

Exhibitor Manual



May 14-16, 2010
Austin Convention Center

Statesman 2010 Auto Show

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HELPFUL INFORMATION

SHOW DATES & LOCATION:

May 10 - May 16, 2010
Public days: May 14-16, 2010
Austin Convention Center
500 East Cesar Chavez
Austin, Texas 78701

SHOW HOURS:

Decorator set-up: Monday, May 10, 2010	8:00 a.m. – 5:00 p.m.
Exhibitor set-up: Tuesday, May 11, 2010	8:00 a.m. – 5:00 p.m.
Exhibitor set-up: Wednesday, May 12, 2010	8:00 a.m. – 3:00 p.m.
Vehicle move-in: Wednesday, May 12, 2010	3:00 p.m. – 5:00 p.m.
Vehicle move-in: Thursday, May 13, 2010	8:00 a.m. – 12:00 p.m.
Clean-up and party prep: Thursday, May 13, 2010	12:00 p.m. – 5:00 p.m.
VIP Preview Party: Thursday, May 13, 2010	6:00 p.m. – 8:00 p.m.
Show Open: Friday, May 14, 2010	10:00 a.m. – 10:00 p.m.
Show Open: Saturday, May 15, 2010	10:00 a.m. – 10:00 p.m.
Show Open: Sunday, May 16, 2010	10:00 a.m. – 6:00 p.m.
Vehicle move-out: Sunday, May 16, 2010	6:00 p.m. – 8:00 p.m.
Exhibitor/Decorator dismantle: Monday, May 17, 2010	

ITEMS INCLUDED IN SHOW SPACE PACKAGE:

- Identification Banner - will be hung from ceiling over exhibit area; colors are white lettering on red banner;
- Carpet - colors are charcoal gray in exhibit areas, red in aisles;
- Cleaning - daily vacuuming of exhibit space;
- Material Handling/drayage-unloading and loading and storage of empty crates

SHOW ADMISSION FEES:

Adults \$5
Seniors \$3
Children under 12 free

EXHIBITORS' ENTRANCE:

Arrangements have been made for an exhibitors' entrance for use by necessary personnel arriving before the opening hour of the show. All personnel should wear an exhibitor badge at all times when inside the Austin Convention Center. An order form for exhibitor badges is included in this manual in the Order Forms section.

PARKING:

A parking garage is available two blocks west of the Austin Convention Center at Second and San Jacinto Streets and at 5th and Red River. Parking rates are \$7.00 per day. Parking lots are available on the east side of the Austin Convention Center at Cesar Chavez and Red River Streets. Parking meters are also available on the streets surrounding the Austin Convention Center.

The garage is available to store vehicles on Sunday night if you do not have arrangements to get them back to the dealership or on a carrier. If you wish to use the parking garage on Sunday night, vehicles must be removed by 8:00 a.m. on Monday morning. Arrangements must be made with the convention center for this service. An order form for overnight garage use is in the Order Forms section of this manual.

RULES AND REGULATIONS:

Please review the *Show Rules and Regulations* section of this manual carefully. Failure to comply with the City of Austin's Fire Exhibit Regulations will result in removal of your vehicles from the show.

PRESS FACILITIES:

A press area will be available throughout the Auto Show. Promotional efforts should be coordinated through

Jennifer George, Show Director
Austin Automobile Dealers Association
823 Congress Avenue, Suite 230
Austin, Texas 78701
phone: 512-479-0425 x 17
fax: 512-495-9031
e-mail: jgeorge@eami.com

EXHIBITOR SERVICE DESKS:

Throughout the period of installation and dismantling, an exhibitors' service desk will be maintained in the back of the exhibit floor. Exhibitors' inquiries for all services should be directed to the various service desks.

DIRECTORY OF PHONE NUMBERS

SHOW MANAGEMENT

Austin Automobile Dealers Association
823 Congress Ave. Suite 230
Austin, Texas 78701

Jennifer George
Phone: (512) 479-0425 x 17
Fax: (512) 495-9031
E-mail: jgeorge@eami.com

SHOW SPONSOR

Austin American-Statesman
305 S. Congress Ave.
Austin, TX 78704

Beth South
Phone: (512) 445-1799
Fax: (512) 912-2919
E-mail: bsouth@statesman.com

LABOR: INSTALLATION-DISMANTLE

Freeman
3323 I.H. 35 North, Suite 120
San Antonio, Texas 78219

Doug Hester
Phone: (210) 227-0341
Fax: (210) 227-5682
E-mail: doug.hester@freemanco.com

PUBLICITY, ADVERTISING, PROMOTION

Austin American-Statesman
305 S. Congress Ave.
Austin, Texas 78704

Krystal Halfmann
Phone: (512) 445-3599
Fax: (512) 912-2919
E-mail: khalfmann@statesman.com

UTILITY SERVICES

Austin Convention Center
500 East Cesar Chavez St.
Austin, TX 78701

Diane Armstrong
Phone: (512) 404-4226
Fax: (512) 404-4220
E-mail: diane.armstrong@ci.austin.tx.us

AUDIO VISUAL EQUIPMENT

AVW Audio Visual
500 E. Cesar Chavez
Austin, Texas 78701

Darryl Wilson
Phone: (512) 459-6094
Fax: (512) 371-0214
Cell: (512) 917-9894
E-mail: darryl.wilson@avwtelav.com

DECORATOR SERVICES

Freeman
3323 I.H. 35 North, Suite 120
San Antonio, Texas 78219

Donicio Rubalcava
Phone: (210) 554-2030
Fax: (210) 227-5682
E-mail: donicio.rubalcava@freemanco.com

FLORIST

Convention Foliage Unlimited
4723 Emden Hollow
San Antonio, TX 78247

Irene Konzal
Phone: (210) 637-7229
Fax: (210) 637-7243
E-mail: ikonzal@satx.rr.com

CONVENTION CENTER

Austin Convention Center
500 East Cesar Chavez
Austin, Texas 78701

Felicia Martinez
Phone: (512) 404-4000
E-mail: felicia.martinez@ci.austin.tx.us

SHOW OFFICE (beginning 05/12/10)

Austin Convention Center
500 East Cesar Chavez
Austin, Texas 78701

Phone: (512) 404-4614

VEHICLE DETAILING SERVICE

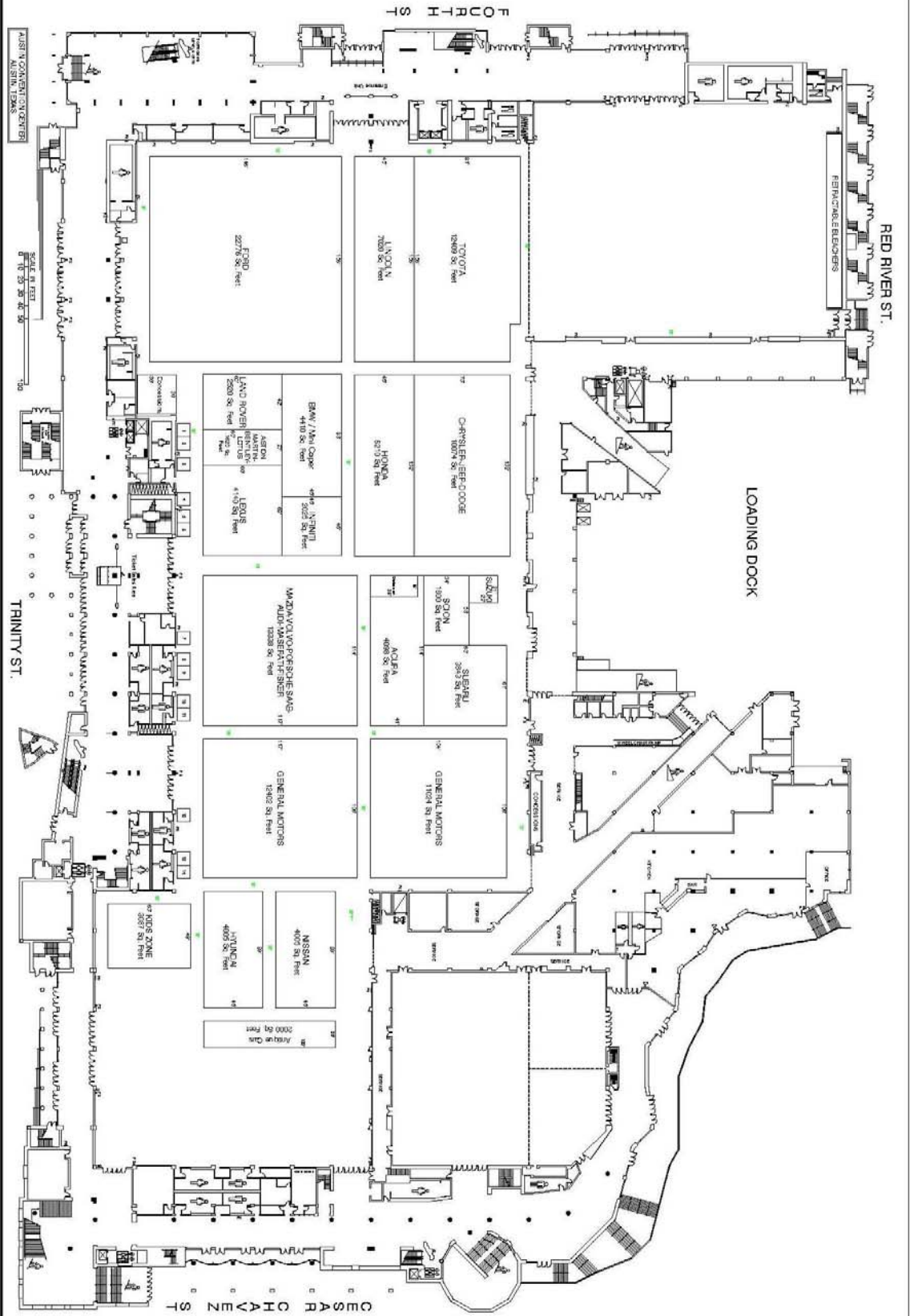
Professional Detailers, Inc.
22622 Lambert #305
Lake Forest, CA 92630

Phone: (949) 460-0314,
or (800) 457-7558
Fax: (949) 460-0339

DRAYAGE & FREIGHT HANDLING

Freeman
3323 I.H. 35 North, Suite 120
San Antonio, Texas 78219

Donicio Rubalcava
Phone: (210) 554-2030
Fax: (210) 227-5682
E-mail: donicio.rubalcava@freemanco.com



AUSTIN AUTO SHOW

May 14-16, 2010

Austin Convention Center, Austin TX

Revision Date:
4/7/2010 FDL

Drawing Started: 3/1/2010 FDL
Print Date: 4/7/2010
File Name: AAS0510.DWG

EVERY EFFORT HAS BEEN MADE TO ENSURE THE ACCURACY OF ALL INFORMATION CONTAINED ON THIS FLOOR PLAN. HOWEVER, NO WARRANTIES, EITHER EXPRESSED OR IMPLIED, ARE MADE WITH RESPECT TO THIS FLOOR PLAN. THE LOCATION OF BUILDING OCCUPANTS, UTILITIES OR OTHER ARCHITECTURAL COMPONENTS OF THE FACILITY IS A CONSIDERATION. A THE CONSTRUCTION OF THE EXHIBITION TO THEIR CALL. INSPECT THE FACILITY TO VERIFY ALL DIMENSIONS AND LOCATIONS. © COPYRIGHT 2007, FREEMAN. ALL RIGHTS RESERVED.

F R E E M A N

EXHIBIT MANAGER'S CHECKLIST

WHEN REVIEWING THE CHECKLIST - please check to be sure that orders and requests are submitted by the listed deadlines. Failure to meet deadlines can result in overtime charges and increased service charges.

- ID badges for on-site personnel Order by: 04/26
- Telephone service for your display Order by: 04/26
- Furniture in your display Order by: 04/27
- Order plants for your display Order by: 05/07
- Shipping arrangements made Order by: 05/03
- Special signs for your display Order by: 05/03
- Labor to assist with display set-up and tear-down Order by: 05/03
- Electricity to assist with display set-up and tear-down Order by: 04/26
- Electricity for your display Order by: 04/26
- Detail service for your vehicles Order by: 04/26
- Audio/visual equipment for your display Order by: 04/26
- Is your display in compliance with all fire code requirements?
- Notified the Show Director of any special displays or new products
- Show Vehicle-Prep List* reviewed
- Two (2) copies of exhibit floorplan to Show Management Deadline: 04/09
- Certificate of Insurance to Show Director Deadline: 04/09
- Notified Show Management if you plan to use labor other than Freeman
Deadline: 04/26
- Notified Show Management if you plan to use the Convention
Center garage on Sunday night Deadline: 04/26

Show Vehicle-Prep List

To insure a quick and smooth inspection of your exhibit on vehicle move-in day, carefully review this checklist prior to moving the vehicles in.

1. **INSPECT** - Check each vehicle for damage and missing parts prior to preparation.
2. **WASH AND POLISH** - Perform at dealership or other appropriate staging area before delivery to show site. Require minimum of on-site dress-up. Have show porters detail after vehicles are positioned in exhibit space and periodically each day throughout the show.
3. **VEHICLE KEYS** - Make a wire tag for each vehicle and label it with model name and color for quick identification. Arrange for a central storage for all keys during the show either in the show management office, in your display desk or in a trunk of one of your display vehicles. **After show hours, Show Management will require keys to all of your vehicles or a lock box or trunk where you will be storing your vehicle keys. If you are storing your keys in your display desk, we must know the location of your hidden key.**
4. **LOCKING GAS CAPS** - Verify that they have been installed and that the key is securely attached to the vehicle ignition keys.
5. **POWER WINDOWS/SEATS** - Lower all power windows before the ignition key is removed. Power seats should be all the way down.
6. **CONCEALED HEADLIGHTS** - Eyelids should be locked shut. It is possible for the fail-safe mechanism to cause them to open.
7. **GLOVE BOX ITEMS** - Store neatly under front passenger seat or in central storage place.
8. **SEAT BELTS** - In back seats, pull straps back so buckles are flush with the back of the seat.
9. **DISPLAY OPEN TRUNK** - Clean and open only representative trunks by reversing the lock to allow the trunk to open without keys.
10. **DISCONNECT BATTERY** - Once positioning is final, unbolt both of the terminal cables and tape both cables. Tuck out of sight to prevent accidents and conserve the battery's power.
11. **WAGON TAIL GATE** - To prevent accidental locking, make the tail gate inoperable by putting it in the unlocked position and disconnecting locking rod leading to push button on tail gate.
12. **LICENSE PLATES** - Distinctive plates and frames should be attached to the vehicles. **No individual dealer plates should be used unless authorized by Show Management.**
13. **PRICE LABELS** - Should be neat and orderly. Make sure they are securely taped to the window. Have blank labels available to make replacements, if necessary.
14. **CIGARETTE LIGHTERS** - Remove and store.

15. MAINTENANCE - During the show, inspect all vehicles periodically and take immediate action to correct any unsightly conditions. Arrange to have a porter wipe down vehicles frequently during the show. Vehicles should be detailed each day one hour before show opening.

16. INSPECTION - Your exhibit area will be inspected by Auto Show Security and the Fire Marshal of the City of Austin following the moving in of vehicles and periodically throughout the show. Please plan on having a representative present when the Fire Marshal performs the inspection.

HOTEL INFORMATION

The hotels most convenient to the Austin Convention Center:

HILTON AUSTIN

500 E. 4th Street
Austin, TX 78701
(512) 482-8000
Reservations: (800) 455-8667

FOUR SEASONS HOTEL AUSTIN

98 San Jacinto Boulevard
Austin, Texas 78701
(512) 478-4500
Reservations: (800) 332-3442

RADISSON HOTEL ON TOWN LAKE

111 Cesar Chavez
Austin, Texas 78701
(512) 478-9611
Reservations: (800) 333-3333

HAMPTON INN & SUITES DOWNTOWN

200 San Jacinto Blvd.
Austin, TX 78701
(512) 472-1500
Reservations: (800) 426-7866

CROWNE PLAZA HOTEL & EXECUTIVE CENTER

500 N. IH 35
Austin, TX 78701
(512) 480-8181
Reservations: (800) 227-6963

OMNI AUSTIN HOTEL DOWNTOWN

700 San Jacinto Blvd.
Austin, TX 78701
(512) 476-3700
Reservations: (800) 843-6664

Other hotels in the downtown Austin area:

THE DRISKILL HOTEL

604 Brazos
Austin, TX 78701
(512) 474-5911
Reservations: (800) 252-9367

INTER-CONTINENTAL STEPHEN F. AUSTIN

701 Congress Ave.
Austin, TX 78701
(512) 457-8800
Reservations: (800) 327-0200

HYATT REGENCY AUSTIN

208 Barton Springs Rd.
Austin, TX 78704
(512) 477-1234
Reservations: (800) 233-1234

HOLIDAY INN AUSTIN TOWN LAKE

20 N. I35
Austin, TX 78701
(512) 472-8211
Reservations: (800) 465-4329

GENERAL SHOW POLICIES

CERTIFIED USED VEHICLES

Used vehicles are **not allowed** to be displayed in the show pursuant to Texas Department of Transportation's Texas Motor Vehicle Commission Code.

REMOVAL OR CHANGING OF EXHIBIT MATERIAL OR VEHICLES

No vehicles or exhibits may be removed from the exhibit floor during show hours. If you must make changes, please clear it with the Show Security Director. An appointment will be made with the Security Director, Show Director and the Convention Center representative. Changes must occur either before the show opens or after the close of each day.

INDOOR VEHICLE DISPLAY INSTRUCTIONS

Strict fire regulations mandate that:

- ◆ In all exhibits, vehicles and displays should be placed at least 10 feet from any fire exit.
- ◆ Maximum of five (5) gallons of fuel or ¼ tank, whichever is less, may be left in each vehicle. No car will be admitted into the exhibit hall prior to the Fire Marshal's inspection. Upon inspection, cars will be tagged. Only tagged cars will be admitted to the exhibit floor. Tags must remain on the cars throughout the duration of the show.
- ◆ All car batteries must be disconnected and cables taped.
- ◆ All cars must have locking caps or gas caps sealed with tape.
- ◆ Vehicles should be detailed each day, prior to the opening of the show. Minor wiping or dusting during the show is permitted and encouraged to keep your display in "show" condition.
- ◆ No vehicles or exhibits can block exit doors.
- ◆ Propane tanks must be completely empty.
- ◆ At the close of the show each day, keys to your vehicles **MUST** be accessible by Show Management.
 - 1) Keys to all vehicles can be left with Show Management, or
 - 2) Exhibitor can store all the keys in one central area (trunk, desk, lockbox, etc.) and turn in the key to that storage area to Show Management along with specific instructions as to where keys are stored or give Show Management the location of your hidden lockbox key.

PLEASE NOTE: *This procedure is for the safety of your vehicles while in the exhibit area as well as required by the Fire Marshal of the City of Austin. It is NOT each exhibitor's choice to leave keys with Show Management.*

USE OF OUTSIDE LABOR CONTRACTORS

If you plan to use labor contractors other than Freeman Companies, the official show contractor, please provide the following information to Show Management for the Auto Show on or before April 26, 2010.

- *Name, address, phone number and contact of your labor contractor;
- *Certificate of Insurance covering your exhibit area and contractor.

OFFICIAL RULES AND REGULATIONS

The official Auto Show Rules governing the show are included in this section of the Exhibitors' Manual, as well as in the Exhibitor Contract. They should be reviewed prior to the opening of the show.

FIRE DEPARTMENT REGULATIONS

A complete list of City of Austin Fire Department Regulations is included in this section of the Exhibitor's Manual. After review, should you have any questions, please contact the Austin City Fire Department or the Show Director.

LIABILITY

Each exhibitor and exhibiting company is entirely responsible for the space that is allotted and agrees to reimburse the Austin Convention Center for any damages which occur in the contracted area, i.e. floor, walls, ceiling, etc.

INSURANCE

Exhibitor shall obtain and provide to AADA on or before April 9, 2010 an insurance certificate acceptable to AADA reflecting insurance policies which are or shall be in effect for the duration of the scheduled event.

The certificate should show commercial general liability insurance with a minimum combined single limit of \$1,000,000 per occurrence and a minimum \$1,000,000 aggregate including products and completed operation and contractual liability coverage.

Austin Automobile Dealers Association, The Austin Convention Center and the Austin American-Statesman should be listed as Additional Insured on the certificate.

SPACE CLEAN UP

Each Exhibitor is responsible for the removal of sales literature, and other display debris left in the exhibit hall after show dismantle on Sunday and Monday. If the Show Management or Show Decorator incurs charges from the Austin Convention Center for trash removal, the charges will be passed on to the exhibitor.

AUTO SHOW RULES

Statesman Auto Show

The following Auto Show Rules will govern the exhibits at the Annual Austin Auto Show sponsored by the Austin American-Statesman and managed by the Austin Automobile Dealers Association (AADA). The following rules are designed to give the Show a uniform appearance and to assist each Exhibitor in achieving the greatest value for his investment. Exhibitors shall keep these rules in mind when planning their displays, and are urged to contact Show authorities if the meaning of any rule is not clear.

SHOW HEADQUARTERS The office of the Show will be located at the offices of AADA at 823 Congress Avenue, Suite 230, Austin, Texas 78701.

SHOW HOURS Tentative show hours are shown below. Show hours are subject to change.

DATE	OPEN	CLOSE
Friday, May 14, 2010	10:00 a.m.	10:00 p.m.
Saturday, May 15, 2010	10:00 a.m.	10:00 p.m.
Sunday, May 16, 2010	10:00 a.m.	6:00 p.m.

SPACE CHANGES The space allotted Exhibitor will be provided as shown by the official diagram, with the exception, however, that the right is reserved by Show Management to make any changes which may seem desirable or necessary to it for the general interest of all Exhibitors and the Show.

NO ASSIGNMENT OR SUBLETTING Exhibitors may not assign or sublet any part of their space nor allow to be exhibited therein any vehicle other than those manufactured or sold by them as named in the Application for Space previously submitted by Exhibitor to AADA.

CHARACTER OF EXHIBITS -- AADA will prohibit the installation of any exhibit not approved. All exhibits, unless otherwise approved in writing by AADA, will be by line make. All exhibits of similar line make must be in adjoining spaces unless otherwise approved in advance by AADA. Distribution by Exhibitors of any printed matter, souvenirs or other articles shall be restricted to within the space occupied by their exhibit. No exhibits or advertising or other promotional material will be allowed to extend beyond the space allotted to the Exhibitor.

EXHIBIT COMPLETION -- Exhibits must be completed before 5:00 p.m. on Thursday, May 13, 2010. Noise and unsightly work after that hour will be strictly prohibited.

DELIVERIES -- Goods received after the opening day must be delivered in Exhibitor's spaces before 9:00 a.m. on any show day.

HEIGHT AND ARRANGEMENT OF EXHIBITS -- To insure easy passage of spectators through exhibits, and to provide an air of spaciousness to the exhibit hall, the following restrictions have been placed on the height and arrangement of displays:

- The maximum permissible height of passenger car and truck exhibits is sixteen (16) feet.
- All exhibits must be capable of standing by themselves, and no supporting wires from the ceilings will be permitted.
- Partitions between Exhibitors, or displays used as such partitions, may not exceed four (4) feet in height.
- Maximum height of accessory and equipment exhibitor booths is eight (8) feet.
- Displays within ten (10) feet of any aisle in the allied accessory and equipment displays may not exceed eight (8) feet in height.

BARRICADES -- Exhibitors will not be permitted to prevent the flow of spectators through their exhibits by the use of barricades or ropes. Individual cars may be roped off, but not entire exhibit areas unless otherwise approved in advance by Show Management.

PRICE INFORMATION ON DISPLAY CARS -- Display cars are required to have a "Monroney" sticker. An addendum sticker may be affixed to the vehicle disclosing costs of optional equipment added by the dealer.

SALES -- Sales of automobiles or offer of sales of automobiles during the Show is prohibited by the laws of the State of Texas. The distribution of literature must be strictly confined to Exhibitor's space.

LIABILITY AND INSURANCE -- AADA shall provide uniformed guard service during the periods of installation, show and dismantling. Exhibitor agrees that the provision of such service constitutes adequate discharge of all obligations of AADA to supervise and protect Exhibitor's property during the Show. Exhibitors may furnish additional guards and may insure their property at their own cost and expense. AADA shall not be responsible for loss of or damage to displays or goods belonging to Exhibitors, whether resulting from fire, storms, acts of God, theft, pilferage, mysterious disappearance or other causes. All such items are brought to the Show and displayed at Exhibitor's own risk, and should be safeguarded at all times.

ERRORS AND OMISSIONS -- The Exhibitor agrees that AADA shall not be responsible in the event of any errors or omissions in the Official Program of the Show and/or in any promotional material.

REMOVAL OF GOODS DURING SHOW -- No exhibit or portion thereof may be removed from the building during the Show without written consent of AADA.

REMOVAL OF GOODS AFTER SHOW -- Exhibits must be removed from the building by 5:00 p.m. on Monday, May 17, 2010. In the event any Exhibitor fails to remove his exhibit in the allotted time, AADA reserves the right to ship the exhibit to the Exhibitor through a carrier of its own choosing or to place same in a storage warehouse subject to the Exhibitor's disposition at Exhibitor's expense.

ALL DECORATIONS MUST BE FIREPROOF -- All bunting, draperies or other fabrics must be fireproofed before entering into the decoration of any exhibit. Paper decorations, cut evergreens or branches are not permitted.

CEILING DECORATIONS -- No ceiling decorations will be allowed.

COMPLIANCE WITH LAW -- Exhibitors must comply with all the laws, rules, regulations and ordinances, including, but not limited to, sales, fire and safety in force in the City of Austin, Texas and the State of Texas.

PHOTOGRAPHS, PUBLICITY MATERIAL, RADIO AND TELEVISION -- AADA reserves all rights for any use of photographs and publicity material received by it. AADA also reserves all rights for the use of television, radio, special features, print media, etc., in this and any future Austin Auto Shows.

ENTERTAINMENT -- Exhibitors will not be permitted to stage live musical shows within their exhibit areas except as otherwise approved in advance, in writing, by Show Management. This restriction prohibits the use of live musicians, singers, and dancers, but does not prohibit the use of models and lecturers to demonstrate product features.

IDENTIFICATION SIGNS -- Exhibitor identification signs must be placed in a location that will not interfere with a neighboring exhibit, and such signs must not be of such size or density that they will impede the free flow of traffic or become a visual barricade. No ceiling-hung signs will be permitted.

LIGHTING FIXTURES -- Supplementary overall ceiling-hung general lighting fixtures may be used provided they are hung high enough to be concealed by the general ceiling light fixtures.

BANNERS AND PENNANTS -- The stringing of advertising banners and pennants is strictly prohibited.

FLOOR COVERINGS -- The use of carpeting in lieu of carpeting provided by AADA is optional with each Exhibitor, but, if used, such carpeting must not be sealed to the floor in such a manner as to injure or deface the floor or be so installed as to be a hazard to public safety or as to endanger the public. Each Exhibitor is responsible for the final condition of the floor in his or its space. Carpeting other than carpeting provided by AADA may be used only by prior permission of AADA.

MOVING MECHANISMS -- No Exhibitor may show any mechanism in operation if it is noisy or objectionable to neighboring Exhibitors or Show Management. All moving mechanisms must be adequately protected by the Exhibitor to prevent injury to spectators.

TURNTABLES -- Turntable tops may not measure more than twenty-four (24) inches from the floor. The total height of a turntable and objects placed upon it may not exceed twelve (12) feet.

AUTOMOBILE LUBRICATION SYSTEMS -- Automobile lubrication systems and parts must be so drained or treated that lubricants will not drip onto the floor or otherwise damage the building.

ELECTRICAL WORK -- All electrical and sign work in connection with exhibits must conform strictly to the rules and regulations of the National Electrical Code and the local Building Code. Exhibitors desiring special connections in their spaces for the purpose of operating electric motors, or for other uses, shall notify the Building Management of the Austin Convention Center (a Utility Service Order form is included in the last section of this manual). All such work is subject to supervision and direction by the Building Management, and shall be paid for by the individual Exhibitor. Fees for these connections are noted on the Utility Order form in the last section of this manual.

BATTERIES -- Batteries of exhibited vehicles must be, and remain throughout the Show, disconnected and taped.

EXITS -- No Exhibitor shall in any manner obstruct an exit or aisle at any time.

GASOLINE -- Only five (5) gallons or one-quarter ($\frac{1}{4}$) tank of gasoline, whichever is less, will be permitted in the display vehicles. Except as otherwise stated, no gasoline, explosives or other flammable materials will under any circumstances or at any time be allowed in the Austin Convention Center.

PICTURE MACHINES -- Picture machines to show manufacturing and similar matters may be used only if the machines are self-contained, fireproof, acceptable to the Underwriters Laboratories and city authorities, safe in every detail, quiet, do not interfere with a neighboring Exhibitor, do not exceed a height of ten (10) feet, and conform to all pertinent local ordinances and regulations of the Building Management. The machine must be devoted exclusively to the business of the Exhibitor, and must bear no obtrusive advertising of the maker, nor shall any reference to the machine appear in pictures displayed. It must be placed so that its projected picture cannot be seen from the aisle and so as not to interfere in any way with the aisle.

LECTURES -- The chassis, platform or other object for a lecture must, except where it is physically impossible, be placed towards the rear of the space and in any event six (6) feet from aisle. Remarks must be confined to a tone and to statements unobjectionable to the Show Management. Lectures and similar features must be so located in car exhibits that crowds liable to be collected will be in the exhibit space and not blocking the aisle. AADA reserves the right to limit the number of individuals in attendance and the amount of material that may occupy any space at any time.

DISPARAGING STATEMENTS -- No lecture, presentation or printed material distributed by an Exhibitor or its agents or employees shall contain any statement that disparages the goods, services or business of another Exhibitor or competitor by any false or misleading representation of facts.

SOUND LEVEL -- Show Management, in its sole discretion, shall have the right to require reduction in sound level emanating from any Exhibitor's space. The sound level must be controlled so that noise from narration or product does not penetrate beyond the area of the Exhibitor's space.

PENALTIES -- Any violation of any of terms and conditions of these rules on the part of any Exhibitor, will be cause to terminate the agreement to occupy space, and such Exhibitor forfeit to AADA all moneys which may have been paid. In case of any violation of the terms and conditions of these rules on the part of the Exhibitor, right is hereby given AADA to terminate the agreement to occupy space, at its option, and AADA may re-enter and take possession of the space occupied by the Exhibitor, and remove all persons and goods at the Exhibitor's own risk, without liability of AADA therefor.

RULES OF BUILDING MANAGEMENT -- Each Exhibitor shall comply with all rules and regulations promulgated by Building Management of the Austin Convention Center.

ADDITIONAL MATTERS -- Any matters not covered by these rules are subject to the sole discretion of AADA.

GUIDELINES FOR MATERIAL DISTRIBUTION

Material Distribution - The Auto Show Management has set the following guidelines pertaining to the distribution of sales literature, flyers, etc. in the various exhibits.

1. The materials to be distributed may be "dealer or manufacturer specific" only.
Example: "ABC Motors offers the Best Service in Town."
2. Your materials may be distributed only during your allotted time in the exhibit space.
3. Only your sales personnel may distribute the materials. A salesman may not pass his/her business card at will; however, a salesman's business card may be attached to product information regarding a new motor vehicle. The Texas Department of Transportation, Division of Motor Vehicles prefers the card be located inside or on the back of the product information. Furthermore, a business card shall not include handwriting such as a price of a new motor vehicle or a trade-in.
4. In accordance with the Texas Motor Vehicle Commission Code, the only pricing allowed on the displayed vehicles will be the MSRP. Any other variation would constitute an off-premise sale.

Therefore, no vehicle pricing will be allowed on any materials distributed.

Examples of unacceptable advertising:

Special Statesman Auto Show Price: \$29,999

Show Special: 25% off

This week only: \$3,000 discount

5. No dealership purchase order, retail installment contract, or credit application may be present at the show.
6. Any materials distributed are subject to the discretion and approval of the Auto Show Management.

DEALERSHIP IDENTIFICATION

Dealership Identification - The Auto Show Management has set the following guidelines pertaining to dealership identification in the exhibit:

1. **Signs** - Dealerships exhibiting for any manufacturer may be listed on one (1) sign located in the manufacturer's exhibit area. One (1) sign showing all exhibiting dealerships should be the only identification of dealerships in the exhibit. No individual dealership signs will be allowed.
2. **License Plates** - License plate frames for vehicles displayed at the show should not bear the name of the dealership. Manufacturer names on license plate frames are acceptable.

Any questions or concerns regarding the above should be directed to Jennifer George at 512-479-0425 x 17 or by e-mail at jgeorge@eami.com.

FIRE EXHIBIT REGULATIONS FOR ASSEMBLY OCCUPANCIES

The information contained in this brief outline does not by any means thoroughly cover the criterion and standards contained in the Uniform Fire Code, as adopted by the City of Austin, but it does provide the fundamental rules governing exhibits in any building open to the public.

The following entities are responsible for ensuring all regulations are followed; facility client, exhibitor, service contractors and the Austin Convention Center Department (ACCD). It is a requirement that the Austin Fire Department review and approve all event pre-planning documents and floor plans.

Remember, the fire codes for Austin may be different from other cities, and exhibitors will be responsible for complying with the Uniform Fire code. ACCD will take reasonable steps to ensure that you are allowed to display your products effectively, as long as it does not create a fire or life safety hazard to yourself, other exhibitors or people attending the exhibit.

1. Floor plans for all shows are to be submitted to ACCD for review and approval. ACCD will submit the floor plans and event pre-planning documents to the Austin Fire Department's Fire Marshal for approval. An approved copy will be provided to the event client. A copy of the approved plans must be available on site.
2. No display or exhibit shall be installed or operated as to interfere with access to or with the visibility of any required exit or exit sign, nor shall any display block access to fire equipment.
3. All exhibit booths must maintain clear and appropriate exits from the booth. Any booth of 750 square feet or more must have a minimum of two exits as far from each other as possible.
4. Displays with any type of cover, i.e., tents, buildings, awnings, etc. must be 300 square feet or less; if larger than 300 square feet they must meet the following regulations:
 - a) **a single level or multi-level exhibit larger than 300 square feet with a covered ceiling requires protection from an automatic extinguishing system.**
 - b) **a booth with an open grate style ceiling does not have to meet this requirement. If there are any question please forward a copy of the booth plans for ACCD and Fire Department review.**
 - c) **the upper deck of the multi-level exhibit must have at least two remote means of egress (as far from each other as possible).**
5. The storage of combustible materials not on display (including packing materials) shall be in a storage area approved by the facility management. Any storage area that contains combustibles must be reviewed and approved by the Fire Marshal's Office.
6. All curtains, drapes, decorations and decorative or construction materials are to be non-combustible or flame retardant. Documentation affirming non-combustible or flame retardant properties must be available on site.
7. Any merchandise or material attached to drapes or table skirts is to be non-combustible or flame retardant.
8. Combustible waste is to be collected as it accumulates and should be stored in a non-combustible covered container, which is emptied at least once a day.
9. The use of open flames, burning or smoke emitting materials as part of an act, display or show is prohibited unless prior written approval is received from the Fire Marshal's Office.
10. Electrical equipment is to be installed, operated and maintained in a manner, which does not create a hazard to life or property.

11. Whenever, in the opinion of the Austin Fire Department, it is essential for public safety in any place of public assembly, the owner, agent or lessee shall employ one or more qualified persons, as required and approved by the Austin Fire Department, to be on duty. These individuals shall be subject to the Austin Fire Department's orders and shall be in uniform and remain on duty during the times such places are open to the public.

12. The following items may not be used without prior written approval of the Fire Marshal's Office:

- a. Display or storage of LPG**
- b. Flammable or combustible liquids**
- c. Flammable gas**
- d. Cotton, hay, paper, straw, moss, split bamboo, wood chips, etc.**
- e. Welding or cutting equipment for demonstration purposes**
- f. Gas-fired appliances for demonstration purposes**
- g. Salamander stoves**
- h. Lit candles or lanterns for demonstration purposes**
- i. Compressed gas cylinders. If approved for use, cylinders are to be firmly secured in an upright position**
- j. Any cooking or heat producing devices**

13. The following address the display of automotive vehicles and equipment.

- a. There is to be no more than five gallons of fuel or 1/4 the capacity of the fuel tank, whichever is less.**
- b. Fuel tanks are locked and all portable tanks removed. Locking the auto will be sufficient for cars in which the gas cap cover can only be unlatched from inside the vehicle.**
- c. Battery cables are to be disconnected. Batteries used to power auxiliary equipment shall be permitted to be kept in service providing an appropriate disconnect is furnished.**
- d. Ignition keys are to be removed and placed in a central location on site.**
- e. The positioning of such vehicles shall be subject to approval of the Fire Marshal's Office.**
- f. Vehicle operation will be limited to brief parade-type displays specifically approved by the Fire Marshal's Office.**
- g. Vehicles, boats and similar exhibited products having over 100 square feet of roofed area are to have a smoke detector.**

14. The following requirements are for food shows:

- a. One 40 BC extinguisher is to be provided for every deep fat fryer.**
- b. Deep fat fryers are to be thermostat controlled.**
- c. Fryer units are not to be located on tables that are along aisles. No public access to fryers.**
- d. Deep fat fryer units are to be placed on sheet pans or similar non-combustible materials. (Foil is not acceptable.)**
- e. Combustible materials will not be located near deep fat fryers.**
- f. Chafing dishes are to be designed with a shelf for the fuel or chafing dish is to be placed on a sheet pan.**

15. Public display of compressed flammable or toxic gases, hazardous materials, Class II, III or IV laser, blasting agents and explosives is only permitted after a review of the materials and/or devices is conducted and the proposed display has received approval of the Fire Marshal's Office.

GENERAL SHIPPING INFORMATION

SHIPMENTS - All shipments for the Austin Auto Show should comply with the shipping instructions, which are listed on the Freeman Shipping Instructions in the last section of this manual.

FREIGHT ARRIVAL TIME - Please refer to the display move-in and move-out schedules included in this section of the manual for the times in which freight should be marked to arrive at the Austin Convention Center. Shipments arriving before the scheduled time will be handled in order of arrival, but will not be admitted to the hall until the published time.

FREIGHT ENTRANCES - All personnel with freight and vehicle deliveries should check in with the guard at the back gate located on Red River Street (behind the convention center). Upon check-in, instructions will be issued regarding entrance into the exhibit hall.

DRAYAGE SERVICE - Freeman will receive all shipments directly at the Austin Convention Center. Drayage service includes the receiving of your exhibit material, delivery to your exhibit space, removal, storage, and return of your empty cartons and crates along with outbound loading shipment of freight.

LABOR - Labor will be provided by Freeman for set-up, service and dismantling of your exhibit. Labor should be ordered early to ensure adequate manpower availability. Exhibitors using contractors other than Freeman for labor and/or supervision are free to do so providing the contractor complies with the usual trade show insurance and local labor pool requirements. Proof of insurance must be supplied to the Show Director no later than **April 9, 2010**.

RIGHT TO WORK - Exhibitors can elect to deliver goods to their booths for themselves, providing they use their own full time company employees. Show Management will attempt to provide sufficient storage space for cartons, but Show Management is not responsible for loss or theft.

MOVE-IN SCHEDULE

MOVE-IN SCHEDULE - The move-in schedule below has been determined to coordinate display unloading and vehicle move-in. All exhibitors are asked to adhere to this schedule. Personnel with freight vehicle deliveries should check in at the main gate leading to the dock on Red River Street (behind the convention center). Please consult Show Management should you have questions.

FREIGHT UNLOADING ONLY

Tuesday, May 11, 2010

TIME	EXHIBIT
8:00 a.m.	Ford, Lincoln-Mercury, Land Rover, Mazda, Volvo, Porsche, Saab, Audi, Maserati, Fisker, Toyota, Aston Martin, Bentley, Lotus
10:00 a.m.	Chrysler, Jeep, Dodge, Acura, GM, Honda, Hyundai
1:00 p.m.	Scion, Subaru, Infiniti, Suzuki, BMW, Mini Cooper

EXHIBIT SET-UP

Tuesday, May 11, 2010

TIME	EXHIBIT
8:00 a.m. – 5:00 p.m.	All Displays If you must be in the exhibit hall after 5:00 p.m., advance arrangements will be required through Show Management.

Wednesday, May 12, 2010

TIME	EXHIBIT
8:00 a.m. – 3:00 p.m.	All Displays

VEHICLE MOVE-IN

Wednesday, May 12, 2010

TIME	EXHIBIT
3:00 p.m.	Ford, Land Rover, Aston Martin, Bentley, Lotus, Lexus, Hyundai, BMW, Mini Cooper, Infiniti, Mazda
5:00 p.m.	GM, Volvo, Porsche, Saab, Audi, Maserati, Fisker, Nissan

Thursday, May 13, 2010

TIME	EXHIBIT
8:00 a.m.	Lincoln-Mercury, Toyota, Honda, Acura, Kids' Zone
10:00 a.m.	Chrysler, Jeep, Dodge, Suzuki, Scion, Subaru, special exhibits, antique cars

All exhibits and displays must be completed by
5:00 p.m. on Thursday, May 13, 2010.

MOVE-OUT SCHEDULE

Move-out of vehicles will begin at the close of the show at 6:00 p.m. on Sunday, May 16, 2010. Parking will be available overnight on Sunday in the Convention Center Garage at \$7.00 per vehicle, if exhibitors do not want to return vehicles to dealerships. Arrangements must be made in advance, if you want to use the Convention Center Garage on Sunday night. Vehicles left overnight must be parked on the top floor of the Convention Center Garage near the elevators; no handicapped spaces may be used. Vehicles must be removed from the Convention Center Garage no later than 8:00 a.m. on Monday, May 17, 2010!

Remaining move-out of all exhibits will begin at 8:00 a.m. on Monday, May 17, 2010 and must be completed by 5:00 p.m. that day.

VEHICLES

It is requested that all vehicles be removed from the building on Sunday, May 16, 2010, following the close of the show at 6:00 p.m. Please arrange for sufficient drivers and plates.

No security will be provided overnight inside the exhibit hall and displays will be dismantled after the close of the show. The Show Management and Show Decorator will not be responsible for damage occurring to vehicles left in exhibit hall overnight on Sunday.

EXHIBITS

Cartons and crates will be delivered to your exhibit areas on Monday, May 17, 2010 beginning at 8:00 a.m. These must be packed and ready to ship no later than 3:30 p.m. that afternoon.

To ensure all exhibitor materials are removed by deadline, please have all carriers check in by 1:30p.m.

Statesman 2010 Auto Show

EXHIBITOR BADGE REQUEST

All exhibitors and other personnel are required to wear official show identification pins while at the Austin Convention Center. Please request the minimum number of pins you will need. Additional pins may be obtained at the show office during show hours.

Only request identification badges for the individuals in your immediate office.

Please send _____ exhibitor identification pins to the address below.

Please hold _____ exhibitor identification pins in the show office for pick up.

Name: _____

Company/Dealer: _____

Address: _____

City, ST, Zip: _____

Phone: _____

Fax: _____

E-mail: _____

Return this form by fax to Jennifer at 512-495-9031. No cover sheet is necessary.

Statesman 2010 Auto Show

GARAGE STORAGE REQUEST

On Sunday night, after the vehicles are removed from the show floor, the Austin Convention Center will allow you the use of their parking garage on Second and San Jacinto Streets at a cost of \$7.00 per day for temporary storage. Vehicles must be parked on the top level and must be removed by 8:00 a.m. on Monday following the show.

If you wish to use the parking garage for temporary storage of your vehicles, please complete the form below and return it by fax to Jennifer George at 512-495-9031 or by email to jgeorge@eami.com or mail to the following address:

Austin Auto Show
823 Congress #230
Austin, TX 78701

Manufacturer: _____

Number of vehicles to be parked: _____

Contact information

Name: _____

E-mail: _____

Phone: _____

Emergency phone: _____

Statesman 2010 Auto Show

SPECIAL EVENT OR DISPLAY NOTIFICATION

ARE YOU PLANNING ANY SPECIAL PROMOTIONS FOR YOUR EXHIBIT?

WE WANT TO KNOW SO WE CAN ADVERTISE IT!

Are you planning to have a special display in your exhibit area such as a concept car, a racecar, a vintage car or truck or other interesting vehicles? How about a celebrity appearance? If so, we want to know! We have special attractions planned to help build attendance. Please "partner" with us for the best promotional efforts possible. If you have a special attraction or appearance planned in your booth, let us know, and we'll help you advertise it!

The Austin American-Statesman handles all promotions for the show and will help you promote your special event.

If you are planning to have a special display or celebrity appearance in your exhibit area, please contact Jennifer George at 512-479-0425 x 17 or by email at jgeorge@eami.com.

Contact name: _____

Phone number or e-mail: _____

Brief description of the display or event: