



MEMPHIS INTERNATIONAL AUTO SHOW

This Service & Information Manual contains material that is vital to the successful planning, marketing and management of your display in the 2017-Model Memphis International Auto Show. Failure to read this manual and respond promptly in ordering services could result in higher rates. Questions concerning any aspect of this year's show should be directed to Motor Trend Auto Shows.

All exhibitors must order labor and forklift services from East Coast Decorating, the show's exclusive general services contractor and 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 exhibitors 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 exhibit in the Memphis Cook Convention Center.

The most up-to-date exhibitor information, including CAD floor plans (DWG Format), can be downloaded from the Internet at www.MemphisAutoShow.com. For online exhibitor orders please visit:

<https://eastcoastdecorating.boomerecommerce.com/Pages/Security/Login.aspx?ReturnUrl=%2f>.

Attention Exhibitors: If you have previously ordered services from ECD last show season, you will need to enter the same email and password from last year. You do not need to re-register. If you have forgotten your password, please click "forgot password" and a new one will be sent to you.

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 2017-Model Memphis 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 & Move-Out Information.....	3 - 5
Ticketing & Exhibitor Access/Admittance Information.....	6
Important Rules & Requirements	7 - 11
Show Services Information.....	12
Show Advertising & Publicity	13
General Contractor Information.....	14
Discount Admission Tickets Order Form	15

Exhibitor Action Item Checklist **2017-Model Memphis International Auto Show**

Action Items	Deadline Date
Sent liability insurance policy to MTAS	September 30
Sent electrical blueprints to the center & MTAS	September 30
Ordered decorator needs	September 30
Ordered electrical service	September 30
Ordered telecom services	September 30
Ordered labor and freight	September 30
Ordered vehicle cleaning & porter service	September 30
Ordered floral and plants	September 30
Ordered Discount Admission Tickets	October 7

Directory of Contractors & Facilities

SHOW BUILDING

Memphis Cook Convention Center
255 N. Main Street
Memphis, TN 38103-1623
Phone: (901) 576-1200
Fax: (901) 576-1212

OFFICIAL GENERAL CONTRACTOR

East Coast Decorating
831 S. Douglas St.
El Segundo, CA 90245
Email: info@eastcoastdecorating.com

ELECTRICAL SERVICES

Memphis Cook Convention Center
255 N. Main Street
Memphis, TN 38103-1623
Phone: (901) 576-1200
Fax: (901) 576-1212

TELECOM SERVICES

Memphis Cook Convention Center
255 N. Main Street
Memphis, TN 38103-1623
Phone: (901) 576-1200
Fax: (901) 576-1212

VEHICLE DETAILING

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

Professional Detailers, Inc.
22622 Lambert St., Suite 305
Lake Forest, CA 92630
Phone: (949) 460-0314
Fax: (949) 460-0339

NDI Group, Inc.
3205 Alcoa Highway
Alcoa, TN 37701
Phone: (865) 777-1250
Email: tcramer@ndigroup.com

HEADQUARTERS HOTEL

SpringHill Suites Memphis Downtown
85 West Court Avenue
Memphis, TN 38103
Phone: (901) 522-2100

SHOW MANAGEMENT COMPANY

Motor Trend Auto Shows
831 S. Douglas Street
El Segundo, CA 90245
Phone: (310) 531-5984
Fax: (323) 843-9224

PUBLIC RELATIONS

Allied Integrated Marketing
Taylor Henning
Phone: (404) 975-4201
Email: thenning@alliedim.com

General Show Information

Public Show Dates & Hours

Friday, October 28 thru Sunday, October 30, 2016

Friday, October 28	10 a.m.	to	9 p.m.
Saturday, October 29	10 a.m.	to	9 p.m.
Sunday, October 30	10 a.m.	to	5 p.m.

Show Location

Memphis Cook Convention Center
255 N. Main Street
Memphis, TN 38103-1623
Phone: (901) 576-1200
Fax: (901) 576-1212

Headquarters Hotel

SpringHill Suites Memphis Downtown
85 West Court Avenue
Memphis, TN 38103
Phone: (901) 522-2100

Rate: \$149 single/double
Cut-off date is September 20, 2016

Show Management

Show management is available onsite at the show by calling (714) 732-8788.

Exhibitor & Sales Staff Check In

Exhibitors and sales staff will receive badges in the show office, Room 301.

VIP Preview – Thursday, October 27, 2016

A VIP Preview benefitting the Susan B. Komen Race for the Cure, Memphis-Midsouth will take place from 6 p.m. to 8 p.m. All manufacturer displays and vehicles should be finished and in their final placement by 5 p.m. so a final exhibit space cleaning can take place.

A minimum number of narrators and product specialists should staff displays during this event. No sales person staffing is needed until Friday show opening.

Move-In & Move-Out Information

Electric and Carpeting – Booths L-6 through L-11

Monday, October 24 is reserved for installation of electric and carpeting.

Electric and Carpeting – Booths L-1 through L-5 and L-12 through L-15

Wednesday, October 26 from 4 p.m. through 6 p.m. is reserved for installation of electric and carpeting.

Freight & Factory Displays

Unloading of freight and factory displays will take place on Tuesday, October 25 for all exhibitors. 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. on Tuesday, October 25. The loading docks will close promptly at 5 p.m. on Tuesday. **All carriers report to exhibitor parking lot on Winchester between Main and Front Street to await your target time.** No outside contractors will be permitted due to liability and contractual agreements. All installation and dismantle labor must be handled by the official general service contractor. Exhibitors may send an individual in a supervisory capacity to assist with the installation and dismantle.

DISPLAY DELIVERY TO BOOTHS

8 a.m., Wednesday, October 26

Exhibitor

L-1	Acura
L-2	Subaru
L-7	Mazda
L-8	Hyundai
L-9	Honda

11 a.m., Wednesday, October 26

Exhibitor

L-3/L-4	Buick/GMC
L-5	Chrysler/Jeep/Dodge/RAM/Fiat
L-6	Ford
L-10	Nissan
L-12	Chevrolet
L-13	Lexus
L-14	Infiniti
L-15	Volvo
L-16	OPEN

2 p.m., Wednesday, October 26

Exhibitor

L-11	Toyota
------	--------

8 a.m., Thursday, October 27

Exhibitor

B-1	BMW
B-2	Mercedes-Benz
B-3	MINI
B-4	OPEN
B-5	Kia
B-6	Mitsubishi

1 a.m., Friday, October 28

Exhibitor

B-7	Audi
B-8	Porsche
B-9	Volkswagen

NOTE: Overtime penalties will apply to all exhibitors who do not sign in during their appropriate time slots.

Exhibit/Display Set-Up Schedule

BOOTHS L-6 through L-15:

Labor should be ordered from East Coast Decorating for Tuesday, October 25 to start after 2 p.m. or on Wednesday, October 26. Exhibit houses may staff displays with non-working supervisor if they wish. All exhibit areas must be ready by 8 a.m. on Thursday, October 27 in order to receive and place show vehicles. **All vehicles should be in their final place by 5 p.m. on Thursday, October 27 in preparation for the VIP Preview.** As a reminder, East Coast Decorating is the exclusive labor provider for the show.

BOOTHS L-1 through L-5:

Labor should be ordered from East Coast Decorating for Wednesday, October 26 to start after 6 p.m. **Labor will be invoiced at “straight time”.** Exhibit houses may staff displays with non-working supervisor if they wish. All exhibit areas must be ready by 8 a.m. on Thursday, October 27 in order to receive and place show vehicles. **All vehicles should be in their final place by 5 p.m. on Thursday, October 27 in preparation for the VIP Preview.** As a reminder, East Coast Decorating is the exclusive labor provider for the show.

BOOTHS B-1 through B-6:

Labor should be ordered from East Coast Decorating for Thursday, October 27 to start after 12 p.m. Exhibit houses may staff displays with non-working supervisor if they wish. All exhibit areas must be ready by 5 p.m. on Thursday, October 27 in order to receive and place show vehicles on Friday morning, October 28. **All vehicles should be in their final place by 9 a.m. on Friday, October 28 for the show opening.** As a reminder, East Coast Decorating is the exclusive labor provider for the show.

BOOTHS B-7 through B-9:

Labor should be ordered from East Coast Decorating for Friday, October 28 to start after 1 a.m. Exhibit houses may staff displays with non-working supervisor if they wish. All exhibit areas must be ready by 7 a.m. on Friday, October 28 for vehicle placement. **All vehicles should be in their final place by 9 a.m. on Friday, October 28 in preparation for the show opening.** As a reminder, East Coast Decorating is the exclusive labor provider for the show.

Show Vehicles

Ballroom (B-1 through B-6): Vehicles can be delivered to the parking garage on Wednesday, October 26 by 4 p.m. All keys and a contact person’s name/cell number should be delivered to the show office, located in Room 301. Your staff can move the vehicles into the ballroom on Thursday, October 27 from 8 a.m. to 10 a.m. **All vehicles should be in their final place by 9 a.m. on Friday, October 28 in preparation for the show opening.**

Ballroom (B-7 through B-9): Vehicles can be delivered to the parking garage on Wednesday, October 26 by 4 p.m. All keys and a contact person’s name/cell number should be delivered to the show office, located in Room 301. Your staff can move the vehicles into the ballroom for staging on Thursday, October 27 from 8 a.m. to 10 a.m. **All vehicles should be in their final place by 9 a.m. on Friday, October 28 in preparation for the show opening.**

Exhibit Hall: The vehicle move-in for spaces L-1 through L-15 will take place between 10 a.m. - 3 p.m. on Thursday, October 27. The vehicle entrance is located on Winchester between Front and Main. Please note the fuel level requirements and battery disconnecting procedures on page 8.

NOTE: *Vehicles displayed on a turntable or platform will be allowed to enter the building on Wednesday, October 26 provided your display is ready to accommodate the vehicle.*

Nissan (L-10) and Toyota (L-11) will need to maintain a drive lane through the upper corner of their display adjacent to the roll up doors to the aisle until all show vehicles are placed.

Vehicle Inspection

All display vehicles are subject to inspection. Please see the vehicle requirements in the Important Rules and Requirements section of this manual.

Building Access During Set-Up

To provide complete security for exhibitors and their possessions, it is important that all exhibitors observe daily access hours Tuesday-Thursday, October 25 - 27 from 8 am - 8 pm. On Wednesday, October 26, extended access until 2 a.m. is scheduled. Your cooperation is appreciated.

Move-Out & Building Access Hours

Vehicle move-out will take place on Sunday, October 30, 2016 from 5:30 p.m. until 8 p.m. Exhibitors may attach the battery cables at 5 p.m., but you may not begin vehicle move-out until the announcement has been made to do so.

All vehicles must be removed from the exhibit halls on Sunday evening, October 30 by 8 p.m. Spaces B-1 through B-4 in the Ballroom must be vacated by 11 p.m. Sunday. Vehicles may be staged in the center's parking garage overnight but must be removed by 2 p.m. on Monday, October 31, 2016.

All crates will be returned to each display area beginning at 8:30 p.m. on Sunday, October 30. Dismantle labor should be scheduled for Sunday, October 30, to have all crates packed Sunday night and ready to ship Monday, October 31. **All crates must be ready Sunday night, October 30.** There will be no dismantle labor on Monday, October 31. **Outbound carrier check in time is 9 p.m. SUNDAY.**

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.

Ticketing & Exhibitor Access/Admittance Information

Public Admission Prices

Adults (13 and over)-----	\$8.00	Military (w/ ID)-----	\$6.00
Seniors (62 and over)-----	\$6.00	Children (12 and under) -----	FREE

Exhibitor Entrance Procedure

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

Salespersons - All salespersons working the show must pick up and sign for their own entrance credentials at the special exhibitor registration desk provided adjacent to the show entrance. A business card and a photo driver's license must be presented.

Employees, relatives, neighbors and friends of exhibitors cannot, without a ticket, be eligible for free admission to the auto show.

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

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

Vehicle Clean-Up Personnel

Vehicle clean-up personnel will be admitted daily at 8 a.m.

In order to retain our first-class show appearance, 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.

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 each space.

Alcoholic Beverages & Food Items

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

Vehicle Sales

No vehicle sales may be contracted at the show. Vehicles may not have dealer stickers. 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.

Tennessee Department of Motor Vehicle Regulations

Tennessee Law allows no dealership identification on vehicles, badges or displays. This includes decals, license plates, license plate holders, and signage. Sales representatives working the show may 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 Memphis Cook 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 these public doors free of blockage by any show vehicles. The same holds true for the construction of displays, staging, walls, turntables, signs, etc.

Important Rules & Requirements

Vehicle Requirements (cont.)

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 - 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 see 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.

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 2017-Model Memphis International Auto Show must provide a scale electrical blueprint of their display to Motor Trend Auto Shows and the Memphis Cook Convention Center by September 30. These blueprints will be used by the center to place electric & telecom lines prior to carpet installation. **Please be sure to include telecom needs, electrical needs and the height of your display properties on your blueprints.** MTAS blueprints can be sent in DWG or PDF format to Trevor Trumbo, TTrumbo@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.

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 or booth. 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.

Important Rules & Requirements

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. 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. 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. Any special decorations or signs must be approved by the center management as to location and method of installation.

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 Memphis Cook Convention Center, from the use or 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 Memphis Cook Convention Center.

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

Music at the Show

Due to ASCAP and BMI licensing restrictions, there cannot be any music played in any display at the 2017-Model Memphis International Auto Show. Jingles and commercials produced by a manufacturer that are the property of the manufacturer, can be used throughout the show. Background music through the use of a television, radio, stereo, cassette tape, or laser disc cannot be used, as this is an infringement on the original copyright.

If you have any questions or wish to obtain a license from ASCAP or BMI, please contact the Auto Show Office.

Important Rules & Requirements

Liability

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

The Memphis Cook Convention Center, 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 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 2017-Model Memphis 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; Memphis Cook Convention Center, Inc.; Greater Memphis Auto Dealers Association; Motor Trend Auto Shows, LLC; East Coast Decorating, TEN: The Enthusiast Network, LLC 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 the Memphis Cook Convention Center, Inc.; Greater Memphis Auto Dealers Association; Motor Trend Auto Shows, LLC; East Coast Decorating, TEN: The Enthusiast Network, LLC 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.

Important Rules & Requirements

Insurance Requirements (cont.)

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) the Memphis Cook Convention Center, Inc.; Greater Memphis Auto Dealers Association; Motor Trend Auto Shows, LLC; East Coast Decorating, TEN: The Enthusiast Network, LLC 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 South 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.

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

All policies must provide coverage from the first move in date to the last move out date- (October 24-31, 2016). This Certificate of Insurance must be received by Motor Trend Auto Shows by September 30, 2016. This deadline will be strictly enforced. Access to the building may be denied to those suppliers that have not provided a policy to Show Management on or before the deadline date.

Please email certificates of insurance to Allen Chin at Achin@enthusiastnetwork.com.

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 exhibit carpet
- 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 and payment of desks, waste cans and any other item used within their display. Cleaning of displays and vehicles is the responsibility of the exhibitor.

Security

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 convention center for additional information.

NOTE: *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 Mid-South Area 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 2017-Model Memphis 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 the New 2017 Toyotas at the Memphis International Auto Show, October 28 through 30").

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 Trevor Trumbo at (714) 732-8788.

A Press Room will be available for the working press attending the Memphis International Auto Show. Please send all press materials directly to the Memphis Cook Convention Center, to ARRIVE no earlier than October 25 with each package clearly marked "2017-Model Memphis International Auto Show, Show Office".

General Contractor Information

Services for the 2017-Model Memphis International Auto Show will be provided by:

EAST COAST DECORATING

Exhibitor Services
East Coast Decorating
831 South Douglas Street
El Segundo, CA 90245
info@eastcoastdecorating.com

East Coast Decorating will have reps on-site beginning at 8 a.m. on Tuesday, October 25 through Sunday, October 30, 2016.

SHIPMENTS:

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

**Memphis Cook Convention Center
ONLY:**

(Name of Manufacturer)
Memphis International Auto Show
East Coast Decorating
Memphis Cook Convention Center
255 N. Main Street
Memphis, Tennessee 38103-1623

**NO ADVANCE SHIPPING ACCEPTED AT THIS SHOW; SHOW SITE ARRIVALS ONLY.
NO SHIPMENTS WILL BE ACCEPTED AT THE CONVENTION CENTER UNTIL 8 AM
TUESDAY MORNING, OCTOBER 25, 2016.**

Discount Admission Tickets

Advance Discount Admission Tickets for the Memphis International Auto Show will be available at a cost of \$5.00 each, which is a savings of \$3.00 off the regular adult admission price. Tickets are available in packs of 25 at a cost of \$125.00.

PROCEDURE FOR ORDERING YOUR TICKETS:

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

Unused tickets are not refundable.

Quantity of Packs Desired _____ @ \$125.00 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: October 7, 2016