



the knot
COUTURE

Exhibitor Kit

April 15-17, 2018

Metropolitan Pavilion

125 West 18th Street, New York, NY 10011

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*THE KNOT COUTURE:
NEW YORK BRIDAL
FASHION WEEK
APRIL 15–17, 2018*

Dear The Knot Couture Exhibitors,

Thank you for joining us at the Metropolitan Pavilion for The Knot Couture Show during New York Bridal Fashion Week! The April 2018 Exhibitor Kit contains all the pertinent information, forms and contacts you'll need for the show. We encourage you to review each page carefully, assess your needs and respond quickly with your requests.

We hope you'll feel free to call on us for any assistance or guidance you may need. **Please make sure you review, sign and return the Notice to Exhibitors Page (page 2) along with your other request forms no later than March 1, 2018**, however, we greatly appreciate getting this information back as soon as possible for planning purposes.

Thank you once again for partnering with The Knot Couture!

Susan Cain

Director of Couture
scain@xogrp.com
(843) 514-8480

Brett Olsen

Sales Manager, Couture & Fashion
bolsen@xogrp.com
(212) 515-3563

Location

Metropolitan Pavilion

125 West 18th Street, New York, NY 10011

Show Hours

Sunday 9:00 am – 6:00 pm
Monday 9:00 am – 6:00 pm
Tuesday 9:00 am – 4:00 pm

Times

Set Up

Saturday, April 14
8:00 am – 10:00 pm

Breakdown

Tuesday, April 17
4:00 pm – 10:00 pm

Fax to (843) 589-1161 by March 1

Contact The Knot Couture

Susan Cain, scain@xogrp.com, (843) 514-8480 or Brett Olsen, bolsen@xogrp.com, (212) 515-3563

Registration And Show Access

Show entry and set-up will not be permitted until all balances owed (including late fees) are paid in full.

For security purposes during booth set up, messengers, models and visitors will not be permitted to enter the show floors without registering for a badge.

Any invitations extended to retailers, press or guests MUST state that check-in at the Registration Desk is required to pick up badges. Retailers and press are not permitted to preview any collections prior to official show hours. Please do not schedule appointments on **Saturday, April 14.**

All attendees must have a photo ID, business card and/or store tax ID# or press credentials to gain admittance to show. Admittance to the show is at the discretion of the The Knot Couture Show staff.

Deliveries

Deliveries and shipments will NOT be accepted by the Metropolitan Pavilion BEFORE Friday, April 13. If boxes are received before Friday, your company will be charged a storage fee per box per day.

Exhibitor and Retailer Lounges

The Exhibitor and Retailer Lounges are sponsored complimentary events. To continue this gracious sponsorship, we ask that all companies be respectful of their purpose. Lounges and food/beverages provided are not open or available to models or temporary help.

Exhibitor Information and Credit Card Form

Any incidental show charges will be applied to the credit card you signed on the Credit Card Form or the card you present at check-in.

Miscellaneous

The The Knot Couture Show prohibits distribution of literature outside of your designated booth space including tables reserved for industry publications.

Lighting

All spotlights used at Metropolitan Pavilion must be rented and ordered in advance. No orders will be accepted after **March 1, 2018**. Any lights bought and provided at the show site will come with a \$100 surcharge per each total order placed. We must be able to contact you to gain access to your showroom for setup. Therefore, you must provide a cell phone number with this order.

Violation of these regulations will subject the signatory to disqualification from this and future markets organized by The Knot Couture and its affiliates.

I have read and agree to follow the above show rules and regulations.

Exhibitor Signature: _____ **Printed Name:** _____

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To order exhibitor badges for your team, an email with a link to *Splash* will be sent to all exhibitors. This link will allow you to add in all the names for your company badges. Badges will be printed and ready for pick up at Registration on Saturday, April 14 at 2:00 P.M.

You must wear your badge to enter and set up your showroom. Exhibitor entrance badges are nontransferable. Violation of this will result in expulsion from the show. No one enters the show space without a badge.

Security Precautions

Messengers, models and visitors will not be permitted to enter the show premises during setup times unless they show proper ID for your show space.

Model Information

Badges for your models will be issued to you at the show. If your models' names are not listed above, they must go to the The Knot Couture Registration desk before going to the exhibitor showroom. Please advise your models on "Go See" **Saturday, April 14** that they must present and submit a photo ID (i.e., driver's license, passport, state ID) to receive an entrance badge. Their photo ID will be returned when they give back their badge and exit the venue. Please give your model or agency your showroom number so they know where to go.

Badge Pickup

All exhibitor badges, show rules and last-minute show updates must be picked up and signed for at the The Knot Couture desk outside the lobby. The exhibitor badge pickup desk opens **Saturday, April 14** at 2:00 PM

Guest Policy

All invited (non-retailer) guests (i.e., suppliers) must present a business card or a letter of introduction from the inviting exhibitor or a show invitation, as well as personal identification (i.e., driver's license, etc.), at the The Knot Couture: New York Bridal Fashion Week registration desk. No admittance to other bridal product designers is permitted.

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The following items and quantities are included in your space at no cost. Additional quantities may be purchased per prices on page 5. Please indicate on the Order Form the items you will actually need so we do not over order.

Complimentary Booth Items

Booth Size	Chairs	Rectangular Tables & Tablecloths	Z Racks (6' 5" Tall)
STANDARD 10 X 10	2	1	1
200 – 399 SQ FT	4	2	2
400 – 599 SQ FT	8	4	4
600 – 799 SQ FT	12	6	5
800 – 999 SQ FT	16	6	6
1000 – 1499 SQ FT	18	8	6
1500 – 1999 SQ FT	20	8	8
2000 – 2490 SQ FT	25	9	8
2500 – 2999 SQ FT	30	9	9
3000+ SQ FT	40	10	10



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Product	Complimentary Quantity Needed (Specify amount you will actually use based on chart on page 4)	Additional Quantity	Cost	Total
Tables				
Round 30" diameter (not complimentary)			\$20	
Rectangle 6'x 24"			\$10	
Chairs				
Rolling Racks				
Salesman (4' tall) for Flower Girls and Headpieces			\$30	
Z-Rack (6.6' tall)			\$35	
			Total:	

Product	Quantity	Cost	Total
Lighting You may not bring your own lighting. All orders must be placed in advance.			
Spotlight (1 @Par 38)		\$110/ EACH	
Matt Pole - You must order a pole for spotlights in showrooms. Each pole can hold up to but no more than 5 lights		\$70/ EACH	
Custom - Contact Worldstage		PAGE 7	
Dressing Room			
Pipe and Drape (3'x6')		\$400	
Custom- Contact Freeman		PAGE 7	
Dress Forms			
Steamers			
Bringing your own steamers (please indicate the quantity)		\$85	
Internet			
WIFI			
Number of devices in Booth		\$100	
			Total:

Grand Total:

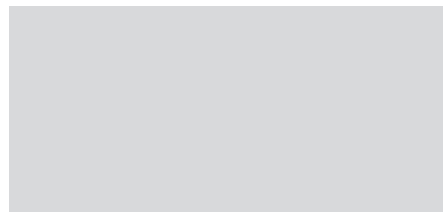
Fax to (843) 589-1161 by March 1

If you are ordering lights and/or a dressing room, please indicate placement on diagrams below. We must have placement to complete your order.

Lighting

This diagram will be used to place all orders on your stand for lights. **Please mark 'O' for lights and X for your poles.**

Back of Showroom

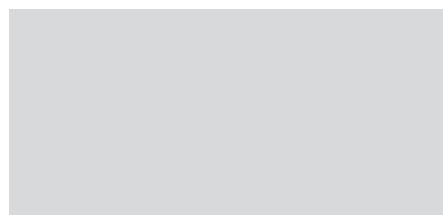


Front of Showroom

Dressing Room

This diagram will be used to place all orders for your dressing room. **Please mark the spot where the dressing room will be located.**

Back of Showroom



Front of Showroom

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Booth upgrades

The Knot Couture: New York Bridal Fashion Week has partnered with Freeman to make your bridal market seamless and convenient. With more than 75 years of experience, Freeman is the industry's leading services contractor and specializes in creating possibilities and solutions for your showroom needs.

Freeman

Jessica Greenleaf
Client Development Executive – Exhibitor Sales
909 Newark Turnpike Kearny, NJ 07032
Jessica.Greenleaf@freemanco.com
T (201) 299-7524
M (201) 220-9944
freemanco.com

Hair and Makeup

MG Hair and Makeup

Megan Garmers
(917) 279-7086
mghairandmakeup.com

Industry Sponsors

Association of Wedding Gown Specialists

Sally Conant
info@weddinggownspecialists.com
(800) 501-5005
weddinggownspecialists.com

IBMA

info@ibma.us
bridalbeware.com

Lighting

World Stage

Frank Mejia
Event Manager
frankm@worldstage.com
T (212) 463-0200 Ext: 252
M (646) 772-3537
worldstage.com

Showcase Fixtures and Furniture

American Fixture & Display

1504 130th Street., College Point, NY 11356
(718) 463-2176
americanfixture.com

Two of a Kind Furniture Rentals

Krista Li
krista@twoofakindnyc.com
(347) 480-9810
www.twoofakindnyc.com
Located in Long Island City, New York

Distinctive Displays Inc.

Rob Sardis
info@distinctiveny.com
582 Montauk Ave, Brooklyn, NY 11208
(718) 272-7273
distinctiveny.com

Springboard

Michael McKnight
mmcknight@springboarddesign.com
(845) 679-9961
springboarddesign.com

Temp Agency

Office Team

Keri Rusich
(212) 981-0929
keri.rusich@officeteam.com

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Contact The Knot Couture

Susan Cain, scain@xogrp.com, (843) 514-8480 or Brett Olsen, bolsen@xogrp.com, (212) 515-3563

Model and Agency Information

- You must make your own model arrangements in advance.
- Advise all agencies that The Knot Couture is located at:
Metropolitan Pavilion, 125 West 18th Street, New York, NY 10011
- Advise all agencies to tell their models to check in with the The Knot Couture bridal show office at registration in Metropolitan Pavilion to receive their temporary badges on “Go See” **Saturday, April 14, 2018**.
- Please advise your models that they must know your company name and showroom location and must present a photo ID (i.e., driver’s license, passport, state ID) in order to receive a temporary badge to gain entrance. They **may not** go directly up to the showrooms.
- All models need their badges for security purposes to gain entry to the show site during setup day on **Saturday, April 14, 2018** from 9 AM - 6 PM. No friends of models will be admitted.
- You must submit the name of the model(s) you hire to show management at registration. If you change or add models, the model name(s) must be submitted each time for security purposes.
- You must make arrangements for your models’ meals. Providing food for exhibitors’ models is not the responsibility of The Knot Couture. Models are not permitted in any lounges.
- Models are not permitted visitors at The Knot Couture. It is your responsibility to inform them that their boyfriends, family and friends are not permitted on show property.
- Fees charged by the modeling agency are **your responsibility**. Failure to fulfill your financial obligations with agency contacts listed below could affect your participation in future shows.

Suggested Agencies:

Company	Contact	Phone	Email or Website
Elevani Models	Christopher Steele	(718)-893-4819	elevaninyc@gmail.com
Cleri Models	Naomi Alves	(212) 721-6900	naomi@clerimodels.com
Ikon Models	Cynthia or Amanda	(212) 691-2363	cynthia@ikonmodels.com Amanda@ikonmodels.com
Jan Alpert Model Mgmt.	Jan	(212) 223-4238	(no emails, please)
Model Management Group	Simona	(212) 253-8353 ext. #223	simona@nymmg.com
Model Service Agency	Emily	(212) 944-8896 ext. #188	emily@msamodels.com
Thompson Model Mgmt.	Kimberly	(917) 216-2859 (cell)	kimberlythompson@msn.com
Wilhelmina Models	Nicole Riekert	(212) 473-4138	nicole.riekert@wilhelmina.com
Major		(212) 685-1200	www.majormodel.com
Ford	Autumn	(212) 219-6500	autumn@fordmodels.com
Muse	Conor	(212) 625-2356	conor@musenyc.com
Q Model Management		(212) 807-6777	nyc@qmanagementinc.com

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Contact The Knot Couture

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Load In/Set Up

- Load in is starting at 8 AM.
- **Shipments/Deliveries to Metropolitan Pavilion will not be accepted before Friday, April 13, 2018. Early deliveries can be refused. If merchandise boxes are received before Friday, April 13, 2018, your company will be charged per day handling and storage fees.**
- Please advise your shipping company (Fed Ex, UPS, or personal company) that all boxes will need to be delivered directly to your showroom. Your company name must be clearly identified on ALL boxes being shipped to Metropolitan Pavilion.
- Address and mark your boxes as follows:
Metropolitan Pavilion
125 West 18th Street
New York, NY 10011
Hold for: (Your Company Name), (Showroom # __), (# of # __ Boxes)
Attention: Susan Cain
- Truck deliveries, large pallets, crates, furniture, etc., must be delivered on Friday, April 13. Please contact Susan at (843) 514-8480 to schedule delivery time or with any additional questions. No deliveries will be accepted before **Friday, April 13, 2018**.
- **Crates/Pallets** If you ship crates/pallets, you must make arrangements for delivery on **Friday, April 13**.
The delivery services you are using MUST have a way to unload and load crates/pallets on and off trucks. Once unloaded, the delivery service will be directed to deliver straight to your showroom. Crates/Pallets cannot be dropped off. They must be delivered to your showroom. **Metropolitan Pavilion will NOT have the ability to unload or load crates/pallets for you. Similar arrangements will be required to ship out your crate/pallets.
- All exhibitors who hand-deliver their boxes or suitcases on **Saturday, April 14, 2018** should enter through the front door on 18th Street.
- Please notify The Knot Couture Management if you need assistance with moving boxes to your showroom.

Load Out/Breakdown

- Please remember to label each box that needs to be shipped out via FedEx or UPS. Please bring your own UPS or FedEx air bill with you to the show. For shipping information prior to arrival, please contact The Knot Couture Management team.
- Metropolitan Pavilion and The Knot Couture Show reserves the right to NOT accept boxes that are damaged during shipping, are unsafe or too large.

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There are four major unions that have jurisdiction over trade shows. The following should help guide you in conforming to union jurisdiction and its adherence to them when required.

1. Teamster Union

Teamsters handle freight at the exhibit hall. They unload trucks and vehicles. They also provide rigging of machinery, moving services and spot machinery in your booth. The normal rigging crew consists of three men. Customarily, this service must be ordered at exhibitor's expense.

2. Carpenters Union

Carpenters handle the erection and dismantling of display and exhibit booths. This also includes all display work. Carpenters uncrate and re-crate machinery or equipment, and install and remove all draping and floor covering.

3. Exposition Workers

Exposition workers deliver freight to exhibitor booths after it has been unloaded by teamsters. They also deliver furniture and floor covering. They may assist carpenters in the erection and dismantling of exhibits and displays. The first two men required for this work must be carpenters and a third man, if needed, an exposition worker.

4. Electrical Union

Electricians handle all electrical work, which includes supply power lines to your booth, connecting equipment to outlets and installing signs or headers that are lighted, unless they are permanently a part of the exhibit backwall.

5. What Can Exhibitors Do Without Union Personnel?

Contrary to popular belief, exhibitors are allowed to do some work within the privacy of their own booths. Exhibitors may install and dismantle their own exhibit and lay their own carpet in their own exhibit area, as long as the booth size is 100 sq ft (10'x10') or less and the following conditions are met: 1) The setup can be reasonably accomplished in 1/2 hour or less; 2) No tools are used in the assembly or dismantle; 3) Individuals performing the work must be full-time employees of the exhibiting company and carry identification to verify this fact. Exhibitors are allowed to unpack and repack their own products (if in cartons, not crates) and are allowed to do technical work on their machines, such as balancing, programming, cleaning of machines, etc. Exhibitors may "hand carry" for use nothing larger than a two-wheel baggage cart (rubber or plastic wheels only) to move their items. Exhibitors may move a "pop-up" display (equal or less than 10' in length) capable of being carried by hand by one person. The individuals moving the items must be full-time employees of the exhibiting company and must carry identification to verify this fact. We hope the above will help you. If you are in doubt, do not wait until you get to the show to ask questions. Call the Show Manager or Freeman beforehand.

General Information

Flameproofing

Table coverings as well as all booth equipment must be a nonflammable material. All decorative materials must be fire-resistant and in accord with the standard established by the New York Fire Department. Affidavits attesting to flameproof compliance with New York City Fire Department Regulations must be submitted when requested.

Insurance

Freeman, and/or the Association (Exhibit Manager) and/or the Exhibit Convention Site will not be responsible in any way for the safety of any exhibit or materials against fire, water, theft, accident or any cause nor for the loss or damage to goods consigned to its care. However, every effort will be made to protect exhibitor's property. You are advised to consult your insurance broker for proper coverage on any of your display material from the time it leaves your company's premises until it returns. In most cases a rider can be added to your present policy for a nominal cost.

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General Inquiries

CoutureShow@xogrp.com

Exhibitor/Attendee Inquiries



Susan Cain
Director, Couture Operations
scain@xogrp.com
(843) 514.8480



Brett Olsen
Sales Manager, Couture & Fashion
bolsen@xogrp.com
(212) 515-3563

Advertising Inquiries - Fashion



Meira Lavin
National
Account Executive
mlavin@xogrp.com



Kristy Newquist
Eastern US
Fashion Account Specialist
knewquist@theknot.com
(817) 927-3070 toll-free



Leslie Karrer
Local/Western
Fashion Account Executive
lkarrer@theknot.com
(866) 347.3597 toll free



Marie Catalano
Local
Fashion Account Executive
mcatalano@theknot.com
(302) 212-5013

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