



## General Show Information

<b>Show Dates and Hours</b>	Wednesday, November 5, 2008 through Sunday, November 9, 2008  Wed., Th. & Fri.    12 noon to 10 p.m. Saturday            10 a.m. to 10 p.m. Sunday                10 a.m. to 7 p.m.
<b>Show Location</b>	Qwest Field Event Center 1000 Occidental Avenue South Seattle, WA 98134
<b>Admission</b>	Adults - \$11.00 Children 12 and Under Free
<b>Factory Exhibit Rates</b>	\$3.30 per square foot
<b>Factory Move-In/Move-Out</b>	Move-In: November 3-4, 2008 Move-Out: November 10-11, 2008
<b>Contract Deadline</b>	June 30, 2008 – Contract and Deposit Due August 29, 2008 – Final Payment Due
<b>Show Size</b>	450,000 first class, state-of-the-art, square feet
<b>Demographics</b>	Washington, Oregon, Idaho, Montana, Alaska and British Columbia
<b>Show Office Information</b>	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.

## General Show Information

### Show Office Information (cont.)

### Auto Show Office Hours

Monday, November 3, 2008	8 a.m. to 8 p.m.
Tuesday, November 4, 2008	8 a.m. to 8 p.m.
Wednesday, November 5, 2008	8 a.m. to 10 p.m.
Thursday, November 6, 2008	11 a.m. to 10 p.m.
Friday, November 7, 2008	11 a.m. to 10 p.m.
Saturday, November 8, 2008	9 a.m. to 10 p.m.
Sunday, November 9, 2008	9 a.m. to 9 p.m.

The Show Office telephone number is (206) 381-8000 and it will be in service beginning Monday, November 3, 2008, and continuing through Sunday, November 9, 2008. 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 (Free Shuttle Available)

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 rates start Sunday, prior to show move-in, and extend 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. Please identify yourself as part of the Auto Show block.

Detailed information and room rates can be found on the Westin Hotel flyer in the Supplement Section of this kit.

## **General Show Information**

### **Headquarters Hotel (cont.)**

Show Management has arranged for a coach to transport our show participants staying at the Westin Hotel and one other hotel that houses a significant number of our Auto Show participants to and from the Qwest Field Event Center (QFEC) at no charge. The departure times will be arranged to accommodate the schedules of the majority of our product specialists, narrators and factory representatives. Actual departure times will be provided to guests staying at The Westin.

### **Narrator/Product Specialist Lounge**

A special lounge area will be available for narrators and product specialists with proper credentials. No dealership employees or booth exhibitors 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 is making arrangements with our on-site caterer to provide an Exhibitors' Lounge with non-concession food available at reasonable rates. Please watch for additional information on this service as we approach our show dates.

## General 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:

**a. On the main floor**--vehicle manufacturers, franchise retail vehicle dealers, financial institutions that provide vehicle financing, show-generated promotions, specialty cars and other management-selected displays as necessitated for proper space utilization. (Financial institution and specialty car exhibitors are subject to approval by the Show Management.)

**b. 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, vendors of household products and vendors of food products approved by concession contractor and packaged for off-premises consumption.

### **Insurance Requirements**

Exhibitors shall provide 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.

### **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 – City of Seattle**

**Booth exhibitors** are required to indicate on their Show Contract whether or not they have a City of Seattle Business License and provide the license number. Exhibitors whose business address is 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

## General Rules and Regulations

### Licensing Requirements - City of Seattle (cont.)

Show pays an exhibitor's temporary license fee to the City for each booth participant from outside the Seattle area that does not already have a Seattle Business License.

**Dealerships** participating in the Show are required to provide the Show with their City of Seattle Business License Number, if they have one. Dealerships whose business address is 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 dealer from outside the Seattle area that does not already have a Seattle Business License.

### Licensing Requirements - WA Dept. of Licensing Sub-Agency Permit

Dealerships participating in the Show are required to obtain a Washington, Department of Licensing, Sub-Agency Permit through Puget Sound Auto Dealers Association. Information regarding this process will be mailed directly to dealers participating in the Show. A Sub-Agency Permit must be kept on file in the Auto Show Office for each dealership with employees working at the Auto Show.

### Seattle B&O Tax Requirements

All show participants (dealers and booth exhibitors) who do not have a current City of Seattle Business License must comply with the statute which 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.

### 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

## General Rules and Regulations

### Exhibits--Allocation, Size, Height and Signage (cont.)

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 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.

**North Hall:** Ceiling height is 40'.

**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" section of this manual.**

### Exhibit Floor Plans

All factory exhibitors must provide a scale floor plan of their display to GES and Edlen Electrical **by September 22, 2008** as follows:

**GES:** Via e-mail to Karen Thompson at [kthompson@ges.com](mailto:kthompson@ges.com)

**Edlen Electrical:** Electrical plans via mail or FedEx to  
Diane Brule  
Edlen Electrical  
5931 Fourth Ave S  
Seattle, WA 98108

## **General Rules and Regulations**

### **Exhibit Staffing**

ALL exhibits must be staffed during **ALL public show hours**.

Exhibit staff is responsible for maintaining their area in reasonable condition for public showing and cleaning up the exhibit area. (Janitor service is provided only in the aisles and public areas.)

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 staff will be available during move-in and all show hours to help with individual exhibitor needs. Electrical requirements must be paid for by the exhibitor and should be arranged for through Edlen Electrical. See page 16 for electrical plan deadline and ordering information.

### **Decorating and Carpeting**

The official show decorator, GES, will be available during move-in to help with exhibitors' individual needs. GES provides exhibitors with a service catalog on a CD during August so that exhibitors may order services on-line at a discount prior to October 13, 2008. Decorations are at the exhibitors' discretion, but must be attractive and conform to Seattle Fire Department regulations that they be flameproof. It is mandatory that all main floor exhibits be totally carpeted or use alternative, attractive floor coverings at the exhibitor's expense.

### **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.

## General Rules and Regulations

### 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.

### 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 a vendor 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 Pontiac, Buick, Cadillac, etc.

## **General Rules and Regulations**

### **Factory-Certified, Pre-Owned Vehicles cont...**

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**

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).

### **Promoting at the Show**

Exhibitors may only promote within the confines of their display. 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, etc. of any kind must be flameproof.

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

### **Factory Display Move-In**

Display 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 2, 2008. GES will provide 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 3 is the *only* day that display trucks may enter the building. Any 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 4 so GES can remove them before daybreak on Wednesday, Nov. 5.

All exhibit areas must be "show-ready" by 11:00 a.m. on Wednesday, November 5.

Please see the Auto Show Move-In Route Map in the Supplement Section of this kit.

### **Factory Display Move-In Schedule**

Following is the preliminary factory display move-in schedule for Monday, November 3, 2008 provided by GES. Should there be any revisions to this schedule factories will be notified directly by GES.

<u>Factory</u>	<u>Grid Number</u>	<u>Time</u>
Acura	N 1	9:00 a.m.
Audi	N 2	7:00 a.m.
BMW	N 3	7:00 a.m.
Buick	W 19	9:30 a.m.
Cadillac	W 16	11:00 a.m.
Chevrolet	W 22	6:00 a.m.
Chrysler	W 8	12:30 p.m.
Dodge	W 10	4:00 p.m.
Ford	W 12	5:30 p.m.
GMC	W 21	8:00 a.m.
Honda	N 5	11:30 a.m.
Hummer	W 18	8:00 a.m.
Hyundai	E 9	11:00 a.m.

## Move-In and Set-Up Information

### Factory Display Move-In Schedule (cont.)

<u>Factory</u>	<u>Grid Number</u>	<u>Time</u>
Infiniti	E 6	6:00 a.m.
Jeep	W 9	12:30 p.m.
Kia	E 4	8:00 a.m.
Lexus	N 4	9:00 a.m.
Lincoln Mercury	W 13	5:30 p.m.
Mazda	W 4	9:00 a.m.
Mercedes Benz	E 1	10:30 a.m.
Mini Cooper	E 3	10:30 a.m.
Mitsubishi	E 11	4:00 p.m.
Nissan	W 14	6:00 a.m.
Porsche	E 2	9:30 a.m.
Pontiac	W 20	8:00 a.m.
Saab	W 17	9:00 a.m.
Saturn	W 15	7:30 a.m.
Scion	E 10	8:00 a.m.
Subaru	E 7	6:00 a.m.
Suzuki	W 2	4:00 p.m.
Toyota	W 11	6:00 p.m.
Volkswagen	W 3	10:00 a.m.
Volvo	W 1	6:30 p.m.

The following displays will move in on **Tuesday, November 4, 2008.**

<u>Factory</u>	<u>Grid Number</u>	<u>Time</u>
Aston Martin/Lotus	N 6	6:00 p.m.
Explorer Vans	E-8	6:00 p.m.
Ferrari/Maserati	E 9	6:00 p.m.
The Green Car Co	E 12	6:00 p.m.

The following **Concourse Level** displays will move in on **Monday, November 3, 2008.**

<u>Factory</u>	<u>Grid Number</u>	<u>Time</u>
Bentley	C 2	5:00 p.m.
Jaguar	C 5	5:00 p.m.
Lamborghini	C 3	5:00 p.m.
Land Rover	C 4	5:00 p.m.
Rolls-Royce	C 1	5:00 p.m.

## Move-In and Set-Up Information

### Factory Display Move-In Schedule (cont.)

At no time should the exhibitor remove the plastic installed to protect the carpet until all of 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, Nov. 4.**

### Factory Vehicle Move-In, Fuel Regulations and Arrival of Vehicle Transporters

All display vehicles must be delivered to the Auto Transporter Check-in Station at Second Ave. and S. King Street for unloading and fuel inspection on Monday, November 3 between noon and 8:00 p.m., or on Tuesday, November 4, between 8:00 a.m. and 5:00 p.m. **NOTE: Please DO NOT bring vehicle transporters into the marshalling area prior to noon on Monday, November 3, 2008.** (See Move-in Route Map for location.)

**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 Auto Show Move-in Route Map in the Supplement Section of your Participation Kit.) 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 3<sup>rd</sup> or 4<sup>th</sup> floor of the Qwest Field Event Center parking garage for staging.

**Vehicle move-in** will take place on Tuesday, November 4 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 midnight on Tuesday.

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

## Move-In and Set-Up Information

### Factory Vehicle Move-In, Fuel Regulations and Arrival of Vehicle Transporters, cont...

existing liabilities such as collision with forklifts that are removing empty crates.

**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.

**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. During move-in, information regarding this collection process will be distributed to each factory display area.

**Fire Department Inspection:** At 8:00 a.m. on Wednesday, November 5, 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.

### Factory Exhibit/Vehicle Set- Back

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.

## Move-In and Set-Up Information

### Factory Exhibit/Vehicle Set-Back cont...

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.

### Building Access and Security

For building security purposes, it is important that **all personnel** wear their Show Credentials **at all times** when in the building and observe the following daily access hours:

Mon.- Tues., Nov. 3-4	6 a.m. to 10 p.m.
Wed. - Sun., Nov. 5-9	8 a.m. to 11 p.m.

During move-in and move-out there are times outside of the above hours when factory display personnel will need access to the building, which will be controlled by QFEC security. However, personnel will not be permitted to enter or work in the building during non-show hours 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. Those arriving prior to 8:00 a.m. on Monday, November 3, 2008 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 3.

### Aisle Carpeting

GES will begin installing aisle carpet at 6 a.m., Wednesday, November 5th.

## **Move-Out Information**

### **Factory Vehicle Move-Out**

Factory move-out begins Sunday, November 9 at approximately 7:30 p.m., or as soon as the public has left the building. GES will begin removing aisle carpet at approximately 7:20 p.m. After they are through, display 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. More specific move-out instructions will be distributed to each manufacturer on Sunday, November 9.

### **Factory Display Move-Out**

**Instructions for Display Truck Drivers:** All display trucks arriving for move-out on Sunday, November 9, should report to the GES marshalling yard. (See instructions provided by GES.) Trucks will be dispatched to the Qwest Field Event Center (QFEC) by GES as displays are ready for loading.

**Display Move-out:** Factories may begin dismantling their exhibits as soon as the public is out of the building around 7:20 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.

### **Literature Removal**

All literature must be removed after the Show closes. This is the responsibility of the individual exhibitor. It is recommended that remaining literature be placed in display vehicles that are being returned to their dealerships.

## **Show Services Information**

### **Exhibitor Services Included in Manufacturer Space Rental**

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

### **Forklift Services**

Forklift service will be available through GES with the cost charged to the Exhibitor. See service order form included in the exhibitor's information sent to you by GES.

### **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. **All electrical plans and orders for electrical service must be sent to Edlen Electrical Exhibition Services at the address listed below no later than September 2, 2008.** See the supplement section of the Participation Kit for order forms.

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

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.

### **Food Service for Exhibitors**

In addition to the public snack bars and food service areas located throughout the QFEC, show management is arranging with the center's catering department to provide an Exhibitors' Lounge with "non-concession-type" food at a reasonable cost. Further information on the Exhibitors' Lounge will be sent to exhibitors in early fall, prior to the start of the Show. All food and beverage concessions within the QFEC complex are operated and controlled exclusively by the Qwest Field Event Center.

**NOTE:** Any food or beverage samples distributed by exhibitors must be very small (e.g. bite size).

## **Show Services Information**

### **Freight Deliveries**

The QFEC will not accept advance shipments of freight or materials prior to Monday, November 3, 2008. All shipments delivered to the Qwest Field Event Center must be directed to the attention of GES. Under NO circumstances will GES or the Show Office accept C.O.D. deliveries.

All freight scheduled to arrive prior to November 3, 2008 must be delivered to GES at 4060 Lind Avenue SW, Renton, WA 98055.

### **Furnishings and Accessories**

All booth and display equipment for the Show will be handled by GES, the official show general contractor. An order form for furniture rentals can be found in the exhibitor's information sent to you by GES.

### **Literature Storage**

All literature should be stored within display space so that it is not visible to the public. 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 must be made with GES.

### **Security**

Show Management will provide 24-hour security service on all show floors, during all show days. 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 pages 19-20 of this manual for instructions on obtaining Show Credentials.

## **Show Services Information**

### **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 and order forms for phone service, internet access service, etc. are located in the Supplement Section of this kit. During the event, calls received in the Auto Show Office for your display will be referred to your private display telephone number. 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.

### **Vacuuming of Exhibit Carpeting**

GES is the exclusive provider of vacuuming services for the Seattle Auto Show. Because of local union labor requirements, all vacuuming of factory exhibits must be arranged through GES. Exhibitors are required to keep their exhibit area clean and vacuumed, daily.

### **Vehicle Cleaning and Porter Service**

Special arrangements have been made with Professional Detailers for vehicle cleaning and porter service. The order form for this service is located in the Supplement Section of this kit.

## Admission, Show Credentials, Guest Passes and Parking

### **Public Admission Prices**

Adults-----\$11.00  
(13 and over)

Children-----FREE  
(12 and under when accompanied by an adult)

### **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, relatives, spouses, significant others and children over the age of 12. Please order guest admission tickets by using the form included in the Supplement Section of this kit. Guest admission tickets ordered in advance will be mailed two weeks prior to the Show.

### **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 spouses, family members and friends) may purchase a reduced-price guest admission ticket for \$8.00 in the Show Office. Dealers may order reduced-price guest tickets in advance by using the ticket order form in the supplement section of this participation kit. They may also be purchased in the Show Office during all show hours.

### **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 3 when the Show Office opens, should

## Admission, Show Credentials, Guest Passes and Parking

### Factory Representative and Detailer Credentials (cont.)

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. (See Building Access and Security on page 14.)

### 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 3 or 4, or to the West Hall Occidental Street entrance or Show Office on Wednesday, November 5 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. Permit order forms and pricing information are located in the Supplement Section of this kit. **NOTE: Overnight parking is not allowed in the parking garage.**

**Important:** The maximum allowable vehicle height in the parking garage is 9 feet, 4 inches. Please plan ahead to be sure your vehicles needing to access the garage or make deliveries to the Concourse Level 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 delivered.

## **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](http://www.seattleautoshow.com)) reaches nearly 2 million show enthusiasts. It will be IMPOSSIBLE not to know the Auto Show is in town.

### **Press Kits**

Please overnight long-lead press kits, including CD high-resolution images of your 2009 lineup and introductions, and suggested retail pricing, to the Auto Show Publicist at the following address as soon as the information is available. The final deadline for newspaper special sections that reach 2+ million readers is September 10, 2008.

Mark Cutshall, Publicist  
Seattle International Auto Show  
9720 15<sup>th</sup> NW  
Seattle, WA 98117  
Cell (206)356-2191 fax (206) 782-8774  
[mcutsh@aol.com](mailto:mcutsh@aol.com)

All bulk shipment of press packets for distribution at the Auto Show Press Table should be shipped directly to the Qwest Field Event Center. No shipments will be accepted prior to the first day of move-in, Monday, November 3, 2008.

Qwest Field Event Center  
ATTN: Auto Show Office  
1000 Occidental Avenue South  
Seattle, WA 98134

## **Exhibitor Advertising Opportunities**

### **Souvenir Show Magazine**

The Auto Show's popular show magazine will once again be published in conjunction with the Show. This attractive, full-color show publication is distributed free of charge at each Show entrance. Because of its quality and comprehensive report on every new model offered by each manufacturer, this publication becomes a valuable resource to show attendees. Additionally, the magazine contains show floor plans, editorials and photographs of most show features and *hot* new models.

Factories, dealer advertising groups, individual dealers, and allied show exhibitors are encouraged to place an advertisement in the magazine. Interested parties should contact Terry Conway of TC Span America, the show magazine contractor, at (425) 774-3881. Please refer to the program rate sheet included in the Supplement Section of this kit.