



Memphis International Auto Show Booth Exhibitor Information

Thank you for your participation in the Memphis International Auto Show held at the Memphis Cook Convention Center, October 27 – 29, 2017. These guidelines will walk you through all the items you will need to know to have a successful show.

Public Show Dates & Hours

Friday, October 27 through Sunday, October 28, 2017

Friday	10 a.m.	to	9 p.m.
Saturday	10 a.m.	to	9 p.m.
Sunday	10 a.m.	to	5 p.m.

Public Admission Prices

Adults (<i>13 & Over</i>)	-----	\$8.00
Senior Citizens (<i>62 & over</i>)	-----	\$6.00
Military with ID	-----	\$6.00
Children (<i>12 and under</i>)	-----	FREE

Show Location

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

Show Management

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

Important Rules & Requirements

Booth Vendor Move In

All booth vendors can set-up on Thursday, October 26 from 8 a.m. - 5 p.m. All booths and displays must be completed by 6 p.m. on Thursday, October 26.

Upon arrival at the convention center, please check in at the Registration Desk.

If your display will have vehicles, please notify Show Management.

All materials must be hand carried.

IMPORTANT – PLEASE READ

The installation and dismantling of displays/exhibits falls under the jurisdiction of East Coast Decorating. It is East Coast Decorating's jurisdiction to handle all product and equipment to and from the dock area to your exhibit space. The **only exception** to this rule is as follows: *Only literature, portable or folding back walls/and or very small equipment that can be hand carried by one person in one trip may be transported into or out of the exhibit hall without the assistance of East Coast Decorating personnel.*

Personal dollies and carts are not permitted.

It is extremely important that all exhibitors abide by the East Coast Decorating Jurisdictions. Should you have any questions or concerns or need help in determining the service needed for your participation, please contact East Coast Decorating at mike@eastcoastdecorating.com prior to the move in of the show.

Any materials shipped to the Memphis Cook Convention Center will be subject to East Coast Decorating handling charges. Please refer to the Material Handling form in the East Coast Decorating forms on the web at www.MemphisAutoShow.com for details on shipping to show site.

If you need electric, please plan to order in advance to avoid show floor rates. Please refer to the electrical order form at www.MemphisAutoShow.com.

Exhibitor Move Out

Move out will begin on Sunday, October 29 at 5:30 p.m. All display items and/or product must be removed by 8 p.m. on Sunday.

Exhibitor Restrictions

Height – 8’ maximum height

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

Overheads – No canopies or tents of any kind are permitted in booth areas.

Sale Items – Only items approved and listed on the space contract are permitted to be displayed or offered for sale to the public. All exhibitors who will be selling at the auto show must be licensed to do business in the State of Tennessee. Please visit <https://apps.tn.gov/bizreg/> for additional information.

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

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.

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 Entrance Procedure

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

Each exhibitor is responsible for emailing a list of names of personnel working in their exhibit area during the show. This can be emailed to ACHin@EnthusiastNetwork.com. Please mark the list “Memphis Exhibitor Badge Request”. Please email the list by September 29, 2017. After this date, the list will need to be given to the show office on site.

All personnel working the show must pick up and sign for their own entrance credentials from the Show Office in Room 301, located above the show floor/lobby. From the show lobby, take the elevator on the far right-hand side up one level. A business card and a photo driver’s license must be presented.

Employees, relatives, neighbors and friends of exhibitors without an admission ticket are not 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 badge. In accordance with our liability insurance, no children under the age of 16 are permitted in the convention center during set up or tear down.*

Exhibitor Dress Code

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

Exhibitor Presentation Restrictions

An exhibitor may not work, sell or distribute literature from any area other than their rented space. All public address systems must be kept to a volume that is not disruptive to your neighboring exhibitors.

Exhibitor Services Provided in Booth Rental Charge

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

- Back drape
- Side drape
- One (1) 6-ft. table
- Two (2) chairs

Any other items such as carpet and waste cans are the responsibility of the exhibitor. These items can be ordered through East Coast Decorating. Please contact East Coast Decorating via email mike@eastcoastdecorating.com.

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.

Headquarters Hotel

Sheraton Memphis Downtown
250 North Main Street
Memphis, TN 38103
Phone: (901) 527-7300

Rate: \$125 single/double
Cut-off date is September 29, 2017

Liability

Each exhibitor is entirely responsible for the space allotted to them through their 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, LLC 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.

Security

If your display contains something of particular value, it is recommended that you secure it overnight.

NOTE: *Motor Trend Auto Shows, LLC and East Coast Decorating cannot be held responsible for the theft of items missing from exhibitor areas.*

Insurance Requirements

All exhibitors, exhibit houses, porter service companies, and outside service companies providing any equipment or services to the 2016 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; Greater Memphis Auto Dealers Association; Memphis Cook Convention Center, Inc.; 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 Greater Memphis Auto Dealers Association; Memphis Cook Convention Center, Inc.; 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.
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 Greater Memphis Auto Dealers Association; Memphis Cook Convention Center, Inc.; 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 23 – 30, 2017). This Certificate of Insurance must be received by Motor Trend Auto Shows by September 29. 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.

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: mike@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

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

HEADQUARTERS HOTEL

Sheraton Memphis Downtown
255 North Main Street
Memphis, TN 38103
Phone: (901) 527-7300

SHOW MANAGEMENT COMPANY

Motor Trend Auto Shows
831 S. Douglas Street
El Segundo, CA 90245
Phone: (310) 531-5984
Fax: (323) 216-7557

PUBLIC RELATIONS

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