



## **Arizona International Auto Show** **Booth Vendor Information**

Thank you for your participation in the Arizona International Auto Show held at the Phoenix Convention Center on November 23-26, 2023. These guidelines will walk you through all the items you will need to know to have a successful show.

### **Show Dates & Hours**

Thursday, November 23	10 a.m. to 6 p.m.
Friday, November 24	10 a.m. to 9 p.m.
Saturday, November 25	10 a.m. to 9 p.m.
Sunday, November 26	10 a.m. to 6 p.m.

### **Show Location**

Halls 2-4  
Phoenix Convention Center  
100 North 3<sup>rd</sup> Street  
Phoenix, AZ 85004  
(602) 262-6225

### **On Site Show Management**

Show Management is available at the Lobby 5 exhibitor registration desk and at (323) 216-7557.

### **Exhibitor Registration Desk**

A registration and information desk for all show exhibitors and visitors will be provided in Hall 4 Lobby.

# **Important Rules & Regulations**

## **Booth Vendor Move-In**

Booth exhibitor move in will take place on Wednesday, November 22 between 10 a.m. and 5 p.m. Booth exhibitors should contact Maddie with show management at (323) 301-9189 upon arrival.

She will meet you and show you to your display. All displays must be “show ready” by 5 p.m.

Booth exhibitors may use their own two wheel non-motorized carts/dollies for up to 250 lbs. For your convenience, GES also offers one-way cart service. Please refer to the exhibitor forms located on the web at [www.AutoShowPhoenix.com](http://www.AutoShowPhoenix.com) for additional information.

Any materials shipped to the Phoenix Convention Center will be subject to handling charges. The Material Handling form is located in the General Contractor service forms on the web at [www.AutoShowPhoenix.com](http://www.AutoShowPhoenix.com) for details on shipping to show site.

## **Booth Exhibitor Move-Out**

Move-out will begin on Sunday, Nov. 26 at 6 p.m. Booths must be completely packed and moved out by 10 p.m. on Sunday.

## **Booth Exhibitor Restrictions**

**Height** – 8’ maximum height

**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.

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.

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

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 Phoenix Convention Center.

Any special decorations or signs must be approved by Phoenix Convention Center management and show 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 Phoenix Convention Center.

## **Exhibitor Entrance Procedure**

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

All personnel working the show must pick up and sign for their own entrance credentials at the special exhibitor registration desk located in the show entrance lobby of the convention center.

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

***NOTE:*** *In accordance with our liability insurance, no children under the age of 16 are permitted in the complex 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. Exhibitors or other booth personnel not dressed accordingly will not be admitted into the show.

## **Exhibitor Services Provided in Boo**

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

- 3' side rail drape
- 8' high back drape
- One (1) 6-ft. table
- Two (2) chairs

Any other items such as carpet and waste cans are the responsibility of the exhibitor. These items can be ordered through GES. The GES Furnishing order form is located in the General Service Contractor forms on the web at [www.AutoShowPhoenix.com](http://www.AutoShowPhoenix.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 Phoenix Convention Center.

## **Phoenix Hotels**

The Hyatt, Sheraton and several Marriott and Hilton branded properties are within walking distance of the convention center.

## **Liability**

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

The Valley Auto Dealers Association, Phoenix Convention Center, GES and Steve Freeman Events LLC assume no liability or responsibility for any loss or theft. Therefore, it is the exhibitor's responsibility to provide their own insurance coverage for vehicles, exhibits and materials.

## **Parking**

Parking permits with in and out privileges are available to exhibitors for purchase at the Convention Center East Garage entrance. Please enter from Washington Street between 5<sup>th</sup> & 7<sup>th</sup> Streets or Jefferson Street between 5<sup>th</sup> & 7<sup>th</sup> Streets.

## **Public Admission Prices**

Adults ( <i>13 and over</i> )	\$11.00	Children ( <i>7 to 12</i> )	\$7.00
Senior Citizens ( <i>62 and over</i> )	\$7.00	Children ( <i>6 &amp; under</i> )	FREE
Military ( <i>with ID</i> )	\$7.00	Family Day, Sunday ( <i>12 &amp; under</i> ) -----	FREE

## **Security**

If your display contains something of particularly high 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. Please contact show management at (323) 216-7557 if you wish to utilize this service.

**NOTE:** *The Valley Auto Dealers Association and Steve Freeman Events LLC cannot be held responsible for the theft of items missing from exhibitor areas.*

## *Insurance Requirements*

All exhibitors, porter service companies, outside service companies and companies providing any equipment or services to the Arizona 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 a 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 Valley Automobile Dealers Association; Steve Freeman Events LLC, and the City of Phoenix, Arizona (Phoenix Convention Center); 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 Valley Automobile Dealers Association; Steve Freeman Events LLC, and the City of Phoenix, Arizona (Phoenix Convention Center) named as additional insured with limits of liability in the amount of \$2,000,000 each occurrence, on a combined single limit basis for claims for bodily injuries (including death) to persons and for damage to property arising out of the ownership, maintenance or use of any owned, hired or non-owned motor vehicle.
3. Worker's Compensation Insurance (including Employer's Liability Insurance) with limits of \$1,000,000/\$1,000,000/\$1,000,000.
4. Any additional insurance policies necessary to obtain required permits or otherwise comply with applicable law ordinances or regulations regarding the performance of your contract.

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 Valley Automobile Dealers Association; Steve Freeman Events LLC and the City of Phoenix, Arizona (Phoenix Convention Center) 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 (with a copy to Steve Freeman Events LLC), P.O. Box 46009, West Hollywood, CA 90046 a notice of any occurrence likely to result in a claim against show management.

The certificate holder is Steve Freeman Events LLC at P.O. Box 46009, West Hollywood, CA 90046.

Show management and/or the official 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 be completed correctly and provide coverage from the first move-in date, November 20 to the last move-out date, November 27.**

**Please email certificates of insurance to [steve@stevefreemanevents.com](mailto:steve@stevefreemanevents.com).**

**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.*

# *Directory of Contractors & Facilities*

## **ON SITE SHOW MANAGEMENT**

Lobby 4 Exhibitor Registration Desk  
Phoenix Convention Center  
**Phone:** (323) 216-7557

## **SHOW FACILITY**

Phoenix Convention Center  
100 North 3<sup>rd</sup> Street  
Phoenix, AZ 85004  
**Phone:** (602) 262-6225

## **OFFICIAL GENERAL CONTRACTOR**

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

## **ELECTRICAL SERVICES**

Commonwealth Electric Company  
111 N. 3<sup>rd</sup> Street  
Phoenix, AZ 85004  
**Phone:** (602) 253-5881  
**Fax:** (602) 253-5530

## **TELECOM SERVICE**

Smart City  
5795 W. Badura Ave, Suite 110  
Las Vegas, NV 89118  
**Phone:** (888) 446-6911

## **RECOMMENDED CARPET SUPPLIER**

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

## **PUBLIC RELATIONS**

Spin Communications  
18 E. Blithedale Ave., Suite 26  
Mill Valley, CA 94941  
**Phone:** (415) 380-8390

## **OFFICIAL FOOD CONCESSIONAIRE**

Aventura - Phoenix Convention Center  
100 N. 3<sup>rd</sup> Street  
Phoenix, AZ 85004  
**Phone:** (602) 534-8607

## **VEHICLE DETAILING**

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