



## **Central California Auto Show Booth Exhibitor Information**

Thank you for your participation in the 2018-model Central California Auto Show held at the Fresno Convention & Entertainment Center on November 17 – 19, 2017. These guidelines will walk you through all the items you will need to know to have a successful show.

### **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](http://www.fresnoconventioncenter.com)

### **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

# *Important Rules & Regulations*

## **Booth Exhibitor Move-In**

All Booth Exhibitors can begin set-up on Thursday, November 16 at 8 a.m. and will continue until 5 p.m. All booths and displays must be completed by 5 p.m. due to VIP Preview at 6 p.m. (You are not required to staff your booth display during the VIP Preview. Please secure any valuables).

Any materials shipped to the Fresno Convention & Entertainment Center will be subject to East Coast Decorating handling charges. For details on shipping to show site, the Material Handling form is located on the web at [www.EastCoastDecorating.com](http://www.EastCoastDecorating.com). If you need electric, please plan to order in advance to avoid show floor rates. The East Coast Decorating Electric order form is available on the same website.

**Attention Exhibitors:** If you ordered services from ECD last show season, you do not need to re-register. Use 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.

## **Booth Exhibitor Move-Out**

Booth exhibitor move-out will be on Sunday, November 19 from 5 p.m. to 10 p.m. All display items and/or product must be removed 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. All exhibitors who will be selling at the auto show must be licensed to do business in the state of California. Please visit

[http://www.taxes.ca.gov/Sales\\_and\\_Use\\_Tax/index.shtml](http://www.taxes.ca.gov/Sales_and_Use_Tax/index.shtml) for additional information. An exhibitor may not work, sell or distribute literature from any area other than their rented space.

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.

Decorations, signs, banners and streamers may not be attached, taped, nailed or otherwise fastened to any ceiling, window, painted surface or wall of the convention center. Any special decorations or signs must be approved by convention center management and show management as to location and method of installation.

## **Important Rules & Regulations**

### **Booth Exhibitor Restrictions continued**

Under no circumstances are helium balloons or adhesive-back decals to be given away or permitted to be used in the convention center.

All public address systems must be kept to a volume that is not disruptive to the neighboring exhibitors.

### **Exhibitor Entrance Procedure**

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

Credentials should be picked up Wednesday, November 15 or Thursday, November 16 in Room 2000 at the Convention Center.

All personnel working the show must pick up and sign for their own entrance credentials at the show office. A business card and a photo driver's license must be presented.

### **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.**

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

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

- 3' side and 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 East Coast Decorating using forms available at [www.EastCoastDecorating.com](http://www.EastCoastDecorating.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 Fresno Convention & Entertainment Center.

## Headquarters Hotel

Arrangements have been made with the DoubleTree by Hilton Fresno Convention Center, the official headquarters hotel, for special exhibitor rates prior to and during the show.

DoubleTree by Hilton Fresno Convention Center  
2233 Ventura Street  
Fresno, CA 93721

**The cut-off date is October 30, 2017.** Please call the hotel directly at (559) 268-1000 to reserve your room. **Be sure to mention you are an auto show exhibitor to receive special room rates.**

## 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.

## Parking

Ample parking is available for both exhibitors and the public in the vicinity of the Fresno Convention & Entertainment Center. Exhibitors should be prepared to pay for parking as parking lot stubs will not be validated at the show.

## 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.*

## *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](mailto: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.*

# *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