks, straight jobs, utility vans or any delivery using a hired third party vendor.

\*In order to ease your delivery process, The MMPI has set aside designated receiving days for Personally Owned Vehicle (POV) deliveries (direct deliveries only). Please specify on the Shipment Notification Form which day you plan on delivering to the building.

- Any Personally Owned Vehicles that arrive outside the designated receiving days will be assessed an hourly unloading fee.
- All exhibitors must be set up by 10:00 p.m. on Wednesday, March 2. 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.



## SHIPPING INFORMATION

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### FREIGHT MOVE-OUT

Sunday, March 6 7:00 p.m. – 12:00 a.m.  
The loading of POV's will begin after the return of the empties. POV ONLY

Monday, March 7 8:00 a.m. – 11:00 a.m.  
Shipped freight pick up

Important Note: Common carriers are not permitted to pick-up freight directly from show site. All freight will be loaded out to the YRCW warehouse for pick-up from that location on Tuesday, March 8 8:00am – 3:00pm. The YRCW Warehouse is located at 1313 Grand St., Brooklyn, NY 11211.

Please note, any gallery that has freight that is not picked up by 3:00 p.m. March 9, will be charged \$150 per day until the freight is picked up.

- You may ship your materials from the show via any carrier. You are required to contact your carrier, pack your materials, and file a Bill of Lading with the freight desk. Merchandise Mart Properties, Inc. assumes no 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.
- All booths must be left in a reasonable state that enables them to be easily repaired and repainted. All nails, Velcro, staples, paper or other materials applied to the booth walls must be removed prior to vacating the booth. Artists will be assessed repair charges based on time and materials if they choose not to comply.
- 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.
- When preparing to ship for VOLTA NY, be conscious of the freight size limitations. Freight cannot exceed 7' wide x 10' long x 6' high (2.1 meters wide X 3 meters long X 1.8 meters high or weigh over 3,500 lbs (1,587.6 kilograms).
- Remember to include your Show Name, Company Name and Booth Number on all shipments.



## INSTALLATION & DISMANTLING

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### INSTALLATION & DISMANTLING

#### SET-UP AND DISMANTLING

##### SET-UP HOURS

Tuesday, March 1 8:00 a.m. – 10:00 p.m.

Wednesday, March 2 8:00 a.m. – 10:00 p.m.

*\*please note if you require labor assistance after 5 pm you must notify the exhibitor services desk by 3 pm*

All booths must be set up by 10:00 p.m. on Wednesday, March 2. No construction, arranging, or setting up of booths, including deliveries or moving of products, are permitted during show hours.

##### NOTE:

All galleries are required to submit a booth customization form. If you will not have a booth customization, please check the box that reads “Booth to remain as is – No Change”. If you are unsure if your display requires labor, submit the [Customization of Booth Request Form \(page 31\)](#) and our Operations Team will gladly respond.

Please note that display materials must adhere to New York City Fire Department Rules and Regulations. If you require further information, please contact Doug Pfundstein 312-527-3082 or [dpfundstein@mmart.com](mailto:dpfundstein@mmart.com)

Galleries may hand-carry small items, but we ask that they refrain from using handcarts, flatbeds, or dollies. Our Material Handling Staff is on hand to facilitate such moves.

##### DISMANTLING HOURS

Sunday, March 6 7:00 p.m. – 12:00 a.m.

Monday, March 7 8:00 a.m. – 11:00 a.m.

MMPI will return your empty containers as soon as possible; however, it may take several hours for all empty containers to be returned. MMPI will handle the standard refurbishing of booth walls. Excessive damage to wall panels will be the responsibility of the individual exhibitors.



## INSTALLATION & DISMANTLING

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### CONTRACTOR AND LABOR INFORMATION

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

### CONTRACTOR GUIDELINES

Galleries 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.
4. The EAC shall have a true and valid work order from a Gallery 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 space to its initial condition, etc.
6. The EAC shall cooperate fully with MMPI, especially with regard to the efficient utilization of labor.

### LABOR

Any labor personnel working in your booth must be one of the following:

- 1) Your own Gallery personnel (depending on the type of work being done, union labor may be required). See Union Regulations for additional information.
- 2) Exhibitor appointed contractor. EACs must comply with guidelines regarding EACs. See Exhibitor Appointed Contractors for additional information.

To request MMPI Union Labor, please refer to the [Installation/Dismantle Labor Request Form \(page 34\)](#). Additional guidelines regarding Labor should be reviewed

on this form.

All orders for dismantling labor must be confirmed no later than 12:00 pm on Friday, March 4.
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## INSTALLATION & DISMANTLING

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### UNION REGULATIONS

Various unions claim jurisdiction over all set-up and dismantling of exhibits including carpentry, electrical and material handling to name a few. Your personnel may work along with a union installer, if one is necessary.

Please contact Doug Pfundstein 312-527-3082 or [dpfundstein@mmart.com](mailto:dpfundstein@mmart.com) for questions regarding union regulations.

#### Helpful Hints for Set-Up and Dismantling

- Review the Checklist for any Obligatory and Optional Forms.
- Be aware of the schedule for Set-Up and Dismantling dates and times. Please be sure to account for travel, shipping, construction and traffic issues and/or delays.
- Make travel plans accordingly.



## FORMS — DEADLINE FEBRUARY, 4.

### FORMS EXHIBITOR CHECKLIST

#### Obligatory Forms

Deadline: February 4, 2011

- Customization of Booth Request Form p. 31
- Method of Payment Form p. 33
- Shipment Notification Form p. 35
- Insurance Release Form p. 36

#### Optional Forms

Deadline: See Forms

- Booth Order Form P. 32
- Labor Request Form p. 34

PLEASE EMAIL OR FAX ALL THE OBLIGATORY FORM TO  
DOUG PFUNDSTEIN

E-mail: [dpfundstein@mmart.com](mailto:dpfundstein@mmart.com)

FAX: (312)527-7998

PHONE: (312)527-3082

DEADLINE: FEBRUARY 4, 2011 ---REQUIRED---



**FORMS – DEADLINE FEBRUARY, 4.**

CUSTOMIZATION OF BOOTH FORMS

If you would like to customize your booth in any way that involves construction (i.e. special flooring, painting, custom lighting), please complete and return this form to us no later than FEBRUARY 4, 2011. If your request is not received by the deadline date, service cannot be guaranteed. Please note the cost for additional walls is \$60.00 per linear foot. Please note the cost for wall paint is \$3.10 per square foot. An MMPI staff member will contact you about implementing your plan and give you quotes on the costs involved. If you have any questions, contact Doug Pfundstein at 312-527-3082.

Note: There may be some requests that cannot be accommodated.

Gallery Name: \_\_\_\_\_ Gallery Number: 11- \_\_\_\_\_

Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

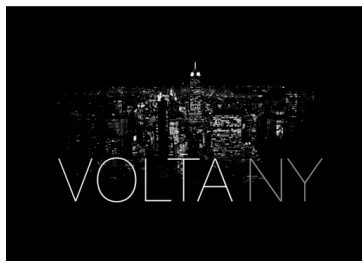
Check here if your booth will not need a customization – No Change

Check here if your booth will not need electricity – No Electricity

Please specify your needs. Include complete description (floor plan, drawings, etc.) to assist us in calculating the cost for this request.

\_\_\_\_\_  
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\_\_\_\_\_

PLEASE EMAIL OR FAX ALL THIS FORM TO DOUG PFUNDSTEIN  
E-mail: [dpfundstein@mmart.com](mailto:dpfundstein@mmart.com) FAX: (312)527-7998 PHONE: (312)527-3082



**FORMS — DEADLINE FEBRUARY, 4.**

If you need additional equipment or services, complete and return this form.

Equipment	Preorder Rate (on or before 02/04/11)	On-Site Rate (after 02/04/11)	Quantity	Total
Table: 4'x24"x30" High	\$60.00	\$80.00		\$
Table: 6'x24"x30" High	\$75.00	\$95.00		\$
Table: 8'x24"x30" High	\$85.00	\$105.00		\$
Table: 4'x24"x42" High	\$75.00	\$95.00		\$
Table: 6'x24"x42" High	\$85.00	\$105.00		\$
Table: 8'x24"x42" High	\$95.00	\$115.00		\$
Table Skirt 30" blue red grey black (please circle)	\$38.00	\$53.00		\$
Table Skirt 42" blue red grey black (please circle)	\$38.00	\$53.00		\$
30" Round Café Table 30" or 42" tall (please circle)	\$65.00	\$95.00		\$
White Molded Arm Chair	\$55.00	\$75.00		\$
75 watt halogen light	\$40.00	\$60.00		\$
Wastebasket	\$23.50	\$30.15		\$
			Subtotal	
			Tax: 8.875%	
			Total	

Prices include delivery, rental and removal.

For additional information on additional rental furniture or questions please call 312.527.3082.

HOUSEKEEPING	Dates	Price/sq. ft./Day	
Carpet Vacuuming-Night of (circle date)	03/04	03/05	
	03/06		\$0.34
			Tax: 8.875%
			(B)
			Total Cleaning
			Total (A+B)
			\$

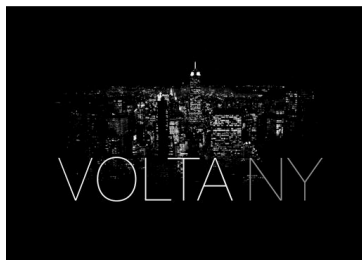
Exhibitor Information

Gallery Name: \_\_\_\_\_ Gallery Number: 11-\_\_\_\_\_

Ordered by: \_\_\_\_\_ Telephone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

PLEASE EMAIL OR FAX ALL THIS FORM TO DOUG PFUNDSTEIN  
 E-mail: [dpfundstein@mmart.com](mailto:dpfundstein@mmart.com) FAX: (312)527-7998 PHONE: (312)527-3082



# FORMS — DEADLINE FEBRUARY, 4.

## METHOD OF PAYMENT FORM

All Galleries must complete a method of payment.

Gallery Name: \_\_\_\_\_ Gallery Number: 11 - \_\_\_\_\_

Address: (City/State/ZIP) \_\_\_\_\_

Ordered By: \_\_\_\_\_ Print Name: \_\_\_\_\_

Date: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

CREDIT CARD (Required of all exhibitors)

For your convenience, we will use this for authorization to charge your credit card account for your advance orders, and any additional amounts incurred as a result of show site orders placed by your representative. These charges may include labor, equipment rental, material handling and any damages to the suite. An alternate method may be provided at show site.

- AMERICAN EXPRESS
- MASTERCARD
- VISA

Account No: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

While we require a credit card of all exhibitors, you may elect to pay for services by cash, check, or with an alternate credit card. If you plan to provide an alternate method of payment at show site, check the appropriate box below. Pre-orders will be charged to the card number provided above unless payment accompanies the order. No orders will be processed until credit card information has been provided.

**Pre-order rates apply only to orders received with payment before the FEBRUARY 4, 2011 deadline.**

COMPANY CHECK (must accompany order)

Make Checks Payable to:  
Merchandise Mart Properties, Inc.

We have read, understand and agree to all terms as described and have advised our show site representative accordingly.

Signature: \_\_\_\_\_

Print: \_\_\_\_\_ Date: \_\_\_\_\_

IF YOU PLAN TO USE AN EXHIBITOR APPOINTED UNION CONTRACTOR:

THIRD PARTY AUTHORIZATION  
We understand and agree that we, the exhibiting firm, are ultimately responsible for payment of charges. In the event that the named third party does not discharge payment of the invoice prior to the last day of the show, charges will revert to the exhibiting company. All invoices are due and payable upon receipt, by either party. The items checked below are to be invoiced to the third party:

- ALL SERVICES
- I & D LABOR
- MATERIAL HANDLING
- OTHER (Please specify)
- RENTAL FURNITURE
- SIGNS

THIRD PARTY AGENT:

Personal Credit Card  Company Credit Card

- AMERICAN EXPRESS
- MASTERCARD
- VISA

Account No.: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

PLEASE EMAIL OR FAX THIS FORM TO  
DOUG PFUNDSTEIN E-mail:  
[dpfundstein@mmart.com](mailto:dpfundstein@mmart.com) FAX: (312)527-  
7998/PHONE: (312)527-3082



**FORMS — DEADLINE FEBRUARY, 4.**

**INSTALLATION & DISMANTLING LABOR REQUEST FORM**

Use this form if you will require assistance in installing or dismantling your display.

LABOR RATES PER HOUR (25% surcharge applied to orders received after 02/04/11):

	Straight time (8am-4:30 pm: M-F)	Over time (Before 8 am and after 4:30 pm: M-F (all day Sat)	Double time Sunday, Holidays
LABOR RATE	\$135.10	\$203.00	\$271.80
ELECTRICIAN RATE	\$182.50	\$255.90	\$360.00

All labor before 8:00 am and after 4:30 pm Monday through Friday, and all hours Saturday, Sunday and holidays will be charged at the posted overtime and double time rates. (One (1) hour minimum per worker thereafter ½ hr. increments.)

Note: Starting time can be guaranteed only in those instances where personnel are requested for the start of the working day, which is 8:00am, and only for orders placed by the deadline date. All the other orders will be filled as labor is available. All labor must be signed in/out at the Service Desk. Exhibitors not checked in by their requested starting times are subject to a charge of ½ the total time scheduled, per man ordered (one hour minimum), unless we receive written cancellation 24 hours prior to starting time.

Please indicate the service desired and number of personnel required.

INSTALLATION	No. of Personnel	Date	Start Time	*Estimated Duration
Labor				

\*Type of work to be performed:

DISMANTLE	No. of Personnel	Date	Start Time	*Estimated Duration
Labor				

\*Type of work to be performed:

Gallery Information

Gallery Name: \_\_\_\_\_ Gallery Number: 11- \_\_\_\_\_

Ordered by: \_\_\_\_\_ Telephone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_



## FORMS — DEADLINE FEBRUARY, 4.

### SHIPMENT NOTIFICATION FORM

SHIPMENTS WILL BE RECEIVED AND HANDLED IN ACCORDANCE WITH THE INFORMATION SET FORTH IN THE EXHIBITOR MANUAL. A METHOD OF PAYMENT FORM MUST ACCOMPANY THIS ORDER.

Gallery Name: \_\_\_\_\_ Gallery Number: 11 - \_\_\_\_\_

Contact Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

### ADVANCE SHIPMENTS TO THE WAREHOUSE

Shipper name: \_\_\_\_\_ From City/ State \_\_\_\_\_

How will you ship:    UPS/FedEx     Personally Owned Vehicle  Delivery Date to Dock: \_\_\_\_\_

Number of Pieces: \_\_\_\_\_ Total Weight: \_\_\_\_\_

Carrier (If known): \_\_\_\_\_ PRO Number (if known): \_\_\_\_\_

Comments/Special Handling Requirements: \_\_\_\_\_

Attach separate sheet for multiple shipments if necessary.

### SHIPMENTS TO THE 7WEST NY DOCK

Shipper name: \_\_\_\_\_ From City/ State \_\_\_\_\_

How will you ship:    UPS/FedEx     Personally Owned Vehicle  Delivery Date to Dock: \_\_\_\_\_

Number of Pieces: \_\_\_\_\_ Total Weight: \_\_\_\_\_

Carrier (If known): \_\_\_\_\_ PRO Number (if known): \_\_\_\_\_

Comments/Special Handling Requirements: \_\_\_\_\_

PLEASE EMAIL OR FAX THIS FORM TO DOUG PFUNDSTEIN

E-mail: [dpfundstein@mmart.com](mailto:dpfundstein@mmart.com) FAX: (312)527-7998 PHONE: (312)527-3082



## FORMS — DEADLINE FEBRUARY, 4.

### INSURANCE RELEASE FORM

**DEADLINE: FEBRUARY 4, 2011 ---REQUIRED---**

This signed form and an Insurance Certificate must be returned with all other forms no later than February 4, 2011. Exhibitors will not be allowed to enter the Show or exhibit unless they sign this form and provide proof of insurance.

Merchandise Mart Properties, Inc. ("MMPI"), the operator and manager of Volta NY at 7 West New York in New York City in March, 2011 (collectively the "Show"), will attempt to provide a safe and secure environment at the Show. Details of the Show's security arrangements are available upon request. The Exhibitor acknowledges, however, that MMPI, the Show Parties (as defined below), and the Show disclaim responsibility for any loss, cost or damage, to your property, artwork, product, displays, etc. and that neither MMPI nor the Show Parties carry any insurance of any kind for the benefit of Exhibitor.

As further consideration for acceptance of Exhibitor's application and participation in the Show, the undersigned Exhibitor acknowledges and agrees that (a) its participation in the Show is solely at its own risk, and (b) it is required to carry insurance to cover the risks described in this Release and the Rules and Regulations for the Shows and such insurance shall contain a waiver of subrogation against Show Parties. Exhibitor agrees to indemnify, protect, defend, hold harmless, release and discharge the Show, MMPI, and all of their respective principals, agents, owners members, trustees, affiliates, subsidiaries, predecessors, successors, employees, and assigns, and all other related persons or entities, named or unnamed (collectively the "Show Parties"), from any and all liability, claim or demand of whatever nature, actions, and causes of action, damages, punitive damages, costs, loss of service, attorneys fees, cost of litigation, humiliation, embarrassment, mental anguish injury to the reputation and compensation for damage or loss to person or property, including any damage or loss to art work arising in any way out of Exhibitor's participation in the Show regardless of the cause of such loss, cost or damage (such as fire, theft, vandalism, Acts of God, and other risks commonly included in the extended coverage endorsement to insurance policies), and regardless of whether such loss, cost or damage is due to any form of negligence of MMPI, or of any of its principals, agents, employees, assigns or any other person or entity providing goods or services to MMPI or to the Show.

Dated: \_\_\_\_\_

Exhibitor: \_\_\_\_\_

Signature: \_\_\_\_\_

Booth #: \_\_\_\_\_

Authorized Signatory

PLEASE EMAIL OR FAX THIS FORM TO DOUG PFUNDSTEIN

E-mail: [dpfundstein@mmart.com](mailto:dpfundstein@mmart.com) FAX: (312)527-7998 PHONE: (312)527-3082