

# Los Angeles Auto Show

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# Los Angeles Auto Show

## GENERAL SHOW INFORMATION

**PRESS DAYS**

Wednesday, December 2                      8:00 a.m. – 5:00 p.m.  
Thursday, December 3                      8:00 a.m. – 3:00 p.m.

**SNEAK PREVIEW NIGHT**

Thursday, December 3                      6:00 p.m. – 10:00 p.m.

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**PUBLIC SHOW DATES**

Friday, December 4 – Sunday, December 13, 2009

**PUBLIC SHOW HOURS**

Friday, December 4                      11:00 a.m. – 10:00 p.m.  
Saturday, December 5                      9:00 a.m. – 10:00 p.m.  
Sunday, December 6                      9:00 a.m. – 8:00 p.m.  
Monday, December 7                      11:00 a.m. – 10:00 p.m.  
Tuesday, December 8                      11:00 a.m. – 10:00 p.m.  
Wednesday, December 9                      11:00 a.m. – 10:00 p.m.  
Thursday, December 10                      11:00 a.m. – 10:00 p.m.  
Friday, December 11                      11:00 a.m. – 10:00 p.m.  
Saturday, December 12                      9:00 a.m. – 10:00 p.m.  
Sunday, December 13                      9:00 a.m. – 8:00 p.m.

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**LOCATION**

Los Angeles Convention Center  
1201 S. Figueroa Street  
Los Angeles, CA 90015

(213) 741-1151

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**SHOW MANAGEMENT**

Los Angeles Auto Show  
11835 West Olympic Blvd., Suite 625  
Los Angeles, CA 90064

Tel: (310) 444-1850 through Monday, November 23  
Fax: (310) 444-5971  
Web site: LAautoshow.com

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**ON-SITE TELEPHONE NUMBERS** effective Tuesday, November 24 through Monday, December 14

Show Office	(213) 765-4617	Media Center	(213) 765-4621
Fax	(213) 765-4203	Fax	(213) 765-4212

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## DAILY SCHEDULE

### *South, West, Concourse and Petree Halls*

<b>Monday</b>	<b>November 23</b>	Early Move-In* (South, West & Petree halls)	8:00 a.m. – 5:00 p.m.
<b>Tuesday</b>	<b>November 24</b>	Early Move-In* (South, West & Petree halls)	8:00 a.m. – 5:00 p.m.
<b>Wednesday</b>	<b>November 25</b>	Early Move-In* (South, West, Petree & Concourse halls)	8:00 a.m. – 5:00 p.m.
<b>Thursday</b>	<b>November 26</b>	Dark Day – All halls closed	8:00 a.m. – 5:00 p.m.
<b>Friday</b>	<b>November 27</b>	Early Move-In* (South, West, Petree & Concourse halls)	8:00 a.m. – 5:00 p.m.
<b>Saturday</b>	<b>November 28</b>	Regular Move-In	8:00 a.m. – 5:00 p.m.
<b>Sunday</b>	<b>November 29</b>	Regular Move-In	8:00 a.m. – 5:00 p.m.
<b>Monday</b>	<b>November 30</b>	Regular Move-In	8:00 a.m. – 5:00 p.m.
		Vehicle Move-In (with a floor manager's approval)	1:00 p.m. – 5:00 p.m.

**There must be a clear path to the exhibit and exhibits must be ready before moving in vehicles.**

<b>Tuesday</b>	<b>December 1</b>	Regular Move-In	8:00 a.m. – 5:00 p.m.
		Vehicle Move-In (with a floor manager's approval)	8:00 a.m. – 5:00 p.m.

### **Exhibits must be "show ready" by 5pm**

<b>Wednesday</b>	<b>December 2</b>	Press Day - All halls	8:00 a.m. – 5:00 p.m.
<b>Thursday</b>	<b>December 3</b>	Press Day - All halls	8:00 a.m. – 3:00 p.m.
		Sneak Preview Night	6:00 p.m. – 10:00 p.m.
	<b>December 4 – 13</b>	<b>Public Show Days</b>	
<b>Sunday</b>	<b>December 13</b>	Vehicle Move-out, crate return, exhibit dismantling	8:30 p.m.
<b>Monday</b>	<b>December 14</b>	Exhibit dismantling and freight removal (see freight load-out schedule)	
<b>Tuesday</b>	<b>December 15</b>	Freight removal (see freight load-out schedule)	
<b>Wednesday</b>	<b>December 16</b>	Freight removal (see freight load-out schedule) †	

*For questions regarding move-in & move-out time, please contact show management.*

*\* Extra charge applies for Early Move-In.*

*† Final Overhead lighting and freight load-out for selected exhibitors.*

# Los Angeles Auto Show

## EXHIBITOR SERVICES

### AUDIO-VISUAL

Show Gear Productions, Inc. – David Wight  
Phone: (949) 888-4540  
Toll Free: (800) 840-4327  
Fax: (949) 888-4881  
Email: david@showgear.com

### CAR DETAILING

Cosmetic Car Care, Inc  
Phone: (949) 453-1200  
Toll Free: (800) 241-0531  
Fax: (949) 453-1207  
E-mail: charris@cosmeticcarcare.com

Professional Detailers – Michael Price  
Phone: (949) 460-0314  
Fax: (949) 460-0339

### CATERING

LACC Food Services Catering – Norma Lucero  
Phone: (213) 765-4516  
Fax: (213) 765-4552

### CLEANING

ASMACC – Liz Osburn  
Phone: (909) 988-9859  
Fax: (909) 988-2359  
E-mail: ASMACC1@aol.com

### COMPUTER EQUIPMENT

Advantage Computer Resources – Jas Singh  
Phone: (714) 247-1210  
Fax: (714) 835-5111

### DECORATING, DRAYAGE & LABOR

Paradice Decorating – Skip Walden  
Phone: (562) 944-4166, ext. 108  
Fax: (562) 944-3666

### ELECTRICAL & TELEPHONE SERVICES

LACC – Exhibitor Services  
Phone: (213) 741-1151, ext. 5470

### FLORIST

Short Term Plant Rental – Jane Woodson  
Phone: (562) 494-7777  
Fax: (562) 498-3800

### HOTEL - Official

Omni Los Angeles Hotel  
251 S. Olive Street  
Los Angeles, California 90012  
Phone: (213) 617-3300  
Fax: (213) 617-3399

### INTERNET SERVICES

Smart City – Robbie Bridges  
Phone: (213) 765-4647  
Fax: (213) 765-4450

### PHOTOGRAPHY

Convention Photo by Joe Orlando, Inc. – Jeff Orlando  
Phone: (818) 957-2204  
Fax: (818) 957-6113  
E-mail: convphoto@earthlink.net

### SECURITY

Staff Pro – Doreen Weatherly  
Phone: (714) 230-7210, ext. 279  
Fax: (714) 230-7215  
E-mail: dweatherly@staffpro.com

### STRUCTURE PERMITS

Henry P. Chow Associates – Henry Chow  
Phone: (562) 424-0049  
E-mail: hpchow0049@aol.com

Hopper Engineering Associates – Wes Brown

Phone: (310) 373-5573, ext. 222  
Fax: (310) 791-7308  
E-mail: wbrown@hopperengineering.com

### TRANSPORTATION

GES Logistics  
Phone: (562) 944-4166  
Fax: (562) 944-3666

# Los Angeles Auto Show

## SCHEDULE OF DETAILS

### **ELECTRICAL INSTALLATION**

The electrical department at the Los Angeles Convention Center will be installing the majority of the electrical power prior to carpet installation. Electrical Service Order Forms (power and lighting) must be received with payment on or before Wednesday, November 4, 2009 to qualify for the 20% discount. Orders received after the discount cut off date will be charged the standard rate. Postmark is not honored.

For further information regarding the ordering process, please contact LACC Exhibitor Services Division at (213) 741-1151, ext. 5470, by fax at (213) 765-4444 or via e-mail at [exhibitorservices@lacclink.com](mailto:exhibitorservices@lacclink.com).

### **DRAYAGE**

Drayage service is a separate cost to each exhibitor and is not included in the basic space rental. Drayage will be invoiced by Paradise Decorating at \$31 per cwt on weekdays (\$39.06 for special handling/uncrated shipments). A 30% surcharge will apply on Saturday, Sunday, holidays or off-target schedule. This single rate includes both move-in and move-out service.

Because the time available for move-out remains limited, exhibitors will not be assessed any surcharges provided they adhere to the targeted load-out schedule, as has been the practice in previous years.

Contact Skip Walden at Paradise Decorating for further details at (562) 944-4166, ext. 108.

### **ADVANCE FREIGHT SHIPMENTS OF DISPLAYS**

Advance freight shipments will be \$41 per hundred weight (\$47.97 for special handling/uncrated shipments). Shipments must arrive by Wednesday, November 25 and must be shipped to:

Los Angeles Auto Show  
(Make) (Space #)  
c/o Paradise/GES  
5560 Katella Avenue  
Cypress, CA 90630

*South, West, Concourse and Petree halls:* Advance freight shipments will be unloaded in conjunction with the target move-in time.

### **LITERATURE ONLY SHIPMENTS**

**Do not** ship literature or plastic bags for delivery to the convention center during move-in days. All literature and plastic bags must be shipped to the official decorator's warehouse no later than Wednesday, November 25 to the address below:

Los Angeles Auto Show  
(Make) (Space #)  
c/o Paradise/GES  
5560 Katella Avenue  
Cypress, CA 90630

A special rate of \$25 per hundred weight has been set for literature delivered to the warehouse only. Delivery will be coordinated directly with your installation company.

## LITERATURE STORAGE

Since there is no storage area inside the convention center, literature, plastic bags, etc., will be stored in trailers outside the convention center. Exhibitors have two options:

1. Store all materials that you need for the entire show at your exhibit space (you will need to confirm that the storage location and method is acceptable to the fire department and show management).
2. Store the materials in the trailers outside and make advance delivery orders from Paradise Exposition Services. Deliveries can be made each day **prior** to the show's opening. During show hours the trailers will be locked and no deliveries will be allowed. Exhibitor personnel will not be permitted inside the trailers due to safety and liability concerns.

## MOVE-IN

Please refer to the Daily Schedule on page 2 of this manual for a listing of available move-in days and times. The Target Move-In Schedule will be created and communicated to exhibitors in South and West halls based upon the previous year's needs and information about exhibit properties for the coming show. Some exhibitors will be assigned early move-in days for load-in and must confirm their load-in day by submitting an Early Move-In Billing Form (Section 2) by fax. The cost for early move-in is 16¢ per square foot per day for South and West halls. Contact show management for early move-in pricing for Concourse Hall.

## MARSHALLING YARD

All in-bound and out-bound freight trailers must check into the marshalling yard before arriving at the convention center. Freight trailers will then be released to the convention center at the appropriate time and directed to a particular location. During move-in, the marshalling yard is tentatively scheduled to be open November 23 – 27 (check with Paradise for more information). During move-out, it will be open December 13 – 16. For location and directions please contact Laverne Saole at (562) 370-1627.

## FREIGHT UNLOADING SCHEDULE

A move-in schedule will be completed once those wanting early move-in return their forms. All freight will be placed inside each exhibitor's space. Neither aisles nor neighboring exhibits may be used as staging areas for crates or equipment.

## VEHICLE MOVE-IN

*South, West and Concourse halls:* Vehicle move-in will begin Monday, November 30 after 1:00 p.m. and continue on Tuesday, December 1. Vehicles may be brought in only after permission is granted on-site by show management. Permission will not be given until vehicles have a safe path to the exhibit and can be placed in their final positions inside the exhibitor's space. This generally means after removal of empty display crates. Vehicles can be temporarily parked in the convention center lots until exhibitor's space permits for placement of vehicles. Exceptions to the above are turntable and platform vehicles and concept cars shipped along with freight. A vehicle move-in pass is necessary for all vehicles and can be obtained from a floor manager on site. All vehicles must be in their displays by 5:00 p.m. on Tuesday, December 1.

## FUEL TANKS & BATTERY CABLES

All fuel tanks must be locked or effectively sealed on all vehicles. Vehicles should have no more than 1/4 tank of fuel. Battery cables must be disconnected, taped and covered with show management-supplied battery bags to deter the public from reconnecting.

## PRE-OWNED VEHICLES

Several manufacturers have requested to display pre-owned vehicles in their exhibits. To accommodate this request, and still maintain the auto show as an event showcasing new models, we have adopted the following policy: each manufacturer that has a program marketing pre-owned vehicles may display one pre-owned vehicle, along with any related literature, in their new vehicle exhibit.

## EXHIBIT COMPLETION

Exhibits in all halls must be complete and "show-ready" by 5:00 p.m. on Tuesday, December 1. Press conferences begin in all halls on Wednesday, December 2.

## FORKLIFTS

Forklifts needed for installation work must be ordered at least one week in advance. After the deadline, scheduling will be subject to availability.

## **OVERTIME INSTALLATION WORK**

Normal installation hours are from 8:00 a.m. to 5:00 p.m. Due to security scheduling, exhibitors requiring additional hours beyond 5:00 p.m. must notify show management by 2:00 p.m. each day.

## **EXHIBIT STRUCTURES**

All structures and related sub-assemblies must be designed, assembled and configured so that the entire exhibit project and all related components are “structurally sound” and “seismically stable.” Furthermore, all said structures must be designed and built as per all applicable national, state, and local building and fire codes. Please refer to Section 4 of the Exhibitor Kit for details regarding Los Angeles Convention Center and Los Angeles Fire Department exhibit structure and building permit information.

## **CARPETING**

Exhibitors are responsible for arranging for their own carpeting. Daily vacuuming will be handled exclusively by ASMACC, the show’s official cleaning contractor (see Section 5). Installation of carpeting must be complete prior to unloading of freight properties (exception: sub-floor construction).

Exhibitors should arrange to have their carpeting covered with plastic in order to protect it during the exhibit installation process. In order to expedite move-out, all carpeting will be removed and loaded out by the official decorator at the rate of 17¢ per square foot plus 5¢ per square foot for padding removal for those exhibitors using padding. This expense will be billed to each exhibitor’s carpet contractor.

## **PORTER SERVICES**

It is the responsibility of each exhibitor to arrange for porter service during show hours to pick-up all trash left by the public in their exhibit. ASMACC is the exclusive official porter service for the show. Exhibitor subcontractors may not perform this service. Please call Liz Osburn at (909) 988-9859.

## **SECURITY**

Show management provides 24-hour coverage for the general security of the show. It is the exhibitors’ responsibility to have their spaces manned at all times when the show is open to the public. Signs must be posted on any turntable or platform not open to the public, informing them to please stay off the area.

If an exhibitor has a security concern regarding a particular vehicle or special circumstances in their display, the exhibitor should order a uniformed guard to patrol their area, either during show hours or on a 24-hour basis. Uniformed guards must be ordered in advance and only from Staff Pro, the official security company. Please call Staff Pro at (714) 230-7212.

## **RAISED AND SUB-FLOORS**

All raised or sub-floors, due to their impact on electrical installation and general freight movement, are required to be completed no later than Friday, November 27. Exhibitors will be required to:

1. Notify and contract with show management for early move-in days rental (see Early Move-in Billing Form, Section 2).
2. Notify Tom Wendling at (213) 741-1151, ext. 5735 or Dave Caldwell at (213) 741-1151, ext. 5613 (dcaldwell@lacclink.com) of the convention center to coordinate the installation of electrical service required with sub-floor.
3. Notify Skip Walden of Paradise Decorating to order forklifts and manpower for unloading of sub-floor at (562) 944-4166, ext. 108.
4. Ensure that sub-floors for two adjacent exhibits come together in a safe manner. It is the responsibility of both exhibitors to ensure public safety in this regard. This includes any difference in ramp angles or slopes at the leading edge of exhibits.
5. Add appropriate handicapped accessible ramps with railings. Contact show management with any questions.

## **WALK-ON TURNTABLES**

The Fire Department requires that all walk-on turntables accessible to the public visually contrast with the surrounding floor or platform to ensure that attendees notice that the turntable is moving. In addition, the gap between the turntable and surrounding floor must be narrow enough and free from jagged edges to prevent injury.

## **OVERHEAD COVERINGS**

Exhibitors must comply with Fire Department regulations for overhead coverings, which have been updated to allow for additional overhead scrims (see Section 4).

## **OVERHEAD LIGHTING AND RIGGING**

The following outlines the move-in/move-out procedures and areas of jurisdiction for the installation of supplemental lighting systems.

### **PLANS AND LOAD CALCULATIONS**

Submit all plans, drawings and load requirements to Kelly Green for review and approval no later than Wednesday, November 4. Kelly can be reached by phone at (562) 370-1564, fax (562) 370-1694 and by e-mail at [kgreen@ges.com](mailto:kgreen@ges.com). Load requirements are to include the calculated weight at each hang point and the required electrical service (volts, amps, phase).

### **LABOR SCHEDULE**

The availability of time prior to early move-in for the installation of overhead lighting is still being determined. Labor requirements must be submitted to Tom Wendling (electrical labor) and Kelly Green or Skip Walden (rigging labor) by Wednesday, November 4. Due to limited space and lift equipment, the installation schedule of said lighting will be coordinated and established jointly by Tom Wendling and Kelly Green or Skip Walden. The date(s) and time of installations shall be determined as the labor requirements are known and on a first-come, first-served basis. Light focusing and ultimate dismantle shall be arranged in the same manner.

### **PAYMENT FOR SERVICES**

Payments for electrical services are sent to the Los Angeles Convention Center Customer Services, 1201 S. Figueroa, Los Angeles, California 90015. Payments must be received on or before Wednesday, November 4. Be sure to arrange for an open "time and material" to cover labor requirements. The actual electrical service (outlets, hookups, etc.) should be ordered on the standard form. Failure to submit payment by the deadline may result in delayed installation of service.

Payments and Service Orders for rigging are sent to Paradise Decorating, as directed on the order form and must be received no later than Wednesday, November 4.

### **RIGGING, TRUSS ASSEMBLY AND DISMANTLE**

All rigging, truss assembly and dismantle must be arranged through Kelly Green or Skip Walden. The date(s) and time of installation shall be arranged and coordinated by Paradise and the Los Angeles Convention Center Electrical Services.

Overhead lighting trusses must be hung within the boundaries of each exhibitor's space. Exceptions will be granted on individual basis by show management.

### **INSTALLATION OF INSTRUMENTS AND CABLING**

The installation, adjustment, focusing and dismantle of all lighting instruments, cabling and associated equipment shall be accomplished solely by the Los Angeles Convention Center Electrical Services staff. No other labor force is permitted to perform work of this scope.

### **INSTALLATION OF AUDIO/VISUAL EQUIPMENT**

Audio/visual contractors shall be permitted to install A/V cabling, when cabling is run on the floor and/or through the exhibit. If cabling is to be installed on truss work or on the convention center catwalks or other structures, then Los Angeles Convention Center Electrical Services personnel shall be used on a one to one (1:1) ratio with A/V contractor personnel to accomplish said work.

## MANUFACTURER TICKET PROMOTIONS

Manufacturers planning any ticket promotions, including direct mail invitations to consumers, must have prior authorization from show management. Please contact Gina Callari at (310) 444-1850.

## PRESS DAYS & CREDENTIALS

Press Days are Wednesday, December 2 and Thursday, December 3. Narrators do not need to be scheduled during Press Days. Credentials and validation wristbands are required for admittance to Press Days. Main contacts will receive a form to register manufacturer personnel for credentials.

- Credential name badges are valid for Press Days only and are **not** valid during regular show days or Sneak Preview Night. Credentials are non-transferable. Validation wristbands will be issued on site upon security confirming identity of attendee.
- Requests received by the deadline will be sent to the main contact to distribute in advance.
- Please request credentials for manufacturer personnel **ONLY**. No guests, spouses or minors under 18 years of age will be admitted.
- Only credentials issued by the Los Angeles Auto Show Media Registration Department are valid. Special functions that require admittance during Press Days must be pre-approved so that accommodations can be arranged. For special functions, contact Gina Callari at (310) 444-1850.
- Credentials not requested by the deadline must be picked-up by each individual with photo ID and business card when Media Registration opens.
- Personnel requiring early access to Press Days should contact show management for an early-access wristband.

## MEETING ROOMS

Meeting Room arrangements for executives, narrators, salespeople, etc., must be made through show management. Contact Gina Callari at (310) 444-1850.

## OFFICIAL HOTEL

The Omni Los Angeles Hotel is the official hotel. For reservations call (800) 843-6664 and ask for the special LA Auto Show rate of \$179 single/double. To guarantee this rate, reservations must be made by Monday, November 2. Reservation requests will be accepted on a space and rate availability basis.

## SNEAK PREVIEW NIGHT

On Thursday, December 3 from 6:00 p.m. – 10:00 p.m., all halls will be open to the public to preview the show. Sneak Preview Night is a charity event benefiting Homeless Health Care Los Angeles and One Voice. All exhibits **must** be completely staffed during this event. Sneak Preview Night passes will be valid for those **working** on Sneak Preview Night. Each exhibitor is allocated a set number of Sneak Preview Night working passes based on the square footage of their space. If additional working passes are needed, they may be purchased through show management for \$125. For anyone not working, both general and VIP tickets may be purchased online at LAautoshow.com. Exhibitor Passes, Salesperson Passes and Complimentary tickets will **not** be valid.

## WORKING PASSES

Passes for exhibitor personnel who are working at the display during regular show days will be sent to an authorized representative in advance. It is the responsibility of that representative to distribute passes to dealership salespeople and factory personnel. **No passes will be distributed to salespeople, etc., from the show office at the convention center.** Salespersons passes are only valid for those actually working the show and dressed appropriately. Children may not accompany an adult with a salespersons pass.

## **VEHICLE MOVE-OUT**

All vehicles must be removed from the exhibit halls on Sunday, December 13. Vehicle move-out will begin at approximately 8:30 p.m. There will be designated parking areas for overnight storage of vehicles (see enclosed Parking Areas map). No exhibitor may attach plates, reconnect batteries or otherwise prepare vehicles for move-out until the halls have been cleared of public and exhibitors are allowed to return to the halls. No vehicles may be moved until permission is granted by show management.

## **EXHIBIT DISMANTLING & FREIGHT LOAD-OUT**

**Dismantling and move-out will be according to a mandatory freight load-out schedule.** Consequently, it is essential for exhibitors to utilize the scheduled move-out time efficiently. The following rules and procedures will apply:

1. A target move-out schedule will be set for each exhibitor based on the number of trailer loads of freight and other logistics. The schedule will be available at the on-site move-out meeting with Paradise. In general, the target schedule will require that some exhibitors have full trailer loads of crated properties available for load-out at three (3) to four (4) hour intervals starting the morning of Monday, December 14.
2. Empty crates will need to be labeled by exhibitors as "priority" or "secondary." Priority crates will be segregated and returned first.
3. Split shipments will need to be organized on the show floor into complete trailer loads.
4. Exhibitors must notify show management and the official decorator of any priority shipments to other auto show cities.

## **EXHIBITOR TRASH**

All parts of any display property utilized for the show need to be removed from the exhibitor's space. It shall be the responsibility of the exhibitor or exhibitor's appointed agent or contractor to contract with ASMACC to properly dispose of any discarded part of exhibit material not considered normal trash. This includes any construction waste used in assembling the display, discarded display properties, sub floor materials, carpet pad, carpet, crates or bulk waste such as literature or bags. These items would not be considered normal trash in the course of assembling and dismantling an exhibit.

Exhibiting firms or their display houses are not permitted to dispose of bulk trash in the open top trash bins or compactors themselves. Only Los Angeles Convention Center, Aramark and ASMACC employees may place trash directly into the open top trash containers.

## **PARKING**

Exhibitors may purchase Exhibitor Parking Passes from the convention center for \$25 per day per vehicle that include in and out privileges. These passes may be purchased in advance by calling the Exhibitor Services Office at (213) 741-1151 ext. 5470. They may also be purchased on-site at the Exhibitor Services Desk in West Hall or the Exhibitor Services Office in South Hall Lobby. For more information, please see the "2009 Los Angeles Convention Center Parking Procedures" in Section 3.

# Los Angeles Auto Show

## RULES AND REGULATIONS

### HEIGHT AND ARRANGEMENTS OF EXHIBITS

To ensure easy passage of spectators through displays, and to provide an air of spaciousness to the exhibit halls, the following restrictions have been placed on the height and arrangements of exhibits. The maximum height of passenger car and truck exhibits is 25 feet. No display properties, signs or vehicles may be placed within 3 feet of any exhibit border. Display properties placed within 3 to 10 feet of the center aisles may not exceed 10 feet in height. Display properties meeting or exceeding a height of 10 feet, but less than a height of 20 feet, must be placed at least 10 feet from the center aisles and at least 3 feet from other aisles and neighboring exhibits. Display properties meeting or exceeding a height of 20 feet must be placed at least 20 feet from the center aisles and at least 3 feet from other aisles and neighboring exhibits. All exhibit structures must be at least 1 foot from any Los Angeles Convention Center building walls. Turntables and vehicle platforms with narrators must be placed at least 10 feet from any aisle or neighboring exhibits. Each side of an exhibitor's space must have at least 1/3 of its length as a clear passageway to a center aisle or neighboring exhibit. Show management may require additional clearances for any display property that is considered an excessive obstruction. It is the responsibility of each exhibitor to obtain approval for any deviation or interpretation of these rules from show management prior to installation.

### BARRICADES

Exhibitors shall not prevent the flow of spectators by the use of barricades or ropes. Entire exhibit areas can be roped off only with the prior approval of show management.

### SIGNS, BANNERS AND PENNANTS

The hanging of signs, banners and pennants on walls or columns is prohibited. No signs or banners hung from the ceiling will be permitted without prior written approval from show management.

### COLUMNS

Columns or poles that are located in an exhibitor's area may be covered or decorated provided the work conforms to building and fire department policies. Special attention must be paid to columns containing fire fighting apparatus.

### FLOOR COVERINGS

The use of carpeting must be arranged by each exhibitor with show management. No floor coverings may be sealed to the floor in such a manner as to injure or deface the floor or be so installed as to be a hazard to public safety or as to endanger the public. Each exhibitor is responsible for the final condition of the floor in its exhibit area. Floor coverings other than carpeting may be used only with the prior written approval of show management. **All sub floors are required to have a standard, finished floor height of 5 5/8 inches and must include ramps leading onto the aisles and neighboring exhibits unless the neighboring exhibit also includes a sub floor. In such an instance, the neighboring exhibitors have a joint responsibility to ensure a safe and visually acceptable junction of adjacent sub floors and corresponding ramps.**

### MOVING MECHANISMS

No exhibitor may show any mechanism in operation if it is noisy or objectionable to show management. All moving mechanisms must be adequately protected by the exhibitor to prevent injury to any person.

### LUBRICATION SYSTEMS

Lubrication systems and parts must be drained or treated so that lubrication will not drip onto the floor or otherwise damage the building.

### ELECTRICAL WORK

All electrical and sign work in connection with exhibits must conform strictly to the rules and regulations of the National Electrical Code and the local building code. All such work is subject to supervision and direction of the building management and shall be paid for by the individual exhibitor.

### EXHIBIT COMPLETION

Exhibits must be completed according to the schedule published by show management. Goods received after the opening day must be delivered by arrangement with the auto show's official drayage contractor and show management.

## **STAFFING AND PERSONNEL**

At all times during show hours, exhibitor shall, at its sole expense, provide personnel to supervise the exhibit Space. Exhibits should be staffed and ready 30 minutes prior to show's opening each morning and remain occupied until the close of the show each evening. Attendants, models, exhibit personnel and other employees should wear appropriate apparel at all times.

## **VEHICLE PRESENTATIONS**

In order to maintain the integrity of the auto show and the highest public satisfaction, vehicles must be displayed in the same manner during the entire public run of the show. Vehicles must be on display all of the public days and hours that the auto show is open to the general public and may not be covered-up from public view. No vehicle may be removed from the auto show during either press days or public show days unless it is already duplicated in the exhibit or it is replaced with another identical vehicle. Vehicles may not be introduced or brought in after the auto show has opened for public show days. Exceptions are subject to the sole discretion of show management.

## **PRICE INFORMATION OF VEHICLES**

All vehicles except prototypes or similar vehicles must have price lists that show the manufacturer's suggested list price of the vehicle, including any optional equipment contained on the vehicle so displayed. This price information may either be the "Monroney" sticker or one of the exhibitor's own design, but must contain the same information as the "Monroney" sticker.

## **DISPLAY VEHICLES**

Batteries in exhibit vehicles must be, and remain, disconnected and the cables and terminals must be taped. Fuel tanks must not contain more than 1/4 tank of fuel. Fuel tank caps must be securely taped or locking caps or fuel doors must be used. Alarm systems must be deactivated. Contact show management for specific fire department regulations pertaining to compressed gaseous (propane, natural gas, hydrogen, etc.) fuel tanks.

## **PASSES**

Employees of exhibitor entitled to passes must be approved with title and position by the exhibitor engaging the space and each such employee must obtain his or her pass from the exhibitor.

## **PERFORMANCE OF MUSIC PROTECTED BY COPYRIGHT OR LICENSING AGREEMENTS**

Exhibitor will not produce, perform, or broadcast any music protected by copyright or license agreements without obtaining rights from music licensing organizations. Exhibitor agrees to indemnify show management for all expenses, including without limitation penalties, fines, judgments or awards and attorney fees incurred by show management as a result of a breach of this provision.

## **SOUND LEVELS**

Show management reserves the right to regulate and restrict exhibits to a reasonable noise level. No exhibitor shall produce peak or continuous sound levels exceeding 85 dB, measured from any adjacent aisle or exhibit. The sound level limitation may be raised or lowered at the discretion of show management.

## **PRESENTATIONS**

The platform or display property from which a presentation is to be made should be placed, preferably, toward the rear of the exhibit space. It must be positioned so that crowds that may collect will be in the exhibit space and not in the aisle. Narration must be limited to a sound level that will not significantly interfere with neighboring exhibitors. Show management reserves the right to limit the number of employees in attendance and the amount of material that may occupy any space at any one time.

Video presentation content must be devoted exclusively to the business of the exhibitor. Exhibitors will not be permitted to present live musical shows within their exhibit areas. This restriction prohibits the use of live musicians and singers, but does not prohibit the use of narrators or dancers to demonstrate product features.

## **SECURITY**

Show management assumes no responsibility for loss or damage to vehicles or property, but may provide guards for general security. Should an exhibitor have a security concern the exhibitor may order security personnel to patrol their area, either during show hours or on a 24-hour basis. Any/all security personnel must be ordered from show management's designated security company.

**FOOD AND BEVERAGE**

Aramark has an exclusive license to sell and handle food at the Los Angeles Convention Center. Exhibitors are not allowed to sell or offer complimentary food items to customers unless pre-approved in writing by show management and arranged through Aramark. Drinking fountains and water coolers, other than those permanently installed in the building, are not permitted.

**BALLOONS**

No helium balloons are allowed to be distributed by exhibitors. Balloons of compressed air are permitted.

**DECALS**

Decals and/or stickers may not be offered to attendees free of charge. Exhibitor may sell or include them with purchase of another item.

**SPECIAL CHANGES**

Show management reserves the right to make any changes which it may deem desirable or necessary for the general interest of all exhibitors.

**VIOLATIONS**

Any violation of these Rules and Regulations by exhibitor will be cause to terminate such exhibitor's right to use its exhibit space and show management may reenter and take possession of the space occupied by the exhibitor and remove all persons and goods at the exhibitor's own risk and expense and show management shall not be subject to any liability therefore.

**Any matter not covered by these Rules and Regulations or any exceptions thereto are subject to the sole discretion of show management.**