



BOOTH VENDOR INFORMATION

Welcome to the 2018 Virginia Motor Trend International Auto Show! The Show will be held in the Greater Richmond Convention Center, February 16 – 18, 2018. This service & information packet contains valuable information & guidelines which will provide you with most everything you need to plan your participation in the show.

Questions concerning any aspect of this year's show should be directed to Motor Trend Auto Shows, LLC. While the Association owns the show, all show management and production services are the responsibility of Motor Trend Auto Shows, LLC.

You can direct any questions to your sales representative, Martha Carrasco, (949) 705-3135; mcarrasco@enthusiastnetwork.com -or- your Director of Event Experience, Michael Duffy, (917) 445-4994; mduffy@enthusiastnetwork.com.

Exhibitor Action Item Checklist

Action Items	Date Mailed	Completed
Order electrical service from GRCC	January 15	<input type="checkbox"/>
Order electrical service from GRCC	January 10	<input type="checkbox"/>
Send electrical blueprints to the GRCC (facility) & MTAS or e-mail to mduffy@enthusiastnetwork.com	January 19	<input type="checkbox"/>
Order vehicle cleaning & porter service	January 19	<input type="checkbox"/>
Order discount admission tickets	January 22	<input type="checkbox"/>
Send Certificate of Insurance to MTAS	January 22	<input type="checkbox"/>
East Coast Decorating Labor, Freight Handling Services, Furniture, Graphics, and Hanging Sign Orders	January 22	<input type="checkbox"/>
Order telephone service	January 22	<input type="checkbox"/>

Directory of Contractors & Facility Services

SHOW FACILITY

Greater Richmond Convention Center

403 North 3rd Street

Richmond, VA 23219

Phone: (804) 783-7300

Fax: (804) 643-3519

SHOW MANAGEMENT

Motor Trend Auto Shows, LLC

831 S. Douglas Street

El Segundo, CA 90245

Contact:

Michael Duffy, *Director of Event Experience*

mduffy@enthusiastnetwork.com

Office/Mobile: (917) 445-4994

OFFICIAL GENERAL CONTRACTOR

East Coast Decorating (ECD)

831 South Douglas Street

El Segundo, CA 90245

mike@eastcoastdecorating.com

PUBLIC RELATIONS

Spin Communications

18 E. Blithedale Ave., Suite 26

Mill Valley, CA 94941

Phone: (415) 380-8390

deedee@spinpr.com

ELECTRICAL SERVICES

Greater Richmond Convention Center

403 North 3rd Street

Richmond, VA 23219

Phone: (804) 783-7312

TELEPHONE SERVICES & INTERNET

OPENBAND

Greater Richmond Convention Center

403 North 3rd Street

Richmond, VA 23219

Phone: (804) 783-7320

Fax: (804) 643-1690

FOOD CONCESSIONAIRE

ARAMARK

Greater Richmond Convention Center

403 North 3rd Street

Richmond, VA 23219

Phone: (804) 783-7304

Fax: (804) 225-0508

VEHICLE DETAILING

Cosmetic Car Care

12 Mauchly, Bldg F

Irvine, CA 92618

Phone: (949) 453-1200

charris@cosmeticcarcare.com

Show Fleet by Professional Detailers

601 North Batavia

Orange, CA 92868

Phone: (949) 460-0314

info@showfleet.com

General Show Information

Show Dates & Hours

Friday, February 16 through Sunday, February 18, 2018

Friday.....	10 a.m. – 9 p.m.
Saturday	10 a.m. – 9 p.m.
Sunday.....	10 a.m. – 6 p.m.

Admission Prices

Adults (13 and over)	\$10.00
Senior Citizens (62 and over).....	\$ 5.00
Active Military (with ID)	\$ 5.00
Children (12 and under)	FREE

Show Facility/Venue

Greater Richmond Convention Center

403 North 3rd Street
Richmond, VA 23219

Phone: (804) 783-7300

Fax: (804) 643-3519

Show Office

The Auto Show Office's location will be just outside the Show Entrance, Hall A, between Third & Fifth Streets. Show Office hours are:

Wednesday, February 14	8 a.m. – 5 p.m.
Thursday, February 15.....	8 a.m. – 5 p.m.
Friday, February 16.....	8 a.m. – 9 p.m.
Saturday, March 17	9 a.m. – 9 p.m.
Sunday, March 18.....	9 a.m. – 7 p.m.

Registration, Will Call & Information Desk

A Registration, Will Call & Information Desk for all exhibitors/attendees will be located inside the Auto Show Office, between Third & Fifth Streets, just outside the public entrance lobby.

Nearby Hotels

Marriott Richmond Downtown

500 East Broad Street
Richmond, VA 23219
(804) 644-3400

Hilton Garden Inn Richmond Downtown

501 East Broad Street
Richmond, VA 23219
(804) 344-4300

General Contractor Information

General Contractor Services (i.e., all labor, carpet, furniture & decorations) for the 2018 Virginia International Auto Show will be provided by:

EAST COAST DECORATING

CONTACT: EXHIBITOR SERVICES
E-MAIL: mike@eastcoastdecorating.com
ON-LINE ORDERS: <https://EastCoastDecorating.Boomerecommerce.com/Pages>
ADDRESS: EAST COAST DECORATING
831 Douglas St.
El Segundo, CA 90245

East Coast Decorating (ECD) is the show's official general contractor. They are the exclusive provider of all freight handling, installation & dismantle labor, carpet, and equipment rentals. Mfr. or EAC personnel can still provide supervision. Only labor must be hired through ECD. Contact them at mike@EastCoastDecorating.com with any questions about these services. They also provide furniture rentals.

Exhibitors must place orders for all ECD services online. For online exhibitor orders, please visit <https://EastCoastDecorating.Boomerecommerce.com/Pages/Security/Login.aspx>.

**If you have previously ordered services from ECD (anytime last show season), you simply need to enter the same email and password used last year. You do not need to re-register. If you have forgotten your password, click "forgot password: and a temporary one will be sent to you. You will be prompted to change your password after logging in.*

**If you have not registered with ECD before, follow the prompts after clicking "Click here to Register Now".*

EAST COAST DECORATING will have representatives on site beginning at 8 a.m. on Tuesday, February 13 and continuing through Monday, February 19, 2018.

SHIPMENTS: All shipments must be directed to the Greater Richmond Convention Center and must be prepaid. Shipments to the Greater Richmond Convention Center can only be accepted beginning 8 a.m. on Wednesday, February 14 (per the targeted freight schedule, page 5). **The Greater Richmond Convention Center will not accept freight deliveries prior to this date.**

Shipments sent direct to show site should be labeled as follows:

CONVENTION CENTER ONLY: Company Name & Space #
(to arrive on your scheduled move-in day) Virginia Motor Trend Int'l Auto Show
C/o East Coast Decorating (ECD)
Greater Richmond Convention Center
Halls A – D
403 North 3rd Street
Richmond, VA 23219

Move-In/Out & Set-Up Information

Booth Vendor Move-In

All booth vendors can set-up on Thursday, February 15 from 8 a.m. - 4 p.m. All booths and displays must be completely set and operational by 5 p.m. on Thursday, February 15, 2018.

If your display will have vehicle(s), please notify Show Management ASAP at (917) 445-4994. Vehicles in booth displays must enter the hall—as targeted—with other vehicles on Thursday, February 15.

Exhibitors may use their own carts/dollies up to 1,000 lbs. If you have more than 1,000 lbs., please contact East Coast Decorating.

If you need electric, please plan to order in advance to take advantage of discount rates. See the electrical order form located on www.VirginiaAutoShow.com.

Booth Vendor Move-Out

Move out will begin on Sunday, February 18 at 6 p.m. All vehicles must be removed by 8 p.m. on Sunday. All display items and/or product must be removed by 9 p.m. on Sunday.

Important Rules & Requirements

Exhibitor Services Provided in Booth Space Rental Charge

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

- 8' high black back drape
- 3' high black siderail drapes

Each exhibitor is responsible for drayage, labor and the rental & payment of tables, chairs, desks, waste cans, and any other item used within their display. These services & items can be ordered through East Coast Decorator www.VirginiaAutoShow.com, cleaning of displays and/or vehicles is also the responsibility of the exhibitor.

Exhibit Regulations

Balloons & Decals – Under no circumstances are helium balloons or adhesive-back decals to be given away or permitted to be used in the exhibit halls. Any cost incurred by the Greater Richmond Convention Center resulting from the use or removal of these items will be charged back to the exhibitor.

Display Height – 8' maximum height

Display Sides – Sides must remain open above the three-foot divider rail to prevent blocking the view of exhibitors on either side.

Emergency Exits – Special attention should be given to keeping all emergency and/or access doors free of show displays and/or vehicles. The same holds true for the construction of booths, display racks, signs, etc.

Food & Beverage – No outside beverages and/or food may be brought into the Greater Richmond Convention Center.

Overheads – Canopies or tents of any kind must conform to local fire & facility regulations; only then are they permitted in booth areas.

Public Address Systems – ALL public address & sound systems must be kept at a volume that is not disruptive to your neighboring exhibitors.

Sale of Items – An exhibitor may not work, sell or distribute literature from any area other than their rented space. Only items approved and listed on the space contract are permitted to be displayed or offered for sale to the public. All exhibitors who will be selling at the auto show must be licensed to do business in the State of Virginia. Please visit <http://www.tax.virginia.gov/> for additional information on obtaining tax permit(s), tax collection, and the fulfillment of your tax liability.

Important Rules & Requirements (continued)

Exhibit Regulations (cont.)

Exhibitors warrant and represent that any items sold or displayed within the exhibit space do not infringe the intellectual property rights of any third party. In the event the exhibitor breaches any warranty or representation, Show Management may remove the exhibitor from the show, and the exhibitor shall indemnify defend and hold harmless Show Management.

Signs & Banners – All signs must be professionally manufactured and have a finished surface on all edges and sides. Plastic letters, shoe polish and homemade signs may not be used on any vehicles or in any area of your display. Decorations, signs, banners and streamers may not be attached, taped, nailed or otherwise fastened to any ceiling, window, painted surface or wall of the exhibit halls.

Vehicle Requirements

Under no circumstances may vehicles displayed in booths be crowded into the space or infringe on aisles or other booth exhibits. Vehicles cannot be placed in front of any public entrance or fire exit doors.

Battery Cable: Positive battery terminal must be disconnected and bagged/taped.

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

Gas Cap Requirements: If the gas cap door can be opened from outside your vehicle, the vehicle must have a locking gas cap. If the gas cap door must be unlocked from inside your car, then a locking gas cap is not necessary but the standard inside gas cap must be taped around the edges to prevent any gas vapor leaks.

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

NOTE: A Fire Marshal will be on duty throughout all public hours of the entire show and will be doing constant checks to ensure that the above regulations are enforced.

Exhibitor Entrance Procedures

No passes, badges, or exhibitor identification will be mailed in advance of the show. If your staff has a manufacturer-branded, company-issued nameplate (without dealer ID) then this can be used for entry each day.

Salespersons: All salespersons working the show must pick up and sign for their own entrance credentials at the Registration Desk in the Show Office, just outside of the Main exhibit hall

Important Rules & Requirements (continued)

Exhibitor Entrance Procedures (cont.)

entrance, between Third & Fifth Streets. A business card and a photo driver's license must be presented.

NOTE: No one under the age of 16 years old will be permitted to enter with an exhibitor badge. Due to insurance coverage rules, **NO children under the age of 16 are permitted in the center during set up or tear down.**

Exhibitor Dress Code

All personnel working within your exhibit area should wear suitable business attire. A uniform appearance for all employees representing your company is preferred. Ripped t-shirts, dirty jeans or jeans with holes and/or sneakers are not acceptable show attire. Booth personnel not dressed appropriately will not be admitted into the show.

Fire Regulations

The Fire Department requires that all exhibitors leave one foot (1') of space on every public aisle and two feet (2') of space on any border of their exhibit that adjoins a neighboring display. This will allow a four-foot (4') emergency aisle running between each space.

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 Greater Richmond Convention Center.

Liability

Each exhibitor is entirely responsible for the space allotted through their contract. Each exhibitor agrees to reimburse the Greater Richmond Convention Center, for any damage to the floor, ceilings, or walls within his contracted area.

The Greater Richmond Convention Center, Global Spectrum, LLC, the Greater Richmond New Car Dealers Association, East Coast Decorator and Motor Trend Auto Shows, LLC assume no liability or responsibility for any loss or theft. Therefore, it is the exhibitor's responsibility to secure their own products, and/or personal items within their display, and to provide their own insurance coverage for any such vehicles, exhibits, and other materials.

Security

Show Management will provide 24-hour guard service on the show floor, beginning on Tuesday, February 13 at 8 a.m. and concluding on Monday, February 14 at 2 p.m. This service is for the overall safety and security of the show and its participants.

Important Rules & Requirements (continued)

Liability (cont.)

If your display contains something of particular value, it is recommended that you secure it overnight. If you need/want to hire booth security, contact the Greater Richmond Convention Center at (804) 783-7300.

Insurance Requirements

All exhibitors, exhibit houses, porter service companies, and outside service companies providing any equipment or services to the 2018 Virginia Motor Trend International Auto Show or its exhibitors must secure a broad-form comprehensive general liability insurance policy.

All exhibit houses must include all clients on the certificate of insurance to insure proper coverage during the 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 form acceptable to Show Management to include a provision that the policy will not be cancelled, materially changed, or not renewed without at least thirty (30) days prior written notice to Show Management, by certified mail, return receipt requested, and state or be endorsed to provide that the coverage afforded under the policies shall apply on a primary and not on an excess or contributing basis with any policies which may be available to Show Management. 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 Global Spectrum, L.P., the Greater Richmond Convention Center Authority, Greater Richmond New Car Dealers Association and each of their officers, officials, agents, employees, successors and assigns; Extreme Ventures, LLC dba TEN: A Discovery Communications Company and its subsidiaries and affiliates named as additional insured (I.S.O. Form CG 20 10 or equivalent approved by Show Management) with limits of liability in the amounts of \$2,000,000 Occurrence/ \$2,000,000 Aggregate on a combined single limit basis for injuries to persons (including death), contractual liability and damage to property.
2. Automobile and Truck Liability Insurance Policy in the Exhibitor's name with Global Spectrum, L.P., the Greater Richmond Convention Center Authority, Greater Richmond New Car

Important Rules & Requirements (continued)

Insurance Requirements (cont.)

Dealers Association and each of their officers, officials, agents, employees, successors and assigns; Extreme Ventures, LLC dba TEN: A Discovery Communications Company and its subsidiaries and affiliates named as additional insured with limits of liability in the amount of \$2,000,000 each occurrence, on a combined single limit basis for claims for bodily injuries (including death) to persons and for damage to property arising out of the ownership, maintenance or use of any owned, hired or non-owned motor vehicle.

3. Worker's Compensation Insurance (including Employer's Liability Insurance) with limits of \$1,000,000/\$1,000,000/\$1,000,000.

4. Any additional insurance policies necessary to obtain required permits or otherwise comply with applicable law ordinances or regulations regarding the performance of your contract. Exhibitor shall provide to show management a Certificate of Insurance as evidence of such aforementioned policies at least thirty (30) days prior to the auto show; however, if requested by Show Management, the Exhibitor shall deliver to Show Management within 10 days of the request, a copy of such policies, certified by the insurance carrier as being true and complete. 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 Global Spectrum, L.P., the Greater Richmond Convention Center Authority, Greater Richmond New Car Dealers Association and each of their officers, officials, agents, employees, successors and assigns; Extreme Ventures, LLC dba TEN: A Discovery Communications Company and its subsidiaries and affiliates are additional insured on all policies (except Worker's Compensation), (5) reference the auto show name and location on the face of the Certificate and (6) expressly reference the inclusion of all required endorsements. If requested by Show Management, the Exhibitor must furnish within thirty (30) days of a request, proof that the person signing the Certificate is authorized by the insurance carrier.

If, at any time during the period of this Contract, insurance as required is not in effect, or proof thereof is not provided to Show Management. Show Management shall have the options to (1) direct the Exhibitor to suspend work with no additional cost or extension of time due on account thereof, (2) obtain the required insurance at Exhibitor's expense providing Show Management with coverage immediately, or (3) treat such failure as an event of default. The Contractor shall immediately file with Show Management, 831 S. Douglas Street, El Segundo, CA 90245, a notice of any occurrence likely to result in a claim against Show Management, and shall also file with the Torts Division detailed sworn proof of interest and loss within sixty (60) days from date of loss.

Certificate holder is Motor Trend Auto Shows, LLC, 831 S. Douglas Street, El Segundo, CA 90245. E-mail Certificate(s) of Insurance to Allen Chin at ACHin@EnthusiastNetwork.com.

Important Rules & Requirements (continued)

Insurance Requirements (cont.)

All policies must provide coverage from the first move-in date to the last move-out date (i.e., Tuesday, February 14 through Monday, February 20, 2017).

Certificate(s) of Insurance must be received by Motor Trend Auto Shows by January 22. This deadline will be strictly enforced. Access to the building may be denied to those suppliers that have not provided a policy to Show.

Show Advertising & Publicity

Advertising

Extensive print, radio, television, and outside advertising will be used to target the entire Richmond market. Advertising will begin the week prior to the opening of the show and continue through the close of the show.

We have contacted all major radio, television, and newspaper representatives to seek their support, sponsorship, and extensive PR coverage of this year's exciting event.

Exhibitor Support

All dealerships, factories, and dealer advertising groups are asked to proudly support the 2018 Virginia Motor Trend International Auto Show by advertising your participation in the show. Your usual radio, television, and print ads may be supplemented with a voice-over or drop-in auto show mention. (Example: *"See our NEW 2018 Models at the Virginia Motor Trend International Auto Show, February 16 through 18"*). The Greater Richmond New Car Dealers Association greatly appreciates any show advertising you are able to incorporate into your regular advertising schedules.

Public Relations

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

Are you planning to bring a special display, concept car, pre-production model or unique feature to the show? Please notify DeeDee Taft, Spin Communications, at (415) 380-8390.

A Press Room will be available for the working press attending the Virginia Motor Trend International Auto Show. Please send all press materials directly to the Greater Richmond Convention Center to arrive no earlier than Wednesday, February 14 with each package clearly marked "2018 Virginia Motor Trend International Auto Show, Press Room".



Discount Admission Tickets

RETURN TO: Virginia Motor Trend International Auto Show
Motor Trend Auto Shows, LLC
831 S. Douglas Street
El Segundo, CA 90245
Phone: (717) 671-4306
AChin@enthusiastnetwork.com
Secure Fax Line: (630) 963-6209

Advance Discount Admission Tickets will be available at a cost of \$7.00 each, which is a **savings of \$3 OFF** the regular adult admission price.

Tickets are sold in packs of 25 for a total cost of \$175.00 per pack.

PROCEDURE FOR ORDERING YOUR TICKETS: Complete the order form below, indicating the number of ticket packs you desire. This order **MUST** be accompanied by payment in full. Unused tickets are not refundable.

Your order for tickets (in packs of 25 only) should be mailed to the address shown above.

Quantity of Packs Desired _____ @ \$175.00 Each = \$ _____ Enclosed
(Packs of 25)

Please print or type the following information:

COMPANY: _____

STREET ADDRESS: _____

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

CITY: _____ **STATE:** _____ **ZIP:** _____

SPACE/BOOTH #: _____ **TELEPHONE #:** _____

AUTHORIZED BY: _____
Print Name *Signature*

TITLE: _____ **DATE:** _____

Make Check(s) payable to: Virginia Motor Trend International Auto Show – Adv. Sale Tickets
Order Deadline Date: January 22, 2018