



This Service & Information Manual contains material which is vital to the successful planning, marketing and management of your display in the 2018 Greater Milwaukee 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, the 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 the guidelines and insurance requirements.

Please note that insurance policies must provide coverage for all dates from move in through move out. All policies must include additional insured information as is listed in the Important Rules and Requirements section of this manual. All insurance policies must be completed correctly. Policies that are not completed correctly 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 Wisconsin Center.

The most up-to-date exhibitor information, including CAD floor plans (DWG format) and GES forms can be downloaded at [www.AutoShowMilwaukee.com](http://www.AutoShowMilwaukee.com). The information can be found in the "Exhibitors" section of the web site. Show forms for General Service Contractor, Electrical, AV and Internet available at <https://e.ges.com/071600859/esm>.

It is important that you review this manual with those persons 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 2018 Greater Milwaukee Auto Show!

Show Management  
Motor Trend Auto Shows, LLC

## *Table of Contents*

	<u>PAGE #</u>
Directory of Contractors & Facilities.....	3
General Show Information.....	4
Move-In & Set-Up Information .....	5 - 11
Move-Out Information.....	11
Ticketing & Exhibitor Access/Admittance Information .....	12 - 13
Important Rules & Requirements .....	14 - 20
Show Services Information.....	21 - 22
Show Advertising & Publicity .....	23
General Contractor Information.....	24
Discount Admission Tickets Order Form .....	25
Notice of Cancellation .....	26

## *Exhibitor Action Item Checklist* **2018 Greater Milwaukee Auto Show**

<b>Action Items</b>	<b>Due Date</b>
Sent liability insurance policy to MTAS	January 26
Ordered electrical service	January 26
Sent electrical blueprints to MTAS & the center	January 26
Ordered telecom service	January 26
Ordered floral, plants, & shrubbery	January 26
Ordered vehicle cleaning & porter service	January 26
Ordered photography requirements	January 26
Ordered decorator needs	January 30
Ordered labor and freight	January 30
Ordered discount admission tickets	February 2

# *Directory of Contractors & Facilities*

## SHOW OFFICE

Room 101A  
Phone (show days): (414) 908-5100  
Move-in days/after hours: (323) 216-7557

## SHOW MANAGEMENT COMPANY

Motor Trend Auto Shows, LLC  
831 S. Douglas Street  
El Segundo, CA 90245  
**Phone:** (323) 216-7557  
**Fax:** (323) 843-9224

## SHOW FACILITY

Wisconsin Center  
400 West Wisconsin Avenue  
Milwaukee, WI 53203  
**Phone:** (414) 908-6000  
**Fax:** (414) 908-6010

## INSTALLATION/DISMANTLING/ MATERIAL HANDLING & SHIPPING SERVICES

GES  
7050 Lindell Road  
Las Vegas, NV 89118  
**Phone:** (800) 475-2098  
**Fax:** (866) 329-1437

## ELECTRICAL SERVICES

Exhibitor Services  
Wisconsin Center  
400 West Wisconsin Avenue  
Milwaukee, WI 53203-2104  
**Phone:** (414) 908-6073  
**Fax:** (414) 908-6010

## TELECOM SERVICE

Wisconsin Center District  
400 West Wisconsin Avenue  
Milwaukee, WI 53203-2104  
**Phone:** (414) 908-6087  
**Fax:** (414) 908-6010

## RECOMMENDED CARPET SUPPLIER

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

## HOTELS

Hilton Milwaukee City Center  
509 W. Wisconsin Avenue  
Milwaukee, WI 53203  
**Phone:** (414) 935-5940  
**Fax:** (414) 271-1039

Hyatt Regency Milwaukee  
333 West Kilbourn Avenue  
Milwaukee, WI 53203  
**Phone:** (414) 276-1234  
**Fax:** (414) 276-6338

## PUBLIC RELATIONS

Catie Vernon  
Allied Integrated Marketing  
500 N. Michigan Ave. Ste #700  
Chicago, IL 60611  
**Cell:** (219) 877-5822  
**Email:** cavernon@alliedim.com

## FOOD CONCESSIONAIRE

Levy Restaurants  
Wisconsin Center  
400 West Wisconsin Avenue  
Milwaukee, WI 53203  
**Phone:** (414) 908-6150  
**Fax:** (414) 224-8540

## VEHICLE PORTER SERVICE

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

## SECURITY SERVICES

Original RTM  
**Phone:** (414) 645-2060

# *General Show Information*

## **Public Show Dates & Hours**

Saturday, February 24 through Sunday, March 4, 2018

Monday - Thursday	3 p.m.	to	9 p.m.
Friday	1 p.m.	to	9 p.m.
Saturdays	10 a.m.	to	10 p.m.
Sundays	10 a.m.	to	6 p.m.

## **Show Location**

Wisconsin Center  
400 West Wisconsin Avenue  
Milwaukee, WI 53203  
(414) 908-6000

## **Hotels**

Hyatt Regency Milwaukee  
333 West Kilbourn Avenue  
Milwaukee, WI 53203  
(414) 276-1234

Hilton Milwaukee City Center  
509 W. Wisconsin Ave  
Milwaukee, WI 53203  
(414) 935-5940

## **Show Office**

During move in, Show Management will be located in Room 101A, accessed from the lobby. The number is (414) 908-5100 and will be available starting Friday, February 23. Additionally, show management is available via cell at (323) 216-7557.

## **Greater Milwaukee Auto Show Gala – Friday, February 23, 2018**

The Greater Milwaukee Auto Show Gala will be from 7 p.m. to 12:30 a.m. at the Wisconsin Center.

A minimum number of narrators and product specialists should staff 'M' space displays until 9 p.m. during this event. As this is a charity function, we request that staff do not partake in any food or beverage unless they have purchased a gala ticket. For additional information, please contact Holly Riedel at holly@adamm.org or (414) 359-9000 ext. 5.

## **Employee Appreciation Days – February 26 & 27 & March 4 only**

Dealership employees must present proof of employment ID with business card, dealership ID or a paycheck stub, along with a driver's license at the Auto Show office in Room 101A (access from West Wisconsin Avenue and North Fourth Street facility entrance) for free admission to the show on Monday, February 26, Tuesday, February 27 and Sunday, March 4, 2018 only. Employee may bring one guest or immediate family.

# *Move-In & Set-Up Information*

## **IMPORTANT INFORMATION FOR YOUR FREIGHT CARRIERS**

All drivers must check in at the Marshaling Yard. Upon checking in at the yard, drivers will be given a window card and will be directed to the Wisconsin Center as dock space is available. The yard is located at:

Greater Milwaukee Auto Show  
Your Company Name & Booth Number  
640 South 84<sup>th</sup> Street (North Lot 2)  
West Allis, WI 53214

North Lot 2

In order to expedite the unloading/loading of trailers on site, when possible, we will bring the trailers right onto the show floor. However, we are not able to do this when the trailers are covered in snow. The snow melts damaging the carpet and causing slip hazards. If your truck is covered in snow, we recommend that you stop at a truck wash before arriving at the marshalling yard. Trailers with snow on them, will not be brought on to the show floor.

If you have any questions, please contact Kwasi Donely, GES Operations Manager at (773) 842-3760.

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

In order to ensure a smooth and efficient move-in, a detailed schedule has been developed. Please distribute copies of this schedule to freight carriers and exhibitor appointed contractors. Trucks will not be permitted to enter the up ramp to the loading docks until their scheduled time. 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 denoted on the schedule. All crates must be emptied and labeled for empty storage no later than Wednesday, February 21 at 3 p.m. in order for GES to remove them from your exhibit space. Any request for an earlier move-in then specified on the schedule should be directed to Motor Trend Auto Shows at (323) 216-7557.

**NOTICE: Failure to adhere to the timelines designated in the following schedule or failure to provide an electrical order with a blueprint could result in a 30% off target surcharge on freight, labor or services.**

# Move-In & Set-Up Information

## Carpet Installation, Freight Deliveries & Exhibit Set-Up (cont.)

### Ballroom & Lower Level Lobby – Monday 2-19-18 and Tuesday 2-20-18

EXHIBITOR		Floor Layout		Electrical		Carpet		Freight	
		Start Mon 2-19	Done Mon 2-19	Start Mon 2-19	Done Mon 2-19	Start Mon 2-19	Done Mon 2-19	Start Tues 2-20	Done Tues 2-20
B-1	Acura	7 am	8 am	8 am	12 noon	12 noon	6 pm	8 am	12 noon
B-2	Lexus	7 am	8 am	8 am	12 noon	12 noon	6 pm	8 am	12 noon
B-3	BMW	7 am	8 am	8 am	12 noon	12 noon	6 pm	8 am	12 noon
B-4	Audi	7 am	8 am	8 am	12 noon	12 noon	6 pm	8 am	12 noon
B-5	Infiniti	7 am	8 am	8 am	12 noon	12 noon	6 pm	8 am	12 noon
B-6	Mercedes-Benz	7 am	8 am	8 am	12 noon	12 noon	6 pm	10 am	2 pm
B-7	Porsche	7 am	8 am	8 am	12 noon	12 noon	6 pm	10 am	2 pm
B-8	Maserati	7 am	8 am	8 am	12 noon	12 noon	6 pm	10 am	2 pm
B-9	Lincoln	7 am	8 am	8 am	12 noon	12 noon	6 pm	10 am	2 pm
B-10	Cadillac	7 am	8 am	8 am	12 noon	12 noon	6 pm	10 am	2 pm

EXHIBITOR		Floor Layout		Electrical		Carpet		Freight	
		Start Mon 2-19	Done Mon 2-19	Start Mon 2-19	Done Mon 2-19	Start Mon 2-19	Done Mon 2-19	Start Tues 2-20	Done Tues 2-20
G-1	Bennett	7 am	8 am	8 am	12 noon	12 noon	6 pm	8 am	12 noon
G-2	Jaguar/Land Rover/Volvo	7 am	8 am	8 am	12 noon	12 noon	6 pm	8 am	12 noon

## Move-In & Set-Up Information

### Carpet Installation, Freight Deliveries & Exhibit Set-Up (cont.)

W Wells Lobby		Floor Layout		Electrical		Carpet		Freight	
EXHIBITOR		Start Mon 2-19	Done Mon 2-19	Start Mon 2-19	Done Mon 2-19	Start Mon 2-19	Done Mon 2-19	Start Tues 2-20	Done Tues 2-20
W-3	Mazda	7 am	8 am	8 am	12 noon	12 noon	6 pm	8 am	12 noon
W-4	MINI	7 am	8 am	8 am	12 noon	12 noon	6 pm	8 am	12 noon

### MAIN EXHIBIT HALL

		Floor Layout		Electrical		Carpet		Freight	
EXHIBITOR		Start Mon 2-19	Done Mon 2-19	Start Mon 2-19	Done Mon 2-19	Start Mon 2-19	Done Mon 2-19	Start Tues 2-20	Done Tues 2-20
M-1	Ford	1 pm	2 pm	2 pm	4 pm	4 pm	8 pm	8 am	12 noon
M-2	Honda	1 pm	2 pm	2 pm	4 pm	4 pm	8 pm	8 am	12 noon
M-4	Toyota	1 pm	2 pm	2 pm	4 pm	4 pm	8 pm	8 am	12 noon
M-5	Hyundai	1 pm	2 pm	2 pm	4 pm	4 pm	8 pm	8 am	12 noon
M-13	Kia	1 pm	2 pm	2 pm	4 pm	4 pm	8 pm	8 am	12 noon
M-3	Nissan	1 pm	3 pm	3 pm	5 pm	5 pm	11 pm	11 am	3 pm
M-5	Hyundai	1 pm	3 pm	3 pm	5 pm	5 pm	11 pm	11 am	3 pm
M-6	Volkswagen	1 pm	3 pm	3 pm	5 pm	5 pm	11 pm	11 am	3 pm
M-7	Mazda	1 pm	3 pm	3 pm	5 pm	5 pm	11 pm	11 am	3 pm
M-8	Buick	1 pm	3 pm	3 pm	5 pm	5 pm	11 pm	11 am	3 pm
M-9	GMC	1 pm	3 pm	3 pm	5 pm	5 pm	11 pm	11 am	3 pm
M-10	Chevrolet	1 pm	3 pm	3 pm	5 pm	5 pm	11 pm	11 am	3 pm
M-11	FCA	1 pm	3 pm	3 pm	5 pm	5 pm	11 pm	11 am	3 pm

# Move-In & Set-Up Information

## Carpet Installation, Freight Deliveries & Exhibit Set-Up (cont.)

### 3<sup>rd</sup> LEVEL LOBBY

EXHIBITOR		Floor Layout		Electrical		Carpet		Freight	
		Start Mon 2-19	Done Mon 2-19	Start Mon 2-19	Done Mon 2-19	Start Mon 2-19	Done Mon 2-19	Start Tues 2-20	Done Tues 2-20
L-1	Open	12 noon	1 pm	1 pm	2 pm	2 pm	7 pm	8 am	10 am
L-2	Vespa	12 noon	1 pm	1 pm	2 pm	2 pm	7 pm	8 am	10 am
L-3	Schlossmann's Powersports	12 noon	1 pm	1 pm	2 pm	2 pm	7 pm	8 am	10 am
L-4	Tuscany/MCM	12 noon	1 pm	1 pm	2 pm	2 pm	7 pm	8 am	10 am
L-5	Explorer Vans	12 noon	1 pm	1 pm	2 pm	2 pm	7 pm	8 am	10 am
L-6	Open	12 noon	1 pm	1 pm	2 pm	2 pm	7 pm	8 am	10 am
L-7	Open	12 noon	1 pm	1 pm	2 pm	2 pm	7 pm	8 am	10 am
L-8	duPont Registry	12 noon	1 pm	1 pm	2 pm	2 pm	7 pm	8 am	10 am
L-9	Open	12 noon	1 pm	1 pm	2 pm	2 pm	7 pm	8 am	10 am
L-10	Open	12 noon	1 pm	1 pm	2 pm	2 pm	7 pm	8 am	10 am
L-11	House of Harley	12 noon	1 pm	1 pm	2 pm	2 pm	7 pm	8 am	10 am

### Street Level Lobby

EXHIBITOR		Floor Layout		Electrical		Carpet		Freight	
		Start Mon 2-19	Done Mon 2-19	Start Mon 2-19	Done Mon 2-19	Start Tues 2-20	Done Tues 2-20	Start Wed 2-21	Done Wed 2-21
BL-1	AJ's	12 noon	1 pm	1 pm	2 pm	8 am	4 pm	8 am	5 pm
BL-8	Mitsubishi	12 noon	1 pm	1 pm	2 pm	8 am	4 pm	8 am	5 pm

All crates must be emptied and labeled for empty storage no later than Wednesday, February 21 at 3 p.m. in order for GES to remove them from your exhibit space. Your exhibit space must be ready by 8 a.m. on Thursday, February 22 in order to receive and place your show vehicles.



# Move-In & Set-Up Information

## Show Vehicles

Vehicle move-in will take place on Thursday, February 22 beginning at 8:30 a.m. and will continue until 2 p.m. All show vehicles must enter the center on this day. All vehicles are to be free of any snow prior to entering the complex. All displays must be totally completed by 6 p.m. on this day.

**Move-in and set-up ends today.**

Under no circumstances should the visqueen that was installed to protect your carpet be removed until all vehicles are placed and detailed. **Exhibitors or your porter service company will be responsible for any stains that are made by tire treads or tire dressing.** Once the vehicles have been placed and detailed, exhibitors may remove the plastic and place it in the public aisle for GES to pick up.

**City officials will be inspecting and tagging every vehicle on Friday, February 23 from 9 a.m. to 12 Noon. All exhibits must be sure to have someone available to open all hoods and have the vehicle keys placed in each of the vehicles ignitions.**

Please see the following vehicle move-in schedule to determine the time to bring vehicles on the floor.

**Show Vehicle Move-In - Thursday, February 22, 2018 – 8:30 a.m. – 2 p.m. Main Exhibit Hall – 3<sup>rd</sup> Level Note: The ramp entrance for the following spaces is located on Northbound Sixth Street between West Wells St. and Kilbourn Ave.**

Space Exhibitor

M-1	Ford
M-2	Honda
M-3	Nissan
M-4	Toyota
M-7	Mazda
M-12	Kia
M-13	Subaru

M-5	Hyundai
M-6	Volkswagen
M-8	Buick
M-9	GMC
M-10	Chevrolet
M-11	FCA

Space Exhibitor

L-1	Open
L-2	Vespa
L-3	Schlossmann's Powersports
L-4	Tuscany/MCM
L-5	Explorer Vans
L-8	duPont Registry
L-11	House of Harley

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

### **Show Vehicles (cont.)**

#### **Street Level Ballroom**

**Note: The vehicle entrance for the following spaces is located on West Wells St. between North Fourth St. and North Sixth St.**

Space	Exhibitor
B-1	Acura
B-2	Lexus
B-3	BMW
B-4	Audi
B-5	Infiniti

B-6	Mercedes-Benz
B-7	Porsche
B-8	Maserati
B-9	Lincoln
B-10	Cadillac

Space	Exhibitor
BL-1	AJ's
BL-8	Mitsubishi

Space	Exhibitor
G-1	Bennett
G-2	Jaguar/Land Rover/ Volvo

### **Mandatory City Inspection**

**City officials will be inspecting every vehicle on Friday, February 23 from 9 a.m. to 12 Noon. All exhibits must be sure to have someone available to open all hoods and have the vehicle keys in hand should the inspection team want to start a vehicle to verify its fuel level. (Positive terminal of batteries should be disconnected prior to inspection.)**

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

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

To provide complete security for exhibitors and their possessions, it is important that all exhibitors observe the following daily access hours. Your cooperation is appreciated.

Tuesday, February 20	7 a.m. to 8 p.m.
Wednesday, February 21	8 a.m. to 8 p.m.
Thursday, February 22	8 a.m. to 6 p.m.

## ***Move-Out Information***

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

Move-out will take place on Sunday, March 4 from 6 p.m. until 10 p.m. and Monday, March 5 from 8 a.m. to 5 p.m.

GES will begin removing aisle carpet at 5:30 p.m. in exhibit areas where the public has cleared.

Exhibitors may attach the battery cables at 5:45 p.m., but you may not begin vehicle move-out until the announcement has been made to do so.

All vehicles must be removed from the center on Sunday evening, March 4 between the hours of 6:30 p.m. and 9 p.m., as the general contractor will be returning all empty crates to each display area which could result in damage to your vehicles.

All crates will be returned to each display area beginning at 9 p.m.

Exhibits must be crated by 5 p.m. on Monday, March 5.

Booth exhibitors must be completely moved out by 11 p.m. Sunday.

### **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 their showrooms.

# *Ticketing & Exhibitor Admittance Information*

## **Public Admission Prices**

Adults ( <i>13 and over</i> )-----	\$12.00	Children ( <i>7 - 12</i> )-----	\$6.00
Senior Citizens ( <i>62 and over</i> ) <i>Weekdays Only</i> -----	\$9.00	Children ( <i>6 and under</i> )-----	FREE
Students ( <i>with ID; 21 &amp; under</i> )-----	\$8.00		

## **Discount Admission Tickets**

Discount Admission tickets **may be purchased in packs of twenty-five (25) only**. These tickets represent a savings of \$4.00 off the regular adult admission price of \$12.00. They may be given away to your family, friends, employees or customers.

You may also wish to run a special promotion, offering the discount admission tickets to the public, at your place of business, prior to February 23.

**NOTE:** *Please see the enclosed form to order your discount admission tickets and return the form to Motor Trend Auto Shows, no later than February 2. All ticket orders must be prepaid.*

## **Complimentary Admission Tickets**

Each participating Association dealer member will receive twenty-five (25) complimentary “Good Any Day” admission tickets. (Tickets are mailed only to Association dealer members.) These are for the personal use of the dealer principal, as we will see that all factory personnel receive their complimentary admission tickets when they check in at the Auto Show Office. All other needs can be met by completing your discount admission ticket order and returning it to our office by February 2, 2018.

## ***Ticketing & Exhibitor Admittance Information***

### **Exhibitor Entrance Procedure**

All sales staff, manufacturer representatives and booth vendors will check in and pick up a show badge in the Show Office located in Room 101A. It is located adjacent to the public entrance lobby at the West Wisconsin Avenue and North Fourth Street facility entrance. Office will be open Monday through Thursday at 2 p.m., Friday at 12 noon and 9 a.m. on the weekends.

**Salespersons** - All salespersons working the show must pick up and sign for their own entrance credentials at the show office. A business card and a photo driver's license must be presented.

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

***NOTE:*** *Due to our insurance coverage rules, no one under the age of 16 years old will be permitted to on the show floor during set-up or tear-down.*

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

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

During all nine (9) public show days, official clean up personnel must enter through the West Wisconsin & North Fourth St. entrance doors unless they are entering show more than one hour prior to opening. Early access is only allowed by checking in at the convention center employee entrance on N. 6<sup>th</sup> St between W. Wisconsin and W. Wells. They will be required to provide proof of identification to enter.

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

Saturdays	8 a.m.
Sundays	8 a.m.

Monday-Thursday	1 p.m.
Friday	11 a.m.

In order to retain our first-class show appearance and also remain within the guidelines set for us by the Association 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*

## **Aisles for Emergency Purposes**

The Fire Department requires that all exhibitors leave one foot (1') of space on every public aisle and two feet (2') of space on any border of their exhibit that adjoins another display area. This will allow a four-foot (4') emergency aisle running between each space.

## **Dealership/Vehicle Permits**

As the show production company, Motor Trend Auto Shows has applied for an overall show permit on behalf of each of the participating vehicle exhibitors.

## **Sunday Sales**

State law prohibits licensed auto salespersons at their displays on Sundays of the auto show. The mere presence of a licensed salesperson constitutes selling in the eyes of the Motor Vehicle Department. The selling of cars on Sundays is strictly prohibited in Wisconsin.

Owners and managers whose sole duty is to manage non-licensed "greeters", "product specialists", "factory personnel" or "dealership personnel" to help at the display is permitted.  
**NO SALES MANAGERS.**

If you have any questions on this, please contact the Automobile Dealers Association of Mega Milwaukee, Inc., at (414) 359-9000 ext. 5.

## **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.**

## **Alcoholic Beverages & Food Items**

Alcoholic beverages and/or food may not be brought into the Wisconsin Center.

## **Fire Regulations**

Exhibitors must comply with all federal, state, and local fire codes which apply to places of public assembly, in particular, Chapters 5, 8, and 31 of the Life Safety Code. All curtains, buntings, draping, etc., of any kind must be flameproof. Special care should be taken not to block or obstruct any fire hose or fire extinguisher cabinets, fire pull boxes, or entrances and exits within the Wisconsin Center.

## *Important Rules & Requirements*

### **Vehicle Requirements**

Under no circumstances may display vehicles be placed in front of any fire or public entrance and exit doors. Special attention should be given to keeping these public doors free of blockage by any show vehicles. The same holds true for the construction of displays, staging, walls, turntables, signs, etc.

**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.

**Gas Tank Level** – The gas level must not exceed 1/4 tank. All vehicles will be checked prior to entering the center to make sure that the gas level requirement is correct. If the gas level exceeds 1/4 tank, 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.

**Non-Injected Fuel Systems** – Any vehicle without a fuel-injected engine must have a block of wood placed under the accelerator pedal, or the fuel linkage arm disconnected from the carburetor.

**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. The Auto Show Committee and/or Show Management will inspect each display area to see that this service is provided, with the cleaning charges being sent to the exhibitor whose vehicles have been neglected.

### **Exhibit Blueprints**

All vehicle exhibitors participating in the 2018 Greater Milwaukee Auto Show must provide a scale electrical blueprint of their display to Motor Trend Auto Shows and the Wisconsin Center by January 26. Contact information is available on page 3. These blueprints will be used to install electric and telecom lines prior to carpet installation. **Please include telecom placement, electrical needs and the height of your display properties on your blueprints.** MTAS blueprints can be sent in PDF format to Steve Freeman at [sfreeman@EnthusiastNetwork.com](mailto:sfreeman@EnthusiastNetwork.com).

# ***Important Rules & Requirements***

## **Signs and Banners**

Any hanging signs must be framed and pre-approved by show management. Truss lighting is permitted. The Wisconsin Center has jurisdiction on all installation work.

All signs must be professionally manufactured and have a finished surface on all edges and sides.

Signs cannot block the view of other exhibitors.

Individual dealership signs, name plates or license frames may not be used in any display or on any vehicle.

No banners or signs may be hung from the back perimeter wall drape.

No signs may be attached to the front windows or affixed behind the wipers.

Smaller professional signs must be at least 22" x 28" and displayed on an easel sign holder or frame.

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.

GES is available to produce exhibitor signs for the 2018 Greater Milwaukee Auto Show.

## **Display Placement**

The maximum permissible height for displays in spaces M and B spaces is twenty-four feet (24'). The display height restriction for spaces L spaces is seventeen feet (17'). The display height restriction for BL spaces is seventeen feet (17'). Spaces 20-27 have a 12' - 17' height restriction across the display and a 6' x 6' crate size restriction due to entry doors from the dock. These exhibitors should contact Motor Trend Auto Shows for additional details. Exhibitors should contact Show Management if they have any questions regarding ceiling height.

Placement of exhibits cannot interfere, block or extend into other exhibits. An exhibitor could be asked to change the location or configuration of their exhibit or vehicle placement should they interfere with the rights of other exhibitors.

All exhibits must be capable of standing by themselves and no supporting wires from the ceiling or draped walls will be permitted.

## **Dealership Identification**

No dealership identification is allowed on vehicles, badges or displays. This includes decals, license plates, license plate holders and signage. Signage listing participating dealers is permitted.



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

### **Exhibitor Presentation Restrictions**

An exhibitor may not work, sell or distribute literature from any area other than the space rented by the exhibitor. Sales presentations, distribution of literature, and public surveys are strictly forbidden from being conducted in public aisles, other exhibit spaces, or any other public areas of the Wisconsin Center. All public address systems must be kept to a volume so as not to disturb your neighboring exhibitors.

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

No carts or hand trucks with hard wheels are permitted on Wisconsin Center carpeted surfaces.

Passenger elevators and escalators may not be used for transporting freight and exhibit material from level to level. Two freight elevators are provided for this purpose.

Display trucks or trailers may not be stored on Wisconsin Center property.

### **Wireless Microphone Check**

Wireless microphone check - Due to reports of exhibitors experiencing overlapping wireless microphone frequencies, show management requests that all manufacturers test their microphones for interference on Thursday afternoon, February 22. Please report any overlaps to show management.

### **Sales Tax**

All booth exhibitors selling items must provide a receipt or sales slip to each customer. All booth exhibitors must be licensed to sell and collect sales tax in the State of Wisconsin. For more information, please check the following web site: <http://www.dor.state.wi.us/>.

### **Music at the Show**

Due to ASCAP and BMI licensing restrictions, there cannot be any music played in any display at the 2018 Greater Milwaukee Auto Show. Jingles and commercials produced by a manufacturer, that are the property of the manufacturer, can be used throughout the show.

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

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

# *Important Rules & Requirements*

## **Show Giveaways**

Wisconsin State Lottery law mandates that all exhibitors planning to use any type of giveaway featuring door prizes, merchandise, or cash must first have authorization by Show Management to do so. Show Management will then provide you with the necessary disclaimer and posting requirements as required by law.

## **Three-Day Cooling Off Period**

We have prepared a Notice of Cancellation form located in the back of this manual, which is required by the three-day cooling off period provision by the State of Wisconsin.

## **Authorization To Do Business**

Every supplier to the auto show including display houses, florists, porter companies, decorators and specialty electric companies must provide the following to Show Management:

1. A copy of your valid Wisconsin sales tax number, plus verification that sales tax is being remitted to the State of Wisconsin.
2. A \$2 million liability policy as specified in the insurance requirements for the dates of move in to move out of the auto show. A copy of your normal annual company policy is not acceptable.

Failure to provide the two items above by the deadline date of January 26 will result in the refusal of access to our loading docks and any employee entrances.

It is the responsibility of every exhibitor to inform your suppliers of these requirements and to provide Motor Trend Auto Shows with the name(s) of any suppliers that you intend to use at the auto show.

## **Liability**

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

The Wisconsin Center, the Automobile Dealers Association of Mega Milwaukee, Inc., GES and 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.

# *Important Rules & Requirements*

## **Insurance Requirements**

All exhibitors, exhibit houses, porter service companies, and outside service companies providing any equipment or services to the 2018 Greater Milwaukee Auto Show or its exhibitors must secure a broad-form comprehensive general liability insurance policy.

All exhibit houses must include all clients on the certificate of insurance to insure proper coverage during the show.

The exhibitor shall procure, at its sole cost and expense, and shall maintain in force at all times during the term of the auto show contract (including move-in and move-out), policies of insurance as herein below set forth, written by an insurer having a Best's rating of at least "A" and shall deliver to Show Management evidence of such policies as set forth herein. These policies shall be endorsed in form acceptable to Show Management to include a provision that the policy will not be cancelled, materially changed, or not renewed without at least thirty (30) days prior written notice to Show Management, by certified mail, return receipt requested, and state or be endorsed to provide that the coverage afforded under the policies shall apply on a primary and not on an excess or contributing basis with any policies which may be available to Show Management. Policies written on a "claims-made" basis are not acceptable. At least two weeks prior to the expiration of the policies, evidence of renewal or replacement policies of insurance, with terms and limits no less favorable as the expiring policies, shall be delivered to Show Management. Deductibles of self-insured retention above \$25,000 will require approval from Show Management.

1. A Commercial General Liability insurance policy (I.S.O. Form CG 00 01 or equivalent approved by Show Management) in the Exhibitor's name with any full or part-time employees; members of the Board of Directors of the Automobile Dealers Association of Mega Milwaukee, Inc.; Wisconsin Center District; the City of Milwaukee; Extreme Ventures, LLC dba TEN: A Discovery Communications Company 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 any full or part-time employees; members of the Board of Directors of the Automobile Dealers Association of Mega Milwaukee, Inc. Wisconsin Center District; the City of Milwaukee; Extreme Ventures, LLC dba TEN: A Discovery Communications Company and its subsidiaries 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.

## *Important Rules & Requirements*

### **Insurance Requirements (cont.)**

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, the Exhibitor shall deliver to Show Management within 10 days of the request, a copy of such policies, certified by the insurance carrier as being true and complete. The Certificate of Insurance must (1) indicate the I.S.O. Form used by the carrier, (2) be signed by an authorized representative of the insurance carrier, (3) disclose any deductible, self-insured retention, aggregate limit or any exclusions to the policy that materially change the coverage, (4) indicate that Any full or part-time employees; members of the Board of Directors of the Automobile Dealers Association of Mega Milwaukee, Inc.; Wisconsin Center District; the City of Milwaukee; Extreme Ventures, LLC dba TEN: A Discovery Communications Company and its subsidiaries 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 S. Douglas Street, El Segundo, CA 90245, a notice of any occurrence likely to result in a claim against Show Management.

The certificate holder is Motor Trend Auto Shows, LLC, 831 S. Douglas Street, El Segundo, CA 90245.

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.

**All policies must provide coverage from the first move-in date, February 19 to the last move-out date, March 5.** The Certificate of Insurance must be received by Motor Trend Auto Shows no later than January 26. **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.** A sample of a correctly completed insurance policy is located under GES forms for your review. Please be sure to add all the additional insured information to each policy.

**Please email certificates of insurance to Allen Chin at [ACHin@EnthusiastNetwork.com](mailto:ACHin@EnthusiastNetwork.com).**

## **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
- Themed manufacturer identity sign over your public aisle to guide visitors into your display (\*except B, BL, L & G spaces)
- Daily vacuum service for all exhibit carpet
- Daily emptying of all exhibit area waste containers

Each exhibitor is responsible for carpet, drayage, labor, 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.

### **Hospitality Suites**

A limited number of hospitality suites are available for auto show related business and food functions. These will be provided to paying exhibitors only free of charge on a first-come basis provided that a minimum of \$250 in food and beverage service is ordered daily for these rooms from Levy Restaurants, official food concessionaire for the Wisconsin Center. If you wish to utilize one of these rooms for your sales staff meetings or meal functions, arrangements for room requests must be made through Motor Trend Auto Shows by emailing Allen Chin at [ACHin@EnthusiastNetwork.com](mailto:ACHin@EnthusiastNetwork.com). Rooms will be assigned on a first-come, first-served basis. We will then put you in touch with the show contact at Levy Restaurants. Don't miss the opportunity to host your sales staff or factory officials in your own private show office and hospitality suite. Please note that anyone using these spaces must include the space on their certificate of insurance as show management will not be held responsible.

### **Hotels**

Arrangements have been made with the Hilton Milwaukee City Center and the Hyatt Regency Milwaukee for special exhibitor rates prior to and during the show.

The Hilton Milwaukee City Center is located at 509 W. Wisconsin Avenue. The phone number is (414) 935-5940 to make reservations.

The Hyatt is located at 333 West Kilbourn Avenue. The phone number is (414) 276-1234 to make reservations.

## *Show Services Information*

### **Security**

We ask that you cooperate with all security guards working the show, particularly at the entrances and exits. All exhibitors and personnel working the show must enter and exit through the West Wells Street and North Fourth Street and West Wisconsin and North Fourth Street lobby entrances. Doors to the outside on the actual show floors may not be used and are not to be propped open.

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

Particular attention should be given to personal items, such as briefcases, handbags, wallets, and coats. In addition, exhibitor personnel should remain in your exhibit area until the public has been totally cleared from the building and all exhibit spaces have been secured for the evening.

Please note if you need to hire booth security, you must utilize the auto show's approved event security company for insurance purposes. The security company for the show is Contemporary Services. Please contact them at (414) 744-5150.

**NOTE:** *The Automobile Dealers Association of Mega Milwaukee, Inc. and Motor Trend Auto Shows cannot be held responsible for the theft of items from exhibitor areas.*

# ***Show Advertising & Publicity***

## **Advertising**

Extensive print, radio, and television advertising will be used to target the Greater Milwaukee area and major markets in the State of Wisconsin. Advertising will begin the week prior to the opening of the show and continue through the close of the show.

Motor Trend Auto Shows has contacted all major radio, television, and newspaper representatives to seek their support, sponsorship, and extensive PR coverage of this year's exciting event.

## **Dealer Advertising Support**

All dealerships, factories, and dealer advertising groups are asked to proudly support the 2018 Greater Milwaukee 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 2018 Buicks at the Greater Milwaukee Auto Show, February 24 through March 4"). The Automobile Dealers Association of Mega Milwaukee, Inc. greatly appreciates any show advertising you are able to incorporate into your regular advertising schedules.

## **Souvenir Show Program Book**

An Official Souvenir Show Program Book will once again be published in conjunction with the show. This attractive show publication, with a full-color cover, is given free of charge to each family attending the show and will serve as both a souvenir and an excellent reference source, since it will contain a floor plan, editorials, and photographs of all show features.

Factories, dealer advertising groups, individual dealers, and allied show exhibitors are encouraged to place an ad in the Program Book. Please call Martha Carrasco at (949) 705-3135 for additional information.

## **Public Relations**

Auto show press kits, pre-show releases and all publicity will be prepared and coordinated by the Motor Trend Auto Shows public relations team.

Are you planning to bring a special display, concept car, pre-production model or unique feature to the show? Please notify Catie Vernon or Jen De Luca with Allied Integrated Marketing to ensure that it is included in the overall show publicity. Catie can be reached by phone at (219) 877-5822 or email at [cavernon@alliedim.com](mailto:cavernon@alliedim.com), Jen can be reached by phone at (773) 425-5284 or email at [jdeluca@alliedim.com](mailto:jdeluca@alliedim.com).

A Press Room will be available for the working press attending the show. Please send all press materials directly to the Wisconsin Center, to arrive no earlier than February 16, with each package clearly marked "Greater Milwaukee Auto Show, Press Room, Room 101A".

## ***General Contractor Information***

Services for the 2018 Greater Milwaukee Auto Show will be provided by:  
**GES**

**ADDRESS:** 7050 Lindell Road  
Las Vegas, NV 89118  
**PHONE:** (800) 475-2098  
**FAX:** (866) 329-1437

Global Experience Specialists (GES) will staff their Exhibitor's Service Desk beginning on Tuesday, February 20 through Monday, March 5, 2018.

### **SHIPMENTS:**

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

**ADVANCE SHIPPING ONLY:** (Name of Manufacturer)  
(Shipments should arrive on Greater Milwaukee Auto Show  
or between January 17– February 15) c/o GES  
YRC  
6880 South Howell Avenue  
Oak Creek, WI 53154

The above address is for shipments that are scheduled to arrive in Milwaukee before February 15, 2018. Shipments that are scheduled to arrive at the Wisconsin Center can only be accepted on your scheduled freight move-in day. Freight deliveries prior to your move-in date will not be accepted by the Wisconsin Center. Shipments to the show should be labeled:

**CONVENTION CENTER ONLY:** (Name of Manufacturer)  
Greater Milwaukee Auto Show  
c/o GES  
Wisconsin Center  
400 West Wisconsin Avenue  
Milwaukee, WI 53203-2104



# *Discount Admission Tickets*

Advance Discount Admission Tickets will be available at a cost of \$8.00 each, which is a savings of \$4.00 off the regular adult admission price. Tickets are available in packs of 25 at a cost of \$200.00.

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

1. Complete the order form below indicating the number of ticket packs you desire. Email completed order form to Allen Chin at [ACHin@EnthusiastNetwork.com](mailto:ACHin@EnthusiastNetwork.com).
2. You will then receive a credit card authorization form to pay via secure email ([eventpayments@EnthusiastNetwork.com](mailto:eventpayments@EnthusiastNetwork.com)) or secure eFax (630-963-6209).

**Unused tickets are not refundable.**

Quantity of Packs Desired \_\_\_\_\_ @ \$200.00 Each  
(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: February 2, 2018**

**NOTICE OF CANCELLATION**

( \_\_\_\_\_ )  
**DATE OF TRANSACTION**

You may cancel this transaction, without penalty or obligation, within three (3) business days from the above date.

If you cancel, any property traded in, any payments made by you under the contract or sale, and any negotiable instrument executed by you will be returned within ten (10) business days following receipt by the seller of your cancellation notice, and any security interest arising out of the transaction will be canceled.

If you cancel, you must make available to the seller at your residence, in substantially as good condition as when received, any goods delivered to you under this contract or sale; or you may if you wish, comply with the instructions of the seller regarding the return shipment of the goods at the seller's expense and risk.

If you do make the goods available to the seller and the seller does not pick them up within twenty (20) days of the date of your notice of cancellation, you may retain or dispose of the goods without any further obligation.

To cancel this transaction, mail or deliver a signed and dated copy of this cancellation notice or any other written notice, or send a telegram to:

\_\_\_\_\_  
(Name of Seller)

at \_\_\_\_\_  
(Address of Seller's Place of Business)

no later than midnight of:

\_\_\_\_\_  
(Date)

I hereby cancel this transaction:

\_\_\_\_\_  
(Buyer's Signature)

\_\_\_\_\_  
(Buyer's Address)