

# AVENUE Shows at the Armory

December 3-6, 2009 • Preview by Invitation—December 2<sup>nd</sup>  
Park Avenue Armory • 66<sup>th</sup> & Park Avenue

The AVENUE Shows are the area's most influential vehicle for reaching qualified antiques 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 spend 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.
  
- Our Gala Benefit for the American Cancer Society will be hosted by their prominent board member and attended by leading supporters.
  
- A public relations campaign handled by R. Couri Hay Public Relations.
  
- Advertising: The New York Times, trade publications, radio and direct mail.
  
- Extensive advertising within AVENUE and AVENUE Concierge as well as Manhattan Media's local publications reaching upscale audiences: *New York Family*, *Our Town*, *New York Press*, *The West Side Spirit*.
  
- Extensive promotion through Manhattan Media's *City Arts* publication reaching 65,000 of the area's most culturally active.
  
- Outreach to upscale travelers through distribution of show collateral materials to concierges of the top New York hotels.

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

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## Exhibitor Agreement:

Package includes:

Booth space includes 3 hard walls painted, (only inside walls included in price), basic lighting package, carpeting, full page in show catalog, booth sign and a link on the official show website.

### Booth Size

15 x 10	\$12,750
<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 #: \_\_\_\_\_  
(note: booth number subject to change)

1. Payment is due as follows:  
\$2,500 deposit upon signing agreement  
50% of balance due June 15, 2009  
Remaining balance due September 30, 2009  
Payment should be made out to:  
AVENUE Media  
79 Madison Ave., 16th Fl., NYC 10016  
or use enclosed credit card form
2. Cancellations must be requested in writing. Exhibitor will be responsible for 50% of rental amount for cancellations requested after June 15, 2009, and 100% of rental amount for any cancellations requested after September 30, 2009.
3. 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.
4. 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.
5. Exhibitor's displays and overall conduct must be in accordance with the rules of AVENUE and the rules of the event space management.
6. Exhibitor's booth space must be completely assembled for vetting and show opening and must remain set up and open for business until show closing.
7. The lease of booth space may not be assigned. Sharing a booth space must be approved by management in advance. There is an additional fee of \$250 to cover costs.
8. If the event is cancelled for any reason, AVENUE Media's sole liability will be the refund of monies to date.
9. 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.
10. 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.

Agreed to by:

\_\_\_\_\_  
Print Exhibitor Name

\_\_\_\_\_  
AVENUE Media, Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Exhibitor Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Address

\_\_\_\_\_  
1<sup>st</sup> payment upon signing

\_\_\_\_\_  
Date

\_\_\_\_\_  
Email

\_\_\_\_\_  
2<sup>nd</sup> payment June 15

\_\_\_\_\_  
Date

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Final payment September 30

\_\_\_\_\_  
Date

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## Payment Authorization Form:

Exhibitor Name: \_\_\_\_\_ Booth #: \_\_\_\_\_ Total Booth Cost: \_\_\_\_\_

### Payments Due:

Deposit due upon signing: \$2,500

50% of the balance due on June 15, 2009: \_\_\_\_\_

Final balance due on September 30, 2009: \_\_\_\_\_

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

### Checks should be made out to:

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

### Wire transfers should be sent to:

AVENUE Media  
Interaudi Bank  
19 East 54<sup>th</sup> 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.

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## Exhibitor Schedule:

### **TUESDAY, DECEMBER 1**

Exhibitor Set-up

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



### **WEDNESDAY, DECEMBER 2**

Exhibitor Set-up

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

Special Preview by Invitation—Benefit Gala

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



### **THURSDAY, DECEMBER 3**

Open to the public

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



### **FRIDAY, DECEMBER 4**

Open to the public

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



### **SATURDAY, DECEMBER 5**

Open to the public

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



### **SUNDAY, DECEMBER 6**

Open to the public

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

5:30 p.m. - 11:00 p.m. Dealer move out.

(Please let us know in advance if you will not be able to move out Sunday evening. Merchandise must be

packed and ready to go for early

Monday morning pickup.)



### **MONDAY, DECEMBER 7**

Final Exhibitor Breakdown

(all exhibitors must be out of the building by 10:00 a.m.)