

LOCATION

VENUE

Name: Atlantic City Convention Center
Address: One Miss America Way, Atlantic City, NJ 08401
Telephone: 609-449-2000
Main Entrance: Kirkman Boulevard

SHOW OFFICE

Location: Located in the northeast corner of Hall D
Telephone: 609-449-3941
Fax: 646-673-8851
Hours: 8AM-5PM – January 30 – 31, February 1-2 & 8-9
Open 2 hours prior to Show opening; closes at the end of the Show each day, February 3-7

PRESS AREA

Location: Hall D Lobby
Telephone: 609-449-3947
Hours: Services begin 9:00 a.m. on Tuesday, February 1.
You are urged to have press information there and report any important visitors and other items that might be newsworthy to your company or the show.

REGISTRATION/WILL CALL

Location: Hall D Lobby
Hours: 10AM - 5PM - February 2nd and 3rd opening 9am – 6pm
Open 2 hours prior to Show opening & closes one-half hour prior to show close each day, February 2–6.

INFO

Location: Hall D entrance – open during show hours only, February 2 – 6

FREIGHT DESK

Location: Hall C Lobby
Hours: Daily 8AM-5PM

VISTA SERVICE DESK

Location: Hall C Lobby
Hours: Daily 8AM-4PM

EXHIBITOR LOUNGE

Location: Hall D
Hours: Show Days/Hours – Open during show days, 1 hour prior to show open to 1 hour before show close.

SHOW DATES & HOURS

Wednesday	- February 2, 2011	1:00pm to 8:00pm
Thursday	- February 3, 2011	1:00pm to 8:00pm
Friday	- February 4, 2011	11:00pm to 8:00pm
Saturday	- February 5, 2011	10:00am to 8:00pm
Sunday	- February 6, 2011	10:00am to 5:00pm

MEETING ROOMS & SPECIAL EVENTS

Meetings and banquet rooms are available in the Atlantic City Convention Center. Meeting rooms must be relinquished back to the Atlantic City Convention Center by **Sunday, February 6**. Contact Flo Kelly at the Atlantic City Convention Visitor Authority at **609-449-7144** for further information regarding meeting rooms and to place your order.

NEW JERSEY STATE SALES TAX

It is mandatory that all exhibitors must be registered to conduct business within the state of New Jersey. To register or to receive information on the taxation, please contact the New Jersey Bureau of Taxation at 609-645-6673. NJ State Tax form ST-3NR for Non-New Jersey vendors, is located in the State of New Jersey Division of Taxation website. <http://www.state.nj.us/treasury/taxation/index.html?forms.htm~mainFrame>. Or you can get the forms on page 39 in the order Form section.

CONDUCT OF EXHIBITS

Booths must be manned during **all** show hours. Only firms that have contracted for space are allowed to demonstrate product, solicit orders or distribute advertising at the show. Confine distribution of literature, signage, models and sales to your exhibit space.

EXHIBIT CLASSIFICATION

Exhibit classification is based upon space dimensions (booth: 80 sq. ft. – 599 sq. ft.; bulk: 600 sq. ft. or above). However, there are a few exceptions. If you have any questions regarding your classification, please contact Show Management.

STANDARD BOOTH EQUIPMENT

Exhibitors occupying booth space (80 sq. ft. – 599 sq. ft.) are provided with a 7" x 44" identification sign, an 8' high back drape, 36" high side rails, one 6' draped table, and two side chairs. Table, chairs and signs are provided per contract and not per 10' x 10' area. If additional or custom furnishings are required please fill out the Vista order forms located in the Service Order Form section of this kit. Please note if a sign is not ordered, it will not be provided.

BOAT/BULK SPACE EXHIBITORS – Exhibitors will either receive carpet with the choice of red, black, teal, or gray carpet. Or you can have your own carpet installed at no additional cost. Please make sure you note your choice on the boat info form located on page 28.

DISPLAY REGULATIONS & UNION GUIDELINES

There are important regulations pertaining to exhibit structures and union labor relations in the Atlantic City Convention Center. They are outlined on page 16. Please pay special attention to them.

PARKING FACILITIES

There are numerous public lots and garages in proximity of the Center. See Map on following page

Atlantic City Convention Center has a parking garage located on the North side of the facility. There are 750 parking spaces on the first level of the Center (Garage height 7') - Opens 1hr prior to show opening for **attendees only**. \$12 for the first 4hrs, \$2 for next 5th hour and \$1 for each additional hour. No vans allowed. \$33 – 24hours, \$35 – lost ticket
Ohio Avenue Lot

\$15 per day and it can accommodate higher vehicles. If your vehicle is larger than 15' you will be charged for two spots. Passes will be sold on 1/29. Passes will also be sold in the Parking Authority Office located in the Center's garage. If your vehicle is larger than 15' you will be charged for two spots.

SJTA Lot- Fairmount & Mississippi Avenue (Across from Angelo's)

\$10 per day - Free shuttle running to/from center on show days only

Trump Marina

\$5 per day

Free shuttle running to/from the Center on show days only

Caesars and Trump Plaza

Free shuttle running to/from the Center on show days only

Borgata Hotel Casino & Spa

Free shuttle running to/from the center on show days only