



NEW YORK RIGHTS FAIR

The International Adult & Children's Content & Licensing Marketplace

EXHIBITOR SUCCESS CHECKLIST

Prepare for a successful New York Rights Fair at BookExpo 2019
with this step-by-step checklist!

| | Action | Deadline | Completed |
|----|---|---|-----------|
| 1 | <p>Update & Complete your Company Listing</p> <p>The Exhibitor Dashboard connects you to your most powerful marketing tool: your online directory listing. A complete listing with product images, product categories, show specials and social media links will ensure great exposure and generate more pre-show leads and recommendations.</p> | 3/1/19 | |
| 2 | <p>Review the Exhibitor Manual</p> <p>Review the Exhibitor Manual The exhibitor manual will give you complete A-Z information about everything Show-related. Ordering early will save you up to 30% – click here to review the information.</p> | Ongoing first deadline 5/3/19 | |
| 3 | <p>Order Catering</p> <p>Outside food or drink is NOT permitted on the Show floor. Click here to view the menu and contact information for Centerplate, the official caterer.</p> | 5/14/19 | |
| 4 | <p>Order Booth Furnishings</p> <p>Order tables, chairs, carpeting and more at a discounted rate through Freeman, the official contractor. Click here to access their website for easy online ordering and view the order form here. An additional Freeman account is required.</p> | 5/3/19 | |
| 5 | <p>Order Booth Electricity</p> <p>Click here to order electricity for your booth through Jake, the Javits Center's online portal for utility orders. View the one-sheet here. Remember, there's up to 32% of savings if you order before the deadline!</p> | 5/14/19 | |
| 6 | <p>Order Internet</p> <p>Click here to order internet for your booth through Jake, the Javits Center's online portal for utility orders. View the one-sheet here.</p> | 5/14/19 | |
| 7 | <p>Book Hotel & Travel</p> <p>Hotels fill up quickly—be sure to take advantage of our discounted hotel rates by booking with Connections Housing. Click here for rates and availability.</p> | 3/1/19 | |
| 8 | <p>Calculate your Material Handling</p> <p>You have 2 shipping options: ship to the Advanced Warehouse starting at \$175.25 (100 pound minimum) or ship to Show Site starting at \$125 (100 pound minimum). Click here to view all your options and rates.</p> | <p>Warehouse: Between 4/25/19 & 5/17/19</p> <p>Show Site: No Earlier Than 5/25/19</p> | |
| 9 | <p>Register Booth Staff</p> <p>You can register your staff for exhibitor badges through the Exhibitor Dashboard. <i>Click on the link that reads: Register Your Staff.</i></p> | 5/3/19 | |
| 10 | <p>Review your Media Opportunities</p> <p>Click here for resources to help you connect with influential booksellers, librarians, fans, media and more.</p> | Ongoing | |