

Exhibitor Set Up Guide

Editor Showcase: Snack Attack
Thursday, July 27, 2017
New York Marriott Marquis Times Square
5:00 p.m. – 8:00 p.m.



Snack Attack
July 27, 2017

Thank you again for joining us for Editor Showcase: Snack Attack. In this guide you will find information to help you with your experience at the event, as well as answer some of the logistical questions you may have.

We look forward to seeing you in July. Don't hesitate to let us know how we may be able to assist you with having a successful event.

Thank you!
Editor Showcase Management

Exhibitor Contact:

Caitlin Purkey
Manager, Events
purkey@fastforwardevents.com
Office: 619-312-1212 ext. 105
Cell: 619-655-9813

Event Date:

Thursday, July 27, 2017

Event Time:

Set Up: 1:00 p.m. – 4:45 p.m.

Event: 5:00 p.m. – 8:00 p.m.

Please be set up by 4:45 p.m. as the doors will open promptly at 5:00 p.m.

Event Location:

New York Marriott Marquis Times Square
Empire Complex, 7th Floor
1535 Broadway
New York, NY 10036
212-398-1900

Please make arrangements to have your product(s) arrive to the event during the set up times listed above. You are responsible for your product and its delivery. The event venue is located in the heart of Midtown Manhattan, so please take travel times into consideration.

What We Provide:

- One (1) 6' draped table
 - Table dimensions are 72 in. L x 30 in. W x 29 in. H
- Table-top sign (11" x 8.5")
- Three (3) company representative passes
- Six (6) complimentary drink tickets
- Hosted refreshments and snacks for brands during event set up
- Hyperlinked logo listing and brand description on Editor Showcase website
- Inclusion in event media kits, including your brand logo, description, and PR contact information

Any additional equipment, such as microwaves, hot plates, sample cups, platters, plastic utensils, easels, extension cords, etc., cannot be provided by event management. If you need any of these items, you must bring them with you, or ship them in advance to the hotel.

Set Up Notes:

- Set up times are important to adhere to. If it only takes you 10 minutes to set up, we still ask that still arrive by 4:00 p.m. at the latest
- Should you require more time than is allotted, please contact us and we will be able to assist you with earlier access.
- When arriving at the event, please check in to receive your badges before you move product to your table space.
- We ask that you keep Press Kits and gift bag inserts at your table, as the goal is to encourage editors to visit you rather than spend their time in a Press Room. Media will be carrying around an empty gift bag during the Showcase, and they will be walking around to each brand collecting collateral.

Sampling Notes:

- All food or beverages served by your brand should be small, sample size.
- Brands must provide all plates, cups, etc. to serve samples.
- Complimentary ice is available, but the brand is responsible for the container the ice will be stored in.
- Samples being served must be directly related to each brand's product.
- Any alcohol must be served by the Marriott bartenders, and there is a \$275 fee to have a bartender in your table space during the Showcase.
- Any alcohol brought in is subject to a service charge and corkage fee. Service charge and corkage fee will be determined by the Marriott's retail value of the product. The Marriott is able to provide alcohol for a table, at a charge.
- Exhibitors are able to use the Marriott kitchens to heat items at a charge. The Marriott staff will not heat the items for you.
- Besides the product you are sampling, outside food and beverage (including liquor) for personal consumption is not allowed.

Advanced Shipping:

All brands are responsible for getting their products to the event. Please do not ship anything to Editor Showcase Management.

On the last page of this guide is a Snack Attack specific shipping label. Please complete the label and attach it to anything you are shipping to the property.

Once you have shipped items to the hotel please send your tracking numbers to Caitlin Purkey at purkey@fastforwardevents.com. This is for both perishable and non-perishable shipments. This is the best way to ensure your product is properly stored and delivered to the Showcase room.

Cold Storage:

Ship perishable items at your own risk. Any shipments that need to be refrigerated or frozen must be very clearly labeled to avoid error. Additional charges from the Shipping and Receiving department may be incurred.

Independent Deliveries:

If you will be sending any large deliveries independent from the Marriott's on-premise FedEx department, but still need to use the Marriott's loading dock, please send the following information to Caitlin Purkey at purkey@fastforwardevents.com in advance:

- Date/Time of delivery
- Contact name and phone
- Items being delivered
- Date/Time of load out, if applicable

The loading dock is closed on Wednesdays 1:00 p.m. – 5:00 p.m.

Important Shipping Notes:

- All shipments are done with the on-property FedEx department and not organized by Editor Showcase Management
- Editor Showcase/MM&K is not responsible for any issues resulting in regards to shipment, storage and/or freezing of product.
- Failure to follow the Marriott's shipping guidelines may result in a delay in receiving your items the day of the event.

Recommended Hotels:

New York Marriott Marquis Times Square
1535 Broadway
New York, NY 10036
\$395.00 average / night + tax
2 Double Beds, Non-Smoking
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Hilton Garden Inn Times Square
Approx. .5 mi away from event venue
790 Eighth Avenue
New York, NY 10019
\$399.00 average / night + tax
2 Queen Beds, Non-Smoking

Please note that Editor Showcase does not have a discounted rate at either property. The rates above are directly from the hotel and based on a two-night stay, and non-refundable rates. Rates are likely to vary if limited to a one-night stay.

Electricity & Internet:

Both electricity and internet usage are available directly through the hotel. Note that there will be no wifi access specifically for Editor Showcase. Should you have any electrical or internet needs, please download and complete [this form](#).

Audio Visual:

The New York Marriott Marquis Times Square's world-class Audio Visual Department consists of trained professional staff, and expansive inventory of technologically advanced equipment, and the high quality of a premier hotel property. The hotel reserves the right to require the use of only Marriott owned equipment, including but not limited to, microphones, wireless microphones, lightning equipment, etc., whenever the use of an in-house sound system is necessary. Should you need to utilize an alternate audio visual, communication or production provider, the hotel reserves the right to require approval of any and all outside contractors doing business on the hotel's premises. Should you have any audio/visual needs, please download and complete [this form](#).

Hotel Business Center:

The New York Marriott Marquis Times Square has an on-property FedEx Business Center which offers the following services:

- Post & Parcel
- Overnight delivery/pickup
- Copy and printing
- Internet/computer access
- Fax services

For questions specific to the FedEx Business Center and their offerings, you can contact them directly at 212-575-5047.

Hotel Rentals & Pricing:

You can refer to the list below for available catering rentals and pricing provided by the hotel. Reservations for these services are coordinated through Editor Showcase Management. These prices do not include applicable taxes or services charges.

- One (1) ice bucket refreshed throughout the event – Complimentary
- One (1) water pitcher refreshed throughout the event – Complimentary
- Bartender (up to 4 hours) - \$275 each
- Kitchen Usage - \$200 minimum, depending on heat sources being used
- Toaster Rental - \$200
- Chafing Dish and Sterno Rental - \$200
- Storing Boxes in Freezer/Refrigerator – *Based on dimensions and weight, contact Editor Showcase Management for specific quote*

The hotel does not rent silverware, platters, freezers, or microwaves. If you have an inquiry about an item that is not listed here, please contact Caitlin Purkey at 619-312-1212 or purkey@fastforwardevents.com.



Return Address

Ship To

New York Marriott Marquis Times Square
1535 Broadway
New York, NY 10036

Event Name

Editor Showcase: Snack Attack

Event Date

Thursday, July 27th

Event Room

EMPIRE Complex, 7th Floor

Time of Delivery

1:00 p.m. *(unless otherwise noted)*

Brand Name

Contact Name

Contact Phone

Number of Boxes *(X of X)*

Shipping Notes

Any boxes that need to be refrigerated or frozen must be very clearly labeled. Additional charges may be incurred.

If you have any questions or want to confirm deliveries, you may reach out to Shipping and Receiving directly at 212-575-5047

Any large deliveries through our loading dock must be communicated to Editor Showcase including:

- Date/Time of delivery
- Contact name and phone
- Items being delivered
- Date/Time of load out, if applicable