

7/24/17



This Service & Information Manual contains material that is vital to the successful planning, marketing and management of your display in the 2018-Model Central California Auto Show. Failure to read this manual and respond promptly in ordering services could result in higher rates. Questions concerning any aspect of this year's show should be directed to Motor Trend Auto Shows.

All exhibitors must order labor and forklift services from East Coast Decorating, the show's exclusive general services contractor and labor provider.

Please note that insurance policies must provide coverage for all dates from move-in through move-out. All additional insured information required is listed in the Important Rules and Requirements section of this manual. All insurance policies must be completed correctly. 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 Fresno Convention & Entertainment Center.

The most up-to-date exhibitor information, including CAD floor plans (DWG Format), can be downloaded from the Internet at **www.FresnoClovisAutoShow.com**.

For online exhibitor orders please visit www.eastcoastdecorating.com.

Attention Exhibitors: If you ordered services from ECD last show season, you do not need to re-register. Please enter the same email and password from last year. If you have forgotten your password, please click "forgot password" and a new one will be sent to you.

It is important that you review this manual with those persons or agents having responsibility for your participation in the show. Motor Trend Auto Shows thanks you for your cooperation. We wish you a most successful 2018-Model Central California Auto Show!

Show Management
Motor Trend Auto Shows, LLC

Table of Contents

	<u>PAGE #</u>
Directory of Contractors & Facilities.....	1
General Show Information.....	2
Move-In & Set-Up Information	3 - 5
Move-Out Information.....	6
Exhibitor Access/Admittance Information	7
Important Rules & Requirements	8 - 10
Insurance Requirements.....	11 - 12
Show Services Information.....	13
Show Advertising & Publicity	14
General Contractor Information.....	15

Exhibitor Action Item Checklist 2018-Model Central California Auto Show

<u>Action Items</u>	<u>Deadline Date</u>
Sent liability insurance policy to MTAS	October 18
Sent electrical blueprints to ECD & MTAS via e-mail to ttrumbo@enthusiastnetwork.com	October 18
Ordered telecom service	October 18
Ordered vehicle cleaning & porter service	October 18
Ordered electrical service	October 18
Ordered decorator needs	October 18
Ordered labor and freight.....	October 18
Made hotel reservations at DoubleTree (formerly Radisson).....	October 30

Directory of Contractors & Facilities

SHOW FACILITY

Fresno Convention & Entertainment Center
848 M Street
Fresno, CA 93721
Phone: (559) 445-8100
Fax: (559) 445-8110
www.fresnoconventioncenter.com

OFFICIAL GENERAL CONTRACTOR

East Coast Decorating
831 S. Douglas St.
El Segundo, CA 90245
Email: mike@eastcoastdecorating.com

ELECTRICAL SERVICES

East Coast Decorating
831 S. Douglas St.
El Segundo, CA 90245
Email: mike@eastcoastdecorating.com

TELECOM & DATA SERVICES

City of Fresno
848 M Street, Second Floor
Fresno, CA 93721
Phone: (559) 445-8130
Fax: (559) 445-8131

VEHICLE DETAILING

Cosmetic Car Care
12 Mauchly, Bldg F
Irvine, CA 92618
Phone: (949) 453-1200
Fax: (949) 453-1207

Show Fleet by Professional Detailers
601 North Batavia Street
Orange, CA 92868
Phone: (800) 457-7558
Fax: (949) 460-0339

HEADQUARTERS HOTEL

DoubleTree by Hilton Fresno Convention Center
2233 Ventura Street
Fresno, CA 93721
Phone: (559) 268-1000
Fax: (559) 441-2954

SHOW OFFICE PRIOR TO SHOW

Central California Auto Show
1821 E. Dyer Rd., Ste. 150
Santa Ana, CA 92705
Phone: (949) 705-3387
Fax: (949) 705-3427

SHOW MANAGEMENT COMPANY

Motor Trend Auto Shows, LLC
831 Douglas St.
El Segundo, CA 90245
Phone: (310) 531-5984

PUBLIC RELATIONS

Victoria Blackwell
VB Communications
Phone: (559) 392-0304
Email: Victoria@VBCommunications.com

FOOD CONCESSIONAIRE

Pardini's Catering Inc.
2257 West Shaw Avenue
Fresno, CA 93711
Phone: (559) 445-8135
Fax: (559) 224-7492

General Show Information

Public Show Dates & Hours

Friday, November 17 through Sunday, November 19, 2017

Friday	10 a.m.	to	7 p.m.
Saturday	10 a.m.	to	7 p.m.
Sunday	10 a.m.	to	5 p.m.

Show Location

Fresno Convention & Entertainment Center
848 M Street
Fresno, CA 93721
(559) 445-8100 Phone
(559) 445-8110 Fax
www.fresnoconventioncenter.com

Headquarters Hotel

DoubleTree by Hilton Fresno Convention Center
2233 Ventura Street
Fresno, CA 93721
(559) 268-1000

*The cut-off date for reservations is
October 30, 2017*

Show Office

The show office is located in room 2000 in the Exhibit Hall. Onsite show management contact:

Trevor Trumbo, Director of Event Experience, Motor Trend Auto Shows
(714) 732-8788 CELL

Sales Staff Badges

Sales staff can pick up a show badge in the Show Office (Room 2000 in the Exhibit Hall). Exhibitors located in the Valdez Hall can pick up a show badge from a security officer at the front entrance. A business card and a photo driver's license must be presented. Product specialists can enter the show by showing their name tag.

VIP Preview – Thursday, November 16, 2017

A VIP Preview will take place from 6 p.m. to 9 p.m. All vehicles and displays should be in place by 5 p.m. A minimum number of narrators and product specialists should staff displays during this event. No sales person staffing is needed until Friday show opening.

Move-In & Set-Up Information

Electric and Carpeting

Tuesday, November 14 is reserved for installation of electric & carpeting in the Exhibit & Valdez Halls. Please see the freight schedule below.

Freight & Factory Displays

Unloading will take place on **Wednesday, November 15**. Trucks will not be permitted to enter the unloading area until their scheduled time. All freight and factory displays must be unloaded by 5 p.m. The loading docks will close promptly at 5 p.m. The display supervisor should be on-site at the start of the freight target time in order to direct crate placement. Display labor can start at 5 p.m. on Wednesday. No unloading will take place on **Thursday, November 16**.

Unloading Schedule

Wednesday, November 15

EXHIBIT HALL

8 a.m. - Noon

Space	Exhibitor
E-5	Chevrolet/Buick/GMC/ Cadillac
E-6	Honda
E-7	Subaru
E-8	Mercedes-Benz
E-9	Ford

Wednesday, November 15

EXHIBIT HALL

Noon – 5 p.m.

Space	Exhibitor
E-1	Toyota
E-3a	Audi
E-3b	Porsche
E-4	Jaguar/Land Rover

Wednesday, November 15

VALDEZ HALL

8 a.m. - Noon

Space	Exhibitor
V-1a	Chrysler/Jeep/Dodge/Ram
V-1b	Fiat
V-2	Lexus
V-2a	Lexus CPO
V-3	Acura
V-4	Mercedes-Benz
V-5	BMW

Wednesday, November 15

SELLAND ARENA

8 a.m. - Noon

Space	Exhibitor
S-1	Nissan
S-2	OPEN
S-3	OPEN
S-4	OPEN

Move-In & Set-Up Information (continued)

Exhibit Set-Up Schedule

Exhibitors must order labor from East Coast Decorating. Exhibit houses may staff displays with non-working supervisor if they wish. As a reminder, East Coast Decorating is the exclusive labor provider for the show. All crates must be emptied on Thursday, November 16 by 10 a.m. in the Exhibit & Valdez Halls.

Show Vehicles

Vehicle move-in will be from 10 a.m. – 2 p.m. on Thursday, November 16 in both the Exhibit Hall and Valdez Hall. **All show vehicles must be on the floor by 2 p.m. on Thursday.**

Exhibitors or your porter service company will be responsible for any stains that are made by tire treads or dressing.

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

Directions for Vehicle Move In:

From 41 South (Yosemite Fwy.)

Take exit 126B for Van Ness Avenue (toward Civic Center)

Turn Left onto Van Ness Avenue

Take Van Ness Avenue to Inyo Street

Turn Right onto Inyo Street, proceed just past M Street

You will enter either Hall off of Inyo Street, between O and M Streets.

Turn Left from Inyo Street for Exhibit Hall, turn Right for Valdez Hall.

From 41 North (Yosemite Fwy.)

Take exit 126B for Van Ness Avenue (toward Civic Center)

Turn Right onto Van Ness Avenue

Take Van Ness Avenue to Inyo Street

Turn Right onto Inyo Street, proceed just past M Street

You will enter either Hall off of Inyo Street, between O and M Streets.

Turn Left from Inyo Street for Exhibit Hall, turn Right for Valdez Hall.

NOTE: IF THE GAS LEVEL EXCEEDS ¼ TANK OR FIVE GALLONS, WHICHEVER IS LESS, THE VEHICLE WILL NOT BE ALLOWED TO ENTER THE BUILDING.

Move-In & Set-Up Information (continued)

Show Vehicles (cont.)

All show vehicle move-in is scheduled for Thursday, November 16 from 10 a.m. – 2 p.m.

NOTE: *Vehicles displayed on a turntable or platform will be allowed to enter the building on Wednesday, provided your display is ready to accommodate the vehicle.*

Please see Show Management if you wish to have an earlier vehicle move-in on Wednesday afternoon, November 15. This will be permitted provided your space is ready to receive vehicles and a clear path your exhibit space exists.

Exhibitors need to have final vehicle placement done by 5 p.m. Thursday evening in preparation for the VIP Preview.

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.

Wednesday, November 15	8 a.m. - 8 p.m.
Thursday, November 16	8 a.m. - 5 p.m.

The building will be cleared of all personnel at 5 p.m. on Thursday, November 16 (except those working during the VIP Preview, such as porters or product specialists).

Move-Out Information

Move-Out & Building Access Hours

Vehicle move-out will take place on Sunday, November 19, 2017 from 5:30 p.m. until 8 p.m.

East Coast Decorating will begin removing aisle carpet at 5 p.m. in exhibit areas where the public has cleared.

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

All vehicles must be removed from both exhibit halls on Sunday evening, November 19 by 8 p.m. Vehicles may be staged in the center's parking garage overnight. Exhibitors are responsible for any parking charges.

All crates will be returned to each display area beginning at 8:00 p.m. on Sunday, November 19.

Display move-out will take place on Monday, November 20 from 8 a.m. until 1 p.m. All exhibits must be crated by 1 p.m.

Literature Removal

Literature removal after the show is the responsibility of the individual exhibitor. Removal of literature that is left behind will be invoiced to the exhibitor at prevailing rates. We recommend that any remaining literature be placed in vehicle trunks and returned to the participating dealerships for use in their showrooms.

Exhibitor Access/Admittance Information

Exhibitor Entrance Procedure

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

Sales staff badges – sales staff can pick up show badges in the Show Office (Room 2000) located in the Exhibit Hall. Exhibitors located in Valdez Hall can pick up show badges at the front entrance from security. A business card and a photo driver's license must be presented.

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

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

Vehicle Clean-Up Personnel

Vehicle clean up personnel will be admitted on Thursday, 8 a.m. to 4 p.m.; and, on Friday, Saturday and Sunday, 8 a.m. to 10 a.m.

In order to retain 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.

An acceptable professional appearance would include the following: coveralls, company golf shirts or t-shirts, and clean blue jeans or slacks.

A uniform appearance for all employees representing your company is preferred. Ripped shirts, printed t-shirts, dirty jeans, jeans with holes and dirty sneakers are not acceptable show attire.

Important Rules & Requirements

Aisles for Emergency Purposes

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

Alcoholic Beverages & Food Items

Alcoholic beverages and/or food may not be brought into the Fresno Convention & Entertainment Center.

Vehicle Sales

No vehicle sales may be contracted at the show. Vehicles may not have dealer stickers, trunk tags or any individual dealer identification on them. Only factory stickers are permitted. **No discussions may take place with show visitors regarding prices of vehicles.** There are absolutely no exceptions to this rule. The auto show is for exhibition only.

Exhibitor Dress Code

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

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 Fresno Convention & Entertainment Center.

Vehicle Requirements

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

Battery Cable - All show vehicles must have one battery cable disconnected and taped using UL approved plastic electrical tape or placed inside the provided battery cable bag.

Gas Tank Level - The gas level cannot exceed 1/4 tank or five gallons, whichever is less. All vehicles will be checked as they enter the exhibit halls to make sure that the gas level requirement is correct. If the gas level exceeds 1/4 tank, the vehicle will not be permitted to enter the building.

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. 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 shut.

AC/DC Converters - Cars using AC/DC converters must have the security system fuse disconnected to prevent the public from setting off vehicle alarms.

NOTE: *A Fire Marshal will be on duty throughout all public hours of the entire show and will be doing constant checks to see the above regulations are enforced.*

Vehicle Access & Cleaning - All show vehicles, except factory display models must be unlocked during public show hours. All vehicles must be waxed or wiped daily.

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

Exhibit Blueprints

All vehicle exhibitors participating in the 2018-Model Central California Auto Show must provide a scale electrical blueprint of their display to Motor Trend Auto Shows and the Fresno Convention & Entertainment Center by October 18, 2017. These blueprints will be used by the center to place electric & phone lines prior to carpet installation. **Please include telecom and electrical needs, and the height of your display properties on your blueprints.** MTAS blueprints can be sent in DWG or PDF format to TTrumbo@EnthusiastNetwork.com.

Signs & Banners

Any hanging signs must be framed and pre-approved by show management. Truss lighting is permitted. East Coast Decorating has jurisdiction on all sign & banner installation work.

All signs must be professionally manufactured and have a finished surface on all edges and sides. 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 may not be taped, tacked, stapled or otherwise fastened to ceilings, walls, doors, painted surfaces or columns.

Display Placement

Signs cannot block the view of other exhibitors. In the case of a complaint, the decision on whether a sign remains or must be relocated is up to Motor Trend Auto Shows and the Association Auto Show Committee.

The maximum permissible height for displays is twenty-four feet (24') where ceiling height permits. Please note ceiling heights in the Valdez Hall are 15 feet. Exhibitors should contact Show Management if they have any questions regarding ceiling height.

Display Placement continued

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

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

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 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 Fresno Convention & Entertainment Center, from the use or removal of these items will be charged to the exhibitor.

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 Fresno Convention & Entertainment Center.

All public address systems must be kept to a volume so as not to disturb your neighboring exhibitors.

Music at the Show

Due to ASCAP and BMI licensing restrictions, there cannot be any music played in any display at the 2018-Model Central California Auto Show. Jingles and commercials produced by a manufacturer, and are the property of the manufacturer, can be used throughout the show. Background music through the use of a television, radio, stereo, digital file, cassette tape, or laser disc cannot be used, as this is an infringement on the original copyright.

Liability

Each exhibitor is entirely responsible for the space allotted by contract. Each exhibitor agrees to reimburse the Fresno Convention & Entertainment Center, for any damage to the floor, ceilings, or walls within said contracted area.

The Fresno Convention & Entertainment Center, the Fresno-Clovis New Car Dealers Association, East Coast Decorating 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.

Insurance Requirements

Insurance Requirements

All exhibitors, exhibit houses, porter service companies, and outside service companies providing any equipment or services to the 2018-Model Central California 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 ensure 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 the Fresno-Clovis New Car Dealers Association; SMG; the Fresno Convention & Entertainment Center; Motor Trend Auto Shows, LLC; TEN: The Enthusiast Network, LLC and its subsidiaries and affiliates named as additional insured (I.S.O. Form CG 20 10 or equivalent approved by Show Management) with limits of liability in the amounts of \$2,000,000 Occurrence/ \$2,000,000 Aggregate on a combined single limit basis for injuries to persons (including death), contractual liability and damage to property.
2. Automobile & Truck Liability Insurance Policy in the Exhibitor's name with the Fresno-Clovis New Car Dealers Association; SMG; the Fresno Convention & Entertainment Center; Motor Trend Auto Shows, LLC; TEN: The Enthusiast Network, LLC 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 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 the Fresno-Clovis New Car Dealers Association; SMG; the Fresno Convention & Entertainment Center; Motor Trend Auto Shows, LLC; TEN: The Enthusiast Network, LLC 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 Douglas St, El Segundo, CA 90245, a notice of any occurrence likely to result in a claim against Show Management, and shall also file with the Torts Division detailed sworn proof of interest and loss within sixty (60) days from date of loss.

All policies must provide coverage from the first move-in date, November 14 to the last move out date, November 20. All insurance policies must be completed correctly. This Certificate of Insurance must be received by Motor Trend Auto Shows **thirty days prior to move-in**.

Certificate holder is Motor Trend Auto Shows, LLC, 831 Douglas St, El Segundo, CA 90245.

Please email certificates of insurance to Allen Chin at Achin@Enthusiastnetwork.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.*

Show Services Information

Exhibitor Services Provided in Vehicle Space Rental Charge

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

- 16 oz. wall-to-wall exhibit carpet
- Themed carpet in public aisles
- Themed Highway signage listing all exhibiting manufacturers
- Daily vacuum service for all exhibit carpet, turntables and platforms
- Daily emptying of all exhibit area waste containers

Each exhibitor is responsible for drayage, labor, plus the rental and payment of tables, chairs, desks, waste cans, and/or any other item used within their display. Cleaning of displays and vehicles is the responsibility of the exhibitor.

Headquarters Hotel

Arrangements have been made with the DoubleTree by Hilton Fresno Convention Center (formerly the Radisson), the official headquarters and show staff hotel, for special exhibitor rates prior to and during the show. The hotel is located at 2233 Ventura Street, Fresno, CA 93721. The rate is \$142 for single or double accommodations.

The cut-off date for reservations is October 30, 2017. Hotel room availability cannot be guaranteed after this date. Call the hotel directly at (559) 268-1000 to reserve your room. Be sure to mention you are an Auto Show Exhibitor to receive the special room rate.

Security

Show Management will provide 24-hour guard service on the show floor, beginning on Wednesday, November 15 at 10 a.m. and concluding on Monday, November 20, 2017 at 1 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 private booth security, you must utilize the auto show's approved event security company for insurance purposes. Please contact the convention center at (559) 445-8100 for additional information.

NOTE: *The Fresno-Clovis New Car Dealers Association and Motor Trend Auto Shows cannot be held responsible for the theft of items missing from exhibitor areas.*

Show Advertising & Publicity

Advertising

Extensive print, radio, television, and outside advertising will be used to target the entire Fresno market. Advertising will begin the week prior to the opening of the show and continue through the close of the show.

We have contacted all major radio, television, and newspaper representatives to seek their support, sponsorship, and extensive PR coverage of this year's exciting event.

Dealer Advertising Support

All dealerships, factories, and dealer advertising groups are asked to proudly support the 2017-Model Central California 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 2017 Nissans at the Central California Auto Show, November 17 through November 19"). The Fresno-Clovis New Car 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 the Motor Trend Auto Shows' public relations team.

Are you planning to bring a special display, concept car, pre-production model or unique feature to the show? Please notify Trevor Trumbo at TTrumbo@enthusiastnetwork.com.

A Press Room (located in the Exhibit Hall, Room 2000) will be available for the working press attending the Central California Auto Show. Please send all press materials directly to the Fresno Convention & Entertainment Center, to ARRIVE no earlier than November 14 with each package clearly marked "2018-Model Central California Auto Show, Press Room".

General Contractor Information

Services for the 2018-Model Central California Auto Show will be provided by:

East Coast Decorating

CONTACT: Exhibitor Services
East Coast Decorating
831 South Douglas Street
El Segundo, CA 90245

EMAIL: mike@eastcoastdecorating.com

The exhibitor service desk is located in the Main Expo Hall next to the roll up doors.

SHIPMENTS:

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

CONVENTION CENTER ONLY: (Name of Manufacturer)
2018-Model Central California Auto Show
East Coast Decorating
Fresno Convention & Entertainment Center
848 M Street
Fresno, CA 93721

NO ADVANCE SHIPPING ACCEPTED AT THIS SHOW; SHOW SITE ARRIVALS ONLY. NO SHIPMENTS WILL BE ACCEPTED AT THE FRESNO CONVENTION & ENTERTAINMENT CENTER UNTIL 8 AM TUESDAY MORNING, NOVEMBER 14, 2017.