

# **MOTORTREND INTERNATIONAL AUTOSHOW — BALTIMORE —**



This Service & Information Manual contains material which is vital to the successful planning, marketing and management of your display in the Motor Trend International Auto Show-Baltimore.

The services and contractors listed in this manual are for your convenience. Show Management suggests that you employ the services of Global Experience Specialists (GES), this year's official show contractor, for your greatest efficiency and ease, since they are familiar with the show and work schedule. The following is a link to the GES Expresso ordering online:

<https://ordering.ges.com/083600598>. All independent contractors must coordinate their work schedules with GES and comply with all guidelines and insurance requirements.

Please note that insurance policies must provide coverage for all dates from move in through move out and all the required information as listed in detail in the Important Rules and Requirements section of this manual. Policies that are not completed correctly will be returned. 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 Baltimore Convention Center.

The most up-to-date exhibitor information, including CAD floor plans (DWG format), can be downloaded from the Internet at [www.AutoShowBaltimore.com](http://www.AutoShowBaltimore.com).

It is important that you give this manual to 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 Motor Trend International Auto Show!

Show Management  
Motor Trend Auto Shows, LLC

## *Table of Contents*

	<u>PAGE #</u>
Directory of Contractors & Facilities .....	1
General Show Information.....	2
Move In & Set Up Information.....	3 - 5
Move Out Information .....	6
Ticketing & Exhibitor Access/Admittance Information.....	7
Important Rules & Requirements .....	8 - 12
Show Services Information.....	13
Show Advertising & Publicity .....	14
General Contractor Information.....	15
Discount Admission Tickets Order Form.....	16

### *Exhibitor Action Item Checklist* **2018 Motor Trend International Auto Show-Baltimore**

<b>Action Items</b>	<b>Due Date</b>
Sent liability insurance policy to MTAS	December 21
Ordered electrical service	December 21
Sent electrical blueprints to MTAS & Edlen	December 21
Ordered telecom service	December 21
Ordered photography requirements	December 21
Ordered vehicle cleaning & porter service	December 21
Made hotel reservations at Sheraton Inner Harbor	January 6
Ordered decorator needs	January 12
Ordered discount admission tickets	January 24

## Directory of Contractors & Facilities

### SHOW OFFICE

Pratt Street/200 Lobby  
Baltimore Convention Center  
Phone: 323-216-7557

### SHOW BUILDING

Baltimore Convention Center  
One West Pratt Street  
Baltimore, MD 21201  
**Phone:** (410) 649-7000

### SHOW MANAGEMENT

Motor Trend Auto Shows  
831 South Douglas St  
El Segundo, CA 90245  
**Phone:** (310) 531-5984

### OFFICIAL GENERAL CONTRACTOR

GES  
7050 Lindell Road  
Las Vegas, NV 89118  
**Phone:** (800) 475-2098  
**Fax:** (866) 329-1437

### TELECOMMUNICATIONS

Baltimore Convention Center  
One West Pratt Street  
Baltimore, MD 21201-2499  
**Phone:** (410) 649-7097  
**Fax:** (410) 649-7005

### ELECTRICAL SERVICES

Edlen Electrical Exhibition Services, Inc.  
One West Pratt Street  
Baltimore, MD 21201  
<https://ordering.edlen.com>  
**Phone:** (410) 649-7321  
**Fax:** (410) 649-7327

### RECOMMENDED CARPET SUPPLIER

GES  
**Phone:** (800) 475-2098  
**Fax:** (866) 329-1437

Please notify Show Management if you are using a different carpet supplier than the one listed.

### HEADQUARTERS HOTEL

Sheraton Inner Harbor  
300 South Charles Street  
Baltimore, MD 21201  
**Phone:** (410) 962-8300  
**Fax (hotel guests):** (410) 347-1853

### PUBLIC RELATIONS

Dan Wiznitzer  
**Office Phone:** (410) 528-5400, Ext. 223  
**Email:** [Dan@Himmelrich.com](mailto:Dan@Himmelrich.com)

### VEHICLE PORTER SERVICE

Cosmetic Car Care  
12 Mauchly, Bldg. F  
Irvine, CA 92618  
**Phone:** (949) 453-1200  
**Fax:** (949) 453-1207

Show Fleet by Professional Detailers  
601 North Batavia Lake  
Orange, CA 92868  
**Phone:** (800) 457-7558  
**Fax:** (949) 460-0339

### SECURITY

Contact Simmons Security at (240) 375-0283 to schedule security. (*Must use Simmons Security*)

# **General Show Information**

## **Public Show Dates & Hours**

Thursday, February 8 through Sunday, February 11, 2018

Thursday	12 noon	to	9 p.m.
Friday	10 a.m.	to	9 p.m.
Saturday	10 a.m.	to	9 p.m.
Sunday	10 a.m.	to	6 p.m.

## **Show Location**

Baltimore Convention Center  
One West Pratt Street  
Baltimore, MD 21201  
(410) 649-7000

## **Headquarters Hotel**

Sheraton Inner Harbor  
300 South Charles Street  
Baltimore, MD 21201  
(410) 962-8300

Cut-off date: 1/6/18  
Rate: \$119 s/d

## **Show Office Hours & Phone Number**

The Auto Show Office will be located at Pratt Street/200 Lobby. Display coordinators can reach show management at (323) 216-7557 at any time.

## **Registration & Information Desks**

Two registration and information desks for all show exhibitors and visitors will be provided in the Charles & Pratt Street lobbies.

## **VIP Preview**

No VIP Preview will be held this year.

# *Move In & Set Up Information*

## Carpet Installation, Freight Deliveries & Exhibit Set Up

In order to allot as many straight time hours as possible for exhibit set up, a detailed move-in schedule has been developed. This requires the support and cooperation of exhibitors, freight carriers, and exhibitor appointed contractors for carpet, and or exhibit installation. The display supervisor should be on-site at the start of the freight target time in order to direct crate placement. Exhibit set up may begin two hours after freight delivery has begun to the exhibit space as identified in the move-in schedule below.

**NOTICE:** Failure to adhere to the timelines designated in the following schedule, or failure to provide an electrical order could result in a **30% off-target surcharge** on freight, labor or services.

**All crates must be emptied and labeled by 5 p.m. on Tuesday, February 6** in order for GES to remove them from your exhibit space. **All exhibit areas must be completed by 8 p.m. on Wednesday, February 7** to allow enough time to clean all exhibit spaces for show opening.

### Saturday, February 3 & Sunday, February 4

	Floor Marking		Electrical		Carpet		Freight	
	Start	End	Start	End	Start	End	Start	End
<b>EXHIBITOR</b>	Sunday, February 4	Sunday, February 4	Sunday, February 4	Sunday, February 4	Sunday, February 4	Sunday, February 4	Monday, February 5	Monday, February 5
<b>M-7 Hyundai</b>	8:00 am	10:00 am	10:00 am	1:00 pm	1:00 pm	6:00 pm	8:00 am	11:00 am
<b>M-8 Volkswagen</b>	8:00 am	10:00 am	10:00 am	1:00 pm	1:00 pm	6:00 pm	8:00 am	11:00 am
<b>M-9 Mazda</b>	8:00 am	10:00 am	10:00 am	1:00 pm	1:00 pm	6:00 pm	8:00 am	11:00 am
<b>M-10 Nissan</b>	8:00 am	10:00 am	10:00 am	1:00 pm	1:00 pm	6:00 pm	8:00 am	11:00 am
<b>M-11 Chrysler</b>	8:00 am	10:00 am	10:00 am	1:00 pm	1:00 pm	6:00 pm	8:00 am	11:00 am
<b>M-11 Dodge</b>	8:00 am	10:00 am	10:00 am	1:00 pm	1:00 pm	6:00 pm	8:00 am	11:00 am
<b>M-11 Jeep</b>	8:00 am	10:00 am	10:00 am	1:00 pm	1:00 pm	6:00 pm	8:00 am	11:00 am
<b>M-11 Ram</b>	8:00 am	10:00 am	10:00 am	1:00 pm	1:00 pm	6:00 pm	8:00 am	11:00 am
<b>M-11 Fiat</b>	8:00 am	10:00 am	10:00 am	1:00 pm	1:00 pm	6:00 pm	8:00 am	11:00 am

# *Move-In & Set-Up Information continued*

**Monday, February 5**

	Floor Marking		Electrical		Carpet		Freight	
	Start	End	Start	End	Start	End	Start	End
<b>EXHIBITOR</b>	Monday, February 5	Monday, February 5	Monday, February 5	Monday, February 5	Monday, February 5	Monday, February 5	Monday, February 5	Monday, February 5
<b>M-1 Toyota</b>	2:00 am	4:00 am	4:00 am	7:00 am	7:00 am	11:00 am	11:00 am	2:00 pm
<b>M-2 Ford</b>	2:00 am	4:00 am	4:00 am	7:00 am	7:00 am	11:00 am	11:00 am	2:00 pm
<b>M-3 Volvo</b>	2:00 am	4:00 am	4:00 am	7:00 am	7:00 am	11:00 am	11:00 am	2:00 pm
<b>M-5 Chevrolet</b>	2:00 am	4:00 am	4:00 am	7:00 am	7:00 am	11:00 am	11:00 am	2:00 pm
<b>M-6 Honda</b>	2:00 am	4:00 am	4:00 am	7:00 am	7:00 am	11:00 am	11:00 am	2:00 pm
<b>M-12 Subaru</b>	3:00 am	6:00 am	6:00 am	8:00 am	8:00 am	12:00 pm	12:00 pm	3:00 pm
<b>M-13 GMC</b>	3:00 am	6:00 am	6:00 am	8:00 am	8:00 am	12:00 pm	12:00 pm	3:00 pm
<b>M-14 Kia</b>	3:00 am	5:00 am	5:00 am	8:00 am	8:00 am	12:00 pm	12:00 pm	3:00 pm
<b>M-16 Audi</b>	3:00 am	5:00 am	5:00 am	8:00 am	8:00 am	12:00 pm	12:00 pm	3:00 pm
<b>M-17 Acura</b>	3:00 am	5:00 am	5:00 am	8:00 am	8:00 am	12:00 pm	12:00 pm	3:00 pm
<b>M-18 Cadillac</b>	3:00 am	5:00 am	5:00 am	8:00 am	8:00 am	12:00 pm	12:00 pm	3:00 pm
<b>M-20 Genesis</b>	3:00 am	5:00 am	5:00 am	8:00 am	8:00 am	12:00 pm	12:00 pm	3:00 pm
<b>M-22 Lincoln</b>	4:00 am	6:00 am	6:00 am	9:00 am	9:00 am	1:00 pm	1:00 pm	4:00 pm
<b>M-23 Infiniti</b>	4:00 am	6:00 am	6:00 am	9:00 am	9:00 am	1:00 pm	1:00 pm	4:00 pm
<b>M-24 Buick</b>	4:00 am	6:00 am	6:00 am	9:00 am	9:00 am	1:00 pm	1:00 pm	4:00 pm
<b>M-19 BMW</b>	5:00 am	7:00 am	7:00 am	10:00 am	10:00 am	2:00 pm	2:00 pm	5:00 pm
<b>M-21 Mercedes-Benz</b>	5:00 am	7:00 am	7:00 am	10:00 am	10:00 am	2:00 pm	2:00 pm	5:00 pm

**All exhibit areas must be completed by 8 p.m. on Wednesday, February 7 to allow enough time to clean all exhibit spaces and install the aisle carpet in time for show opening.**

**Vehicle Move In continued**

Camden Yards Lot C is available for vehicle and car carrier staging on Tuesday, February 6, starting at 2 p.m. through Wednesday, February 7 at 4 p.m. and also for move out from 2 p.m. on Sunday, February 11 through 4 p.m. on Monday, February 12. Drivers must bring license tags with them so they can drive to the convention center. Early vehicle move in for all spaces is available and encouraged. Please check-in with the GES service desk on-site if you wish to move-in earlier than scheduled.

All vehicles will use the loading dock entrance on Charles Street between Pratt & Conway Streets and then enter the exhibit hall through one of the following entrances.

**12 Noon- 4 pm, Wednesday, February 7**  
**Dock Ramp D - Main Floor**  
**M-1 to M-6, M-9, M-10 Charles St Lobby**

**12 Noon- 4 pm, Wednesday, February 7**  
**Dock Ramp F - Main Floor**  
**M-7, M-8, M-11 to M-30**

Exhibitors or exhibitor appointed contractors will be responsible for removing the poly covering on the carpet and placing it in the aisle or aisles adjacent to the exhibit space immediately after vehicles are placed and detailed. Failure to remove visqueen will result in a labor fee to have the visqueen removed by the general contractor. If you can hand carry your items/product in ONE trip without the use of any carts or equipment, you may set up your booth space on your own. If you need assistance, GES can provide cartload service.

**Building Access During Set-Up**

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

Monday, February 5	7 am – 8 pm”
Tuesday, February 6	7 am – 8 pm*
Wednesday, Feb 7	7 am. - 8 pm

All spaces must be completed by 8 pm on Wednesday, February 7 to finalize preparations for the show opening.

**\*Please contact Event Services at (323) 216-7557 if you need additional set up time and plan to work after 8 pm.**

**NOTE:** Due to insurance liabilities, no one under the age of 16 is permitted in the complex during set up or vehicle move in.

# *Move Out Information*

## **Move Out & Building Access Hours**

Move out will begin on Sunday evening, February 11 at 6 p.m. GES will begin removing aisle carpet at 5:30 p.m. in areas that the public has cleared. Exhibitors may attach battery cables at 5:45 p.m., but may not start vehicles before the announcement has been made to do so.

**It will be necessary to remove all vehicles from the show floor on Sunday, February 11 by 9 p.m.** Please have staff available to remove the vehicles on Sunday evening.

Crates will be returned to all spaces by 8 a.m. on Monday, February 12.

**All spaces need to be crated by 4 p.m. on Monday, February 12.**

**For all spaces, your carrier check in time will be Monday, February 12 at 12 pm. These spaces must be cleared by 10 pm on Monday, February 12.**

*Failure to meet carrier check-in deadlines may result in an off-target surcharge for material handling.*

## **Literature Removal**

Literature removal after the auto show will be 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 remaining literature be placed in vehicle trunks and returned to participating dealerships for use in the showroom.



# *Ticketing & Exhibitor Access/Admittance Information*

## **Public Admission Prices**

Adults ( <i>13 and over</i> ) -----	\$12.00	Military ( <i>with any DOD ID</i> ) -----	\$8.00
Senior Citizens ( <i>62 and over</i> ) -----	\$8.00	Children ( <i>12 and under</i> ) -----	FREE
Thursday and Friday			
Senior Citizens ( <i>62 and over</i> ) -----	\$10.00		
Saturday and Sunday			

## **Discount Admission Tickets**

Dealer Association Members will receive an allotment of complimentary “good anytime” tickets. If tickets are required, discount admission tickets **may be purchased in packs of twenty-five (25) only**. These tickets represent a savings of \$4.00 off the regular adult admission price of \$12.00. They may be given away to your family, friends, employees, or customers.

## **Exhibitor Entrance Procedure**

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

**Salespersons** - All salespersons working the show must sign for and pick up their own entrance credentials at the special exhibitor registration desks located in the Charles Street and Pratt Street Lobbies. A business card and a photo driver’s license must be presented. **Employees, relatives, neighbors and friends of exhibitors will not, without a ticket, be eligible for free admission to the auto show.**

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

**NOTE:** *No one under the age of 16 years old will be permitted to enter with an exhibitor gate pass. No children under the age of 16 are permitted in the complex during set up or tear down as prohibited by our liability insurance carrier.*

## **Vehicle Clean-Up Personnel**

Vehicle clean up personnel with ID will be admitted starting at 8 a.m. each day.

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. **Vehicle clean up personnel not dressed appropriately cannot be admitted into 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, jeans with holes and dirty jeans or dirty sneakers are not acceptable show attire.**

# **Important Rules & Requirements**

## **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 another display area. This will allow a four-foot (4') emergency aisle running between spaces.

## **Alcoholic Beverages & Food Items**

Alcoholic beverages and/or food may not be brought into the Baltimore Convention Center.

## **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 convention center.

## **Exhibitor Literature Boxes**

Exhibitors cannot stack boxes of literature in display areas. The boxes need to be placed out of the sight of the public during show hours.

## **Vehicle Requirements**

**Battery Cable** - All show vehicles must have the positive battery cable disconnected and taped using UL approved plastic electrical tape.

**Gas Tank Level** - Vehicles cannot have any more than five (5) gallons of fuel in the tank. All vehicles will be checked as they enter the convention center to make sure that the gas level requirement is correct. If the gas level exceeds five gallons, 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 and the inside gas cap must be taped. 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** - Cars using AC/DC converters must have the security system fuse disconnected to prevent the public from setting off vehicle alarms.

Prior to the public opening, all vehicles will be checked to see that all gas cap and battery cable requirements have been met.

**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.

## *Important Rules & Requirements continued*

### **Exhibit Blueprints**

All vehicle exhibitors participating in the Motor Trend International Auto Show must provide a scale electrical blueprint of their display to Motor Trend Auto Shows and Edlen Electrical Exhibition Services, Inc. at least thirty (30) days prior to the opening of the show. **Please include exhibit display heights as the exhibit hall has a sloped ceiling.** These blueprints will be used to place electric and telephone lines prior to carpet installation. **MTAS blueprints can be e-mailed in DWG or PDF format to SFreeman@EnthusiastNetwork.com.**

### **Signs & Banners**

Any hanging signs must be framed and pre-approved by show management. Truss lighting is permitted. GES has jurisdiction on all installation work.

All signs must be professionally manufactured and have a finished surface on all edges and sides. Signs cannot block the view of other exhibitors.

Plastic letters, shoe polish and homemade signs may not be used on any vehicles or in any area of your display or booth.

Decorations, signs, banners, etc., may not be taped, tacked, stapled or otherwise fastened to ceilings, walls, doors, painted surfaces or columns. In the case of a complaint, the decision on whether a sign remains or must be relocated is up to Motor Trend Auto Shows.

Under no circumstances are helium balloons or adhesive-back decals to be given away or permitted to be used in the convention center. Any costs incurred by the Baltimore Convention Center from the use or removal of these items will be charged to the exhibitor.

### **Display Placement**

**Please include exhibit height details on your floor plans as the Baltimore Convention Center has sloped ceilings.** Exhibitors should contact Show Management if they have any questions regarding ceiling height. Placement of exhibits cannot interfere, block, or extend into other exhibits or block emergency exits. An exhibitor could be asked to change the location or configuration of their exhibit or vehicle placement should they interfere with the rights of other exhibitors. All exhibits must be capable of standing by themselves and no supporting wires from the ceiling or draped walls will be permitted.

### **Exhibitor Presentation Restrictions**

An exhibitor may not work, sell or distribute literature from any area other than the space rented by the exhibitor.

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

## ***Important Rules & Requirements***

### **Music at the Show**

Due to ASCAP and BMI licensing restrictions, there cannot be any music played in any display at the Motor Trend International Auto Show. Jingles and commercials produced by a factory that are the property of the factory can be used throughout the show. Background music through the use of a television, radio, stereo, tape or laser disc cannot be used, as this is an infringement on the original copyright.

### **Licensing**

All exhibitors must be licensed to do business in the State of Maryland and have a current sales tax number for any direct retail selling from the show floor.

### **Liability**

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

The Baltimore Convention Center, Maryland Automobile Dealers Association, GES and Motor Trend Auto Shows assume no liability or responsibility for any loss or theft. Therefore, it is the exhibitor's responsibility to provide their own insurance coverage for vehicles, exhibits and materials.

### **Insurance Requirements**

All exhibitors, exhibit houses, porter service companies, and outside service companies providing any equipment or services to the Motor Trend International Auto Show or its exhibitors must hold a Certificate of Authority in the State of Maryland and be licensed to collect and remit sales tax to the Maryland Department of Revenue. All exhibitors, plus any companies providing services to the Motor Trend International Auto Show must provide an 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 a 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.

## *Important Rules & Requirements continued*

### **Insurance Requirements (cont.)**

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 Maryland Automobile Dealers Association; Extreme Ventures, LLC dba TEN: A Discovery Communications Company and its subsidiaries and affiliates; the Mayor and City Council of Baltimore; and the Baltimore Convention Center, its employees and agents 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 Maryland Automobile Dealers Association; Extreme Ventures, LLC dba TEN: A Discovery Communications Company and its subsidiaries and affiliates; the Mayor and City Council of Baltimore; and the Baltimore Convention Center, its employees and agents named as additional insured with limits of liability in the amount of \$2,000,000 each occurrence, on a combined single limit basis for claims for bodily injuries (including death) to persons and for damage to property arising out of the ownership, maintenance or use of any owned, hired or non-owned motor vehicle.
3. Worker's Compensation Insurance (including Employer's Liability Insurance) with limits of \$1,000,000/ \$1,000,000/\$1,000,000.
4. Any additional insurance policies necessary to obtain required permits or otherwise comply with applicable law ordinances or regulations regarding the performance of your contract.

Exhibitor shall provide to show management a Certificate of Insurance as evidence of such aforementioned policies at least thirty (30) days prior to the auto show; however, if requested by Show management within 10 days of the request a copy of such policies, certified by the insurance carrier as being true and complete shall be provided to show management. The Certificate of Insurance must (1) indicate the I.S.O. Form used by the carrier, (2) be signed by an authorized representative of the insurance carrier, (3) disclose any deductible, self-insured retention, aggregate limit or any exclusions to the policy that materially change the coverage, (4) indicate that Maryland Automobile Dealers Association; Extreme Ventures, LLC dba TEN: A Discovery Communications Company and its subsidiaries and affiliates; the Mayor and City Council of Baltimore; and the Baltimore Convention Center, its employees and agents 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 30 days of a request proof that the person signing the Certificate is authorized by the insurance carrier.

## *Important Rules & Requirements*

### **Insurance Requirements (cont.)**

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, Event Services Dept., 831 South Douglas St, El Segundo, CA 90245, a notice of any occurrence likely to result in a claim against Show Management.

Show Management and/or the Official Show General Contractor may request verification of this policy during move in of the auto show before any services or equipment may be provided. Motor Trend Auto Shows, LLC must receive Certificates of Insurance by December 27, 2016.

The certificate holder is Motor Trend Auto Shows, 831 South Douglas St, El Segundo, CA 90245.

**All policies must provide coverage from the first move in date to the last move out date, February 4 through and including February 13.** All Insurance policies must be completed correctly. Policies not filled out correctly will be returned.

Please see the enclosed sample insurance policy. Please be sure to add the additional insured to your policy.

**Please email certificates to Allen Chin at [ACHin@EnthusiastNetwork.com](mailto:ACHin@EnthusiastNetwork.com)**

**NOTE:** *The thirty (30) day deadline will be strictly enforced. Access to the building may be denied to those contractors that have not provided a policy to Show Management on or before the deadline date of December 21.*

# **Show Services Information**

## **Exhibitor Services Provided in Vehicle Space Rental Charge**

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

- Themed carpet in public aisles
- Themed manufacturer identity sign over your public aisle to guide visitors into your display
- Daily vacuum service for all exhibit carpet
- Daily emptying of all exhibit area waste cans

Each exhibitor is responsible for carpet, drayage, labor and the rental and 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.

## **Electric**

To place an electric order, please visit <https://ordering.edlen.com>.

## **Hospitality Suites**

A limited number of free Hospitality Suites for auto show-related business and food functions are available. These will be provided to paying exhibitors on a first-come basis provided that food and beverage service is ordered from Centerplate, the official food concessionaire for the Baltimore Convention Center. If you wish to utilize one of these attractive rooms for your sales staff, meetings, or meal functions, arrangements must be made through Motor Trend Auto Shows. We will then put you in touch with the show contact at Centerplate. Don't miss this opportunity to host your sales staff or factory officials in your own private show office and hospitality suite. Please note that anyone using these spaces must include the space on their certificate of insurance as show management will not be held responsible.

## **Headquarters Hotel**

Arrangements have been made with the Sheraton Inner Harbor, Baltimore, the Official Headquarters and show staff hotel, for special exhibitor rates prior to and during the show. The hotel is located at 300 South Charles Street in Baltimore.

The rate is \$119 for single or double accommodations. The cut-off date for reservations is January 6, 2018. You may call the hotel directly at (410) 962-8300 to make arrangements and be sure to mention you are an auto show exhibitor for special rates.

## **Security**

If your display contains something of particularly high 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. The security company for the show is Simmons Security. Please contact them at (240) 375-0283.

**NOTE:** *The Maryland Automobile 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 and television advertising will be used to target the Baltimore/Washington area and major markets within a 60-mile radius of Baltimore.

## **Exhibitor Support**

All dealerships, factories, and dealer advertising groups are asked to proudly support the 2017 Motor Trend International Auto Show by advertising your participation in the show. We ask that your usual radio, television, and print ads be supplemented with a voice-over or drop-in auto show mention. (Example: “See the New 2018 cars, trucks and SUV’s at the Motor Trend International Auto Show, February 8 through 11.”) The Maryland Automobile Dealers Association and your fellow exhibitors greatly appreciate any show mention advertising you are able to incorporate into your regular advertising schedules.

## **Public Relations**

Auto show press kits, pre-show releases and all publicity will be prepared and coordinated by 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 contact Dan Wiznitzer at [Dan@Himmelrich.com](mailto:Dan@Himmelrich.com) by January 8 to ensure that it is included in the overall show publicity.

The Media Center will be located on the 200 Level, Pratt Street Lobby. Please send all press materials directly to the Baltimore Convention Center to ARRIVE no earlier than February 5, with each package clearly marked “Motor Trend International Auto Show, Media Center, 200 Level, Pratt St. Lobby office”.



## *General Contractor Information*

Services for the Motor Trend International Auto Show will be provided by **GES**.

**CONTACT:** Exhibitor Services  
**ADDRESS:** GES  
7050 Lindell Road  
Las Vegas, NV 89118  
**PHONE:** (800) 475-2098  
**FAX:** (866) 329-1437

GES will staff their Exhibitor's Service Desk beginning on Monday, February 5 and continue through Monday, February 12, 2018.

### **SHIPMENTS:**

All shipments must be prepaid and are to be addressed as follows:

**ADVANCE SHIPPING ONLY:** (Name of Manufacturer)  
(Shipments should arrive on or between  
Monday, January 8 – Wednesday,  
January 31, 2018  
The GES warehouse will be closed on Monday,  
January 1 in observance of the holiday

Motor Trend Int'l. Auto Show/Baltimore  
c/o GES  
4801 Hollins Ferry Road  
Suite B  
Halethorpe, MD 21227

The above address is for shipments that are scheduled to arrive in Baltimore before January 31, 2018. Shipments that are scheduled to arrive at the Baltimore Convention Center can only be accepted beginning at 8 a.m. on Monday, February 5, based on the targeted freight time outlined for your Manufacturer on pages 3 and 4. **Freight deliveries prior to this date will not be accepted by the Baltimore Convention Center.**

Shipments to the show site should be labeled as follows:

**CONVENTION CENTER ONLY:** (Name of Manufacturer)  
Motor Trend Int'l. Auto Show/Baltimore  
c/o GES  
Baltimore Convention Center  
One West Pratt Street  
Baltimore, MD 21201

**Direct shipments must first check into the GES Marshaling yard prior to being dispatched to the Convention Center for unloading.** This is located at:

Motor Trend Int'l. Auto Show/Baltimore  
c/o GES  
(Your company name & booth number)  
TA Plaza  
5501 O'Donnell Street  
Baltimore, MD 21224

## **Discount Admission Tickets**

Advance Discount Admission Tickets will be available at a cost of \$8.00 each, which is a savings of \$4.00 off the regular adult admission price. Tickets are available in packs of 25 at a cost of \$200.00.

### **PROCEDURE FOR ORDERING YOUR TICKETS:**

1. Complete the order form below indicating the number of ticket packs you desire. Email completed order form to Allen Chin at [ACHin@EnthusiastNetwork.com](mailto:ACHin@EnthusiastNetwork.com).
2. You will then receive a credit card authorization form to pay via secure email ([eventpayments@EnthusiastNetwork.com](mailto:eventpayments@EnthusiastNetwork.com)) or secure eFax (630-963-6209).

### **Unused tickets are not refundable.**

Quantity of Packs Desired \_\_\_\_\_ @ \$200.00 Each  
(Packs of 25)

Please print or type the following information:

COMPANY: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

(Tickets will be shipped to this location via UPS or held at Will Call, depending on the time of the order. **No P.O. Boxes.**)

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

SPACE OR BOOTH NUMBER(S): \_\_\_\_\_ TELEPHONE #: (\_\_\_\_) \_\_\_\_\_

AUTHORIZED BY: \_\_\_\_\_  
Print Name Signature

TITLE: \_\_\_\_\_ DATE: \_\_\_\_\_

**Deadline Date for Orders: January 24, 2018**