



Exhibitor Information

movingpicturehouse - New York

November 1, 2006

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**Indicates form that must be filled out and returned!

List of Contacts:

Logistics, site location or other misc. questions-

Deborah Free- +1 585-768-7880/ Deborah@picturehouse.org

Michael Brown- +44 20 88 47 37 77 michael@picturehouse.org

Technology-

- Transbeam/ Bob Wolff, +1 212-631-8100, FAX: +1 212-379-1230,
www.transbeam.com

Shipping-

- Lightspeed Courier-Bruce, +1 973-445-0032

Rentals (multimedia, computers)-

- Events Direct /Jeff Kampf Toll-free phone: +1 888-events or (+1 908-359-8900),
jkampf@eventsdirect.com website- www.eventsdirect.com
- NMR/National MicroRentals/Jim Clark Toll-free phone: +1(800) 637-2496 Direct phone
to Jim: +1 (609) 395-4115 Fax: +1 (609) 395-7142 Email: jclark@nmrrents.com
Website: <http://www.nmrrents.com/index.html>

SHIPMENTS (forms attached)

All shipments sent prior to Friday October 27th must to be sent directly to warehouse.

A shipping form must be received or an additional charge of \$10 per box will apply!! There will be a minimum charge of \$30.00 for shipping to warehouse. All forms must be sent directly to Deborah at Deborah@picturehouse.org or fax to 585-768-2941 before October 20th!

No shipments will be received at the Puck Building prior to **NOON on Tuesday October 31st or they will be returned to sender!!! Shipments sent directly to Puck Building must be brought in via 281 Mulberry Street at the loading dock, **NO SHIPMENTS WILL BE ACCEPTED AT THE LAFAYETTE ENTRY!!****

Shipments sent to the warehouse can only be received **from October 9th!!**

Warehouse shipments **must be** addressed as follows:

CD & L
165 Randolph Street
Brooklyn, New York 11237
Attn: Bruce or Mary
212-337-1469

ALL labels must have the following information on them!!

PICTUREHOUSE NOVEMBER 1st/[YOUR COMPANY NAME] Table #

This information is vital to your package arriving at your appropriate table.

Please fill out shipping form with all details (number of boxes, date sent, date of expected arrival and method of shipping) and send directly to Deborah Free at deborah@picturehouse.org or fax to 585-768-2941.

This form is necessary for anyone shipping to the warehouse! If shipping form is not received an additional \$10 per box fee will apply!

There will be a minimum charge of \$30.00. An additional \$10.00 per box, \$100 per skid fee will be applied to any boxes shipped to the warehouse. Please let us know ASAP the number of boxes or estimated number of boxes you will be shipping in order to reserve adequate space in warehouse.

RETURN SHIPMENTS

All return boxes must be properly packaged, labeled including shipper account numbers and brought to the coat room at the end of the event. You are responsible for scheduling a pick up for no later than noon on Thursday November 2nd.

Please be sure to bring your shipping account numbers, shipping labels and forms for return packages!

Neither movingpicturehouse nor Puck Building assumes any liability or responsibility for packages left overnight.

SETUP/BREAKDOWN

You will have access to the venue beginning at 7am on Wednesday November 1st. There is a loading dock located at 281 Mulberry. It should be open otherwise, ring bell. There are no carts or hand trucks available. **No shipments will be allowed in via Lafayette entry.**

All tables must be set up and waste removed by 10:00!!

All materials must be removed from venue no later than one hour after the conclusion of the show.

- Set up from 7:00 am to 10:00 am
- Doors open from 11:00 am to 7:00 pm
- Breakdown from 7:00 pm to 8:00 pm

INTERNET ACCESS WIRELESS (form attached)

You **MUST** order your internet access **before October 20th**. If you do not we can not guarantee it will be made available to you. Please fill out form attached and send to Deborah at Deborah@picturehouse.org or fax to 585-768-2941 by October 20th!

A WI-FI wireless card must be installed on your computer to utilize this service. A password will be required for access to the wireless network. If you do not have a WI-FI card you will not be able to access to internet. None will be available at show. Once internet is purchased instructions will be sent via email.

Cost per internet access is at \$225.00 (\$50.00 for additional computer) and is payable directly to picturehouse. There will be someone available throughout the day if assistance is needed.

NOTE: Movingpicturehouse will not be responsible for any internet issues

Deadline to receive form October 20th!

ELECTRICITY-(form attached or accessible via website)

One 110-volt American outlet will be available near your table. **We must know before October 20th if you will need an outlet or there may not be one available, please contact Deborah directly with this information.** If you need more than one electrical outlet, you are responsible for bringing your own power strip.

Deadline to receive form October 20th!

BADGES-

Each 4' table is allowed two attendees. Additional attendees are permitted for a fee of \$60 per person.

Registration for badges will be available online at www.picturehouse.org/ny. Each agency is responsible for the registration of their attendees. Name tags are a required to be worn at all times throughout the event.

EXHIBIT DISPLAYS

There is one type of table that will be in use and measure four feet wide, 30 inches deep and 30 inches in height. All tables will be draped with a white cloth and have the exhibitor's name and table number.

Table numbers must be clearly displayed on table at all times!

Large windows serve as the backdrop for tables on the outside wall. Therefore, **NOTHING** may be hung or supported from the windows, walls or ceilings behind your table. You may, however, have freestanding displays directly behind your table either on an easel (which you supply) or on some other form of support. **Please note you have approximately 3' behind your table to place any display.**

In general, whatever you have as a freestanding display should not exceed the width of your space (4-foot). We have LITTLE flexibility in this, so please do not abuse this by using any sort of display that is obviously significantly wider than your table width.

No display, projection, sound or other means of attracting attention to your exhibit will be allowed if it substantially infringes on or detracts from the adjacent display of your colleagues.

If in doubt about what is permissible, please ask ahead of time.

DIRECT PRODUCT SALES-

While movingpicturehouse is primarily a networking event, nothing bars you from selling products (such as royalty-free CD's) at the event. You are solely responsible for collecting any applicable state and local sales taxes and paying them to the proper New York authorities.

LIABILITY/INSURANCE

Neither the organizers of movingpicturehouse – New York, nor the owners or management of The Puck Building or Indiana Catering, Inc., may be held responsible for any loss, damage or injury incurred by you, your employees or assigns as the result of your company's participation in the October 19, 2005 event. It is your responsibility to secure proper and adequate insurance to cover any and all such liabilities or eventualities. We strongly suggest a **General Liability Insurance** to cover any such liabilities during this or any other event you may participate in.

FOOD/TRAFFIC-

Attendees at movingpicturehouse are qualified and pre-approved footage buyers. Food and beverage is provided throughout the day for exhibitors and attendees. Attendance traffic will spike around lunch time (noon to 2 pm) and as people leave work early to attend around dinner time (5 pm to 7 pm). Beer and wine will be served after 5:00 through to closing of event (7:00 pm)

MARKETING/SPONSORSHIP OPPORTUNITIES (form attached or accessible via website)

If you are looking for additional promotion at movingpicturehouse to leverage your brand, we will be offering a variety of opportunities. A list of available sponsorship opportunities follows. We can provide customized sponsorship costs for you upon request.

In exchange for your sponsorship, moving picturehouse will place featured sign announcing sponsored by..., include in any pre-advertising, including Showguide (brochure handed out to all attendees at the event), provided sponsorship is secured before final printing.

We are expecting approximately 600-700 attendees at this time.

Additional Ad Space in Showguide-

In addition to your featured image, url, phone and email address in the Show Guide, movingpicturehouse offers either full page or half page ads.

Full page ads can be purchased for \$600, half page \$350. Specifications follow, and can also be found on our website.

All files must be sent compressed JPEG, 300dpi, press ready, high optimized or they will not be accepted!

FULL PAGE

7 1/8" x 9 1/2"

BLEED SIZE

8 3/4" x 11 1/8"

TRIM SIZE

8 1/2" x 10 7/8"

SAFETY MARGIN

1/2" from final trim

1/2 PAGE VERTICAL

3 3/8" x 9 1/2"

1/2 PAGE HORIZONTAL

9 1/2" x 3 3/8"

Final design and material must be submitted to our designer no later than September 9th!! All files must be sent directly to our designer Sharon Federico at Sharon@jollypixels.com

Distribution of material in Registration bags-

Inclusion of promotional material in the registration bags is limited. Cost for placement is \$750. No catalogs are permitted. Samples must be pre-approved by Deborah by September 29th.

Sponsorship item Registration bags-

Your companies logo can be branded on all registration bags handed out at the event. Cost is \$1000 plus price of bag. Estimated number 750. If your company is interested in sponsoring the registration bag please contact Deborah Free at Deborah@picturehouse.org.

Completed form must be returned to Deborah before August 25th!!

PREADVERTISING OPPORTUNITIES-

Movingpicturehouse aggressively markets all events through a variety of different medians, print advertising, email campaigns, direct mail, organizational newsletters to name a few. We have also put together a package that allows each exhibitor to promote the event to their individual clients.

Package includes the following:

HTML EMAIL-We have created a html email that can be personalized and sent out directly from your company inviting your clients to come by and see you at the event. To download this please go to www.picturehouse.org/ny

LOGO & LINK- Available for you to download is the picturehouse logo and link to the details on the New York event and registration page.

POSTCARDS- movingpicturehouse also offers 100 free invitational postcards to each participant to mail out to your local clients inviting them to visit you at the event. Additional postcards can be purchased for \$50 per 100. **Please note unless you return form you will not receive this special offering!**

Deadline to receive postcard order AUGUST 25th-

PRIZE DRAWING-

In order to help draw attendees through the various rooms we are offering attendees a chance to win a variety of prizes. Movingpicturehouse will hand out a pre-printed form to all attendees upon registration. This form must be stamped by all participating companies in order to qualify for the prize. This guarantees traffic directly to your table.

Completed form must be returned to Deborah before August 25th!!

Note all prizes must be valued at \$350 or higher in order to qualify.

You do not have to bring your prize to the event. Drawing will be held the following week and notification send to both prize winner and agency providing prize. You are responsible for shipping prize directly to winner. We will need a detailed description of your prize for pre-promotion of this event and a low resolution shot of prize so it can be featured on website.

AV RENTALS

Audio Visual gear, such as computers and plasma screens, can be rented at variety of companies. Following are two suggestions that are familiar with Picturehouse events.

- **Events Direct** (+1 908-359-8900). Contact Jeff Kampf, jkampf@eventsdirect.com. (form is attached with exhibitor packet)
- **NMR/National MicroRentals** Contact Jim Clark Toll-free phone: +1 (800) 637-2496 Direct phone to Jim: +1 (609) 395-4115 Fax: +1 (609) 395-7142 Email: jclark@nmrrents.com Website: <http://www.nmrrents.com/index.html>

If neither company has what you are looking for please contact Deborah Free, Deborah@picturehouse.org for other suggestions.

DIRECTIONS/PARKING-

Movingpicturehouse NYC event location:

The Puck Building, 295 Lafayette Street, New York, NY 10012
Tel 212 274-8900, Fax 212 226-6835, www.puckcaterers.com

The Puck Building is located in Soho and can be reached as follows:

Car--From New Jersey

Holland Tunnel - Take Canal Street heading east to Centre Street and take a left. Center Street becomes Lafayette. Go 8 or 9 blocks to Houston Street. The Puck Building is on the southeast corner of Houston & Lafayette.

Lincoln Tunnel - Take West Street south to Canal Street. Follow above directions.

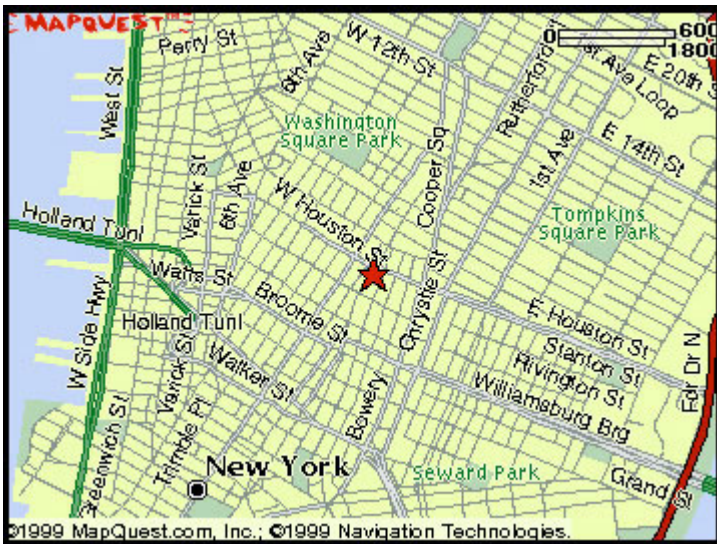
George Washington Bridge - Take the George Washington Bridge to the Westside Highway (Henry Hudson Parkway) and head south. Take a right on Houston Street, and drive east on Houston to Lafayette street. The Puck Building is on the southeast corner.

From Connecticut--Either take the Merritt Parkway to the Cross Bronx Expressway to the FDR, or take the New England Thruway to Triboro Bridge (to Manhattan) to the FDR. From the FDR head south to the Houston Street exit. Take a right and drive across Houston to Lafayette. The Puck Building is on the southeast corner of Houston & Lafayette Streets.

From Upstate New York - Take New York State Thruway to Major Deegan Expressway. Take the Major Deegan Expressway to the Triboro Bridge to Manhattan, then take FDR south. From the FDR take Houston exit and turn right. Drive across Houston to Lafayette Street. The Puck Building is on the southeast corner of Houston & Lafayette Streets

Parking

Compass Parking Garage located at 610 Broadway at the N.E corner



Subway--6 train to Bleecker station or F, V Broadway/Lafayette station or N-R to Prince Street

Bus--

Take the M21, M13, M1

By Subway:

Subway maps are online at <http://www.mta.nyc.ny.us/nyct/maps/submap.htm>

LODGING-

Movingpicturehouse is being held at a beautiful, independent venue instead of a hotel with a convention center. Therefore, we cannot leverage the event to get favorable hotel rates for you. You may be able to utilize sizable discounts if you are a member of AAA or AARP membership, or by booking online through Travelocity.com, Orbitz.com or Expedia.com, if you are from overseas you can go to alphasrooms.com. The cheapest pricing can usually be obtained by bidding low at Priceline.com, provided that some flexibility exists in location preference. Be sure to ask for a discount. You can also go to citysearch.com.

Be sure to enter Lower Manhattan, Soho or Greenwich Village to find the closest hotels available.

Here are also some additional hotels in and around the area (these are just suggestions):

Lower Manhattan:

Soho Suites Hotel: 11 Rivington, phone 212-353-0860, www.offsoho.com

\$199 plus applicable taxes

World Hotel: 101 Bowery @ Grand Ave., phone 212-226-5522, www.worldhotelinc.com

\$110 plus applicable taxes

Washington Square Hotel: 103 Waverly; phone 212-777-9515 www.wshotel.com

www.washingtonsquarehotel.com

\$210 plus applicable taxes

Holiday Inn: 138 Lafayette; phone 212-966-8898 www.ichotelsgroup.com

\$329 plus applicable taxes

Holiday Inn Express Inn; 135 E. Houston Street

The Solita Soho Hotel-A Clarion Collection Hotel; 159 Grand Street

Best Western Seaport Inn-33 Peck Slip

Soho Grande; 310 West Broadway; phone 212-965-3000, www.sohogrand.com

\$499 plus applicable taxes



November 1, 2006
The Puck Building
295 Lafayette Street
New York, New York 10012

Internet/Electricity Order Form-

Company name:

Contact name:

Phone Number:

Email address:

Electricity-

Yes we want electricity

No we do not need electricity

You are responsible for supplying power strip if additional outlets are needed.

Wireless Internet-Cost is \$225 per computer, \$50 for each additional computer

Yes we need internet access at our table
computers

We will need access for _____

No we do not need internet access at table

Service Information

Booth number:

What time will you arrive on site for set up (in the event of a problem):

Special instructions:

A WI-FI wireless card must be installed on your computer to utilize this service. A password will be required for access to the wireless network. If you do not have a WI-FI card you will not be able to access to internet. None will be available at show. Once internet is purchased instructions will be sent via email.

Please email form back to Deborah Free at Deborah@picturehouse.org or fax to 585-768-2941.

Form must be received by October 20th or access may not be available!!

Thank you!!



November 1, 2006
The Puck Building
295 Lafayette Street, New York, New York 10012

Marketing & Pre-advertising Opportunities Form

Company name:

Contact Name:

Address:

Phone number:

Email address:

No we are not interested

Yes please refer to selections below

Please note sponsorship is on a first come, first served basis. All sponsored items will receive mention in pre-advertisements and in the Show Guide if material is received by deadline indicated.

Advert in Show Guide-

full page ad in the Show Guide @ \$600 _ page ad in Show Guide @ \$350

Final design must be sent directly to Sharon@jollypixels.com before September 9th!!

Material in Registration bags *no catalogs permitted-

Inclusion of promotional material in registration bag @ \$750

Other Sponsorship opportunities-

Sponsorship of registration bag @ \$1000 plus cost of bags

We would like to sponsor (please indicate)-

Prize Drawing-

We would like to offer a prize for the drawing

Prize must have minimum \$350 value, description is as follows:

Preadvertising opportunities-

Postcards-

Yes we would like 100 postcards to be sent to

address indicated above sent to this address

No we do not want any postcards

Notification must be received or you will not receive any postcards!

**Please returned completed form to Deborah at Deborah@picturehouse.org
or fax to 585-768-2941 before August 25th!**



November 1, 2006
The Puck Building
295 Lafayette Street, New York, New York 10012

Shipping form

**Completed form must be sent to Deborah @ 585-768-2941 or
deborah@picturehouse.org!!**

**Shipments sent to the warehouse can only be received after October 9th and before October 27th!
DO NOT SHIP ANY BOXES DIRECTLY TO THE PUCK BUILDING!!**

**Please follow instructions for labeling your boxes. We can not take responsibility for any boxes
incorrectly labeled or sent to be received after October 27th!!**

Warehouse address:

CD & L
165 Randolph Street
Brooklyn, New York 11237
Attn: Bruce or Mary
212-337-1469

ALL labels must have the following information on them!!

PICTUREHOUSE November 1/[YOUR COMPANY NAME] Table #

This information is vital to your package arriving at your appropriate table.

**If shipping form is not received an additional \$10 per box fee will be applied!
A \$30 minimum will apply for shipping to warehouse.**

Company name:

Contact Name:

Phone number:

Email address:

Number of boxes shipped: _____ Shipment was sent on: _____ To arrive on: _____

Boxes shipped via: Fed ex UPS DHL Postoffice Other _____

Tracking numbers for boxes:

Shipment will be sent directly to Puck day before show/morning of show*

***Shipments brought directly to Puck Building will only be allowed between 2:00-5:00 on Tuesday
or 7:00-10:00 on day of show!! They must be brought in via 281 Mulberry Street at the loading
dock, NO SHIPMENTS WILL BE ACCEPTED AT THE LAFAYETTE STREET ENTRY!!**