



**2025 NAB Show New York:  
Rules, Regulations and Work  
Rules Overview**

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# Agenda:

- Get Ready for NAB Show New York
- Budgeting & Key Deadlines
- Registration & Staffing
- Housing & Travel Accommodations
- Lead Retrieval & Scanning
- Marketing & Promotions
- Shipping & Logistics
- Union Rules & Labor Regulations
- Rules & Regulations
- **\*NEW\*** Matching Making Program
- Onsite Assistance – Who, What & Where
- Thank you- Q&A



# Get Ready for NAB New York:

## **Pre-Show**

- Create an action plan, assign roles, and schedule a pre-show meeting to review priorities.
- Prepare a post-show email in advance.
- Note official contractors for booth services.
- Confirm inbound and outbound shipping (include weight tickets, MHAs, and tracking).
- Arrange travel with enough time for setup and teardown.
- Test all equipment and activations before arrival.

## **During Show**

- Before opening, confirm shipments and orders are complete or in progress.
- Check in with the service desk about hired labor and teardown.
- Label empty boxes and containers for teardown before storage.

## **Post-Show**

- Collect all leads, business cards, and staff notes.
- Oversee or delegate teardown, packing, and outbound shipping.
- Complete MHAs and apply labels for every shipment.
- Confirm final invoices with the service desk and vendors.
- Follow up with leads and contacts within a week.



# Cost-Saving Key Deadlines:

## Exhibitor-Specific Budgeting

- Need Help Budgeting? Check out this [custom budget template](#) to ensure you didn't miss anything.
- Consider **Standard Turnkey Packages** to reduce customization costs – You can still upgrade to one today.
- Watch for discount deadlines—**first major cut-off is September 22** (for Freeman services and housing).
- Use exhibitor checklists and [commonly ordered item](#) lists to budget effectively.







### Service

Freeman Services & Housing  
 Turnkey Packages  
 Material Handling & Labor  
 Audio Visual  
 Electric & Internet  
 Security Services

### Vendor

Freeman  
 Freeman  
 Freeman  
 Freeman  
 Javits Center  
 Citadel

### Advance Rate Deadline

 **Sept 22**  
 **Sept 22**  
 **Sept 22**  
 **Sept 22**  
 **Oct 7**  
 **Oct 8**

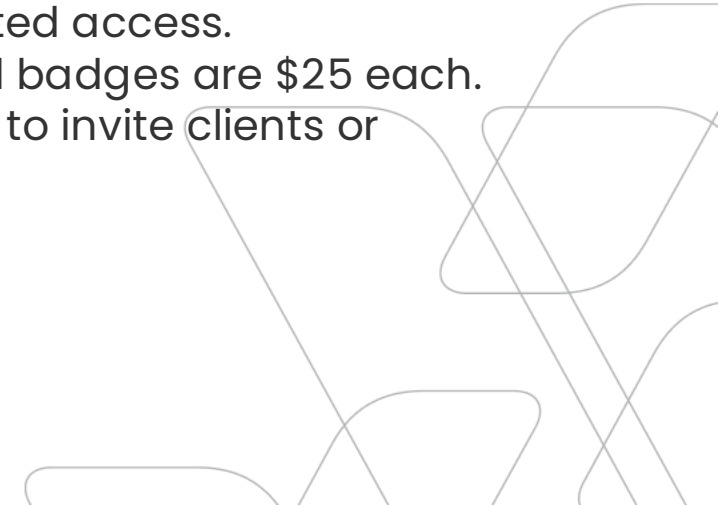
**Pro Tip:** Missing these deadlines can increase costs by up to 30% – **plan early**



# Registration & Badges

- All booth staff and exhibitor-appointed contractors must register via the MapYourShow Exhibitor Dashboard.
- Conference Access: When registering, select “Add Conference Pass” for educational access. Pricing and packages will be shown once the Dashboard is live. Individuals can also add conferences later via their confirmation link.
- Substitutions: Changes after registration cost \$25; corrections (e.g., typos) are free with the original badge onsite.
- Reprints: Lost badges incur a \$50 reprint fee."

## **Badge Types:**

- Exhibitor Badge: For employees working your booth; includes early/late show floor access.
  - Manufacturer Rep Badge: For third-party reps representing multiple brands; limited access.
  - Free Badges: Receive 8 exhibitor badges per 100 sq. ft. of booth space. Additional badges are \$25 each.
  - Guest Passes: Use your Guest Pass Code (available in your Exhibitor Dashboard) to invite clients or prospects for free or discounted entry.
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- Abstract geometric line art consisting of overlapping, rounded shapes and lines in the bottom right corner of the page.

# Housing & Travel

Reserve lodging through the **preferred housing vendor**, Maritz, via your [registration portal](#). By September 22<sup>nd</sup>

- **What airport should I fly into?**

- New York City is serviced by JFK, LaGuardia and Newark airports.

- **Do you offer hotel discounts?**

- NAB Show New York partners with Maritz to secure discounted rates and perks at select hotels. Book early to secure the best rates. Hotels reservations are available through [registration](#). Only reserve through the official housing site to avoid scams.

**International visitors may require a visa —**

- View the [Travel Support Information](#) for details on how to obtain a visa.

**Housing Managed by:**

**Maritz**

Monday–Friday, 9 a.m. – 5 p.m. ET

864-342-6296

[nabshowNYexh@maritz.com](mailto:nabshowNYexh@maritz.com)

Reserve hotel rooms during registration on your **[Exhibitor Dashboard](#)**.

A decorative graphic in the bottom right corner consisting of several overlapping, rounded, geometric shapes in a light gray color, creating a modern, abstract design.

# Lead Retrieval & Scanning

- [Lead retrieval options](#) will be available via your Exhibitor Dashboard in the Registration Portal
- These devices can define what constitutes a “**qualified lead**”—e.g., decision-maker, buyer, media contact.
- Use pre-show promotions to schedule meetings with attendees.
- You have up to three years of data stored through your Lead Retrieval purchase



# Marketing & Promotion

- [Access the Press List](#)
- Make sure journalists know where to find you — and why they should stop by. Schedule press interviews to promote your product launches and spotlight your thought leaders.
- Use the **Guest Pass Program** to send free registration codes to your contacts.
  - Gain access to valuable **demographic information** from redeemed codes.

## myNAB Show New York Planner?

- A digital tool to schedule meetings, explore exhibitor listings, and enhance your online profile with logos, videos, and downloadable content. Access via your [Exhibitor Dashboard](#).

[NAB Show New York Logos](#)  
[Access the Brand Guidelines](#)

## Post-Show Strategy

- Develop a **lead follow-up plan**:
  - Send personalized emails to leads the week after the show
  - Track and prioritize using a **CRM or spreadsheet**
- Keep the engagement momentum going!

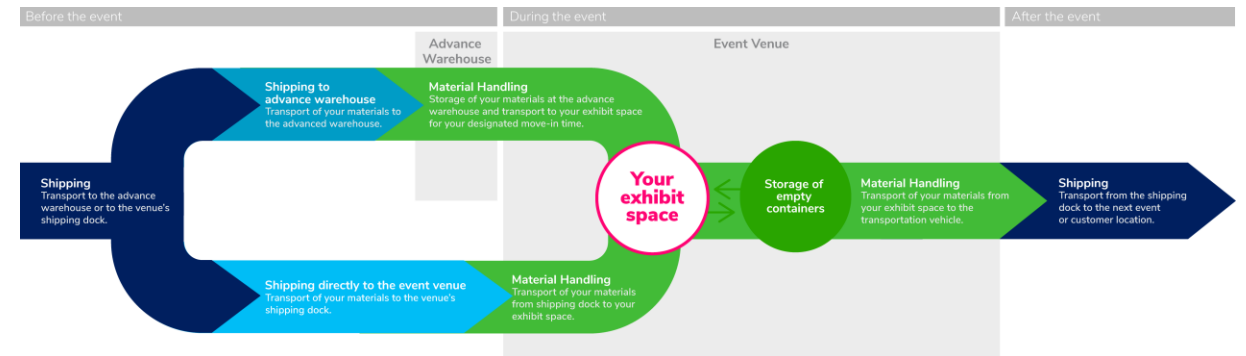




# Shipping & Logistics

Freeman's "**Shipping vs Material Handling 101**" as a reference for shipping decisions

- Ship early to avoid delays and save money.
- Freeman will accept crated, boxed or skidded material beginning September 22, 2025-
  - Warehouse materials are accepted at the warehouse Monday through Friday between the hours of 8:00 AM – 2:30 PM.
- Material arriving after October 13, 2025 will be received at the warehouse with an additional after deadline charge.
- Certified weight tickets must accompany all shipments.
- Your freight arrives to your booth via material handling services which includes
  - Transport of your materials from the shipping dock of the advance warehouse or event venue to your exhibit space.
  - Transport of your materials from your exhibit space to the transportation vehicle.
  - Material handling services also includes the storage of your empty containers while at the event.
- [Advance Warehouse Site Shipping Labels](#)
- [Show Site Shipping Labels](#)



## Shipping: Post-Show

- Transport of your materials from your origin to the shipping dock of the advance warehouse or event venue before the show.
- Transport of your materials from the event venue to your destination after the show.

## Pick-up Address:

### Jacob K Javits Convention Center

369 12th Ave  
C/O Freeman  
New York, NY 10018, USA

# Union Rules and Labor Regulations

Task	Under 250 sqft	Over 250 sqft
Hand- Carry small items (with approved cart)	Approved	Approved
Install and Dismantle Pop Up Exhibit (Must be Tool-Free, Ladder-Free and a self-contained unit which can be hand carried by one employee)	Approved	Requires Labor
Carpet Installation/Dismantle	Approved	Requires Labor
Unpack/Repack Cartons (Not crates)	Approved	Approved
Test and Tune their own equipment	Approved	Approved
Plug in their own devices and equipment for properly ordered 110-volt electrical service of 500 watts or less	Approved	Approved
Connect modems, printers, computers and keyboards	Approved	Approved
Run their own communication cable between machines in the same booth above the booth carpet	Approved	Approved
Install and dismantle their own lights – without the use of ladders, tools and provided the service is for no more than 500 watts	Approved	Requires Labor
Connect to eight (8) pieces of computer and/or telecommunications equipment to cables run by electricians	Approved	Approved
Mounting Monitors and TV's to a wall or a stand	Requires Labor	Requires Labor

# Rules & Regulations

## Linear Booth Use of Space:

- 8 ft. (2.44m) = Maximum height of display in rear half of booth, including products and materials.
- 4 ft. (1.22m) = Maximum height of display in front half of booth, including products and materials.
- Display materials should be arranged so they do not obstruct sight lines to neighboring Exhibitors.
- Company logos, branding, or signage may not face into an adjoining booth, including booths on either side or behind.
- Unfinished back-walls must be draped off; exposed framing and structure should not be visible from an aisle.
- All machinery and other large products must be set back from the aisles 12 inches (0.30m) for safety.
- Exhibitors located on main aisles should avoid placing taller walls or substantial solid structures at the corners of their exhibits, particularly if the wall or structure covers more than 80% of the length or width of the space

## Island Booth Use of Space:

- The height limit from floor to top of structure and floor to top of hanging sign are the same. See the hanging sign section below for height limits by Hall.
  - Walls must be finished (no exposed framing or structure) when visible from an aisle.
  - Branding and graphics are permitted on walls along the aisle; however, we recommend you avoid solid walls on main aisles, as attendees generally find this type of setup uninviting.
  - Machinery and other large products must be set back from the aisles by 12 inches (0.30m) for safety
  - Height Limits: 24'
- 
- All Island Booths are REQUIRED to **submit both their design** and technical renderings (with height and dimensions) for approval by Show Management and Javits Center Fire & Safety. Deadline is September 22nd.

# Rules & Regulations: Continued

## Truss, Video Walls and Lighting

- Hanging trusses are permitted in Island booths greater than 400 sq. ft. (37.2sqm). Hanging trusses are not permitted in Linear or Split-Island booths. Freeman is the exclusive provider of rigging.
- Truss and equipment hanging from truss must fit within the confines of the booth and comply with Use-of-Space rules.

## Line of Sight (20% Line-of-Sight Guideline)

- Exhibitors should avoid placing taller walls or substantial solid structures at the corners of their exhibits, particularly if the wall or structure covers more than 80% of the length or width of the space
- Solid walls should feature a 6 ft. (1.83m) break (or plexiglass panels) every 30 ft. (9.14m) to allow for clean line-of-sight to nearby booths
- Exhibitors may use Plexiglass or a similar see-through material to create taller structures/walls that will allow for line-of-sight above 4 ft.

## Hand Carry

- Hand carry for exhibitor move in for NAB Show New York will be possible from 8:30am-4:30pm on Monday, 10/20 and Tuesday, 10/21, and for move-out from 5-9 pm on Thursday, 10/23.
- The loading and unloading of vehicles are limited to vehicles no larger than a standard van. All vehicles are allocated 45 minutes, and the time limit will be strictly enforced.
- Hand-carried items can be brought in through the front of the building (east side) for South Javits only through the inner roadway and only during event specified times.

For the outbound, pre-pack all exhibit items before staging a vehicle curbside.

## Liability Booth Insurance

Per the booth contract: All exhibitors **must submit a copy of your insurance** to [Rainprotection Insurance](#) before the first day of move-in.

# Rules & Regulations: Continued

## Food and Beverage

Cultivated is the exclusive food and beverage provider for the Javits Center. All food and beverages, including marketing giveaways (i.e. bottles of water), must be purchased from and supplied by, the in-house catering provider. All alcoholic beverages must be served by an employee of the in-house catering provider who is a certified bartender. Corkage fees may be assessed for any food and beverage brought into the Facility. The Convention Center has rules regarding food preparation and sampling. Please review the [Javits Center Policies](#) for more information.

## Carpet or professional floor covering

In your booth is **OPTIONAL** but not included with your booth purchase (unless you've purchased a Turnkey Furniture Package) if you are a linear booth. Island booths are required to be carpeted. If you are interested in having a floor covering but not providing your own, you may rent it via the [Freeman Service Kit](#).

Utility connections (electrical or internet wires, air/water/gas hoses, etc.) must be hidden from view, to maintain an elevated level of safety and professional appearance.

## Sound and Music

The decibel limit is **80 decibels** and all speakers must be within the confines of and face into the contracted booth space.

Show Management reserves the right to request that an Exhibitor turns down their sound if it does not meet the decibel limit **when measured by Show Management**.

# Matchmaking Program

- New for 2025: **Matchmaking program** pairs first-time exhibitors with seasoned exhibitors.
- Help first-time exhibitors maximize their investment and success at NAB Show NY.
  - Foster knowledge sharing and community among exhibitors.
  - Provide seasoned exhibitors an opportunity to mentor, network, and build stronger industry relationships.
- If you are interested, fill out [this form](#).
- Calling all Veteran Exhibitors? Interested in providing helpful tips and insight to exhibiting at NAB Show New York? Fill out this quick form to participate: [Seasoned Exhibitor Matchmaking Form](#)

# Onsite Assistance – Who, What & Where

- Key support locations:
  - **Show Management Office (3D01)** for any issues
  - **Exhibit Services Manager**, Kelsey Keller, roaming the floor to assist
  - **Exhibitor Service Desk** TBD on final location. It will be on floorplan and will be included in the Exhibitor Guide.
- Familiarize with **hall floor plan**, noting routes to restrooms and food courts.
- Keep an eye on exhibitor newsletters and emails—sent every **Tuesday and Thursday**.
- Ensure you're checking these updates regularly for important deadlines and changes.

# Thank You! Q & A

## **Support & Contact Information**

Your go-to team:

**Eden Carswell**, Coordinator

**Kelsey Keller**, Exhibitor Services, Manager

**Rachelle Muckle**, Operations, Director

For general assistance:

**Email:** [exhibitservices@nabshow.zendesk.com](mailto:exhibitservices@nabshow.zendesk.com)

**Phone:** (202) 595-2051 or toll-free (877)  
622-3947