



October 14-15, 2009  
Jacob Javits Convention Center-Hall 1A & B

## **GENERAL INFORMATION**

*-In Alphabetical Topic Order-*

### **AMERICAN with DISABILITIES ACT**

Exhibitors shall be fully responsible for complying with the American with Disabilities Act (ADA) with regard to booth space, including but not limited to, wheelchair access provisions. Exhibitors shall indemnify, hold harmless and defend SATCON, HD World, and IP Media, JD Events, LLC, its officers, directors, agents, members and employees against claims, liabilities, losses, damages and expenses (including attorney's fees and expenses) resulting from and arising out of the exhibitors' failure or allegations of exhibitors' failure to comply with provisions of the ADA. Information regarding ADA compliance is available from the US Department of Justice ADA Information Line at 1-800-514-0301.

### **BOOTH APPROVAL GUIDELINES**

All exhibitors occupying 400 or more square feet or those exhibitors with a Peninsula/End Cap booth must submit drawings or rendition of their intended booth for consultation and approval by show management. The detailed drawing/rendition should include dimensions, exhibit layout, structure walls, signage, towers, product, locations, etc.

All drawing and consultations should be directed to Lou Mancini ([lou@jdevents.com](mailto:lou@jdevents.com) 203-371-8894 fax)

**SATCON, HD World & IP Media-Operations**

**Att: Lou Mancini**

**5520 Park Ave**

**Suite 305**

**Trumbull, CT 06611**

### **BOOTH CONTENTS AND SERVICES**

While a few Exhibitors bring everything necessary for an exhibit, most Exhibitors need to rent materials for their booths. Order forms for a variety of materials and services are included in this online service manual.

1. *Utilities:* Electric, telephone, Internet connection, etc.
2. *Furnishings:* Pre-fab exhibits, furniture, carpeting, etc.
3. *Services:* Labor, drayage, cleaning, audio/visual, photography, floral, etc.

#### **Hints & Suggestions:**

- Identify your needs and order early. Ordering early also secures services/rentals at a discounted rate. See Exhibitor Timeline in the online manual for all key dates.

- Keep a copy of all order forms (with payment information) and bring it to the Show. If you are not going to the show give it to the person going to the show.
- Upon arrival, go to your booth and confirm that all orders have been filled to your satisfaction.

***NOTE:** While an attempt has been made to list as many services and vendors as possible, you may require something that is not listed. Information concerning a wide variety of exposition needs, such as custom exhibit rentals, part-time staff, general shipping information, etc. is available by contacting Lou Mancini-Show Management at (203) 371-6322.*

## **BOOTH EQUIPMENT**

The standard equipment that is included in the rental of your booth consists of polished aluminum telescopic frames with flameproof draperies. Backdrops are 8' high and side rails are 3' high. All exhibit booth space is **NOT** carpeted. Booth carpeting or some type of floor covering is required and the responsibility of the Exhibitor.

### Hints & Suggestions:

- Read the "Display Rules and Regulations".
- Leave some space (about 12") behind your booth for ease of access.
- Read the move in/move out time schedule carefully. This is an area with careful planning you can save money and time. Please plan accordingly.
- If you have any conflicts or are unable to comply with the dates and times, *contact Lou Mancini-Show Management immediately!*

## **BOOTH SET-UP GUIDELINES**

Only exhibitor appointed contractors or exhibiting company personnel are permitted on the show floor during move-in and move-out periods. NO one under the age of 18 is permitted in the exhibit hall at any time.

All exhibitor booths should comply with all federal, state and local codes. Show management complies and defers to any policy the Fire Marshal mandates. Should your exhibit layout, design, structure and/or electrical not conform you will be asked to modify it on-site at your expense.

## **BOOTH SPACE TERMS and CONDITIONS**

All terms listed on the back of the contract you signed will apply to ALL exhibitors throughout move-in periods, shows days and move-out periods. If you have any questions, please contact your sales representative or Lou Mancini at (203) 371-6322.

## **CATERING POLICY**

Centerplate Catering is the exclusive catering contractor for the Jacob Javits Convention Center. Outside food or beverage (including logo bottled water) is not permitted. A corkage fee will be charged for any food or beverage not purchased through Centerplate Catering. Please contact Centerplate Catering- Anna Ference by email [Anna.Ference@Centerplate.com](mailto:Anna.Ference@Centerplate.com) to place your orders or Lou Mancini at (203) 371-6322 for questions.

## **CRATE/CARTON STORAGE & RETURN PROCEDURES**

Fire Marshal regulations ***STRICTLY*** prohibit exhibitors from storing empty crates and boxes in their booth or behind their display during the show period. Exhibitors should properly mark crates and cartons with Freeman "EMPTY" stickers and place in aisle for 'show hours' storage. The crates/cartons will be picked-up, stored and returned to the booth at no charge. "EMPTY" labels will be available at the Freeman Exhibitor Service Desk.

**Move-in:** Please be considerate of your neighbor with placement of crates and cartons. Note certain aisles are designated “freight free” and need to be kept clear of any and all crates and cartons through move-in and move-out.

**Move-out:** At the close of the show the carpet needs to be removed, followed by the distribution of the empty crates/cartons. First empties should be returned approximately one (1) hour after the close and can take up to three (3) hours to complete. Please be patient and plan accordingly.

### **EXHIBITOR APPOINTED CONTRACTOR (EAC)**

Exhibitors using the services of display firms/ independent contractors must notify Show Management and the general contractor in writing no later than September 18. The form is located online under the Exhibitor Services link. Notification must include a current insurance certificate of your EAC, which includes general liability coverage (minimum \$1,000,000), injury and property damage coverage, and workmen’s compensation insurance. The contractor agrees to abide by all rules and regulations of the building, Show Management governing unions, and event rules and regulations.

**Additional Insured** should be listed as follows:

SATCON  
HD World  
IP Media Expo

Freeman Companies  
JD Events, LLC  
Jacob Javits Convention Center

*The certificate must cover the inclusive dates of the show (October 12-15, 2009).*

### **EXHIBITOR REGISTRATION**

To facilitate registration, we ask that all exhibitors pre-register their staff on-line by following the instructions found under the “Exhibitor Registration” link of the online manual. Badges will be available on-site at the Exhibitor Registration Counters.

1. Persons under the age of eighteen (18) are not allowed on the Exhibit Floor at any time.
2. No badges will be mailed nor will registration be taken by telephone.
3. Badges must be worn at all times in the Exhibit Hall.
4. Upon presentation of proper company identification, badges may be picked up at the Exhibitor’s Registration Desk.

*Exhibitors may pick up their own badge only.*

### **EXHIBITOR’S SERVICE AREA**

An Exhibitors Service Desk will be located in or around the exhibit hall. This area will have service representatives for labor, furniture, utilities, booth cleaning, and shipping.

Show Management may be contacted by going to the Exhibitor Registration Desk or the Sales Office located on the exhibit floor.

***NOTE:** The person in charge of your exhibit should carefully inspect and personally sign for all work order forms. If you disagree with a bill presented for your signature, question it immediately. If you cannot come to a satisfactory agreement with the contractor, contact Show Management. Do not put it off! Once the Show has ended it becomes very difficult to resolve differences.*

### **EXHIBIT HALL GUARD SERVICE**

Show Management will provide a 24-hour guard service from move-in of freight until all crates and materials have been removed at the end of the Show. The guard service will provide fixed posts at the

entrances as well as walking posts throughout the Exhibit Hall. All exhibitors and booth personnel must have Exhibitor Badges in order to have access to the Exhibit Hall.

Once the Show opens, ONLY exhibitor personnel are allowed in the Exhibit Hall one hour before and 30 minutes after the scheduled Show hours. Please do not schedule any meetings or appointments during these times with anyone other than properly badged exhibitor personnel.

***Security for an individual booth and its contents is the responsibility of each Exhibitor. Show Management is not responsible for lost or stolen articles.***

Hints & Suggestions:

- Use common sense!
  - If in doubt take the necessary precautions to prevent loss.
- Remove all small items on a nightly basis.
- Rent a security cage for larger items.
- Hire a private security guard.
- Clearly mark all small items and easily transportable items with your company and contact information.
- Have replacements available either on-site, at a local distributor or on stand-by at your office for overnight shipment.
- Do not list contents on outside of boxes. (e.g.: Box #1- Personal Computer)
- Carry a detailed list of what you ship, in which box it was packed, and repack it in the same manner. Keep a copy with you and in your office and check your shipment when you arrive at the show and when it returns to you after the event.

**HANGING SIGNS**

Linear booths (in line booths) may not exceed the height of 8' for signage. Hanging signs are not permitted for linear booths.

No items can be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floor, ceiling, furniture or other property of the convention center. The cost of repairing damages inflicted by the exhibitor, its employees, contractors or representatives to the convention center will be billed to and paid for by the exhibitor.

Signs may not exceed the maximum height limitation of 14 feet-Hall 1A and 16ft- Hall 1B.

**INSURANCE**

**All Exhibitors** must carry worker's compensation, commercial general liability including products and completed operations, independent contractors, personal injury and blanket contractual liability insurance at limits of at least \$1,000,000 per, \$1,000,000 aggregate. These coverages must be evidenced by a Certificate of Insurance with a 30-day notice of cancellation provision to the holder. Each exhibitor must supply a Certificate of Insurance by April 3 to show management.

The insurance should be maintained through your company. Coverage provides for your physical booth and any materials shipped – **NOT** for services ordered or delivered by our official service providers. Exhibitors are responsible for payments of all services ordered and delivered by contractors should the event be cancelled for any reason-i.e. 'acts of god', blizzards, strikes, terrorism, earthquakes, fire, floods, war, riot etc. If you need to purchase additional insurance coverage please contact your insurance agent or John Buttine Insurance at (800) 964-4454.

Satcon, HD World & IP Media Expo assumes no liability for any loss, damage or injury to any property of the Exhibitor or to any of its officers, agents, employees or contractors, whether attributable to accident, fire, water, theft or any other cause whatsoever. Neither the Show Management, nor the owners or lessors of the exhibition premises will assume any responsibility for exhibitor's property against damage, loss and theft.

**Additional Insured** should be listed as follows:

Jacob Javits Convention Center  
SATCON  
HD World

Freeman Companies  
JD Events, LLC  
IP Media Expo

*The certificate must cover the inclusive dates of the show (October 12-15, 2009).*

**Please submit your Certificate of Insurance to Lou Mancini (203-371-8894 fax) by September 18.**

**LIABILITY OF EXHIBITS AND MERCHANDISE:** Exhibitors are liable for any damages to floors, walls, or columns of the exhibit building. No cement or paste is to be used for fastening floor coverings. Tape used to secure carpets, linoleum or tile should have a cloth rather than a paper binding to facilitate its complete removal from the floor. Show Management will hold the exhibitor responsible for removal of all tape or adhesives placed on the exhibit floor.

#### **LITERATURE DISTRIBUTION AND TRAFFIC**

Canvassing in any part of the Exhibit Hall, adjacent lobbies or corridors is prohibited. Printed or product promotion materials may be distributed only at the Exhibitor's booth or as authorized by Show Management. Exhibitors must restrict their activities to the space for which they have contracted. Any unauthorized solicitation, whether by an exhibitor or attendee, should be brought to the attention of Show Management. Demonstration areas must be organized within the exhibitor's space, so as not to interfere with any aisle traffic.

#### **NO SMOKING POLICY**

SATCON, HD World, & IP Media Expo has established a no smoking policy for this event. As the EXPO is considered an integral part of the show, the no smoking policy applies to Expo Hall, all areas within, and the meeting rooms. Exhibitors (and anyone working in their booth) found in violation of this policy will risk penalties, including booth closure and forfeiting the right to exhibit in future SATCON, HD World & IP Media Expo events.

#### **PHOTOGRAPHY/VIDEOTAPING**

Photographing or videotaping any exhibit booth other than one's own contracted booth, is strictly prohibited. An exhibit booth and/or products(s) maybe photographed or videotaped only with the express written permission of the contracted exhibitor of that booth. Photographing or videotaping common areas or the show in general requires the written permission of the show management.

#### **REGISTRATION AREA**

The Registration Area is reserved for the distribution of registration-related materials and materials approved by Show Management. No literature distribution or soliciting is permitted in this area.

#### **RULES & SHOW POLICIES**

SATCON, HD World & IP Media Expo shall have full authority to interpret or amend rules, and its decision is final. All issues not addressed are subject to the decision of show management. These rules, regulation and policies have been formulated in the best interest of all exhibitors, the event and SATCON, HD World & IP Media Expo. Full cooperation will ensure a successful meeting for exhibitors and

attendees. SATCON, HD World & IP Media Expo reserves the right to base all decisions on the best interest of all concerned parties. All decisions are final.

**SHIPPING/DROPPING OFF YOUR EXHIBIT**

Generally, there are four ways to get your exhibit to the Exhibit Hall:

1. **Contractor’s Warehouse**- Freight shipped to the Contractor’s Warehouse will be placed in the Exhibit Hall first and will be in your booth when you arrive the day of set-up. Shipments must be received at the warehouse by October 8, 2009\*.
2. **Direct to the Exhibit Hall**- Freight shipped directly to the Exhibit Hall must arrive during the targeted move-in period (October 9, 12-13). Shipments will be received on a first-come, first-served basis at the discretion of the Service Contractor, based on the targeted plan.
3. **Hand-Carried Items**- Exhibitors are allowed to carry in a limited number of materials. Generally, the rule is what one person can hand-carry in one trip is acceptable. (If your booth has three people, you can each make one trip). Small luggage carriers are the only wheeled vehicles permitted.
4. **Personally Operated Vehicle (POV) Drop off**- Aimed at small exhibitors who need less than 20 minutes to accomplish the drop off. Specific rules apply. See Freeman’s “Caddie Service” for rules, loading and cost.

\*additional charges apply after this date for warehouse shipments

*Show management recommends and suggests sending your freight to the Freeman contractor’s warehouse to avoid delays and missing deliveries etc on the day of set-up. This will also ensure that your material will be in your booth when you arrive for set-up.*

**Hints & Suggestions**

- To avoid a drayage charge, which is based on a two hundred pound minimum (200 lb.), some exhibitors will have display materials (i.e. brochures, samples and handouts) shipped to their hotels and then carry them in.
- When contracting an “overnight” shipper, check on how long it takes them to trace a lost shipment. Some companies take two days, which is too long in the Trade Show business.
- Make sure to bring copies of all shipping forms and payments with you onsite.

**SHIPPING ADDRESSES-ADVANCED WAREHOUSE OR DIRECT**

Warehouse	Starting:	September 7
	Advanced Rate Expires:	October 1*
	Ending:	October 8

**SATCON, HD World or IP Media**

“Exhibiting Company Name”

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

C/O Freeman

909 Newark Turnpike

Kearny, New Jersey 07032

*\*Materials arriving after this date will be accepted but will incur an addition charge.*

Show Site Shipping

October 9, 12\*-13

**SATCON, HD World or IP Media**

“Exhibiting Company Name”

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

C/O Freeman

Jacob K. Javits Convention Center  
The corner of 39<sup>th</sup> St and 12<sup>th</sup> Avenue  
New York, New York 10001

*\*Monday shipments will be accepted and off loaded beginning at 1:30 PM.*

### **SOUND LEVEL AND NOISY APPARATUS**

Exhibitor's sound level shall not intrude or violate the rights of any and all adjacent exhibit areas. Show Management shall have absolute control over the implementation of this procedure, the intent of which is that sound systems, equipment, or demonstrations shall not be audibly objectionable to neighboring exhibitors. Show Management will inform the exhibitor of the violation. The exhibitor shall correct the violation immediately upon notice. If the exhibitor fails to correct the violation, Show Management is authorized to cut-off the supply of electricity without any liability.

### **SPONSORSHIP INFORMATION**

For opportunities please contact Michael Driscoll ([mdriscoll@jdevents.com](mailto:mdriscoll@jdevents.com)) or David Reynolds ([dreynolds@jdevents.com](mailto:dreynolds@jdevents.com)) or call (203) 371-6322 for more information.

### **TIPS FOR SUCCESSFUL EXHIBITING**

To make the most of your exhibiting experience here are a few tips for your booth personnel:

- Make sure that the staff is knowledgeable about your product/service
- Have booth staffed at all times
- Do not sit in the back or the corner of booth on a cell phone or behind a computer leaving you unapproachable to potential customers.
- Stand at the edge of your booth greeting attendees as they walk by.
- Wait until after the scheduled lunch period to eat. This is a very high traffic time and if you are sitting down eating you are unapproachable to potential customers.

### **TRAVEL ARRANGEMENTS**

SATCON, HD World & IP Media Expo has secured a block of rooms at the Millennium Broadway hotel. This is the official hotel for SATCON, HD World & IP Media Expo. The rate is \$275 (plus applicable fees) per night. Be sure to mention *Content & Communications World 2009* to get the discounted rate. **The special rates are only available through Friday, September 18, 2009.** Please make your reservations early as rooms will fill up quickly at such a great rate. Please note rooms are available on a first-come first-served basis.

### **VIDEO TAPING**

Show Management must approve all videotaping. Contact Show Management in advance with your specific requests

<p>If after reading this manual, there are any questions or if we can be of further assistance; please call us at 203-371-6322</p>
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