



Exhibitor Service & Information Manual

This Service & Information Manual contains material which is vital to the successful planning, marketing and management of your display in the *2016-Model Tampa Bay International Auto Show*. Failure to read this manual and promptly order services could result in higher rates.

Questions concerning any aspect of this year's show should be directed to Motor Trend Auto Shows, LLC. While the auto show is owned and presented by the three local dealer associations, all management and production services are the sole responsibilities of Motor Trend Auto Shows, LLC.

The services and contractors are listed in this manual for your convenience. Show management suggests that you employ the services of GES, this year's 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.

The most up-to-date exhibitor information, including AutoCAD floor plans (DWG format), all GES and Tampa Convention Center (TCC) order forms are available for download from our Exhibitor site at www.AutoShowTampa.com.

Please note that all insurance policies must provide coverage for the show's overall dates (from move-in through move-out) and must also include all required information as detailed in the *Important Rules & Requirements* section of this manual. Please also refer to the sample insurance certificate enclosed. All certificates of insurance must be completed correctly. Certificates not completed correctly will be returned. All independent 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 review this manual with those individuals or agents having responsibility for your participation in the show. Motor Trend Auto Shows appreciates your cooperation and wishes you a most successful *2016-Model Tampa Bay International Auto Show*.

THANK YOU!
Show Management

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Exhibitor Action Item Checklist **2016-Model Tampa Bay International Auto Show**

Action Items	Due Date	Completed
• Certificate(s) of Insurance to MTAS, LLC	October 16	<input type="checkbox"/>
• Display blueprints to MTAS & the TCC	October 16	<input type="checkbox"/>
• Discount Admission Ticket Order	October 16	<input type="checkbox"/>
• Hotel Reservation(s)	October 19	<input type="checkbox"/>
• TCC Electrical Service Order & layout(s)	October 26	<input type="checkbox"/>
• AVI-SPL Rigging Services Order <i>(for ALL hanging signs—electric & non-electric)</i>	October 26	<input type="checkbox"/>
• GES Service Order Forms <i>(for shipping instructions/forms, 3rd Party Billing, furniture rentals, etc.)</i>	October 26	<input type="checkbox"/>
• TLC Convention Plant Services Order <i>(for flowers, plants & shrubbery)</i>	October 26	<input type="checkbox"/>
• Vehicle cleaning & porter service order	October 26	<input type="checkbox"/>
• Smart City Telecom Service Order	November 2	<input type="checkbox"/>

Directory of Facilities & Contractors

SHOW OFFICE & VENUE

Room 25
TAMPA CONVENTION CENTER
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. of Event Experience
Phone: (212) 915-4412
Mobile/On-Site: (917) 445-4994
E-Mail: mduffy@enthusiastnetwork.com

GENERAL SERVICE CONTRACTOR

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

RECOMMENDED CARPET SUPPLIER

GLOBAL EXPERIENCE SPECIALISTS (GES)
Phone: (800) 475-2098
Fax: (866) 329-1437

Please notify us if you are using a different carpet supplier from the one listed above.

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

HEADQUARTERS HOTEL

EMBASSY SUITES TAMPA – DOWNTOWN CC
813 South Florida Avenue
Tampa, FL 33802
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

NDI GROUP
3205 Alcoa Highway
Alcoa, TN 37701
Phone: (865) 777-1250
Email: tcramer@ndigroup.com

PROFESSIONAL DETAILERS
22622 Lambert Street, Suite 305
Lake Forest, CA 92630
Phone: (949) 460-0314
Fax: (949) 460-0339

FLORAL/PLANTS/SHRUBBERY

TLC CONVENTION PLANT SERVICES
P.O. Box 962
Apopka, FL 32704
Phone: (407) 889-3033
Fax: (407) 880-0655

General Show Information

Show Dates & Hours

Friday, November 20 through Sunday, November 22, 2015

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

Show Location

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

Headquarters Hotel – Located Across from the Convention Center

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

Rate: \$129 single/double
Cut-off date is October 19, 2015

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 18	8 a.m.	to	5 p.m.
Thursday, November 19.....	8 a.m.	to	5 p.m.
Friday, November 20.....	9 a.m.	to	10 p.m.
Saturday, November 21	9 a.m.	to	10 p.m.
Sunday, November 22.....	9 a.m.	to	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, directly 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 (directly 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 18** in order for GES to remove them from your exhibit space. Any request for an earlier move-in than specified on the schedule should be directed to Motor Trend Auto Shows. **All exhibits must be set & operational by 6 p.m. on Thursday, November 19 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 11/16	Done Monday 11/16	Start Monday 11/16	Done Monday 11/16	Start Monday 11/16	Done Monday 11/16	Start Monday 11/16	Done Monday 11/16
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-3	Toyota	4 am	8 am	8 am	11 am	11 am	3 pm	3 pm	8 pm
M-4	Hyundai	4 am	8 am	8 am	11 am	11 am	3 pm	3 pm	8 pm
M-5	Chevrolet	4 am	8 am	8 am	11 am	11 am	3 pm	3 pm	8 pm
M-6	Kia	4 am	8 am	8 am	11 am	11 am	3 pm	3 pm	8 pm
M-7	Mazda	4 am	8 am	8 am	11 am	11 am	3 pm	3 pm	8 pm
M-8	Honda	4 am	8 am	8 am	11 am	11 am	3 pm	3 pm	8 pm
M-9	Dimmitt / Aspire	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 11/16	Done Monday 11/16	Start Monday 11/16	Done Monday 11/16	Start Monday 11/16	Done Monday 11/16	Start Tuesday 11/17	Done Tuesday 11/17
M-11	GMC	4 am	8 am	10 am	2 pm	2pm	6 pm	8 am	4 pm
M-12	Buick	4 am	8 am	10 am	2 pm	2pm	6 pm	8 am	4 pm
M-13	OPEN	4 am	8 am	10 am	2 pm	2 pm	6 pm	8 am	4 pm
M-14a	OPEN	4 am	8 am	10 am	2 pm	2 pm	6 pm	8 am	4 pm
M-14	Nissan	4 am	8 am	10 am	2 pm	2 pm	6 pm	8 am	4 pm
M-15	FCA Group	4 am	8 am	10 am	2 pm	2 pm	6 pm	8 am	4 pm
M-16	Acura	4 am	8 am	10 am	2 pm	2 pm	6 pm	8 am	4 pm
M-17	Infiniti	4 am	8 am	10 am	2 pm	2 pm	6 pm	8 am	4 pm
M-18	Cadillac	4 am	8 am	10 am	2 pm	2 pm	6 pm	8 am	4 pm
M-19	Lexus	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 11/16	Start Monday 11/16	Start Monday 11/16	Start Monday 11/16	Start Tuesday 11/17	Done Tuesday 11/17	Start Tuesday 11/17	Done Tuesday 11/17
B-1	Volkswagen	10 am	Noon	1 pm	5 pm	7 am	10 am	10 am	4 pm
B-2	Subaru	10 am	Noon	1 pm	5 pm	7 am	10 am	10 am	4 pm
B-3	Volvo	10 am	Noon	1 pm	5 pm	7 am	10 am	10 am	4 pm
B-4	Porsche	10 am	Noon	1 pm	5 pm	7 am	10 am	10 am	4 pm
B-6	Audi	10 am	Noon	1 pm	5 pm	7 am	10 am	10 am	4 pm
B-7	BMW	10 am	Noon	1 pm	5 pm	7 am	10 am	10 am	4 pm
B-8	duPont Registry	10 am	Noon	1 pm	5 pm	7 am	10 am	10 am	4 pm
L-5	Mercedes-Benz	10 am	Noon	1 pm	5 pm	7 am	10 am	10 am	4 pm
L-7	Jaguar	10 am	Noon	1 pm	5 pm	7 am	10 am	10 am	4 pm
L-8	MINI	10 am	Noon	1 pm	5 pm	7 am	10 am	10 am	4 pm
L-9 thru L-12	Booth Vendor Vehicles	10 am	Noon	1 pm	5 pm	7 am	10 am	10 am	4 pm
L-20	Make-A-Wish	10 am	Noon	1 pm	5 pm	7 am	10 am	10 am	4 pm
L-25	R. Setters Customs	10 am	Noon	1 pm	5 pm	7 am	10 am	10 am	4 pm
L-30	Lamborghini	10 am	Noon	1 pm	5 pm	7 am	10 am	10 am	4 pm
L-40	Maserati	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: Our 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 our insurance carrier.

Move-in & Set Up Information (continued)

Vehicle Move-In

Vehicle move-in will take place on Thursday, November 19, beginning at 9 a.m. and will continue until 6 p.m. All displays must be set & operational 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 19

Main Hall – 9 a.m. – 1 p.m.

Space	Exhibitor
M-1	Ford
M-2	Lincoln
M-3	Toyota
M-4	Hyundai
M-5	Chevrolet
M-6	Kia
M-7	Mazda
M-8	Honda
M-9	Dimmitt / Aspire

Main Hall – 1 p.m. – 6 p.m.

Space	Exhibitor
M-11	GMC
M-12	Buick
M-13	OPEN
M-14	Nissan
M-14a	OPEN
M-15	FCA Group
M-16	Acura
M-17	Infiniti
M-18	Cadillac
M-19	Lexus

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	Volkswagen
B-2	Subaru
B-3	Volvo

B-4	Porsche
B-6	Audi
B-7	BMW
B-8	duPont Registry
B-9	OPEN

2 p.m. – 6 p.m.

Space	Exhibitor
L-5	Mercedes-Benz
L-7	Jaguar
L-8	MINI
L-9 thru L-12	Booth Vendors/Vehicles

L-20	Make A Wish
L-25	Ronnie Setser's Customs
L-30	Lamborghini
L-40	Maserati

NOTE: *Vehicles displayed on a turntable or platform will be allowed to enter the building on Wednesday, November 18 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 19.

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 16	8 a.m. – 8 p.m.	Wednesday, November 18	8 a.m. – 8 p.m.
Tuesday, November 17	8 a.m. – 8 p.m.	Thursday, November 19	8 a.m. – 6 p.m.

Aisle Carpet & Hall Cleaning

GES will finish installing aisle carpet beginning at 6 p.m. on Thursday, November 19. 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 22 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 22 by 9 p.m. Vehicles that cannot be returned to dealerships Sunday evening may be parked overnight in the center’s garage. Please note that exhibitors will incur a parking fee for each vehicle remaining in the garage after 8 a.m. on Monday, November 23. This is done at exhibitors own risk. If you wish to schedule security specifically to watch your vehicles, please contact the facility.

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-19	Lexus
M-18	Cadillac
M-17	Infiniti
M-16	Acura
M-15	FCA Group

M-13	OPEN
M-14	Nissan
M-14a	OPEN
M-12	Buick
M-11	GMC

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	Toyota
M-4	Hyundai

M-5	Chevrolet
M-6	Kia
M-7	Mazda
M-8	Honda
M-9	Dimmitt / Aspire

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	Porsche
B-6	Audi
B-7	BMW
B-8	duPont Registry
B-9	OPEN
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	Volkswagen
B-2	Subaru
B-3	Volvo

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

Adults (13 and over) -----	\$12.00	Children (7 - 12) -----	\$5.00
Military (w/ any DOD ID)-----	\$5.00	Children (6 and under) -----	FREE
Senior Citizens (62 and over) -----	\$5.00		

Discount Admission Tickets

Discount admission tickets **may be purchased in packs of twenty-five (25) only**. These tickets represent a savings of \$6.00/50% OFF the regular adult admission price of \$12.00. They may be given away to your family, friends, or customers. Please use the order form located in the manual. The cut off date for orders is October 16, 2015.

Exhibitor Entrance Procedure

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

Salespersons - All salespersons working the show must pick up and sign for their own entrance credentials at the Exhibitor Registration Desk located just inside the Franklin Street entrance. A business card and a photo driver's license must be presented. **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 accordingly will not be admitted into the show.**

NOTE: *No one under the age of 16 years old will be permitted on the show floor during move-in and/or move-out.*

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.

Alcoholic Beverages & Food Items

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

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 these public doors free of obstruction by any show vehicles. The same holds true for the construction of displays, staging, walls, turntables, signs, etc.

Battery Cable – All show vehicles must have the positive battery cable disconnected and taped using UL approved plastic electrical tape or MTAS-supplied plastic battery cable bags.

Gas Tank Level – The vehicle gas level cannot exceed 1/4 tank. All vehicles will be checked as they enter the convention center to make sure that the gas level requirement is correct. If the gas level exceeds 1/4 tank, the vehicle will not be permitted to enter the building.

Gas Cap Requirements – If the gas cap door can be opened from outside your vehicle, the vehicle must have a locking gas cap or the inside gas cap must be taped. If the gas cap door must be unlocked from inside your car, then a locking gas cap is not necessary, but the standard inside gas cap must be taped.

Prior to the public opening, all vehicles will be checked to see that all gas cap and battery cable requirements have been met.

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

Important Rules & Requirements (continued)

Vehicle Requirements (cont.)

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.

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 needs and the height 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.

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 *2016-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

Important Rules & Requirements (continued)

Insurance Requirements (cont.)

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

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 Dealers Association, Inc., the South Pinellas County Auto Dealers, LLC, the Tampa Bay Area 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 Bay Area 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 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

Important Rules & Requirements (continued)

Insurance Requirements (cont.)

Automobile Dealers Association, Inc., the South Pinellas County Auto Dealers, LLC, the Tampa Bay Area 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 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 16, 2015. All policies must be completed correctly and provide coverage from the first move-in date, November 16 to the last move-out date, November 23. 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 19 through Monday, November 23, 2015.

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 Shawn Sietz 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 Bay Area New Automobile Dealers 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 *2016-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 the New 2016-Model Chryslers at the Tampa Bay International Auto Show, November 20 through 22."*) 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 16 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 17 with the package clearly labeled "Tampa Bay International Auto Show Press Room, Room 25."

General Contractor Information

Services for the *2016-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

GES will staff their Exhibitor Service Desk beginning Monday, November 16 and continuing through Monday, November 23.

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 13 – November 11, 2015 c/o GES
79455 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 17. As a reminder, drivers should check in one hour prior to their scheduled unloading time listed in the move-in section of the 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: Tampa Bay International Auto Show
Motor Trend Auto Shows, LLC
E-Mail: aofiesh@enthusiastnetwork.com

Advance Discount Admission Tickets are available at a cost of \$6.00 each, a 50% savings (\$6.00) off the regular adult admission price. Tickets are sold in packs of 25 at a cost of \$150.00 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 Andrea Ofiesh at AOfiesh@enthusiastnetwork.com. You will then receive a credit card authorization form to pay via secure email (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) _____ @ \$150.00 each = \$ _____

Please print or type the following information:

COMPANY: _____

STREET ADDRESS: _____

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

CITY: _____ STATE: _____ ZIP: _____

SPACE OR BOOTH NUMBER(S): _____ TELEPHONE #: (____) _____

AUTHORIZED BY: _____

Print Name

Signature

TITLE: _____ DATE: _____

Order Deadline Date: October 16, 2015