



Dear Exhibitor,

Thank you for your upcoming participation in the Newsday AAA Travel Expo. This event will take place on Saturday, February 23, 2019 at NYCB Live Home of Nassau Veterans Memorial Coliseum on Long Island, NY.

Included in this packet you will find important order forms and information regarding your operational needs at the Show. These forms provide information on the following: shipping, setup/teardown, insurance and booth ID signage.

If you need additional information on booth furniture rental, booth labor, drayage (freight handling), booth cleaning or audio/visual equipment rental, Demers Exposition Services will be the official contractor for these services. You can contact Demers Exposition Services Department directly at (860) 882-0003 to order any of these services. All other questions should be directed to my attention at [liesl@j2levents.com](mailto:liesl@j2levents.com) or call 845-309-5440

The entire Newsday AAA Travel Expo staff and I look forward to assisting you and wish you a most successful show.

Sincerely,

Liesl Robinson  
Director, Events & Exhibit Sales  
J2L Events LLC



## SHIPPING INSTRUCTIONS & MOVE-IN

February 23, 2019 / Nassau Veterans Memorial Coliseum / Long Island, NY

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Nassau Coliseum will not accept shipments in advance of show move-in. If you need to arrange advanced shipping of your materials, you may do so through our contractor Demers Exposition Services. Please review the information for shipping in the **Demers Exhibitor Services Package – pages 12-14. Material Handling Charges will be incurred for this service.**

Shipments consigned to the advanced warehouse should be addressed as follows:

**To: (Name of Exhibitor & Booth Number)**  
**For: Newsday AAA Travel Expo**  
**c/o Demers Exposition Services, Inc.**  
**151 a Park Ave**  
**East Hartford, CT 06108**

Shipments for this event may be consigned directly to the Nassau Coliseum. Any shipments being sent to the Nassau Coliseum **can only arrive during set up on Friday, February 22 from 8:30am-5pm.**

Shipments consigned directly to Nassau Coliseum should be addressed as follows:

**TO: (Exhibiting Company Name & Booth #)**  
**FOR: Newsday AAA Travel Expo**  
**Nassau Veterans Memorial Coliseum**  
**1255 Hempstead Turnpike**  
**Uniondale, NY 11553**

### **Exhibitor Move-In Schedule:**

Friday, February 22, 2019 - 2:00pm-6:00pm  
Saturday, February 23, 2019– 7:00am-9:30am

### **Show Dates and Hours:**

Saturday, February 23, 2019 – 10:00am-6:00pm

### **Exhibitor Move-Out Dates and Hours:**

Saturday, February 23, 2019 – 6:00pm-10:00pm



## GENERAL INFORMATION

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### **LOCATION OF EXHIBITION**

NYCB LIVE Home of the Nassau Veterans Memorial Coliseum

**Exhibition Hall located on the lower level**

1225 Hempstead Turnpike

Uniondale, NY 11553

### **BOOTH DECORATION INFORMATION**

**All Show booths receive the following as part of their booth space package:**

10' wide x 10' deep space, one company identification sign (7" X 44"), three foot high side rail drape and eight foot high back wall drape, one six foot draped table, two chairs and wireless internet. Please note that the exhibit hall will be carpeted with blue carpeting. You do not need to purchase carpet unless you desire a different color for your booth. We will also provide one standard electrical outlet as needed. Please complete and return immediately the electrical order form found in this kit.

### **EXHIBITOR CHECK-IN DESK**

The exhibitor check-in desk will be located on the lower level at bottom of escalator, just outside the Exhibit Hal. **All exhibitor personnel must stop by this desk to pick up an exhibitor badge.**

### **HOTEL RESERVATIONS**

We have secured a block of rooms at the Long Island Marriott located next door to Nassau Coliseum for \$189/night. To secure this group rate, please call (516) 794-3800 by February 1, 2019, and reference the Newsday AAA Travel Expo.

Long Island Marriott

101 James Doolittle Blvd.

Uniondale, NY 11553

P: (516) 794-3800

Rate: \$189/night + taxes

Cut-off Date: February 1, 2019

### **EXHIBITOR BADGES**

Exhibitors will receive a separate email with the online link to complete onsite staff badge names. Please contact us at [info@newsdaytravelexpo.com](mailto:info@newsdaytravelexpo.com) if you do not receive this email.



**CHECK LIST & DEADLINES**

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**Use this checklist to help you prepare for the show!**

Exhibitors benefit by ordering services or materials by the deadline dates. Last minute delays will be avoided and a smoother running show will be the result. It is recommended that all orders be in writing and that you keep copies and bring them to show site.

<b>ITEM / SERVICE</b>	<b>DATE</b>	<b>SUBMIT TO</b>
Hotel Reservations	Friday, February 1	◆ Long Island Marriott
Booth ID Sign Order	Friday, February 8	◆ Show Management
Electrical & Wifi Order Form	Friday, February 8	◆ Nassau Coliseum
Shipment to Advance Warehouse	Friday, February 8	◆ Demers Exposition Services
Certificate of Insurance	Friday, February 8	◆ Show Management
Discounted Rates for Furniture, Labor, Booth Décor, etc.	Friday, February 8	◆ Demers Exposition Services
A/V & Computer Rentals	Friday, February 8	◆ Demers Exposition Services
Exhibitor Badges	Friday, February 15	◆ Show Management
Shipment to Nassau Coliseum	Friday, February 22	◆ Demers Exposition Services

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**DIRECTIONS**

Please refer to the following link for directions to NYCB Live Nassau Coliseum - <https://www.nycblive.com/getting-here/directions>

Exhibitors should drive in through VIP entrance to the North West.





**CERTIFICATE OF INSURANCE**

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**CERTIFICATE OF INSURANCE  
Deadline: February 8**

All exhibiting companies at the Newsday AAA Travel Expo must obtain a certificate of insurance prior to setting up your exhibit to protect your company from any unforeseen accidents while at the show. This type of insurance costs minimal to obtain, typically around \$100 depending upon coverage required.

You can obtain this “broad form of endorsement” from your insurance carrier. The amount should be no less than \$1 million of comprehensive general liability insurance. Such insurance shall name the Newsday, LLC, AEG Management Nassau, J2L Events LLC and its officers, directors, and employees as additional insureds.

If you do not have an insurance carrier that can provide this type of coverage, we recommend containing one of the following event insurance providers:

ExhibitorInsurance.com - [www.exhibitorinsurance.com](http://www.exhibitorinsurance.com)  
Insurance4Exhibitors – [www.insurance4exhibitors.com](http://www.insurance4exhibitors.com)

Please send your insurance certificate to [info@newsdaytravelexpo.com](mailto:info@newsdaytravelexpo.com) by Friday, February 8, 2019.

**You can also mail or fax your Certificate of Insurance to:**

**Newsday AAA Travel Expo  
c/o: Liesl Robinson  
22 Chester Drive  
Manchester, CT 06040**

**Fax to: (717) 650-3832**



**EXHIBITOR BOOTH ID SIGN**

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**Exhibit Booth Identification Signage Form**

Deadline Date: Friday, February 8

Your booth comes with a complimentary Booth Identification Sign (7" X 44") that will show your Company Name and Booth Number. **To alleviate any errors, please print below how you want your Company Name to appear on that sign.**

**COMPANY NAME (as it should read on the 7" X 44" sign):**

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*(Please print)*

**BOOTH #(s)** \_\_\_\_\_

**Email or fax back this form immediately to Show Management at:**

**Fax: (717) 650-3832**

**Email: [info@newsdaytravelexpo.com](mailto:info@newsdaytravelexpo.com)**



## SHOW RULES & REGULATIONS

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### SHOW RULES AND REGULATIONS

- ◆ Exhibitors are expected to have personnel attending their booths **at all times** during Show Hall hours.
- ◆ Fire and safety regulations require that aisles be kept clear at all times. Please be sure that your tables and other booth furnishings remain within the limits of your booth; display materials cannot be placed past the edge of your side drape line. We recommend that you place your table further back in your booth. This invites attendees to enter your booth and avoids the appearance of overcrowding, which discourages additional visitors.
- ◆ Leafleting and other promotional activities must take place within the confines of your booth, not in the aisles or doorways.
- ◆ No hand-written signs may be used at the Show. Also, taping or pinning of display materials to the walls of the Exhibit Hall or to the booth draping is strictly forbidden. If additional S hooks are required to hang banners, please see a staff member onsite.
- ◆ Noise Complaints – Please be aware of the noise coming from your booth. Any music or TV's within your booth space must be played at levels that do not disturb exhibitors around you, and does not interfere with conversations with attendees. No bull horns or other such loud devices are permitted to be used at the show. Any such complaints that come from neighboring exhibitors or attendees, offending exhibitor must cease activities all together. Show Management reserves the right to remove such activities or exhibitor from the floor if not compliant.
- ◆ All exhibitors unloading their own materials, must use the loading dock to do so. Use of any sort of carts is strictly prohibited in the upper lobby area of the Nassau Coliseum and on the escalators.

### MATERIAL HANDLING

If you are shipping your materials to either the advanced warehouse or direct to the Nassau Coliseum, all shipments received will incur a material handling charge to deliver to your booth. We have negotiated discounted material handling charges with Demers Exposition Services, depending on the size of your shipment. Please refer to pages 12 & 13 of the Demers exhibitor services kit for a list of those fees.



If you are bringing your materials with you and not shipping in advance, please be sure to bring a two-wheeled cart to move your materials, no fees will be incurred when you bring your own materials.

Exhibitors should drive in through VIP entrance to the North West.

### **LOADING DOCK ACCESS**

Those exhibitors that absolutely require dock access to drive down and drop off/unload material will have a 15 minute window to do so. They will check-in with security at the top of the ramp providing name, number, company or booth name and booth number if they have it. They get 15 minutes to unload then the vehicle must go back outside and then the person can re-enter to work and setup the booth. There is no parking inside. If anyone exceeds the time a phone call is made if they ignore the entire operation stops until they can follow the procedure and remove their vehicle.

Those that do not need to drive in and can hand carry or cart in material will check-in at Gate 5 Security/Employee entrance across from parking lot 1. They will check-in with security and take the freight elevator down.