



**2020**  
**Sponsor & Exhibitor**  
**Manual**

May 13-14 | New York City | Javits Center

We are excited that you have chosen to join us as a sponsor or exhibitor at LendIt Fintech USA being held May 13-14, 2020 at the Jacob K. Javits Center in New York City.

The following exhibitor manual has been designed to help you prepare for the event. Enclosed you will find detailed information about:

- The conference & expo venue
- Sponsor and exhibitor opportunities
- Exhibition setup and custom booth design
- LendIt Fintech preferred suppliers
- Onsite signage specs
- Important contact information
- Important deadlines
- Freeman Ordering Information
- Audio Visual (Metro Multimedia)
- Technology (Javits Center)
- Food & beverage (Cultivated) ordering information

We strongly recommend you have a copy of your sponsor and/or exhibitor agreement in hand as you read through this manual.

Thank you,

The LendIt Fintech Team

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# 1. Important Deadlines and Contacts

## 1A. Important Deadlines

Action	Deadline
Company Logo & Description	Upon booth confirmation
Speaker Photo & Bio	Upon speaker confirmation
LendIt Industry Awards Nomination Application	February 28, 2020
Whitepapers*	March 27, 2020
Sponsor Meeting Pod Graphics *	April 14, 2020
Sponsor Meeting Room Graphics (10x20 or 20x20)*	April 14, 2020
Start up Kiosk Graphics*	April 14, 2020
Turnkey Booth Graphics*	April 14, 2020
Sponsor Banner Artwork/Graphics Deadline*	April 14, 2020
Submit Press Release	May 1, 2020
Shipments may begin arriving at Freeman warehouse	April 13, 2020
Exhibitor Appointed Contractor (EAC) Form	April 26, 2020
Exhibitor Appointed Contractor (EAC) Certificate of Insurance (EACs will not be allowed on the show floor without proof of insurance)	April 26, 2020
Freeman Advance Order Discount Deadline (Furniture, carpet, accessories, electrical, labor)	April 21, 2020
Sponsor & Exhibitor Registration	April 26, 2020
Hotel Reservation Deadline <ul style="list-style-type: none"> <li>- Moxy NYC Times Square:</li> <li>- Renaissance New York Midtown:</li> <li>- The Westin New York at Times Square:</li> <li>- W New York - Times Square:</li> <li>- DoubleTree by Hilton Times Square:</li> <li>- The Marriott Marquis</li> <li>- The InterContinental Times Square</li> </ul>	April 28, 2020 April 28, 2020 April 29, 2020 April 29, 2020 April 28, 2020 April 28, 2020 April 28, 2020
Last Day for Shipments to Freeman warehouse	May 5, 2020

\*where applicable per your company sponsor/exhibitor agreement.

## 1B. Important Contacts

Name	Contact For	Organization	Contact Information
Matt Murnane	Sponsor/Exhibitor Relations Overall Operations	LendIt Fintech	<a href="mailto:Matt@lendit.com">Matt@lendit.com</a> P: 646-930-6371
Nikicha Nieto Rosas	Sponsor/Exhibitor Relations Overall Operations	LendIt Fintech	<a href="mailto:Nikicha@lendit.com">Nikicha@lendit.com</a> P: 860-833-2215
Danielle Poppens	VIP Meetings Hosted Program	LendIt Fintech	<a href="mailto:danielle@lendit.com">danielle@lendit.com</a> P: 269-352-1536
Suzanne Zinn	Sponsor/Exhibitor Relations Hosted Program	LendIt Fintech	<a href="mailto:suzanne@lendit.com">suzanne@lendit.com</a>
Aaron Lua	Registration and Delegate Affairs	LendIt Fintech	<a href="mailto:aaron@lendit.com">aaron@lendit.com</a> P: 646-930-6362
Cultivated	Catering	Cultivated	<a href="mailto:services@cultivatedny.com">services@cultivatedny.com</a> P: 212-216-2400 <a href="#">Menu</a>
Javits Center Technology	-Internet -Electrical	Javits Center	<a href="mailto:technology@javitscenter.com">technology@javitscenter.com</a> P: 212-216-5432
Freeman Customer Service	-Furniture orders -Shipping questions -Union jurisdiction -Booth Design & graphics	Freeman	<a href="mailto:ExhibitorSalesEast@freemanco.com">ExhibitorSalesEast@freemanco.com</a> P: 201-299-7575 Fax: 469-621-5618
Metro Multimedia	AV Orders	Metro Multimedia	<a href="mailto:info@metromultimedia.com">info@metromultimedia.com</a> P: 201-340-2290 Fax 201-340-2108
FedEx Office Print & Ship Center	-Shipping -Onsite printing/photocopy -Computer stations	FedEx Office	<a href="#">Contact information</a> P: 212-216-2900

## 2. Show Schedule-at-a-Glance

Event	Date	Time	Location
Exhibitor Move-in	May 12, 2020	8:00am - 5:00pm	Javits Center 655 West 34th Street New York, NY 1001
Registration	May 12, 2020 May 13, 2020 May 14, 2020	2:00pm - 5:00pm 7:30am - 5:00pm 7:30am - 4:00pm	Javits Center Level 2 Concourse
Event Hours	May 13, 2020 May 14, 2020	8:30am - 5:30pm 8:30am - 5:00pm	Javits Center Level 1 Halls 1B, 1C, 1D, and 1E
Expo Hall Hours	May 13, 2020 May 14, 2020	8:30am - 5:30pm 8:30am - 4:00pm	Javits Center Level 1 Halls 1B and 1C
Morning Break	May 13, 2020 May 14, 2020	10:30am - 10:50am 10:30am - 10:50am	Javits Center Level 1 Halls 1B and 1C
Lunch Break	May 13, 2020 May 14, 2020	12:30pm - 1:30pm 12:30pm - 1:20pm	Javits Center Level 1 Halls 1B and 1C
Afternoon Break	May 13, 2020 May 14, 2020	2:30pm - 2:50pm 2:30pm - 2:50pm	Javits Center Level 1 Halls 1B and 1C
Day 1 Cocktail Party	May 13, 2020	6:00pm - 9:00pm	TBD
Exhibitor Move-out	May 14, 2020	4:00pm - 8:00pm	Javits Center Level 1 Halls 1B and 1C
Awards Dinner	May 14, 2020	6:30pm - 7:30pm Cocktail Reception 7:30pm - 10:00pm Awards Dinner 10:00pm - late After Party	Tribeca 360° 2 Desbrosses Street New York, NY 10013
Carrier Check-in	May 14, 2020	4:00pm - 6:00pm	Javits Center Loading Dock/Marshalling Yard

## 3. Sponsor and Exhibitor Marketing Opportunities

### 3A. Company Logo, Description and Website

If you have not already submitted your logo, description, and website, please do so **as soon as possible** to [assets@lendit.com](mailto:assets@lendit.com). **All company logos and descriptions must be received by April 21, 2020 to guarantee inclusion in print materials and conference signage.**

- Your company description: 200 words or less, please confirm exact spelling and capitalization of your company name in the description
- Your company logo: .AI or .eps vector file format
- Your website URL or link to specific web page on company site

### 3B. Sponsor and Exhibitor Registration

#### Advance Registration

In order to make sure your partners and staff breeze through registration at the event, be sure to [register](#) by **Friday, April 26, 2020**. Please refer to your sponsorship or exhibitor contracts for your complimentary pass allocation. We advise registering your team members as soon as possible so they will begin receiving all event-related communications from LendIt including agenda updates and networking information. This includes access to the event app which is how sponsors and exhibitors can contact registered attendees.

#### Badge and Wristband Pickup and Onsite Registration

All badges and wristbands should be picked up at registration at the Javits Center lobby. To avoid the opening day rush, sponsors and exhibitors may pick up their badges on Tuesday, May 12th from 2:00pm to 5:00pm. Simply check-in by using any of the Self Check-In kiosks. If you will need to pick up badges for your whole team, please email [info@lendit.com](mailto:info@lendit.com) in advance so we can have them ready for you.

Registration will be open during the following hours:

Tuesday, May 12th	2:00pm - 5:00pm
Wednesday, May 13th	7:30am - 5:30pm
Thursday, May 14th	7:30am - 4:00pm

Please be aware, every sponsor and attendee will be required to wear a wristband along with their badge at all times. **If you should lose/break your wristband or your badge, you will be charged a replacement fee of \$150. If you should lose your badge and your wristband, you will be charged the full price of our standard ticket, \$2,995.** If you have someone working in your booth ONLY during setup and/or dismantle, they will need a special wristband for entry. Please email [info@lendit.com](mailto:info@lendit.com) to register personnel for a wristband. If the setup team is a third party vendor, please review the EAC guidelines and provide the requested information.

### 3C. Discount Codes

Each Sponsor and Exhibitor at LendIt has the benefit of offering their partners, clients and prospects a



discounted registration to LendIt. It's easy to share and will help drive traffic to your booth!

## How it Works

- A Discount Code was sent to the marketing contact on your LendIt contract.
- Share the code with your entire team! Include the code in email signatures, emails, and mention in phone conversations.
- Include in all marketing communications. Embed your code on your website and via social media.
- Please visit the [Sponsor Resource page](#) for sample tools you can copy for use in your own marketing materials.
- If you misplaced your Discount Code or have not received it, please email us at [info@lendit.com](mailto:info@lendit.com) or contact your Relationship Manager.

## 3D. Lead Capture

Enhance your experience at LendIt Fintech with Cvent's easy-to-use lead retrieval tool. Cvent, our registration vendor, gives two options for using their lead retrieval tool; bring your own device and purchase a license, or rent a device from Cvent. Pricing and more information on how to setup your portal and use the tool can be found at the end of this manual. If you have questions, please contact us at [info@lendit.com](mailto:info@lendit.com).

## 3E. Promote Your Presence

We know that your marketing team is already busy, so we want to make it as easy as possible for you to promote your presence and participation at LendIt Fintech 2020. Our marketing team created sample emails, social media posts and banner ads for you to use in your own marketing campaigns. Your Relationship Manager will be in touch to pass these along to you.

## 3F. Press Releases

Being a sponsor or exhibitor at LendIt Fintech is a great way to get your news in front of leading national and international publications and news outlets. Our 2019 event had over 50 registered press attendees from news outlets like WSJ, the FT, CNBC, Crowdfund Insider, deBanked, Lending Times, Forbes and Business Insider.

The LendIt team will be putting together a press packet with news releases, which will be handed out to all attending media. Below are a few guidelines and examples to help you when crafting your company's announcement for LendIt Fintech USA.

### Announcements that get the most media traction:

- Launch of a new product / feature
- Funding news
- Merger & acquisition news
- Strategic partnerships
- Company growth / milestones
- New executive hires

### Examples of what NOT to announce:

- Company is exhibiting at LendIt Fintech
- Company executive is speaking at LendIt Fintech
- Any company news previously announced
- LendIt Fintech will only distribute sponsors' announcements that have NOT been announced already at an earlier date

Your press releases will be held in confidentiality until the start of the event on May 13th. Please clearly note any embargo details on the press release. All press releases need to be dated either May 13 or 14 in the dateline, as press packets will be distributed each day of the conference. To be included in the media kit, please submit press releases to [caroline@lendit.com](mailto:caroline@lendit.com) by Friday, May 1.

If you prefer, you may also drop off hard copies of your press release or company marketing materials to the press lounge on the morning of Day 1. The press lounge will be located outside the Expo Hall on Level One of the Javits Center.

## 3G. Custom Onsite Signage

All sponsors with on-site custom signage included in their sponsorship package must submit artwork to Freeman via their FTP site no later than **April 14, 2020**. Please note, after this date only changes for typos or misrepresentations of the original artwork can be made. If you want to submit a new design or logo, additional fees of up to 30% may be assessed depending on the extent of the changes.

If you are interested in learning more about other branding opportunities available at LendIt, please contact your Business Development Manager or e-mail us at [info@lendit.com](mailto:info@lendit.com).

## 3H. Affiliate Events

Space at the Javits Center, the Moxy NYC Times Square, the Renaissance New York Midtown, The Westin New York at Times Square, W New York - Times Square, DoubleTree by Hilton Times Square West, the New York Marriott Marquis, and The InterContinental Times Square (including suites at the hotels) for sponsor and exhibitor events will not be released without approval by LendIt.

To request additional space at either venue for private meetings or events contact [info@lendit.com](mailto:info@lendit.com). Include the type of event, number of people expected, and time of the event in the request.

## 3I. Networking @ LendIt

It is no secret that LendIt's onsite networking is one of the biggest advantages of attending LendIt Fintech. We want to make sure all of our sponsors and exhibitors are aware of their options and can get the most out of your experience at LendIt.

- 1:1 Meetings
  - The LendIt Meeting Concierge helps you coordinate and schedule 15 minute meetings, well in advance of the conference. This fee-based service is available to qualified sponsors and attendees only. To learn more about our Concierge Meeting services please contact [danielle@lendit.com](mailto:danielle@lendit.com)

- The Brella 1:1 meetings app will be available to all registered attendees one month prior to the event. Attendees will be able to schedule 1-to-1 meetings with other attendees based on their profiles. Meetings will be held in the Brella networking area on the expo floor.
- A series of receptions and cocktail parties, plus our Industry Awards Dinner, will help to wind down your conference days. These gatherings are always packed with attendees eager to continue networking in a more casual atmosphere.

## 4. Venue Information

### 4A. Address and Event Location

The conference and expo will take place at the Javits Center . The address is:

Jacob K. Javits Center  
429 11th Avenue  
New York, New York 10001

- Registration will be located in the Level 2 Concourse
- The Expo Hall will be in Halls 1B and 1C
- The keynotes, panel discussions and presentations will be located in Halls 1D and 1E
- Company demos will be held in the Expo Hall
- Sponsored private meeting rooms and meeting pods will be located in the Expo Hall
- Complimentary Wifi will be available throughout the conference space
- Lunch and AM and PM breaks will be served in the Expo Hall

### 4B. Getting to the Venue

The Javits Center is located in the Hell's Kitchen neighborhood of New York City. The seven conference hotels are only a few blocks and a short walk from the Javits Center. Public transportation is also a good option if traveling from other places in the New York City area. Javit Center's [website](#) provides detailed transit information.

There is no parking at the Javits Center. There are a number of lots nearby [parking lots](#). There are also apps, such as Best Parking, that will show you nearby lots and their prices.

### 4C. Javits Center Services

The following services are offered by the Javits Center. Javits Center orders can be placed through their online system [Jake](#).

- Javits Center Electrical (**exclusive**)
  - Advance order deadline is **April 28, 2020**

- [Online Order Form](#)
- For questions please call 212-216-2319 or email [services@javitscenter.com](mailto:services@javitscenter.com)
- **Electrical must be ordered from the Javits Center.**
  
- Cultivated Catering (**exclusive**)
  - A complete list of services, menus and ordering is available at [Cultivated](#)
  - For questions please contact 212-216-2400 or email [services@cultivatedny.com](mailto:services@cultivatedny.com)
  - All food and beverage must be coordinated through Cultivated. **No outside food and beverages are allowed at the Javits Center.**
  
- FedEx Office Print & Ship Center at Javits Center
  - Services provided include photocopy, fax, printing, computer workstation rental, outbound shipping and exhibitor services. More information on [FedEx Office Print & Ship Center](#)
  - For questions please contact [FedEx Office Print & Ship Center](#)

## 5. Hotel Reservations and Information

LendIt Fintech has reserved a room block at the Moxy NYC Times Square, the Renaissance New York Midtown, The Westin New York at Times Square, W New York - Times Square, DoubleTree by Hilton Times Square West, the New York Marriott Marquis, and The InterContinental Times Square. Please use the links below to reserve your hotel rooms. The LendIt room rate will vary from \$299 - \$449 per night plus applicable taxes and will be available from Tuesday May 12 to Friday May 15, 2020. **The room block is limited and will sell out** so please book early and no later than **April 28, 2020** to guarantee a room in the block. Please remember to indicate you are with LendIt. Additional hotel information can be found on the [LendIt Hotels page](#).

<b>Moxy NYC Time Square</b> 485 7th Avenue New York, New York 10018 USA	
Direct Reservation Link:	<a href="#">Moxy NYC Times Square</a>
About the Hotel:	<p>An energetic alternative to the typical hotel experience, Moxy Times Square proves that affordability doesn't mean sacrificing style or comfort. 612 bedrooms are cleverly designed by Yabu Pushelberg to adapt to modern traveler's changing needs, with a wide variety of room types, flexible furniture, oversized walk-in showers, furiously fast and free Wi-Fi, and free access to streaming apps! Immersive social spaces are built for co-working and play, encouraging visitors and locals to intermingle. TAO Group's new eating and drinking destinations at Moxy include Legasea, a seafood brasserie; Egghead, an egg-centric sandwich shop; Bar Moxy a communal lobby bar; and The Pickup, a twist on the traditional grab-and-go. Magic Hour, NYC's largest all-season hotel rooftop bar and lounge features an "urban amusement park" concept and epic skyline views. Blind Barber, a NYC based barber shop, offers cuts, shaves, and blow dry &amp; style services from their team of grooming experts. Famed celebrity tattoo artist JonBoy offers coveted tattoo appointments five days a week in his personalized studio in Bar Moxy, complete with his Gucci tattoo table and Instagrammable backdrop. Moxy Times Square has an innovative design and a playful soul—at rates that make it accessible to all.</p>

Phone:	212-967-6699
Website:	<a href="#">Moxy NYC Times Square Website</a>

<b>Renaissance New York Midtown</b> 218 West 35th Street New York, New York 10001 USA	
Direct Reservation Link:	<a href="#">Reservations at Renaissance New York Midtown</a>
About the Hotel:	<p>Outside our new building's location on 35th St. &amp; Fashion Ave, lay the epicenter of the creative community which helps define what the world wears! Discover corridors that come to life and a rooftop that transforms every hour on the hour. Encounter a hotel that is visually different on each visit, a hotel that is interactive, and changes with the seasons! The chic design of our 348 guestrooms will delight every sense, no detail overlooked. When it's time to unwind, visit VERSA restaurant, located on the 5th floor. VERSA celebrates the melting pot of New York City through diverse menu options — featuring essential breakfast, lunch and dinner dishes and exceptional cocktails that can be enjoyed throughout the day. If outdoors is your thing, simply step outside to our 8,000 square foot deck with retractable roof! One of the largest decks in NYC; our rooftop offers a haven from the city below with unparalleled views of 34th St and MSG.</p>
Phone:	212-239-0014
Website:	<a href="#">Renaissance New York Midtown Website</a>

<b>The Westin New York at Time Square</b> 270 West 43rd Street New York, New York 10036	
Direct Reservation Link:	<a href="#">Reservations at The Westin New York at Times Square</a>
About the Hotel:	<p>Embark on an unforgettable experience at The Westin New York at Times Square, conveniently located at the crossroads of the world, with a coveted W. 43rd Street hotel address amid the brilliance of Broadway. Walk to over 40 theatres, Madison Square Garden, Hudson Yards and dozens of famed city attractions, or enjoy speedy access to all of NYC with most subway lines at our hotel's doorstep. Escape amidst the buzz and excitement of this must-experience part of New York City. After a day of exploration in Times Square, return to your hotel room or suite, touted as some of the largest in NYC, where intuitive amenities, our Westin Heavenly® Bed and Heavenly® Bath await. Savor a meal at Foundry Kitchen &amp; Bar, serving mouthwatering American cuisine and craft cocktails. Keep fit and focused herein Times Square, NYC at our hotel's WestinWORKOUT® Fitness Studio, or host a meeting or wedding in our elegant venues. Curate your own Manhattan moment at The Westin New York at Times Square. We look forward to your visit.</p>
Phone:	212-201-2700
Website:	<a href="#">The Westin New York at Times Square Website</a>

<b>W New York - Times Square</b> 1567 Broadway New York, New York 10036	
Direct Reservation Link:	<a href="#">Reservations at W New York - Times Square</a>
About the Hotel:	Soaring above a glittering stretch of Broadway in the heart of Midtown Manhattan, W New York - Times Square is a sultry escape in the center of it all. Benefit from our prime location and discover the endless attractions of the Big Apple, including the nearby Theater District, Museum of Modern Art, Central Park, and Radio City Music Hall. Conveniently located steps from major subway lines, our hotel in New York's Times Square instantly connects travelers to all parts of Manhattan, from the Upper East Side to the West Village. After a busy day exploring New York City, recharge in your bold guest room or suite, refuel at one of our two dynamic restaurants or relax in The Living Room, a playful tribute to Times Square of the past.
Phone:	212-930-7400
Website:	<a href="#">W New York - Times Square Website</a>

<b>DoubleTree by Hilton Times Square West</b> 350 W 40th Street New York, New York 10018	
Direct Reservation Link:	<a href="#">Reservations at DoubleTree by Hilton Times Square</a>
About the Hotel:	Welcome to DoubleTree by Hilton Hotel New York - Times Square West, just steps from the Broadway Theater District. Along with stunning views of the Hudson River, Empire State Building and downtown Manhattan, our Times Square hotel offers an enviable location near Rockefeller Center, the Chrysler Building, Madison Square Garden and other iconic attractions. The Port Authority Terminal is moments away, and the Jacob Javits Center is a short walk – perfect when visiting for a convention. Our friendly staff looks forward to welcoming you with a signature warm chocolate chip cookie at check-in. Settle into a guest room with a 40-inch HDTV, premium cable, coffeemaker and well-equipped workspace. WiFi access keeps you connected and blackout curtains ensure a great night's sleep. Upgrade for a higher floor, prime city views, satellite TV and a walk-in shower.
Phone:	212-607-8888
Website:	<a href="#">DoubleTree by Hilton Times Square West Website</a>

<b>New York Marriott Marquis</b> 1535 Broadway New York, New York 10036	
Direct Reservation Link:	<a href="#">1-2 Night Reservations at New York Marriott Marquis</a> <a href="#">3+ Nights Reservations at New York Marriott Marquis</a>
About the Hotel:	The energy of New York City is iconic and New York Marriott Marquis, a vibrant

	<p>fixture of Manhattan, brilliantly captures its spirit in modern style. Located on West 46th Street and Broadway, our hotel places guests near NYC's most illustrious attractions, including Times Square, the Theater District, Rockefeller Center and Radio City Music Hall. After an eventful day of sightseeing, retreat to our thoughtfully appointed, spacious accommodations, some of which feature stunning views of Broadway. Dine in our array of restaurants, including New York's only revolving dining destination, where views of Times Square are spectacularly on display. Details like a 24-hour fitness center and all-day in-room dining set the stage for a rejuvenating stay, while our knowledgeable hotel staff is available to help you navigate this ever-evolving city. Encompassing 124,755 square feet of space enhanced by cutting-edge technology, our hotel is also an inspired choice for an event or meeting in Times Square.</p>
Phone:	212-398-1900
Website:	<a href="#">New York Marriott Marquis Website</a>

<p><b>The InterContinental Times Square</b>  300 W 44th Street  New York, New York 10036</p>	
Direct Reservation Link:	<a href="#">Reservations at The InterContinental Times Square</a>
About the Hotel:	<p>Escape the bustle of New York's streets in the serene surroundings of the InterContinental® New York Times Square hotel. The epitome of modern glamour, the hotel is LEED certified with design highlights that include a sculpture garden and tree-inspired columns. Sip a signature cocktail in The Stinger Cocktail Bar and Kitchen before exploring the city's dining, shopping and theater scenes. We also have a glamorous ballroom, 24-hour fitness center and personalized in-room beauty services by NOMI.</p>
Phone:	212-803-4500
Website:	<a href="#">The InterContinental Times Square Website</a>

## 6. Awards Dinner

The 4th annual LendIt Fintech Industry Awards will bring together 400 Fintech influencers and innovators to celebrate outstanding achievement in 15 unique categories. The event includes a pre-dinner networking reception, a 3-course dinner, live entertainment, the awards ceremony, and an after party! We invite you and your company to complete a nomination application in one or more of the 15 categories and tell us about the great advancements that qualify your company for the award(s). The nomination deadline is **February 28, 2020**.

<p><b>Tribeca 360°</b>  2 Desbrosses Street  New York, NY 10013</p>
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For More Information:	<a href="#">Tribeca 360°</a>
For Tickets:	<a href="#">Registering</a> for LendIt allows you the opportunity to purchase your Awards Dinner Ticket.
To Apply for an Award:	<a href="#">Awards Nominations and Information</a>

## 7. Booth Setup and Guidelines

### IMPORTANT - WHAT CAN EXHIBITORS DO WITHOUT UNION PERSONNEL?

Contrary to popular belief, Exhibitors are allowed to do some work within the privacy of their own booths. Exhibitors may install and dismantle their own exhibit and lay their own carpet in their own exhibit area as long as the booth size is 250 sq. ft. or less and the following conditions are met:

1. Exhibitors may “hand carry” only what they can manage by themselves, (one person) in one trip, using no equipment or hand trucks.
2. No tools are used in the assembly or dismantle.
3. Individuals performing the work must be full time employees of the exhibiting company and carry identification to verify this fact.
4. Exhibitors are allowed to unpack and repack their own products (if in cartons, not crates).
5. Exhibitors may move a “pop-up” display (equal or less than 10' in length) capable of being carried by hand by one person. The individuals moving the items must be full-time employees of the exhibiting company and must carry identification to verify this fact.
6. All electrical work, (installation and dismantle) must be done by Javits electricians but exhibitors may plug in their own devices and screw in lightbulbs in booths up to 100sf, provided that no tools or ladders are used.

Sponsors and exhibitors who will bring exhibit materials via private vehicle or taxi/Uber/Lyft to the Javits Center must follow the Javits Center hand carry policy. More information on the hand carry policy can be found in section 8 of this manual.

Questions? Contact Freeman now at (201) 299-7575 or [ExhibitorSalesEast@freemanco.com](mailto:ExhibitorSalesEast@freemanco.com) - do not wait until you get to the show and be unprepared.

Please direct all non-labor related questions about expo set up to:

Contact Person	
Name:	Matt Murnane
Phone:	+1 (646) 598-3066
Email:	<a href="mailto:matt@lendit.com">matt@lendit.com</a>



## 7A. Preferred Providers and Exclusive Services

The vendors listed below are preferred providers for LendIt Fintech 2020. Companies outside this list are not officially associated with the event. If a company not listed below is providing a service or equipment for your booth at LendIt you will need to complete the EAC form located in section 7G.

Services indicated as **exclusive** can only be provided by that vendor per building rules and regulations.

### 1. Freeman

Freeman is the designated general contractor for LendIt Fintech. Contact Freeman at [ExhibitorSalesEast@freemanco.com](mailto:ExhibitorSalesEast@freemanco.com) or (201) 299-7575, if you need assistance with the following:

- Custom Booth or Rental Booth
- Ordering Labor and/or Labor Jurisdictions
- Furniture and Carpet
- Graphics
- Shipping/Material Handling
- Hanging Signs/Rigging

### 2. Javits Center

The Javits Center is the **exclusive** provider for electrical, technology, cleaning, plumbing, and catering. Please refer to their online system [Jake](#) for more information on ordering and pricing. You may also contact them directly:

Technology	<a href="mailto:technology@javitscenter.com">technology@javitscenter.com</a> or +1 212-216-5432
Electrical/Plumbing	<a href="mailto:services@javitscenter.com">services@javitscenter.com</a> or +1 212-216-2319
Cultivated (catering)	<a href="mailto:services@cultivatedny.com">services@cultivatedny.com</a> or +1 212-216-2400 <a href="https://www.cultivatedny.com/menus/">https://www.cultivatedny.com/menus/</a>

### 3. Metro Multimedia

Metro Multimedia is the official Audio Visual (screen rental, sound system) provider for LendIt. Please use the forms at the end of this manual to place your order for the above services. You can reach them at +1201-340-2290 or email: [info@metromultimedia.com](mailto:info@metromultimedia.com).

## 7B. Important Sponsor and Exhibitor Deadlines

Please refer to the Important Deadlines section in part I of this manual for the list of exhibitor deadlines.

## 7C. Exhibition Hours

To access the show floor during move-in, move-out and the show, a sponsor or exhibitor show badge is required. Please visit the registration desk located on Level 2 of the Javits Center to pick up your badge.

## Move-in and Set-up:

Sponsor & Exhibitor Installation	Tuesday, May 12, 2020 8:00am to 5:00pm
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All exhibition booths must be in place, and waste must be removed by 8:00am on May 13, 2020. Please ensure that all crates and cartons are unpacked quickly so that those may be removed and stored away to keep the aisles clear. If the booth space has not been occupied, or set up completed by the time mentioned above, LendIt Fintech reserves the right to use the space as it deems appropriate.

## Official Exhibition Opening Hours:

8:30am to 5:30pm	Wednesday, May 13, 2020
8:30am to 4:00pm	Thursday, May 14, 2020

All exhibits must be open and staffed during official opening hours. Please familiarize yourself with the timing of the scheduled coffee breaks and lunch when traffic to your booth will be at its peak. Please note that sessions may also be held outside the above mentioned exhibition hours.

## Dismantle and Move out:

4:00pm to 8:00pm	Thursday, May 14, 2020
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The expo hall will officially close at 4:00pm on May 14; please do not start dismantling the booth before 4:00pm. No equipment or crates can be brought on the show floor until 4:00pm.

- All display material must be cleared from the exhibition area by 8:00pm on May 13, 2020
- All items must be collected via courier or taken off site by the exhibitors by 8:00pm on May 14, 2020
- To ensure all exhibitor materials are removed from the exhibit facility by the Exhibitor Move-Out deadline, please have all carriers check-in by Thursday, May 14 at 6:00 PM.
- Freeman can help prepare your outbound shipping labels; visit the Freeman Service Center.
- If you are leaving materials in your booth for a carrier make sure to complete an Outbound Material Handling Form. These are available at the Freeman Service Center.

## 7D. Expo Hall Rules and Regulations

In addition to LendIt show management rules and regulations, exhibitors and sponsors must adhere to the following work rules at the Javits Center.

### Hand Carry Policy

Sponsors and exhibitors arriving in a private vehicle or taxi/Uber/Lyft to drop off exhibit materials must follow the Javits Center hand carry policy; this service is **ONLY** available during move-in and move-out. Javits Center and its clients must make every effort to minimize our impact on the surrounding neighborhood. The hand carry policy is designed to maximize exhibitor move-in and minimize traffic congestion.

Hand carried items can be brought in through the front of the building (east side) and at specified times for LendIt, the north side, as long as traffic regulations are obeyed. Exhibitors may use nothing larger than a two-wheeled baggage cart (plastic or rubber wheels only) to move their items. "Pop-up" displays, equal/less than 10ft. in length, capable of being carried by hand by one person may be carried in. The full hand carry policy is outlined in Section 9 of this manual under Freeman Information and Order Forms. Javits Center Security strictly enforces this policy; if you plan to deliver your own materials to the Center please familiarize yourself with the rules.

## Balloon/Inflatables Policy

Due to the rules and regulations of the Javits Center no balloons or inflatables of any type will be allowed in the venue.

## 7E. Artwork for Startup Kiosks, Turnkeys, Meeting Pods and Meeting Rooms

If your sponsor/exhibitor agreement includes a startup kiosk, 10x10 turnkey booth, meeting pod or meeting room you may provide custom artwork to be printed on a panel(s) of the structure. Artwork is due no later than **April 14, 2020**.

You were emailed a diagram showing the panels that can be branded/customized and the dimensions as well as the graphic guidelines. If you have questions about what you need to provide or need another copy of the diagram or graphic guidelines, please email [assets@lendit.com](mailto:assets@lendit.com).

### Startup Kiosk Graphics

Startup kiosks have the opportunity to brand the header graphic panel. Please use the following dimensions for designing your graphics:

- Header graphic size = 38"w x 15"h

### 10x10 Turnkey Graphics

10x10 Turnkeys have the opportunity to brand both the back wall and the counter.. Please use the following dimensions for designing your graphics:

- Branded Wall graphic size = 110"w x 92.5"h
- Counter graphic size = 38.125"w x 33"h

### Meeting Pod Graphics

The Meeting Pod structure is approximately 96-5/8"w x 96-5/8"d x 72"h. Please use the following dimensions for designing your graphics:

- Two entry panels graphic size = 29-5/8"w x 69"h
- Center panel graphic size = 97-9/16"w x 72"h

## Meeting Room Graphics

Both 10'x20' and 20'x20' Meeting Rooms are Freeman Smart Panel structures that come with a branded panel graphic. The graphic panel should be designed to 38-5/8" x 92-5/8".

## 7F. Booth Design & Build

Sponsors and exhibitors are responsible for the design, production and setup of their booths. Sponsors and exhibitors may use a third party production company (Exhibitor Appointed Contractor) to design, produce and set-up their booths. Exhibitor Appointed Contractors must follow the show guidelines and complete the necessary paperwork (see section 7G).

Please contact LendIt to receive more information on custom booth rentals or designs.

### 1. Booth Height Regulations

Inline booth displays, pop-ups, materials etc. may not exceed a height of 8'. Any material over 4' in height must be displayed in the back 5' of the booth so as not to obstruct sight lines of neighboring Exhibitors.

Booth Type	Maximum Height
Standard Linear	8'
Perimeter	10'
Island*	12'

\*Rigging is permitted for Industry Leader, Platinum, and Gold sponsors.

### 2. Booth Regulations by Exhibit Type

All Exhibitor booths should comply with all federal, state and local codes. Show Management complies and defers to any policy the Fire Marshal mandates. Should your exhibit layout, design, structure and/or electrical not conform you will be asked to modify it onsite at your expense.

#### Linear

**Definition:** One or more standard ten foot by ten foot exhibits (10' x 10' / 3 meters x 3 meters).

- The maximum height of eight feet (8' / 2.44 meters) allowed only in the rear half (5' / 1.52 meters) of the booth space, with a four foot (4' / 1.22 meters) height restriction on all materials (product or equipment) in the front half of the booth.
- Hanging signs are not permitted above Linear Booths.
- Unfinished back walls must be draped off.

#### Island Exhibits

**Definition:** An island booth is any size booth exposed to aisles on all four sides. Island booths are typically 20' x 20' (6 meters x 6 meters) or larger.

- Use of the entire space is permitted.

- Hanging signs are permitted (for Industry Leader, Platinum, and Gold sponsors only); maximum height is 12', however the line of sight guidelines should be taken into consideration when configuring booth space.

### 3. Booth Carpet/Flooring

Exhibitors must arrange their own carpet or flooring; as the expo hall is not carpeted. Carpet is available through our preferred vendor, Freeman. Both basic carpet, upgraded carpet, and other flooring options are available. Carpet padding easily masks electrical cables and is more comfortable for standing. Flooring/carpet is required for all exhibit spaces. Booths without a finished floor will be carpeted by Freeman at the exhibitor's expense.

## 7G. Exhibitor Appointed Contractor (EAC)

### What is an Exhibitor Appointed Contractor (EAC)?

An Exhibitor Appointed Contractor (EAC) is any company other than one of the preferred contractors which an exhibitor wants to employ inside the exhibit hall before or after the show. This includes all EAC display houses, display sales representatives, designers, EAC labor and supervisors. An EAC should not be wearing an exhibitor badge. No permission to use an Exhibitor Appointed Contractor will be given for the performance of the following services:

- Electrical, Plumbing & All Other Utilities
- Booth Cleaning and Vacuuming
- Drayage/Forklift Operations
- Internet/Telecommunications
- Rigging
- Food and Beverage

### How to Get Authorization to use an Exhibitor Appointed Contractor

- The Sponsor or Exhibitor **must submit the EAC form** to LendIt, by the deadline date of **April 26, 2020**.
- The EAC must submit proof of insurance by **April 26, 2020**.
- The current insurance certificate for the EAC should include general liability coverage (minimum \$1,000,000), injury and property damage coverage, and workmen's compensation insurance. The contractor agrees to abide by all rules and regulations of the building, Show Management governing unions, and event rules and regulations.
- **Additional Insured** on the certificate should be listed as follows:
  - LendIt Conference LLC
  - Freeman Companies
  - Jacob K. Javits Convention Center
  - All directors, members, officers, agents, employees, affiliates, and subsidiaries of each of the above
- ***This certificate must cover the inclusive dates from move-in through move-out (May 12-14, 2020)***

**Please complete the EAC Form on the following page.**



EAC Form  
LendIt Fintech USA 2020  
Jacob K. Javits Center

Please return form to:  
  
Matt Murnane  
LendIt Fintech  
[ops@lendit.com](mailto:ops@lendit.com)  
P: (646)-598-3066

DEADLINE: April 26, 2020

If your company plans to use a firm who is not an official service contractor as designated by Show Management, please complete this form and e-mail to the address listed above.

*Sponsor/Exhibitor Information*

Company Name: \_\_\_\_\_ Booth No: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone No: \_\_\_\_\_

Email: \_\_\_\_\_

*Exhibitor Appointed Contractor (EAC) Information*

Company (EAC) Name \_\_\_\_\_

EAC Contact, Email and Phone #:

\_\_\_\_\_

Type of Service to be Performed:

\_\_\_\_\_

Inform your Exhibitor Appointed Contractor that they must send a copy of their General Liability Insurance Certificate no later than 30 Days prior to the first day of exhibitor move-in or they will not be permitted to service your exhibit.

It is the responsibility of the exhibitor to see that each representative of an Exhibitor Appointed Contractor abides by the official rules and regulations of this event.

Please submit this form to Matt Murnane at [ops@lendit.com](mailto:ops@lendit.com) no later than **April 26, 2020**.

## 7H. Exhibitor/Sponsor Proof of Insurance

The Exhibitor/Sponsor shall, at its sole cost and expense, procure and maintain through the term of this contract, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased by Show Management, LendIt Conference LLC. Such insurance shall include contractual liability and product liability coverage, with combined single limits of liability (coverage limits below). The certificate must cover the inclusive dates from move-in through move-out (May 12-14, 2020).

Such insurance shall name the LendIt Conference LLC, Freeman Companies and entities related to the Javits Center and New York City mentioned above as additional insured's. Exhibitors shall upon request provide Show Management with a certificate so indicating. Workers Compensation and Occupational Disease insurance shall be in full compliance with all federal and state laws, covering all of the Exhibitor's employees engaged in the performance of any work for the Exhibitor/Sponsor. All property of the Exhibitor/Sponsor is understood to remain under its custody and control in transit to and from the confines of the Exhibit Hall and during the Show.

Most Exhibitors/Sponsors can add LendIt Conference LLC, Freeman Companies and entities related to the Javits Center and New York City mentioned above to their existing policies. Please contact your insurance company directly. Exhibitors are not required to send proof of insurance to Show Management, but should be prepared to submit proof of insurance upon request.

All Exhibitors must comply with all Javits Center rules and regulations applicable to exhibit construction, installation, operations and dismantling, as well as any applicable federal, state or local statute and / or regulation.

## 7I. Security

There will be overnight security in the exhibition area; however, we do not recommend leaving valuables unattended. Exhibitors and vendors will be responsible for loss or damage to merchandise or personal possessions before, during or after the exhibition, or for personal injury to the Exhibitor, company employees or representatives. We ask for your assistance and cooperation with regard to our security efforts by being aware of the following rules and guidelines:

- Wristbands must be worn at all times to gain admittance to the exhibition area, from the move-in through move out period;
- Keep your giveaway and other promotional material out of sight after exhibition hours;
- Meetings in your booth outside of exhibition hours are prohibited; and
- Safety and courtesy require that all aisles are free of obstacles such as protruding furniture, displays or display material.

## 8. Freight and Shipping Information

### 8A. Helpful Shipping Tips

- Use a carrier that is familiar with deliveries to trade shows

- Make sure the personnel onsite have the name of the shipper, tracking information and number of boxes shipped in case of a missing package
- Ship to the Freeman advance warehouse. Freeman will have your materials in your booth before you arrive onsite. Also, this gives you optimal time to replace any items in case they are delayed in transit
- Shipments cannot arrive at Javits Center prior to Tuesday, May 12, 2020.
- If you need to send last minute materials to arrive on show days, Freeman will have personnel onsite to accept the shipments. Please see the Direct to Showsite Shipping information below .

## 8B. Advance Shipping Information

### Advance Shipping to the Freeman Warehouse.

- Freeman will deliver all shipments to site on May 12 prior to the start of exhibitor move-in.
- Shipments will be accepted at the Freeman warehouse from April 13 - May 5, 2020.
- Please review the Freeman Shipping Forms and Labels in this manual for more information on shipping materials to their warehouse.

DELIVER TO:	<p><b>Exhibitor Name/Booth #</b></p> <p>LendIt Fintech 2020  c/o Freeman  140 Central Avenue  Kearny, NJ 07032</p> <p>Number ____ of ____ Pieces</p>
-------------	--

SENT FROM:	<p>Name:</p> <p>Exhibitor Company Name:</p> <p>Address:</p> <p>Booth #</p>
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## 8C. Direct Shipments to Javits Center

- Materials CANNOT be stored at the Convention Center before or after the show.
- Freeman will begin accepting shipments at show site on **Tuesday, May 12, 2020**.
- Please include all information included in the sample shipping label below for all onsite deliveries.

### Direct to ShowSite Shipping Label

DELIVER TO:	<p><b>Exhibitor Name/Booth #</b></p> <p>LendIt Fintech 2020  c/o Freeman  Jacob K. Javits Convention Center  369 12th Avenue  New York, NY 10001</p>
-------------	--



	Number ____ of ____ Pieces
--	----------------------------

SENT FROM:	Name: Exhibitor Company Name: Address: Booth #
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### Delivery to Javits Center via Personal Vehicle or Taxi/Uber/Lyft

Sponsors and exhibitors who will bring exhibit materials via private vehicle or taxi/Uber/Lyft to Javits must follow the Javits Center hand carry policy.

### Hand Carry Policy

Sponsors and exhibitors arriving in a private vehicle or taxi/Uber/Lyft to drop off exhibit materials must follow the Javits Center hand carry policy; this service is **ONLY** available during move-in and move-out. Javits Center and its clients must make every effort to minimize our impact on the surrounding neighborhood. The hand carry policy is designed to maximize exhibitor move-in and minimize traffic congestion.

Hand carried items can be brought in through the front of the building (east side) and at specified times for LendIt, the north side, as long as traffic regulations are obeyed. Exhibitors may use nothing larger than a two-wheeled baggage cart (plastic or rubber wheels only) to move their items. "Pop-up" displays, equal/less than 10ft. in length, capable of being carried by hand by one person may be carried in. The full hand carry policy is outlined in Section 9 of this manual under Freeman Information and Order Forms. Javits Center Security strictly enforces this policy; if you plan to deliver your own materials to the Center please familiarize yourself with the rules.