

HELPFUL INFORMATION

Pier Antiques Show, March 12-13, 2011

PLEASE READ THOROUGHLY- NEW INFORMATION

SET UP: Friday, March 11 from 9 am to 6 pm. Wear warm clothing for set up day. All doors will be open. Come later to avoid the early line. Your vehicle pass, badges & set up instructions will be mailed in early March if your balance is paid. If your balance is not paid by March 1st, you will have to pick up your setup materials (badges, etc) on set-up day and pay at that time. We must take this step due to the increased staffing and expense we have been absorbing for the last few years when we have to collect booth rents at the show.

DEALER HOURS: Friday 9am-6pm, Saturday 8am-6pm, Sunday 9am-11pm.

SHOW HOURS: Saturday and Sunday 10am to 6pm.

INFORMATION & SHOW OFFICES: Located at the front and rear of the show. Please go to our problem-solving pier managers with any questions you may have, especially about parking and breakdown. Porters and other pier employees may not have correct information **DO NOT RELY ON THEM – ONLY SPEAK TO YOUR PIER MANAGER OR OTHER STELLA SHOW MGMT. CO. STAFF IF YOU HAVE QUESTIONS.**

BADGING: A tight system is strictly enforced. Please wear YOUR OWN badge where IT IS VISIBLE to the security staff, NOT under a coat. No one is permitted on the show floor without a badge. It is your responsibility to secure your badges. Helpers (drivers, sales people, set-up people) will be identified by special badges and will be permitted to set up only (not shop) during set up. Helpers must remain in your booth during all set-up hours and cannot shop until the pier is open to the public. All other personnel must purchase a ticket or use your comps. This policy assures you the best buying and security conditions. Please let us know if you observe unauthorized shoppers on the floor (we will keep the source confidential). Do not pass or exchange badges. If badge names are incorrect, please fax or email the correction in advance.

GUESTS: IMPORTANT: ALL COMPS FOR GUESTS & BADGES FOR HELPERS MUST BE LEFT WITH INFORMATION/WILL CALL BEFORE YOU LEAVE FRIDAY NIGHT with the guest's/helper's name clearly printed in upper right hand corner. **THEY WILL NOT BE ACCEPTED ON SATURDAY MORNING WHEN SHOW OPENING IS TOO BUSY.** 20 business card sized completely FREE complimentary passes will be sent to those exhibitors whose booth rent is paid in full by March 1st.

In addition, billable comps, either hard copy or emailable are available upon request. You will be billed half price (\$7.50) only for those turned in at the box office. We encourage you to build your email list; it's a fast and affordable way to get the word out about the show. You may order comps (hard copy and emailable), flyers and posters by faxing the enclosed form or by emailing us.

Also, a great way to get customers to events is to use your blog, your Facebook page and your web site. We will have banners in a few different sizes on our website that you can pull off and insert on your site or emails. If you need help or a different size, please email jeannestella@gmail.com and she will get you what you need.

ORDER FORMS: Place your order now to avoid late fees. Equipment order forms are included here. Cut off date for the discount price is Feb. 23rd. Forms are also on our website, www.stellashows.com by clicking on "to exhibit". We strongly suggest you get a transmission report when faxing orders; and bring the report with you to set up. Or call the supplier to confirm your order and ask the name of the person confirming your order.

EQUIPMENT: No equipment is included with your booth **unless** you signed up for a walled booth when you signed your initial application. If you ordered walls they are 9' tall, covered in white paper & extend 8' on each side. If your enclosed yellow card says walled corner booth, your corner will have a full 8' side wall unless you call, fax or email us before February 20th to ask for a half wall or no wall.

For all other booths, there are no drapes or walls supplied between booths.

Pier 94 floors are rough, unattractive cement. Bring or order a carpet for your booth. (The main aisles will be carpeted.)

On set up day service desks for all suppliers will be located at the main entrance of the pier, but equipment ordered on site is at much higher rates. **You are obliged to attractively cover the unfinished backs of your pegboard if facing a neighbor to the rear or side. Most booths are 10' deep; order your tables to fit within this depth. Chairs are not provided with your booth. **Be sure to bring your own or order chairs.****

For exhibitors self-installing more than 6 lighting fixtures (i.e.: track lights) it is at Port Parties (the electricians) discretion to charge a labor rate. This labor rate does not apply to individual lights, lamps or lighting for sale or to showcases. Electric is disconnected on Sunday at 8 p.m. We recommend emptying your showcases before 8 p.m.

PORTERS: See Stella Staff (wearing yellow safety vests) in the loading area to obtain porter help. Do not take porters out of turn. Please report any irresponsible behavior to a Stella pier manager. Porters can only work with a dealer to unload or load merchandise, for about **20 minutes**. **They are not permitted to set up your booth.** If you need more help than this, you need to hire your own staff. Porters are experienced with general freight and are not familiar with antiques or other fragile products. If you choose to use their help, it is your responsibility to supervise the safe loading and unloading of your merchandise.

Exhibitors needing porter help must arrive by 4 pm.

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SELF LOADING: We have built up a good relationship with the unions in this building. They have in the past, allowed our exhibitors to self load. Please be aware that you must bring **your own dolly** to load yourself in and out. Do not shop or set up your booth until your vehicle has been moved out of the unloading area.

PARKING: Parking conditions change often at the piers these days due to ships and other things. **BE SURE TO CHECK UPDATED INFO UPON ARRIVAL.**

EMPTY BOX STORAGE: There is EMPTY BOX STORAGE in the rear of the pier. Your boxes and packing materials should be labeled with your trade name. Don't store tools, electronic equipment or other valuables in this area. Check with the show office if you need direction on EMPTY BOX STORAGE when you arrive. Vehicles are not allowed into the loading area on Sunday night until booths are packed, so you should keep your packing materials on site.

CREDIT CARD PROCESSING. We offer credit card processing to you and your customers at our front & rear show offices. You may sign up for this service at any time. There is no charge unless you use the service. If you do process a sale through our service, you will be charged 5% of the sale. All banks strictly forbid you, the merchant, from passing this fee on to the customer. Come to the show office for more information on this service and to pick up sales forms. We accept Visa, MasterCard, and American Express.

MERCHANDISE: Dealers with inferior merchandise or sloppy exhibits will be dropped from this event. Management reserves the right to request removal of questionable merchandise.

PACKING AND SHIPPING: A shipping and delivery company will be on site. They handle both NYC deliveries and national and international packing and shipping.

FIRE DEPARTMENT REGULATIONS:

*All fire alarms & extinguishers and exit doors must remain fully accessible and visible.

*You may use only fire retardant table covers and draperies.

*All electrical cords, extensions and lighting equipment must be heavy duty UL approved.

*Cube taps, paper collar lamps and thin brown or white extension cords are against NYC fire laws. The electrical contractor and /or the fire department are empowered to remove them.

*NO SMOKING. Smoking in public buildings is against the law in New York.

*NO CHAIRS IN AISLES at any time.

NO TAPE: If you must secure your electric wires to the floor, use DUCT TAPE or ask the show office for appropriate tape. DO NOT use tape or any fastenings of any kind on walls, doors or poles.

SECURITY: The best security is for you to be in your booth during all exhibitor hours. A security company will staff the piers day and night. Please bring any security risks you see to our attention. Cameras and alarms are effective theft deterrents. The security sweep starts promptly at the closing hour at the rear and at the Northern most and Southern most sides of the pier. For your own security, please leave the show floor promptly when the security sweep staff reaches your booth. We're sorry, but pets are not allowed.

SHARING: If we understand there to be a legitimate need to share, we will mail you an agreement which your sharer must fill out and sign. Sharing exhibitors are not automatically entitled to full exhibitor privileges. Any one who is a dealer selling his/her own merchandise, or that of anyone else's from your booth space that is not on your payroll is a sharer. A dealer is anyone who buys or sells antiques at any time and possesses their own tax number in any state.

PRICE TAGS: All merchandise MUST be priced. It is the law. It is professional to tag each item with a **description, date and price.** Customers are entitled to receipts with your name, phone number, description of merchandise and price. Price tags are available at the show office at no charge.

SALES TAX: New York City & State sales tax is 8.875%. Bring your New York Sales Tax Certificate with you to this show. By the laws of New York State it is a misdemeanor if you do not have your original certificate on hand in your booth. Without it, you could receive a summons with a \$250 penalty. You are obliged to collect and remand the tax to the state.

PACK-OUT: In March, The Pier Show is right smack in the middle of Design Month with shows every weekend at the piers and other venues in town. All this show activity is great for general buzz, but every show has to set up and break down on a tight timetable, which is why we'll be moving out on Sunday night only. We did this last year in March with no problems.

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