

Booth details

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 a booth identification sign. Booths larger than 300 sqft may receive a booth identification sign upon request.

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 types 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 onsite 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 limitation guidelines listed below. This includes all hanging or suspended material such as banners and balloons (where permitted), etc. The top of the signs (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'.

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

Linear Booth maximum height=12'

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'. Note: side drape provided is 3' high and the back drape provided is 8' high.

Peninsula Booth maximum height limit=20'

Bounded by 3 aisles. Exhibit booths must also be at least 20' deep and 20' wide to meet Show Management's requirements for hanging signs. Hanging signs in peninsula booths may reach a height limit of 20' to top of the sign. Two-sided signs must be hung 5' 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' high.

Island Booth maximum height limit=25'

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

Public Space Booth maximum height limit=17'

Booths in Public Space - Located in Crystal Palace, Inner Roadway, North Concourse and South Concourse of the Javits center.

Exhibit hall carpet

The exhibit area is not carpeted. The aisles will be carpeted in black.

Show schedule

Discount price deadline

To take advantage of advance order discount rates, place orders on FreemanOnline by September 24, 2024.

Exhibitor move-in

| | | |
|-----------------------------|--------------------|--------------|
| Tuesday, October 15, 2024 | 8:00 AM - 5:00 PM | By Target |
| Wednesday, October 16, 2024 | 8:00 AM - 5:00 PM | By Target |
| Wednesday, October 16, 2024 | 11:00 AM - 5:00 PM | Artist Alley |

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

Exhibit hall hours

Badged exhibitors will have access to the exhibit hall at 7:30 AM each morning October 17-20, 2024 and until 9:00 PM each evening October 17-20, 2024.

| | | |
|----------------------------|--------------------|----------------------------------|
| Thursday, October 17, 2024 | 10:00 AM - 7:00 PM | *Artist Alley open until 8:00 PM |
| Friday, October 18, 2024 | 10:00 AM - 7:00 PM | *Artist Alley open until 8:00 PM |
| Saturday, October 19, 2024 | 10:00 AM - 7:00 PM | *Artist Alley open until 8:00 PM |
| Sunday, October 20, 2024 | 10:00 AM - 5:00 PM | |

Exhibitor move-out

| | | |
|---------------------------|--------------------|-------------------------|
| Sunday, October 20, 2024 | 5:00 PM - 10:00 PM | Double time rates apply |
| Monday, October 21, 2024 | 8:00 AM - 4:00 PM | |
| Tuesday, October 22, 2024 | 8:00 AM - 12:00 PM | |

Freeman will begin returning empty containers as soon as the aisle carpeting is removed or plastic covering has been laid in the aisles of the exhibit hall.

New York Comic Con operates on a Targeted Freight Move-In System. Please refer to the color-coded [target floorplan](#) for your specific target date & time for move-in. Exhibitors cannot move-in/set-up before their allotted time whether freight is shipping in, you are hand carrying or participating in the Lend-A-Hand Program. You do not have the begin construction/set-up of your booth on your target date/time. Any shipped items should be at the convention center on that date and time.

All target change requests must be approved. To submit a target change request, please fill out the form [here](#).

Your installation cannot begin until your freight is delivered and any utilities you need have been installed, so be certain to order these in advance of move-in. Keep in mind, your target date & time applies to when your shipment(s) must be received by, it does not mean you must begin to set-up your booth at that time.

It is highly recommended that you ship your freight in advance to the warehouse, as warehouse freight is delivered to the show floor first and is automatically "on target". Showsite shipments are unloaded on a first-come-first-serve basis. Please do not schedule any labor until the end of your target window. For example, if your target window is 10:00 AM - 1:00 PM, it is best to request your labor report to your booth no earlier than 1:00 PM.

Shipping and material handling

Warehouse shipping address:

Exhibiting Company Name / Booth Number
New York Comic Con 2024
C/O Freeman
140 Central Ave Ste 130
Kearny, NJ 07032
USA

Warehouse shipping information

- Ship early to avoid delays and save money.
- Freeman will accept crated, boxed or skidded material beginning September 20, 2024 at the above address.
- Material arriving after October 8, 2024 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 subject to change.

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 8:00am - 2:30pm.
- 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 Number

New York Comic Con 2024

Jacob K Javits Convention Center

C/O Freeman

369 12th Ave

New York, NY 10001

USA

Show site shipping information

- Freeman will receive shipments at the exhibit facility beginning October 15, 2024.
- 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.
- Ensure your driver has the following information to expedite unloading and delivery to your booth: Show Name, Exhibitor Name, Booth #.
- If required, provide your carrier with this phone number: (888) 508-5054.

For important Marshalling Yard information, [click here](#) and review the marshalling yard section of the "Where & when do I ship my materials?"

Service contractor contact information

Freeman

We want you to have a successful show. If we can be of assistance, please contact [Exhibitor Support](#). If you need to book or quote shipping services, please contact [Freeman Transportation®](#).

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](#).

Exhibitor service hours

Our Exhibitor Support team will be available from 8:00 AM - 5:00 PM 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.

Pre-show checklist

Labor information

- Carefully read the Union Rules and Regulations to determine your labor needs.
- Refer to your ordering site under Display Labor for Straight time and Overtime hours.

Show paperwork and labels

- Complete the [Outbound Shipping](#) paperwork online and Freeman will gladly prepare your outbound Material Handling Agreement and labels in advance.
- Ensure your carrier knows the company name and booth number when making arrangements for shipping your exhibit at the close of the show.

During show checklist

On-site information

- Please arrive with enough time to set up your booth.
- Exhibitors supervising Freeman labor will need to pick up and release their labor at the Labor Desk.

Move-out checklist

Dismantle and move-out information

- All exhibitor materials must be removed from the exhibit facility by October 22, 2024 - 12:00 PM.
- To ensure all exhibitor materials are removed from the exhibit facility by the Exhibitor Move-Out deadline, please have all carriers check-in by October 22, 2024 - 10:00 AM. In the event your selected carrier fails to show on final move-out day, Freeman reserves the right to re-route your freight onto another carrier.
- If you are loading out on Sunday, October 20, 2024, driver check-in no later than 8:00 PM.
- If you are loading out on Monday, October 21, 2024, driver check-in no later than 2:00 PM.
- If you are loading out on Tuesday, October 22, 2024, driver check-in no later than 10:00 AM.

Excessive trash and booth abandonment

- Note that 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-out.
- Clear out booth. Any excessive materials left in the booth at the end of the event will be considered trash.