

Helpful Information

Antiques at the Armory January 20-21-22, 2012

SHOW HOURS: Friday & Saturday 10am to 7pm, and Sunday 11am to 5pm

EXHIBITOR HOURS: Wed. 9 am to 5 pm (\$500 set up fee applies), Thurs. 8am to 7pm, Fri. 8am to 7pm, Sat. 9am to 7pm, Sun. 10am to 10:45pm. The freight elevator closes at 10:45.

EQUIPMENT:

Booths include:

- **9' high, papered, plywood walls.** Select your paper color ASAP if not already done, on the enclosed Quick Order Form. Booths with 10' depth have 8' deep sidewalls. For corner and double corner booths, a drawing is enclosed for your approval. Cross braces and tables can be ordered on the Quick Form.
- Showcases are ordered through Levin, see separate order form. Pedestals are also available.
- **Lighting package**, see Heckler Electric form for description. There will be no fascia, the lighting system is mounted on a metal triangular truss along the top of your booth on the front edge at the 8' point. **Nothing can be suspended or installed on truss.** Additional lights and/or electric are ordered through Heckler. If you are putting up your own lights in addition to those provided, it must be on the walls or on cross braces.
- **500-watt outlet** placed at the rear of the booth on the floor. You may request in advance that your power be placed at the top rear of your booth. For safety's sake, you cannot plug into the power supply on the truss system; this power has already been carefully allotted between booths to prevent overload.
- **The show floor is carpeted in gray. Also included are 2 chairs and a booth sign.**

NOTE – To illuminate items at the 10' point, you can order aisle lights in advance. **If you are using your own track, they cannot extend past the truss into the aisle, as this is unsightly.**

GUESTS: Comps are the best way to bring new customers to the show. New customers are the key to the future of this business. Spread the word! If we have an email address on file for you, you will receive an email comp shortly. Build your e-mail lists! It's an affordable way to reach your clients!

Hard copy comps are available by request by using the enclosed Quick Order Form. The first 20 comps, either email, hard copy or a combination of the types are totally free.

SET UP: Please call or email in advance if you would like to sign up for Wednesday set up at a fee of \$500. Regular setup time is Thursday 8am to 7pm. Times are assigned and will be noted on your vehicle pass in the next packet.

VEHICLE PASS: Only one vehicle pass will be issued per booth for entry into the building or unloading through the elevator. Keep your vehicle pass on your dashboard, visible to our staff on the street. Your vehicle pass will be in the next packet.

LOADING ZONE GUIDELINES – Please see Quick Form for vehicle information request.

- The lane on 25th and 26th St. alongside the building will be blocked off with cones or barriers. **DO NOT MOVE THESE AND DO NOT PARK IN THESE AREAS UNTIL STELLA STAFF DIRECTS YOU.** Use these areas for unloading and loading only.

LOADING ZONE GUIDELINES (continued)

- Abide by city parking regulations; if you park illegally you will be ticketed.
- Do not park in any of the loading spaces on Sunday, overnight or for any extended period of time.
- When break down begins you can line up as usual after you receive your vehicle re-entry pass. Stella staff will coordinate the order in which vehicles move into these spaces and you must have your re-entry pass to gain access. This way the vehicles parked at the curb will be actively loading & you can load faster & go home earlier.
- Complete cooperation is needed and appreciated by all exhibitors and staff.

LOADING OPTIONS: Vehicles are loaded in this building through a freight elevator. Regular size vans and minivans are recommended for this facility and may be taken ahead of trucks and trailers to expedite set up. The smaller vehicles up to a full size van will be driven onto the elevator, which brings you onto the armory floor to unload. **The dimensions of the elevator are 8'6" high, 9'8" wide, and 21' long.** Anything larger than this (trucks, vans w/trailers, vans w/merchandise loaded on top) will be unloaded from the street. The following street-loading options are available:

- Union porters unload your merchandise on to large flats and push the flats on to the elevator and to your booth. (Only two trucks can be unloaded by porters from the street at a time.)
- Hand carry your merchandise up the steps on 26th St.
- Hand carry or use porters to carry your merchandise up steps on 25th St. There is a small staff of porters working the steps on 25th Street (25th St. is a tow-away zone after 3pm, all vehicles must be moved before 3pm).
- Your truckers load you in- Recommended
- **REMEMBER ALL VEHICLES MUST BE REMOVED FROM THE FLOOR OR THE UNLOADING AREA BEFORE YOU BEGIN TO SET UP YOUR BOOTH.** Move your vehicle before setting up lighting, props, and/or merchandise. Loading is not allowed through the front doors.

PORTERS: Porters are available. **Show porters can only work with a dealer to unload or load merchandise, which typically is about 20 minutes to an hour. They are not permitted to set up your booth.** If you need more help than this, you need to hire someone. We recommend you bring your own porter help for this show. Veteran dealers at this venue know it's the fastest way to get in and out. At set up and breakdown you request a porter when your vehicle is in the loading area. Do not arrange for a porter at your booth. Porters are not familiar with your equipment or merchandise. You are responsible to instruct them and supervise them at all times. They are experienced only in handling crated freight and must be supervised by you in the proper handling of your valuable antiques. Porters are here for your convenience and, though paid by management, work for you under your direction.

BADGES: Your badges will be sent in the next packet, use the enclosed Quick Form to order additional badges before January 1st so you can receive the badges in the next mailing. To ensure your safety and security, you must wear your badges to enter the floor & during set up hours, show hours and breakdown. Helpers are permitted to set up only (not shop or pick) during set up. Truckers must have a vehicle pass, badges & photo ID to enter the floor.

EMPTY BOX STORAGE: **Never leave tools or valuables in storage areas.** Storage is limited at this facility because of military restrictions. Each dealer receives a spot approximately 3'x3'. Your storage area will be identified by your booth number, see the show office for clarification. All boxes must be labeled with your name and/or booth number. Keep packing materials in the storage, vehicles will not be allowed onto the loading zone on Sunday night until your booth is packed.

PARKING: There are some parking garages and lots within a five-block radius of the Armory with reasonable rates, but they do fill quickly on weekdays. Use common sense when parking vehicles with valuables. You may have to travel to some of the lots listed below for vans and trucks.

- 330 Pkg. Corp Garage on 3rd Ave. betw. 24th & 25th St. takes vans as space allows
- Charles Parking – 26th St, on left, east of 3rd Ave, takes vans as space allows, 212-684-9704
- Park & Ride – 11th Ave. & 60th St. vans & trucks 212-246-4256
- TRUCKS – W. 35th St. or W. 31st St between 9th & 10th Ave.

BREAKDOWN: Sunday evening 5:30pm to **10:45pm**. All loading and truck traffic must be completed by 10:45.

All booths must be kept intact during all contracted and publicly advertised show hours.

The Armory security requirements strictly prohibits any dismantling of booths and/or bringing dollies or packing boxes on the floor until we have cleared customers from the show floor. We will issue vehicle reentry passes to packed booths after the security sweep is complete. After receiving your pass you may bring your vehicle to the loading area. Our staff will bring vehicles on the floor and into the loading areas in a safe and orderly manner. You may hand carry your merchandise through any doors to your vehicle on the street. Helpers and truckers returning to pack your merchandise must have badges. **We recommend truckers arrive after 7:00pm.** Pack smalls securely, remove items from the walls, push all merchandise to the back of your booth, cover with a blanket and place your sign on top. **Please inform the show office when your trucker is expected.** It is recommended that you secure your merchandise until your trucker arrives. **Please also give us a contact phone number for you and your trucker.**

MONDAY PACK OUT: **We must be notified in advance if you plan to load out Monday morning.** There will be a sign up sheet at the show office. Load out hours are from 8am to 11 am. We can only accommodate 15 dealers for Monday load out so as not to impede the equipment load out. On Sunday night, you must pack smalls securely, remove items from the walls, push all merchandise to the center of your booth away from the walls, and not in the aisle, cover with a blanket and place your sign on top. Anyone loading out on Monday must have badges and a vehicle pass.

Stella Show Mgmt. Co. 277 Fairfield Road, Suite 321, Fairfield, NJ 07004

P: 973-808-5015, F: 973-808-6806, moswald@stellashows.com