



This Service & Information Manual contains material that is vital to the successful planning, marketing and management of your display in the 2018 Virginia International Auto Show. Failure to read this manual and respond promptly in ordering services could result in higher exhibit costs.

The services and contractors listed in this manual are for your convenience. East Coast Decorating is the official show general contractor and exclusive labor provider.

Please note that insurance policies must provide coverage for all dates from move-in through move-out. All additional insured information required is listed in the Important Rules and Requirements section of this manual. All insurance policies must be completed correctly. All exhibit set-up contractors must submit a correct and complete policy at least thirty (30) days prior to the first move-in day of the show or they will not be permitted to work in the Greater Richmond Convention Center.

The most up-to-date exhibitor information, including CAD floor plans (DWG Format), can be downloaded at www.VirginiaAutoShow.com.

It is important that you review this manual with those persons or agents having responsibility for your participation in the show. Motor Trend Auto Shows thanks you for your cooperation. We wish you a most successful 2018 Virginia International Auto Show!

Show Management
Motor Trend Auto Shows, LLC

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Exhibitor Action Item Checklist
2018 Virginia International Auto Show

Action Items	Date Mailed	Completed
Order electrical service from GRCC	January 19	<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 (GRCC)

403 North 3rd Street

Richmond, VA 23219

Phone: (804) 783-7300

SHOW MANAGEMENT

Motor Trend Auto Shows, LLC

831 S. Douglas Street

El Segundo, CA 90245

Contact: Michael Duffy, *Director, Event Experience*

Office/Mobile: (917) 445-4994

mduffy@enthusiastnetwork.com

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 - GRCC

403 North 3rd Street

Richmond, VA 23219

Phone: (804) 783-7320

FOOD CONCESSIONAIRE

ARAMARK - GRCC

403 North 3rd Street

Richmond, VA 23219

Phone: (804) 783-7304

VEHICLE PORTER SERVICE(S)

AutoMojo

3205 Airport Hwy,

Alcoa, TN 37701

Phone: (865) 777-1250

COSMETIC CAR CARE

12 Mauchly, Bldg. F

Irvine, CA 92618

Phone: (949) 453-1200

SHOW FLEET BY PROFESSIONAL DETAILERS

601 North Batavia Street

Orange, CA 92868

Phone: (949) 460-0314

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 Office

The Show Office is located just outside the Show Entrance, Hall A, inside the glass room 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, inside the glass room, between Third & Fifth Streets, just outside the public entrance.

Nearby Hotels

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

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

General Contractor Information

Services for the *2018 Virginia International Auto Show* will be provided by East Coast Decorating.

CONTACT: Exhibitor Services
ADDRESS: East Coast Decorating (ECD)
831 South Douglas Street
El Segundo, CA 90245
ONLINE ORDERS: <https://EastCoastDecorating.Boomerecommerce.com/Pages>
EMAIL: mike@eastcoastdecorating.com

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). **Freight deliveries prior to this date will not be accepted by the Greater Richmond Convention Center.**

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 & Set-Up Information

Electric and Carpeting

Tuesday, February 13 is reserved for installation of electric and carpet. No freight or display trucks will be accepted or unloaded until Wednesday, February 14.

Freight & Factory Displays

All unloading will take place on Wednesday, February 14. Entrance to the convention center loading docks is via Leigh Street between Third and Fifth Streets. Trucks will not be permitted to enter the unloading area until their scheduled time. All freight and factory displays must be unloaded by 5 p.m. The loading docks will close promptly at 5 p.m. No unloading will take place on Thursday, February 15. The display supervisor should be on-site at the start of the freight target time in order to direct crate placement. Display labor can start three hours after the scheduled freight delivery period.

Freight Unloading Schedule: Wednesday, February 14

8 a.m. – Noon

Space Exhibitor

A-1	Buick / Chevrolet / GMC
A-4	Subaru
A-5	Chrysler/Dodge/FIAT/Jeep/Ram
A-6	Volkswagen
A-8	OPEN
A-9	Ford
A-10	Kia
A-12	Powersports
A-13	OPEN
A-15	Nissan
A-19	Acura
A-20	VA State Police
A-21	Infiniti

8 a.m. – Noon

Space Exhibitor

A-22	OPEN
A-23	Cadillac
A-24	Feature
A-25	Feature
A-26	DuPont Registry Live

1 p.m. – 3 p.m.

Space Exhibitor

A-30	Page Imports Group
A-31	Volvo
A-32	Mercedes-Benz
A-33	BMW
A-34	Lincoln

1 p.m. – 3 p.m.

Space Exhibitor

A-36	Lexus
A-38	Hyundai
A-40	Toyota

NOTE: Overtime penalties will apply to any shipment that does not arrive during their assigned time slots (above).

Move-In & Set-Up Information (continued)

Exhibit Set-Up Schedule (continued)

Installation labor should be ordered for **Wednesday, February 14, beginning after the last hour of your targeted move-in period or on Thursday, February 15 (8 a.m.)**. All crates must be emptied on Wednesday, February 14 by 5 p.m. Exhibits must be ready by 8 a.m. on Thursday, February 15 in order to receive and place show vehicles. Please discuss any special vehicle move-in needs with Show Management.

Vehicle Move-In Schedule

Vehicle move-in will begin at 8 a.m. on Thursday, February 14. Entrance to the convention center loading docks is via Leigh Street between Third and Fifth Streets. **All show vehicles must be on the show floor by Noon and displays set & operational by 5 p.m.**

Exhibitors or your porter service company will be responsible for any stains to carpet that are made by tire treads or dressings. Please take extra care when applying any solutions and when traversing the show floor. To avoid carpet pulls/damage DO NOT turn wheels unless car is in motion; and, traverse carpet at 45 or 90 degree angles—against the direction in which the carpet has been laid.

Please review the following vehicle move-in schedule to determine the time to bring your vehicles onto the show floor.

Feature Move-In Schedule: Wednesday, February 14

3 p.m. - 7 p.m.

Space	Exhibitor
A-14	Feature
A-18	Feature
A-20	VA State Police (HEAT)
A-22	OPEN
A-24	Feature
A-25	Feature
A-26	duPont Registry Live

Vehicle Move-In Schedule: Thursday, February 15

8 a.m. – Noon

Space	Exhibitor
A-1	Buick/Chevrolet/GMC
A-4	Subaru
A-5	Chrysler/Dodge/FIAT/Jeep/Ram
A-6	Volkswagen
A-8	OPEN
A-9	Ford
A-10	Kia
A-11	Honda
A-12	Commonwealth Powersports
A-13	OPEN

8 a.m. – Noon

Space	Exhibitor
A-14	OPEN
A-15	Nissan
A-19	Acura
A-21	Infiniti
A-23	Cadillac
A-26	duPont Registry Live
A-40	Toyota

Move-In & Set-Up Information (continued)

Vehicle Move-In Schedule (continued)

Vehicle Move-In Schedule: Thursday, February 15

Noon – 2 p.m.

Space Exhibitor

A-30	Page Imports Group
A-31	Volvo
A-32	Mercedes-Benz
A-33	BMW

Noon – 2 p.m.

Space Exhibitor

A-34	Lincoln
A-36	Lexus
A-38	Hyundai
A-40	Toyota

NOTE: Vehicles displayed on a turntable or platform will be allowed to enter the building on Wednesday, February 14 provided your display is ready to accommodate the vehicle.

Please see Show Management if you wish to have an earlier vehicle move-in on Wednesday afternoon, February 14. This will be permitted provided your space is ready to receive vehicles, and provided that your space and surroundings spaces are cleared of freight & empty crates.

Important Vehicle Inspection

The Richmond Fire Department will be inspecting vehicles on Thursday, February 15 between 1 p.m. and 3 p.m. All display vehicles must have the hood up, positive battery terminal disconnected and bagged/taped, and show that the gas cap is locked or taped. A display coordinator must remain in the display with all vehicle keys until released by the Fire Inspector.

Building Access During Set-Up

To provide complete security for exhibitors and their possessions, it is important that all exhibitors observe the following daily access hours. Your cooperation is appreciated.

Wednesday, February 14	8 a.m. - 5 p.m.
Thursday, February 15	8 a.m. - 6 p.m.

Aisle Carpeting & Hall Cleaning

Show Management will begin installing the roadway-themed aisle carpeting at 2 p.m. on Thursday, February 15. The building will be cleared of all personnel at 6 p.m. on Thursday, February 15 so the floor can be cleaned and prepared for show opening on/by Friday, February 16, 2018 at 10 a.m.

Move-Out Information

Move-Out & Building Access Hours

Vehicle move-out will take place on Sunday, February 18, 2018 from 6:30 p.m. until 8 p.m. East Coast Decorating will begin removing aisle carpet at 6 p.m. from exhibit areas where the public has been cleared.

Exhibitors may begin reattaching battery cables at 6 p.m., but must not begin moving vehicles until the announcement has been made to do so.

All vehicles must be removed from exhibit halls on Sunday evening, February 18 by 8 p.m. Vehicles may be staged in the Greater Richmond Convention Center's parking garage overnight (on Third & Marshall Streets) **but must vacate the garage by 9 a.m., February 19.** Exhibitors are responsible for nominal parking charges. **DO NOT use the parking garage at Fifth & Marshall (connected to the Marriott Hotel)—it is not a GRCC lot and exhibitors will be charged to park overnight.**

All crates will be returned to each display area beginning at 8:00 p.m. on Sunday, February 18.

Literature Removal

Literature removal after the show is the responsibility of the individual exhibitor. Removal of literature that is left behind will be invoiced to the exhibitor at prevailing rates. We recommend that any remaining literature be placed in vehicle trunks and returned to the participating dealerships for use in their showrooms.

Important Rules & Requirements

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 main lobby of the exhibit hall, just inside the building entrance at Marshall & Fifth Streets. A business card and a photo driver's license must be presented.

Employee Appreciation Program: employees, relatives, neighbors and friends of exhibitors cannot, without a ticket, enter the show for free. Local dealership employees + one (1) guest can obtain FREE admission on Friday, February 16 ONLY by providing proof of employment (i.e., business card or paystub) at the Registration & Will Call Desk, just outside the show entrance, between Third & Fifth Streets. On Saturday & Sunday, local dealership employees + one (1) guest can obtain two ½ price admissions (\$5) at any Ticket Box Office with proof of employment (i.e., business card or pay stub).

NOTE: Show Liability Insurance policy dictates that no one under the age of 16 years old be permitted to enter the center during set up or tear down.

Vehicle Clean-Up Personnel

In order to retain our first-class show appearance and also remain within the guidelines set for us by the Association Committee, all clean-up personnel must dress appropriately to enter the show.

An acceptable professional appearance would include the following: coveralls, company golf shirts or t-shirts, and clean blue jeans or slacks. A uniform appearance for all employees representing your company is preferred. Ripped shirts, printed t-shirts, dirty jeans, jeans with holes, and dirty sneakers are not acceptable show attire.

Aisles for Emergency Purposes

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.

Beverages & Food Items

Beverages and/or food may not be brought into the Greater Richmond Convention Center.

Important Rules & Requirements (continued)

Vehicle Sales

No vehicle sales may be contracted at the show. Vehicles may not have dealer stickers or dealer ID of any kind. Only factory stickers are permitted. No discussions may take place with show visitors regarding prices of vehicles. There are absolutely no exceptions to this rule. The auto show is for exhibition only.

Virginia Department of Motor Vehicle Regulations

Virginia Law prohibits dealership identification on vehicles, badges or displays. This includes decals, license plates, license plate holders, and signage. Sales representatives working the show may only hand out business cards.

Exhibitor Dress Code

All personnel working within your exhibit area should wear suitable business attire. Exhibitors not dressed accordingly will not be admitted into the show.

Fire Regulations

Exhibitors must comply with all federal, state, and local fire codes which apply to places of public assembly, in particular, Chapters 5, 8, and 31 of the Life Safety Code. All curtains, buntings, draping, etc., of any kind must be flameproof. Special care should be taken not to block or obstruct any fire hose or fire extinguisher cabinets, fire pull boxes, or entrances and exits within the Greater Richmond Convention Center.

Vehicle Requirements

Under no circumstances may display vehicles be placed in front of any fire or public entrance and exit doors. Special attention should be given to keeping all emergency and/or access doors free of show vehicles. The same holds true for the construction of displays, staging, walls, turntables, signs, etc.

Battery Cable: All show vehicles must have both battery cables disconnected and taped using UL approved plastic electrical tape.

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.

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.

Important Rules & Requirements (continued)

Vehicle Requirements (continued)

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.

Vehicle Access & Cleaning: All show vehicles, except factory display models must be unlocked during public show hours. All vehicles must be waxed or wiped daily.

The Auto Show Committee and/or Show Management will inspect each display area to see that this service is provided, with the cleaning charges being sent to the exhibitor whose vehicles have been neglected.

Exhibit Blueprints

All vehicle exhibitors participating in the 2018 Virginia International Auto Show must provide a to-scale blueprint of their display (including any electrical, internet or telephone drops) to Motor Trend Auto Shows and the Greater Richmond Convention Center by January 22. These blueprints will be used by the center to place electric & phone lines prior to carpet installation. Please be sure to include telephone placement, electrical needs, and the height of your display properties on your blueprints. MTAS blueprints can be sent in DWG or PDF format to mduffy@enthusiastnetwork.com.

Signs & Banners

Any hanging signs must be framed and pre-approved by show management. Truss lighting is permitted. East Coast Decorating has jurisdiction on all installation work. The GRCC provides any & all electrical, sound and/or extensive sign rigging through PSAV, their in-house A/V provider. *For a complete listing of services and pricing, please contact Jonathan Grieco at (804) 783-7323 or email jgrieco@psav.com.* For more information, visit www.psav.com

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 may not be taped, tacked, stapled or otherwise fastened to ceilings, walls, doors, painted surfaces or columns. Signs cannot block the view of other exhibitors. In the case of a complaint, the decision on whether a sign remains or must be relocated is up to Motor Trend Auto Shows and the Association Auto Show Committee.

Display Placement

The maximum permissible height for displays is twenty-four feet (24') where ceiling height permits. Please note ceiling heights on the enclosed floor plan. Exhibitors should contact Show Management if they have any questions regarding ceiling height.

Placement of exhibits cannot interfere, block, or extend into other exhibits. Exhibitor(s) will be asked to change the location or configuration of their exhibit or vehicle placement should they

Important Rules & Requirements (continued)

Display Placement *(continued)*

interfere with the rights of other exhibitors. All exhibits must be capable of standing by themselves and no supporting wires from the ceiling or draped walls will be permitted.

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 from the use & removal of these items will be charged to the exhibitor.

Exhibitor Presentation Restrictions

An exhibitor may not work, sell or distribute literature from any area other than the space rented by the exhibitor. Sales presentations, distribution of literature, and public surveys are strictly forbidden from being conducted in public aisles, other exhibit spaces, or any other public areas of the Greater Richmond Convention Center.

All public address systems must be kept to a volume so as not to disturb your neighboring exhibitors.

Liability

Each exhibitor is entirely responsible for the space allotted him through his 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, the Greater Richmond New Car Dealers Association, East Coast Decorating and Motor Trend Auto Shows 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.

Insurance Requirements

All exhibitors, exhibit houses, porter service companies, and outside service companies providing any equipment or services to the 2018 Virginia 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

Important Rules & Requirements (continued)

Insurance Requirements (continued)

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 Communication 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 Dealers Association and each of their officers, officials, agents, employees, successors and assigns; Extreme Ventures, LLC dba TEN: A Discovery Communication 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 Communication 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)

Important Rules & Requirements (continued)

Insurance Requirements (continued)

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. All policies must provide coverage from the first move-in date to the last move-out date (i.e., Tuesday, February 13 through Monday, February 19, 2018).

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 Services Information

Exhibitor Services Provided in Vehicle Space Rental Charge

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

- 16 oz. wall-to-wall “tuxedo” grey exhibit carpet
- Themed carpet in all public aisles
- Daily vacuum service for all exhibit carpet
- Daily emptying of all exhibit area waste containers

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. Cleaning of displays and vehicles is the responsibility of the exhibitor.

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 19 at 2 p.m. This service is for the overall safety and security of the show and its participants.

If your display contains something of particular value, it is recommended that you secure it overnight. Please note if you need to hire booth security, you must utilize the auto show’s approved event security company for insurance purposes. Please contact the Greater Richmond Convention Center at (804) 783-7300 for additional information.

NOTE: The Greater Richmond New Car Dealers Association and Motor Trend Auto Shows cannot be held responsible for the theft of items missing from exhibitor areas.

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 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 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 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 International Auto Show, Press Room".



Discount Admission Tickets

RETURN TO: Virginia 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 International Auto Show – Adv. Sale Tickets
Order Deadline Date: January 22, 2018