



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

Please note that insurance policies must provide coverage for all dates from move-in through move-out and must include all required information as is listed in detail in the Important Rules and Requirements section of this manual. Please refer to the sample insurance form enclosed. 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 Phoenix Convention Center.

The most up-to-date exhibitor information, including CAD floor plans and all GES order forms, are available at **[www.AutoShowPhoenix.com](http://www.AutoShowPhoenix.com)**.

It is important that you give this manual to those individuals or agents having responsibility for your participation in the show. Show management thanks you for your cooperation and we wish you a most successful Arizona Auto Show!

Show Management  
(v. 9.27)

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# **Directory of Contractors & Facilities**

## **ON SITE SHOW MANAGEMENT**

Lobby 4 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. 3rd Street  
Phoenix, AZ 85004  
**Phone:** (602) 253-5881

## **TELECOM SERVICE**

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

## **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

Cosmetic Car Care  
12 Mauchly Ste F,  
Irvine, Ca. 92618  
**Phone:** 949-702-2511

# *General Show Information*

## **Public Show Dates & Hours**

Thursday to Sunday, Nov. 28- Dec.1, 2024

Thursday	10 a.m.	to	6 p.m.
Friday	10 a.m.	to	8 p.m.
Saturday	10 a.m.	to	8 p.m.
Sunday	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

## **Area Hotels**

The Hyatt Regency, Hilton Garden, Sheraton and Renaissance are all within a 5 minute walk to the show.

## **On Site Show Management/Registration & Information Desk**

Show Management is available at the Lobby 4 registration desk and at (323) 216-7557.

## **Parking Permits**

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.

## **Employee Appreciation Days – All Show Days**

Dealership employees and one guest or immediate family can enter the auto show for free by showing proof of employment at the exhibitor registration desk in Hall 4 Lobby. They must present a business card or a paycheck stub along with a driver's license for admittance. Valid all show days.

# *Move-In Schedule*

## 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.

NOTICE: Failure to adhere to the timelines designated in the following schedule, or failure to provide an electrical order could result in a 25% off-target surcharge on freight, labor or services.

The display supervisor should be on-site at the start of the freight target time in order to direct crate placement. Labor should be ordered two hours after the beginning of the freight target time. **Please contact show management in advance if additional time is needed.** All crates must be emptied and labeled by 12 Noon Tuesday so they can be removed by GES between 12 noon and 12 midnight. Your exhibit area must be ready to receive and place show vehicles on Wednesday.

**All Freight trucks must check in with GES at Tonto & Tenth Streets two hours prior to the start of the targeted freight start time. Directions will be provided from the yard to the appropriate dock or unloading area at the convention center.**

Entrance to the docks is via the loading dock ramp located on Washington Street just North of 5<sup>th</sup> Street.

EXHIBITOR		Floor Layout		Electric/Telecom		Carpet/Visqueen		Freight	
		Start Sunday	Done Sunday	Start Sunday	Done Sunday	Start Sunday	Done Sunday	Start Sunday	Done Sunday
P-6	Ford	5 am	6 am	6 am	9 am	9 am	2 pm	2 pm	Done
P-1	Toyota	5 am	7 am	7 am	10 am	10 am	3 pm	3 pm	Done
P-2	Hyundai	5 am	7 am	7 am	10 am	10 am	3 pm	3 pm	Done
P-7	Stellantis	5 am	7 am	7 am	10 am	10 am	3 pm	3 pm	Done

## ***Move-In Schedule (cont.)***

		<b>Floor Layout</b>		<b>Electric/Telecom</b>		<b>Carpet/Visqueen</b>		<b>Freight</b>	
<b>EXHIBITOR</b>		Start Monday	Done Monday	Start Monday	Done Monday	Start Monday	Done Monday	Start Monday	Done Monday
P-5	Chevrolet*	5 am	6 am	6 am	7 am	7 am	11 am	9 am	12 pm
P-4	Kia*	5 am	6 am	6 am	7 am	7 am	11 am	9 am	1 pm
P-3	Buick/GMC*	5 am	8 am	8 am	10 am	10 am	1 pm	9 am	1 pm
P-8	Penske	5 am	8 am	8 am	10 am	10 am	2 pm	2 pm	6 pm
P-9	Lincoln	5 am	8 am	8 am	10 am	10 am	2 pm	2 pm	6 pm

**\*Chevrolet, Kia and Nissan- ok to start labor at 11 am Monday.**

### **Vehicle Move-In**

Vehicle move-in will take place on Wednesday beginning at 8 a.m. and will continue until 2 p.m. All show vehicles must enter the convention center on this day.

Exhibitors or exhibitor appointed contractors will be responsible for removing the poly covering on the carpet and placing it in the aisle or aisles adjacent to the exhibit space immediately after vehicles are placed and detailed. Failure to remove visqueen will result in a labor fee to have the visqueen removed by the general show contractor. GES will begin installing the aisle carpeting at 2 p.m. on Wednesday.

***NOTE:*** *Vehicles displayed on a turntable or platform will be allowed to enter the building on Tuesday provided your display is ready to accommodate the vehicle. Please see Show Management on-site if you wish to have an earlier vehicle move in time than scheduled.*

## 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.

Sunday	8 a.m. - 4:30 p.m.**
Monday	8 a.m. - 6 p.m.**
Tuesday	8 a.m. - 6 p.m.**
Wednesday	8 a.m. - 6 p.m.**

Display supervisor needs to be on-site at the start of freight target time to direct crate placement.

\*\*Please contact Show Management at (323) 216-7557 if additional time is needed.

## Final Show Decorating & Aisle Carpet

GES will be finalizing show decorating and aisle carpet installation at 2 p.m. on Wednesday. All personnel must exit the building by 8 p.m.

## *Move-Out Information*

### Move-Out & Building Access Hours

Move-out will begin Sunday evening at 6 p.m. and continue until 11 pm. If you plan to move out overnight, please alert show management by 5 p.m. on Tuesday. GES will begin removing aisle carpet at 6 p.m. in exhibit areas where the public has cleared. Exhibitors may attach battery cables at 6 p.m. but may not start vehicles until the public announcement has been made to do so to ensure the building has been safely cleared of all public attendees.

All vehicles must be removed from the convention center on Sunday evening between the hours of 6:30 p.m. and 9:00 p.m. All crates will be returned to each display area beginning at 8 p.m. on Sunday.

Exhibit and display move-out will continue on Monday at 8 a.m. Exhibits must be crated by 3 p.m.

**NOTE:** *Our insurance carrier prohibits anyone under the age of 16 in the complex during vehicle move out or tear down.*

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

## **Public Admission Prices**

Adults (*13 and over*)-----\$13.00

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

Military (*with any DOD ID*) -----\$8.00

Senior Citizens (*62 and over*)- \$8.00

## **Exhibitors Entrance Procedure/Show Credentials**

A link for registering you and your staff for show credentials will be emailed to you ahead of the show. This will provide a QR code to all registrants that will be required at the entrance to the show. If one is not received, staff may register onsite at the Will Call/Exhibitor Desk in Lobby 4 adjacent to the show entrance.

## **Vehicle Clean-Up Personnel**

Vehicle clean-up personnel will only be admitted with ID prior to the opening of the show each day, starting at 7 a.m.

In order to maintain our first-class show appearance and also remain within the guidelines set for us by the Association Committee, **all clean up personnel must dress appropriately to enter the show.** Vehicle clean up personnel not dressed appropriately will not be admitted into 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 the center 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.

## **Alcoholic Beverages & Food Items**

Alcoholic beverages and/or food may not be brought into the Phoenix Convention Center. Any food deliveries will be turned away at the main entrance by convention center security.

## **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.

## **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. The 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** - Vehicle gas tank level cannot exceed 1/4 tank or five (5) gallons, whichever is less. 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 1/4 tank or five (5) gallons, 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 Access & Cleaning** – All show vehicles, except factory display models must be unlocked during public show hours. All vehicles must be waxed or wiped daily. 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.

## ***Important Rules & Requirements (cont.)***

### **Exhibit Blueprints**

All vehicle exhibitors participating in the Arizona International Auto Show must provide a scale electrical blueprint of their display to SFE, Smart City and Commonwealth Electric Company at least thirty (30) days prior to the opening of the show. These blueprints will be used by Smart City and Commonwealth Electric to install electric and telecom lines prior to carpet installation. **Please be sure to include telecom and electrical needs, and the height of your display properties, on your blueprints.** Blueprints for SFE can be e-mailed to [Steve@stevfremaneevents.com](mailto:Steve@stevfremaneevents.com).

### **Signs & Banners**

Any hanging signs must be framed and pre-approved by show management. Truss lighting is permitted. AV Concepts has jurisdiction on all installation work. Please refer to rigging form for details.

Signs cannot block the view of other exhibitors. 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.

In the case of a complaint, the decision on whether a sign remains or must be relocated will be made by show management.

### **Display Placement**

Ceiling height is 32'. Maximum exhibit height is 28'.

### **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 Phoenix Convention Center. 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 surfaces or wall of the convention center.

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

## ***Important Rules & Requirements (cont.)***

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 the contracted area.

The Phoenix Convention Center, GES and SFE assume no liability for any loss or theft. Therefore, it is the exhibitor's responsibility to provide their own insurance coverage for vehicles, exhibits and materials.

All exhibitors, porter service companies, outside service companies and companies providing any equipment or services to the Arizona 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 canceled, 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.

## ***Important Rules & Requirements (cont.)***

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

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 SFE, P.O. Box 46009, West Hollywood CA 90046, a notice of any occurrence likely to result in a claim against show management.

## ***Important Rules & Requirements (cont.)***

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

The certificate holder is Valley Automobile Dealers Association, 3419 E. University Drive, Phoenix, AZ 85034.

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, Nov. 24 to the last move-out date, Dec. 2.**

**Please email certificates of insurance to Steve Freeman at [Steve@stevefremanevents.com](mailto:Steve@stevefremanevents.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 on or before the deadline date of Oct. 25.*

## **Show Services Information**

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

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

- Carpet in public aisles
- Daily vacuum service for all exhibit carpet, turntables and platforms
- 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 manufacturer displays and vehicles is the responsibility of the exhibitor.

### **Headquarters Hotels**

Multiple hotels are within walking distance of the convention center including the Hyatt Regency, Sheraton, Hilton Garden and Renaissance.

### **Security**

Show management will provide 24-hour guard service beginning Sunday at 5 p.m. and will conclude Monday at 3 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. Please contact Show Management at (323) 216-7557 if you wish to utilize this service.

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

# **Show Advertising & Publicity**

## **Advertising**

Extensive print, radio, and television advertising will be used to target the entire greater Phoenix area as well as major markets within a 60 mile radius of Phoenix. Advertising will begin the week prior to the opening day of the show and continue through the final day of the show.

## **Dealer Advertising Support**

All dealerships, factories, and dealer advertising groups are asked to proudly support the Arizona 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 2025 Toyotas at the Arizona Auto Show, Nov. 28 through Dec. 1”.) The Valley Auto Dealers Association greatly appreciates any show advertising you are able to incorporate into your regular advertising schedules.

## **Public Relations**

Auto show press kits, pre-show press releases and all publicity will be prepared and coordinated by Spin Communications.

Are you planning to bring a special display, concept car, pre-production model or unique feature to the show? Please notify Steve Freeman at [steve@stevefremanevents.com](mailto:steve@stevefremanevents.com).

A Press Room, Hall 4 Mezzanine office, accessed from the Lobby 4 elevator, will be staffed the entire four (4) days of the show.

## General Contractor Information

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

### GES

**ADDRESS:** GES  
7000 Lindell Road  
Las Vegas, NV 89118-4702  
**PHONE:** (800) 475-2098  
**FAX:** (866) 329-1437  
www.ges.com/chat

GES will staff their Exhibitor's Service Desk beginning on Monday, Nov. 25 and continuing through Monday, Dec. 2.

### SHIPMENTS:

Shipments that are scheduled to arrive at the Phoenix Convention Center can only be accepted per scheduled freight target time. The convention center will not accept freight deliveries prior to this date. Shipments to the show site should be labeled as follows:

**CONVENTION CENTER ONLY:** (Name of Manufacturer)  
(to arrive on your scheduled unloading day) Arizona Auto Show  
GES  
Phoenix Convention Center  
100 North Third Street  
Phoenix, AZ 85004-2277