



## **2023 Exhibitor Service & Information Manual**

This Service & Information Manual contains material vital to the successful planning, marketing and management of your display in the *Tampa Bay 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 Shepard & facility service order forms, and information—from the show website: [www.AutoShowTampa.com](http://www.AutoShowTampa.com).

The services and contractors listed in this manual are for your convenience. Show management suggests that you employ the services of Shepard Exposition Services, 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 Shepard 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 Florida State Fairgrounds.

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.

Show Management

## **Table of Contents**

<b><u>PAGE #</u></b>	
	Directory of Contractors & Facilities 1
	General Show Information 2 - 3
	Move-In & Set-up Information 3 - 5
	Move-Out Information 5
	Ticketing & Exhibitor Access/Admittance Information 6
	Important Rules & Requirements 7 - 11
	Show Services Information 12
	Show Advertising & Publicity 13
	General Contractor Information 14

## **Tampa Bay Auto Show COVID-19 Policy** **(v7-5-23)**

Masks are optional.

# Directory of Facilities & Contractors

## VENUE

FLORIDA STATE FAIRGROUNDS

4800 US Hwy 301 N

Tampa, FL 33610

**Load In:** Enter through the Orient Road Service Entrance (GPS Address: 4408 N 77th St, Tampa, FL 33610)

## SHOW MANAGEMENT

STEVE FREEMAN EVENTS LLC

P.O. Box 46009

West Hollywood, CA 90046

**Contact:** Steve Freeman

**Phone:** (323) 216-7557

**E-Mail:** [Steve@stevefreemanevents.com](mailto:Steve@stevefreemanevents.com)

## GENERAL SERVICE CONTRACTOR

SHEPARD

**Website:** [www.shepardes.com](http://www.shepardes.com)

**Contact:** 1701 Boice Pond Road, Ste. 101

Orlando, FL 32837

**Phone:** 404-720-8600

**E-Mail:** [orders@shepardes.com](mailto:orders@shepardes.com)

## SHOW SECURITY

Contact Show Management

## SHOW PUBLICITY

THE LICURSI GROUP

6409 Grenada Island Ave, #141

Apollo Beach, FL 33572

**Contact:** Megan Licursi, Principal

**Email:** [megan@licursi.net](mailto:megan@licursi.net)

**Phone:** (513) 404-2545

**Website:** [www.licursi.net](http://www.licursi.net)

## HOTEL

[COURTYARD TAMPA BRANDON](#) – 4.8 MILES

[FAIRFIELD INN TAMPA FAIRGROUNDS CASINO](#) – 2.2 MILES

[HOLIDAY INN EXPRESS & SUITES TAMPA - FAIRGROUNDS -](#)

[CASINO](#) - .4 MILES

[SPRINGHILL SUITES TAMPA BRANDON](#) – 6.4 MILES

## VEHICLE PORTER SERVICE(S)

SHOW FLEET BY PROFESSIONAL DETAILERS

601 North Batavia Street

Orange, CA 92868

**Phone:** (949) 460-0314

## TELECOM SERVICES

FLORIDA STATE FAIRGROUNDS

Scott Baker

**Email:** [Scott.Baker@FloridaStateFair.com](mailto:Scott.Baker@FloridaStateFair.com)

[FSFA Telephone & Internet Orders](#)

## ELECTRICAL SERVICES

FLORIDA STATE FAIRGROUNDS

**Email:** [Kimberley.Moritz@FloridaStateFair.com](mailto:Kimberley.Moritz@FloridaStateFair.com)

[FSFA Electric Orders](#)

## CATERING

LEVY RESTAURANTS

**Email:** [JoValentin@LevyRestaurants.com](mailto:JoValentin@LevyRestaurants.com)

**Phone:** (813) 740-4381

# **General Show Information**

## **Show Dates & Hours**

Friday, Oct. 27 through Sunday, Oct. 29, 2023

Friday	Noon – 9 pm
Saturday	10 am – 9 pm
Sunday	10 am – 6 pm

## **Show Facility/Venue**

*FLORIDA STATE FAIRGROUNDS*

4800 US Hwy 301 N

Tampa, FL 33610

Load-In: Enter through the Orient Road Service Entrance (GPS Address: 4408 N 77<sup>th</sup> Street, Tampa, FL 33610)

## **Hotels – Located Near the Fairgrounds**

[COURTYARD TAMPA BRANDON](#) – 4.8 MILES

[FAIRFIELD INN TAMPA FAIRGROUNDS CASINO](#) – 2.2 MILES

[HOLIDAY INN EXPRESS & SUITES TAMPA - FAIRGROUNDS - CASINO](#) - .4 MILES

[SPRINGHILL SUITES TAMPA BRANDON](#) – 6.4 MILES

## **Show Office**

The show office will be located in the meeting room behind Kia. Show Management is available at (323) 216-7557.

## **Registration Desk**

A Registration Desk for exhibitors will be located adjacent to the show entrance.

## **Employee Appreciation Days – All Show Days**

Dealership employees along with immediate family or one 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 Show Will Call Desk. Valid all show days.

## Exhibitor Lounge

The Exhibitor Lounge will be located in the meeting room behind Lexus and is available for all exhibitors.

### **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. Floor marking, electric and carpet will be installed on Monday, Oct. 23. Freight will start at 8 am on Tuesday. 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 5 pm. Wednesday** in order for Shepard 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 SFE. **All exhibits must be show ready by 6 pm on Thursday to allow ample time to clean all exhibit spaces.**

### **Move-in & Set Up Schedule**

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

		Floor Layout		Electric/Phones		Carpet/Visqueen		Freight	
		Start Mon 10-23	Done Mon 10-23	Start Mon 10-23	Done Mon 10-23	Start Mon 10-23	Done Mon 10-23	Start Tues 10-24	Done Tues 10-24
EXHIBITOR									
E-1	Ford	8 am	10 am	10 am	1 pm	1 pm	Done	8 am	12 noon
E-2	Toyota	8 am	10 am	10 am	1 pm	1 pm	Done	8 am	12 noon
ENT-1	Chevrolet	8 am	10 am	10 am	1 pm	1 pm	Done	8 am	12 noon
E-8	Kia	8 am	10 am	10 am	1 pm	1 pm	Done	10 am	2 pm
E-7	Lexus	8 am	11 am	11 am	2 pm	2 pm	Done	10 am	2 pm
ENT-2	Stellantis	8 am	11 am	11 am	2 pm	2 pm	Done	11 am	3 pm
E-12	Buick/GMC	8 am	11 am	11 am	2 pm	2 pm	Done	11 am	3 pm
a	Chevy TD							8 am	12 noon
b	Open							11 am	3 pm
c	Stellantis TD							11 am	3 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 10/23	Start Monday 10/23	Start Monday 10/23	Start Monday 10/23	Start Monday 10/23	Done Tuesday 9/6	Start Tuesday 9/6	Done Tuesday 9/6
E-3	Cadillac	8 am	9 am	9 am	11 am	11 am	2 pm	2 pm	Done
E-4	LR/Jaguar	8 am	9 am	9 am	11 am	11 am	2 pm	2 pm	Done
E-5	Audi/Porsche	8 am	9 am	9 am	11 am	11 am	2 pm	2 pm	Done
E-6	BMW	8 am	10 am	10 am	12 n	12 n	3 pm	3 pm	Done
E-9	Honda	8 am	10 am	10 am	12 n	12 n	3 pm	3 pm	Done
E-10	Hyundai	8 am	10 am	10 am	1 pm	1 pm	3 pm	3 pm	Done
E-11	Open	8 am	10 am	10 am	1 pm	1 pm	3 pm	3 pm	Done

**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 Florida State Fairgrounds during move-in, set up and move-out of vehicles & freight. This is strictly prohibited by insurance carriers.

### Vehicle Move-In, Thursday 8:30 am

Vehicle move-in will take place on Thursday beginning at 8:30 am and continuing until 3 pm. Fairgrounds access for exhibitors will start at 8:00 am. All displays must be show ready by 6 pm.

**Vehicle Load In: Enter through the Orient Road Service Entrance (GPS Address: 4408 N 77th St, Tampa, FL 33610)**  
This is for both vehicle transporters and vehicles driven directly from dealerships.

**NOTE:** Vehicles displayed on a turntable or platform will be allowed to enter the building on Wednesday 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 pm on Thursday. United Maintenance will conduct final pre-show cleaning starting at 6 pm. Detailers can work after 6 pm if arrangements are made with show management.

## **Move-out Information**

### **Move-out & Building Access Hours**

Move-out will begin Sunday evening at 6 pm. Shepard will begin removing aisle carpet at 6 pm in exhibit areas that the public has cleared. Exhibitors may re-attach battery cables at 6 pm, 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 by 9 pm. Vehicles that cannot be returned to dealerships Sunday evening may be parked overnight in the parking lot. This is done at the exhibitor's own risk. If you wish to schedule security specifically to watch your vehicles, please contact Show management. Please note that all show vehicles must be picked up from the parking lot by 2 pm on Monday.

**Exhibitors must be packed and ready to be loaded out by Monday at 3 pm. All outbound trucks should be checked into the marshaling yard by Monday at 1 pm.**

### **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**

## **Online Public Admission Prices**

<b>Adults (13 &amp; Over)*</b>	\$10.00
<b>Senior Citizens (62 &amp; Over)</b>	\$5.00
<b>Military &amp; First Responders</b> <i>(w/any DOD ID or municipal badge-ID)</i>	\$5.00
<b>Children (12 &amp; Under)</b>	FREE

Onsite box office adult ticket price will be \$12. Seniors and Military/First Responders pricing will remain at \$5 onsite. Onsite is CASHLESS with only credit and debit cards accepted.

## **Exhibitor Entrance Procedure**

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

**Salespersons, Product Specialists & Exhibitors** - All salespersons, product specialists and exhibitors working the show can sign for their own entrance credentials at the Exhibitor Registration Desk, located adjacent to the exhibitor parking entrance. Personnel must present a business card and/or photo ID to obtain a badge. No badges are required for move in or move out.

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 exhibit hall 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 am - Noon
Saturday & Sunday	8 am - 10 am

**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.

## **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 Florida State Fairgrounds.

## **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.

## **Vehicle Requirements**

**Gas Tank Level** – The vehicle gas level cannot exceed 1/4 tank or 10 gallons, whichever is less. All vehicles will be checked as they enter the facility to verify gas level compliance. Vehicles with inoperable gas gauges will not be allowed entry. If the gas level exceeds 1/4 tank, the vehicle will not be permitted to enter the building. Fueling and de-fueling cannot take place on premises.

**Electric Vehicles**- Key must be kept at least 15' from vehicle during all public show hours. (An attendee shouldn't be able to push any buttons to start a vehicle.)

**Vehicle Keys** – *Vehicle keys may either be locked in a display cabinet/room or turned in at the show office behind Kia to be locked up between shifts/overnight.*

**Vehicle Inspections** – Final vehicle inspections will take place on the morning of show opening, from 9 am - 11 am. **A display representative (with access to each vehicle) MUST be present to expedite the inspection of all display vehicles. Gas caps must be exposed before leaving on Thursday night in order to facilitate inspections on Friday morning. (No need to leave hoods up.)**

The representative must also be prepared to make any last minute adjustments requested by the Fire Marshal.

**Battery Cables** – The positive **battery cable must be disconnected.**

**Gas Cap Requirements** – ALL fuel caps (whether locking type or not) must be taped/sealed completely around to prevent escaping gas vapors. **(sealed completely around must be emphasized not just an “X” placed over the cap).** This must be done promptly upon final positioning of vehicle(s) within display space. **(This will be strictly enforced.)**

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 Florida State Fairgrounds.

### **Exhibit Blueprints**

All vehicle exhibitors participating in the Tampa Bay Auto Show must **provide a to-scale electrical blueprint of their display to SFE and FSFA (electricians) 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 SFE can be e-mailed in PDF or DWG versions to [Steve@stevfreemanevents.com](mailto:Steve@stevfreemanevents.com).

### **Signs & Banners**

Any hanging signs must be framed and pre-approved by show management. Truss lighting is permitted. Shepard 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.

### **Display Placement**

The maximum permissible height for displays is twenty-four feet (24') for all spaces except for E-3, E-4, E-5, E-6, E-9, E-10, E-11 and E-12. The height restriction for these displays is seventeen feet (17'). 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.

### **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 facility. 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 facility.

### **Liability**

Each exhibitor is entirely responsible for the space allotted him through his contract. Each exhibitor agrees to reimburse the Florida State Fairgrounds for any damage to the floor, ceilings or walls within his contracted area. Shepard Exposition Services, FSFA and SFE 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 *Tampa Bay 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 canceled, 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.

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 TB Auto Show Association, 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,, Shepard Exposition Services and Steve Freeman Events LLC 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 TB Auto Show Association, 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, Shepard Exposition Services and Steve Freeman Events LLC 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 TB Auto Show Association, 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, Shepard Exposition Services and Steve Freeman Events LLC 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, P.O. Box 46009, West Hollywood, CA 90046, a notice of any occurrence likely to result in a claim against show management.

**The certificate holder is Steve Freeman Events LLC, P.O. Box 46009 West Hollywood, CA 90046.**

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 SFE no later than Sept. 27, 2023. Please send to Steve at Steve@stevefreemanevents.com. All policies must be completed correctly and provide coverage from the first move-in date, Oct. 23 to the last move-out date, Monday, Oct. 30. Please be sure to add the additional insured parties to each insurance policy certificate.***

## **Show Services Information**

### **Exhibitor Services Provided**

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

- Carpet in main aisles
- Themed manufacturer identity sign over your public aisle to guide visitors into your display (with the exception of E-3 to E-6 and E-9 to E-12 spaces)
- Daily vacuum service for all exhibit carpet
- 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.

### **Security**

Security will be provided 24 hours starting at 8 am Tuesday through 3 pm Monday.

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 Show Management for your security personnel questions and needs.**

**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, Shepard Exposition Services and Steve Freeman Events LLC cannot be held responsible for the theft of items missing from exhibitor areas.*

# **Show Advertising & Publicity**

## **Advertising**

Extensive print, radio and television advertising will be used to target the entire Bay area, including the Tampa/St. Petersburg/Clearwater 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 *Tampa Bay 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 2024-model cars and trucks at the Tampa Bay Auto Show, Oct. 27-29.*”) 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 show’s public relations team.

Megan Licursi of the Licursi Group will be leading all promotional efforts at the Tampa Bay International Auto Show. Please contact her at [megan@licursi.net](mailto:megan@licursi.net) 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 Megan by Oct. 13 to ensure that it is included in the overall show publicity.

## General Contractor Information

Services for the *Tampa Bay Auto Show* will be provided by:

### Shepard

**CONTACT:** Exhibitor Services  
**ADDRESS:** 1701 Boice Pond Road, Ste. 101  
Orlando, FL 32837

**PHONE:** 404-720-8600  
**WEB:** [www.shepardes.com](http://www.shepardes.com)  
**E-Mail:** [orders@shepardes.com](mailto:orders@shepardes.com)

Shepard will staff their Exhibitor Service Desk beginning Tuesday, Oct. 24 and continuing through Monday, Oct. 30.

### **SHIPMENTS:**

**Shipments that are scheduled to arrive at the Florida State Fairgrounds can only be accepted beginning at 8 am on Tuesday, Oct. 24. 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 Florida State Fairgrounds.** Shipments to the show site should be labeled as follows:

**FLORIDA STATE FAIRGROUNDS ONLY:** (Name of Manufacturer & Space #)  
(to arrive on your scheduled move-in day) ***Tampa Bay Auto Show***  
c/o Shepard  
*FLORIDA STATE FAIRGROUNDS*  
*4800 US Hwy 301 N*  
Tampa, FL 33610

**Load In: Enter through the Orient Road Service Entrance (GPS Address: 4408 N 77th St, Tampa, FL 33610)**