



## Greater Milwaukee Auto Show Booth Exhibitor Information

Thank you for your participation in the Greater Milwaukee Auto Show held at the Wisconsin Center on February 24 through March 4, 2018. These guidelines will walk you through all the items you will need to know to have a successful show.

### Public Show Dates & Hours

Saturday, February 24 through Sunday, March 4, 2018

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

### Show Location

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

### 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 (310) 259-2794.

# *Important Rules & Requirements*

## **Move In**

All booth vendors can set-up on Thursday, February 22 from 10 a.m. - 3 p.m.

If you have display vehicles in your booth, these vehicles **MUST** move-in Thursday between 8:30 a.m. and 2 p.m. The visqueen in your display must stay in place under your vehicle for the duration of the show in order to protect the facility carpet.

Please check in at the show office in Room 101A upon arrival at the facility and before starting any move in. A floor manager will check you in and take you to your booth location.

The vehicle entrance for the 2<sup>nd</sup> level is on West Wells Street just past the intersection of North Sixth Street

A security guard will meet you at the building vehicle entrance and escort you to your space.

Booths 21 – 26 are accessed by a freight elevator.

**Please Note:** There is an 84" wide, door restriction for the display spaces. The 84" does not provide any clearance so please take into account folding mirrors, etc.

### **IMPORTANT – PLEASE READ**

The installation and dismantling of displays/exhibits falls under the jurisdiction of the local Carpenter's Union. In addition, standard union jurisdictions regarding freight handling will apply. It is the union's jurisdiction to handle all product and equipment to and from the dock area to your exhibit space. The only exception to this rule is as follows: *Only literature, portable or folding back walls/and or very small equipment that can be hand carried by one person in one trip may be transported into or out of the exhibit hall without the assistance of union personnel.*

### **Personal dollies and carts are not permitted.**

In an effort to assist those exhibitors that have minimal exhibit material, GES is offering **Cartload Service** which is outlined on the attached Cart labor form. Please review this form in detail to determine if your display/exhibit/product coincides with this service.

Any materials shipped to the Wisconsin Center will be subject to GES handling charges. Please refer to the GES Material Handling form in the general service contractor forms on the web at [www.AutoShowMilwaukee.com](http://www.AutoShowMilwaukee.com) for details on shipping to show site.

Show forms for General Service Contractor, Electrical, AV and Internet available at <https://e.ges.com/071600859/esm>.

## **Exhibitor Move Out**

Move out will begin on Sunday, March 4 at 6 p.m. All display items and/or product must be removed by 9 p.m. on Sunday.

### **Exhibitor Restrictions**

**Height** – Nothing can be displayed higher than the 8' back wall drape.

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

**Overheads** – No canopies or tents of any kind are permitted in booth areas.

**Sale Items** – Only items approved and listed on the space contract are permitted to be displayed or offered for sale to the public. All exhibitors who will be selling at the auto show must be licensed to do business in the State of Wisconsin. Please visit <http://www.taxsites.com/states/wisconsin.html> for additional information.

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

**Rented Space** - An exhibitor may not work, sell or distribute literature from any area other than their rented space.

**Public Address System** - All public address systems must be kept to a volume that is not disruptive to your neighboring exhibitors.

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

Any special decorations or signs must be approved by the Wisconsin Center management as to location and method of installation.

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

## **Vehicle Requirements**

**Battery Cable** - All show vehicles must have the positive battery cable disconnected and taped using UL approved plastic electrical tape.

**Gas Tank Level** - **Vehicles cannot have any more than five (5) gallons of fuel in the tank.** All vehicles will be checked as they enter the convention center to make sure that the gas level requirement is correct. If the gas level exceeds five gallons, the vehicle will not be permitted to enter the building.

## **Vehicle Requirements (continued)**

**Gas Cap Requirements** - If the gas cap door can be opened from outside your vehicle, the vehicle must have a locking gas cap and the inside gas cap must be taped. 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.

**Dock Entrance** - The entrance for the 2<sup>nd</sup> level is on West Wells Street just past the intersection of North Sixth Street

Prior to the public opening, all vehicles will be checked to see that all gas cap and battery cable requirements have been met.

## **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. There are no refunds on unused tickets.

**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.*

## **Exhibitor Entrance Procedure**

**No passes, badges or exhibitor identification will be mailed in advance of the show.**

All sales staff 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.

All personnel working the show must pick up and sign for their own entrance credentials in Room 101A of the convention center. A business card and a photo driver's license must be presented.

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

**NOTE:** *Due to our liability insurance, no one under the age of 16 years old will be permitted to enter during set up or tear down.*

## **Exhibitor Dress Code**

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

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

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

- Side and back drape
- One (1) table
- Two (2) chairs

Any other items such as waste cans are the responsibility of the exhibitor. These items can be ordered through GES. Please refer to the GES Furnishing order form in the general service contractor forms for details at [www.AutoShowMilwaukee.com](http://www.AutoShowMilwaukee.com).

## **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.

## **Hotels**

Please call the Hilton Milwaukee City Center and the Hyatt Regency Milwaukee to make your overnight accommodations.

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.

## **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.

## **Public Admission Prices**

Adults (13 & over) -----	\$12.00
Senior Citizens (62 & over) (Mon-Thursday Only)-----	\$9.00
Students (with ID; under 21) -----	\$8.00
Children (7 to 12) -----	\$6.00
Children (6 and under) -----	FREE

## Security

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

### **NOTE:**

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

## 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 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 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

## Insurance Requirements (continued)

for damage to property arising out of the ownership, maintenance or use of any owned, hired or non-owned motor vehicle.

3. Worker's Compensation Insurance (including Employer's Liability Insurance) with limits of \$1,000,000/\$1,000,000/\$1,000,000.

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

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 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 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 20 to the last move-out date, March 6.** The Certificate of Insurance must be received by Motor Trend Auto Shows no later than January 27. **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.** 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).

# *Directory of Contractors & Facilities*

## SHOW OFFICE

Room 101A  
Phone (show days): (414) 908-5100  
Move-in days/after hours: (310) 259-2794

## SHOW MANAGEMENT COMPANY

Motor Trend Auto Shows, LLC  
831 S. Douglas Street  
El Segundo, CA 90245  
**Phone:** (310) 363-4079  
**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

Please notify Event Services at  
(310) 531-9073 if you are using a different  
carpet supplier than the one listed.

## 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:** cvernon@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 Balavia Street  
Orange, CA 92868  
**Phone:** (949) 457-7558  
**Fax:** (949) 460-0339

## SECURITY SERVICES

Contemporary Services Corporation  
3670 South Howell Ave  
Milwaukee, WI 53207  
**Phone:** (414) 744-5150  
**Fax:** (414) 744-9010



# *Discount Admission Tickets*

Advance Discount Admission Tickets for the Greater Milwaukee Auto Show 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**