

## Next Steps - Your Top Ten List

*Important information and instructions now that you have signed up for Couture 2008*

### 1. Salon Package Overview and Instructions:

- You selected your booth size and salon option package when you completed and submitted your Couture 2008 contract. If you omitted that step, or if your records aren't accessible, please contact Tracy Feinsilver at 646.654.7664 or email: [tracy.feinsilver@nielsen.com](mailto:tracy.feinsilver@nielsen.com) before you proceed in order to properly identify your salon package.
- In the pages that follow this introduction, you have the opportunity to review and complete what is in each salon. Please refer to the pages entitled "Salon Specifications" to review your salon, and please note that the salon packages and information are organized by salon size. For questions regarding the salon specifications please contact Sarah Bates with GES at (702) 515-5566 or email: [sbates@ges.com](mailto:sbates@ges.com)
- Please note that any changes to your salon showcase option after April 4, 2008 will incur a fee of \$3,000.
- To complete your salon, **YOU MUST** fill out and send to GES the following two items:
  - **Salons Divider Wall Order Form** (for salons larger than a 10'x10') - this will determine how your salon is built.
  - **Salon Package Table Order Form** - you can choose what type of table will best serve your needs depending on the size of your salon.

Both forms must be filled out completely and **sent directly to GES by May 12<sup>th</sup>**. These forms will only take you a few minutes, and missing the deadline may cost you time, money and aggravation.

- Additional services, such as outlets, additional lights, templates for floorboards, floral, additional furnishings, etc., are all available from this Service Kit. Please review the **Table of Contents** for the order forms you will need to fill out and send to the appropriate vendors. If you do not require additional services, you are almost finished.

### 2. Your Salon Header Copy:

- You selected your salon header copy when you completed and submitted your Couture 2008 contract. If you omitted that step, or if your records aren't accessible, please visit the Exhibitor Resources Center on the Couture website. Click on "Salon Header List" to see the header copy we are using and please email any changes by April 4 to Tracy Feinsilver at [tracy.feinsilver@nielsen.com](mailto:tracy.feinsilver@nielsen.com)

#### **4. Badge and Housing Registration:**

- Registration and housing is **ONLY** available online in 2008 to make it easier for you to coordinate. The process requires you to log into the system with a unique ID (your account number with Couture – this number is found on your Couture invoice). You will be receiving a personalized email message with your unique ID and the link to access the registration and housing pages. If you did not receive the email or cannot access it, please contact Melanie Weiner at [melanie.weiner@nielsen.com](mailto:melanie.weiner@nielsen.com) or 646.654.4912.

#### **5. Become Familiar With The Event Schedule:**

- Read over the hours for setting up your salon and when registration will be operational onsite. You will be able to better plan your stay if you are familiar with the schedule. Please note, the show runs until 6:00 PM each day, including the last day, Monday, June 2<sup>nd</sup>. Please be respectful of fellow exhibitors who have appointments all the way through Couture. (Please review #13 of the Terms and Conditions on your 2008 couture Contract).

#### **6. Security Info:**

- Become familiar with the vaulting procedures and security information. Couture show management provides security for a seamless show experience. However, if you require private security or additional show insurance, please refer to the **Table of Contents** to find where to order these services.

#### **7. Exhibitor Appointed Contractors:**

- GES is once again our official service contractor. However, if you are going to use your own contractor, you must fill out the Exhibitor Appointed Contractor (EAC) form and send it into show management and to GES along with the appropriate insurance forms; please refer to the **Table Of Contents** for the location of specific information for EACs.

#### **8. Shipping and Deliveries to the Show:**

- Please review the Material Handling and shipping details thoroughly. Don't forget to use the pre-printed labels that are included in this manual for ease of shipping.

#### **9. Staffing Models & Invited Guests (NEW):**

- As we focus on maintaining the number of qualified retailers, we will be enforcing a strict guest and non-badged attendee policy. All exhibitors must register as such through the online exhibitor registration process. Models, invited employees and non-retailer guests of an exhibiting company must register under the exhibiting company and will be considered part of the exhibitor allotment. If you exceed the complimentary allotments (based on your contract with Couture), you will be permitted to register additional people for an additional fee online.
- Should you desire to invite a non-retailer guest, this must be pre-approved by show management before they are permitted to attend, and a fee may be attached to that registration; this is done to ensure that no un-authorized solicitations are happening with exhibitors whose primary objective is to work the show and sell to retail customers. Please direct all requests for non-retailer guests to Lee Arevian at [lee.arevian@nielsen.com](mailto:lee.arevian@nielsen.com)

#### **10. Contact Us If You Need To:**

- A staff contact listing is included in this packet. If you need assistance with anything, please feel free to call us. We're here to help!