



# DIFFA's DINING BY DESIGN

## **DINING BY DESIGN CONTACT INFORMATION**

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We hope to make this as easy and rewarding for you as possible.

## **LOCATION**

**Pier 94**  
711 12th Ave  
(At 55<sup>th</sup> Street and 12<sup>th</sup> Ave)  
New York City

## **EVENT DATES**

### **PUBLIC TABLE VIEWING**

**10 AM – 7 PM Daily**

**Thursday, March 22<sup>nd</sup>**  
**Friday, March 23<sup>rd</sup>**  
**Saturday, March 24<sup>th</sup>**  
**Sunday, March 25<sup>th</sup>**

### **COCKTAILS BY DESIGN**

**Thursday, March 22<sup>nd</sup>**  
**7 PM – 10 PM**

### **GALA DINNER**

**Monday, March 26<sup>th</sup>**  
**6:30 PM – 11 PM**

DIFFA is thrilled that you have chosen to join us for DINING BY DESIGN New York! Your participation is integral to the event's creative and financial success.

These guidelines will help ensure that you have a rewarding experience throughout the event. Hopefully they answer most of your questions, but feel free to contact DIFFA if you have additional concerns or need clarification on any point.

The DIFFA team looks forward to working with you and being inspired by your creative table environment!

**IMPORTANT DATES**

**Friday, February 24<sup>th</sup>**  
 Table Design Due

**Friday, February 24<sup>th</sup>**  
 Technical Rider Due

**Friday, March 2<sup>nd</sup>**  
 Inventory List Due

**Friday, March 2<sup>nd</sup>**  
 Rental Needs Checklist Due

**Friday, March 2<sup>nd</sup>**  
 Copy of Fire Certificate Due

**Tuesday, March 20<sup>th</sup> –  
 Wednesday March 21<sup>st</sup>**  
 Designer Load-In  
 Schedule TBD

**Monday March 26<sup>th</sup>**  
 Designer Load-Out  
**Begins immediately after  
 Gala**

**Tuesday, March 27<sup>th</sup>**  
 Designer Load-Out  
**Starts 7:00 am**  
**Must be completed by 10 am**

**TABLE SPECIFICATIONS**

The footprint of your design installation must fit within an 11' X 11' space, unless you have committed to hosting a Platinum table which has an 11' X 20' footprint.

All design elements (i.e. live models, LED projections, bubbles, confetti, etc.) must be contained within your installation. DIFFA discourages the use of sound or music as it tends to compete with the DJ and intrudes upon nearby design installations. Please be a good neighbor!

**The height of any structural elements you choose to erect cannot exceed 10 feet.** Structures are certainly not a requirement and may impact your placement at the event. If you elect to utilize walls, panels or other structural elements, the exterior of these must be a neutral and finished so as not to compromise another designer's installation.

**Ceiling structures are not allowed. This is a change to previous guidelines. Please note this change.**

**All rigging must be self-supporting.**

If your design installation includes a platform or flooring of any type, please note that nothing can be taped, glued, screwed, or nailed to the floor. Any flooring that can potentially "spread" (i.e. sand, leaves, mulch, etc.) must be structurally contained within your design installation.

You will be provided with one pin spot for your dining environment, plus the electrical required for any specialty items. The pin spots DIFFA provides are small focused lights, typically used to highlight a singular element of design (i.e. a centerpiece). Please be aware that a single pin light may be insufficient to properly showcase your entire design.

DIFFA does not stock plugs, so you must bring your own. All electrical fixtures must be UL approved.

If your design requires elaborate lighting, please contact DIFFA in advance so that we can work with you to arrive at a solution.

No last minute lighting requests can be accommodated on site.

To assure DIFFA is prepared to meet your technical needs, we have provided you with a Technical Rider (see page 6) to fill out and return. After we receive your rider we will contact you to clarify any questions we have regarding your design installation.

**Technical Rider due Friday, February 24<sup>th</sup>**



# Designer Guidelines

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## TABLE DESIGN

All designers are required to submit a detailed sketch, construction plan, **or** descriptive narrative of their table design. DIFFA will utilize this to access your technical specifications and design elements and to determine the placement for your installation.

Please note that you will be required to place two bottles of Sponsor wine, one white and one red, somewhere within your installation. These will remain on display until the night of the gala dinner when they will be consumed. Sponsor will provide the wine and DIFFA will present it to you during set-up.

If you borrow items for your table design you may want to incorporate some means of acknowledging this support into your design (i.e. tabletop signage, video, stencils, etc.). DIFFA will provide simple signage outside your installation that will display your company name and designer, but does not have the means to credit individual vendors.

No sketches or plans will be published so they do not need to be professionally rendered.

**Table Sketch due Friday, February 24<sup>th</sup>**

## INSURANCE

DIFFA has liability coverage for DINING BY DESIGN. In order to cover your design elements, you are required to fill out a detailed inventory that includes values (see page 8). In the unlikely event that something is stolen or broken, this form will be used to allow us to file claims.

Liability on your design elements is limited to \$8K.

**It is strongly suggested that priceless, sentimental, or irreplaceable items not be incorporated into your design.**

DIFFA cannot be held liable for design elements broken or damaged by your production crews or table guests.

**If DIFFA does not receive your completed inventory form prior to the event, an insurance claim cannot be filed on your behalf.**

**Inventory List due Friday, March 2<sup>nd</sup>**

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**RENTALS**

Most designers bring their own tables, chairs, linens, and tableware. However, if you desire, DIFFA can provide standard rentals (i.e. basic table, chairs, linens, and tableware) for you at no charge. If you require upgraded rentals, DIFFA can provide those as well and bill you the difference.

Prior to serving dinner, any glassware, flatware, and plates that you have brought in will be removed and replaced with rental dishes (this happens automatically and you do not need to request these items on the rental needs checklist). DIFFA does this to allow catering adequate time to plate the dinner and because DIFFA has no way to clean your dinnerware.

While all glassware, flatware, and plates are automatically removed and replaced with rentals for the dinner, you may choose to leave your charger on the table. You may also use your napkins (or we can swap them for rentals) but be aware that if your napkins are used they will be returned unwashed. Regarding “function,” you need not be concerned about how many forks and wineglasses are on your table. When the caterer does the switch-out for rental dishes they make sure that the appropriate numbers of table settings are provided. Your design choices are dictated by your aesthetic and can be as elaborate or whimsical as you desire.

Please indicate what rental items (if any) you will need for your table on the attached Rental Needs Checklist (see page 7).

**Rental Needs Checklist due Friday, March 2<sup>nd</sup>**

**FIRE CODE REQUIREMENTS**

All flammable materials (i.e. fabric, paper products, dried plant materials, untreated wood, etc.) used anywhere in your installation must be fire-proof, tested, and pass NFPQ01-9 (National Fire Protection Act Regulation) certification (see examples on pages 9-11). When ignited all flammable materials must self-extinguish within two seconds. You must provide DIFFA with a copy of your fire certificate. No design teams will be allowed to set-up without it.

Below are two companies in the NY metro area that can treat fabric and provide an appropriate flame certification.

<http://www.sbifinishing.com/fr.html>

<http://www.flameproofingny.com/>

**No flames of any type (candles, oil-burning lamps ect...) are permitted anywhere in Pier 94. Please do not use any flames in your design installations as they will be removed.**

**Fire Certificate due Friday, March 2<sup>nd</sup>**



# DBC Designer Guidelines

## IMPORTANT DATES

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Designer Load-Out  
**Starts 7:00 am**  
**Must be completed by 10 am**

## LOAD-IN & LOAD-OUT

Load-in and set up will occur on Tuesday, March 20<sup>th</sup> – Wednesday March 21<sup>st</sup> (exact schedule TBD) and load-out will occur starting Monday, March 26<sup>th</sup> immediately following the Gala and will go straight through March 27<sup>th</sup> at 10:00 am. In the week prior to the event, DIFFA will provide you with a specific time period for your individual load-in and will discuss your preferences for load-out. **Please note though that you MUST BE OUT COMPLETELY BY 10:00 am on Tuesday March 27<sup>th</sup>.**

It is important to be on time because there is only one loading entrance. Schedules will be strictly enforced. If you are late, you run the risk of losing your slot and being moved to the end of the day's schedule.

## TABLE LOCATION

Table placement is determined only after DIFFA is in receipt of all sketches, construction plans, and descriptive narratives. Design teams will receive their placements upon arrival at Pier 94 for set-up. DIFFA makes every effort to showcase each design installation in the most ideal light. However, sponsorship levels and design elements are considerations.

Please do not request table locations in advance.

## SECURITY

Pier 94 will be secured at all times throughout the events. Credentials will be issued to all design teams upon arrival and each member of the team will be required to wear credentials while on site and upon re-entering the building. We only need a count; we do not need the names of the individuals on your team. Please note on your technical rider how many team members you expect to have working on your installation and DIFFA will have credentials ready for you.

You will be provided with small stickers to place on the bottom of any items that you wish to gift to gala dinner guests seated at your table. Security will do their best to ensure guests do not take home items that do not have these stickers. Please make certain to place these stickers on any gifts that you present.

**DIFFA's DINING BY DESIGN New York  
Technical Rider**

**Please sign and return the completed form by Friday, February 24<sup>th</sup> email or fax 212 727 2574**

Name \_\_\_\_\_ Company \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_

E mail \_\_\_\_\_

**Please circle your answers and provide the most complete and detailed description possible.**

**1. Will your space have a platform? Yes No**

If yes, briefly describe:

**2. Will you need electricity? Yes No Amps \_\_\_\_\_ Voltage \_\_\_\_\_**

If yes, briefly describe:

**3. Will you have a tent or another framed structure? Yes No**

If yes, briefly describe:

**7. Will your space have walls or partitions? Yes No**

If yes, briefly describe number, size, translucency, etc.:

**8. Will you have a floor covering? Yes No**

If yes, briefly describe:

**9. Will you have any ceiling (remembering restriction is ALL MUST BE MINIMUM 50% open and flameproof – NO EXCEPTIONS)? Yes No**

If yes, briefly describe:

Signature \_\_\_\_\_ Date \_\_\_\_\_

## DIFFA's DINING BY DESIGN New York Rentals Check List

Please indicate what rental items if any you will need for your table. Remember that prior to the start of the gala dinner, any glassware, silverware, and plates that you have brought in will be removed and replaced with clear rental dishes (this happens automatically and you do not need to request these items below).

Please sign and return the completed form by **Friday, February 24<sup>th</sup> email or fax 212 727 2574**

Name \_\_\_\_\_ Company \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_

E mail \_\_\_\_\_

### Rental Needs

Charger	10	Yes _____	No _____
First Course Plate	10	Yes _____	No _____
Dinner Plate	10	Yes _____	No _____
First Course Fork	10	Yes _____	No _____
First Course Knife	10	Yes _____	No _____
Dinner Fork	10	Yes _____	No _____
Dinner Knife	10	Yes _____	No _____
White Wine Glass	10	Yes _____	No _____
Red Wine Glass	10	Yes _____	No _____
Water Glass	10	Yes _____	No _____
Table	1	Yes _____	No _____
Table Cloth	1	Yes _____ (color _____)	No _____
Dinner Napkins	10	Yes _____ (color _____)	No _____ (I will use my napkins at the dinner)
Chairs	10	Yes _____	No _____

Signature \_\_\_\_\_ Date \_\_\_\_\_



