

AVENUE Shows at the Armory

September 30-October 3, 2010 • VIP Opening Night: September 29th
Park Avenue Armory • 66th Street & Park Avenue

The AVENUE Shows are the area's most influential vehicle for reaching qualified antique and art-buying audiences.

AVENUE delivers a highly targeted audience:

- Average household income: \$1,700,000
- Average value of total net worth: \$14,700,000

- Annual spending on Antiques and Artwork: \$125,600
Purchasers with a net worth over \$5 million: 78%

- Average annual spending on antiques and furniture/furnishings: \$78,900
Purchasers with a net worth over \$5 million: 64%*

- Each month, AVENUE distributes 36,500 copies to residents of select doorman buildings along Park and Madison Avenues in the city's wealthiest neighborhoods, as well as to guests of Manhattan's top 30 luxury hotels and elite social clubs.

- Opening night for AVENUE Show VIPs and dealers' top customers.

- A public relations campaign handled by HWPR.

- Advertising: *The New York Times*, trade publications, radio and direct mail.

- Extensive advertising within AVENUE and Manhattan Media's local publications reaching upscale audiences: *New York Family*, *Our Town*, *The West Side Spirit*.

- Extensive promotion through Manhattan Media's *City Arts* publication which reaches 50,000 of the area's most culturally active.

- Complimentary show passes polybagged in 36,500 copies of the September issue of AVENUE.

- Outreach to upscale travelers through distribution of show collateral materials to concierges of the top New York hotels.

- Partnership with The Royal Oak Foundation for exclusive show lectures and access to their list of top benefactors.

(* Source: Mendelsohn Media Research Magazine Study, Released 2007

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Exhibitor Schedule:

TUESDAY, SEPTEMBER 28

Exhibitor Set-up

8:00 a.m. - 7:00 p.m.

(times will be assigned by booth location)



WEDNESDAY, SEPTEMBER 29

Exhibitor Set-up

8:00 a.m. - 4:00 p.m.

VIP Opening Night

5:00 p.m. - 9:00 p.m.



THURSDAY, SEPTEMBER 30

Open to the public

11:00 a.m. - 7:30 p.m.



FRIDAY, OCTOBER 1

Open to the public

11:00 a.m. - 7:30 p.m.



SATURDAY, OCTOBER 2

Open to the public

11:00 a.m. - 7:30 p.m.



SUNDAY, OCTOBER 3

Open to the public

11:00 a.m. - 5:30 p.m.

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Exhibitor Agreement:

Booth space includes: 3 hard walls painted, basic lighting package, carpeting, full page in show catalog, booth sign and a link on the official show website.

Booth Size	
<input type="checkbox"/> 15 x 10	\$12,750
<input type="checkbox"/> 15 x 20	\$25,500
<input type="checkbox"/> 20 x 10	\$17,000
<input type="checkbox"/> 25 x 10	\$21,250
<input type="checkbox"/> 30 x 10	\$25,500
<input type="checkbox"/> 20 x 20	\$34,000
Booth #: _____ (booth number subject to change)	

- Payment is due as follows:
 \$2500 deposit upon signing agreement
 50% of balance due March 30, 2010
 30% of balance due June 30, 2010
 20% of balance due August 15, 2010
 Payment should be made out to:
 AVENUE Media
 79 Madison Ave., 16th Fl., NYC 10016
 or use enclosed credit card form.
- Cancellations must be requested in writing. Exhibitor will be responsible for 50% of rental amount for cancellations requested after March 30, 2010, and 100% of rental amount for any cancellations requested after June 30, 2010.
- Any exhibitor who pays in full by March 30, 2010 is entitled to a 5% discount. Any exhibitor who brings in a new dealer is eligible for a 5% discount upon referred dealers' fully executed contract. Discounts will be forfeited if full payment is not made by March 30, 2010 or referred dealer does not fulfill contractual obligation.
- If Exhibitor does not pay balances by dates due, Exhibitor will forfeit any monies paid to date, booth space and any discounts offered. AVENUE Media will have the right to use the booth space for other vendors.
- Any additional walls, lighting and decorating costs to be assumed by Exhibitor. Booths with outside walls must be covered by Exhibitor, and will be charged according to size. Fabric- covered walls available for an additional charge.
- Exhibitor's displays and overall conduct must be in accordance with the rules of AVENUE and the rules of the event space management. **Exhibitor is responsible for proper representation of their items.**
- Exhibitor's booth space must be completely assembled for show opening and must remain set up and open for business until show closing.
- The lease of booth space may not be assigned. Sharing a booth space must be approved by management in advance. Sharing will only be permitted for booths that are 15' x 20' or larger.
- If the event is cancelled for any reason, AVENUE Media's sole liability will be the refund of monies to date.
- Exhibitors waive any claims against AVENUE Media, its agents, officers or employees, and AVENUE Media will not be responsible for any loss or damage to any property in the booths or injuries to visitors to the booths. Exhibitors must carry their own insurance.
- AVENUE Media assumes no responsibility whatsoever for any property placed in the Armory, and it is hereby understood and agreed that AVENUE Media is hereby expressly released and discarded from any and all liabilities for any loss, injury or damages to persons or property that may be sustained while on premises.
- Exhibitor must have a New York State resale certificate for sales tax purposes. For assistance, please visit www.nys-opal.com. It is suggested that Exhibitors bring their certificates to the show.

Agreed to by:

 Print Exhibitor Name

 AVENUE Media Signature Date

 Exhibitor Signature Date

 1st payment upon signing Date

 Address

 2nd payment, March 30 Date

 Email

 3rd payment, June 30 Date

 Telephone

 Final payment, August 15 Date

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Payment Authorization Form:

Exhibitor Name: _____ Booth #: _____ Total Booth Cost: _____

Payments Due:

First deposit due upon signing: \$2,500

50% of the balance due on March 30, 2010: _____

30% of the balance due on June 15, 2010: _____

20% of the balance due on August 15, 2010: _____

We accept checks, credit cards and wire transfers in U.S. dollars.

Checks should be made out to:

AVENUE Media
79 Madison Avenue
16th Floor
New York, NY 10016
Attn: AVENUE Shows

Wire transfers should be sent to:

AVENUE Media
Interaudi Bank
19 East 54th Street
New York, NY 10022
Account#: 618410
Swift Code: AUSAUS33

Credit card payments:

I agree that AVENUE Media may charge my credit card based on above-listed payment due dates.

Name Date

Please Circle: Visa Mastercard Amex

Account #: _____ Exp Date: ____/____

Authorization Code (3 or 4 digits): _____

Cardholder's Name (please print): _____

Title: _____

Company Name: _____

Billing Address for credit card: _____

Street

Suite

City

State

Zip

Phone Number: _____

Cardholder Signature: _____

Please sign and fax to 212.268.9049 • Thank you.