



February 27 - March 1, 2020
Rockland Community College
Field House
Suffern, New York

Exhibitor Kit

Welcome to the on-line Exhibitor Information Manual. Please take a moment to review it as it will assist you in preparation for a successful show. Take note of show deadlines and discounts which can save you time and money! Use the **Exhibitor Checklist** to track and meet your deadlines.

Make sure to read the information provided to prevent delays in processing. If you have any questions please contact the Show Team.

Show Office – 603-431-4315

Exhibitor Credentials

You should have received your unique link to request your exhibitor credentials. The deadline to order your credentials to be mailed is February 12, 2020. If you need your link sent to you please email sufferncredentials@nmma.org.

The maximum number of credentials is determined by the amount of square feet for which your company has contracted. More details are included on page 7, section 10 and on our website.

All Exhibitor and NMMA Trade credentials will be compared to ID's upon entry to the show on show days.

'Be My Guest' Tickets — Invite Your VIPs to the Show

New For this Year –

You will receive a link to purchase Be My Guest (BMG) Tickets.

You are now able to send multiple tickets to your customer at one time – Simply input the quantity you would like to send. They will receive one email with multiple PDF's attached.

Pricing of BMG tickets has been modified. You can still enjoy a 50% discount if you choose to send e-tickets to your customers. If you select Hard Stock or Will Call tickets, you will enjoy a 35% discount. Pricing is below.

- Redeemed **Electronic Be My Guest tickets** will continue to be **50%** (\$ 7.00) off the general admission price.
- Redeemed **Hard Stock and Will Call Be My Guest tickets** will be **35%** (\$ 9.10) off the general admission price.

We have updated and are implementing a new **WILL CALL** system this year for hard stock tickets. The new system will help both you and your customer have a better show experience.

You will have two options for hard stock tickets.

- Option 1 – Hard stock tickets mailed to you in advance.
 - If you choose to have your hard stock tickets mailed to you, we will not be responsible for distribution.
We are no longer accepting tickets in envelopes.

- Option 2 - Will Call Tickets
 - Will Call tickets will NOT be mailed to you. The site will prompt you to type in the first and last name of your customer, email is optional. If you include an email address your customer will receive an email stating, you have left tickets for them at WILL CALL and the quantity.
- The mobile site of each page of the Will Call system is optimized for use on your device (phone or tablet).
- Guests will arrive at WILL CALL onsite at the event, provide their name, an ID and which company left them the tickets. We will print the ticket(s) on demand to provide to your customer.

If you have any questions, please contact us at sufferntickets@nmma.org or (866) 668-0105.

We look forward to working with you to make the 2020 show a success!

If you have any questions or concerns regarding your show space, move-in time, insurance, tickets, credentials, etc. please contact the appropriate person listed below.

Tod Alberto, Show Manager	talberto@nmma.org	<i>(Features & Seminars, Boat Move In)</i>
Jessica Blankenship, Show Administrator	Jblankenship@nmma.org	<i>(Insurance, Directory Listing)</i>
Mike Ring, Operations	mring@nmma.org	<i>(Space Payment, General Move In)</i>
Melissa Hall, Exhibitor Registration & Ticket Coordinator	mhall@nmma.org	<i>(Exhibitor Credentials & BMG Tickets)</i>



EXHIBITOR CHECKLIST

To Have A Successful Show...

[] **NMMA Documents**

Exhibitor's Certificate of Insurance	February 6, 2020
Exhibitor Credentials (Last date to have mailed in advance)	February 12, 2020

[] **Rockland Community College Order Form**

Wireless Internet (Advanced Discount)	February 21, 2020
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[] **Lighting & Decorating Co., Inc. Order Form**

Electric Service (Advanced Price)	February 22, 2020
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[] **General Exposition Services Events Services Order Forms**

Furniture Rental Order Form	February 17, 2020
Carpet Rental and Cleaning Order Form	February 17, 2020
Labor and Rigging Service Order Form	February 17, 2020
Advanced Shipments – to warehouse - must be received by	February 24, 2020
Discounted Advance Shipment – must be received by	February 17, 2020



SHOW INFORMATION

The material below will provide you with the answers to any questions along with important show information. We encourage you to read all information that applies to your participation in the show. We hope you will find this useful and effective.

LOCATION

Rockland Community College Field House
145 College Road
Suffern, NY 10901
Website: www.sunyrockland.edu/

SHOW DATES & HOURS

Move-in

Tuesday, February 25:	1:00 p.m. – 6:00 p.m.
Wednesday, February 26:	9:00 a.m. - 6:00 p.m.
Thursday, February 27:	9:00 a.m. - 12:00 p.m. (No Drive In Permitted)

Show

Thursday, February 27:	*1:00 p.m. – 8:00 p.m.	* Exhibitor Access is 1.5 hours prior to show opening; all exhibitors must vacate the building within 15 minutes of daily show hours.
Friday, February 28:	*12:00 p.m. – 8:00 p.m.	
Saturday, February 29:	*9:30 a.m. – 7:00 p.m.	
Sunday, March 1:	*9:30 a.m. – 5:00 p.m.	

Move-out

Sunday, March 3:	5:00 p.m. – 10:00 p.m.
Monday, March 4:	7:30 a.m. - 10:30 a.m.

SHOW OFFICE

The show office is on the upper level of the building, off of the mezzanine, follow the signs and the Show Office Telephone: (603)431-4315 x4. Please call or stop by with any questions or comments for us during move-in/out and anytime during the event.

PRIOR TO THE SHOW

Tod Alberto, Show Manager: P. 603-516-2080 F. 603-431-1971 talberto@nmma.org
Jessica Blankenship, Show Administrator: P. 312-946-6228 F. 603-431-1971 jblankenship@nmma.org
Mike Ring, Operations: P. 603-516-2081 F. 603-431-1971 mring@nmma.org

NMMA Sportshows Main Office

750 Central Avenue – Suite #R
Dover, New Hampshire 03820
Ph: 603-431-4315 Fax: 603-431-1971
www.sportshows.com

OFFICIAL SERVICE CONTRACTORS

Rockland Community College

Arena Management Office

145 College Rd

Suffern, NY 10901

Ph: 845-574-4378

Contact: Gary Peskin

Email: gpeskin@sunyrockland.edu

Website: www.sunyrockland.edu

◆Wireless Internet Service

Ordering information at [Wireless Internet Service Order Form](#)

Lighting & Decorating Co, Inc.

171-173 Gould Avenue

Paterson, NJ 07503

Ph: 973-345-8080

Fx: 973-345-9080

◆Electric Service Form

Ordering information at [Electric Service Order Form](#)

General Exposition Services

205 Windsor Road

Limerick Business Center

Pottstown, PA 19464

Ph: 610-495-8866

Fx: 610-495-8870

www.generalexposition.com

◆Display Booth Furniture (Tables, Chairs, etc.)

◆Exhibit Installation & Dismantling

◆Carpet Rental, Installation

◆In-Booth Forklift Service

◆Material Handling, Freight Services

◆Sign Hanging & Installation; Sign Orders

◆Cleaning Service

Ordering information at [General Exposition Services Forms](#)

RULES & REGULATIONS PERTAINING TO FLOORING SURFACE
Rockland Community College
Field House

1. Any exhibitor who damages the RCC Field House floor surface will be held responsible by Rockland Community College Field House management for repairs, and will be required to compensate the Rockland Community College Foundation for such damage and for repairs to restore the Field House flooring to its original condition.
2. Absolutely no smoking is permitted anywhere in the Field House.
3. In constructing your booth display please be careful of tools, nails, sharp objects, and the bottom of your display materials. If in doubt, put something such as a piece of plywood on the floor under such objects. If you use screws or nails of any type in the construction of your exhibit, please make certain not to leave any on the Field House floor.
4. No vehicles with studded snow tires will be permitted to enter the RCC Field House.
5. No track-laying vehicles (such as ATV's, etc.) will be allowed to drive directly onto the RCC Field House floor. Any such vehicle brought in on a trailer must be positioned directly on $\frac{3}{4}$ " thick plywood.
6. No vehicles with transmission fluid or oil leaks will be permitted to drive directly onto the show floor.
7. The wheels of any vehicle, boat trailer, etc. displayed must have non-rubber backed carpet or plywood placed directly under them.
8. Show management reserves the right to deny vehicular access onto the floor if weather dictates.
9. No dragging or pushing of heavy crates or other items on the floor will be permitted.
10. Any item with sharp protrusions or projections (that could puncture the flooring surface) must be padded.
11. Anything that is to be transported across the flooring surface must be on wheels.
12. No paint or spray paint, spray chemicals (including Armor-All or related products), abrasives, cleaners or solvents may be used inside the Field House.
13. All tables, chair legs, and other equipment used and/or displayed in the Field House will have rounded tips or other suitable protection.
14. No tape, other than that which has been purchased from the RCC Field House Management Office, may be applied to the flooring surface, and must be removed by the exhibitor before move-out.
15. Exhibitors must take all reasonable precautions concerning the protection of the Field House flooring surface.
16. No weight-bearing objects on or off a vehicle, such as a trailer hitch, may be allowed to come into direct contact with the flooring surface. Such objects must have a weight bearing surface (such as a piece of plywood) to distribute the weight more evenly over a larger area of the flooring surface.
17. No vehicle with a gross weight of more than 20,000 pounds may be brought into the RCC Field House without approval (in writing) from the Director of Plant Facilities.
18. Exhibitors using their own floor covering must use only products that do not leave a residue. Any residue will be removed at the exhibitor's expense.

THANKS FOR YOUR COOPERATION!

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1. **AUDIO-VISUAL EQUIPMENT**

Audio-visual equipment can be rented from Superior Audio-Visual, Inc. 85 W. Nyack Rd., Nanuet, NY 10954, 845-623-5500
www.superioraudiovisual.net

PLEASE NOTE: Show Management is not responsible for the return of exhibitor's audio-visual equipment. This is the responsibility of the exhibitor who contracted for the rental of equipment.

2. **'BE MY GUEST' TICKETS**

See detailed information on first page of manual.

3. **BOOTH EQUIPMENT**

The following are included in the price of your booth space:

- 8' high drape backwall (forest green and white)
- 32" high drape siderails (forest green and white)
- 6" x 24" identification sign listing your company name & booth number

4. **CERTIFICATE OF INSURANCE**

As an exhibitor, you are required to carry commercial general liability insurance. See document at the back of the manual for requirements and submission instructions or [link here](#).

5. **CLEANING**

Refer to [General Exposition Services Online Kit](#) at back of manual.

6. **DECORATOR – FURNITURE RENTAL, DISPLAY WORK**

Refer to [General Exposition Services Online Kit](#) at back of manual.

7. **ELECTRICAL SERVICE**

Refer to [Electric Service Order Form](#) at back of manual.

8. **EXHIBIT REGULATIONS**

Please see Allocation Procedures & Display Guidelines located at the back of this manual.

9. **EXHIBITOR CREDENTIALS**

Each exhibitor will be emailed a personalized link to order your show credentials. Please do not share your link with anyone. Once you receive your link, you will be able to add the individual names you wish to have printed on your company badges.

- For badges to be mailed you must complete online badge registration by Wednesday, February 12, 2020. After this date you can register but badges will need to be picked up at the show.
- Badge allotment is determined by your company's total square footage of contracted exhibit space.
- Badges will be mailed only if your contracted space balance is paid in full.

If you have any questions, please contact us at sufferncredentials@nmma.org or (866) 668-0105.

New For this Year

• **On Site Self Registration**

Already Registered? If you have opted to have your badges held for on-site pick you can use the new **Self Registration Station** located **adjacent to exhibitor registration/will call in the lobby**. Simply scan your barcode or type in your first and last name and click search. You can print just your badge or anyone in your company that is also registered. Please note – space balance must be paid in full and you are not able to reprint a badge.

• **Reprint Fee**

Did you lose your badge? Leave it in your car or hotel room? This year there is a \$ 10 reprint fee for all misplaced exhibitor badges.

Reminder—Enhanced Security Protocol

Anyone using an exhibitor badge to enter the show site will be required to present government-issued identification (ID) along with their badge. This will enhance show security and:

- Ensure only authorized personnel have access to the show outside of show hours
- Protect exhibitor's products and displays

- Husbands, wives, children, friends and clients are not eligible to use exhibitor badges to gain admission to the show. Any violation of this regulation will mean automatic forfeiture of exhibit space.

Our credential allotment policy is:

- 199 Sq. Ft. or less = 6 Credentials
- 200 – 399 Sq. Ft. = 10 Credentials
- 400 – 2000 Sq. Ft. = 15 Credentials
- 2001 – 3500 Sq. Ft. = 20 Credentials
- 3501 – 5000 Sq. Ft. = 25 Credentials
- 5001 – 7500 Sq. Ft. = 30 Credentials

10. FIREARMS AND AMMUNITION, RULE PERTAINING TO DISPLAY AND SALE OF

The display or sale of guns or ammunition is **strictly prohibited**.

11. FLOORPLAN

Please refer to the [floorplan](#) before you arrive for move-in to find your booth location. See site map of expo center property for parking and entrance locations (back of manual).

12. FOOD DELIVERIES TO THE RCC FIELD HOUSE

It is in violation of show regulations to accept food deliveries (from local restaurants, for example) at the RCC Field House.

13. HOTEL AND ACCOMMODATIONS

The following hotels are listed only as a convenience and **should not** be considered recommendations by show management. When making your reservation, be sure to identify yourself as an exhibitor at the World Fishing & Outdoor Exposition and confirm the rate.

Crowne Plaza Suffern-Mahwah - 2 miles from RCC
(Headquarters Hotel)

3 Executive Blvd.
Suffern, NY 10901

Telephone: 845-357-4800 (mention group code WFO when making your reservation)

[Crowne Plaza Suffern-Mahwah](#)

Rates: Single \$115; Double \$115

[Click Here to Book Your Room](#) **Must book by February 10, 2020 for special room rate**

14. LIMOUSINE SERVICE

Air Brook Limousine provides door-to-door private car service between JFK/LaGuardia/Newark Airports and Suffern. Reservations are required and must be made at least 24 hours in advance.

Please call [Air Brook Limousine](#) at 800-800-1990 or 201-843-6100 for more information or to make reservations.

15. LOCATION OF EXPOSITION

Refer to Show Information page at front of manual.

16. MANAGEMENT

Refer to Show Information page at front of manual.

17. MICROPHONES/LOUD SPEAKERS/PUBLIC ADDRESS SYSTEMS, USE OF

The use of megaphones, loud speakers, or sound projection or amplification equipment or any other type of sound or noise making apparatus **is strictly forbidden**.

18. MOVE-IN

All exhibit space charges must be paid in full and a signed contract submitted to NMMA before exhibitors will be allowed to set up an exhibit or obtain exhibitor badges.

Move-in days and hours are as follows:

Tuesday, February 26: 1:00 p.m. – 6:00 p.m.

Wednesday, February 27: 9:00 a.m. - 6:00 p.m.

Thursday, February 28: 9:00 a.m. - 12:00 p.m. (No Drive In Permitted)

**IMPORTANT: ALL EXHIBITS MUST BE COMPLETELY SET UP BY SHOW OPENING
AT 1:00PM THURSDAY, February 27!**

Please note:

- Show management reserves the right to refuse vehicular access onto the exhibit floor due to weather conditions and/or the size of the vehicle, etc.
- NO vehicles will be allowed on the exhibit floor after 6:00 PM, Wednesday, February 26.

Vehicular Entrances:

Exhibitors will be permitted to use freight doors #2 and #3 on the west side of the Field House (refer to map at the end of the manual) only for the purpose of unloading exhibit materials. Any vehicles remaining for extended periods of time or parking overnight will block the fire lane, and consequently, will be towed at the owner's expense.

19. **MOVE-OUT**

Early Teardown Prohibited

Exhibitor displays may not be removed or dismantled under any circumstances until the doors close to the public at 5:00 PM on Sunday, March 1. Any exhibitor who removes his exhibit prior to closing may forfeit his exhibit space in future shows. Also, it is important for security purposes that exhibitors continue to wear their identification badges during move-out.

Freight Doors

The freight doors will be opened up for move-out as soon as possible after the show closes and vehicles will be allowed onto the show floor as traffic permits. The drayage company (General Exposition Services) will set out packing crates and boxes as quickly as possible.

MOVE-OUT SCHEDULE

Sunday, March 1	Monday, March 2
5:00PM-10:00PM	7:30AM-10:30AM

All equipment and exhibit materials must be completely removed from the building by 11:00 AM, Monday, March 2, 2020

20. **MUSIC, COPYRIGHTED: PLAYING OF**

Playing of music by exhibitors during the show will not be permitted unless the exhibitor is in compliance with all copyright and/or other laws applicable to the playing of such music. Exhibitors are solely liable for any music played regardless of whether such music is contained on a video/audio tape, compact disc or electronically transmitted by radio or television or by any other means.

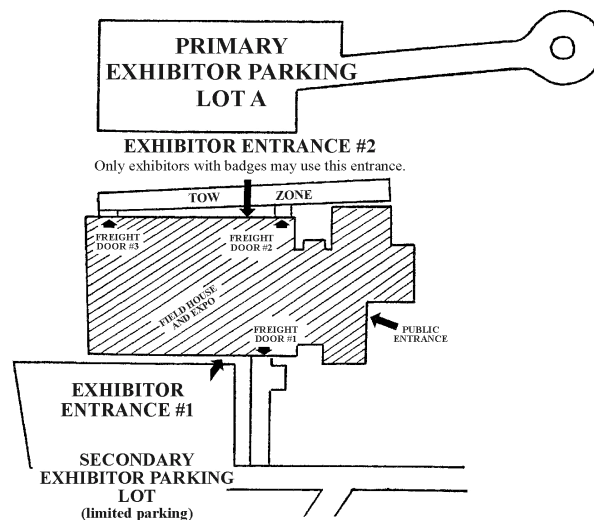
21. **PARKING**

On Tuesday – Thursday

Because the exposition is held on a college campus, parking must be made available Tuesday-Thursday for faculty and student use. Lot A will be the primary exhibitor parking lot Tuesday-Thursday. There will be very limited parking in Lot B on those days. **HOWEVER...**there is open parking throughout the campus if A & B are full.

On Friday – Sunday

Lots A & B (shown below) will be available for exhibitor parking. When both Lots A & B are filled to capacity, exhibitors must use the general parking lots. Parking permits will be available at the Field House during move-in and will be issued on the following basis:



10' – 20' exhibit space	One parking permit
More than 20'	Two parking permits

22. SALES TAX

All exhibitors selling merchandise at the show are responsible for registering with the State of New York to collect sales tax when applicable by obtaining a Certificate of Authority. Please note that the current combined tax rate for Rockland County and NY state is 8.38%.

The appropriate sales tax forms, DTF-17 and DTF Instructions, are available online on www.tax.ny.gov.

Only new applicants for a Certificate of Authority can be processed online, at www.licensecenter.ny.gov

If you have questions, call the NYS Department of Taxation and Finance at 800-698-2909 or 518-485-2889.

23. SHIPMENTS TO THE FIELD HOUSE

Refer to [General Exposition Services Online Kit](#) at back of manual.

24. SHOW DAYS AND HOURS

February 27 (Thursday)	1:00PM – 8:00PM
February 28 (Friday)	12:00PM* – 8:00 PM
February 29 (Saturday)	9:30AM* – 7:00 PM
March 1 (Sunday)	9:30AM* – 5:00 PM

*Exhibitors may enter the Field House 1.5 hours before show opening, and must vacate the building at the close of daily show hours.

During public show hours, exhibitors may enter the Field House through Exhibitor Entrance #2; however, during all other times that exhibitors have access to the Field House, they must use Exhibitor Entrance #1.

Please refer to the map in section #16 of this manual for the exact location of these exhibitor entrances.

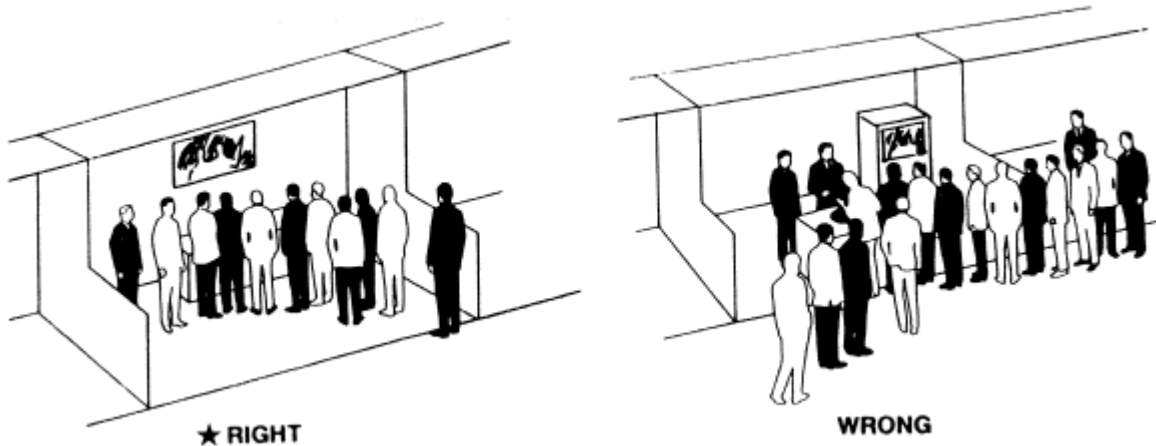
25. VIDEO EQUIPMENT, USE OF

Video Equipment may be used only under the following conditions:

1. If the video monitor is positioned in the front half of the booth, the table or platform on which it is located may not exceed 42" in height.
2. If the video monitor is positioned in the rear half of the booth, the top edge of the monitor may not exceed 96" in height.

If your video is positioned or directed in such a manner as to create a disadvantaged effect for other exhibitors, you will be required to relocate your video.

Also, a video which, in the judgment of show management, impairs aisle traffic must be relocated



26. WIRELESS INTERNET SERVICE

Refer to [order form](#) at back of manual. **Advance order deadline is February 21, 2020, please note the college only accepts check payments.**

TRAVEL DIRECTIONS TO
Rockland Community College
Field House
100 College Rd, Suffern NY

The main highway route to Rockland Community College, Suffern, New York is the New York State Thruway (Governor Thomas E. Dewey Thruway).

The nearest exit to Rockland Community College from the New York State Thruway is Exit 14B (Airmont Road).

COMING FROM:

Pennsylvania, New Jersey, via the Garden State Parkway, North: Garden State Parkway ends in New York and becomes the New York State Thruway. Continue west toward Suffern-Albany (left lane) to Exit 14B. Exit at 14B (Airmont Road). Make a right turn onto Airmont Road, and proceed North on Airmont Road to Spook Rock Road- Turn left onto College Road and proceed (North) for approximately one mile to the RCC campus (on left).

New York City and New Jersey, via George Washington Bridge: Take upper level of George Washington Bridge for Palisades Interstate Parkway (right lane). Continue on Palisades Interstate Parkway to Exit 9, New York State Thruway interchange going to Albany-Suffern. Continue on Thruway to Exit 14B (Airmont Road). Make a right turn onto Airmont Road, and proceed North on Airmont Road which becomes Highview Road, to the third set of traffic lights (College Road). Turn left onto College Road and proceed (North) for approximately one mile to the RCC Campus (on left).

New England and Westchester Parkways, via Tappan Zee Bridge: Proceed in a westerly direction toward Albany. Exit at 14B (Airmont Road). Make a right turn onto Airmont Road, and proceed North on Airmont Road which becomes Highview Road, to the third set of traffic lights (College Road). Turn left onto College Road and proceed (North) for approximately one mile to the RCC campus (on left).

Points North and West (Pennsylvania, Catskills, via Quickway, Route 17): To New York State Interchange at Harriman. Take Thruway lane leading to Tappan Zee Bridge-New York City. Exit at 14B (Airmont Road). Make a left turn onto Airmont Road, and proceed (North) on Airmont Road which becomes Highview Road, to the third set of traffic lights (College Road). Turn left onto College Road and proceed (North) for approximately one mile to the RCC campus (on left).

Route 17 North or South to Suffern: At Suffern take Route 59 (East) to College Road. Turn left onto College Road and proceed (North) approximately one mile to the RCC campus (on left).

From Bear Mountain Bridge: Palisades Parkway South to Exit 13 (Route 202). Turn right at end of exit ramp, then left at the second light (Route 306). Proceed to third light (Viola Road) and turn right. At next traffic light proceed either left or straight to the RCC campus.