SHOW INFORMATION

For assistance, please contact our Exhibitor Service Department at (203)-840-5602 or (800)-840-5602 for outside of the United States. Email: inquiry@isc.reedexpo.com

Click on the Exhibitor Action Checklist/Additional (Official) Contractors Services section of the exhibitor manual to see all approved vendors for this event.

SHOW SCHEDULE

EXHIBITOR SERVICE CENTER
FREEMAN is the Official General Contractor of the **ISC EAST** and will maintain an Exhibitor Service Center during set-up, show days and dismantling. All other official show contractors will also be set up in this area as well. All inquiries regarding booth services and orders should be made at the Exhibitor Service Center, including booth furnishings, labor, freight, utilities, and special show services. Exhibitors who have ordered labor are asked to check-in at this desk when they are ready to install their exhibits. The person in charge of your exhibit should carefully inspect and 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 issues.

**Order early to take advantage of advance order discount rates, place your order by October 5, 2026.*

EXHIBITOR SERVICE CENTER HOURS – staff will be available at the **FREEMAN** Services Center as follows:

DAY	DATE	TIME
Monday	November 2, 2026	8:00 AM – 5:00 PM
Tuesday	November 3, 2026	8:00 AM – 5:00 PM
Wednesday	November 4, 2026	8:00 AM – 5:00 PM
Thursday	November 5, 2026	8:00 AM – 5:00 PM
Friday	November 6, 2026	8:00 AM – 12:00 PM

MOVE-IN & SET-UP HOURS:
ISC East is a **TARGETED SHOW**. Please go to **FREEMAN ONLINE** to download the **COLOR-CODED TARGET FLOORPLAN** which will give you your specific targeted date & time for move-in. Targeted move-in is for delivery of freight; you do not have to begin construction of your booth on your target date/time, but your freight shipment(s) should be at the convention center on

that date and time. Your installation cannot begin until your freight is delivered and any utilities you need have been installed, so be certain to order these in advance of move-in. Keep in mind, your target date & time applies to when your shipment(s) must be received by - it does not mean you must begin to set-up your booth at that time.

If you have questions regarding your move-in, please contact **FREEMAN** for more information regarding move-in times and dates at (888) 508-5054.

Monday, November 2, 2026	1:00 PM – 5:00 PM **Targeted*
Tuesday, November 3, 2026	8:00 AM – 5:00 PM **Targeted*

OVERTIME CHARGES APPLY to any work performed before 8:00 AM and after 5:00 PM on weekdays and anytime on Saturday, Sunday and Holidays.

NOTE: Permission to erect booth space will be withheld from any company who has not submitted full payment of their exhibitor space rental fee or adverting/sponsorship fees.

It is highly recommended that you ship your freight in advance to the warehouse, as warehouse freight is delivered to the show floor first, and is automatically "on target". Show-site shipments are unloaded on a first-come-first-serve-basis. Please do not schedule any labor until the end of your target window. For example, if your target window is 10:00 AM - 1:00 PM, it is best to request your labor to report to your booth no earlier than 1:00 PM.

If you require utilities (electric, telephone, internet, etc.), your carpet cannot be installed until the utilities have been installed. Exhibitors are reminded that during move-in, display materials/products will be allowed to enter the **Javits Center** via loading docks and designated entrances **ONLY**. Please take the time to review the Javits Center **labor policies** prior to your arrival.

Any booth not occupied by **4:30 PM, Tuesday, November 3, 2026**, will be presumed abandoned. If there is freight in the booth and Show Management believes the Exhibitor will be arriving late, the General Contractor will set up the display to the best of their ability with the information available. If there is no freight in the booth and/or Show Management believes the Exhibitor will not participate in the show, the booth will be reassigned. Exhibitors arriving after this time will be given space available and may incur additional costs. **ALL EXHIBITS MUST BE COMPLETELY SET BY 5:00 PM, Tuesday, November 3, 2026**. Absolutely no shipment, equipment or material may be brought onto the show floor during show hours.

SHOW INFORMATION

Removal of excess trash/debris in the aisles **AFTER 5:00 PM, Tuesday, November 3, 2026** will be billed to the exhibitor(s) responsible for creating such excess trash/debris. The Fire Marshall will not permit the show to open if there are any boxes, cartons, visqueen, packing material, etc. in the aisles.

SHOW DATES & HOURS:

Badged exhibitors will have access to the Exhibit Hall at 8:00 AM each morning.

Wednesday, November 4, 2026	10:00 AM – 5:00 PM
Thursday, November 5, 2026	10:00 AM – 4:00 PM

All exhibits must remain fully intact until the official close of the Show

DISMANTLING & MOVE-OUT HOURS:

Thursday, November 5, 2026	4:00 PM – 9:00 PM
Friday, November 6, 2026	8:00 AM – 12:00 PM

DISMANTLE AND MOVE-OUT INFORMATION

Freeman will begin returning empty containers as soon as the aisle carpeting is removed from the exhibit floor.

DO NOT leave material in your booth unlabeled at any time - it may be presumed to be abandoned and mistaken for trash.

SHOW INFORMATION: A-Z GUIDE

AGE RESTRICTIONS

In accordance with display rules and regulations and security measures, **no one under the age of 18 will be admitted into the exhibit hall at any time**. There will be no exceptions.

ANIMALS

Trained service animals for persons with disabilities are permitted as described in the "Accessibility" information on the Center's website (www.javitscenter.com/exhibit/building-rules/). No other animals are permitted in the Center except as part of an approved exhibit, activity or performance legitimately requiring the use of animals. Event managers must obtain necessary permits and comply with all relevant laws (including, but not limited to, the NYS

prohibition of animal fighting). If approved by the Center, animals must be on a leash, within a pen or under similar control at all times. The owner takes full responsibility of his/her animal.

ATM MACHINES
There are two ATMs in the Javits Center – one next to the Concierge in the Crystal Palace and the other in the Food Court by Villa Pizza.

AUDIO VISUAL
Metro Multimedia is the official audio/visual service contractor of the **ISC East Show.** Please refer to the **Metro** section of this manual for the form and discount pricing cut-off date. Please be sure to indicate your booth number on all forms. **Metro** will maintain a full staff on-site at the Exhibitor Service Center.

BICYCLES, HOVERBOARDS AND ROLLERBLADES
The riding of bicycles, hoverboards and the user of rollerblades and "heelys" (sneakers with embedded wheels) are prohibited at all times in the Javits Center.

BOOTH CLEANING
Cleaning crews will be provided for general exhibit hall clean up, including aisles, each day before the opening of the show and during show hours. Freeman and United Cleaners vacuum and sweep all carpeting, empty waste baskets and supply and handle containers for removing hazardous wastes. Full time employees of an exhibiting company may clean and wipe down their products and display merchandise and parts of their exhibit not installed by other carpenter labor. Cleaning is an exclusive service of Freeman and United and may not be performed by an exhibitor appointed contractor.

If you need cleaning services in your booth (vacuuming, shampooing, trash removal), you can order these services from **Freeman** by using the form located in the **Exhibitor Manual** section of the online manual.

BOOTH FURNISHINGS
Booth equipment, services and furnishings are available through the Official General Contractor, **FREEMAN**. Please refer to the **FREEMAN ONLINE** section of this manual for the form and discount pricing cut-off date. Please be sure to indicate your booth number on all forms. **FREEMAN** will maintain a full staff on-site at the Exhibitor Service Center located at the back of the show floor on level three.

SHOW INFORMATION

BUSINESS CENTER/FED EX
The FED EX/Business Center is located on level three in the crystal Palace. They offer Copy, Fax, and Scan services, advance orders can be placed via email (a credit card must be placed on file). Office supplies and sundries are available at our counter. The hours are 9am - 5pm daily.

CATERING
Cultivate Catering has the exclusive rights to all catering at the Javits Center. You can access the catering information in the Exhibitor Manual.

CENTER ACCESSIBILITY
The **Javits Center** has sidewalk ramps, automatic doors at all street levels, restrooms and elevators accessible for persons with mobility impairments. Payphones are accessible and are equipped with volume and TTY capability for those with speech and hearing disabilities.

A limited number of wheelchairs are available at no fee. The **Javits Center** can also assist patrons wishing to rent motorized wheelchairs. Please call the **Javits Center Command Center** at (212) 216-2196 before you arrive for information on reserving or renting a wheelchair.

While no public parking is available on-site, a limited number of spaces can be made available for customers with a valid Parking Permit for People with Disabilities issued by a government authority. Please call (212) 216-2344 for information and reservations.

COAT AND BAGGAGE CHECK
The Javits Center operates a coat check open to all exhibitors and attendees. It's located across from registration desks on level 2. There is a small fee to check items.

COMPUTER AND LED SUPPLIER
Metro Multimedia is the official computer supplier of the **ISC East**. Please refer to the **Exhibitor Manual** for the form and discount pricing cut-off date. Please be sure to indicate your booth number on all forms. **Metro** will maintain a full staff on-site at the Exhibitor Service Center.

CRATE REMOVAL, STORAGE & RETURN
Empty crates, shipping containers, cardboard boxes, etc. marked with **"EMPTY STICKERS"** will be removed to storage and returned to your booth at the end of the show by our floor crew at no additional charge, *provided you have used material handling services for the delivery of your booth*. Do not store merchandise in crates or cartons marked for empty storage or behind booths- this is prohibited due to Fire Regulations in the building. "**EMPTY STICKERS**" can be acquired from the **FREEMAN** desk located at the Exhibitor Service Center. Please label your

materials as soon as they are ready to be removed. We ask your cooperation in this important matter so that we can clean the aisles and install aisle carpet.

CUSTOMS BROKER / INTERNATIONAL SHIPPING

PIBL is the official provider of international shipping, customs brokerage, freight forwarding and related services of **ISC East®**. All merchandise imported into the United States requires Custom House Clearance prior to release from any USA port or airport. It is the sole responsibility of the exhibitor to adhere to customs and international guidelines. The exhibitor must ensure that all documents are valid and complete and procedures are followed correctly. Show management will not be held liable for freight held up due to customs issues, duty payments or any other problems related to inbound and outbound international shipments. Visit the **Exhibitor Manual** for more information. **PIBL** will maintain a full staff on-site at the Exhibitor Service Center.

DISPLAY RULES & REGULATIONS

Visit the **DISPLAY RULES & REGULATIONS** section of this manual for more information.

ELECTRICITY & LIGHTNING

All electrical work will be done exclusively by the Javits Center. You may access the electrical order forms and view the discount pricing cut-off date on the JAKE ordering site. Please be sure to indicate your booth number on all forms.

Electrical Labor is required for:

- All under carpet distribution of electrical wiring
- All facility overhead distribution of electrical wiring
- All motor and equipment hook-ups requiring hard wiring connections
- Installation and repair of electrical fixtures
- Installation of electrical motors and electrical apparatus

Electric Work Exhibitors May Do Themselves:

- Exhibitors may plug in their own devices and equipment for properly ordered 110 volt electrical service of 1500 watts or less
- Connect modems, printers, computers and keyboards
- Test and tune their own equipment
- Run their own communications cable between machines in the same booth above the booth carpet
- Install and dismantle their own lights in booths 100 square feet or less without the use of tools or ladders – provided that the service is for no more than 500 watts
- Connect up to eight (8) pieces of computer and/or telecommunications equipment to cables run by electricians.

SHOW INFORMATION

For safety and conservation reasons, Javits will now enforce the following requirements of their existing 24-hour show power policy:

1. All exhibit power shall be shut off no later than (1) hour after trade shows conventions or event closing and will not be turned on until 7:00 AM the following morning.
2. In cases where exhibits require 24-hr power, that power source must be limited to the size outlet ordered by the exhibitor.

ELEVATORS AND ESCALATORS

All large and heavy equipment should be transported using the freight elevator. No equipment may be transported on escalators. This includes items such as easels, chairs, tables, wheelchairs, baby carriages, and other similar devices. Normally, escalators are not operated on move-in or move-out periods. Passenger elevators are not to be used for transporting heavy freight and equipment.

EXCLUSIVE RIGHTS FOR CERTAIN BUSINESS AT THE JAVITS CENTER

The Javits Center maintains exclusivity for certain services which the Center provides itself and for certain services provided by other companies which have a contract with the center. The following is a list of companies holding the exclusive rights to perform certain services:

- Utility Service (Electric, Plumbing, Telecommunications): The Javits Center
- Booth Vacuuming and Porter Service: The Javits Center
- Trash Removal from Javits Premises: Javits Contractor
- Sale of Food and Beverage: Cultivated
- Coat and Baggage Check: Cultivated
- Convenience Store: Hudson News
- Medical Service: TransCare
- Advertising in Public Areas of the Center: Javits Center
- Business Center: FedEx

EXHIBITOR PERSONNEL, BADGES, SHOW ACCESS

Exhibitor staff personnel wishing to enter the exhibit floor must wear an exhibitor badge at all times. Please refer to the **Registration** section of the My Show link. Exhibitor badges must be worn at all times during Move-In, Show days and Move-Out. Access to the Show floor begins at 8:00 AM during Show days. For those individuals who still need a badge, one may be obtained at the Exhibitor Registration Counters. Only booth personnel with an exhibitor badge can enter the exhibition hall prior to Show hours, or those individuals who made prior arrangements for meetings. (Please stop by Show Office on-site to make the proper arrangements if this has not already been so.)

SHOW INFORMATION

Reed Exhibitions will furnish Exhibitor with badges for use by Exhibitor's company management, company salesmen, and its distributors, whether domestic or foreign. Reed Exhibitions will also furnish badges for Exhibitor's independent sales representatives whose names were supplied to Reed Exhibitions by the Exhibitor. Exhibitor badges are NOT to be issued to buyers, source suppliers, ad agencies, importers / exporters, consultants, vendors, business agents / managers, and others who wish to gain admittance for the purpose of making contacts or any other purpose.

Exhibitor badges must be worn at all times during Move-In, Show days and Move-Out.

- Misuse of Exhibitor badges is strictly prohibited. Should such a violation occur, the badge will be reclaimed by Reed Exhibitions, and the wearer will be refused further entry into display areas for the duration of the event
- Exhibitor must staff its booth(s) during all show hours
- Exhibitor personnel are permitted access to booth areas at 8:00 AM on Show days**.** ***For those individuals who still need a badge, one may be obtained at the Exhibitor Registration Counters.***
- Exhibitor's personnel must wear the official Exhibitor badge for admission. Security personnel will refuse entry into display areas to all persons not wearing the official Exhibitor badge.

The official Exhibitor badge is not to be altered in any manner (replaced with business card, company badge or hand written badge). Any alteration to the Exhibitor badge may result in reclaiming the badge and refusing the wearer further entry into the display areas for the duration of the event.

In order for **Exhibitor Appointed Contractors** (EAC's) to gain admittance into the Hall, Show Management requires each individual to wear a wrist band. For your convenience, wrist bands may be picked up at the Security Command Post. Proper credentials will be required. Only three designated supervisors of approved EAC's, will be issued the necessary credentials. **Please do not give Exhibitor Badges to EAC personnel for Security reasons.**

EXHIBITORS WITH SPECIAL REQUESTS - In the interest of fairness to all exhibitors, variances to allowable display heights will not granted. Exhibitors wanting to discuss special needs for their exhibit should send detailed plans of their proposed display for this approval to:

Monica Condon – Senior Operations Manager – RX Global
monica.condon@rxglobal.com

SHOW INFORMATION

FIRE AND SAFETY REGULATIONS

The Javits Center is committed to maintaining a safe environment and to promoting and enforcing responsible safety practices. The following Fire Safety Rules apply to Show Managers, Contractors and Exhibitors. Notices will be issued for violations and/or failing to take corrective measures. Show Managers are responsible for correcting violations. Failure to do so will result in remedial action by Javits (e.g. removal of non-compliant structures, posting of a Fire Watch) at show management's expense.

The Center operates and staffs on a 24-hour basis the Command Center that monitors fire safety and all other safety features of the Center. The Command Center responds to all emergencies, including fire emergencies. Dial 2222 from house phones (located in corridors throughout the Center) or (212) 216-2222 from any other phone. Give your name, type of emergency and exact location of the occurrence. The following are strictly prohibited within Center:

- Open flames without a NYC Fire Dept. Open Flame Permit (Download Open Flame Permit Procedures)
- Displays of fresh cut decorative greens, pine branches, potted pine trees and shrubs, and Spanish moss.
- Spray painting
- Storage or use of butane
- Storage or use of any other flammable liquids or materials except as provided in these Rules.

FLORAL/PLANT RENTAL

Matles is the official florist of the **ISC East Show**. Please refer to the **Exhibitor Manual** for the form and discount pricing cut-off date. Please be sure to indicate your booth number on all forms.

FREIGHT MOVING EXHIBITORS MAY PERFORM (HAND CARRY POLICY)

Please take the time to review The Javits hand carry policy, which is outlined below, is designed to maximize exhibitor move in and minimize traffic congestion. Exhibitors are reminded that the west side of 11th Avenue is officially designated a City bus lane, and vehicles illegally parked will be subject to a fine and/or vehicle towing by the New York City Police Department (NYPD). The Javits Center Hand Carry Policy is as follows:

Approved During Hand Carry Operations

- Individuals moving these items must be employees of the exhibiting company and must carry identification to verify their position;
- Exhibitors moving items must use doors and routes designated by event management;

SHOW INFORMATION

- Hand-carried items can be brought in through the front of the building (east side) and at specified times, the north side, as long as traffic regulations are obeyed;
- Exhibitors may use nothing larger than a two-wheeled baggage cart (plastic or rubber wheels only) to move their items;
- Hanging clothing racks with four wheels are allowed for moving hanging garments;
- Pop-up displays – equal or less than 10 feet in length and capable of being carried by hand by one person – may be brought into the building; and
- The Javits Center reserves the right to search any box, bag, container, crate, etc. to ensure full compliance with the building's regulations.

Prohibited During Hand Carry Operations:

- Power tools, ladders or any other type of carpenter/construction equipment are not permitted in the building, unless specific written approval is obtained in advance;
- Any freight from a vehicle larger than an Econoline van;
- Any freight moved on equipment larger than a two-wheeled baggage cart;
- Any freight that cannot be hand carried by one person; and
- Any freight moved by a moving or freight company, contractor or any persons other than Javits Center freight handlers or direct employees of an exhibiting company engaged in approved hand carry operations.

On the Inner Roadway along 11th Avenue:

- Hand carry operation hours are specific and designated by show management;
- Access granted to exhibitors only during a specified time frame Access granted to exhibitors on a first-come, first-serve basis;
- Only vehicles with two licensed drivers will be granted entry;
- All vehicles must be attended at all times by a licensed driver;
- Loading and unloading of vehicles is limited to vehicles no larger than an Econoline van;
- All vehicles are allocated 30 minutes, and the time limit will be strictly enforced;
- Recommend exhibitors pack all exhibit items before parking a vehicle; and
- Any vehicle left unattended will be towed at the owner's expense.

Enforcement for Hand Carry Operations:

- The Javits Center's Security and Safety Solutions Department and the NYPD will provide security on the Inner Roadway and inside the West 39th Street lot during all designated hand carry hours of operation; and
- All vehicles on public roads surrounding the Javits Center are subject to all traffic regulations enforced by the NYPD

SHOW INFORMATION

GOOD TASTE AND THE RIGHTS OF OTHERS

Show Management may require any Exhibitor to make changes in their exhibit if, in Show Management's opinion, the exhibit does not conform to prevailing standards.

HOTEL/TRAVEL DISCOUNTS

The **ISC East Show** is offering discounts on ground transportation and hotel accommodations. Get discounted hotel rates by booking your room on the **Official Housing Website**.

LABOR ORDERS

Please make arrangements for the dismantling of your booth by early Thursday afternoon, **November 5, 2026**. Only then can you be reasonably assured of a start time.

LABOR REGULATIONS

New York City has several major unions that have jurisdiction over trade shows. Please plan now to abide by labor regulations. **FREEMAN** is the official labor contractor. Labor arrangements may be made to set-up, service and dismantle your exhibit. Information regarding labor jurisdiction can be found in the **FREEMAN ONLINE** section of this manual. If you have any further questions or would like a quote for labor services, you may contact **FREEMAN** directly at **(888) 508-5054**. There are 3 distinct ways a booth can be set-up and dismantled.

1. Hire **FREEMAN** labor
2. **Hire an Exhibitor Appointed Contractor (EAC).**

   Exhibitors using contractors other than **FREEMAN** for labor and/or supervision must return the **EXHIBITOR APPOINTED CONTRACTOR** form to Show Management prior to **September 23, 2026. NO EXCEPTIONS CAN BE MADE AFTER THIS DATE**. EACs must meet specified requirements & **must** also be registered with the Javits Center.
3. If you are plan to set-up your own booth

   Exhibitor is required to have with a Certificate of Insurance which names Reed Exhibitions and others (see the Certificate of Insurance sample in **EXHIBITOR APPOINTED CONTRACTOR** section of this on-line Exhibitor Manual) as an additional insured as well as documentation of full-time employee status such as paycheck stub or health insurance card. If you cannot produce the required documentation, the personnel without the required documentation will have to vacate the premises and you will need to hire labor from the General Contractor.

SHOW INFORMATION

Examples of individuals **NOT ELIGIBLE** to perform booth set up and dismantle are: MANUFACTURERS REPRESENTATIVES, DISTRIBUTORS, SPOUSES, RELATIVES, and TEMPORARY OR DAY LABOR AND PART TIME EMPLOYEES OF ANY TYPE.

Floor Managers and Insurance Safety personnel will be on hand to check for adherence to the booth set up and dismantle guidelines. The safety of all people on the show floor is a prime concern to everyone. People without the proper documentation will be asked to leave the show floor.

LIABILITY AND INSURANCE
Exhibitors are advised to see that their regular company insurance includes coverage outside of company premises and that they have their own theft, public liability and property damage insurance. Show Management and its contractors will not be responsible for injury or damage that may occur to an exhibitor or his/her employees or agents, nor to the safety of any exhibit or other property against theft, fire, accident, or any other destructive causes. Please review the space contract for details.

If you are not insured but would like to be for this particular event, we have contracted with Risk Strategies. Please refer to their website for contact information.

LOST & FOUND – please stop by the show office located on the 1B03 if you have any missing items. Lost & Found at the Javits Center is open Monday – Friday from 8:00am – 7:00pm. The phone number is (212) 216-2344. The Public Safety Division keeps lost items (post-show) for 30 days and lost valuables for up to three months.

MATERIAL HANDLING AGREEMENTS / SHIPPING INFORMATION
All freight that is to be shipped from the **Javits Center** must be accompanied by a Material Handling Agreement (MHA) unless you have small pieces which you intend to hand carry. All pieces must also be labeled with the booth name and number, as well as destination. Material Handling Agreements may be obtained from **FREEMAN** at the Exhibitor Service Center located in the West quadrant of the Crystal Palace. You must have your exhibit completely dismantled and packed before returning your completed Material Handling Agreement (MHA) to the FREEMAN Service Desk**.**

FREEMAN is the exclusive material handling provider on the exhibit floor. They will receive all shipments whether consigned in advance to their warehouse or sent directly to the **Javits Center**. Material Handling includes return of your empty cartons and crates at the close of the Show. **Please refer to the section of the online manual for more details. FREEMAN** will maintain a full staff on-site at the Exhibitor Service Center located at the back of the 1B Hall.

SHOW INFORMATION

MEDICAL/FIRST AID

St. Vincent's Hospital EMT's maintain a medical office located in the southwest corner of the first floor of the building and in the back corner of the Crystal Palace, Level 3. If you're hurt, please reach out to a staff member and we'll get you to the EMTs.

- The Center maintains a small medical facility on site.
- The facility is staffed with emergency medical technicians and an ambulance during events with 5,000 or more in attendance in the aggregate in accordance with the New York Public Assembly Law.
- House telephones can be found in halls corridors throughout the Center and should be used to notify the Command Center of emergency situations.
- The emergency number is 2222. The Javits Center has 22 portable defibrillators strategically placed around the Center. The Public Safety Department has been trained in the proper use of defibrillators should such an emergency occur.
- In case of cardiac arrest, or other serious emergency such as a fire, dial the Command Center at Extension 2222 from any house phone, or call the Command Center at 212 216-2222. Do not call 911. Give your name, type of emergency and the exact location of the incident (be as specific as possible).

MEETINGS IN YOUR BOOTH

If you plan to use your booth to conduct meetings before or after official show hours, you must obtain an EARLY/LATE access form from the on-site Show Management Office the day prior to your meeting. Authorization will not be granted for a pre-show appointment on the day of request.

Early/Late access form will include the following information:

1. The exhibiting company and booth number
2. The non-exhibitor personnel visiting the booth
3. The time and date of the meeting
4. The name of the exhibitor who will meet the non-exhibitor personnel at the en trance to the show, and escort them directly to the booth.
5. Access to the floor during non-show hours will be denied unless Show Management receives this written request in advance.

PLEASE NOTE: All attendees and booth personnel must have an ISC East Show badge to enter the exhibit hall. Please send your VIP ticket to your guests to register themselves.

PHOTOGRAPHY

Oscar & Associates is the official photographer of **ISC East Show.** NO PHOTOGRAPHY OR VIDEOTAPING (EXCEPT BY THOSE WEARING VALID **ISC East** PRESS BADGES). SURVEILLANCE CAMERAS ARE IN USE 24/7.

SHOW INFORMATION

PRIVATELY OWNED VEHICLES (POV)
Defined as cars, pick-up trucks, vans and other trucks primarily designed for passenger use and no larger than a Ford Econoline Van. Vehicles containing more than 300 lbs of materials, straight trucks, bobtail, contract carries and vehicles with trailers are NOT considered POVs.

Box trucks, cube trucks, U-Haul trucks, Ryder trucks, and other large rental vans, as well as any trailers hitched to any vehicle are not permitted in the self-service hand-carry unloading area.

SECURITY
Show Management will provide uniformed guards along the perimeter of the exhibit floor on a 24-hour basis during the entire period of the show (including installation and dismantle). Every reasonable effort will be made to prevent loses; however the final responsibility lies with the exhibitor. If you have items in your booth that are vulnerable to theft, please contact someone in Show Management to make arrangements

SHIPPING
Refer to the **FREEMAN ONLINE** section of this manual for information on your shipping options.

SHUTTLE BUS SERVICE
Free shuttle bus service to and from the Javits Center and many of the official ISCE hotels are available on show days.

SMOKING POLICY
The Javits Center maintains a smoke-free campus. Smoking is prohibited anywhere on Javits Center property, including the inner roadway and Javits-owned sidewalks.

SOUND LEVELS
Sound level of presentation should be kept within the confines of the booth area and must not interfere with neighboring exhibits. Show management will exercise their right to provide and maintain a fair exhibiting environment to all customers. Excessive sound can be offensive and distracting. Each Exhibitor is entitled to an atmosphere that is conducive to conducting business, without excess noise from other Exhibitors. Any audio equipment (i.e., sound system, audio from a video wall, microphones), whether in the booth or as part of a display, may not exceed a sound level of eighty-five (85) decibels. Reed Exhibitions will be sensitive and responsive to complaints registered by spectators, neighboring Exhibitors, or other personnel, and will have appointees to respond to all complaints before paying the bill. Do not wait until after the show to settle problems that can be easily resolved at the convention center.

SHOW INFORMATION

STAFFING ATTIRE

All Expo staff whether it be exhibitors direct employees or hired contractors, are expected to dress in an appropriate manner conducive to conducting business. Attire of an overly revealing, suggestive nature or expletive nature is not permitted. Examples of such inappropriate attire may include but are not limited to:

- Tops displaying excessive cleavage
- Tank tops, halter tops, camisole tops or tube tops;
- Miniskirts or minidresses;
- Shorts;
- Lycra (or other Second-Skin) bodysuits;
- Objectionable or offensive costumes.

These guidelines are applicable to all booth staff, regardless of gender, and will be strictly enforced. Reed Exhibitions and the ISCW Show Management team reserve the right to request that individual(s) / booth staff change their attire or leave the premises immediately if we feel their appearance might be offensive / disruptive to other exhibitors or attendees.

TELEPHONE SERVICES/INTERNET LINES

The Javits Center handles all telecommunication services including internet lines and wireless connections at the Sands Convention Center. For more information, please refer to the **JAKE Site**. The Javits will maintain a full staff on-site at the Exhibitor Service Center.

BASIC SECURITY RECOMMENDATIONS

By now you should have arranged for insurance coverage to protect your exhibit and product against damage or loss from the time it leaves your premises until it returns.

Show Management is very security conscious. We go to great lengths to provide a safe and secure environment, where exhibitors and attendees can transact their business without distraction.

BASIC SECURITY MEASURES:

Among the Show's basic security arrangements are the following:

- Uniformed guards will be stationed at entrances and exits 24 hours a day and will patrol the exhibit floor during non-show hours

SHOW INFORMATION

- Private guards may be hired from the official guard service
- Security cages for rent. Large and small safety containers may be rented from the official contractor. Exhibitors may prefer to bring a secure container of their own, such as a lockable trunk, footlocker or strongbox that can be stored out of sight in the booth
- **Merchandise passes**. These are special forms issued by Show Management. When properly filled out and signed by the exhibitor, they tell security guards that removal of an item from the exhibit floor is authorized. (Subject to Change)
- A free overnight storage room where exhibitors may store valuables will be available. We recommend that especially vulnerable items be kept in the storage room during non-show hours and during set-up and dismantling. (Subject to Change)

WHAT EXHIBITORS CAN DO TO ENHANCE SECURITY:

- Exhibitor personnel must wear official Show Exhibitor badges at all times during move-in, show days and move-out. Please do not give Exhibitor Badges to anyone other than your full time employees and remove all badges from the building when you leave on your last day there. Badges left behind are often abused by unauthorized personnel so do not leave them in your booth or discard on the floor
- At the close of business each day, cover all display tables. This establishes a barrier to curiosity seekers and other would-be thieves from selecting such items to steal at a later time
- Place your wastebasket along the aisle at the end of each day to facilitate trash removal

Immediately report to security or Show Management, the presence of any unauthorized visitors, or suspicious activity on the show floor.

- Unpack product as close to the Show opening as possible. At the close of the Show, we suggest that you stay at your booth until these valuables are repacked
- Treat especially valuable goods such as prototypes as irreplaceable. If they truly are one-of-a-kind, hire your own security guard. **Under no circumstances** should such goods ever be left unattended. Plasma Screens & Flat Screens, DVD's, televisions, laptops, and other electronic devices are particularly vulnerable to theft. Remove tapes or discs at night and store them in a safe place. Keep close tabs on personal items (cell phones, purses, laptops, briefcases, etc.)
- Do not put articles of any value in a container marked **"EMPTY STORAGE"**, or behind booth
- Shipping cartons should not identify contents. Use coded labels.
- Give special considerations to prototypes, irreplaceable and highly valuable articles, or other sensitive items
- Be sure to send copies of Shipping Information, including all tracking numbers with your set-up people so that they know how many pieces should arrive.
- Booth staffing plans should take the following into consideration:
    - Who will be at the booth during set-up and dismantling?

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  - Will an inventory list be available to check complete delivery during set-up and complete shipment after dismantling?
  - Will you need a security cage?
  - Will you need a private guard?
  - Should you safeguard material in the free storage room during non-show hours?
  - Does everyone concerned know that nothing of value should be left in containers labeled **"EMPTY"**?
  - Things to consider in preparing your booth duty roster:
    - Will someone be on duty at least a half-hour before the show opens? And until show is closed for the day? Will you schedule rotation to cover lunch breaks, etc?

- All of your booth personnel should be advised to wear official show badges at all times as a security measure, and to use the official Merchandise Passes when removing items from the exhibit floor
- DO NOT leave laptop, purses, cell phones, cameras, blackberry's, etc unattended

ONE FINAL WORD ABOUT SECURITY:

The best security available is still inadequate and losses will occur, if exhibitors leave merchandise, especially valuable merchandise; unsecured in their booth overnight. Please place such valuables in the security room, overnight storage (subject to change), or otherwise secure all such merchandise at all times during the non-show hours.

Items particularly vulnerable to pilferage include DVD Players, monitors, personal computers and all small items of personal value. We strongly urge that these items be placed in the Security Room located on the exhibit floor.

We can assume no responsibility or liability for loss, damage or theft. That responsibility is yours, and we therefore recommend that you provide your own insurance coverage against all contingencies.

ISC East Closes at 4:00pm. Other than aisle carpet personnel, labor will not be admitted to the Show floor until 4:30pm. **Secure all valuables immediately!**

- Pack and label product and remove them, or hire Security until you can secure them properly. It is essential that exhibitor personnel remain in their exhibit areas until their display materials are secured. All small articles which can be easily picked up should be securely packed before you leave your booth after the Show closes at **4:00 PM**. Remember, during teardown, stay with your exhibit until your empty cartons are delivered and your goods are packed, sealed and properly labeled
- Do not leave material in your booth unlabeled at any time during move-out because many things could happen: it may be presumed abandoned; mistaken for trash; or one of your neighboring booths might label it in error!

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- At the close of the show please be sure to secure all electronic equipment especially plasma screens, flat screens, laptops, and any electronic equipment

DON'T LEAVE YOUR BOOTH UNATTENDED UNTIL YOUR MERCHANDISE IS SECURE! Our objective is to make your show experience as worthwhile and profitable as it can be. Adhering to these simple security recommendations will go a long way to ensure your success! Do not leave material in your booth unattended at any time during move-out because many things could happen: it may be presumed abandoned; mistaken for trash; or one of your neighboring booths might label it in error! At the close of the show please be sure to secure all electronic equipment especially plasma screens, flat screens, laptops, and any electronic equipment.