



# **EXHIBITOR MANUAL**

**APRIL 20-22, 2018**

**AUSTIN CONVENTION  
CENTER**

# 2018 Austin Auto Show

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## HELPFUL INFORMATION

### SHOW DATES & LOCATION:

April 16-23, 2018  
Public/Show days: April 20-22, 2018  
Austin Convention Center  
500 East Cesar Chavez  
Austin, Texas 78701

### SHOW HOURS:

Decorator set-up: Monday, April 16, 2018	8:00 a.m. – 5:00 p.m.
Exhibitor set-up: Tuesday, April 17, 2018	8:00 a.m. – 5:00 p.m.
Exhibitor set-up: Wednesday, April 18, 2018	8:00 a.m. – 3:00 p.m.
Vehicle move-in: Wednesday, April 18, 2018	3:00 p.m. – 5:00 p.m.
Vehicle move-in: Thursday, April 19, 2018	8:00 a.m. – 12:00 p.m.
Clean-up: Thursday, April 19, 2018	12:00 p.m. – 5:00 p.m.
Offsite VIP Party (invitation only): April 19, 2018	6:00 p.m. – 8:00 p.m.
Show Open: Friday, April 20, 2018	10:00 a.m. – 8:00 p.m.
Show Open: Saturday, April 21, 2018	10:00 a.m. – 8:00 p.m.
Show Open: Sunday, April 22, 2018	10:00 a.m. – 6:00 p.m.
Vehicle move-out: Sunday, April 22, 2018	6:00 p.m. – 8:00 p.m.
Exhibitor/Decorator dismantle: April 23, 2018	

### ITEMS INCLUDED IN SHOW SPACE PACKAGE:

- ➔ Identification Banner - will be hung from ceiling over exhibit area; colors are white lettering on red
- ➔ Carpet - colors are tuxedo 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 : \$8  
Seniors and Military/Veterans: \$6  
Children 12 and under: 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 pin at all times when inside the Austin Convention Center. An order form for exhibitor pin 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 5<sup>th</sup> and Red River. 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.

## **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

Lauren Davis  
Phone: (512) 238-1429  
Fax: (512) 495-9031  
E-mail: [ldavis@eami.com](mailto:ldavis@eami.com)

### LABOR: INSTALLATION-DISMANTLE (Show Set up)

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

Brent Prager  
Phone: (512) 748-6753  
Fax: (210) 227-5682  
E-mail: [Brent.Prager@freemanco.com](mailto:Brent.Prager@freemanco.com)

### UTILITY SERVICES

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

Eddy Yanez  
Phone: (512) 404-4233  
Fax: (512) 404-4220  
E-mail: [eddy.yanez@austintexas.gov](mailto:eddy.yanez@austintexas.gov)

### AUDIO VISUAL EQUIPMENT

Freeman  
4801 Freidrich Lane, Bldg 1, Suite 100  
Austin, Texas 78744

Darryl Wilson  
Phone: **(W)** (512) 827-3216 **(C)** 512-917-9894  
Fax: (512) 371-0214  
E-mail: [darryl.wilson@freemanco.com](mailto:darryl.wilson@freemanco.com)

### DECORATOR SERVICES (Show Orders)

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

Angel Garcia  
Phone: (210) 554-0341  
Fax: (210) 227-5682  
E-mail: [Angel.Garcia@freemanco.com](mailto:Angel.Garcia@freemanco.com)

### FOOD/BEVERAGE

Levy Restaurants  
500 E. Cesar Chavez  
Austin, Texas 78701

Kerry Craig  
Phone: (512) 404-4137  
Fax: (512) 404-4149  
E-mail: [kcraig@Levyrestaurants.com](mailto:kcraig@Levyrestaurants.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](mailto:ikonzal@satx.rr.com)

### CONVENTION CENTER

Austin Convention Center  
500 East Cesar Chavez  
Austin, Texas 78701

Kerrie DiCapua  
Phone: (512) 404-4211  
E-mail: [kerrie.dicapua@austintexas.gov](mailto:kerrie.dicapua@austintexas.gov)

### SHOW OFFICE (beginning 03/25/17)

Austin Convention Center  
500 East Cesar Chavez  
Austin, Texas 78701

Phone: (512) 238-1429

### 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

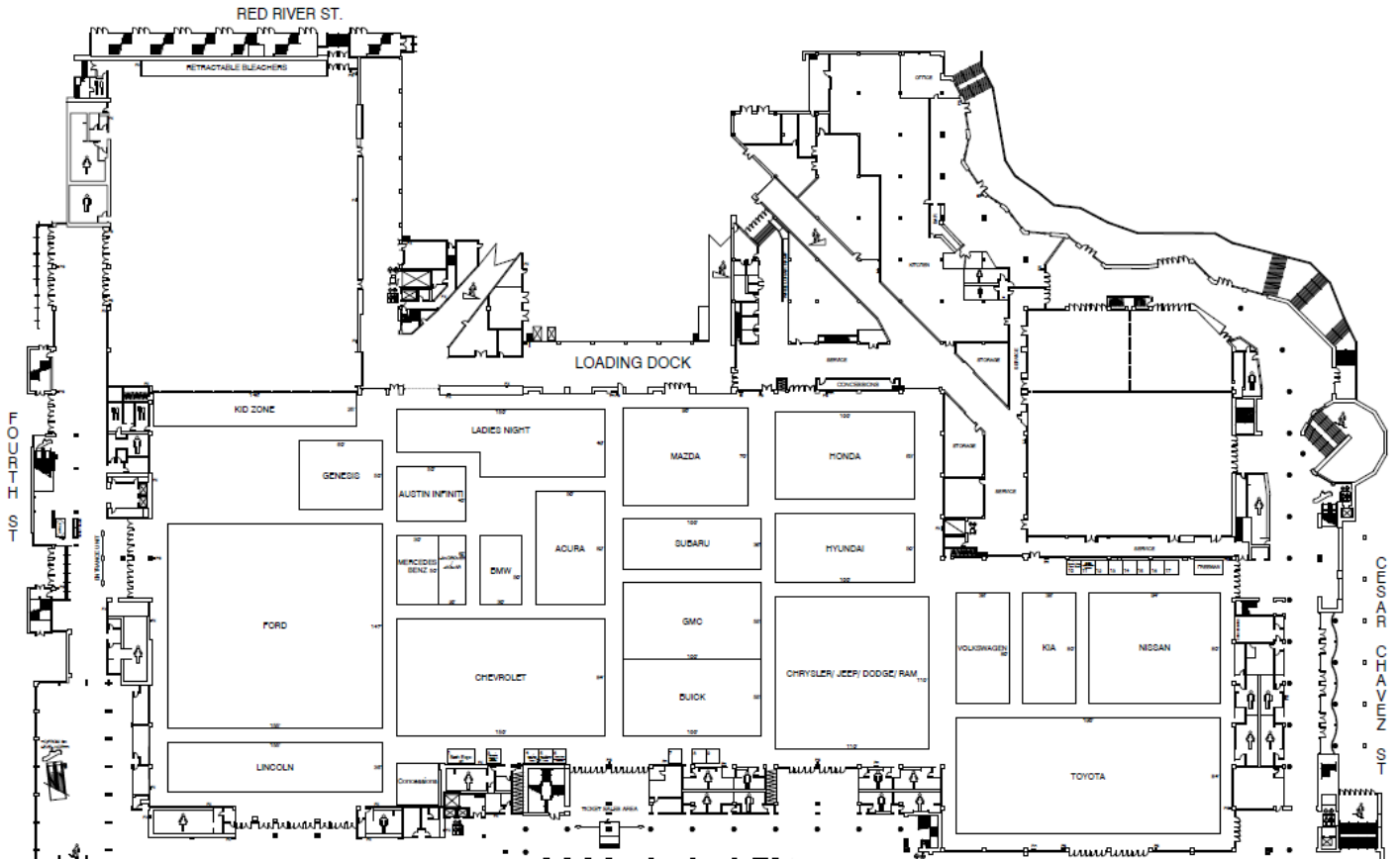
Derrick Tucker  
Phone: (210) 559-7667  
Fax: (210) 227-5682  
E-mail: [derrick.tucker@freemanco.com](mailto:derrick.tucker@freemanco.com)

# 2018 AUSTIN AUTO SHOW FLOOR PLAN

## AUSTIN AUTO SHOW

April 20-22, 2018

Austin Convention Center, 500 E. Cesar Chavez St. Austin, TX



## EXHIBIT MANAGER'S CHECKLIST

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

- |                          |  |                    |
|--------------------------|--|--------------------|
| <input type="checkbox"/> | Provide list of participating Dealers  | Complete by: 02/21 |
| <input type="checkbox"/> | ID Pins for on-site personnel  | Order by: 03/30    |
| <input type="checkbox"/> | Telephone service for your display (discount deadline)                                   | Order by: 04/02    |
| <input type="checkbox"/> | Furniture in your display (discount deadline)  | Order by: 03/30    |
| <input type="checkbox"/> | Order plants for your display  | Order by: 04/01    |
| <input type="checkbox"/> | Advance Shipping arrangements made (discount deadline)                                   | Order by: 03/30    |
| <input type="checkbox"/> | Special signs for your display (discount deadline)                                       | Order by: 03/30    |
| <input type="checkbox"/> | Labor to assist with display set-up and tear-down (discount deadline)                    | Order by: 03/30    |
| <input type="checkbox"/> | Electricity for your display (discount deadline)   | Order by: 04/02    |
| <input type="checkbox"/> | Audio/visual equipment for your display Order by: 03/30                                  | Order by: 03/30    |
| <input type="checkbox"/> | Is your display in compliance with all fire code requirements?                           |                    |
| <input type="checkbox"/> | Notified the Show Director of any special displays or new products                       | Deadline: 03/2     |
| <input type="checkbox"/> | <i>Show Vehicle-Prep List</i> reviewed   |                    |
| <input type="checkbox"/> | Copy of exhibit floor plan to Show Management  | Deadline: 03/16    |
| <input type="checkbox"/> | Certificate of Insurance to Show Director  | Deadline: 03/16    |
| <input type="checkbox"/> | Notified Show Management if you plan to use labor other than Freeman                     | Deadline: 03/16    |
| <input type="checkbox"/> | Notified Show Management if you plan to use the Convention Center garage on Sunday night | Deadline: 03/16    |
| <input type="checkbox"/> | Submit your application to the TX DMV  | Deadline: 03/20    |

## 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.**
  
- 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.



**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:

***FAIRMONT AUSTIN***

101 Red River St.  
Austin, TX 78701  
(512) 600-2000

***FOUR SEASONS HOTEL AUSTIN***

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

***HAMPTON INN & SUITES DOWNTOWN***

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

***HILTON AUSTIN***

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

***HYATT PLACE- DOWNTOWN AUSTIN***

211 East 3rd Street  
Austin, TX, 78701  
(512) 476-4440

***MARRIOTT COURTYARD AUSTIN DOWNTOWN/CONVENTION CENTER***

300 East 4<sup>th</sup> Street  
Austin, TX 78701  
(512) 236-8008  
Reservations: (800) 816-8693

***MARRIOTT RESIDENCE INN AUSTIN DOWNTOWN/CONVENTION CENTER***

300 East 4<sup>th</sup> Street  
Austin, TX 78701  
(512) 472-5553  
Reservations: (886) 816-8694

***OMNI AUSTIN HOTEL DOWNTOWN***

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

***RADISSON HOTEL ON TOWN LAKE***

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

Other hotels in the downtown Austin area:

***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

***HILTON GARDEN INN AUSTIN DOWNTOWN***

500 North IH 35  
Austin, TX 78701  
(512) 480-8181

***THE DRISKILL HOTEL***

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

***The W Hotel***

200 Lavaca St.  
Austin, TX 78701  
(512) 542-3600

## GENERAL SHOW POLICIES

### **CERTIFIED USED VEHICLES**

Used vehicles are **not allowed** to be displayed in the in compliance with the Texas Department of Motor Vehicles.

### **REMOVAL OR CHANGING OF EXHIBIT MATERIAL OR VEHICLES**

No vehicles or exhibits maybe 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 and should be returned to the show office.**

***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 March 16, 2018.

\*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 March 16, 2018 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 and The Austin Convention Center 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. If the Exhibitor will be supplying their own carpet, the Exhibitor is responsible for the disposal of the carpet and will be charged for drayage through the contractors.

## AUTO SHOW RULES

### **Austin Auto Show**

The following Auto Show Rules will govern the exhibits at the Annual Austin Auto Show 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** Show hours are shown below. Show hours are subject to change.

<b>DATE</b>	<b>OPEN</b>	<b>CLOSE</b>
Friday, April 20, 2018	10:00 a.m.	8:00 p.m.
Saturday, April 21, 2018	10:00 a.m.	8:00 p.m.
Sunday, April 22, 2018	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, April 19, 2018. 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 maybe 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 maybe 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** --Halls 1-4 Exhibits must be removed from the building by 11:59 p.m. on Monday, April 23. 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 Maybe 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. AADA will need to be notified at least 60 days in advance of the show if the Exhibitor will be supplying their own carpet. The Exhibitor is responsible for the disposal of the carpet and will be charged for drayage through the contractors.

**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 maybe 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.

**TX DMV Forms and Requirements** --Texas Occupations Code Chapter 2301.358 states:

(A) A person who holds a license issued under this chapter may not participate in a new motor vehicle show or exhibition unless:

- (1) The person provides the department with written notice at least 30 days before the date the show or exhibition opens; and
- (2) The department grants written approval.

(B) A person who holds a license issued under this chapter may not sell or offer for sale a new motor vehicle at a show or exhibition, but dealership personnel may be present to aid in showing and exhibiting new motor vehicles.”

Texas Department of Motor Vehicle licensed manufacturers and dealers who have personnel present at a show must be approved to participate in a motor vehicle show. Likewise, anyone who holds a Representative license must also make application and be approved for participation. Licensees participating in a non-selling show may utilize the Self-Authorization Form to achieve the requirement of notification for participation.

The MVD\_SA form may be found here [file:///C:/Users/Lauren%20Davis/Downloads/dmv\\_MVD-SA%20\(4\).pdf](file:///C:/Users/Lauren%20Davis/Downloads/dmv_MVD-SA%20(4).pdf)

**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. Signage and printed materials being distributed during the show should be “dealer and manufacturer specific” only. Contact information for dealers, information on licensed vehicle lines, and information about the services offered at a dealership may be provided to consumers. **Business cards should not include pricing information – printed or written by hand.**

Superlative statements, such as “the best pricing in Texas” in written materials or signage, could place dealers in violation of the advertising rules which are found in Texas Administrative Code, Title 43, Chapter 215, Subchapter H. Advertising.

2. Your materials may be distributed only during your allotted time in the exhibit space.
3. Only your sales personnel may distribute the materials. The Texas Department 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. **Business cards should not include pricing information – printed or written by hand.** Communication with consumers should be limited to product information only. Discussion of vehicle pricing at any unlicensed location is prohibited. Licensees should not discuss finance options, close sales or finalize a vehicle sale, enter into contracts, or enter into letters of intention to enter into a contact.
4. In accordance with the Texas Occupations 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 Austin Auto Show Price: \$29,999

Show Special: 25% off

This week only: \$3,000 discount

Dealers may request the Department to review any proposed advertisements prior to the show.

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.
2. **License Plates** - License plate frames for vehicles displayed at the show may bear the name of the dealership or manufacturer.

Any questions or concerns regarding the above should be directed to Lauren Davis at 512.238.1429 or by e-mail at [ldavis@eami.com](mailto:ldavis@eami.com).

## 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 **March 20, 2018**.

**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, April 17, 2019**

<b>TIME</b>	<b>EXHIBIT</b>
8:00 a.m.	Lincoln, Ford, Genesis, Mercedes, Chevrolet, Land Rover/Jaguar, BMW, Acura, Infiniti
10:00 a.m.	Toyota, Nissan, Kia, Volkswagen, Chrysler/Jeep/Dodge/RAM
1:00 p.m.	Buick, GMC, Subaru, Hyundai, Honda, Mazda

**EXHIBIT SET-UP**

**Tuesday, April 17, 2019**

<b>TIME</b>	<b>EXHIBIT</b>
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, April 18, 2019**

<b>TIME</b>	<b>EXHIBIT</b>
8:00 a.m. – 3:00 p.m.	All Displays

**VEHICLE MOVE-IN**

**Wednesday, April 18, 2019**

<b>TIME</b>	<b>EXHIBIT</b>
10:00 a.m.	Lincoln, Ford, Genesis, Mercedes
1:00 p.m.	Toyota, Nissan, Kia, Volkswagen
3:00 p.m.	Buick, Chevrolet, GMC

**Thursday, April 19, 2019**

<b>TIME</b>	<b>EXHIBIT</b>
10:00 a.m.***	Chrysler/Jeep/Dodge/RAM, Hyundai, Subaru
1:00 p.m.	Honda, Acura, Mazda <b>Vendor Booths Move In-</b> Champion Window & Home Exteriors, LeafFilter North of Texas, Low Country Satellite & Audio, Austin Police Department- Auto Theft Unit, Bath Expo, Austin Area Quilt Guild, Harrison Insurance Agency- Farmers Insurance Robert Ervin, Austin American Statesman
3:00 p.m.	Infiniti, Land Rover/Jaguar, BMW
***	Exhibitors scheduled to move in at 10 am on Thursday, April 6 <sup>th</sup> may start moving in as early as 8 am or may wait until 10 am. Freeman will be onsite starting at 8 am. This later move in time is to help manufacturers avoid traffic.

All exhibits and displays must be completed by  
5:00 p.m. on Thursday, April 19, 2019

## MOVE-OUT SCHEDULE

Move-out of vehicles will begin at the close of the show at 6:00 p.m. on Sunday, April 22, 2019. Parking will be available overnight on Sunday in the Convention Center Garage 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 maybe used. Vehicles must be removed from the Convention Center Garage no later than 8:00 a.m. on Monday, April 23, 2019.

Move-out of all Halls 1-4 exhibits will begin at 8:00 a.m. on Monday, April 23 and must be completed by 5:00 p.m. that day.

### **VEHICLES**

**IT IS REQUIRED THAT ALL VEHICLES BE REMOVED FROM THE BUILDING ON SUNDAY, April 22, 2018, 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, April 23 beginning at 8:00 a.m.

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



# 2018 Austin 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 email or fax no later than 03/30/18.

# 2018 Austin 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 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 no later than **3/30/18** by fax to Lauren Davis at 512-495-9031, or by email to [ldavis@eami.com](mailto:ldavis@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: \_\_\_\_\_

# 2018 Austin 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, attendees will be voting for their favorite exhibit on our Facebook page, so let us know. We want to help you!

If you are planning to have a special display or celebrity appearance in your exhibit area, please contact Lauren Davis at 512-238-1429 or by email at [ldavis@eami.com](mailto:ldavis@eami.com) no later than 02/28/18.

Contact name: \_\_\_\_\_

Phone number or e-mail: \_\_\_\_\_

Brief description of the display or event:

# EXHIBIT B

## List of Participating Dealers

**Note:** The List of Participating Dealers constitutes an integral part of the foregoing Exhibit Space Request and Contract. The List of Participating Dealers will be submitted to the Texas Department of Transportation Motor Vehicle Division in compliance of the 30-day advance notice of vehicle show date.

*List of participating dealers for:*

**Participating Dealerships for the 2018 Austin Auto Show are:**

Dealership:	City: <i>(if other than Austin)</i>
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____
8. _____	_____
9. _____	_____
10. _____	_____
11. _____	_____
12. _____	_____
13. _____	_____

**Please return this form by February 28, 2018.**

Austin Auto Show  
823 Congress Avenue, Suite 230, Austin, Texas 78701  
Email: [ldavis@eami.com](mailto:ldavis@eami.com) fax: 512.495.9031