



4th ANNUAL
**NEW YORK
POLICE FIRE
& EMS EXPO[®]**

645 East Pittsburgh Street, #357 ■ Greensburg, PA 15601
Phone: 800-747-5599 ■ Fax: 724-219-3570

Dear New York Police Fire EMS Expo Exhibitor,

Welcome to the New York Law Enforcement Expo which is being held on November 3 – 4, 2010 at The Javits Center in New York, NY.

To assist you in planning your participation in this event, we are pleased to send you this Exhibitor Services Manual. This manual is designed as a planning tool that contains general show information and the details of making your visit to New York simple and pleasurable. It will allow you to enjoy the service that you expect as one of our valued clients.

Please take time to review this manual carefully by reading through it, noting the deadlines and responsibilities that you have as an exhibitor. There are various forms to be returned to Kelly Simon Trade Show, Metropolitan Expositions (our general contractor) and the Javits Center depending on the services you select.

We also suggest that you bring copies of all the forms that you complete and submit for each organization to the show. In addition, it is helpful to inform all of your staff members who will be attending the event of the details that they will need to be involved with, such as unloading a vehicle or handling the electric that you may have ordered for your booth. This will make your exhibiting experience relaxed and hassle free.

If you have any questions about the Exhibitor Manual details or any other aspect of the show, please review the show management staff section and contact the appropriate party so that we can quickly and efficiently provide you with an answer.

If you are unsure of who might be responsible for your issue, please call us at 800-747-5599. We are here to provide you with outstanding service and we are dedicated to making this show a complete success for you and your customers – you can count on that!

Warm regards,

A handwritten signature in black ink that reads "Kelly Simon".

Kelly Simon



November 3 – 4, 2010

Javits Center

New York, NY

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Javits Center Information: posted on www.kellysimontradeshows.com

Electrical – Sound – Cleaning – Plumbing – Telecommunications – Internet

Metropolitan Expositions / General Contractor:

posted on www.kellysimontradeshows.com

Shipping – Furniture – Booth Rentals – Banners – Signs – Labor – Audio Video



NEW YORK POLICE FIRE & EMS EXPO®

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Javits Center

New York, NY

SHOW MANAGEMENT

Kelly Simon Trade Shows

645 East Pittsburgh Street, #357

Greensburg, PA 15601

800-747-5599

FAX 724-219-3570

Exhibit Space, General Sales

Kelly Simon 800-747-5599 ksimon@kellysimontradeshows.com

Advertising, Booth Equipment, Exhibitor Badges

Daniel Whirlow 800-747-5599 dwhirlow@kellysimontradeshows.com

Operations

Kelly Simon 800-747-5599 ksimon@kellysimontradeshows.com

General Contractor

Lorenzo Marinuzzi

Director Of Sales

Metropolitan Exposition Services, Inc.

115 Moonachie Avenue

Moonachie, NJ 07074

www.metro-expo.com

office 201.994.1300

direct 201.355.0616

cell 201.523.0598

fax 201.994.1350



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SHOW FACILITY

SET-UP DATES/TIMES:

Tuesday, November 2 8:00 am – 4:30 pm
Wednesday, November 3 8:00 am – 10:00 am

Please see the Metropolitan Expositions information for details on unloading at the Javits Center. There is access to the show floor through the front of the building as well as the loading dock. There will be a Personally Operated Vehicle (POV) area for exhibitors to unload their personal vehicles, with display materials to be hand carried to their booths, at the **Front Door ONLY**. No box trucks and larger vehicles will be permitted in this area. We ask that POV is restricted to no more than 20 minutes per vehicle. As soon as a vehicle is unloaded, it should be moved so that the next vehicle can enter the space and unload.

All larger vehicles and exhibitors who need assistance with unloading their materials must use the loading dock. Please refer to the Metropolitan Expositions Material Handling order form for appropriate charges.

Please feel free to contact Metropolitan Expositions with any questions.

SHIPPING: If you need to ship your product/materials to the Law Enforcement Expo, please refer to the information from Metropolitan Expositions. Charges assessed by them for drayage are detailed in their section. **Please read carefully.**

SHOW HOURS

Wednesday, November 3 10:00 am – 4:00 pm

Thursday, November 4 10:00 am – 4:00 pm

TEARDOWN DATES/TIMES:

Thursday, November 4 4:00 pm – 7:00 pm



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New York, NY



Steven M. Gleeman
Senior Convention Services Manager
Jacob K. Javits Convention Center
655 West 34th Street
New York, NY 10001
Work: 212.216.2250
Cell: 646.529.6043
Fax: 212.216.5217
sgleeman@javitscenter.com

Directions For more information about the Javits Center, visit www.javitscenter.com
Getting to the Javits Center couldn't be easier. To get here, just follow these simple directions. We are located on 11th Avenue between 34th and 39th Streets.

From the North (Westchester, Connecticut, Massachusetts)
95 South (via the Cross-Bronx Expressway) to the George Washington Bridge. At approach to bridge, bear right to lower level. Exit at the last exit in New York-Parkway South-9A. Follow Parkway South (Henry Hudson Parkway/West Side Highway) to 42nd Street. Turn left. Go one block to 11th Avenue and turn right.

Saw Mill River Parkway/Henry Hudson Parkway/Route 9A: Follow 9A South to 42nd Street. Turn Left. Go one block to 11th Avenue and turn right.

New York State Thruway/Major Deegan Expressway/Route 87: Major Deegan Expressway to George Washington Bridge exit. Stay in right lane towards lower level. Exit at the last exit in New York-Parkway South-9A. Follow Parkway South (Henry Hudson Parkway/West Side Highway) to 42nd Street. Turn left. Go one block to 11th Avenue and turn right.

From the South (New Jersey, Delaware, Pennsylvania, Etc.)
95 North to the New Jersey Turnpike. Exit at the Lincoln Tunnel. When exiting the tunnel, bear left. Follow signs for uptown or northbound to 42nd Street. Turn left onto 42nd Street until you reach 11th Avenue and turn left.

George Washington Bridge to Parkway South- 9A. At 42nd Street, turn left. Go one block to 11th Avenue and turn right.

From Queens and Long Island

Queens-Midtown Tunnel: Take Southbound or Downtown exit to 34th Street and turn right. Go west to 12th Avenue and turn right on 12th Avenue to 39th Street where you turn right.

Queensboro/59th Street Bridge: Take 60/61st Street Exit. Go to 5th Avenue alongside Central Park to 59th Street. Turn right onto 59th Street to 7th Avenue and turn left. Go two blocks to 57th Street and turn right. Follow 57th Street to 11th Avenue and turn left.

From Staten Island Verrazano-Narrows Bridge eastbound to the Gowanus Expressway, to the Brooklyn Battery Tunnel. Exit westbound to the West Side Highway/12th Avenue. At 39th Street, turn right. Go one block to 11th Avenue.



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BOOTH EQUIPMENT

Company Name: _____

Contact Name: _____

Contact Phone #: _____

The following items are included in the price of each 10 x 10 space. If you do not need everything that is listed, please notify us of any changes.

- 8' high back wall drape
- 3' high side rail drape
- One 6' X 30" high draped table
- Two upholstered side chairs
- One 7" X 44" ID Sign with your company name
- One wastebasket
- One 9' X 10' booth carpet

Please check one:

_____ I require all of the above

_____ Please make the following changes: _____

If you require additional equipment and furnishings over and above your allotted amount, please refer to the Metropolitan Expositions Services information for the appropriate order forms.

Return this form via fax:
or mail:

**724-219-3570
Kelly Simon Trade Shows
645 East Pittsburgh Street
Greensburg, PA 15601**

Please return by October 22, 2010.



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EXHIBITOR STAFF BADGES

STAFF BADGES – PROVIDED TO YOU ON-SITE AT REGISTRATION

Company Name _____

Contact Name _____

Contact Phone #: _____

The ID Badges are for you and your staff, and not intended for your guests or attendees.

Please **TYPE OR PRINT CLEARLY** the names of the representatives who will be at your booth.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

**Return this form via fax:
or mail:**

**724-219-3570
Kelly Simon Trade Shows
645 East Pittsburgh Street
Greensburg, PA 15601**

Please return by October 22, 2010.

*For further information, please call
Kelly Simon Trade Shows 800-747-5599*



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DISPLAY ADVERTISING – SHOW PROGRAM & BUYERS GUIDE

2010 OFFICIAL NEW YORK POLICE FIRE EMS EXPO SHOW PROGRAM & BUYERS GUIDE DISPLAY ADVERTISING

This valuable guide will include EXHIBITOR LISTINGS, THE FLOOR PLAN & SCHEDULE OF EVENTS. The Program is always kept by attendees for several months after the Expo as a source of reference for making purchases. Don't miss your chance to highlight your company by featuring an ad in the Official Program & Buyers Guide.

Please check one:	SIZE (Single color)	PRICE
<input type="checkbox"/>	1/4 page (3 1/2" x 2 1/8")	\$ 100.00
<input type="checkbox"/>	1/2 Page (3 1/2" X 4 1/4")	\$ 180.00
<input type="checkbox"/>	Full Page (3 1/2" x 8 1/2")	\$ 350.00
<input type="checkbox"/>	Full Page (Inside Front Cover)	\$ 400.00
<input type="checkbox"/>	Full Page (Inside Back Cover)	\$ 400.00
<input type="checkbox"/>	Full Page (Back Cover)	\$ 500.00

COMPANY NAME: _____

CONTACT NAME: _____

PHONE: _____ FAX: _____

Enclosed is a check in the amount of \$ _____ for payment in full.

Make checks payable to Kelly Simon Trade Shows.

Please charge my Visa MasterCard American Express

Account # _____ Exp. Date: _____ Zip Code: _____

Authorized Signature: _____ Date: _____

Please EMAIL all ads to Kelly at kksimon@kellysimontradeshows.com
Files must be high resolution JPG, TIFF, OR PDF.

Please return by October 22, 2010.

For further information, please call
Kelly Simon Trade Shows 800-747-5599



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New York, NY**

HOTELS

The following hotels are posted on the Javits Center website. For more information on these hotels OR to find additional listings, visit www.javitscenter.com

Staybridge Suites Times Square

340 W. 40th Street, , New York, NY, 10018]

Phone 212.757.9000 Toll Free 888.617.3376 Fax 212.757.9001

Comfort Inn - Midtown West/Convention Center

Two blocks from The Javits Center, 442 W. 36th St., New York, NY, 10018 Phone (212) 714-6699 Fax (212) 714-6681

GEM Hotel - Midtown West

Two blocks from the Javits Center, 449 West 36th Street, New York, NY

Phone (212) 967-7206 Fax (212) 967-7237

Hampton Inn – Chelsea

108 West 24th Street, Between Sixth & Seventh Avenues, New York, NY, 10011

Phone (212) 414-1000 Fax (212) 647-1511

Radisson Martinique

49 West 32nd Street, Between Fifth Avenue & Broadway, New York, NY, 10001

Phone (212) 736-3800 Fax (212) 277-2703

Travel Inn

515 W. 42nd St., , New York, NY, 10036

Phone 212.695.7171 Fax 212.967.5025

Candlewood Suites - Times Square

Between Eighth & Ninth Avenues, 339 West 39th Street, New York, NY, 10018

Phone (212) 967-2254 TollFree 1-877-226-3539 Fax (212) 967-4110

Comfort Inn Times Square South

Between Eighth & Ninth Avenues, 305 West 39th Street, New York, NY, 10018

Phone (212) 268-3040 Fax (212) 268-3437

Days Inn

2750 Tonnelle Ave, , North Bergen, NJ, 07047]

Phone 2013483600 TollFree 18003297455 Fax 2013308932

Hampton Inn Times Square South

Phone (212) 967-2344 Fax (212) 967-3299

View website

Holiday Inn Express - Times Square

Phone (212) 239-1222 Fax (212) 239-1339



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SECURITY & INSURANCE

Show Management provides exhibit floor guard service during the expo after show hours. You are reminded, however, that this is an open booth exposition and that the responsibility for safeguarding your exhibit and your merchandise is yours.

Take these suggested precautions to avoid security problems:

1. Display one-of-a-kind items with appropriate supervision.
2. Cover items nightly, secure valuables that are easily removable or take them with you each night.
3. If they should happen to occur, report thefts to the appointed security officer or Show Management personnel.

Fire and theft insurance covering your property is the sole responsibility of the exhibitor. Show Management's insurance does not cover individual exhibits. Not Kelly Simon Trade Shows, its authorized agents or the Convention Center will be liable for damage or loss to exhibitor's property through fire, theft, accident or any other cause. Show Management will not assume liability for any injury that may occur to show visitors, exhibitors, their agents or employees or others.

As outlined in article 11 of your Contract For Exhibition Space, exhibitors shall hold the Expo and the Convention Center harmless from liability, which may result from exhibitor's action or failure to act in any manner whatsoever. It is strongly recommended that the exhibitor insure their own exhibit and display materials to protect themselves and their company against liability from injury to any persons or damage to any property in connection with their display.

In no case shall the liability of the Show Management extend beyond the limitations provided by the laws of the state in which the exhibition is being held.

Paramount Convention Services and/or any and all other contractors shall not be liable to any extent whatsoever for any actual, potential or assumed loss of profits or revenues, or for any collateral costs which may result from any loss or damage to an exhibitor's materials which may make it impossible or impractical to exhibit same.

Therefore, we advise you to have insurance coverage on your personal property, products and exhibit materials. You can usually obtain this coverage by contacting your insurance company and having it added as a "rider" to your company's current policy. There are three types of coverage you should consider:

- All Risk – insures your property in transit during the exhibition.
- No Show Insurance – provides reimbursement of expenses in the event that the show is canceled, postponed, moved or in the event that your materials do not arrive on-site.
- Exhibitor Liability – (RECOMMENDED, see the following) provides coverage in the event that others incur bodily injury, or you or your exhibit cause damage to another person(s) or others' property.

All coverage must be on an "occurrence basis". The Javits Center and Kelly Simon Trade Shows must be listed as an additional insured on the certificate.

Please have your insurance broker prepare a certificate of insurance (sample on following page) and forward it to:

Kelly Simon Trade Shows
645 East Pittsburgh Street, #357
Greensburg, PA 15601
FAX 724-219-3570

*For further information, please call
Kelly Simon Trade Shows 800-747-5599*



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PERFORM A LIVE DEMONSTRATION OF YOUR COMPANY'S PRODUCT AT THE TRAINING GROUND

We are currently finalizing our live demonstration schedule for this year's Expo. You are invited to participate with a presentation of your company's products in the Training Ground.

This is a great way to promote your product and there is NO CHARGE for presenting a demonstration.

- There are a limited number of time slots that are available on a first-come, first-served basis.
- Demonstrations will be held for up to 45 minutes.
- Exhibitors are responsible for their own materials and props.
- Show management will publicize these events on the website and in the Show Program & Buyers Guide that is distributed to the attendees at registration.

Company: _____

Contact: _____

Phone: _____

NAME OF DEMONSTRATION: _____

Number of demos during the Show: One Two Three

Day of Demonstration: (Please check/circle)

Wednesday 11:00, 12:00, 1:00, 2:00, 3:00

Thursday 11:00, 12:00, 1:00, 2:00

Please call us at 800-747-5599 for additional information about the demonstrations. Please fax your completed form to 724-219-3570 by October 22, 2010.

NYSFOP

NEW YORK STATE FRATERNAL ORDER OF POLICE

DELEGATE BREAKFAST SPONSORSHIP OPPORTUNITY

On Wednesday, November 3, the NYSFOP will hold their Bi-Annual Conference in conjunction with the Expo. The FOP is expecting over 350 delegates to attend the conference and the Expo.

Place your company in the spotlight and sponsor their breakfast – it's a great way to promote your presence at the Expo and show your support for our Expo Host, the New York State FOP!

The NYSFOP Continental Breakfast Sponsorship Includes:

- **The opportunity to insert your company's brochure in the delegate's registration package**
- **The opportunity to hang two of your own banners near the stage inside the FOP's meeting room.**
- **The opportunity to make a 10 minute presentation to the delegates during their breakfast.**
- **The opportunity for you to network face-to-face with the delegates during the breakfast.**
- **A full page ad in the Show Program & Buyers Guide which is distributed to over 350 delegates and all of the personnel who attend the Expo.**

Breakfast Sponsorship Investment: \$750

This opportunity is limited to ONLY 5 EXHIBITORS and will be sold on a first-come, first-served basis.

There is no better way to personally integrate with the most elite law enforcement personnel in the nation.

**Call Kelly Simon at 800-747-5599
to reserve your sponsorship by October 22, 2010**