

7/31/18



This Service & Information Manual contains material which is vital to the successful planning, marketing and management of your display at the 2019-Model Seattle International Auto Show. Failure to read this manual and respond promptly in ordering services could result in higher rates.

The services and contractors listed in this manual are for your convenience. Show management suggests that you employ the services of GES, this year's official show contractor, for your greatest efficiency and ease, since they are familiar with the show and work schedule. All independent contractors must coordinate their work schedules with GES and comply with all guidelines and insurance requirements.

Please note that insurance policies must provide coverage for all dates from move-in through move-out and also include all required information listed in detail in the Important Rules and Requirements section of this manual. All insurance policies must be completed correctly or they will be returned. All exhibit set up contractors must submit a correct and complete policy at least thirty (30) days prior to the first move-in day of the show or they will not be permitted to work in the CenturyLink Field Event Center.

The most up-to-date exhibitor information, including CAD floor plans (DWG format) and all GES forms, will be available for download at [www.SeattleAutoShow.com](http://www.SeattleAutoShow.com).

It is important that you review this manual with those individuals or agents having responsibility for your participation in the show. Motor Trend Auto Shows thanks you for your cooperation. We wish you a most successful 2019-Model Seattle International Auto Show.

Show Management  
Motor Trend Auto Shows

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## *Exhibitor Action Item Checklist* **2019-Model Seattle International Auto Show**

<b>Action Items</b>	<b>Due Date</b>
• Make hotel reservations at Silver Cloud Hotel - Stadium	October 5
• Sent liability insurance policy to MTAS	October 6
• Ordered vacuum services, vehicle cleaning & porter service	October 6
• Sent floor plan to MTAS and GES	October 6
• Ordered network services from CenturyLink Field Event Center	October 6
• Ordered full-show parking pass from CenturyLink Field Event Center	October 6
• Submitted electrical plans and orders to Edlen	October 6
• Ordered discount admission tickets	October 20

## **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  
831 S. Douglas  
El Segundo, CA 90245  
**Phone:** (310) 531-5984

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

**Phone:** (800) 475-2098  
**Fax:** (866) 329-1437

**Please notify Show Management at  
[Trevor.Trumbo@motortrend.com](mailto:Trevor.Trumbo@motortrend.com)  
if you are using a different carpet supplier  
other than our recommended supplier.**

### **HEADQUARTERS HOTEL**

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

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

# *General Show Information*

## **Public Show Dates & Hours**

Friday, November 9 through Monday, November 12, 2018

Friday, November 9.....	12 p.m.	to	9 p.m.
Saturday, November 10.....	9 a.m.	to	9 p.m.
Sunday, November 11.....	9 a.m.	to	6 p.m.
Monday, November 12.....	9 a.m.	to	6 p.m.

## **Media Preview**

The show will host a Media Preview on Friday, November 9 from 10 a.m. to 12 p.m. Please staff your display at 50%.

## **Show Location**

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

## **Hotel**

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

Rates: 11/6 – 11/11 - \$189/\$199 s/d

Cut-off date: 10/5/18

## **Show Office Information**

The Show Office is located on the concours level of the event center, accessed from stairs adjacent to Volkswagen. You may contact show management at (323) 216-7557.

### **Show Office Hours:**

Friday, November 9.....	9 a.m.	to	9 p.m.
Saturday, November 10.....	8 a.m.	to	9 p.m.
Sunday, November 11.....	8 a.m.	to	6 p.m.
Monday, November 12.....	8 a.m.	to	6 p.m.

## **Parking**

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. Single day parking is available on show days for \$25; 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.**

# **Move-In & Set-Up Information**

## **Building Access During Set-Up**

During move-in and move-out, all exhibitors must check in at the security booth located on S. Royal Brougham Way, east of Occidental Avenue. If parking in garage, take south elevator to street level to access security booth. Upon presentation of government issued photo ID, exhibitor will be issued a daily wristband which permits access to the facility via South show entrance (adjacent to Kia space).

Once show opens to public, exhibitor access will be via West show entrance on Occidental Avenue or the Show Office (south elevator to second floor of parking garage for access). These desks will be open approximately 90 minutes prior to show opening daily.

## **Carpet Installation, Freight Deliveries & Exhibit Set-Up**

In order to allot as many straight time hours as possible for exhibit set up, a detailed move-in schedule has been developed. This requires the support and cooperation of exhibitors, freight carriers, and exhibitor-appointed contractors for carpet and/or exhibit installation. The display supervisor should be on-site at the start of the freight target time in order to direct crate placement. Labor for exhibit installation should be ordered no sooner than two hours after the beginning of the targeted time for freight deliveries as noted on the schedule. **All crates must be emptied and labeled by 4 p.m. Thursday, November 8** in order for GES to remove them from your exhibit space. Any request for an earlier move-in than specified on the schedule should be directed to Show Management. **All exhibit area set up work must be completed by 9 p.m. on Thursday, November 8.**

**Move-in start time – Monday, November 5, 2018**

<b>EXHIBITOR</b>		<b>Floor Layout</b>		<b>Electric/Telecom</b>		<b>Carpet/Visqueen</b>		<b>Freight</b>
		Start Monday 11/5	Done Monday 11/5	Start Monday 11/5	Done Monday 11/5	Start Tuesday 11/6	Done Tuesday 11/6	Start Tuesday 11/6
<b>WEST HALL #1</b>								
<b>W-1</b>	<b>Honda</b>	6 pm	8 pm	8 pm	12 mid	12:01am	6 am	6 am
<b>W-10</b>	<b>Volkswagen</b>	6 pm	8 pm	8 pm	12 mid	12:01am	6 am	6 am
<b>W-2</b>	<b>Chevrolet</b>	6 pm	8 pm	8 pm	12 mid	12:01am	6 am	6 am
<b>W-9</b>	<b>Subaru</b>	6 pm	9 pm	9 pm	12 mid	12:01am	7 am	7:30 am
<b>W-11</b>	<b>Buick</b>	6 pm	9 pm	9 pm	12 mid	12:01am	7 am	7:30 am
<b>W-4</b>	<b>Toyota</b>	6 pm	9 pm	9 pm	12 mid	12:01am	8 am	1 pm
<b>W-13</b>	<b>State Farm</b>	6 pm	9 pm	9 pm	12 mid	12:01am	5 pm	Wed 8 am

**Carpet Installation, Freight Deliveries & Exhibit Set-Up continued**

EXHIBITOR		Floor Layout		Electric/Telecom		Carpet/Visqueen		Freight
		Start Monday 11/5	Done Monday 11/5	Start Monday 11/5	Done Tuesday 11/6	Start Tuesday 11/6	Done Tuesday 11/6	Start Tuesday 11/6
<b>WEST HALL #2</b>								
W-6/N-8	BMW	6 pm	11 pm	11 pm	3 am	3 am	9 am	9 am
W-8	Hyundai	6 pm	11 pm	11 pm	3 am	3 am	9 am	9 am
W-3	Ford	6 pm	11 pm	11 pm	3 am	3 am	11 am	12 n
W-5	Acura	6 pm	11 pm	11 pm	3 am	3 am	11 am	1 pm

EXHIBITOR		Floor Layout		Electric/Telecom		Carpet/Visqueen		Freight
		Start Monday 11/5	Done Monday 11/5	Start Monday 11/5	Done Tuesday 11/6	Start Tuesday 11/6	Done Tuesday 11/6	Start Tuesday 11/6
<b>WEST HALL #3 / EAST HALL #1</b>								
W-7	Lexus	6 pm	10 pm	10 pm	2 am	2 am	6 am	8 am
E-3	FCA	6 pm	11 pm	11 pm	4 am	4 am	8 am	9 am

EXHIBITOR		Floor Layout		Electric/Telecom		Carpet/Visqueen		Freight
		Start Monday 11/5	Done Monday 11/5	Start Monday 11/5	Done Tuesday 11/6	Start Tuesday 11/6	Done Tuesday 11/6	Start Tuesday 11/6
<b>EAST HALL #2</b>								
E-1	Kia	6 pm	10 pm	10 pm	2 am	2 am	6 am	8 am
E-2	Nissan	6 pm	10 pm	10 pm	3 am	3 am	7 am	7:30 am
E-4	GMC	6 pm	10 pm	10 pm	5 am	5 am	9 am	12 pm

**Carpet Installation, Freight Deliveries & Exhibit Set-Up continued**

EXHIBITOR		Floor Layout		Electric/Telecom		Carpet/Visqueen		Freight
		Start Tuesday 11/6	Done Tuesday 11/6	Start Tuesday 11/6	Done Tuesday 11/6	Start Tuesday 11/6	Done Tuesday 11/6	Start Tuesday 11/6
<b>NORTH HALL #1</b>								
N-2	Mazda	1 am	4 am	4 am	9 am	9 am	1 pm	3 pm
N-3	Genesis	1 am	4 am	4 am	9 am	9 am	12 pm	1 pm
N-4	Tesla	1 am	4 am	4 am	9 am	9 am	1 pm	2 pm
N-5	Lincoln	1 am	3 am	3 am	7 am	7 am	11 am	12 pm
N-6	Audi	1 am	6 am	6 am	10 am	10 am	2 pm	3 pm

EXHIBITOR		Floor Layout		Electric/Telecom		Carpet/Visqueen		Freight
		Starts Tuesday 11/6	Done Tuesday 11/6	Starts Tuesday 11/6	Done Tuesday 11/6	Starts Tuesday 11/6	Done Tuesday 11/6	Start Tuesday 11/6
<b>CONCOURS</b>								
C-4	Jaguar	6 am	8 am	8 am	11 am	11 am	2 pm	2 pm
C-5	Land Rover	6 am	8 am	8 am	11 am	11 am	2 pm	2 pm
C-6	Infiniti	6 am	8 am	8 am	11 am	11 am	2 pm	2 pm
C-7	Volvo	6 am	8 am	8 am	11 am	11 am	2 pm	3 pm
C-8	Mercedes-Benz	6 am	8 am	8 am	12 pm	12 pm	4 pm	4 pm
C-9	Porsche	6 am	8 am	8 am	12 pm	12 pm	4 pm	4 pm
C-10	Maserati	6 am	8 am	8 am	12 pm	12 pm	4 pm	Wed 8 am

**Vehicle Move-In**

Vehicle transporters will be staged on Thursday at the Safeco Field Parking Pavilion lot. The closest GPS address for this location is 1516 1<sup>st</sup> Ave S, Seattle, WA 98104 (Safeco Field). Once vehicles are unloaded, these should be driven to third floor of garage until the exhibit space is ready for show vehicle placement. Fuel level will be checked at the loading dock door prior to entering the facility. Any vehicles exceeding ¼ tank of fuel will be refused entry to the show floor.

Vehicle move-in for North Hall and Concours Level will begin at 2 p.m. on Thursday, November 8.

Vehicle move-in for East and West Halls will take place starting at 1 p.m. on Thursday, November 8.

**Vehicle Move-In continued**

*Advance vehicle move-in may be available earlier on Thursday, November 8 if the display and aisle to vehicle entrance are clear of crates. Please contact show management on site if you wish to move in early.*

**Exhibitors or exhibit appointed contractors will be responsible for removing the visqueen covering on the carpet by 11:59 p.m. on Thursday. Exhibits must be show ready by 10 a.m. on Friday. Failure to remove visqueen will result in a labor fee to have the visqueen removed by the official general contractor.**

***NOTE:** Vehicles displayed on a turntable or platform will be allowed to enter the building Wednesday, November 7, provided your display is ready to accommodate the vehicle.*

### **Exhibit Display Vehicle 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.

### **Booth Exhibitor Move-In**

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



# **Move-Out Information**

## **Vehicle Move-Out**

Vehicle move-out will begin at approximately 6:30 p.m. on Monday, November 12, 2018. Exhibitors may attach the battery cables after 6 p.m., once the public has cleared the show floor, but you may not begin vehicle move-out until the aisle carpet is removed and a show management representative has made an announcement to begin vehicle move-out.

**All vehicles must be removed from the event center on Monday evening, November 12 between 7 p.m. and 9 p.m.** Car Carriers should stage in the Safeco Field Parking Pavilion lot. Vehicles may be parked on the third floor of the CLFEC parking garage until 12 p.m. on Tuesday, November 13 ONLY IF they are not going to be driven back to a dealership or loaded onto a transport Monday evening.

Transporters who have questions regarding vehicle pickup Monday night or Tuesday morning can contact building security at 206-781-7510.

## **Exhibit Move-Out**

Exhibitors may begin dismantling their exhibits as soon as the public is out of the building, around 6:15 p.m. on Monday 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 service desk for your specific move-out time.

Crates will be returned to each display area beginning at 8 p.m. For East Hall, West Hall, and Concourse, all crates must be ready for pick up by 3 p.m. Tuesday, November 13. North Hall needs to have all crates ready for pick up by 12 p.m. on Wednesday, November 14.

**Instructions for Display Truck Drivers:** All display trucks arriving for move-out on Monday, November 12 should report to the GES marshalling yard in the north stadium parking lot on South King Street, starting at 8 p.m. GES will provide move-out instructions. Trucks will be dispatched to the CLFEC, or to other supplementary holding locations, by GES as displays are ready for loading.

## **Booth Exhibitor Move-Out**

Move-out for booth exhibitors will begin on Monday, November 12 at 6 p.m. Vehicles must be removed and product must be boxed for shipping/removal by 10 p.m. on Monday. Booth move-out must be completed on Monday, November 12 by 11 pm.

## **Literature Removal**

Literature removal after the show is the responsibility of the individual exhibitor. Removal of literature that has been left behind will be invoiced to the exhibitor at prevailing rates. We recommend that any remaining literature be placed in vehicle trunks and returned to the participating dealerships for use in the showroom.

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

### **Public Admission Prices**

Adults (13 and over).....	\$16.00	Military (with any DOD ID) .....	\$14.00
Senior Citizens (62 and over).....	\$14.00	Children (12 and under).....	FREE

### **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 Credentials & Building Access**

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.

**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 permitted on the show floor during move-in or move-out.**

### **Vehicle Clean-Up Personnel**

Vehicle clean-up personnel will only be admitted with proper ID prior to the opening of the show each day under the following admittance schedule:

Thursday *	8 a.m.
Friday	7 a.m.
Saturday	7 a.m.
Sunday & Monday	7 a.m.

**\* You must notify show management if working past 11 p.m. on Thursday.**

In order to retain our first-class show appearance and also remain within the guidelines set for us by the auto show committee, all clean-up personnel must dress appropriately to enter the show. An acceptable professional appearance would include the following: coveralls, company golf shirts or t-shirts and clean blue jeans or slacks. A uniform appearance for all employees representing your company is preferred. Ripped shirts, printed t-shirts, dirty jeans, jeans with holes and dirty sneakers are not acceptable show attire.

# **Important Rules & Requirements**

## **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.

## **Required Set Back Aisles**

Show Management requires that all exhibitors leave two feet of space bordering every public aisle and two feet of space on any border of their exhibit that adjoins another display area. This will allow a four-foot emergency aisle running between each space.

## **Alcoholic Beverages & Food Items**

Alcoholic beverages and/or food may not be brought into the CenturyLink Field Event Center.

## **Exhibitor Dress Code**

All personnel working within your exhibit area should wear suitable business attire. Exhibitors not dressed accordingly will not be admitted into the show.

## **Fire Regulations**

Exhibitors must comply with all federal, state and local fire codes which apply to places of public assembly. 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.

## **Vehicle Requirements**

**Battery Cable** - All vehicles displayed in the show must have the positive battery cable disconnected and taped using UL approved plastic electrical tape. A special plastic bag must then be applied and taped. A 4 1/2" x 6" 3 mil. plastic bag with fastener will be provided by security officers as the vehicles enter the building.

## Vehicle Requirements continued

**Fully electric vehicles** – Batteries must be disabled.

**Gas Tank Level** – Vehicle gas tank levels need to be 1/4 tank or five (5) gallons, whichever is less. All vehicles will be checked as they enter CLFEC to make sure that the gas level requirement is correct. If the gas level exceeds the requirement, the vehicle will not be permitted to enter the building.

**Gas Cap Requirements** - If the gas cap door can be opened from outside your vehicle, the vehicle must have a locking gas cap. If the gas cap door must be unlocked from inside your car, then a locking gas cap is not necessary but the standard inside gas cap must be taped.

**AC/DC Converters** - Cars using AC/DC converters **must have the security system fuse disconnected** to prevent the public from setting off vehicle alarms.

**Vehicle 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.

**NOTE:** *Prior to the public opening, all vehicles will be checked to see that all gas cap and battery cable requirements have been met. A Fire Marshal will be on duty throughout all public hours of the auto show.*

**Vehicle Access & Cleaning** - All show vehicles, except factory display models must be unlocked during public show hours. All vehicles must be waxed or wiped daily.

## Exhibit Blueprints

All vehicle exhibitors participating in the Seattle International Auto Show must provide a scale electrical blueprint of their display to Motor Trend Auto Shows, Edlen Electrical and GES by **October 6**. These blueprints will be used by Edlen and GES to install electric and telephone lines prior to carpet installation. **The height of the display properties and the location of electric and phone lines must be marked on the plans.** MTAS blueprints can be e-mailed in DXF or PDF format to [Trevor.Trumbo@motortrend.com](mailto:Trevor.Trumbo@motortrend.com). **Exhibit set-up may not proceed without a show management approved floor plan.**

## 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.**

## **Power Needs continued**

**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).

## **Signs, Banners & Truss Lighting**

Any hanging signs must be framed and pre-approved by show management. Truss lighting is permitted. GES/Edlen Electric have jurisdiction on all installation work.

Plastic letters, shoe polish and homemade signs may not be used on any vehicles or in any area of your display or booth. Decorations, signs, banners, etc., may not be taped, tacked, stapled or otherwise fastened to ceilings, walls, doors, painted surfaces or columns.

All signs must be professionally manufactured and have a finished surface on all edges and sides. Signs cannot block the view of other exhibitors. In the case of a complaint, the decision on whether a sign remains or must be relocated will be made by Motor Trend Auto Shows.

## **Display Placement**

Placement of exhibits cannot interfere, block or extend into other exhibits or block emergency exits. The fire boxes and strobe lights on any pillars within a display must remain accessible and visible. An exhibitor could be required to change the location or configuration of their exhibit or vehicle placement should they interfere with the rights of other exhibitors. All exhibits must be capable of standing by themselves and no supporting wires from the ceiling or draped walls will be permitted. All exhibits must have a finished backside.

**East Hall Height:** Maximum exhibit height of 20'.

**West Hall Height:** 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 20' with a preferred exhibit height of limited to 18' to allow for a clearance beneath the sprinkler heads. The 18' height restriction is adjustable if the exhibit house works with Show Management to pinpoint the location of the exhibit property in relation to the sprinkler heads.

Most exhibits in these areas are not affected and, in most cases, large displays can be positioned to accommodate the lower ceiling height and sprinkler heads. Exhibits that exceed 18' height should be cleared with Show Management for special approval.

**North Hall Height:** The North Hall, accessed from the northwest corner of the West Hall, has a ceiling height of 40+ feet.

## Display Placement continued

### Concours Height:

**Main Exhibit Area:** Ceiling height is limited to 13' to accommodate sprinkler heads. Exhibits exceeding the 13' must check with Show Management for approval.

**North Wall:** Ceiling height along the north wall is 10' for the first 27' from the wall.

**Roll-Up Door into Concours Level from Parking Garage:** The maximum height of entry doors between the parking garage and the concours level is 9'. If your exhibit is too large to get in through the roll-up door, contact Greg Casey at GES, [gcasey@ges.com](mailto:gcasey@ges.com) or (206) 423-6390 to make arrangements to have your exhibit brought in through the freight elevator, size permitting.

**Parking Garage Height:** The maximum allowable vehicle height in the parking garage is 8', 6". **Delivery trucks and vans taller than 8', 6" will not fit.** If your exhibit delivery vehicle is too tall to access the parking garage, contact Greg Casey at GES, [gcasey@ges.com](mailto:gcasey@ges.com) or (206) 423-6390 to have the exhibit brought into your exhibit space with a forklift.

## Rigging Regulations

GES has jurisdiction for all rigging. Make sure to review order submission and approval guidelines in the GES portion of this kit.

## Music at the Show

Due to ASCAP and BMI licensing restrictions, unlicensed music cannot be played in any display at the Seattle International Auto Show. Jingles and commercials produced by a manufacturer, and are the property of the manufacturer, can be used in display.

Background music through the use of a television, radio, stereo, cassette tape, or laser disc cannot be used, as this is an infringement on the original copyright.

If you have any questions or wish to obtain a license from ASCAP or BMI, please contact either organization.

## 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 Group, LLC (Motor Trend Auto Shows) assume no liability or responsibility for any loss or theft. Therefore, it is the exhibitor's responsibility to provide their own insurance coverage for vehicles, exhibits and materials.

## Insurance Requirements

**All exhibitors or exhibit houses, and companies providing any equipment or services for the 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 Group, LLC; First & Goal, Inc.; GES; the Washington State Public Stadium Authority 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 Group, LLC; First & Goal, Inc.; GES; the Washington State Public Stadium Authority 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.

## Insurance Requirements continued

4. Any additional insurance policies necessary to obtain required permits or otherwise comply with applicable law ordinances or regulations regarding the performance of your contract.

Exhibitor shall provide to show management a Certificate of Insurance as evidence of such aforementioned policies at least thirty (30) days prior to the auto show; however, if requested by show management 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 Group, LLC; First & Goal, Inc.; GES; the Washington State Public Stadium Authority 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 Group, LLC, no later than October 6, 2018.

Please email certificates of insurance to Danielle Bordere at [Danielle.Bordere@motortrend.com](mailto:Danielle.Bordere@motortrend.com).

**All policies must provide coverage from the first move-in date, November 5 to the last move-out date, November 14, 2018. 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 6, 2018.***



### **Seattle Licensing Requirements for Dealers and Aftermarket Exhibitors**

Dealerships and Aftermarket 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 the show exhibitors as shown below.

### **Seattle B&O Tax Requirements for Dealers and Aftermarket Exhibitors**

All dealers and Aftermarket exhibitors participating in the show 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.

### **Washington State DOL Temporary Sub-Agency Permits for Dealers**

Dealerships participating in the show are required to obtain a Washington Department Licensing, Temporary Sub-Agency Permit through Washington State Auto Dealers Association. Information regarding this process will be mailed directly to dealers participating in manufacturer exhibits in the show. Temporary Sub-Agency Permits will be kept on file in the Auto Show Office during the show.

### **Washington State Department of Revenue Temporary Registration Certificate for Aftermarket Exhibitors**

Aftermarket 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 number. 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.

# *Show Services Information*

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

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

- Themed carpet in public aisles
- Daily emptying of all exhibit area waste containers

Each exhibitor is responsible for carpet, drayage, labor, vacuuming and the rental and payment of tables, chairs, desks, waste cans and any other item used within their display. Cleaning of displays and vehicles is the responsibility of the exhibitor.

## **Exhibitor Lounge**

Exhibitor Lounge is available for all exhibitors with proper credentials. This lounge is located at the south end of the Concours Level near the Show Office and will be open during all public show hours.

## **Headquarters Hotel**

Arrangements have been made with the Silver Cloud Hotel - Stadium, the official headquarters hotel, across from the CenturyLink Field Event Center. Special exhibitor rates have been obtained prior to and during the auto show. The hotel is located at 1046 1<sup>st</sup> Avenue, South in Seattle.

The rate is \$189 for single occupancy or \$199 for double occupancy. The cut-off date for reservations is October 5, 2018.

**Please call the hotel directly at (206) 204-9800 or (800) 497-1261 to reserve your room. Be sure to mention “Seattle Auto Show” to receive special room rates.**

## **Security**

Show management will provide 24-hour guard service beginning Tuesday, November 6 at 8 a.m. and concluding Tuesday, November 13 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 Group, LLC, cannot be held responsible for the theft of items missing from exhibitor areas.*

# *Show Advertising & Publicity*

## **Advertising**

Extensive print, radio, television and online advertising will be used to target the greater Seattle area. Advertising will begin ten (10) days prior to the opening of the show and continue to run throughout the show.

## **Exhibitor Support**

All dealerships, factories and dealer advertising groups are asked to proudly support the 2019-Model Seattle International Auto Show by advertising your participation in the show. Your usual radio, television and print ads may be supplemented with a voice-over or drop-in auto show mention. (Example: “See the New 2019 Mazdas at the Seattle International Auto Show, November 9 through 12”). The Washington State Auto Dealers Association greatly appreciates any show advertising you are able to incorporate into your regular advertising schedules.

## **Public Relations/Media Day**

Auto show press kits, pre-show press releases and all publicity will be prepared and coordinated by Motor Trend Auto Shows. If you are planning to bring a special display, concept car, pre-production model or unique feature to the show, please notify **Trevor Trumbo** at [Trevor.Trumbo@motortrend.com](mailto:Trevor.Trumbo@motortrend.com) to ensure that it is included in the overall show publicity.

## **Media Preview**

The show will host a Media Preview on Friday, November 9 from 12 p.m. to 2 p.m. Media live shots and filming will take place throughout the day. Please staff your display at 50%. The show PR team will arrange interviews as needed with display coordinators.

## **Office Auto Show Guide**

The official Seattle International Auto Show Guide is distributed to more than one million readers as an insert in The Seattle Times Sunday edition, published the Sunday immediately before the auto show opens, and to over 100,000 viewers online at [www.seattletimes.com](http://www.seattletimes.com). The publication is distributed to show attendees when they enter the show, and 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 any opportunity to place an advertisement in this important publication at specially priced Auto Show rates.

## General Contractor Information

Services for the Seattle International Auto Show will be provided by:

### GES

**CONTACT:** Exhibitor Services  
**ADDRESS:** 7000 Lindell Road  
Las Vegas, NV 89118  
**PHONE:** (800) 475-2098  
**FAX:** (866) 329-1437  
www.ges.com

GES will staff their Exhibitor Service Desk beginning Tuesday, November 6 and continuing through Tuesday, November 13.

**ONLINE ORDERING SITE:** <https://ordering.ges.com/061600447>

### **SHIPMENTS:**

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

**ADVANCE SHIPPING ONLY:** (Name of Manufacturer)  
(shipments should arrive on or between  
October 10 – November 1) Seattle International Auto Show  
c/o GES  
4060 Lind Avenue, SW  
Renton, WA 98057

The above address is for shipments that are scheduled to arrive in Seattle **before** November 1. Shipments that are scheduled to arrive at the CenturyLink Field Event Center can be accepted starting on November 6, 2018. **Freight deliveries prior to your move-in date will not be accepted by the CenturyLink Field Event Center.** Shipments to the show should be labeled:

**EVENT CENTER ONLY:** (Name of Manufacturer)  
(to arrive on November 6) Seattle International Auto Show  
c/o GES  
CenturyLink Field Event Center  
1000 Occidental Avenue, South  
Seattle WA 98134

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

Advance Discount Admission Tickets for the Seattle International Auto Show will be available at a cost of \$11.00 each, which is a savings of \$5.00 off the regular adult admission price. Tickets are available in packs of 25 at a cost of \$275.00.

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

1. Complete the order form below indicating the number of ticket packs you desire.
2. Complete the credit card authorization form for payment or let us know if you will be paying by another method.
3. Email completed forms to Danielle Bordere at [Danielle.Bordere@motortrend.com](mailto:Danielle.Bordere@motortrend.com).

**Unused tickets are not refundable.**

Quantity of Packs Desired \_\_\_\_\_ @ \$275.00 (\_\_\_\_ 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 20, 2018**



**MOTOR TREND GROUP, LLC.**  
 830 S. Douglas Street  
 El Segundo, CA 90245  
 Phone: (630) 353-2505  
 Fax (800) 606-5838

**CREDIT CARD AUTHORIZATION FORM**

\*Please send completed form to clientservices@motortrend.com or fax to (800) 606-5838

Customer: \_\_\_\_\_ Acct # \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_  
 Phone Number: \_\_\_\_\_

Card: Visa \_\_\_\_\_ MasterCard \_\_\_\_\_ American Express \_\_\_\_\_  
 Cardholder's Name \_\_\_\_\_  
 Account Number: \_\_\_\_\_ Expires: \_\_\_\_\_

*Only list items to be charged on the date you submit this form.*

Pub/Web Site/Event/Etc.	Issue/date	Invoice/Order #	Amount
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Total to be charged: \_\_\_\_\_

Pick one: One Time Charge  **OR** Automatic Charge

**(Charge All Items Listed Above)** **(Charge All Items Listed Above and Automatically Charge Future Advertising)**

*\* 3% convenience fee will be applied to all credit card* *\* 3% convenience fee will be applied to all credit card payments.*

I, hereby, authorize Motor Trend Group, LLC to charge this card as shown above. In case the charge cannot be made on this card, I declare myself personally and jointly bound with the company, which I represent, towards the credit card company for the payment of the debt and all costs in such collection.

\_\_\_\_\_  
 Signature (or name of person giving authorization) Date

Have a question? Contact clientservices@motortrend.com or call us at (630) 353-2505