

New York Spring Exhibitor Show Memo

March 15-18, 2018

Hotel Pennsylvania

401 7th Avenue, between at 33rd

Setup Time

Load-in/setup time is Thursday 12pm-5pm. Subject to tables being ready. Contact us if you want information about loading only Wednesday night.

Show Time

Preview Night* Thursday, March 15, 5-9pm (merchants must be out by 9:30)

Friday, March 16, 10am to 6pm (merchants are allowed in at 9am and must be out by 6:30pm)

Saturday, March 17, 10am to 6pm (merchants are allowed in at 9am and must be out by 6:30pm)

Sunday, March 18, 11am to 5pm (merchants are allowed in at 10am and must be out by 10pm)

***Preview Night**

By popular demand, we are bringing back Thursday night preview to accommodate our wholesale buyers who are often busy selling their own wares on the weekends and cannot make it to the show. This preview night will be for wholesale buyers only from 5-9pm. Let us know if there is something special that you would like to offer to those that come for this night, special pricing, discounts, etc. and we will make up a list that will be given out to all customers. This is an opportunity to get more sales without additional booth fees and hotel cost. Since we are already there, we might as well make some money!

Are you shipping to the hotel?

The Hotel Pennsylvania will accept packages from USPS, UPS and FedEx up to 3 days prior to our event and will allow packages to be picked up on Monday after the event. If you require assistance with your package(s) to/from package room or storage room there is a \$5 per package or \$20 per luggage cart fee. Subject to staff.

Ship boxes to:

Hotel Pennsylvania

Attention: The Whole Bead Show 18th floor

401 7th Ave

New York NY 10001

~Be sure to include your name and booth #~

Freight/pallet shipments will need to arrive during setup hours Thursday 12pm to 5pm. Ideally, freight/pallet shipments should be picked up from the show on Sunday evening, however, arrangements can be made for them to be picked up on Monday after the show. Please advise your freight company to use the loading area on 33rd & 7th. Please also advise them to bring your freight to your booth on the 18th floor. A service charge will apply if you require assistance getting your freight from the loading area to your booth.

Are you bringing/driving your merchandise to the venue?

There are two options for you: 1) the main entrance of the hotel at 401 7th Avenue. Ask for a bellman to help. A normal tip would be \$5 per box or \$20 for a luggage cart, or 2) Use the loading entrance (with freight elevator) on 33rd & 7th. There are no personnel at the loading area to help with your boxes, so if you require help, use the main entrance.

Are you parking?

Hotel Pennsylvania is pleased to offer valet parking for guests for a fee of \$53 per night with- no in/out privileges. The parking lot is subject to charge \$10 more for larger vehicles. There are also several garages in area that offer additional parking options. Visit our website to get a list.

Booth size

Regular booth is two 6ft tables. Absolutely nothing may be affixed to the walls. Please be considerate of your neighbors and do not invade their space. Display CANNOT include racks or other items if they will obstruct view of show. **Do you need extra tables?** There is room for one additional table in your booth. You may bring your own table or rent one from us, the rental charge is \$200. Please let us know by March 2nd if you want to rent extra tables. We do not rent pegboards or showcases.

VIP Passes/Guest List

To streamline the VIP process, click on this [link](#) to fill out the VIP form. Print it out and bring it to the show by 9am Friday. You are allowed 10 single persons or 5 with plus ones. Please note that this form only applies to VIPs for Friday-Sunday. If you wish to purchase admission for a special customer for Preview Night, please purchase tickets [here](#) for \$15. The guest list will be at "Will Call" so please be sure to refer your guests there. They will need to give your company name, along with their name.

Buyer Info: General Admission \$10 at the door.

What can you do to help get the word out?

Share the event on FaceBook and email your customers that you will be coming to the area

Things you need to know:

- Bring your own table coverings.
- Do not tape or attached anything to any wall.
- Each booth comes with electricity. If excessive amounts of electricity/lighting are being used by you and it is causing issues, you will be asked to turn off and remove lights. Please NO Halogen Lights. Please bring your own strip, a 15 foot electrical cord and tape to tape down your cords.
- If any part of your display or merchandise is unfairly obstructing other merchant's space you will be asked to remove it.
- If you extend out of your allowed space and refuse to move, there will be a fine of \$500 per square foot over allotted space.
- Large banners may be affixed to the front of your tables. Any unattractive signage will be removed. Signs posting percentage off can be no larger than 4" x 4", and no more than 2 per booth (these are signs with words such as "wholesale to the public," "50% off," "sale," etc.).

Things you should not forget to bring:

Table coverings

Lights. No Halogen.

Electric strip, 15ft cord, and Gaffer's tape to tape down your cords

NY Seller's permit

Tax forms/Sales Tax:

Sales tax is 8.88%. Sales Licenses are issued at no cost through the New York Department of Taxation. Here is the link: http://www.tax.ny.gov/pubs_and_bulls/tg_bulletins/st/how_to_register_for_nys_sales_tax.htm

Please fill out a [web permission form](#) so that our customers know how to contact you and what you carry at the show.

Cheers and we will see you soon!