

# **EXHIBITOR SERVICE MANUAL**

**Tuesday, July 13 - Thursday, July 15, 2010  
The Javits Convention Center  
New York, NY, USA**

# apparelsourcing

July 13-15, 2010 • The Javits Convention Center • New York, NY, USA

Dear Exhibitor:

We are pleased you will be joining us for the first edition of the Apparel Sourcing Show to be held **Tuesday, July 13 – Thursday, July 15, 2010** at the Javits Convention Center in New York City. We appreciate your participation in this event and have provided you with some helpful information to maximize your show experience.

Please read this manual carefully to familiarize yourself with all its contents. It is designed for your convenience and to give you the necessary information for your successful, cost efficient and productive participation in the show.

We look forward to working together for a successful event. If you have any questions or concerns, please do not hesitate to contact us. We are here to help you through the show planning process.

We look forward to seeing you July 13 –15, 2010 in New York!

Sincerely,

The Apparel Sourcing Team

[APPsales@usa.messefrankfurt.com](mailto:APPsales@usa.messefrankfurt.com)

+1.770.984.8016 x411

## TIPS FOR A SUCCESSFUL SHOW

### ***Before the Show...***

- *Read your Exhibitor Manual* – It contains all the details, regulations and forms you will need to be prepared on-site.
- *Show Checklist* – Use this form to keep yourself in check while planning the details of your participation. Don't miss a single deadline or forget to order a service! It will save you both time and money.
- *Freight* – Be aware of shipping deadlines to avoid late or unnecessary charges. Use pre-printed labels to ensure proper delivery of your items.
- *Registration* – Register your exhibit staff online @ [www.apparelsourcingshow.com](http://www.apparelsourcingshow.com)  
It's quick and easy and will save you time on-site.
- *Advertise and Promote* – Use online marketing, newsletters, direct mail, e-cards, press releases, telemarketing, industry publications and more to get the word out about your participation in the show.

### ***During the Show...***

- *Interact with Attendees* – Make an effort to greet all attendees with a polite and outgoing attitude. Be proactive! Don't sit, read, eat or talk on the telephone in your booth - you might miss out on potential prospects.
- *Provide Incentives* – Give attendees a reason to visit your booth! Promote a new product, hand out giveaways, host a special party, or offer drinks and snacks. Be creative in your promotions and draw quality visitors to your booth.

### ***After the Show...***

- *Follow Up with your Leads* – Contact the attendees who visited your booth. Send them more information about your products and maintain the relationship you developed at the show. Often times the key to your success at a trade show depends on how you follow up with your leads.

## TIPS FOR A SUCCESSFUL SHOW

### ***After the Show...***

- *Evaluate your Participation* – Determine what types of promotion worked for increasing booth traffic, etc. Analyze the overall success of the show – learn from your mistakes as well as your success!
- *Post-Show Meeting* – Arrange a meeting after the show with your sales, marketing and operations team. Discuss your follow up plan, what worked, and what you can improve on to increase your recognition and sales.

### ***Anytime...***

Questions? – Contact us anytime! Look for the Show Management contact information in this manual or send an email to: [APPsales@usa.messefrankfurt.com](mailto:APPsales@usa.messefrankfurt.com)

## Show Schedule

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### **EXHIBITOR MOVE-IN**

Monday, July 12 .....9:00 am – 5:00 pm

All exhibits must be show ready by **5:00 pm** on **Monday, July 12, 2010**.

### **EXHIBIT SHOW DATES/HOURS**

Tuesday, July 13 .....10:00 am – 6:00 pm

Wednesday, July 14 .....10:00 am – 6:00 pm

Thursday, July 15 .....10:00 am – 4:00 pm

### **EXHIBITOR MOVE-OUT**

Thursday, July 15 .....4:01 pm – 8:00 pm

## Show Location

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### **Jacob K. Javits Convention Center (Halls 1A/B)**

655 West 34th Street

New York, NY 10001

Phone: +1-(212) 502-8728

Fax: +1-(212) 502-8715

Website: [www.javitscenter.com](http://www.javitscenter.com)

## Official Service Contractor

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### **Metropolitan Exposition**

115 Moonachie Ave.

Moonachie, NJ 07074

Tel: +1-(201) 994-1301

Fax: +1-(201) 994-1350

Email: [exhibitorservices@metro-expo.com](mailto:exhibitorservices@metro-expo.com)

Website: [www.metro-expo.com](http://www.metro-expo.com)

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Metropolitan Exposition is the official service contractor for the Apparel Sourcing Show. Metropolitan Exposition is able to provide you with the following services and products:

- Additional Furnishings & Accessories
- Additional Lighting
- Garment & Display Racks
- Shelves
- Signage & Graphics

## Show Colors

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### Show Colors

Booth and Aisle Carpet: Sage

## Show Management

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**Messe Frankfurt, Inc.**

1600 Parkwood Circle  
Suite 615  
Atlanta, GA 30339  
Tel: +1.770-984-8016  
Fax: +1.770-984-8023  
Website: [www.apparelsourcingshow.com](http://www.apparelsourcingshow.com)  
E-mail: [APPsales@usa.messefrankfurt.com](mailto:APPsales@usa.messefrankfurt.com)

Stephanie Everett  
Group Show Director - Textile Shows  
Tel: +1.770-984-8016 x424  
Email: [stephanie.everett@usa.messefrankfurt.com](mailto:stephanie.everett@usa.messefrankfurt.com)

David Pennes  
Sales Manager - Textile Shows  
Tel: +1.805.241.4030  
E-mail: [dpennes@apparelsourcingshow.com](mailto:dpennes@apparelsourcingshow.com)

Diana Ludwig  
Sales Manager - Textile Shows  
Tel: +1.770-984-8016 x412  
E-mail: [diana.ludwig@usa.messefrankfurt.com](mailto:diana.ludwig@usa.messefrankfurt.com)

Amy Crane-Walls  
Sales Manager - Textile Shows  
Tel: +1.770-984-8016 x418  
E-mail: [amy.crane-walls@usa.messefrankfurt.com](mailto:amy.crane-walls@usa.messefrankfurt.com)

Alexandra d'Archangelo  
Marketing Manager - Textile Shows  
Tel: +1.770-984-8016 x417  
E-mail: [alex.darchangelo@usa.messefrankfurt.com](mailto:alex.darchangelo@usa.messefrankfurt.com)

Silvia Balasch  
Operations & Conference Manager - Textile Shows  
Tel: +1.770-984-8016 x438  
E-mail: [silvia.balasch@usa.messefrankfurt.com](mailto:silvia.balasch@usa.messefrankfurt.com)

Chris Harvey  
Show Coordinator - Textile Shows  
Tel: +1.770-984-8016 x411  
E-mail: [chris.harvey@usa.messefrankfurt.com](mailto:chris.harvey@usa.messefrankfurt.com)

Lorie Gross  
Marketing Coordinator - Textile Shows  
Tel: +1.770-984-8016 x402  
E-mail: [lorie.gross@usa.messefrankfurt.com](mailto:lorie.gross@usa.messefrankfurt.com)

## Official Service Contractors

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### **Official Show Decorator – Furnishings, Signs, Labor**

*Metropolitan Exposition*  
115 Moonachie Ave.  
Moonachie, NJ 07074  
Tel: +1-(201) 994-1301  
Fax: +1-(201) 994-1350  
Email: [exhibitorservices@metro-expo.com](mailto:exhibitorservices@metro-expo.com)  
Website: [www.metro-expo.com](http://www.metro-expo.com)

### **Audio Visual & Computer Rental**

*MetroMultiMedia*  
115 Moonachie Ave.  
Moonachie, NJ 07074  
Tel: +1-(201) 994-1300  
Fax: +1-(201) 994-1350  
Website: [www.metromultimedia.com](http://www.metromultimedia.com)

### **Catering Service**

*Jacob K. Javits Convention Center*  
655 West 34<sup>th</sup> Street  
New York, NY 10001-1188  
Tel: +1-(212) 216-2400  
Toll Free: +1-(877) 452-8487  
Fax: +1-(212) 216-2495  
Email: [services@javitscenter.com](mailto:services@javitscenter.com)  
Website: [www.javitscenter.com](http://www.javitscenter.com)

### **Electrical**

*Jacob K. Javits Convention Center*  
Attn: Erika Quiroz  
655 West 34<sup>th</sup> Street  
New York, NY 10001-1188  
Tel: +1-(212) 216-2090 or 212-216-2736  
Toll Free: +1-(877) 452-8487  
Fax: +1-(212) 216-4169  
Email : [services@javitscenter.com](mailto:services@javitscenter.com)  
Website: [www.javitscenter.com](http://www.javitscenter.com)

### **International Freight Forwarder**

*KN Expo Service (ATL)*  
Attn.: Debbie Amrein  
Tel: +1-(410) 412-7271  
Fax: +1-(410) 412-7327  
Email: [Debbie.amrein@kuehne-nagel.com](mailto:Debbie.amrein@kuehne-nagel.com)  
Website: [www.kn-portal.com](http://www.kn-portal.com)

### **Material Handling and Transportation**

*Metropolitan Exposition*  
115 Moonachie Ave.  
Moonachie, NJ 07074  
Tel: +1-(201) 994-1301  
Fax: +1-(201) 994-1350  
Email: [exhibitorservices@metro-expo.com](mailto:exhibitorservices@metro-expo.com)  
Website: [www.metro-expo.com](http://www.metro-expo.com)

### **Registration**

Custom Registration, Inc.  
2020 E Randol Mill Rd, Suite 307  
Arlington, TX 76011  
Tel: +1-(817) 277-7791  
Fax: +1-(817) 277-7616  
Website: [www.customreg.com](http://www.customreg.com)

### **Security**

*RAV Investigative & Security Services*  
44 W 28<sup>th</sup> Street, 6<sup>th</sup> Floor  
New York, NY 10001  
Tel: +1-(212) 447-7777  
Fax: +1-(212) 447-1218  
Email: [ravshows@aol.com](mailto:ravshows@aol.com)  
Website: [www.ravsecurity.com](http://www.ravsecurity.com)

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## **Telecommunications**

*Jacob K. Javits Convention Center*

655 West 34<sup>th</sup> Street

New York, NY 10001-1188

Tel: +1-(212) 216-2090

Toll Free: +1-(877) 452-8487

Fax: +1-(212) 216-4169

Email : [services@javitscenter.com](mailto:services@javitscenter.com)

Website: [www.javitscenter.com](http://www.javitscenter.com)