



# 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 Memphis 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 SFE.

**All exhibitors must order labor and forklift services from The Installation Group (IG), 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 Renasant Convention Center.

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

It is important that you review this manual with those persons or agents having responsibility for your participation in the show. Show management thanks you for your cooperation and wish you a most successful Memphis Auto Show!

Show Management  
(v.2-28)

# **Directory of Contractors & Facilities**

## **SHOW BUILDING**

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

## **OFFICIAL GENERAL CONTRACTOR**

The Installation Group  
480 N. Broadway  
Yonkers, NY 10701  
**Email:** [annia@eventdesigngroup.net](mailto:annia@eventdesigngroup.net) and [cert@eventdesigngroup.net](mailto:cert@eventdesigngroup.net)

## **ELECTRICAL AND INTERNET SERVICES**

<https://www.renasantconventioncenter.com/order-services-online>

## **CONVENTION CENTER CONTACT**

Kiara Jones, Event Manager  
255 N Main Street  
Memphis, TN 38103  
(901) 576-1235  
[kjones@memphisrcc.com](mailto:kjones@memphisrcc.com)

## **CATERING**

**Deidra Speight**, Director of Catering  
Sheraton Memphis Downtown  
**Email:** [dspeight@sheratonmemphisdowntown.com](mailto:dspeight@sheratonmemphisdowntown.com)  
**Phone:** (901) 214-3647

## **VEHICLE DETAILING**

Show Fleet by Professional Detailers, Inc.  
601 North Batavia Street  
Orange, CA 926868  
**Phone:** (800) 457-7558

## *General Show Information*

Friday, April 14 thru Sunday, April 16, 2023

Friday	10 a.m.to	6 p.m.
Saturday	10 a.m.to	6 p.m.
Sunday	10 a.m.to	5 p.m.

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

Show management is available onsite at the show by calling (323) 216-7557.

Exhibitors, production specialists and sales staff will receive badges at the lobby exhibitor registration desk located adjacent to the show entrance.

### **VIP Preview**

A VIP Preview will not take place during the show this year.

## *Move-In & Move-Out Information*

### **Electric, Visqueen and Carpeting**

Monday, April 10 is reserved for installation of electric, visqueen and any exhibitor ordered carpeting.

### **Freight & Display Build**

*Unloading of freight will take place on Tuesday, April 11.* Trucks will not be permitted to enter the unloading area until their scheduled time. The Installation Group will provide target times to each exhibitor. **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.

## *Exhibit/Display Set-Up Schedule*

Labor should be ordered from Installation Group for Tuesday, April 11 to start 2 hours after your assigned freight unloading time. Exhibit houses may staff displays with a non-working supervisor if they wish. All exhibit areas must be ready by 8 p.m. on Wednesday, April 12 to receive and place show vehicles on Thursday. As a reminder, Installation Group is the exclusive labor provider for the show.

### **Show Vehicles**

The vehicle move-in will take place between 9 a.m. - 3 p.m. on Thursday, April 13. The vehicle entrance is located on Winchester between Front and Main. Please note the fuel level requirements and battery disconnecting procedures on page 7.

**NOTE:** *Vehicles displayed on a turntable or platform will be allowed to enter the building on Wednesday, April 20 provided your display is ready to accommodate the vehicle.*

### **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, April 11-13 from 8 a.m. - 8 p.m. Your cooperation is appreciated.

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

Vehicle move-out will take place on Sunday, April 16 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, April 16 by 8 p.m. Vehicles may be staged in the center's parking garage overnight but must be removed by 12 p.m. on Monday, April 17.

All crates will be returned to each display area beginning at 9 p.m. on Sunday. **Outbound carrier check in time is 8 a.m. MONDAY. All exhibits must be crated by 3p.m.**

## **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.

# *Attendee & Exhibitor* *Access/Admittance Information*

## **Public Admission**

Admission to the show is 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.

**NOTE:** *Due to insurance coverage, no one under the age of 16 years old will be permitted to enter 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.

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.

## **Outside Food & Beverages**

The Sheraton Memphis Downtown is the exclusive provider at the Renasant Convention Center so no food and/or beverages may be brought into the facility.

## **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, especially, 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 Renasant 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 or 5 gallons, whichever is less. 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 or 5 gallons, whichever is less, 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 Memphis Auto Show must provide a scale electrical blueprint of their display to SFE and the Renasant Convention Center by April 3. 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.** SFE blueprints can be sent in PDF format to Steve Freeman at [steve@stevefremaneevents.com](mailto:steve@stevefremaneevents.com).

## **Signs & Banners**

Any hanging signs must be framed and pre-approved by show management. Truss lighting is permitted. Installation Group 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 show management.



## ***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 Renasant 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 Renasant 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 Memphis 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 Renasant Convention Center, for any damage to the floor, ceilings, or walls within his contracted area.

The Renasant Convention Center, the Installation Group and SFE 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 Memphis 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; Renasant Convention Center; Greater Memphis Auto Dealers Association; Steve Freeman Events LLC and the Installation Group 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 Renasant Convention Center; Greater Memphis Auto Dealers Association; Steve Freeman Events LLC and the Installation Group 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 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 Renasant Convention Center; Greater Memphis Auto Dealers Association; Steve Freeman Events LLC and the Installation Group 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 SFE, P.O. Box 46009 West Hollywood, CA 90046, 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 GMADA c/o Moore Tech 2785 S. Mendenhall Road  
Memphis, TN 38115.**

All policies must provide coverage from the first move in date to the last move out date- (April 10 - 17, 2023). This Certificate of Insurance must be received by SFE by April 7, 2023. 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 [steve@stevefreemanevents.com](mailto:steve@stevefreemanevents.com).**

# *Show Services Information*

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

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

- FACILITY CARPET
- Daily vacuum service for all carpet
- Daily emptying of all exhibit area waste containers

Each exhibitor is responsible for drayage, labor and the rental and payment of displays, waste cans and any other item used within their space. Cleaning of displays and vehicles is the responsibility of the exhibitor.

## **Security**

If your display contains something of value, it is recommended that you secure it overnight. Please note if you need to hire booth security, you must utilize the convention center's approved event security company for insurance purposes. Please contact show management for additional information.

**NOTE:** *SFE 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 Memphis 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 2023 Fords at the Memphis Auto Show, April 14 through 16").

## **Public Relations**

Auto show press kits, pre-show press releases and all publicity will be prepared and coordinated by the 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 Steve at (323) 216-7557 or [steve@stevefreemanevents.com](mailto:steve@stevefreemanevents.com).

## ***General Contractor Information***

Services for the Memphis Auto Show will be provided by:

### **The Installation Group**

480 North Broadway

Yonkers, NY 10701

Email: [annica@eventdesigngroup.net](mailto:annica@eventdesigngroup.net)

The Installation Group will have representatives on-site beginning at 8 a.m. on Tuesday, April 11 through Monday, April 17, 2023.

### **SHIPMENTS:**

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

**Renasant Convention Center  
ONLY:**

(Name of Manufacturer)

Memphis Auto Show

The Installation Group

Renasant Convention Center

255 N. Main Street

Memphis, Tennessee 38103-1623

**NO ADVANCE SHIPPING - SHOW SITE ARRIVALS ONLY.**

**NO SHIPMENTS WILL BE ACCEPTED AT THE CONVENTION CENTER UNTIL  
8 AM TUESDAY MORNING, April 11, 2023.**