

KEY REMINDERS



Exhibitor Move In

Sunday, October 14	10:00am – 4:30pm	By Appointment Only
Monday, October 15	8:00am – 4:30pm	See Floor Plan for Target Times
Tuesday, October 16	8:00am – 4:30pm	Move In Continues
Wednesday, October 17	8:00am – 4:30pm	Move In must be complete and Cartons labeled empty by 4:30pm

PLEASE NOTE: Exhibitors may begin move in on Sunday if they wish but must contact Freeman to make an appointment. To assist exhibitors Monday will be a targeted move in day. Please see the floor plan in the General Information section for your targeted freight move in time. The floor plan has been divided up into three zones and the driver check in time for show site freight is specified on the target floor plan.

PLEASE NOTE: Company name and logo cannot exceed 24' in height for island and split island booths and 8' in height for linear booths.

Move-Out Schedule

All exhibitors may dismantle displays from 4:00PM to 8:00PM, Saturday, October 20th. The return of empty crates will begin immediately after aisle carpets are rolled up and may take up to 6 hours. As per the 2007 Booth Space Terms and Conditions, exhibitors may not dismantle or remove any portion of their exhibit prior to closing time at 4:00PM, Saturday, October 20th. ***This rule will be strictly enforced.***

Exhibitors may continue dismantling their displays beginning at 8:00AM on Sunday, October 21st. All exhibit material must be removed from the Jacob Javits Convention Center by 12:00PM, Sunday, October 21st. Exhibitors and display houses are requested to meet this deadline or Show Management will have any remaining displays dismantled, packed and shipped at the exhibitor's or display house's expense and risk.

Shipping Information

Advance shipments may begin arriving at the Freeman advance warehouse on Friday, September 7th with the last day they will accept shipments on October 8th, 2007. Direct shipments to the Jacob Javits Convention Center cannot be delivered before 10:00am on Sunday, October 14th **by appointment** or Monday, October 15th during targeted check in time.

Advance Shipments

Name of Exhibiting Company
PhotoPlus Expo 2007
Booth Number
C/O Freeman Decorating Company
909 Newark Turnpike
Kearny, New Jersey 07032

Direct Shipments

Name of Exhibiting Company
PhotoPlus Expo 2007
Booth Number
C/O Freeman Decorating Company
Jacob Javits Convention Center
The corner of 39th Street and 12th Ave.
New York, New York 10001

HELPFUL HINT: Many crates look alike – pine boxes with black letters. Take a moment to personalize your crates with color or markings so that they are easily identified.

Gear Guide and Website Listing

We will be collecting your show directory & gear-guide information online. For the second year, the Gear Guide will be available not only at the show, but also through PDN magazine's normal channels of distribution - - thus giving you greater exposure.

The PhotoPlus Connect Exhibitor Portal Setup Wizard will guide you through the process of completing your company profile and product information listings, which will appear in the PhotoPlus Show Site Gear Guide as

well as in your online profile. To complete or update your profile, go to <https://photoplus07.bdmetrics.com/exhibitorportal/eventlogin.aspx>

After completing your company profile, you will be guided through another process of identifying your target market through a detailed lead profile – allowing you to define your ideal customer and ultimately be connected to them. The deadline for entering your company information is **August 28, 2007**. When the attendee side of PhotoPlus Connect opens August 21, 2007, all registered visitors whose demographics match your lead profile will be directed to your company and will be encouraged to contact you prior to and during the event. Visitors will also be able to find your company through keyword and product searches.

You have the ability to update this information at any time and as often as you like; however, **final updates must be made by August 28th for the Show Site version of the Gear Guide**. On this date, we will download the information from the website to used for the Gear Guide.

Early Opening for Gold Expo Pass Attendees

Exhibitors will have an hour Thursday and Friday morning to meet with the elite Gold Expo Pass attendees. The show floor will open at **9:00AM Thursday & Friday** morning only to this select group. This is your opportunity to meet with these attendees before the doors open to the crowds of Expo Only attendees. Exhibitors must have at least one person in their booth at 9:00AM Thursday & Friday morning to take advantage of this unique opportunity and to secure the contents of your booth.

Booth Approvals and Guidelines

We understand all exhibitors want maximum exposure for their booth. However in order to maintain the integrity and look of the show it is necessary to follow the booth guidelines found behind the **Union Jurisdiction/Work Rules/Fire Regulations/Booth Guidelines tab**. Floor managers will be on-site to make sure the booth guidelines are followed. If your booth is over 400 square feet or deviates from the parameters in anyway, you **MUST** submit a Booth Approval form located in the **General Information tab**.

NEW IN 2007: The height restriction for island booths has been extended to 24'.

Signs

PLEASE NOTE: Company name and logo cannot exceed 24' in height for island and split island booths and 8' in height for linear booths.

Security

Since the return of your crates may take up to 6 hours, you may wish to hire a security guard to watch your booth during move-out so you can enjoy the New York nightlife on Saturday. Take the necessary precautions to protect the items in your booth, including hiring booth security, renting and using a security cage or otherwise putting away valuable items when you are not in your booth. Information regarding security will be sent via email at a later date.

Hotel Reservations

Don't miss out on the PhotoPlus room block/rates! Hotel information is located in the **General Information tab** or visit www.photoplusexpo.com.

Hotline

Any questions or concerns you have regarding your participation can be resolved by calling the Exhibitor Hotline at 703-488-2944 or e-mail at photoexpo@vnuexpo.com. For Freeman questions, call 201-246-2160. We are here to assist you pre-show and we'll be on-site with you as well.

Ordering Badges

Please use this URL www.exhibitorresources.net/PHOT2007 or enter the site via the Exhibitor Service Center <http://www.photoplusexpo.com/ppe/registration/index.jsp#exhibitor> to register on-line. Exhibitor badge information is located in the General Information tab. You are able to register unlimited badges for your booth personnel.

Saving money on vendor orders

Most official vendors offer considerable discounts when ordering by a designated advance order date. Check specific vendor order forms for discount deadlines. We've also included an exhibitor checklist with the important times clearly marked for you.