

Dear 2008 New York ASI Show! Exhibitor:

Welcome to the online Exhibitor Manual for the upcoming *ASI Show!* We hope you find this electronic version easy to navigate. Choose from the many tabs to find the forms / information you are looking for. Place your orders with the appropriate vendor as soon as possible to receive discounted pricing.

New York Show Schedule

Monday, May 5, 12noon – 5pm	Exhibitor Move In
Tuesday, May 6, 8am – 5pm	Exhibitor Move In
Wednesday, May 7, 10am – 4pm	EXHIBITS OPEN
Thursday, May 8, 10am – 3pm	EXHIBITS OPEN
Thursday, May 8, 3pm – 9pm	Exhibitor Move Out
Friday, May 9, 8am – 12noon	Exhibitor Move Out

SHOW LOCATION

Javits Convention Center, 655 W. 34th St., New York, NY 10001-1188, North Concourse, Halls 1A – 1B

ATTENDANCE

To calculate the number of staff, catalogs, samples and other resources you will need for a successful show, this is our projected attendance figures:

Distributor Personnel.....2000	Exhibiting Companies.... 350
Distributor Companies 800	Booths.....570

BOOTH PACKAGE

Your 10' x 10'(s) booth package includes:

- pipe and drape (red, white, black)
- booth carpeting (gray)
- aisle carpet (red)
- two-line identification sign
- show directory listing
- first night booth vacuuming

Labor

New York is located in a strong union state. Union rules are strictly enforced. Complete details can be found at www.javitscenter.com/exhibitors/workrules.asp. Whether your booth is a single 10' x 10' booth, or larger, it is imperative that you review these rules. A brief overview for the single booth:

“Any exhibitor or his full time employees may set up and take down “pop up” displays, provided they are no longer than 10’ and can be handled by one person using NO tools and completing the job within ? hour. Exhibitors are allowed to unpack and repack their own product (if cartons, not cases or crates.) Exhibitors are allowed to do the technical work to their machines, such as balancing, programming, cleaning of machines, etc.”

Furnishings / Electric / Internet / Lead Retrieval

GES furnishings, use the “GES Order tab.” All other services are under “other service contractor forms” tab.

Shipping / Freight

Information on shipping, labels and freight will be found under the “Shipping” tab

Parking

There is NO parking at the Javits Center but privately owned lots are plentiful. Average cost per day is approximately \$40-\$50. Central Parking System has 11 convenient lots located near the Javits Center. Check their website at www.parking.com or call 800.836.6666.

MARKETING

For marketing opportunities, show logos, and other options to reach the target audience before, during and after show, please review our marketing tab thoroughly.

If any of The ASI Show! team can be of further assistance to you in preparing for this event, please do not hesitate to call on us by e-mail at asishow@asicentral.com or call 877.ASI.SHOW (877.274.7469). We want this to be a fantastic event for you and are committed to doing whatever it takes to help you achieve that goal!

Sincerely,



Matthew Cohn
CMPPresident



Mary C. Upton,
Vice President of Trade Show Operations