



## Seattle International Auto Show Booth Exhibitor Information

Thank you for your participation in the Seattle International Auto Show held at the CenturyLink Field Event Center on November 10 – 13, 2016. These guidelines will walk you through all the items you will need to know to have a successful show.

### Show Dates & Hours

Thursday, November 10 through Sunday, November 13, 2016

Thursday	2 p.m.	to	9 p.m.
Friday	12 p.m.	to	9 p.m.
Saturday	9 a.m.	to	9 p.m.
Sunday	9 a.m.	to	6 p.m.

### Show Location

CenturyLink Field Event Center  
1000 Occidental Avenue South  
Seattle, WA 98134  
(206) 381-7555

### Show Management

Show management may be reached at (323) 216-7557 or via the show office located on the concours level of the event center during show hours.

### Parking

Parking during move in (Tuesday and Wednesday) is free. Just tell the attendant each day you are there for auto show move in. The CenturyLink Field Event Center (CLFEC) 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. Exhibitors may purchase full-show parking permits for \$63.00 each that allow unlimited in-and-out privileges on all event days. Permits may be purchased online at least 24 hours prior to the show's opening day at [www.ipmseattle.com/seattleauto](http://www.ipmseattle.com/seattleauto); registration code is **2016** (please note: you must use the entire link including the www and use the registration code). Pre-paid parking passes will be held at the parking garage attendant's booth for pick up on or after 11/8/16. Present your printed receipt for pickup. Single day parking is available on show

## **Parking continued**

days for \$15; does not allow for in/out access. Cash and credit (v/m/a) accepted; exact amount cash allows for the fastest transaction time. **NOTES: Garage height is 6'8". Plan accordingly as there is no over height option in the CLFEC parking garage. Overnight parking is not allowed in the garage or in the North Parking Lot. Garage hours are 6am to 11pm daily.**

## ***Important Rules & Requirements***

### **Booth Vendor Move-In**

Upon arrival, please check in at the GES service desk or at the concours show office. Staff will show you your booth location and confirm move in logistics. Onsite Booth Contact: Trevor Trumbo; 714-732-8788 (cell)

Booth exhibitors can move in between 8 a.m. and 10 a.m. on Thursday, November 10. If you have a vehicle in your booth, vehicle move-in will take place from 2 p.m. until 5 p.m. on Wednesday, November 9. All booths must be completed by 11 a.m. on Thursday, November 10.

If you can hand-carry your items/product, you may set up your booth space on your own. Exhibitors are permitted to use their own carts but not pallet jacks. If you need assistance, GES can provide cartload service for up to three trips at \$50 each way (200 lbs. per trip). If your product exceeds the cartload allotment of 600 pounds total, you will be unloaded/reloaded by GES and charged for material handling services. The Cartload Service Order Form is available at [www.SeattleAutoShow.com/Exhibitors](http://www.SeattleAutoShow.com/Exhibitors).

Any materials shipped to the CenturyLink Field Event Center will be subject to handling charges. For details on shipping to show site, the material handling form is located in the GES kit on the web at [www.SeattleAutoShow.com/Exhibitors](http://www.SeattleAutoShow.com/Exhibitors).

If you need electric, please plan to order in advance to avoid show floor rates. The electrical order form is also located on the web at [www.SeattleAutoShow.com](http://www.SeattleAutoShow.com).

### **Power Needs**

#### **NOTE: 24-Hour Power Needs to be Requested**

In cooperation with CenturyLink Field Event Center, Edlen Exhibition Services has adopted "Green" policies in respect to both trade shows and exhibits. Edlen is required by CLFEC to turn off all exhibit hall power 30 minutes after the show closes each day and turn it back on 30 before show opens. Exhibitor participation is appreciated in turning off the power in your exhibit at the close of each day. **Power will be cut off to your booth unless you order 24-hour power. Edlen recommends that exhibitors shut off power to any devices in their exhibit at show closing, especially computers.**

**If you require your power to be left on 24 hours a day**, please be sure to mark this on your order form. If you have already placed your order with Edlen, you may send in a revised order to include 24-hour power to your order. Power is left on during show move-in to allow for uninterrupted power to work crews.

If you have any questions or concerns, please feel free to contact the office at (206) 781-2411 or Nora Lee at [nlee@edlen.com](mailto:nlee@edlen.com).

## **Booth Vendor Move-Out**

Move-out for booth exhibitors will begin on Sunday, November 13 at 6 p.m. Vehicle move-out will begin at approximately 6:30 p.m. Vehicles must be removed and move-out completed by 9 p.m. on Sunday. If you are unable to remove all display materials on Sunday evening, you must check with Show Management to make arrangements to re-enter the CLFEC and remove all materials **before noon on Monday**. Management is not responsible for the safety of items left in exhibit areas on Sunday night.

## **Booth Vendor Restrictions**

**Height** – Nothing can be displayed higher than 8 feet. Eight-foot (8') back drape is generally not supplied so that attendees have a better visibility of the entire exhibit area. If you have a banner, this can be reviewed on a case-by-case basis.

**Sides** – Sides must remain open above the three-foot divider rail to prevent blocking the view of exhibitors on either side. All exhibits must have finished backs.

**Overheads** – Canopies up to a 10' x 10' size are permitted. No tents are permitted in booth areas.

**Sale Items** – Only items approved and listed on the space contract are permitted to be displayed or offered for sale to the public. **All exhibitors who will be selling at the auto show must be licensed to do business in the state of Washington.** An exhibitor may not work, sell or distribute literature from any area other than their rented space.

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

All public address systems must be kept to a volume that is not disruptive to your neighboring exhibitors.

Decorations, signs, banners and streamers may not be attached, taped, nailed or otherwise fastened to any ceiling, window, painted surface or wall of the exhibit halls.

Under no circumstances are helium balloons or adhesive-back decals to be given away or permitted to be used in the exhibit halls. Any cost incurred by the CenturyLink Field Event Center, from the use or removal of these items will be charged to the exhibitor.

## **Discount Admission Tickets**

Discount admission tickets may be purchased in packs of twenty-five (25) only. These tickets represent a savings of \$6.00 off the regular adult admission price of \$16.00. They may be given away to your family, friends, employees or customers.

## **Exhibitor Entrance Procedure**

During move-in and move-out, **all exhibitors** must 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.

Each booth vendor is responsible for emailing a list of names of personnel working in their exhibit area during the show. This can be emailed to [TCLine@enthusiastnetwork.com](mailto:TCLine@enthusiastnetwork.com). Please mark the list "Seattle International Auto Show Exhibitor list". Please email the list by Friday, November 4, 2016. After this date, the list will need to be submitted to the Registration Desk on site.

Anyone working the show must pick up and sign for their own entrance credentials at the special exhibitor registration desks located at the entrance to the West Hall or the Show Office. A business card and a photo driver's license must be presented.

**For move-in, badges will only be available in the Show Office. On show days, badges will be available at the West Entrance, as well as the Show Office. No passes, badges or exhibitor identification will be mailed in advance of the show.**

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

***NOTE: No one under the age of 16 years old will be allowed on the show floor during move-in or move-out.***

## **Exhibitor Dress Code**

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

## **Exhibitor Services Provided in Booth Rental Charge**

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

- 8' Back drape (for perimeter booths only; all other booths will have 3' back drape)
- 3' Side drape
- 1 Skirted table
- Two chairs
- Daily emptying of all exhibit area waste containers

Any other items such as carpet and waste cans are the responsibility of the exhibitor. These items can be ordered through GES. The GES furnishing order form is located in the GES service kit, which can be found online at [www.SeattleAutoShow.com](http://www.SeattleAutoShow.com).

## **CenturyLink Field Event Center (CLFEC) Rules**

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

- No fasteners may be driven into the walls or floors of the CLFEC.
- Signage may not be taped to any facility surface, including walls, columns or floors.
- No helium-filled balloons or balloons filled with a rising agent are allowed in the CLFEC.
- No pressure-sensitive stickers may be handed out by exhibitors.
- No weapons or sharp implements may be brought into the CLFEC or distributed by exhibitors.
- Exhibitors must have written permission from Show Management and the CLFEC prior to selling any food items. Any food or beverage samples distributed by exhibitors must be very small (e.g. bite size) and have prior approval.
- Smoking is not allowed inside the CLFEC or within 25 feet of any door, window or air intake, in accordance with Washington state law.

## **Fire Regulations**

Exhibitors must comply with all federal, state and local fire codes which apply to places of public assembly. All curtains, buntings, draping, 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 be taken not to block or obstruct any fire hose or fire extinguisher cabinets, fire pull boxes or entrances and exits within the CenturyLink Field Event Center.

## **Hotel**

To make reservations, please call the hotel directly and mention that you are an exhibitor at the auto show.

Silver Cloud Hotel - Stadium  
1046 1st Avenue, South  
Seattle, WA 98134  
Phone: (206) 204-9800

## **Liability**

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

The CenturyLink Field Event Center, Washington State Auto Dealers Association, GES and Motor Trend Auto Shows, LLC assume no liability or responsibility for any loss or theft. Therefore, it is the exhibitor's responsibility to provide their own insurance coverage for vehicles, exhibits and materials.

## Public Admission Prices

Adults (13 & over) -----\$16.00

Senior Citizens (62 & over)-----\$13.00

Military (with any DOD ID) ----- \$13.00

Children (12 & under)----- FREE

## Security

Show management will provide 24-hour guard service beginning Tuesday, November 8 at 8 a.m. and concluding Monday, November 14 at 12 p.m. This service is for the overall safety and security of the show and its participants.

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

Please note if you need to hire booth security, you must utilize the auto show's approved event security company for insurance purposes. The CenturyLink Field Event Center handles the security for the auto show. Please contact them at (206) 381-7510.

**NOTE:** *The Washington State Auto Dealers Association and Motor Trend Auto Shows, LLC, cannot be held responsible for the theft of items missing from exhibitor areas.*

## **Insurance Requirements**

**All exhibitors or exhibit houses, and companies providing any equipment or services for the 2017-Model Seattle International Auto Show or its exhibitors must provide a Certificate of Insurance stating coverage while participating in the auto show.**

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 with Washington State Auto Dealers Association; Motor Trend Auto Shows, LLC; First & Goal, Inc.; Global Experience Specialists (GES); the Washington State Public Stadium Authority; TEN: The Enthusiast Network, LLC and its subsidiaries and affiliates named as additional insured (I.S.O. Form CG 20 10 or equivalent approved by show management) with limits of liability in the amounts of \$2,000,000 Occurrence/\$2,000,000 Aggregate on a combined single limit basis for injuries to persons (including death), contractual liability and damage to property.
2. Automobile and Truck Liability Insurance Policy in the Exhibitor's name with Washington State Auto Dealers Association; Motor Trend Auto Shows, LLC; First & Goal, Inc.; Global Experience Specialists (GES); the Washington State Public Stadium Authority; TEN: The Enthusiast Network, LLC and its subsidiaries and affiliates named as additional insured with limits of liability in the amount of \$2,000,000 each occurrence, on a combined single limit basis for claims for bodily injuries (including death) to persons and for damage to property arising out of the ownership, maintenance or use of any owned, hired or non-owned motor vehicle.
3. Worker's Compensation Insurance (including Employer's Liability Insurance) with limits of \$1,000,000/\$1,000,000/\$1,000,000.
4. Any additional insurance policies necessary to obtain required permits or otherwise comply with applicable law ordinances or regulations regarding the performance of your contract.

## **Insurance Requirements continued**

Exhibitor shall provide to show management a Certificate of Insurance as evidence of such aforementioned policies at least thirty (30) days prior to the auto show; however, if requested by show management within 10 days of the request a copy of such policies, certified by the insurance carrier as being true and complete shall be provided to show management. 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) indicate that Washington State Auto Dealers Association; Motor Trend Auto Shows, LLC; First & Goal, Inc.; Global Experience Specialists (GES); the Washington State Public Stadium Authority; TEN: The Enthusiast Network, LLC and its subsidiaries and affiliates are additional insured on all policies (except Worker's Compensation), (5) reference the auto show name and location on the face of the Certificate and (6) expressly reference the inclusion of all required endorsements.

If requested by show management, the Exhibitor must furnish within thirty (30) days of a request, proof that the person signing the Certificate is authorized by the insurance carrier. If, at any time during the period of this Contract, insurance as required is not in effect, or proof thereof is not provided to show management, show management shall have the options to: (1) direct the Exhibitor to suspend work with no additional cost or extension of time due on account thereof, (2) obtain the required insurance at Exhibitor's expense providing show management with coverage immediately, or (3) treat such failure as an event of default.

The Contractor shall immediately file with show management, 831 South Douglas, El Segundo, CA 90245, a notice of any occurrence likely to result in a claim against show management.

Show management and/or the official show general contractor may request verification of this policy during move in of the auto show before any services or equipment may be provided.

The Certificate of Insurance must be received by Motor Trend Auto Shows, LLC, no later than September 4, 2015.

**Please email certificates of insurance to Cliff Riego de Dios at [CRiegodeDios@EnthusiastNetwork.com](mailto:CRiegodeDios@EnthusiastNetwork.com).**

**All policies must provide coverage from the first move-in date, November 6 to the last move-out date, November 15, 2016. All insurance policies must be completed correctly.**

***NOTE: 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 of October 7, 2016.***



## *Directory of Contractors & Facilities*

### **SHOW OFFICE**

Concours Level  
Show Management contact number:  
(323) 216-7557

### **SHOW FACILITY**

CenturyLink Field Event Center  
1000 Occidental Avenue South  
Seattle, WA 98134  
**Phone:** (206) 381-7555

### **SHOW OFFICE PRIOR TO SHOW**

Seattle International Auto Show  
Motor Trend Auto Shows, LLC  
831 S. Douglas  
El Segundo, CA 90245  
**Phone:** (310) 531-5984

### **GENERAL SERVICES CONTRACTOR & exclusive VACUUM SERVICE PROVIDER**

Global Experience Specialists - GES  
7000 Lindell Road  
Las Vegas, NV 89118  
**Phone:** (800) 475-2098

### **ELECTRICAL SERVICES**

Edlen Electrical  
Attn: Nora Lee  
5931 Fourth Avenue South  
Seattle, WA 98108  
**Phone:** (206) 781-2411  
**Email:** nlee@edlen.com

### **NETWORK SERVICES**

CenturyLink Field Event Center  
1000 Occidental Avenue South  
Seattle, WA 98134  
**Phone:** (206) 381-7669  
**Email:** StadiumIT@seahawksfgi.com

### **RECOMMENDED CARPET SUPPLIER**

Global Experience Specialists - GES  
**Phone:** (800) 475-2098  
**Fax:** (866) 329-1437

**Please notify Show Management at  
sfreeman@EnthusiastNetwork.com  
if you are using a different carpet supplier  
other than our recommended supplier.**

### **HEADQUARTERS LIABILITY**

Silver Cloud Hotel - Stadium  
1046 1<sup>st</sup> Avenue, South  
Seattle, WA 98134  
**Phone:** (206) 204-9800

### **PUBLIC RELATIONS/MEDIA DAY**

Lisa Samuelson  
**Phone:** (206) 954-2574  
**Email:** Lisa@SamuelsonCom.com

### **FOOD CONCESSIONAIRE**

Delaware North Sportservice  
**Website:** www.delawarenorth.com

### **VEHICLE DETAILING**

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

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

Professional Detailers  
22622 Lambert, Suite 305  
Lake Forest, CA 92630  
**Phone:** (949) 460-0314

# ***SEATTLE DISCOUNT ADMISSION TICKETS ORDER FORM***

Advance Discount Admission Tickets for the Seattle International Auto Show will be available at a cost of \$10.00 each, which is a savings of \$6.00 off the regular adult admission price. Tickets are available in packs of 25 at a cost of \$250.00.

## **PROCEDURE FOR ORDERING YOUR TICKETS:**

1. Complete the order form below indicating the number of ticket packs you desire. Email completed order form to Tina Cline at [TCline@EnthusiastNetwork.com](mailto:TCline@EnthusiastNetwork.com).
2. You will then receive a credit card authorization form to pay via secure email ([eventpayments@EnthusiastNetwork.com](mailto:eventpayments@EnthusiastNetwork.com)).

### **Unused tickets are not refundable.**

Quantity of Packs Desired \_\_\_\_\_ @ \$250.00  
(\_\_\_\_ Packs of 25)

Please print or type the following information:

COMPANY: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_  
(Tickets will be shipped to this location via UPS or held at Will Call, depending on the time of the order. **No P.O. Boxes.**)

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

SPACE OR BOOTH NUMBER(S): \_\_\_\_\_ TELEPHONE #: (\_\_\_\_) \_\_\_\_\_

AUTHORIZED BY: \_\_\_\_\_  
Print Name Signature

TITLE: \_\_\_\_\_ DATE: \_\_\_\_\_

**Deadline Date for Orders: October 21, 2016**