



## **Exhibitor Service & Information Manual**

This Service & Information Manual contains material vital to the successful planning, marketing and management of your display in the *2018-Model Tampa Bay International Auto Show*. Failure to read this manual and respond promptly in ordering services could result in higher display costs. You can download all pertinent and the most up-to-date exhibitor information—i.e., floor plans (in DWG & PDF formats), plus GES & facility service order forms, and information—from the show website: [www.AutoShowTampa.com](http://www.AutoShowTampa.com).

While the Tampa Bay Area New Auto Dealers Association, the Clearwater Automobile Dealers Association and the St. Petersburg Automobile Dealers Association own the show, all show management and production services are the sole responsibilities of Motor Trend Auto Shows, LLC (MTAS). Direct questions concerning any aspects of this year's show to Motor Trend Auto Shows, LLC.

The services and contractors listed in this manual are for your convenience. Show management suggests that you employ the services of GES, the official show contractor, for your greatest efficiency and ease since they are familiar with the show and work schedule. All independent contractors must coordinate their work schedules with GES and comply with all guidelines and insurance requirements.

Please note that insurance policies must provide coverage for the show's overall date—from the first day of move-in through move-out. All required policy information is outlined in the *Important Rules & Requirements* section of this manual. Policies not completed correctly will be returned. All exhibit set up contractors must submit a correct and complete certificate of insurance at least thirty (30) days prior to the first move-in day of the show, or they will not be permitted to work in the Tampa Convention Center.

It is important that you share this manual with those individuals or agents responsible for your participation in the show. Thank you for your cooperation. We wish you a most profitable *2018-Tampa Bay International Auto Show!*

Show Management  
Motor Trend Auto Shows, LLC

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## **Exhibitor Action Item Checklist** **2018-Model Tampa Bay International Auto Show**

<b>Action Items Date</b>	<b>Due Completed</b>	
• Hotel Reservation(s)	October 13	<input type="checkbox"/>
• Certificate(s) of Insurance to MTAS, LLC	October 13	<input type="checkbox"/>
• Display blueprints to MTAS & the TCC	October 13	<input type="checkbox"/>
• Discount Admission Ticket Order	October 13	<input type="checkbox"/>
• TCC Electrical Service Order & layout(s)	October 23	<input type="checkbox"/>
• ENCORE Productions Rigging Services Order <i>(for ALL hanging signs—electric &amp; non-electric)</i>	October 23	<input type="checkbox"/>
• GES Service Order Forms <i>(for shipping instructions/forms, 3<sup>rd</sup> Party Billing, furniture rentals, etc.)</i>	October 23	<input type="checkbox"/>
• TLC Convention Plant Services Order <i>(for flowers, plants &amp; shrubbery)</i>	October 23	<input type="checkbox"/>
• Vehicle cleaning & porter service order	October 23	<input type="checkbox"/>
• Smart City Telecom Service Order	October 30	<input type="checkbox"/>

# Directory of Facilities & Contractors

## **SHOW OFFICE & VENUE**

Room 25  
TAMPA CONVENTION CENTER (TCC)  
333 South Franklin Street  
Tampa, FL 33602  
**Exhibitor Services:** (813) 274-8511

## **SHOW MANAGEMENT**

MOTOR TREND AUTO SHOWS, LLC  
831 South Douglas Street  
El Segundo, CA 90245  
**Contact:** Michael Duffy, Dir., Event Experience  
**Phone:** (212) 915-4412  
**Mobile/On-Site:** (917) 445-4994  
**E-Mail:** [mduffy@enthusiastnetwork.com](mailto:mduffy@enthusiastnetwork.com)

## **GENERAL SERVICE CONTRACTOR**

GLOBAL EXPERIENCE SPECIALISTS (GES)  
7050 Lindell Road  
Las Vegas, NV 89118  
**Website:** [www.ges.com/chat](http://www.ges.com/chat)  
**Contact:** Amy Carver, Acct. Representative  
**Phone:** (407) 370-4008  
**E-Mail:** [acarver@ges.com](mailto:acarver@ges.com)

Please notify GES if you are using a different carpet supplier.

## **SHOW SECURITY**

SENTRY EVENT SERVICES - TCC  
333 S. Franklin Street  
Tampa, FL 32606  
**Contact:** Michael Santiago, Security Director  
**Phone:** (813) 274-8444  
**E-Mail:** [msantiago@sentryeventservices.com](mailto:msantiago@sentryeventservices.com)

## **SHOW PUBLICITY**

MEGAN LICURSI MARKETING COMMUNICATIONS {MLMC}  
6409 Grenada Island Ave, #141  
Apollo Beach, FL 33572  
**Contact:** Megan Licursi, Principal  
**Phone:** (813) 727-3505  
**Website:** [www.licursi.net](http://www.licursi.net)

## **HEADQUARTERS HOTEL**

EMBASSY SUITES TAMPA – DOWNTOWN CC  
513 South Florida Avenue  
Tampa, FL 33602  
**Phone:** (813) 769-8300

## **FOOD CONCESSIONAIRE**

ARAMARK  
TAMPA CONVENTION CENTER  
333 South Franklin Street  
Tampa, FL 33602  
**Phone:** (813) 274-7809

## **VEHICLE PORTER SERVICE(S)**

COSMETIC CAR CARE  
12 Mauchly, Bldg. F  
Irvine, CA 92618  
**Phone:** (949) 453-1200  
**Fax:** (949) 453-1207

## **SHOW FLEET BY PROFESSIONAL DETAILERS**

601 North Batavia Street  
Orange, CA 92868  
**Phone:** (949) 460-0314  
**Fax:** (949) 460-0339

## **TELECOM SERVICES**

SMART CITY – TAMPA CONVENTION CENTER  
Madison Grimes  
**Phone:** (813) 517-1060  
**Fax:** (407) 880-0655  
**Email:** [mgrimes@smartcity.com](mailto:mgrimes@smartcity.com)

# **General Show Information**

## **Show Dates & Hours**

Friday, November 17 through Sunday, November 19, 2017

Friday ..... Noon – 10 p.m.  
Saturday ..... 10 a.m. – 10 p.m.  
Sunday ..... 10 a.m. – 6 p.m.

## **Show Facility/Venue**

TAMPA CONVENTION CENTER  
333 South Franklin Street  
Tampa, FL 33602  
(813) 274-8511

## **Headquarters Hotel – Located Across Street from the Convention Center**

EMBASSY SUITES TAMPA – DOWNTOWN CC  
513 South Florida Avenue  
Tampa, FL 33802  
(813) 769-8300

Rate: \$179 single/double  
***Cut-off date is October 13, 2017***

## **Show Office**

The show office will be located in Room 25 of the Tampa Convention Center, just inside the main Entrance off Franklin Street.

Wednesday, November 15 ..... 8 a.m. – 5 p.m.  
Thursday, November 16 ..... 8 a.m. – 5 p.m.  
Friday, November 17..... 9 a.m. – 10 p.m.  
Saturday, November 18 ..... 9 a.m. – 10 p.m.  
Sunday, November 19..... 9 a.m. – 7 p.m.

## **Registration & Information Desk**

A combined Registration & Will Call Desk for exhibitors and show attendees will be located just inside the Franklin Street Entrance, outside Room 25.

## Employee Appreciation Days – All Show Days

Dealership employees along with one (1) guest will receive FREE admission to the show by simply showing proof of dealership employment (i.e., paycheck stub, business card or verification letter) along with a valid driver's license or state/federal-issued ID at the Registration & Will Call Desk. Valid all show days.

## Factory Lounge

A special area in Room 24 (adjacent to the Show Office) is available for show committee members, factory officials, narrators, and product specialists with proper show credentials. No sales staff, managers or financial division representatives are permitted to use this area. Check-in is required at the Show Office in Room 25 as you enter, located on street level, just inside the Franklin Street Entrance.

The Factory Lounge opens one hour after show opening and closes one hour prior to show closing.

# *Move-in & Set Up Information*

## Carpet Installation, Freight Deliveries & Exhibit Set Up

In order to allot as many straight time hours as possible for exhibit set up, a detailed *Move-in* schedule has been developed. This requires the support and cooperation of exhibitors, freight carriers, and exhibitor-appointed contractors for carpet and/or exhibit installation. The display supervisor should be on-site at the start of the freight target time in order to direct crate placement. Labor for exhibit installation should be ordered no sooner than two hours after the beginning of the targeted time for freight deliveries as noted on the schedule. **All crates must be emptied and labeled by 3 p.m. Wednesday, November 15** in order for GES to remove them from your exhibit space, and prepare the show floor for vehicle move-in. Any request for an earlier move-in than specified on the schedule should be directed to Motor Trend Auto Shows. **All exhibits must be show ready by 6 p.m. on Thursday, November 16 to allow ample time to clean all exhibit spaces and install the aisle carpet.**

**NOTICE:** Failure to adhere to the timelines designated in the following schedule or failure to provide an electrical order with detailed floor plan 21 days prior to *move-in* could result in a **25% off-target surcharge** on freight, labor, electric, empty crate removal, and other services.

## Move-in & Set Up Information (continued)

### Carpet Installation, Freight Deliveries & Exhibit Set Up (Upper Level)

EXHIBITOR		Floor Layout		Electric/Phones		Carpet/Visqueen		Freight	
		Start Monday 11/13	Done Monday 11/13	Start Monday 11/13	Done Monday 11/13	Start Monday 11/13	Done Monday 11/13	Start Monday 11/13	Done Monday 11/13
M-1	Ford	4 am	8 am	8 am	11 am	11 am	3 pm	3 pm	8 pm
M-2	Lincoln	4 am	8 am	8 am	11 am	11 am	3 pm	3 pm	8 pm
M-6	Toyota	4 am	8 am	8 am	11 am	11 am	3 pm	3 pm	8 pm
M-7	Chevrolet	4 am	8 am	8 am	11 am	11 am	3 pm	3 pm	8 pm
M-10	Mazda	4 am	8 am	8 am	11 am	11 am	3 pm	3 pm	8 pm
M-11	GMC	4 am	8 am	8 am	11 am	11 am	3 pm	3 pm	8 pm
M-13	Subaru	4 am	8 am	8 am	11 am	11 am	3 pm	3 pm	8 pm
M-14	Acura	4 am	8 am	8 am	11 am	11 am	3 pm	3 pm	8 pm
M-17	Infiniti	4 am	8 am	8 am	11 am	11 am	3 pm	3 pm	8 pm

### Carpet Installation, Freight Deliveries & Exhibit Set Up (Upper Level) – cont.

EXHIBITOR		Floor Layout		Electric/Phones		Carpet/Visqueen		Freight	
		Start Monday 11/13	Done Monday 11/13	Start Monday 11/13	Done Monday 11/13	Start Monday 11/13	Done Monday 11/13	Start Tuesday 11/14	Done Tuesday 11/14
M-3	Open	4 am	8 am	10 am	2 pm	2 pm	6 pm	8 am	4 pm
M-4	Nissan	4 am	8 am	10 am	2 pm	2 pm	6 pm	8 am	4 pm
M-5	Hyundai	4 am	8 am	10 am	2 pm	2 pm	6 pm	8 am	4 pm
M-8	FCA Group	4 am	8 am	10 am	2 pm	2 pm	6 pm	8 am	4 pm
M-9	Honda	4 am	8 am	10 am	2 pm	2 pm	6 pm	8 am	4 pm
M-12	Kia	4 am	8 am	10 am	2 pm	2 pm	6 pm	8 am	4 pm
M-14	Acura	4 am	8 am	10 am	2 pm	2 pm	6 pm	8 am	4 pm
M-15	Buick	4 am	8 am	10 am	2 pm	2 pm	6 pm	8 am	4 pm
M-16	Volkswagen	4 am	8 am	10 am	2 pm	2 pm	6 pm	8 am	4 pm

## Move-in & Set Up Information (continued)

### Carpet Installation, Freight Deliveries & Exhibit Set Up (Lower Level)

EXHIBITOR		Floor Layout		Electric/Phones		Carpet/Visqueen		Freight	
		Start Monday 11/13	Start Monday 11/13	Start Monday 11/13	Start Monday 11/13	Start Tuesday 11/14	Done Tuesday 11/14	Start Tuesday 11/14	Done Tuesday 11/14
B-1	Cadillac	10 am	Noon	1 pm	5 pm	7 am	10 am	10 am	4 pm
B-2	Audi	10 am	Noon	1 pm	5 pm	7 am	10 am	10 am	4 pm
B-3	BMW	10 am	Noon	1 pm	5 pm	7 am	10 am	10 am	4 pm
B-4	Volvo	10 am	Noon	1 pm	5 pm	7 am	10 am	10 am	4 pm
B-5	Porsche	10 am	Noon	1 pm	5 pm	7 am	10 am	10 am	4 pm
B-6	Jaguar	10 am	Noon	1 pm	5 pm	7 am	10 am	10 am	4 pm
B-7	Lexus	10 am	Noon	1 pm	5 pm	7 am	10 am	10 am	4 pm
L-3	Maserati	10 am	Noon	1 pm	5 pm	7 am	10 am	10 am	4 pm
L-7	Mercedes-Benz	10 am	Noon	1 pm	5 pm	7 am	10 am	10 am	4 pm
L-9	EuroCycles	10 am	Noon	1 pm	5 pm	7 am	10 am	10 am	4 pm
L-10 thru L-28	Booth Vendor Vehicles	10 am	Noon	1 pm	5 pm	7 am	10 am	10 am	4 pm
L-25	Open	10 am	Noon	1 pm	5 pm	7 am	10 am	10 am	4 pm
L-45	Lamborghini	10 am	Noon	1 pm	5 pm	7 am	10 am	10 am	4 pm

**NOTE:** Overtime penalties will apply to all exhibitors that do not check in during their assigned time slots. Please contact Show Management if your exhibit trucks cannot meet your scheduled unloading time.

**NOTE:** Liability insurance regulations prohibit anyone under the age of 16 to be in the Tampa Convention Center during move-in, set up and move-out of vehicles & freight. This is strictly prohibited by insurance carriers.

## Move-in & Set Up Information (continued)

### Vehicle Move-In

Vehicle move-in will take place on Thursday, November 16, beginning at 9 a.m. and will continue until 6 p.m. All displays must be show ready by 6 p.m. Please review the following vehicle move-in schedule to determine the time to drive your vehicles onto the exhibit floor.

**THERE WILL BE NO VEHICLE UNLOADING FROM FRANKLIN STREET IN FRONT OF THE TAMPA CONVENTION CENTER.**

**ALL CAR HAULERS WITH VEHICLES THAT NEED TO BE UNLOADED WILL BE STAGED ALONG TIMES FORUM DRIVE (formerly Old Water Street) AND DRIVEN INTO THE CENTER. DISTANCE IS TWO CITY BLOCKS. PLEASE PLAN ACCORDINGLY.**

### Vehicle Move-In Schedule

All vehicles in **M spaces (Upper Level)** will enter off of Franklin Street at the Upper Dock entrance. Vehicles on carriers must be staged along Forum Drive and then driven into the convention center.

All vehicles in **B & L spaces (Lower Level)** will enter through the Channel Entry entrance, from the front drive off Franklin Street. **NOTE: The Channel Entry (outside access) door measures 7' high x 12' wide while the Ballroom (inner access) doors are only 7'-9" wide x 7'-6" high.** All vehicles on carriers must be staged along Forum Drive and then driven into the convention center via the Channel Entry.

Vehicle move-in schedule is as follows:

#### **Thursday, November 16**

##### **Main Hall – 9 a.m. – 1 p.m.**

Space	Exhibitor
M-1	Ford
M-2	Lincoln
M-3	Open
M-6	Toyota
M-7	Chevrolet
M-10	Mazda
M-11	GMC
M-13	Subaru
M-14	Acura

M-17	Infiniti
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##### **Main Hall – 1 p.m. – 6 p.m.**

Space	Exhibitor
M-4	Nissan
M-5	Hyundai
M-8	FCA Group
M-9	Honda
M-12	Kia
M-15	Buick
M-16	Volkswagen



## Vehicle Move-In Schedule (cont.)

### Ballroom & Ballroom Lobby

*\*Drive lane must be left through all spaces until all "B" vehicles are in the Ballroom.*

#### 10 a.m. – 2 p.m.

Space	Exhibitor
B-1	Cadillac
B-2	Audi
B-3	BMW
B-4	Volvo
B-5	Porsche
B-6	Jaguar
B-7	Lexus
L-45	Lamborghini

#### 2 p.m. – 6 p.m.

Space	Exhibitor
L-3	Maserati
L-7	Mercedes-Benz
L-9	EuroCycles
L-10 thru L-28	Booth Vendors/Vehicles

L-25	Open
L-30 thru L-44	Booth Vendors/Vehicles

**NOTE:** *Vehicles displayed on a turntable or platform will be allowed to enter the building on Wednesday, November 15 provided your display is ready to accommodate the vehicle.*

Under no circumstances should the visqueen that was installed to protect your carpet be removed until all your vehicles are placed and detailed. **Exhibitors or your porter service company will be responsible for removing any carpet stains that are made by tire treads or tire dressings. Once all vehicles have been placed and detailed, exhibitors will be responsible for removing the plastic and placing it in the aisle for the general cleaning contractor to collect. Failure to remove visqueen will result in a labor fee to have the visqueen removed by the official general cleaning contractor.**

Please contact show management on-site if you wish to have an earlier vehicle move-in time slot. This will be permitted provided your space, and other surrounding exhibits are ready to receive vehicles.

In order to prepare for any pre-show media ALL exhibits must be completed by 6 p.m. on Thursday, November 16.

To provide complete security for exhibitors and their possessions, it is important that all exhibitors observe the following daily access hours. Your cooperation is appreciated.

Monday, November 13	8 a.m. – 8 p.m.	Wednesday, November 15	8 a.m. – 8 p.m.
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Tuesday, November 14	8 a.m. – 8 p.m.	Thursday, November 16	8 a.m. – 6 p.m.
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**Aisle Carpet & Hall Cleaning**

GES will finish installing aisle carpet beginning at 6 p.m. on Thursday, November 16. All exhibit personnel must exit the building by 6 p.m.

**Move-out Information**

**Move-out & Building Access Hours**

Move-out will begin Sunday evening, November 19 at 6 p.m. GES will begin removing aisle carpet at 6 p.m. in exhibit areas that the public has cleared. Exhibitors may re-attach battery cables at 6 p.m., but may not start vehicles until the aisle carpet is removed and a show management representative has made an announcement to begin vehicle move-out.

ALL vehicles must be removed from the show floor on Sunday, November 19 by 9 p.m. Vehicles that cannot be returned to dealerships Sunday evening may be parked overnight in the center’s garage. This is done at exhibitors own risk. If you wish to schedule security specifically to watch your vehicles, please contact the Sentry Security. Please note that exhibitors will incur a parking fee for each vehicle remaining in the garage after 8 a.m. on Monday, November 20.

**Exhibitors in the following Exhibit Hall/Upper Level spaces must be packed and ready to be loaded out by Monday at 2 p.m. All outbound trucks should be checked into the marshalling yard by Monday at 1 p.m.**

Space	Exhibitor
M-4	Nissan
M-5	Hyundai
M-8	FCA

M-9	Honda
M-12	Kia
M-15	Buick
M-16	Volkswagen

**The following Exhibit Hall/Upper Level exhibitors must be packed and ready to be loaded out by Monday at 3 p.m. All outbound trucks for these exhibitors should be checked into the marshalling yard by Monday at 2 p.m.**

Space	Exhibitor
M-1	Ford
M-2	Lincoln
M-3	Open

M-6	Toyota
M-7	Chevrolet
M-10	Mazda
M-11	GMC

M-13	Subaru
M-14	Acura

M-17	Infiniti
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## ***Move-out Information (continued)***

### **Move-out & Building Access Hours (cont.)**

The following Ballroom & Lobby Level exhibitors must be packed and ready to be loaded out by Monday at 2 p.m. All outbound trucks for these exhibitors should be checked into the marshalling yard by Monday at 1 p.m.

Space	Exhibitor
B-4	Volvo
B-5	Porsche
B-6	Jaguar
B-7	Lexus
L spaces	ALL Exhibits

The following exhibitors must be packed and ready to be loaded out by Monday at 4 p.m. All outbound trucks for these exhibitors should be checked into the marshalling yard by Monday at 3 p.m.

Space	Exhibitor
B-1	Cadillac
B-2	Audi
B-3	BMW

### **Literature Removal**

Literature removal after the show is the responsibility of the individual exhibitor. Removal of literature that has been left behind will be invoiced to the exhibitor at prevailing drayage rates.

We recommend that any remaining literature be placed in vehicle trunks and returned to participating dealerships for use in the showroom.

## **Ticketing & Exhibitor Access/Admittance Information**

### **Public Admission Prices**

<b>Adults (13 &amp; Over)</b> .....	\$12.00
<b>Senior Citizens (62 &amp; Over)</b> .....	\$5.00
<b>Military &amp; First Responders</b> .....	\$5.00
<i>(w/any DOD ID or municipal badge-ID)</i>	
<b>Children (12 &amp; Under)</b> .....	FREE

### **Discount Admission Tickets**

Discount admission tickets **may be purchased for \$8.00 each in packs of twenty-five (25) only.** These tickets represent a savings of \$4.00 or 33% OFF the regular adult admission price of \$12.00. They may be given away to your family, friends, or special customers. Please use the order form located in the manual. The cut-off date for orders is October 27, 2017.

### **Exhibitor Entrance Procedure**

**No passes, badges or exhibitor identification will be mailed in advance of the show.**

**Salespersons & Product Specialists** - All salespersons and product specialists working the show can enter with their company-issued/manufacturer plastic nameplate. If personnel do not have a company-issued plastic nameplate, they must pick up and sign for their own entrance credentials at the Exhibitor Registration Desk, located just inside the Franklin Street Lobby entrance. Personnel must present a business card and/or photo ID to obtain badge.

**Employees, relatives, neighbors and friends of exhibitors without an admission ticket are not eligible for free admission to the auto show.**

All personnel working within your exhibit area should wear suitable business attire. **Exhibitors not dressed appropriately will not be admitted into the show.**

**NOTE: In accordance with our liability insurance, no one under the age of 16 years old is permitted in the Tampa Convention Center during show set-up or teardown.**

## Vehicle Clean-Up Personnel

Vehicle clean-up personnel will only be admitted prior to the opening of the show each day under the following admittance schedule:

Friday	8 a.m. - Noon
Saturday & Sunday	8 a.m. - 10 a.m.

**Vehicle clean-up personnel not dressed appropriately cannot be admitted into the show.** A uniform appearance for all employees representing your company is preferred. Ripped shirts, printed t-shirts, jeans with holes, dirty jeans or sneakers are not acceptable show attire.

## **Important Rules & Requirements**

### Aisles for Emergency Purposes

Fire regulations require that all exhibitors leave one foot (1') of space on every public aisle and two feet (2') of space on any border adjoining another display area. This will allow a four-foot (4') emergency aisle running between each space. There is a six foot (6') wide KEEP CLEAR aisle running through the center of the Upper Level—three (3') on either side. Neither display properties nor vehicles can be positioned in this aisle.

### Fire Regulations

Exhibitors must comply with all federal, state, and local fire codes which apply to places of public assembly, in particular, Chapters 5, 8, and 31 of the Life Safety Code. All curtains, buntings, draping, etc., of any kind must be flameproof. Special care should be taken not to block or obstruct any fire hose or fire extinguisher cabinets, fire pull boxes, or entrances and exits within the Tampa Convention Center.

### Vehicle Requirements

Under no circumstances may display vehicles be placed in front of any fire or public entrance and exit doors. Special attention should be given to keeping public doors free of obstruction by any show vehicles. The same holds true for the construction of displays, staging, walls, turntables, signs, etc.

## ***Important Rules & Requirements (continued)***

### **Vehicle Requirements (cont.)**

**Gas Tank Level** – The vehicle gas level cannot exceed ½ tank or 10 gallons, whichever is less. All vehicles will be checked as they enter the convention center to verify gas level compliance. Vehicles with inoperable gas gauges will not be allowed entry. If the gas level exceeds ½ tank, the vehicle will not be permitted to enter the building. Fueling and de-fueling cannot take place on premises.

**Vehicle Keys** – ***ALL vehicle keys must remain within the building at all times, and will be secured in the Show Office for easy access by TCC Security and/or the Tampa Fire Marshal. NO exceptions!*** Please be sure to drop off keys in the Show Office, Room 25. Keys can be retrieved daily by display personnel but must be returned to the Show Office at show close each night.

**Vehicle Inspections** – Final vehicle inspections will take place on the morning of show opening, November 17 from 7:30 am - Noon. ***A display representative (with access to each vehicle) MUST be present from 7:30 am – Noon to expedite the inspection of all display vehicles. NO exceptions!*** Vehicle hoods should be left open, and gas caps exposed before leaving on Thursday night in order to facilitate inspections on Friday morning. Representative must also be prepared to make any last minute adjustments requested by Fire Marshal.

**NOTE:** *Fire Marshal(s) will be on duty throughout all public hours of the auto show.*

**Battery Cables** – All show vehicles must have the positive battery cable disconnected and either taped around & secured using UL approved plastic electrical tape OR secured within a MTAS-supplied plastic battery cable bag. Prior to the public opening, all vehicles will be checked to verify that the battery cable requirement has been met.

**Gas Cap Requirements** – ALL fuel caps (whether locking type or not) must be taped/sealed completely around to prevent escaping gas vapors. This must be done promptly upon final positioning of vehicle(s) within display space. Prior to the public opening, all vehicles will be checked to see that the gas cap taping requirement has been met.

**AC/DC Converters** – Cars using AC/DC converters must have the security system fuse disconnected to prevent the public from setting off vehicle alarms.

**Vehicle Access & Cleaning** – All show vehicles, except factory display models must be unlocked during public show hours. All vehicles must be waxed or wiped daily.

### **Alcoholic Beverages & Food Items**

Alcoholic beverages and/or food may not be brought into the Tampa Convention Center.

## ***Important Rules & Requirements (continued)***

### **Exhibit Blueprints**

All vehicle exhibitors participating in the Tampa Bay International Auto Show must **provide a to-scale electrical blueprint of their display to Motor Trend Auto Shows and the Tampa Convention Center at least thirty (30) days prior to the first day of move-in.** These blueprints will be used to install electric and telecom lines prior to carpet installation. **Please be sure to include telecom placement, electrical drops, and the height, length & width of your display properties on your blueprints.** Blueprints sent to Motor Trend Auto Shows can be e-mailed in PDF or DWG versions to [mduffy@enthusiastnetwork.com](mailto:mduffy@enthusiastnetwork.com).

### **Signs & Banners**

Any hanging signs must be framed and pre-approved by show management. Truss lighting is permitted. Encore Productions, the Tampa Convention Center's in-house provider, has jurisdiction over all electrical & non-electrical hanging sign and/or banner installation & removal work.

Plastic letters, shoe polish or any homemade signs may not be used on any vehicles or in any area of your display or booth. Decorations, signs, banners, etc., may not be taped, tacked, stapled or otherwise fastened to ceilings, walls, doors, painted surfaces or columns. Signs cannot block the view of other exhibitors.

In the case of a complaint, the decision on whether a sign remains or must be relocated will be made by show management, Motor Trend Auto Shows, LLC.

### **Display Placement**

The maximum permissible height for displays is twenty-four feet (24') for the "M" spaces on the upper level and seventeen feet (17') for the "B" & "L" spaces on the Lower Level. Exhibitors should contact show management if they have any questions regarding ceiling height. Placement of exhibits cannot interfere, block or extend into other exhibits or block emergency exits or apparatus. An exhibitor could be required to change the location or configuration of their exhibit or vehicle placement should they interfere with the rights of other exhibitors. All exhibits must be free standing as no supporting wires from the ceiling or draped walls will be permitted.

## ***Important Rules & Requirements (continued)***

### **Exhibitor Presentation Restrictions**

An exhibitor may not work, sell or distribute literature from any area other than their rented space.

All public address systems must be kept to a volume that is not disruptive to your neighboring exhibitors.

Decorations, signs, banners and streamers may not be attached, taped, nailed or otherwise fastened to any ceiling, window, painted surface or wall of the convention center. Any special decorations or signs must be approved by convention center management and show management as to location and method of installation. Under no circumstances are helium balloons or adhesive-back decals to be given away or permitted to be used in the convention center.

### **Liability**

Each exhibitor is entirely responsible for the space allotted him through his contract. Each exhibitor agrees to reimburse the Tampa Convention Center for any damage to the floor, ceilings or walls within his contracted area. The Tampa Convention Center, GES, and Motor Trend Auto Shows, LLC assume no liability or responsibility for any loss or theft. Therefore, it is the exhibitor's responsibility to provide their own insurance coverage for vehicles, exhibits and materials.

### **Insurance Requirements**

All exhibitors or exhibit houses and companies providing any equipment or services for the *2018-Model Tampa Bay International Auto Show* or its exhibitors must provide a Certificate of Insurance stating coverage while participating in the auto show.

All exhibit houses must include all clients on the certificate of insurance to insure proper coverage during the auto show.

The exhibitor shall procure, at its sole cost and expense and shall maintain in force at all times during the term of the auto show contract (including *move-in* and *move-out*), policies of insurance as herein below set forth, written by an insurer having a Best's rating of at least "A" and shall deliver to show management evidence of such policies as set forth herein.

These policies shall be endorsed in a form acceptable to show management to include a provision that the policy will not be cancelled, materially changed, or not renewed without at least thirty (30) days prior written notice to show management, by certified mail, return receipt requested and state or be endorsed to provide that the coverage afforded under the policies shall apply on a



primary and not on an excess or contributing basis with any policies, which may be available to show management.

## ***Important Rules & Requirements (continued)***

### **Insurance Requirements (cont.)**

Policies written on a “claims-made” basis are not acceptable. At least two weeks prior to the expiration of the policies, evidence of renewal or replacement policies of insurance, with terms and limits no less favorable as the expiring policies, shall be delivered to show management.

Deductibles of self-insured retention above \$25,000 will require approval from show management.

1. A Commercial General Liability insurance policy (I.S.O. Form CG 00 01 or equivalent approved by show management) in the Exhibitor’s name with the Clearwater Automobile Dealers Association, Inc., the St. Petersburg Automobile Dealer Association, Inc., the South Pinellas County Auto Dealers, LLC, the Tampa New Automobile Dealers Association, The City of Tampa, FL, the Tampa Convention Center, Motor Trend Auto Shows, LLC, TEN: The Enthusiast Network, LLC and its subsidiaries and affiliates named as additional insured (I.S.O. Form CG 20 10 or equivalent approved by show management) with limits of liability in the amounts of \$2,000,000 Occurrence/ \$2,000,000 Aggregate on a combined single limit basis for injuries to persons (including death), contractual liability and damage to property.
2. Automobile and Truck Liability Insurance Policy in the Exhibitor’s name with the Clearwater Automobile Dealers Association, Inc., the St. Petersburg Automobile Dealers Association, Inc., the South Pinellas County Auto Dealers, LLC, the Tampa New Automobile Dealer Association, The City of Tampa, FL, the Tampa Convention Center, Motor Trend Auto Shows, LLC, TEN: The Enthusiast Network, LLC and its subsidiaries and affiliates named as additional insured with limits of liability in the amount of \$2,000,000 each occurrence, on a combined single limit basis for claims for bodily injuries (including death) to persons and for damage to property arising out of the ownership, maintenance or use of any owned, hired or non-owned motor vehicle.
3. Worker’s Compensation Insurance (including Employer’s Liability Insurance) with limits of \$1,000,000/\$1,000,000/\$1,000,000.
4. Any additional insurance policies necessary to obtain required permits or otherwise comply with applicable law ordinances or regulations regarding the performance of your contract.

Exhibitor shall provide to show management a Certificate of Insurance as evidence of such aforementioned policies at least thirty (30) days prior to the auto show; however, if requested by show management within 10 days of the request a copy of such policies, certified by the insurance carrier as being true and complete shall be provided to show management. The Certificate of Insurance must (1) indicate the I.S.O. Form used by the carrier, (2) be signed by an authorized representative of the insurance carrier, (3) disclose any deductible, self-insured retention, aggregate limit or any exclusions to the policy that materially change the coverage, (4) indicate that the Clearwater Automobile Dealers Association, Inc., the St. Petersburg Automobile Dealers Association, Inc., the South Pinellas County Auto Dealers, LLC, the Tampa

New Automobile Dealer Association, The City of Tampa, FL, the Tampa Convention Center, Motor Trend Auto Shows, LLC, TEN: The Enthusiast Network, LLC and its subsidiaries

## ***Important Rules & Requirements (continued)***

### **Insurance Requirements (cont.)**

and affiliates are named as additional insured on all policies (except Worker's Compensation), (5) reference the auto show name and location on the face of the Certificate and (6) expressly reference the inclusion of all required endorsements. If requested by show management, the Exhibitor must furnish within thirty (30) days of a request, proof that the person signing the Certificate is authorized by the insurance carrier.

If, at any time during the period of this Contract, insurance as required is not in effect, or proof thereof is not provided to show management, show management shall have the options to: (1) direct the Exhibitor to suspend work with no additional cost or extension of time due on account thereof, (2) obtain the required insurance at Exhibitor's expense providing show management with coverage immediately, or (3) treat such failure as an event of default.

The Contractor shall immediately file with show management, 831 S. Douglas Street, El Segundo, CA 90245, a notice of any occurrence likely to result in a claim against show management.

**The certificate holder is Motor Trend Auto Shows, LLC, 831 S. Douglas Street, El Segundo, CA 90245.**

Show management and/or the official show general contractor may request verification of this policy during *move-in* of the auto show before any services or equipment may be provided.

***This Certificate of Insurance must be received by Motor Trend Auto Shows no later than October 13, 2017. Please send to Allen Chin at [ACHin@EnthusiastNetwork.com](mailto:ACHin@EnthusiastNetwork.com). All policies must be completed correctly and provide coverage from the first move-in date, November 13 to the last move-out date, November 20.*** Please be sure to add the additional insured parties to each insurance policy certificate.

# Show Services Information

## Exhibitor Services Provided in Vehicle Space Rental Charge

The following items and services are included in the space rental charge:

- Themed carpet in all public aisles
- Themed manufacturer identity sign over your public aisle to guide visitors into your display (with the exception of B and L spaces)
- Daily vacuum service for all exhibit carpet, turntables and platforms
- Daily emptying of all exhibit area waste containers

Each exhibitor is responsible for carpet, drayage, labor and the rental and payment of tables, chairs, desks, waste cans and any other items used within their display. Cleaning of displays and vehicles is the responsibility of the exhibitor.

## Hospitality Suites

A limited number of Hospitality Suites are available for auto show-related business and food functions. All suites are located on the lower level of the convention center. They will only be provided to paying exhibitors free of charge on a first-come basis provided that the food and beverage service is ordered from ARAMARK, the official food concessionaire for the Tampa Convention Center. If you wish to utilize one of these rooms for your sales staff meetings or meal functions, arrangements must be made through Motor Trend Auto Shows by calling Michael Duffy, Dir. of Event Experience, at (212) 915-4412. He will then put you in touch with the show contact at ARAMARK. Don't miss this opportunity to host your sales staff or factory officials in your own private hospitality suite.

Please note that anyone using these spaces must include the space on their certificate of insurance.

## Security

Security will be provided from 7 a.m. to 7 p.m. during show set up. Security will be provided 24 hours starting at 7 p.m. Thursday night, November 16 through Monday, November 20, 2017.

If your display contains something of particular value, it is recommended that you secure it overnight.

If you need to hire booth security, for insurance purposes, you must utilize the auto show's approved event security company. **Please contact Michael Santiago, Security Director, at Sentry Event Services at (813) 274-8444 for your security personnel questions and needs.**

## ***Show Services Information (continued)***

### **Security (cont.)**

**NOTE:** *The Clearwater Automobile Dealers Association, Inc., the St. Petersburg Automobile Dealers Association, Inc., the South Pinellas County Auto Dealers, LLC, the Tampa New Automobile Dealer Association, The City of Tampa (FL), the Tampa Convention Center, Motor Trend Auto Shows, LLC, TEN: The Enthusiast Network, LLC cannot be held responsible for the theft of items missing from exhibitor areas.*

### **Photography**

The official photographer for this year's event will be Convention Photo by Joe Orlando. Please call Convention Photo directly at (818) 957-2204 to arrange your photography needs.

# **Show Advertising & Publicity**

## **Advertising**

Extensive print, radio and television advertising will be used to target the entire Bay area, including the Tampa/St. Petersburg markets. Advertising will begin approximately ten (10) days prior to the show opening and will continue to run throughout the show.

## **Dealer Advertising Support**

All dealerships, factories, and dealer advertising groups are asked to proudly support the *2018-Model Tampa Bay International Auto Show* by advertising your participation in the show. Your usual radio, television and print ads may be supplemented with a voice-over or drop-in auto show mention. (Example: *"See NEW 2018-model cars and trucks at the Tampa Bay International Auto Show, November 17 through 19."*) We greatly appreciate any show advertising you are able to incorporate into your regular advertising schedules.

## **Public Relations**

Auto show press kits, pre-show press releases and all publicity will be prepared and coordinated by the Motor Trend Auto Shows' public relations team.

Megan Licursi of Megan Licursi Mktg. Communications (MLMC) will be leading all promotional efforts at the Tampa Bay International Auto Show. Please contact her at (813) 727-3505 or (513) 404-2545 for any public or media relations you may have.

Are you planning to bring a special display, concept car, pre-production model or unique feature to the show? Please notify MLMC by October 1 to ensure that it is included in the overall show publicity.

A Press Room, located in Room 25 of the convention center will be staffed during all show days. Please forward all press materials directly to the Tampa Convention Center to ARRIVE no earlier than Tuesday, November 14 with the package clearly labeled "Tampa Bay International Auto Show Press Room, Room 25."

## General Contractor Information

Services for the *2018-Model Tampa Bay International Auto Show* will be provided by:

### GES

**CONTACT:** Exhibitor Services  
**ADDRESS:** 7050 Lindell Road  
Las Vegas, NV 89118

**PHONE:** (800) 475-2098  
**FAX:** (866) 329-1437  
**WEB:** [www.ges.com/chat](http://www.ges.com/chat)

GES will staff their Exhibitor Service Desk beginning Monday, November 13 and continuing through Monday, November 20.

### **SHIPMENTS:**

All shipments must be prepaid and are to be addressed as follows:

**ADVANCE SHIPPING ONLY:** (Name of Manufacturer & Space #)  
Shipments should arrive on or between: ***Tampa Bay International Auto Show***  
October 10 – November 8, 2017 c/o GES  
7945 Mandarin  
Orlando, FL 32819

**Shipments that are scheduled to arrive at the Tampa Convention Center can only be accepted beginning at 8 a.m. on November 13. As a reminder, drivers should check in one hour prior to their scheduled unloading time listed in the move-in section of this manual. Freight deliveries prior to this date will not be accepted by the Tampa Convention Center.** Shipments to the show site should be labeled as follows:

**CONVENTION CENTER ONLY:** (Name of Manufacturer & Space #)  
(to arrive on your scheduled move-in day) ***Tampa Bay International Auto Show***  
c/o GES  
Tampa Convention Center  
333 South Franklin Street  
Tampa, FL 33602



## **Discount Admission Tickets**

E-MAIL TO: [ACHin@EnthusiastNetwork.com](mailto:ACHin@EnthusiastNetwork.com)

Motor Trend Auto Shows, LLC  
for Tampa Bay International Auto Show

Advance Discount Admission Tickets are available at a cost of \$8.00 each, a 33% savings (\$4.00 OFF) from the regular adult admission price. Tickets are only sold in packs of 25 at a cost of \$200.00 per pack.

**PROCEDURE FOR ORDERING YOUR TICKETS:** Complete the order form below indicating the number of ticket packs you desire. Email completed order form to Allen Chin at [ACHin@EnthusiastNetwork.com](mailto:ACHin@EnthusiastNetwork.com). You will then receive a credit card authorization form to pay via secure email ([eventpayments@enthusiastnetwork.com](mailto:eventpayments@enthusiastnetwork.com)).

**Unused tickets are not refundable.**

Your order for tickets, in packs of 25 **ONLY**, should be emailed as soon as possible to the email address shown above.

Quantity of Packs (packs of 25) \_\_\_\_\_ @ \$200.00 each = \$ \_\_\_\_\_

Please print or type the following information:

COMPANY: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

(Tickets will be shipped to this location via UPS. No P.O. Boxes, please.)

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

SPACE OR BOOTH NUMBER(S): \_\_\_\_\_ TELEPHONE #: (\_\_\_\_) \_\_\_\_\_

AUTHORIZED BY: \_\_\_\_\_

Print Name

Signature

TITLE: \_\_\_\_\_ DATE: \_\_\_\_\_

**Order Deadline Date: October 27, 2017**