



Seattle Auto Show 2011

Exhibitor Manual

updated October 6, 2010

Show Management:

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Exhibitor Information Main Page

This manual contains all pertinent information relating to both manufacturer and non-manufacturer exhibitor participation in the Seattle International Auto Show. It includes show rules and regulations, move-in and move-out procedures, move-in and move-out schedules, contacts for key auto show services and downloadable and/or links to on-line forms to order parking permits, floral services, telecommunication services and guest passes. There are also links to services provided by GES and Edlen Electrical.

Download the full **Exhibitors' Manual**

To order services, guest passes and parking permits visit our **Order Forms** section.

Jump directly to:

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General Show Information

Show Dates and Hours

Wednesday, November 10 through Sunday, November 14, 2010

Wed., Th. & Fri. 1 p.m. to 8:30 p.m.

Saturday 10 a.m. to 9 p.m.

Sunday 10 a.m. to 5 p.m.

Show Location

Qwest Field Event Center
1000 Occidental Avenue South
Seattle, WA 98134

Admission

Adults - \$11.00

Seniors (62+) - \$9.00*

Children 12 and Under – Free

* NOTE: Available only at QFEC ticket window. ID required.

Exhibit Rates

Manufacturer Exhibits: \$3.30 per square foot

Non-Manufacturer Concourse Level Exhibits:

10x10 - \$ 900
10x15 - \$1,000
10x20 - \$1,200
16x20 - \$1,800

Move-In/Move-Out

Manufacturer Exhibits: Move-In: November 8-9, 2010
Move-Out: November 15-16, 2010

Non-Manufacturer Concourse Level Exhibits:

Move-In: Tuesday, November 9, 2010
Move-Out: Sunday, November 14, 2010, **after** 5:30 p.m.

Please see the “**Move-In and Set-Up Information**” and “**Move-Out**” sections in this manual for detailed instructions.

Contract and Payment Deadlines

Manufacturers: June 30, 2010 – Contract and 25% Deposit Due
August 31, 2010 – Final Payment Due

Non-Manufacturers: Due Upon Receipt of Contract – 25% Deposit
August 31, 2010 – Final Payment Due

Demographics

Washington, Oregon, Idaho, Montana, Alaska and British Columbia

Show Office Information

The Show Office is located on the south end of the Concourse Level and is also accessible from the second level of the parking garage. Show office hours are as follows:

Monday, November 8, 2010	8 a.m. to 8 p.m.
Tuesday, November 9, 2010	8 a.m. to 8 p.m.
Wednesday, November 10, 2010	8 a.m. to 9 p.m.
Thursday, November 11, 2010	Noon to 9 p.m.
Friday, November 12, 2010	Noon to 9 p.m.
Saturday, November 13, 2010	9 a.m. to 9:30 p.m.
Sunday, November 14, 2010	9 a.m. to 7 p.m.

The Show Office telephone number is (206) 381-8000 and it will be in service beginning Monday, November 8, 2010, and continuing through Sunday, November 14, 2010. Please call the Seattle Auto Show offices at (206) 542-3551 for information outside the above listed dates.

NOTE: Copy and fax services are not available on-site.

Headquarters Hotel

The Westin Hotel
1900 Fifth Avenue
Seattle, WA 98101
(206) 728-1000
1-800-228-3000

Arrangements have been made with the Westin Hotel in downtown Seattle to serve as our official Auto Show Hotel. Special exhibitor rate of \$169 per night starts Sunday, prior to show move-in, and extends to the Tuesday after show move-out. Any other extensions should be made with the Westin Hotel. The hotel is located at 1900 Fifth Avenue. Reservations can be made by contacting The Westin directly at (206) 728-1000 or 1-800-228-3000 and identifying yourself as part of the Auto Show block. You may also [click here](#) for a direct link to The Westin. You will need to enter **78401** as your password in the “Event Planner Login” to obtain immediate confirmation numbers.

Narrator/Product Specialist Lounge

A special lounge area will be available for narrators and product specialists with proper credentials. No dealership employees, booth exhibitors, or other factory representatives will be permitted to use this area. This lounge area is located at the south end of the Concourse Level near the Show Office and will be open one-half hour before and during all public show hours.

Exhibitors’ Lounge

The Seattle Auto Show has made arrangements with our on-site caterer to provide an Exhibitors’ Lounge with non-concession food available at reasonable rates. The menu will be available in the Show Office during move-in.

Show Floorplans

- [Click here](#) for the complete Seattle Auto Show floorplan (pdf)
- [Click here](#) for a Concourse Level floorplan (pdf)
- For a CAD drawing of the floorplan, please e-mail Jim Anderberg at GES at janderberg@ges.com.

Rules and Regulations

Exhibit Eligibility

The Auto Show is sponsored by the Puget Sound Automobile Dealers Association, whose voting members by right are eligible to participate. The only other categories of exhibitors who may participate are:

- On the main floor**—vehicle manufacturers, franchise retail vehicle dealers, show-generated promotions, specialty cars and other management-selected displays as necessitated for proper space utilization. (All other exhibits are subject to approval by the Show Management.)
- On the Concourse Level**—any eligible exhibitor listed in paragraph (a) above, concept cars, vehicle conversion companies, vehicle accessory companies, after-market auto product companies, and other management-selected exhibits.

- c. Show management reserves the right to exclude exhibits that are in conflict with the non-compete clause in show sponsor contracts.

Insurance Requirements

Manufacturer Exhibitors

Manufacturer exhibitors shall provide Show Management with proof of insurance in the amount of \$2,000,000 or more per occurrence, indemnifying, holding harmless, and naming as additional insured the Seattle Auto Show, the Lessor, First & Goal, Inc., and the Public Stadium Authority against any and all claims, liability and damages by any person arising in connection with Exhibitor's use of the space. Please fax Certificates of Liability to 206/542-756, or e-mail to jim@psada.com.

Booth Exhibitors

Booth exhibitors shall provide Show Management with proof of insurance in the amount of \$1,000,000 or more per occurrence, indemnifying, holding harmless, and naming as additional insured the Seattle Auto Show, the Lessor, First & Goal, Inc., and the Public Stadium Authority against any and all claims, liability and damages by any person arising in connection with Exhibitor's use of the space. Please fax Certificates of Liability to 206/542-7561, or e-mail to jim@psada.com.

Disclaimer of Liability for Terrorist Acts/Threats

While the Seattle International Auto Show does provide a level of security, the Seattle International Auto Show hereby specifically disclaims any liability for personal injury, property damage, Auto Show disruption or Auto Show closure caused by a terrorist act or acts, or the threat thereof.

Licensing Requirements – WA Dept. of Licensing Temporary Sub-Agency Permit

Dealerships and non-manufacturer (booth) exhibitors displaying vehicles for sale in the Show are required to obtain a Washington Department of Licensing, Temporary Sub-agency Permit through Puget Sound Auto Dealers Association. Information regarding this process will be mailed directly to dealers participating in manufacturer exhibits and booth exhibitors displaying vehicles in the Show. Temporary Sub-Agency Permits must be kept on file in the Auto Show Office during the show.

Licensing Requirements – City of Seattle

Dealerships and non-manufacturer (booth) exhibitors participating in the Show are required to provide the Show with their City of Seattle Business License Number, if they have one. Those with business addresses outside the City of Seattle are not required to purchase a license for the Show, but must abide by the City's B&O tax provisions for show exhibitors as shown below. The Show pays an exhibitor's temporary license fee to the City for each participating exhibitor from outside the Seattle area that does not already have a Seattle Business License.

Seattle B&O Tax Requirements

All dealer participants and booth exhibitors who do not have a current City of Seattle Business License must comply with the statute that states that any order or contract that generates taxable revenues equal to or greater than \$50,000 will oblige the exhibitor to acquire a City of Seattle Business License and remit the business tax due.

WA Dept. of Revenue Temporary Registration Certificate

Non-manufacturer (booth) exhibitors are required to provide their Washington UBI Number on their exhibit space contract. Those who are not already registered with the Washington State Department of Revenue must complete and submit a Temporary Registration Certificate to obtain a UBI #. Booth exhibitors are responsible for payment of any State of Washington B&O tax, State sales and use tax, as well as City and/or County sales and use tax.

Exhibits—Allocation, Size, Height and Signage

Space allocation and location is determined by the Show Manager. Show Management reserves the right to change the floor plan, if necessary. Exhibitors are responsible for the cost of their own signs, which must be in good taste and otherwise conform to the show's rules. Exhibitors' signs **MUST** be placed in a location that will not interfere with a neighboring exhibit and may not be of such size and density that they will impede the free flow of traffic or become a visual barricade. The following rules also apply:

- a. On the Main Floor**, exhibitors will cooperate with adjoining displays and refrain from blocking access to and from a neighboring exhibitor and shall not unduly cut off the general view. For exhibit space that borders on a neighboring exhibitor, at least 50% visibility to the adjoining areas must be allowed. The exhibits, signs, and displays must be attractive on all sides. Ceiling heights vary within the QFEC and exhibitors should check with Show Management if displays approach the heights listed for each exhibit hall shown below.
East Hall: A maximum exhibit height of 20' 0".
West Hall: The majority of the West Hall has a ceiling height of 40'. However, in a few areas around the perimeter on the north, east and south sides of the hall, exhibit height is limited to 18' to allow for a 6" clearance beneath the sprinkler heads. Not all exhibits in these areas are affected and, in most cases, large displays can be positioned to accommodate the lower ceiling height.
- b. On the Concourse Level** exhibits, signs and displays must be attractive on all sides. For exhibit space that borders on a neighboring exhibitor, at least 50% visibility to the adjoining areas must be allowed. Exhibits on this level have a height restriction of 13 feet, except for the north wall, which has a maximum height of 10 feet.
IMPORTANT: See critical height restrictions for vehicles delivering display materials to the Concourse Level under the "Parking" paragraph of the **Admission, Show Credentials, Guest Passes and Parking** section of this manual.

Manufacturer Exhibit Floor Plans

All manufacturer exhibitors must provide a scale floor plan of their display to Show Management, GES and Edlen Electrical by **October 27, 2010** as follows:

Show Management: Via e-mail to Jim Hammond at jim@psada.com.

GES: Via e-mail to Greg Casey at gcasey@ges.com.

Edlen Electrical: Electrical plans via mail or FedEx to:

Nora Lee
Edlen Electrical
5931 Fourth Ave S., Suite 200
Seattle, WA 98108
(206) 781-2411

Exhibit Staffing

ALL exhibits must be staffed during **ALL public show hours**. The exhibitor is liable for all acts of its staff. The Show Management, the Lessor, First & Goal, Inc., and the Public Stadium Authority do not assume any liability in this regard.

Electrical Needs

Edlen Electrical staff will be available during move-in and all show hours to help with individual exhibitor needs.

Manufacturer Exhibits: Electrical requirements must be paid for by the exhibitor and must be arranged for through Edlen Electrical. See **Show Services Information** for electrical plan deadline and ordering information.

Non-Manufacturer Exhibits on the Concourse Level: The general overhead lighting and one 5 amp outlet for each non-manufacturer exhibit area will be provided by the Show. Additional electrical requirements must be paid for by the exhibitor and must be arranged for through Edlen Electrical. See the **Order Forms** section of this manual to order additional electrical service.

Decorating and Carpeting

The official show contractor, GES, will be available during move-in to help with exhibitors' individual needs. Please go to the **Order Forms** section of this manual for further information on ordering services from GES. Decorations are at the exhibitor's discretion, but must be attractive and conform to Seattle Fire Department regulations that they be flameproof. Materials used to cover exhibit properties during non-show hours must also be flameproof. All materials used must carry an original tag or manufacturer's label stating they are flameproof.

It is mandatory that all main floor exhibits be totally carpeted or use alternative, attractive floor coverings at the exhibitor's expense. Carpeting is included in the cost of exhibit space located on the Concourse Level only. Carpeting for all other areas is the responsibility of the exhibitor.

Vacuuming of Exhibit Carpeting

Exhibitors are responsible for maintaining their exhibit area in reasonably clean condition for public showing. Janitor service is provided only in the aisles and public areas. GES is the exclusive provider of vacuuming services for the Seattle Auto Show. Because of local union labor requirements, all vacuuming of manufacturer exhibits must be arranged through GES.

Exhibitors are required to keep their exhibit area clean and vacuumed, daily. See the **Order Forms** section of this manual for a direct link to GES services.

Sound Equipment

Muted sound equipment incorporated in displays will be permitted. Such sound devices must be operated in a subdued manner so the volume is generally confined to the exhibitor's own space and not disturbing to neighboring exhibitors. The volume must be controlled in a manner satisfactory to the Show Manager.

Music at the Show

Due to ASCAP and BMI licensing restrictions, there cannot be any music played in any display at the Seattle Auto Show. Jingles and commercials produced by a manufacturer, which 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.

Qwest Field Event Center (QFEC) Rules

The rules established by First & Goal, Inc., the Public Stadium Authority and the Seattle Fire Department for the QFEC must be observed. A complete set of rules may be obtained from the Show Manager. A partial listing of the rules includes:

- a. No fastening may be driven into the walls or floor of the QFEC.
- b. Signage may not be taped to any facility surface including walls, columns or floors.
- c. No helium-filled balloons or balloons filled with a rising agent are allowed in the QFEC.
- d. Exhibitors may not distribute pressure-sensitive stickers, chewing gum, popcorn, or candy on sticks.
- e. No outside weapons or sharp implements of any kind may be brought into the QFEC or distributed by a vendor during an event.
- f. Exhibitors must have written permission from the QFEC prior to selling any food items. Any food or beverage samples distributed by exhibitors must be very small (e.g. bite size).

Possession/Sale/Distribution of Weapons or Dangerous Implements

No outside weapons or sharp implements of any kind may be brought into the QFEC or sold or distributed by an exhibitor during an event.

Factory-Certified, Pre-Owned Vehicles

The Seattle International Auto Show allows auto manufacturers to display *one* pre-owned vehicle per exhibit. For example, General Motors Corporation would be allowed to have one pre-owned vehicle in each of their franchise exhibits, such as Buick, Cadillac, Chevrolet, etc. Displayed pre-owned vehicles must be in excellent condition, be unlocked for the public to inspect and have a price or range of prices posted on the vehicle. Additionally, labeling should include terms of what a buyer can expect to get when the vehicle is purchased, i.e. warranty information, etc.

Advertising and Literature Policy

Manufacturer Exhibits: In manufacturer exhibits, only literature produced by the manufacturer for the express purpose of informing the public about the product is acceptable for use at the Show. Identification of a dealership on brochures is acceptable, (i.e., a dealer name stamped in a space provided for dealership identification); however, the Show strictly prohibits advertising or

the distribution of literature that is destructive or counterproductive to attendance at the Show, (i.e., special sale/prices at XYZ Motors).

Non-Manufacturer Exhibits: Exhibitors shall not engage in advertising that is destructive or counterproductive to the attendance of the Show.

Promoting at the Show

Exhibitors may only promote within the confines of their exhibit space. Selling or promoting, including the distribution of literature, is strictly prohibited in the aisles, external concourses, fire lanes, and parking lots and garages.

Fire Regulations

Exhibitors must comply with all federal, state, and local fire codes that apply to places of public assembly. All curtains, buntings, draping, after-hours product coverings, etc. of any kind **must be flameproof**. Fire department regulations prohibit the storage of products, literature or any other flammable items behind draperies or in front of doorways.

Under **NO** circumstances may displays, staging walls, turntables, signs, or display vehicles be placed in front of any fire or public entrance or exit doors. Special care should also be taken not to block or obstruct any fire hose or fire extinguisher cabinets, fire pull boxes or strobe lights.

Open flames are prohibited in the QFEC unless a permit from the Seattle Fire Department has been obtained. Application for permits may be made at the Seattle Fire Department, 220 Third Avenue S., Seattle WA 98104, telephone (206) 386-1331.

No Smoking Policy

Smoking is not allowed inside the Qwest Field Event Center (QFEC) or within 25 feet of any door, window or air intake, in accordance with Washington State law.

Move-In and Set-Up Information

Manufacturer Display Move-In

Manufacturer display transport trucks should report to the marshalling area a minimum of 2 hours prior to their scheduled move-in time shown on the schedule below, but no earlier than 10:00 p.m. on Sunday, November 7, 2010. Please see the [Move-in Route Map](#). GES will provide manufacturer exhibitors with the location of and directions to the marshalling area. Drivers should look for the GES sign at the entrance to the marshalling area. They will be dispatched from the marshalling area to the QFEC by GES. Monday, November 8 is the *only* day that manufacturer display trucks may enter the building. Any manufacturer displays that arrive thereafter must be unloaded at the QFEC's loading area and use forklifts to deliver freight.

Labor should be ordered in accordance with your display move-in schedule. All crates must be emptied prior to 6:00 p.m. on Tuesday, November 9 so GES can remove them before daybreak on Wednesday, November 10. If you have questions, contact Greg Casey at gcasey@ges.com.

At no time should manufacturer exhibitors remove the plastic installed to protect the carpet until all the exhibit vehicles are in place and detailed. Once the vehicles are in place and detailed, the exhibitor may remove the plastic and place it in the public aisle for the show cleanup crew to pick up. **NOTE: All plastic must be removed from carpeting and placed in the aisle for pick up no later than midnight, Tuesday, November 9.**

All exhibit areas must be “show-ready” by noon on Wednesday, November 10.

Manufacturer Display Move-In Schedule

Following is the preliminary **manufacturer display move-in schedule** for Monday, November 8, 2010 provided by GES. Factories will be notified directly by GES should there be any revisions to this schedule.

<u>Manufacturer</u>	<u>Grid Number</u>	<u>Time</u>
Acura	W-3	11 a.m. & 4:30 p.m.
Audi	W-1	8:00 a.m.
Buick	W-16	10:00 a.m.
Cadillac	W-17	Noon
Chevrolet	W-13&14	7:30 a.m.
Chrysler Jeep Dodge Ram	E-5-6-7-8	7:30 a.m.
Ford	W-9	Noon
GMC	W-15	10:00 a.m.
Honda	W-4	10:00 a.m.
Hyundai	W-10	7:30 a.m.
Kia	E-3	1:30 p.m.
Lexus	W-7	2:30 p.m.
Lincoln Mercury	W-12	7:30 a.m.
Mazda	W-8	1:00 p.m.
Mercedes Benz	W-6	3:00 p.m.
Mini Cooper	E-13	11:00 a.m.
Nissan	E-1	2:30 p.m.
Scion	E-14	9:00 a.m.
Subaru	E-9	10:00 a.m.
Toyota	W-5	4:00 p.m.
Volkswagen	W-2	1:00 p.m.
Volvo	E-2A	9:00 a.m.

The following **Concourse Level manufacturer displays** will move in on **Monday, November 8, 2010.**

<u>Manufacturer</u>	<u>Grid Number</u>	<u>Time</u>
Aston Martin/Lotus/Spyker	C-11	4:00 p.m.
Bentley	C-3	4:00 p.m.
Jaguar	C-2	4:00 p.m.
Lamborghini	C-1	4:00 p.m.
Land Rover	C-5	4:00 p.m.
Porsche	C-9	4:00 p.m.
Rolls-Royce	C-4	4:00 p.m.
Saab	C-7	4:00 p.m.

The following **manufacturer displays** will move in on **Tuesday, November 9, 2010.**

<u>Manufacturer</u>	<u>Grid Number</u>	<u>Time</u>
BMW	E-2B	9:00 p.m.
Ferrari/Maserati	E-10	6:00 p.m.
Infiniti	E-12	6:00 p.m.
LeMay Museum	B-8	6:00 p.m.
MC Electric Vehicles	Concourse 14	5:00 p.m.
Motorcycles	E-15	6:00 p.m.
Smart Car	B-1	6:00 p.m.
Sprinter	E-11	6:00 p.m.
Suzuki	E-4	6:00 p.m.

Move-in Route Map

Download the [Move-in Route Map](#)

Non-Manufacturer Display Move-in Information

Concourse level non-manufacturer (booth) exhibitors may move in on Tuesday, November 9, from 8 a.m. until 8 p.m. or Wednesday, November 10, from 8 a.m. until noon. (**NOTE:** Displays arriving by large van or trailer **MUST** move in on Tuesday, November 9 only.) Booths located in other areas of the Show will be assigned a move-in time and given move-in instructions by Show Management. There is **no** booth move-in allowed on Monday, November 8 unless directed to do so by show management. All booths must be totally set up and “show ready” no later than noon on Wednesday, November 10.

All Concourse Level non-manufacturer exhibitors should proceed directly to the second floor of the QFEC Parking Garage on Tuesday, November 9. (Please see the [Move-in Route Map](#).) Auto Show personnel will direct you to the staging area in the garage. (**NOTE:** Exhibitors planning to include a vehicle in their display area must comply with instructions in the **Vehicle Move-in Instructions and Regulations** below, prior to entering the QFEC Parking Garage.) Exhibitors must pick up their Show Credentials in the Show Office **prior to** moving display materials into the building. Access to the Show Office is via the south end of the second level of the QFEC Garage.

IMPORTANT: The maximum allowable vehicle height in the parking garage where Concourse Level exhibitors will be unloading displays is 8 feet, 6 inches. **Delivery trucks and vans taller**

than 8 feet, 6 inches will not fit. The maximum height of entry doors between the parking garage and the Concourse Level is 9 feet. Ceiling height on the Concourse Level is 13 feet, except along the north wall where the ceiling height is 10 feet. **Please plan ahead to be sure your display delivery vehicle and contents do not exceed 8 feet, 6 inches in height. If your vehicle does exceed 8 feet, 6 inches in height, please call Joyce Nichols or Jim Hammond at 206/542-3551 prior to November 5, 2010 for special move-in instructions.**

Vehicle Move-In Instructions and Fuel Regulations

Manufacturer Display Vehicle Delivery: All manufacturer display vehicles must be delivered to the Fuel Check Station in the Marshalling Yard at Second Ave. and S. King Street for unloading and inspection on Monday, November 8, 2010 between noon and 8:00 p.m., or on Tuesday, November 9, between 8:00 a.m. and 5:00 p.m. (See [Move-in Route Map](#) for location.)

NOTE: Please DO NOT bring vehicle transporters into the marshalling area prior to noon on Monday, November 8, 2010.

Vehicle Fuel Inspection: All display vehicles, including diesel, must be checked at the fuel inspection station to be certain that they contain **LESS THAN ¼ TANK OF FUEL** or, in the case of large fuel tanks, **LESS THAN 5 GALLONS**. (See [Move-in Route Map](#) for location.) If the fuel level exceeds the maximum allowed, the vehicle will not be permitted to enter the building. Following fuel inspection, display vehicles must be moved to the Qwest Field Event Center parking garage for staging.

Manufacturer Display Vehicle Move-in will take place on Tuesday, November 9 after 4 p.m. as accessibility to exhibit space is possible. There is no set move-in schedule by manufacturer. All vehicles must be in the building by Tuesday evening. Early move in of vehicles is possible in some cases, particularly for turntables, if there is a clear path to reach the exhibit area and permission has been granted by the show manager. Please note that early vehicle move in is at the manufacturer's risk. Show management discourages early move in because of existing liabilities such as collision with forklifts that are removing empty crates.

Non-Manufacturer Display Vehicle Delivery and Move-in: If you plan to include a vehicle in your non-manufacturer exhibit you must take the vehicle to the fuel inspection station located in the northeast corner of the Marshalling Yard, at Second Ave. S. and S. King St., **before** entering the parking garage on Tuesday, November 9. (Please see the [Move-in Route Map](#).) Any vehicle that has not passed the fuel inspection **will not** be admitted to the Qwest Field Event Center. **Vehicles going to displays on the Concourse Level may proceed directly to the second level of the parking garage after completing the fuel inspection. All vehicles in Concourse Level exhibits must be in place by 5:00 p.m. on Tuesday, November 9.**

Batteries, Fuel Caps and Converters: Once display vehicles have been positioned in the display area the fire department requires exhibitors to disconnect and tape the ends of the battery cables with UL-approved plastic electrical tape, and tape all non-locking fuel caps. If the fuel cap door must be unlocked from inside the vehicle, then a locking fuel cap is not necessary, but the standard inside fuel cap must be taped. Vehicles using AC/DC converters must have the security system fuse disconnected to prevent the public from setting off the vehicle alarm.

Electric Vehicles: Electric vehicles are defined as “totally electric”, with no supplemental fuel system or tank to run the engine or any other system in the vehicle. If such fuel conditions exist, the vehicle must comply with fuel regulations specified in the Vehicle Move-in Instructions, above. Fully electric vehicles are not required to go through the fuel check station; however, once the vehicles are placed in the exhibit, their batteries must be disabled.

Key Check-In: The Seattle Fire Department requires that the keys for all show vehicles be held in a secure cabinet in the Show Office during all non-show hours in case of an emergency that would require the fire department to remove a vehicle from the building. Information regarding this collection process will be distributed to each display area containing vehicles during move-in.

Fire Department Inspection: At 8:00 a.m. on Wednesday, November 10, all display vehicles must be unlocked and have their hood open and ready for a fire department compliance inspection. The inspectors will be checking to be sure each vehicle has been prepared, as specified above. The Show cannot open until every vehicle has been inspected so it is critical that you comply with all vehicle regulations and be ready for inspection **no later than 8:00 a.m.** on the day of show opening. A fire marshal will be on duty throughout all public hours of the Show and will be doing constant checks to see the above regulations are enforced.

Vehicle and Exhibit Properties Set- Back

Manufacturer Exhibits: The Seattle Fire Marshal has determined exhibit and vehicle setbacks. These requirements call for a two-foot (2') setback for exhibit areas that adjoin an aisle and a two-foot (2') set-back for those sides of exhibit areas that adjoin other exhibit spaces. If an exhibitor does not conform to these setback requirements, the Fire Marshal has the authority to require the exhibitor to move the exhibit or vehicles to meet specifications. No furniture, platforms, turntables, or any other exhibit items may be placed in front of fire emergency doors. Displays cannot be erected in any manner that would prevent the public from direct access through such doors in the event of a fire or emergency. If an exit door is located in a display, the exhibitor is required to provide unobstructed access between the main aisle and the door.

Non-Manufacturer Exhibits: All exhibit properties must be contained within the allotted exhibit space and not protrude into aisles or another exhibitor's space.

Building Access and Security

For building security purposes, it is important that **all exhibitors** wear their Show Credentials **at all times** when in the building. Personnel will not be permitted to enter or work in the building without Auto Show Credentials. Auto Show Credentials must be picked up in the Show Office as soon as you arrive on site for move-in. Manufacturer set-up personnel arriving prior to 8:00 a.m. on Monday, November 8, 2010 must enter via the loading dock on the northeast corner of the building and obtain temporary credentials from the QFEC security office. You will be required to show identification and proof of your employment by your manufacturer or manufacturer-appointed contractor. Temporary credentials must be exchanged for Auto Show credentials in the Show Office as soon as possible after 8:00 a.m. on Monday, November 8.

Aisle Carpeting

GES will begin installing aisle carpet at 6 a.m., Wednesday, November 10.

Move-Out Information

Vehicle Move-Out

Main Floor Vehicle Move-Out begins Sunday, November 14 at approximately 5:30 p.m., or as soon as the public has left the building. GES will begin removing aisle carpet at approximately 5:20 p.m. After they are through, vehicle move-out will begin. All display vehicles must be moved out of the building Sunday evening. They may be parked in a secured area in the parking garage if they are not going to be driven back to a dealership or loaded onto a transport that evening. Vehicle transport drivers arriving to pick up vehicles on Sunday, November 14 should park in the marshalling yard in the north stadium parking lot before reporting to the exhibit area. More specific move-out instructions will be distributed to each manufacturer on Sunday, November 14.

Concourse Level Vehicle Move-Out: Vehicles in displays on the Concourse Level will be able to move out of the building via the north roll-up door as soon as the public is out of the building, at approximately 5:30 p.m. on Sunday, November 14. All vehicles must be removed from the Concourse Level on Sunday evening. More specific instructions will be given to exhibitors on Sunday, November 14.

Display Move-Out

Instructions for Display Truck Drivers: All display trucks arriving for move-out on Sunday, November 14, should report to the GES marshalling yard in the north stadium parking lot. (GES will provide move-out instructions.) Trucks will be dispatched to the Qwest Field Event Center (QFEC) by GES as displays are ready for loading.

Main Floor Display Move-Out: Manufacturers may begin dismantling their exhibits as soon as the public is out of the building around 5:30 p.m. on Sunday evening. Crews may work all night. Display workers must wear their Auto Show Credentials at all times during move-out from Sunday evening through Tuesday. Check with the GES drayage desk for your specific move-out time. Any time extension beyond Monday must be approved by the GES foreman on duty.

Concourse Level Display Move-Out: All products and equipment must be removed from every Concourse Level display between the hours of 5:30 p.m. and 8 p.m. on Sunday, November 14, 2010. Management is not responsible for the safety of items left in exhibit areas on Sunday night. If you are unable to remove all display materials on Sunday evening, you must check with Show Management for permission to re-enter the QFEC and remove all materials **before noon on Monday. Under NO circumstances may an exhibit be dismantled or removed prior to 5:00 p.m. on Sunday, November 14, or left in the building past noon on Monday, November 15.** More specific move-out instructions will be distributed to each exhibit on Sunday, November 14.

Literature and Product Removal

Exhibitors must remove all literature and products from the building when the Show closes. This is the responsibility of the individual exhibitor.

Show Services Information

Exhibitor Services Included in Manufacturer Space Rental

Manufacturer exhibit space rental does not include any other services. All services are offered individually and are available through GES or other identified vendors, below. The facility removes trash during event hours and after hours, provided containers and empty literature boxes are set along main public aisles.

Exhibitor Services Included in Non-Manufacturer (Booth) Space Rental

The following items and services are included in the space rental charge for each non-manufacturer exhibit space on the Concourse Level.

- (1) One (1) 5 amp outlet
- (2) Fabric back wall – 8’ high
- (3) Fabric side walls – 36” high
- (4) Blue carpeting

Audio Visual Services

Contact John Woodward at AVMS – 206/694-4444 or jwoodward@avms.com

Detailing Services

For detailing services contact Professional Detailers at 949/460-0312, or download their service order form on the **Order Forms** section of this manual.

Electrical Services

Show management is obligated by its contract with the Qwest Field Event Center to use event center management’s selected electrical contractor (Edlen Electrical Exhibition Services) for show electrical services.

Manufacturer Exhibits

All electrical plans and orders for electrical service must be sent to Edlen Electrical Exhibition Services at the address listed below no later than October 27, 2010. See the Edlen Electrical Service link in the **Order Forms** section of this manual.

ATTN: Nora Lee
Edlen Electrical
5931 Fourth Avenue South
Seattle, WA 98108
(206) 781-2411

Non-Manufacturer Exhibits

Edlen Electrical will install one 5 amp outlet in each booth exhibit on the Concourse Level prior to booth move-in at no cost to the booth exhibitor. **If additional electrical power is needed by**

an exhibitor, an electrical service order form must be completed and returned directly to Edlen Electrical prior to October 27, 2010. The cost of the additional electrical service will be the responsibility of the exhibitor. (See the **Order Forms** section of this manual for a direct link to Edlen.) Any questions regarding electrical power should be directed to Nora Lee at Edlen at nlee@edlen.com.

All electrical equipment used in the Show must be Underwriter Laboratory approved. No show-provided electrical equipment, (i.e., extension cords, electrical distribution panels, spotlights, etc.), may be removed from the facility by an exhibitor.

Floral Service

City Garden Services is the official floral provider for the Seattle Auto Show. For information please e-mail Todd Paul at toddapaul@gmail.com or see the floral order form in the **Order Forms** section of this manual.

Food Service for Exhibitors

Exhibitors will receive a 10% discount at concession stands during show hours by presenting their exhibitor credentials at the time of purchase. In addition to the public snack bars and food service areas located throughout the QFEC, show management has arranged with the center's catering department to provide an Exhibitors' Lounge with "non-concession-type" food at a reasonable cost. Please check with the show office for further details at move-in. All food and beverage concessions within the QFEC complex are operated and controlled exclusively by the Qwest Field Event Center.

Forklift Services

Forklift service will be available through GES with the cost charged to the Exhibitor. See the GES contact information in the **Order Forms** section of this manual.

Freight Deliveries

The QFEC will not accept advance shipments of freight or materials prior to Monday, November 8, 2010. All shipments delivered to the Qwest Field Event Center must be directed to the attention of GES. GES and the Show Office will not accept C.O.D. deliveries. All freight scheduled to arrive prior to November 8, 2010 must be delivered to the GES warehouse at 4060 Lind Avenue SW, Renton, WA 98057 and must arrive between Friday, October 8th and Wednesday, November 3rd. If you have any questions, please contact Greg Casey at gcasey@ges.com.

Furnishings and Accessories

All booth and display equipment for the Show will be handled by GES, the official show general contractor. Please go to the **Order Forms** section of this manual for GES contact information.

Literature Storage

All literature and surplus product must be stored within an exhibitor's display space. Fire department regulations prohibit the storage of literature or any other flammable items behind

draperies or in front of doorways. Arrangement for storage of large quantities of literature or products must be made with GES.

Security

The QFEC provides 24-hour security service on all show floors, during all show dates. This service is for the overall safety and security of the Show and its participants. If your display contains small items of particular value it is recommended that you secure them overnight. If you wish to arrange special security for your display you may contact building security management (First & Goal) at 206/381-7510. They will bill you directly for the additional service.

For security purposes, all personnel working in the QFEC during move-in, move-out and on all show dates must wear their Show Credentials at all times. Please see the **Admission, Show Credentials** section in this manual for instructions on obtaining Show Credentials.

Telephone, Fax and Computer Line Services

State-of-the-art telecommunication systems are available throughout the QFEC. Telecommunications service is provided by AC&C WBL Services. Please go to the **Order Forms** section of this manual to order phone service, internet access service, etc. During the event, calls received in the Auto Show Office for your display will be referred to your private display telephone number if one was ordered. The Show Office does not have sufficient staff to act as a message center for show exhibitors. Messages will only be taken in case of emergency.

Admission, Show Credentials, Guest Passes and Parking

Public Admission Prices

Adults (13 and over)-----\$11.00
Seniors (62 and over)-----\$ 9.00 *
Children (12 and under when accompanied by an adult) ---Free

* NOTE: Available only at QFEC ticket window. ID required.

Reduced Price Guest Admission Tickets

The Seattle Auto Show makes reduced-price guest admission tickets available to our exhibitors. Guest admission tickets are \$8.00 each and are to be used for a one-time entry for customers, friends, family members, and others NOT working at the Show. Please order reduced-price guest admission tickets by using the form found in the **Order Forms** section of this manual. Orders must be received by the Seattle Auto Show with payment in full by October 25, 2010. Guest admission tickets ordered in advance will be mailed two weeks prior to the Show. Exhibitors may also purchase reduced-price guest admission tickets in the Show Office during all show hours.

Booth (Non-Manufacturer) Exhibitor Credentials

Each Non-Manufacturer (booth) Exhibitor is provided with Exhibitor Badges for their **employees who will be working at the show**. Please complete the Booth Exhibitor Badge Order Form that was included with your Exhibit Space Contract and return it by fax or mail no later than October 25, 2010. Exhibitor badges are to be picked up in the Show Office during move-in and must be worn during move-in, move-out and for access via any show entrance during show hours.

Dealership Employee Entrance Procedure

There are NO SHOW CREDENTIALS provided to dealership employees. Dealership employees may use any entrance by showing their **BLUE Dealership Identification Card or proof of insurance** issued by the dealership. Employees without the above identification must report to the Show Office.

Guests in the company of dealership employees (including family members and friends) may purchase a reduced-price guest admission ticket for \$8.00 in the Show Office during all show hours. Dealers may order reduced-price guest passes in advance by using the Guest Pass Order Form in the **Order Forms** section of this manual.

Factory Representative and Detailer Credentials

Show Management provides Show Credentials to factory and exhibit house representatives and detailers working for outside detail companies. Show Credentials should be picked up at the Show Office during move-in and must be worn for admittance to the QFEC during move-in, move-out and on all show dates. Workers arriving prior to 8:00 a.m. on Monday, November 8 when the Show Office opens should enter via the loading dock on the northeast corner of the building and pick up temporary credentials from the QFEC security office. You will be required to show identification and proof of your employment by your manufacturer or manufacturer-appointed contractor. For details, please see Building Access and Security in the **Move-in and Set-up Information** section of this manual.

Narrator/Product Specialist Credentials

Show Management provides Show Credentials and a packet of show materials to each narrator/product specialist working at the Show. Please report to the Show Office during move-in on Monday or Tuesday, November 8 and 9, or to the West Hall Occidental Street entrance or Show Office on Wednesday, November 10 prior to show hours, where you will be asked to sign for your credentials and packet. Access via any entrance during show hours is possible with Show Credentials.

Parking

The Qwest Field Event Center building includes a multi-level parking garage that is very convenient for show exhibitors. Parking is available on a daily basis, payable as you enter the garage, or exhibitors may purchase full-show parking permits that allow unlimited in-and-out privileges on all event days. A permit order form with pricing information is located in the **Order Forms** section of this manual. **NOTE: Overnight parking is not allowed in the QFEC parking garage or north parking lot.**

Important: The maximum allowable vehicle height in the parking garage is 8 feet, 6 inches. Please plan ahead to be sure your vehicles do not exceed the height limit.

Semi Trucks: There will be no parking of semi trucks allowed on site during the Show or during move-in once display materials or vehicles have been unloaded.

Show Advertising and Publicity

Advertising and Publicity

Nearly one-half million dollars in advertising and publicity is generated for the Seattle International Auto Show. The extensive market reach includes Washington State, Northern Idaho, Western Montana, Central and Southern Alaska and British Columbia. The Show is promoted by special automotive sections in nine metropolitan newspapers located in major cities throughout Western Washington. It is also heavily publicized in major regional magazines, and by dozens of special program features produced by popular regional and national radio, television and newspaper personalities. Additionally, the Show's Internet site (www.seattleautoshow.com) reaches nearly 2 million show enthusiasts. It will be IMPOSSIBLE not to know the Auto Show is in town.

Publicity for 2011 Vehicles

Immediate publicity for your 2011 lineup! Please e-mail Seattle Auto Show Publicist Craig Chastain with all of your 2011 models that are 1) now on sale, and/or 2) scheduled to be on sale by November 10, 2010. We will promote these models immediately on our show website, www.seattleautoshow.com, in advance of our show.

Craig Chastain, Publicist
Seattle International Auto Show
Cell (503) 939-5535
craig@psada.com

Exhibitor Advertising Opportunity

The Seattle Times publishes the Official Seattle Auto Show Guide which is distributed to more than 1 million readers as an insert in The Seattle Times Sunday edition, published the Sunday immediately before the auto show opens. This attractive, full-color show publication is also distributed to all show attendees when they enter the show. The publication includes editorials, photographs of most of the show's features and new models, as well as a full double-page, pull-out floorplan. Now you have an opportunity to place an advertisement in this important publication at specially priced auto show rates. For more information contact JoAnn Baker at The Seattle Times, 206-369-3050.

Order Forms

Online Order Forms:

Service

Show Contractor

Provider Contact Information

GES – A direct link for on-line orders for GES services will be sent to exhibitors in **early August**. For service-related questions prior to August, please contact Greg Casey at gcasey@ges.com.

Electrical

Edlen Electrical – www.edlen.com

Click on the above link to Edlen, then go to “online ordering” and follow directions. **Enter event code 110020SE**. Order will not go through unless you hit SUBMIT ORDER at the end of the order form. If you have questions, please contact Nora Lee at 206/781-2411 or nlee@edlen.com.

Mail-in Order Forms:

Download order forms by clicking on the following and then mail the form with your payment to the address shown on the form:

- [Full-Show Parking Permit](#)
- [Reduced-Price Guest Passes](#)
- [Telecommunications Services](#)
- [Floral Services](#)
- [Detailing Services](#)

Deadlines:

Following is a summary of various Seattle Auto Show deadlines. For direct links to the websites for ordering services from GES and Edlen Electrical or to download Auto Show order forms, please click on the websites or forms shown above.

Deadline

Service/Item

At time of reservation	Booth Exhibit Space Deposit Due
June 30, 2010	Manufacturer Exhibit Space Deposit Due
August 31, 2010	Final Payment for Exhibit Space Due (all exhibitors)
October 10, 2010	Hotel Reservations at the Westin Hotel
October 18, 2010	GES Services Discount Price Order Deadline
October 25, 2010	Reduced Price Guest Pass Orders to Seattle Auto Show
October 25, 2010	Booth Exhibitor Credential Orders to Seattle Auto Show
October 25, 2010	Full-Show Parking Pass Orders to Seattle Auto Show
October 25, 2010	Liability Insurance Policy to Seattle Auto Show
October 25, 2010	Telecommunications Advance Order Discount Deadline
October 27, 2010	Manufacturers' Floorplans to Show Manager and GES via E-mail
October 27, 2010	Manufacturers' Electrical Plans & Orders to Edlen Electrical
October 27, 2010	Booth Electrical Orders to Edlen Electrical for Over 5 amp Service