



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 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

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 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

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

LOCATION OF EXHIBITION

NYCB LIVE Home of the Nassau Veterans Memorial Coliseum

Exhibition Hall located on the lower level

1255 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 and two chairs. 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.

EXHIBITOR CHECK-IN DESK

Exhibitors can check-in at the Gate 5 entrance or just inside the loading dock of the Exhibit Hall during move-in, both located across from parking lot 1 ([Click here](#) for a map). **All exhibitor personnel must stop by one of these desks to pick up an exhibitor badge.**

Exhibitors need to submit the names of the staff who will be working their booth at the event, so that we can add them to the security check-in list. Badges will be needed to enter the expo floor, so be sure to take care of and wear your badge at all times while at the event. Company name, First Name & Last Name needed, [click here](#) for the list template. Please email completed lists to shelley@j2levents.com.

If loading dock access is required scroll down to page 9 for more information.

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



CHECK LIST & DEADLINES

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

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.

ITEM / SERVICE	DATE	SUBMIT TO
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

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

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 and park in Lot 1B (the right side of Lot 1 that includes the VIP section).





CERTIFICATE OF INSURANCE

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

**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
Insurance4Exhibitors – www.insurance4exhibitors.com

Please send your insurance certificate to 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

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

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):

(Please print)

BOOTH #(s) _____

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

Fax: (717) 650-3832

Email: info@newsdaytravelexpo.com



SHOW RULES & REGULATIONS

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

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 on the Northwest side of the building.

Exhibitors can park anywhere, but Lot 1B makes the most sense since most will come in through the loading dock or Gate 5.

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.