

EASY IS NICE, ON ANY DEVICE

FreemanOnline® provides you with all the right tools to ensure a seamless execution at show site, from move-in to move-out. With an enhanced FreemanOnline, we are making it easier than ever for you to get what you want to have a great event.

- Access important show information
- Track freight
- Receive notifications
- Receive assistance through Concierge Services while at show site
- Order Freeman products and services pre-show, during move-in and while the show is open
- Expedite the move-out process
- Access invoices after the show

HEALTH AND SAFETY

Stay informed on Products, Services and Resources that will help you plan for a safe return to your next event. [Click Here](#) for our Health and Safety Resources.

BOOTH EQUIPMENT

Each linear booth (6' x 8', 10' x 10', 10' x 20', etc.) will be set with 8' high black back drape and 3' high black side drape. Booths 300 sqft or less will receive one 7" x 44" one-line identification sign. Booths larger than 300 sqft may receive a one-line identification sign upon request. Peninsula booths will be set with 8' high black back drape.

NYCC follows the **cubic content rule**, which allows exhibitors to make maximum use of their booth space. Under the cubic content rule, exhibitors may build up to the front of their booths, and up to the maximum allowable height according to booth type as indicated below. ***However, anything above the provided drape heights must be finished, neutral and devoid of copy on any wall adjacent to another exhibitor.*** The maximum height limits will be strictly enforced. No height variance will be granted prior to or on-site at the show. Please plan your booth display and sign structures accordingly. **Maximum allowable height is also directly affected by the ceiling height of your booth area.**

Hanging signs as well must comply with the **HEIGHT LIMITATIONS** guidelines listed below. This includes all hanging or suspended material such as banners and balloons (where permitted), etc. The top of the sign (or other material) may not exceed the height limitation specific to your type of booth. Booths which qualify to suspend "hanging signs" are only Island, Peninsula or Walk-Through booths of 400 sqft or larger. **Hanging signs are not permitted in linear booths. It is much more cost effective to floor mount signage with a linear booth height limit of 12 ft.**

The maximum height of a display booth at the back wall, including any form of lighting system signage, or header shall be:

LINEAR BOOTH MAXIMUM HEIGHT LIMIT = 12 FEET

Bounded by 1 or 2 aisles. Hanging signs are not permitted in linear booths. It is much more cost effective to floor mount signage with a linear booth height of 12 feet. Note: side-drape provided is 3 feet high and the back-drape provided is 8 feet high.

PENINSULA BOOTH MAXIMUM HEIGHT LIMIT = 20 FEET

Bounded by 3 aisles. Exhibit booths must also be at least 20 ft deep and 20 ft wide to meet **Show Management's** requirements for hanging signs. Hanging signs in peninsula booths may reach a height limit of 20 ft to top of sign. Two-sided signs must be hung 5 ft from the back wall and the side facing rear of the booth must be clear of copy, logos or other graphics so as not to be an eyesore to neighboring exhibitors. Note: the back-drape is 8 feet high.

ISLAND BOOTH MAXIMUM HEIGHT LIMIT = 25 FEET

Island Booth - Bounded by 4 aisles. Booths must also be 20 ft deep and 20 ft wide to meet **Show Management's** requirements for hanging signs. Hanging signs in island booths may reach a high limit of 25 ft to top of the sign.

PUBLIC SPACE BOOTH MAXIMUM HEIGHT LIMIT = 17 FEET

Booths In Public Space - Located in the **Crystal Palace, Inner Roadway, North Concourse** and **South Concourse** of the Javits Center

EXHIBIT HALL CARPET

The exhibit area is not carpeted.

DISCOUNT PRICE DEADLINE DATE

Order early on [FreemanOnline](#) to take advantage of advance order discount rates, place your order by September 14, 2021.

EXHIBITOR FREQUENTLY ASKED QUESTIONS

For more information and helpful hints on products and services, ordering and invoicing, shipping your freight, and other top questions, please visit [FreemanOnline's FAQ page](#).

SHOW SCHEDULE**EXHIBITOR MOVE-IN**

Tuesday October 05, 2021 8:00 a.m. - 5:00 p.m. By Target

Wednesday October 06, 2021 8:00 a.m. - 5:00 p.m. By Target

During exhibitor move-in/set-up, exhibitors may continue to work on their booths until 9:00 p.m. However, they must stay within the exhibit hall. Once an individual leaves the hall, re-entry will NOT be permitted.

SHOW FLOOR HOURS

Badged exhibitors will have access to the exhibit hall at 7:30 a.m. each morning October 7-10, 2021 and until 9:00 p.m. each evening October 7-9, 2021.

Thursday October 07, 2021 10:00 a.m. - 7:00 p.m. *Artist Alley open until 8:00 p.m.

Friday October 08, 2021 10:00 a.m. - 7:00 p.m. *Artist Alley open until 8:00 p.m.

Saturday October 09, 2021 10:00 a.m. - 7:00 p.m. *Artist Alley open until 8:00 p.m.

Sunday October 10, 2021 10:00 a.m. - 5:00 p.m.

EXHIBITOR MOVE-OUT

Sunday October 10, 2021 5:00 p.m. - 10:00 p.m. Double Time Rates Apply

Monday October 11, 2021 8:00 a.m. - 4:00 p.m. Holiday Rates Apply

Tuesday October 12, 2021 8:00 a.m. - 12:00 p.m.

DISMANTLE AND MOVE-OUT INFORMATION

All exhibitor materials must be removed from the exhibit facility by Tuesday, October 12, 2021 at 12:00 p.m.

To ensure all exhibitor materials are removed from the exhibit facility by the Exhibitor Move-Out deadline, please have all carriers check-in by Tuesday, October 12, 2021 at 10:00 a.m.

- If you are loading out on Sunday, October 10th, driver check-in no later than 8:00 p.m.
- If you are loading out on Monday, October 11th, driver check-in no later than 2:00 p.m.
- If you are loading out on Tuesday, October 12th, driver check-in no later than 10:00 a.m.

EXHIBITOR SERVICE HOURS

Our Exhibitor Support team will be available from 8 a.m. - 5 p.m. from the first day of Exhibitor Move-in to the last day of Exhibitor Move-out. Hours may be extended the day before show open and the day of show close to assist with additional exhibitor needs.

POST SHOW PAPERWORK AND LABELS

Exhibitor Support will gladly prepare your outbound Material Handling Agreement and labels in advance. Complete the Outbound Shipping form and your paperwork will be available at show site. Be sure your carrier knows the company name and booth number when making arrangements for shipping your exhibit at the close of the show.

EXCESSIVE TRASH AND BOOTH ABANDONMENT

Any excessive trash which consists of display materials, carpet, padding, crates and/or pallets will be disposed of and charged both a handling fee and disposal fee during exhibitor move-in. Excessive booth materials and/or literature left in the booth at the end of the published exhibitor move-out that is not labeled for an outbound shipment will be considered abandoned and deemed as trash. The exhibitor will be charged for the removal and disposal of these items. Charges may include Installation & Dismantle Labor, Forklift & Rigging Labor, and/or Dumpster Fee. Please call Exhibitor Support at (888) 508-5054 for an estimate.

FREEMAN ONLINE®

Take advantage of discount pricing by ordering online at [FreemanOnline](#) by September 14, 2021. Using the enhanced FreemanOnline, you will enjoy easy access to added features and functions as well as the high caliber of Freeman services you've come to expect — **before, during** and **after** your show.

To place online orders, you will be required to enter your unique Username and Password. If this is your first time to use FreemanOnline, click on the "Create an Account" link. To access Freeman Online without using the email link, visit [FreemanOnline](#).

If you need assistance with Freeman Online, please call Exhibitor Support at (888) 508-5054 Toll Free US and Canada or +1(512) 982-4186 Local and International.

SHIPPING INFORMATION**Warehouse Shipping Address:**

Exhibiting Company Name / Booth #
New York Comic Con 2021
 C/O Freeman
 140 Central Ave
 Kearny, NJ 07032

Freeman will accept crated, boxed or skidded material beginning Tuesday, September 07, 2021 at the above address. Material arriving after September 29, 2021 will be received at the warehouse with an additional after deadline charge. Please note that the Freeman Warehouse does not accept uncrated freight (loose, pad-wrapped material and/or unskidded machinery), COD shipments, hazardous materials, freight requiring refrigerated or frozen storage, a single piece of freight weighing more than 5,000 pounds or a single piece of freight beyond the dimensions of 108" H x 93" W. Warehouse materials are accepted at the warehouse Monday through Friday between the hours of 8:00 AM - 2:30 PM. Certified weight tickets must accompany all shipments. If required, provide your carrier with this phone number: (888) 508-5054.

Show Site Shipping Address:

Exhibiting Company Name / Booth #
New York Comic Con 2021
 Jacob K Javits Convention Center
 C/O Freeman
 369 12th Ave
 New York, NY 10001

Freeman will receive shipments at the exhibit facility beginning Tuesday, October 05, 2021. Shipments arriving before this date may be refused by the facility. Any charges incurred for early freight accepted by the facility will be the responsibility of the exhibitor. Certified weight tickets must accompany all shipments. If required, provide your carrier with this phone number: (888) 508-5054.

Please note: Any materials received by Freeman are subject to Material Handling Charges and are the responsibility of the Exhibitor. This also applies to items not ordered through the Official Show Vendors. Refer to the material handling form for charges for the service.

Please be aware that disposal of exhibit properties is not included as part of your material handling charges. Please contact Freeman for your quoted rates and rules applicable to disposal of your exhibit properties.

PURCHASE TERMS

Freeman's Terms & Conditions apply to all orders submitted to Freeman for any goods or services, and may be amended without notice. To review the current Terms & Conditions, [click here](#).

LABOR INFORMATION

Union Labor may be required for your exhibit installation and dismantle. Please carefully read the UNION RULES AND REGULATIONS to determine your needs. Exhibitors supervising Freeman labor will need to pick up and release their labor at the Labor Desk. Refer to the order form under Display Labor for Straight time and Overtime hours.

SERVICE CONTRACTOR CONTACTS / INFORMATION:

FREEMAN

(888) 508-5054 Fax (469) 621-5618
ExhibitorSupport@freeman.com

FREEMAN EXHIBIT TRANSPORTATION

(800) 995-3579 US & Canada or +1(512) 982-4187 Outside the US or +1(817) 607-5183
International Shipping Services or fax (469) 621-5810 or Exhibit.Transportation@freeman.com

ASSISTANCE

We want you to have a successful show. If we can be of assistance, please call Exhibitor Support at (888) 508-5054.

WE APPRECIATE YOUR BUSINESS!

FREEMAN GENERAL INFORMATION

TRANSLATION SERVICE

Freeman is pleased to offer a new service for our international exhibitors that provides quick interpretation and translation in 150 languages. This service will not only interpret for us on a three-way conversation, but also translate emails from customers. To access this service you may contact Exhibitor Support at (888) 508-5054 US & Canada or +1(512) 982-4186 Local & International.

HELPFUL HINTS

SAVE MONEY

Order early on [FreemanOnline](#) to take advantage of advance order discount rates, place your order by September 14, 2021.

AVOID DELAY

Ship early to avoid delays. Shipments arriving late at show site will cost you money, time and business!

SAFETY TIPS

Use a ladder, not a chair. Standing on chairs, tables and other rental furniture is unsafe and can cause injury to you or to others. These objects are not designed to support your standing weight.

Be aware of your surroundings. You are in an active work area with changing conditions during move-in and move-out. Pay attention. Look for obstacles, and machinery and equipment that are in use.

Keep your eyes open for scooters and forklifts. The drivers of these vehicles may not be able to see you.

Stay clear of dock areas, trucks and trailers. These areas can be particularly dangerous.

Prevent electrical shocks, falling items and damage to materials. Do not attach items or equipment to the drapes or metal framework provided for your booth. This can cause serious injury or damage to materials.

We discourage children from being in the exhibit hall during installation and dismantle. If children are present during installation and dismantle, they must be supervised by an adult at all times.

Freeman does not ship or handle Hazardous Materials. If any materials you are shipping to the event fall into this category, please contact Freeman to be sure that the material will be allowed at the facility and by the association. In addition, if authorized by the facility and the association, you will need to make separate arrangements for the transport and handling of the approved materials, since Freeman will not transport or handle them.

The operation or use of all motorized lifts and motorized material handling equipment for installation/dismantle of exhibits is NOT permitted by exhibitors or by their exhibitor appointed contractors (EACs). Thank you for your cooperation

Call Exhibitor Support at (888) 508-5054 with any questions or needs you may have.

LEND-A-HAND PROGRAM

For those exhibitors who are “do-it-yourself-ers” we’re offering a little extra assistance. We’ve secured easier access and additional free labor for both move-in and move-out. Please review the details and qualifications closely:

LEND-A-HAND MOVE-IN

- “POV” (Privately Owned Vehicles) are defined as cars, pick-up trucks, vans, and other trucks primarily designed for passenger use and no larger than a Ford Econoline Van. Straight trucks, bobtail, contract carriers and vehicles with trailers are NOT considered POV’s and must report directly to FREEMAN Marshaling Yard.
- All box trucks, regardless of length shall not be permitted in the POV/Lend-A-Hand areas and must go to the loading dock in the rear of the exhibit hall. **All materials loaded in/out of the loading dock will be subject to building charges for the handling of materials.**
- Vehicles with trailers are also not permitted in the POV/Lend-A-Hand areas and must also go to the loading dock in the rear of the exhibit hall. **All materials loaded in/out of the loading dock will be subject to building charges for the handling of materials.**
- **Program Time & Dates**
Tuesday, October 05, 2021 from 9:00 AM – 6:00 PM
Wednesday, October 06, 2021 from 8:00 AM – 6:00 PM
- Vehicles may enter at 34th and 11th Street next to the Javits for assisted labor
- On 34th Street next to the Javits, free labor will assist with unloading materials from the vehicle and brought directly to the booth. A check-in area will be provided for this service. Labor will be provided at a first come, first serve basis
- Labor assistance on 34th Street is provided at NO Charge and Tipping labor is strictly prohibited
- Exhibitors are still permitted to self-load / unload and move materials using a 2-wheeled hand truck from the POV lane of the Inner-Roadway

LEND-A-HAND MOVE-OUT

- There will be a sign-in area for assisted labor move-out at 34th and 11th Street next to the Javits
- If you wish to utilize this service, sign in at the predetermined location at the shows conclusion and labor will be provided to come to your booth, load your materials and bring to your vehicle
- Labor assistance on 34th Street is provided at NO Charge and Tipping labor is strictly prohibited
- **Program Time & Dates**
Sunday, October 10, 2021 6:00 PM – 11:59 PM

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. Straight trucks, bobtail, contract carriers and vehicles with trailers are NOT considered POV’s.

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 Areas At All Times.

SELF-UNLOADING/PRIVATELY OWNED VEHICLES

For Hand-Carry items the Javits Center is very flexible it comes to off-loading your booth materials as long as you follow the rules. The movement of all freight from the loading docks at the Javits Center is handled by Teamsters. However, Exhibitors are allowed to bring in certain hand-carried items through the front of the building on 11th Avenue (east side) and at specified times, the north side, as long as traffic regulations are obeyed.

A special POV LANE and short-term parking area will be located in the “Inner-Roadway” off of 11th Avenue

Suitable vehicles for the self-service hand-carry unloading procedure - Privately Owned Vehicles (POV’s) are defined as cars, pick-up trucks, vans, and other trucks primarily designed for passenger use. Vehicles containing more than 300 lbs. of materials, straight trucks, bobtail, contract carriers and vehicles with trailers are NOT considered POV’s and must report directly to FREEMAN Marshaling Yard.

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 Un-loading Areas At All Times. These Vehicles Will Be Directed To The Javits Loading Docks And Unloaded By Union Labor At The Exhibitor’s Expense.

All single occupancy vehicles will be turned away by security personnel – no exceptions. There must be someone representing the exhibitor with the vehicle at all times/vehicles left unattended will be towed at exhibitor expense.

- Temporary loading and unloading zones are assigned and managed by Javits Public Safety personnel in conjunction with Show Management staff
- Loading and unloading of vehicles is limited to vehicles no larger than an Econoline van.
- Vehicles must be attended by a licensed driver at all times
- Moving company trucks may be loaded and unloaded only on the Javits Center loading dock by Javits Freight Handlers. Such trucks may not be loaded or unloaded in front of the building or on the north end or anywhere else in the vicinity of the Center, as their freight is not considered "hand carry" regardless of its size. Under no circumstances will moving company employees, or any persons other than Javits Freight Handlers or direct employees of an exhibiting company engaged in legitimate "hand carry," be permitted to handle freight on Javits Center property
- 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' in length, capable of being carried by hand by one person may be brought in
- Exhibitors moving items must use the doors and routes designated by event management
- Individuals moving these items must be employees of the exhibiting company and must carry identification with them to verify this fact

Interested in going green and saving money?

Follow these tips to make sure your sustainable booth strategies are cost-neutral or even cost-saving! Leave an impact on the show floor, not the environment.



1 *booth structure*

Option 1 Multiple Use

Use **Forest Sustainable Certified (FSC)** wood to build your booth and crates.

Get creative! Design your booth with a **small shipping footprint** to minimize carbon emissions. Freeman's eye-catching stretch-fabric booth designs pack up small (and light!) for shipping.

Option 2 One-time Use

Rent locally from nearby Freeman offices to reduce both shipping costs and carbon emissions.

2 *carpet*

Option 1 Rent

Rent rather than buy carpet to save on shipping, cleaning, and storage. Freeman Classic carpet can be reused at least four times.

Option 2 Color

Use darker-colored carpet, which is easier to reuse and recycle. Freeman Classic dark-colored carpets are made of 20-50 percent recycled content.



3 *shipping*



Online + before deadline = better bottom line. Take advantage of early-bird pricing and consolidate shipping when ordering supplies.



Choose reusable shipping padding. Avoid packing peanuts and foam plastic materials that never decompose.



Ship early. Use the 30-day policy to ship materials to the Freeman advance warehouse.

4 *graphics*

Option 1 Multiple Use

Print on a durable substrate **without dates, event names, or locations.**

Option 2 One-time Use

Print on 100 percent recyclable materials like Freeman Honeycomb and Smartbuild Eco, which are just as cost-effective as PVC.

5 *printing*



Reduce printing and **go digital** with your booth literature.



Print locally. Supporting local businesses while reducing shipping? It's a win-win.



Print on at least **50 percent post-consumer recycled paper.**

6

ON SITE

save energy



Use Energy Star-rated equipment for audio-visual equipment and monitors.



Power down. Turn off equipment at the end of each day.



Light up your booth with CFLs, LEDs, or other energy-efficient lighting.



MOVE OUT

train your team

Educate your installation and dismantling teams about **recycling and donation processes**.



8

shipping out

Pack in, pack out.

Leave no traces on show site.

Join a caravan.

If you're shipping directly to another show, ask **Freeman Transportation** about **joining a caravan** to your next show.



leftover materials

Remember to label.

Clearly **label recyclable leftover material** for disposal.

Donate the rest.

Ask the Freeman Exhibitors Services desk about local donation programs.



TYPICALLY* DONATE-ABLE

Furniture: Purchased items
Home furnishing: Décor
staging materials

Unused raw materials: Plywood,
subflooring, non-laminate wood

Flooring: 100 square feet of
flooring. Excludes carpet.

Left over giveaways: Pens, pads
of paper, sunglasses, USBs, etc., left
over in your promotional giveaway

TYPICALLY* RECYCLABLE

Cardboard: Used for signs or
shipping boxes

Glass: Green, brown, clear

Plastics: Shrink-wrap or plastic
banding used to secure shipments;
water/soda bottles; plexiglass
(acrylics) clear, smoked, or tinted;
Visqueen used to protect flooring

Metal: Aluminum cans/
steel banding

Paper: Fliers, brochures, programs,
tickets, office paper, newspaper,
magazines, paperboard

Wood: Non-laminate wood

FREEMAN

FREEMAN.COM

NEW YORK COMIC CON

10/07/21 - 10/10/21

JACOB K JAVITS CONVENTION CENTER - LEVEL 3 - NEW YORK, NY

TARGET PLAN

TUESDAY, OCTOBER 5th - 8:00am - 12:00pm

TUESDAY, OCTOBER 5th - 12:00pm - 4:00pm

WEDNESDAY, OCTOBER 6th - 8:00am - 12:00pm

*Driver Sign-In - 6:00am - 2:00pm



REVISION

Date: 8/4/2021

By: Jim Barnes

DRAWING INFO

Passport Line Item Number:

#6815498

Facility:
JACOB K JAVITS CONVENTION
CENTER

Facility Location:

LEVEL 3

City & State:

NEW YORK, NY

Scale: CUSTOM

Project #:

Acct. Sales: ---

Acct. Mgmt: MARY DICKENSON

Started: 8/4/2021

Started By: ENTER FULL NAME, STUDIO

Prod. Branch: NEW YORK

Freeman.

Disclaimer - This floor plan is preliminary and subject to change pending review and official approval by all authorities having jurisdiction. Every effort has been made to ensure the accuracy of all information contained on this floor plan. However, no warranties, either expressed or implied, are made with respect to this floor plan. If the location of building columns, utilities or other architectural components of the facility is a consideration in the construction or usage of an exhibit, it is the sole responsibility of the exhibitor to physically inspect the facility to verify all dimension and locations.

Confidential and Proprietary - the information contained herein is the proprietary information of Freeman and by accessing the information, the recipient agrees to keep the information confidential and not disclose it to any third party without the prior consent of Freeman. Recipient also agrees to only use the information for its internal evaluation purposes and for no other purpose, without the prior consent of Freeman.

File Path: C:\Vault\Designs\Projects\NYCC21\10Event\Floor Plans\NYCC2110 LV3.dwg | Tab Name: L6815498 TARGET FP

PAYMENT INFORMATION

Freeman only accepts payment information electronically. Place your order on [FreemanOnline](#) or follow the steps below to provide your payment information electronically and submit your order forms.

Freeman will no longer accept cash payments for any Freeman services.

1. Submit your payment information

Proceed to our electronic Freeman Pay site to securely submit your payment information

<https://www.freemanpay.com/506560>

2. Submit your order

Upload your order forms through the same link used to submit your payment information

- Both your order and your payment must be received by the discount price deadline date to guarantee discount pricing.
- Orders received without payment or after the discount price deadline date will be charged at the standard price.
- Copies of invoices may be picked up from the Freeman Service Center prior to show closing.