



# EXHIBITOR KIT

**Wednesday, March 8, 2023**  
**10:00 a.m. – 4:00 p.m.**

**etc.venues**  
**360 Madison Avenue**  
**New York, NY 10017**



# TABLE OF CONTENTS

**Where & When Basics**

**Directions & Nearby Hotels**

**Inbound Shipping, Building Rules,  
and Hand Carrying Guidelines**

**EAC Notification Form**

**Press Center & Press Contact Information**

**On-Site Services & Service Providers List**

**Outbound Shipping**

**Information in this Exhibitor Kit is subject to change.**



## Where & When Basics

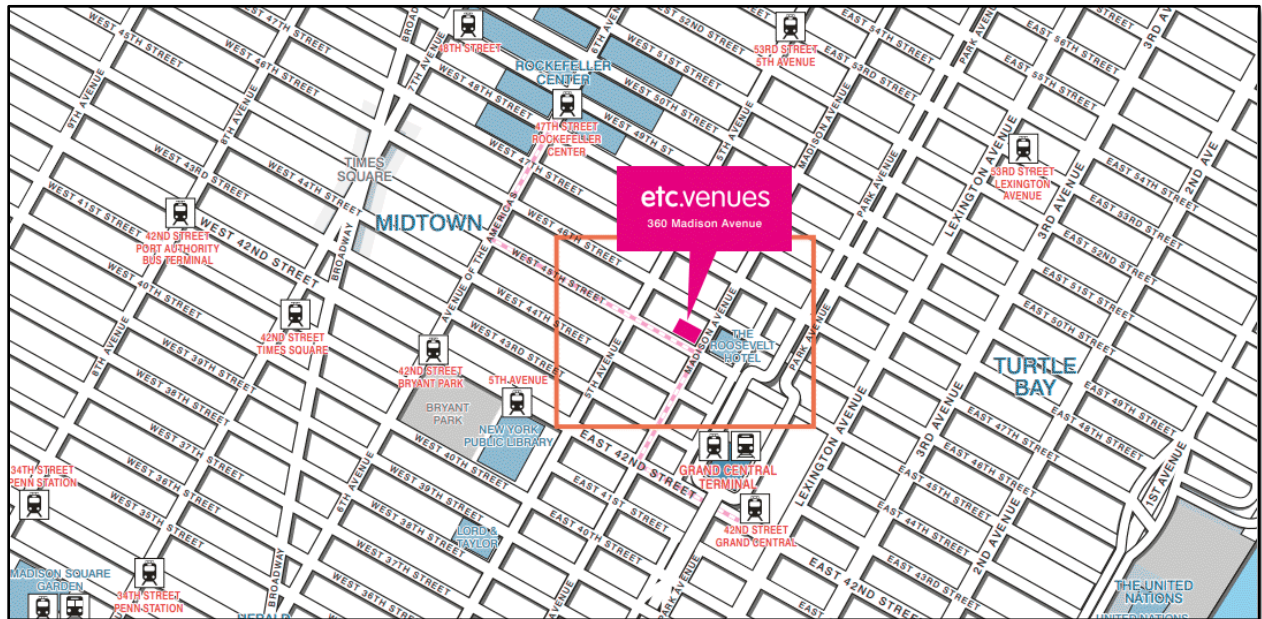
<b>Official Show Name</b>	The Play Date			
<b>Show Management</b>	The Toy Association, Inc.   1375 Broadway, Suite 1001; New York, NY 10018 T: 212.675.1141 F: 212.645.3246 <a href="http://www.toyassociation.org">www.toyassociation.org</a>  Adventure Media & Events   307 7 <sup>th</sup> Avenue, #1601; New York, NY 10001 T: 212.575.4510 <a href="http://www.adventurepublishinggroup.com">www.adventurepublishinggroup.com</a>			
<b>Show Location</b>	etc.venues   360 Madison Avenue; New York NY 10017 Exhibits on 4 <sup>th</sup> & 5 <sup>th</sup> Floors			
<b>2023 Show Date &amp; Hours</b>	Wednesday, March 8	10:00 a.m. – 4:00 p.m.		
<b>Exhibitor Registration</b>	Exhibitors can register booth staff here: <a href="https://forms.gle/uvVhuVz7UyL1W1vD6">https://forms.gle/uvVhuVz7UyL1W1vD6</a> <ul style="list-style-type: none"><li>• Nickel &amp; Silver sponsors will receive (2) badges.</li><li>• Gold sponsors will receive (3) badges.</li><li>• Medallion sponsors will receive (4) badges.</li><li>• <b>No additional badges will be allotted for this event.</b></li></ul> <p><b>If you are using and Exhibitor Appointed Contract (EAC) or a vendor other than your staff to set up your booth, please fill out an EAC form located in this Exhibitor Kit so that they can be badged properly.</b></p> <p><b>On-Site – Check-in areas on 4<sup>th</sup> &amp; 5<sup>th</sup> Floors</b></p> <table><tr><td>Wednesday, March 8</td><td>8:00 a.m. – 4:00 p.m.</td></tr></table>		Wednesday, March 8	8:00 a.m. – 4:00 p.m.
Wednesday, March 8	8:00 a.m. – 4:00 p.m.			
<b>Shipment Receiving Dates</b>	Monday, March 6, 2023 through Tuesday, March 7, 2023 <b>ONLY</b>			
<b>Move-In Hours</b>	Tuesday, March 7 6:00 p.m. – 10:00 p.m. Wednesday, March 8 8:00 a.m. – 9:45 a.m. <ul style="list-style-type: none"><li>• The loading bay is situated at the front of the building on East 45<sup>th</sup> Street and is open for deliveries Monday, March 6 – Wednesday, March 8 from 8:00 a.m. – 5:00 p.m.</li><li>• Freight Elevator Access:<ul style="list-style-type: none"><li>- Tuesday, March 7 6:00 p.m. – 10:00 p.m.</li><li>- Wednesday, March 8 8:00 a.m. – 10:30 a.m. / 4:00 p.m. – 6:45 p.m.</li></ul></li></ul> <p><b>Deliveries other than UPS or FedEx will require a Certificate of Insurance (COI) and Indemnity Agreement completed by the exhibitor.</b></p>			
<b>Move-Out Hours</b>	Wednesday, March 8	4:00 p.m. – 6:00 p.m.		

**Information in this Exhibitor Kit is subject to change. For the most up-to-date guidelines and information, regularly visit The Play Date website at [www.toyassociation.org/playdate](http://www.toyassociation.org/playdate).**



## Directions & Nearby Hotels/Restaurants

### Event Location



#### **etc.venues**

360 Madison Avenue; New York NY 10017

(enter on 45<sup>th</sup> Street)

Exhibits on 4<sup>th</sup> & 5<sup>th</sup> Floors

### Directions from Grand Central Terminal

Subway Lines: 4, 5, 6, 7 & S

1. Exit Grand Central Terminal on 42<sup>nd</sup> Street and turn right out of station.
2. Turn right onto Madison Avenue and continue to 45<sup>th</sup> Street.
3. 360 Madison Avenue is located on 45<sup>th</sup> Street, left hand side.

### Directions from Subway: 47-50 Street Rockefeller Center

Subway Lines: B, D, F & M

1. Exit the station on Avenue of the Americas (6<sup>th</sup> Avenue) and turn left onto 45<sup>th</sup> Street.
2. Cross over 5<sup>th</sup> Avenue and 360 Madison Avenue is located on 45<sup>th</sup> Street, left hand side.



### Nearby Hotels

- **Westgate New York Grand Central** (11-minute walk)  
304 East 42<sup>nd</sup> Street; New York, NY 10017
- **Hotel 48LEX New York** (7-minute walk)  
517 Lexington Avenue; New York, NY 10017
- **Fitzpatrick Manhattan Hotel** (3-minute walk)  
687 Lexington Avenue; New York, NY 10022
- **Citadines Connect Fifth Avenue New York** (2-minute walk)  
15 West 45<sup>th</sup> Street, New York, NY 10036
- **The Lexington Hotel** (6-minute walk)  
511 Lexington @ East 48<sup>th</sup> Street, New York, NY 10017
- **Lotte New York Palace** (6-minute walk)  
455 Madison Avenue; New York, NY 10022
- **InterContinental New York Barclay** (6-minute walk)  
111 East 48<sup>th</sup> Street; New York, NY 10017
- **The Kimberly Hotel** (4-minute walk)  
145 East 50<sup>th</sup> Street; New York, NY 10022
- **The Benjamin** (3-minute walk)  
125 East 50<sup>th</sup> Street; New York, NY 10022

### Nearby Restaurants

- **Agern** - *Nordic Cuisine* (0.2 miles)  
89 East 42<sup>nd</sup> Street; New York, NY 10017
- **Andaz** - *Neighborhood Centric Farm to Table* (0.5 miles)  
485 5<sup>th</sup> Avenue; New York, NY 10017
- **Aquavit** - *Nordic Cuisine* (0.5 miles)  
65 East 55<sup>th</sup> Street; New York, NY 10022
- **Butter** - *Seasonal American* (0.3 miles)  
70 West 45<sup>th</sup> Street; New York, NY 10036
- **Del Frisco's Double Eagle Steakhouse** - *American Steakhouse* (0.5 miles)  
1221 6<sup>th</sup> Avenue; New York, NY 10020
- **Gabriel Kreuther** - *French Cuisine* (0.4 miles)  
41 West 42<sup>nd</sup> Street; New York, NY 10036
- **Kellari Taverna** - *Greek/Mediterranean Seafood* (0.2 miles away)  
19 West 44<sup>th</sup> Street; New York, NY 10036
- **Lambs Club** - *Modern Upscale American Cuisine* (0.4 miles)  
132 West 44<sup>th</sup> Street; New York, NY 10036
- **Morton Steakhouse** - *Steakhouse* (400 feet)  
551 5<sup>th</sup> Avenue; New York, NY 10017

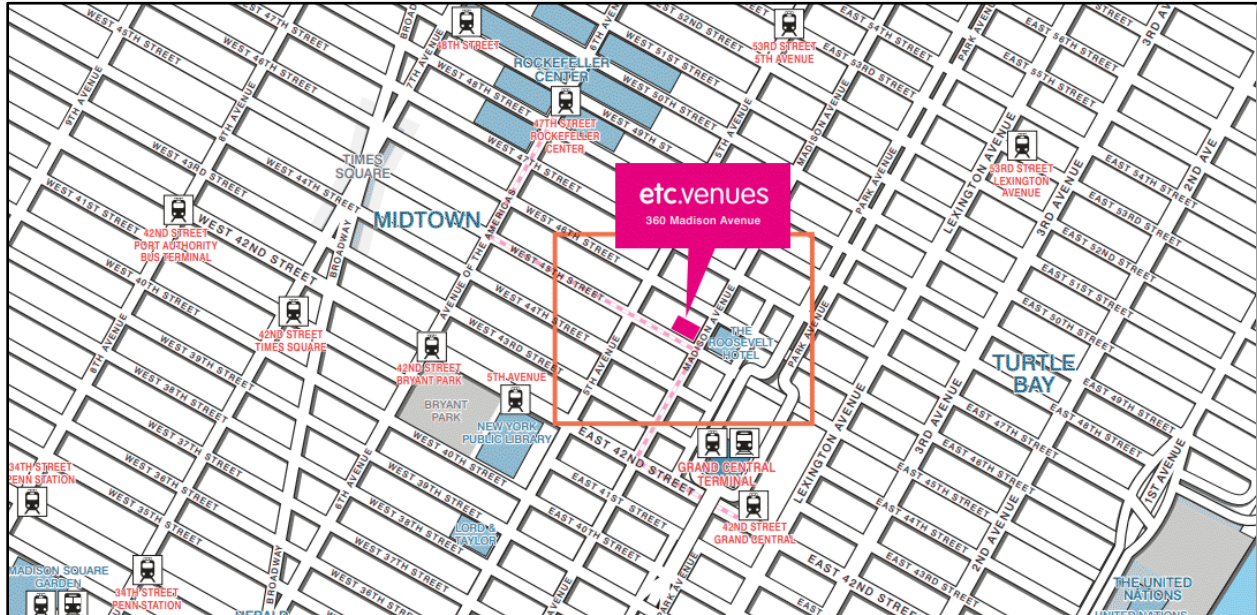


## Inbound Shipping, Building Rules, and Hand Carrying Guidelines

### Move-In Hours

Tuesday, March 7	6:00 p.m. – 10:00 p.m.
Wednesday, March 8	8:00 a.m. – 9:45 a.m.

### Shipping & Deliveries



- UPS & FedEx are building approved and are highly recommended to use as your shipper. Any other shipper, or courier, will require a Certificate of Insurance (COI) and indemnity by the exhibitor and must be pre-approved by show management. If you are logistically unable to use UPS or FedEx please contact Robyn Gibbs, Director of Meetings & Events at [rgibbs@toyassociation.org](mailto:rgibbs@toyassociation.org).
- Shipments must be scheduled to arrive on Monday, March 6 – Tuesday, March 7 between the hours of 8:00 a.m. & 5:00 p.m. **ONLY**. Due to limited storage, shipments will not be accepted prior to this date. If shipments arrive prior to the approved time, **your materials will be denied**.
- For your shipment to be accepted at the venue all items must be addressed clearly using the labels found in this document.

## Loading Bay Access & Driver Check In

The loading bay is situated at the front of the building on East 45<sup>th</sup> Street and is open for deliveries Monday, March 6 – Wednesday, March 8 from 8:00 a.m. & 5:00 p.m. **ONLY**.



Deliveries other than UPS or FedEx require a COI and Indemnity Agreement completed by the exhibitor. Without these completed documents, and building approval, delivery will be denied.

On arrival, the driver is required to check in with security in the Messenger Room (the door is to the right of the garage and left of the building entrance). You will be directed to the loading bay entrance and then to the venue on Level 4 or 5. **etc.venue will not accept deliveries left inside the loading bay.**

- Vehicles cannot enter or park in the loading bay; it is a drop-off point only from the roadway
- There are no parking facilities available at the venue or loading bay
- Large trucks with lots of items must be scheduled in advance with the Event Manager. Please contact Robyn Gibbs, Director of Meetings & Events at [rgibbs@toyassociation.org](mailto:rgibbs@toyassociation.org).

## Freight Elevator Access Hours

Tuesday, March 7	6:00 p.m. – 10:00 p.m.
Wednesday, March 8	8:00 a.m. – 10:30 a.m. / 4:01 p.m. – 6:00 p.m.

## Lift Access for Freight



<b>Maximum Weight:</b>	3,500 Pounds
<b>Height:</b>	9' ft
<b>Width:</b>	6' ft
<b>Length (corner to corner):</b>	7'6' ft
<b>Door Measures:</b>	7.2' ft (H) x 3.10' ft (W)

- There is a corridor (3.7 ft in width and 6.9 ft in height) with two doors you must go through before you enter the freight lift on the right-hand side.
- It will be your responsibility to ensure the lifts are protected to avoid damages; any damages are chargeable to the company responsible.

### Delivery to Venue | Shipping Label

- 1) **LABELS:** Please produce your shipping labels EXACTLY as shown below. The Toy Association, Adventure Media and etc.venue will not be responsible for mislabeled shipments.

<p><b>To:</b>  etc.venues, 5<sup>th</sup> Floor  360 Madison Avenue  Located @ 45<sup>th</sup> Street  New York, NY 10017  Tel: (646) 844-6004</p> <p>Attn: Catherine Armstrong  The Play Date, March 8, 2023  Package # ____ of # ____.</p>	<p><b>FAO</b>  Your Name  Your Telephone #  Your Company Name  Your Shipping #</p>
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- 2) **SHIP DATES:** All shipments must arrive to etc.venue between the dates of **Monday, March 6 & Tuesday, March 7, 2023.**
- 3) **SHIPMENT DETAILS:** It is required that you provide the details listed below to Robyn Gibbs by **Thursday, March 2, 2023.** Details can be submitted via email to [rgibbs@toyassociation.org](mailto:rgibbs@toyassociation.org).
  - a. Company Name
  - b. Contact Person Name and Phone
  - c. Total Number of Boxes
  - d. Shipping Method (UPS or FedEx)
  - e. Tracking Number
  - f. Ship Date
  - g. Scheduled Delivery Date
  - h. Description of Each Box (ex: Brown Cardboard Box, Black Trunk, etc.)
  - i. List of Contents for Each Box

### Exhibitor Appointed Contractor

**If you are using and Exhibitor Appointed Contract (EAC) or a vendor other than your staff to set up your booth,** please fill out an *EAC Notification Form* located in this *Exhibitor Kit* so that they can be badged properly.



## Building Rules

- 1) All work will be carried out in a safe manner, without causing any hazards to the venue structure, clients, venue team and their property. Exhibitor will procure own public liability insurance and risk assessments as necessary.
- 2) No fire exits or corridors will be blocked during or after the set up.
- 3) Loading bay procedure and lift etiquette are to be observed; we are able to secure a lift for large deliveries via the building's security team.
- 4) There is **no** loading/unloading or parking permitted in the loading bay. It is a drop-off point only, with loading/unloading only permitted from outside the loading bay entrance.
- 5) Lift doors are not to be kept open with flight cases or other items due to the damage this causes to the lifts.
- 6) Care will be taken at all times when transporting equipment through doors and near walls; no cases or equipment will be rested against the walls or any of the pillars.
- 7) All flight cases will be taken off-site (unless storage is arranged via your client or event manager); no equipment will be stored in the corridors as these lead to fire exits.
- 8) Only cases and trucks with **rubber wheels** will be used on the tiles.
- 9) Door wedges will be provided to hold the doors open, nothing else is to be used.**
- 10) Sets and backdrops will be built and disassembled with sufficient room and away from walls and artwork.
- 11) The use of any branding materials, backdrops, and banners on-site, must be taken off-site after the event as the venue cannot dispose of these items.
- 12) Existing setups will not be moved or changed, and tools will not be placed on any furniture set for the event.
- 13) The decibel allowance for general speech the maximum level of settings is 70db & for music, the maximum level of settings is 80db.
- 14) We (sponsors, exhibitors, and suppliers) will be liable and make good of any damages caused as a result of the work carried out or negligence.
- 15) I/We understand that etc.venues is not liable for any theft, loss or damage to deliveries whilst in storage or at the exhibition stand; or when the venue facilities crew assist to move the deliveries.

## Booth Height Regulation

The maximum height for merchandise and display fixtures is 8ft.

## Carpet

The exhibit area is carpeted.

## Pipe & Drape Information

The exhibit space does not include pipe & drape. If needed, pipe & drape is available through Duggal Visual Solutions, Inc. (Agata Renault at 646.638.7110 / 646.276.3468 / [agata@duggal.com](mailto:agata@duggal.com))

## Food Delivery

All food deliveries must be picked up in the building lobby.

## Hand Carry

**Small items are permissible to bring through the passenger elevators.** Anything larger than a small rolling suitcase will be required to go through freight.



## Exhibitor Appointed Contractor Notification Form

EXHIBITING COMPANY \_\_\_\_\_ SHIPPING # \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

EXHIBITING COMPANY'S  
ON-SITE CONTACT NAME \_\_\_\_\_ MOBILE # \_\_\_\_\_

OUR COMPANY HAS HIRED AN EAC TO PERFORM THE FOLLOWING SERVICES AT PLAY DATE 2023:

\_\_\_\_\_

EAC COMPANY NAME \_\_\_\_\_ NUMBER OF ON-SITE EAC EMPLOYEES \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

ACCT. EXEC. \_\_\_\_\_ PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

EAC'S  
ON-SITE SUPERVISOR NAME \_\_\_\_\_ MOBILE # \_\_\_\_\_

SUBMITTED BY \_\_\_\_\_ DATE \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

**Send completed form and Certificate(s) of Insurance to:**

**Mail to:**

Robyn Gibbs  
The Toy Association, Inc.  
1375 Broadway, Suite 1001  
New York, NY 10018

**Fax to:**

212.645.3246

**Email to:**

rgibbs@toyassociation.org

TO: All Contractors

FROM: Tony Sela, Director of Property Management  
(E-mail: tonys@stawskipartners.com)  
Bryan Kline, Building Manager  
(E-mail: 360@stawskipartners.com)  
360 Madison Avenue  
New York, NY 10017  
(T) 212-599-5762  
(F) 212-599-1557

RE: Certificate of Insurance & Indemnity Agreement for 360 Madison Avenue

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To Whom It May Concern:

Stawski Partners is the Acting Agent for the Owner of the above-referenced building. Please be advised that relative to your contract for services at the above-referenced building we require insurance certificates from you evidencing the following coverage:

1. Liability insurance providing (a) as to bodily injury and property damage in combined single limits of no less than **\$5,000,000**, and (b) as to contractual liability, covering all indemnity obligations (if any) as to such premises.
2. Worker's Compensation insurance in the form and amounts required by law.

The following must be named as additional insured on the above policies and indicated as such in the "Special Items" section of the certificate of insurance:

- **Madison 45 LLC (Owner)**
- **Axel Stawski**
- **Stawski Partners (Acting Agent for Owner)**
- **360 Madison Avenue, New York, NY 10017**

We also require that the attached Indemnity Agreement be signed by an authorized officer of your company, notarized, and returned to Stawski Partners.

Please note, no work will be permitted at such premises until the appropriate insurance certificate and indemnity agreement are properly executed, received and approved.

Should you have any questions, please contact the Building Manager.

**INDEMNITY AGREEMENT OF TENANT’S CONTRACTOR**

For purposes of this agreement, the following definitions shall apply:

“Contractor” shall mean \_\_\_\_\_ having an office at \_\_\_\_\_ . “Building” shall mean 360 Madison Avenue, New York, New York, “Owner” shall mean Madison 45 LLC and “Agent” shall mean Stawski Partners. “Contract” shall mean the contract dated \_\_\_\_\_ and any extension, modification, or replacement thereof.

Contractor, in consideration of being granted access to the Building by Owner for the purpose of providing work, labor or materials (“Work”) therein on behalf of Owner and/or any tenant of the Building, pursuant to the Contract or otherwise, does hereby covenant and agree:

To the fullest extent permitted by law, Contractor shall indemnify and hold harmless Owner and Agent, and their agents, employees, invitees, contractors and subcontractors, from and against any and all liability, claims, damages, losses and/or expenses (including, but not limited to attorneys fees and disbursements), arising out of or incidental to or resulting from the performance of any work performed in or about the Building by Contractor, any of its subcontractors or anyone claiming through Contractor or such subcontractors, including, but not limited to, any and all liability, claims, damages, losses and/or expenses attributable to (1) the filing of any lien or claim for payment, or (2) bodily injury, sickness, disease or death, or (3) injury to or destruction of property (including the loss of use thereof), regardless of whether or not it is attributable to the acts or omission of a party indemnified hereunder. Such obligation of indemnity which would otherwise exist as to any party or person described in this paragraph and nothing contained herein shall be deemed or constructed to limit in any way whatsoever any rights and/or remedies available to Owner and Agent at Law or in equity.

**IN WITNESS WHEREOF**, the undersigned has executed this agreement the \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_.

**CONTRACTOR**

Company Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Sworn to before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_

\_\_\_\_\_ Notary Public





# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

05/16/2022

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER [REDACTED]	CONTACT NAME:	
	PHONE (A/C, No, Ext): [REDACTED]	FAX (A/C, No):
INSURED [REDACTED]	E-MAIL ADDRESS: [REDACTED]	
	INSURER(S) AFFORDING COVERAGE	
	INSURER A : [REDACTED]	NAIC # [REDACTED]
	INSURER B :	
	INSURER C :	
	INSURER D :	
	INSURER E :	
	INSURER F :	

**COVERAGES**

CERTIFICATE NUMBER:

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSD WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR	Y	[REDACTED]	[REDACTED]	[REDACTED]	EACH OCCURRENCE [REDACTED]
	GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:					DAMAGE TO RENTED PREMISES (Ea occurrence) [REDACTED]
	<input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS					COMBINED SINGLE LIMIT (Ea accident) \$ [REDACTED]
	<input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS					BODILY INJURY (Per person) \$ [REDACTED]
	<input type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> EXCESS LIAB					BODILY INJURY (Per accident) \$ [REDACTED]
	<input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE					PROPERTY DAMAGE (Per accident) \$ [REDACTED]
	DED [REDACTED] RETENTION \$ [REDACTED]					\$ [REDACTED]
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	<input type="checkbox"/> Y <input checked="" type="checkbox"/> N	N/A			PER STATUTE OTH-ER
						E.L. EACH ACCIDENT \$ [REDACTED]
						E.L. DISEASE - EA EMPLOYEE \$ [REDACTED]
						E.L. DISEASE - POLICY LIMIT \$ [REDACTED]

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

Listed as additionally insured : Madison 45 LLC (Owner), Axel Stawski, Stawski Partners (Acting Agent for Owner), 360 Madison Avenue, New York, NY 10017

**CERTIFICATE HOLDER****CANCELLATION**

Madison 45 LLC (Owner)  
Axel Stawski  
Stawski Partners (Acting agent for owner)  
360 Madison Avenues, New York, NY 10017

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

© 1988-2015 ACORD CORPORATION. All rights reserved.



## Press Center & Press Contact Information

### Press Center Instructions

1. Please email all media assets (e.g., press releases, fact sheets, company logo, images, etc.), to [theplaydate@coynepr.com](mailto:theplaydate@coynepr.com), with the following subject line - **The Play Date: YOUR COMPANY NAME.**
2. Within this email please also identify your PR/press contact and share their contact information (e.g., name, title, phone, and email). This is the contact that will be shared with the media attendees in case they would like to book specific appointment times.
3. Please note that the media assets you share will be filed into our online press center, allowing attendees and press to easily download and access them.
4. **ALL INFORMATION/ASSETS ARE DUE BY WEDNESDAY, FEBRUARY 15, 2023.**

### Press Kits

We recommend preparing (200) Press Kits to distribute on-site.

### Giveaways

A swag bag (show bag) will be distributed during the show. If you'd like to bring samples, you are permitted to hand out giveaways from your booth. We recommend preparing (200) giveaways to distribute on-site.



## On-Site Services & Service Providers List

### On-Site Services

#### ***Carpet***

The exhibit area is carpeted.

#### ***Coat/Baggage Check***

There is a coat/baggage check next to the restrooms on each floor.

#### ***Electricity***

Your exhibit space includes (1) standard electrical outlet.

#### ***Pipe & Drape***

The exhibit space does not include pipe & drape. If you require pipe & drape, please contact:

##### **Duggal Visual Solutions, Inc.**

Phone: 646.638.7110

Cell: 646.276.3468

Contact: Agata Renault

Email: [agata@duggal.com](mailto:agata@duggal.com)

#### ***Printing & Shipping Services***

The closest FedEx Office is located to the left of the building entrance.

##### **FedEx Office**

Address: 360 Madison Avenue

New York, NY 10017

Phone: 212.949.2534

Email: [usa0980@fedex.com](mailto:usa0980@fedex.com)

Website: [local.fedex.com/en-us/ny/new-york/office-0980](http://local.fedex.com/en-us/ny/new-york/office-0980)

#### ***Trash Disposal***

Standard trash such as paper boxes, packing materials, etc. can be stacked neatly near the booth and will be cleared by the venue. Metal banners, vinyl, etc. are considered specialty trash and must be disposed of by you. Please refer to *Outbound Shipping* in this *Exhibitor Kit* for more information.

#### ***Wi-Fi Access***

800mb guest Wi-Fi is included with your booth. Log-in details will be provided on-site.

## [Service Providers List](#)

### *Audio Visual*

#### **One Way Event Production**

Order Form:

<https://forms.monday.com/forms/7039c5c6bd1365c5becff609531a24c9?r=use1>

### *Branded Cupcakes / Cookies*

#### **etc.venue**

Contact: Catherine Armstrong

Email: [catherine.armstrong@etcvenues.com](mailto:catherine.armstrong@etcvenues.com)

### *Flowers*

#### **B Floral**

Address: 225 W 35<sup>th</sup> Street, 6/F  
New York, NY 10001

Phone: 646.216.3169

Email: [events@bfloral.com](mailto:events@bfloral.com)

Website: [www.bfloral.com](http://www.bfloral.com)

#### **Eos Blooms**

Address: 147 W 35<sup>th</sup> Street, Suite 907  
New York, NY 10001

Phone: 917.214.1041

Email: [hello@eosblooms.com](mailto:hello@eosblooms.com)

Website: [eosblooms.com](http://eosblooms.com)

### *Furniture*

#### **Cort Furnishings**

Contact: Kerri Otto

Email: [Kerr.otto@cort.com](mailto:Kerr.otto@cort.com)

### *Pipe & Drape*

#### **Duggal Visual Solutions, Inc.**

Phone: 646.638.7110

Cell: 646.276.3468

Contact: Agata Renault

Email: [agata@duggal.com](mailto:agata@duggal.com)

### *Printing & Shipping*

#### **FedEx Office**

Address: 360 Madison Avenue  
New York, NY 10017

Phone: 212.949.2534

Email: [usa0980@fedex.com](mailto:usa0980@fedex.com)

### *Public Relations*

#### **Coyne PR**

Email: [theplaydate@coynepr.com](mailto:theplaydate@coynepr.com)





## Outbound Shipping

### Move-Out Hours

Wednesday, March 8                      4:00 p.m. – 6:00 p.m.

At the close of the event, 4:00 p.m. on Wednesday, March 8, 2023, if you are leaving any materials to be collected by a shipper or courier, please ensure that they are labelled **EXACTLY as shown below.** etc.venues can hold materials for collection via shipping companies (FedEx, UPS, USPS, or courier service\*) until Thursday, March 9, 2023, one working day after the event, until 5:00 p.m. Any items left at the venue outside of this time will be disposed of at the charge of \$500/item plus tax, payable by the exhibiting company. etc.venue will require a credit card on file.

- All materials must be fully packaged and sealed by the exhibitor or sponsor.
- All boxes must have their return labels printed and attached.
- Exhibitor must schedule materials pick up through their designated courier / shipping company.
- If you are shipping internationally, please attach all necessary documents, including those for customs clearance to your items, venue labels, as couriers will not collect these unless these documents are present. Larger courier companies use franchisees to move packages on their behalf and are unable to provide us with the final destination details - only the order reference details - so please ensure that this is communicated.

### Labels

Please produce your return shipping labels **EXACTLY as shown below.** **The Toy Association, Adventure Media, and etc.venue will not be responsible for mislabeled shipments.**

<b>To:</b> Contact From Your Company Company Name Street Address City, State, Zip Code, Country  Contact Mobile # Courier Name & Collection Date Courier Reference	The Play Date, March 8, 2023 Package # ____ of # ____.
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## **Scheduling Pick Ups**

- FedEx - <https://www.fedex.com/en-us/shipping/schedule-manage-pickups.html>
- UPS - [https://wwwapps.ups.com/pickup/schedule?loc=en\\_US](https://wwwapps.ups.com/pickup/schedule?loc=en_US)
- USPS - <https://tools.usps.com/schedule-pickup-steps.htm>

\*All courier collections must be approved in advance as a COI indemnity form must be submitted from the courier service to use the freight elevator. Packages scheduled for pickup via shipping services do not require a COI or indemnity form for the building.

## **Trash Disposal**

- All items – including cardboard – must be removed off-site.
- Do not force or bend the items into the venue trash containers.
- Do not leave trash bags and recyclable items on the floor.
- Bulky items are your responsibility to remove.
- Failure to abide by the trash disposal rules may subject the offender to a penalty.
- Any left banners, boards, large boxes will be charged a removal charge of \$500/item plus tax.
- Both you and your staff are obligated by these rules. You will also be held responsible for any of your outside vendors not following these guidelines.

etc.venue is able to dispose of any unwanted collateral left from your booth such as magazines, agendas, sales materials, etc. However, due to the buildings trash system, we are unable to dispose of larger items such as banners and Foamex boards. Please note that the venue does not have shredding facilities.

For your convenience, there are designated bins for regular trash and recycling. Regular trash goes in the black bags and any recycling should be tossed in the clear trash bags.

Should you have any questions on this please direct your questions or concerns to Catherine Armstrong, your etc.venue Event Manager.