

# Los Angeles Auto Show

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# Los Angeles Auto Show

## GENERAL SHOW INFORMATION

### PRESS DAYS

Wednesday, November 16 8:00 a.m. – 5:00 p.m.  
Thursday, November 17 8:00 a.m. – 3:00 p.m.

*These hours are tentative and the final schedule will be available online at LAautoshow.com in November.*

### SNEAK PREVIEW NIGHT

Thursday, November 17 6:00 p.m. – 10:00 p.m.

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### PUBLIC SHOW DATES

Friday, November 18 – Sunday, November 27, 2011

### PUBLIC SHOW HOURS

Friday, November 18 11:00 a.m. – 10:00 p.m.  
Saturday, November 19 9:00 a.m. – 10:00 p.m.  
Sunday, November 20 9:00 a.m. – 8:00 p.m.  
Monday, November 21 11:00 a.m. – 10:00 p.m.  
Tuesday, November 22 11:00 a.m. – 10:00 p.m.  
Wednesday, November 23 11:00 a.m. – 10:00 p.m.  
Thursday, November 24 9:00 a.m. – 8:00 p.m. (Thanksgiving Day)  
Friday, November 25 9:00 a.m. – 10:00 p.m.  
Saturday, November 26 9:00 a.m. – 10:00 p.m.  
Sunday, November 27 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

### TRAFFIC ADVISORY FOR LOS ANGELES CONVENTION CENTER VISITORS

**110 FREEWAY SOUTH OFF-RAMP CLOSURE:** From 110 SOUTH, exit at 8TH STREET. Turn LEFT on UNION AVENUE. Turn LEFT on W. 11TH STREET. Turn RIGHT on LA LIVE WAY and LEFT into the West Hall garage.

**110 FREEWAY NORTH ON-RAMP CLOSURE:** From LA LIVE WAY, turn LEFT on PICO BLVD. Turn RIGHT on FIGUEROA STREET. Turn RIGHT on 18TH STREET, which will lead you directly onto the on-ramp

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### SHOW MANAGEMENT

Los Angeles Auto Show  
11835 West Olympic Blvd., Suite 860  
Los Angeles, CA 90064

Tel: (310) 444-1850 through Tuesday, November 8

Fax: (310) 444-5971

Website: LAautoshow.com

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### ON-SITE TELEPHONE NUMBERS effective Wednesday, November 9 through Monday, November 28

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>Tuesday</b>	<b>November 8</b>	Early Move-In* (South, West, Concourse & Petree halls)	8:00 a.m. – 5:00 p.m.
<b>Wednesday</b>	<b>November 9</b>	Early Move-In* (South, West, Concourse & Petree halls)	8:00 a.m. – 5:00 p.m.
<b>Thursday</b>	<b>November 10†</b>	Early Move-In* (South, West, Concourse & Petree halls)	8:00 a.m. – 5:00 p.m.
<b>Friday</b>	<b>November 11</b>	Early Move-In* (South, West, Concourse & Petree halls)	8:00 a.m. – 5:00 p.m.
<b>Saturday</b>	<b>November 12</b>	Regular Move-In	8:00 a.m. – 5:00 p.m.
<b>Sunday</b>	<b>November 13</b>	Regular Move-In	8:00 a.m. – 5:00 p.m.
<b>Monday</b>	<b>November 14</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>November 15</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>November 16</b>	Press Day - All halls	8:00 a.m. – 5:00 p.m.
<b>Thursday</b>	<b>November 17</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>November 18-27</b>	<b>Public Show Days</b>	
<b>Sunday</b>	<b>November 27</b>	Vehicle Move-out, crate return, exhibit and overhead dismantling	8:30 p.m.
<b>Monday</b>	<b>November 28</b>	Exhibit and overhead dismantling, freight load-out	
<b>Tuesday</b>	<b>November 29</b>	Overhead dismantling, freight and overhead load-out	
<b>Wednesday</b>	<b>November 30</b>	Final freight and overhead load-out for selected exhibitors	

*For questions regarding move-in & move-out time, please contact Paradise Decorating.*

*\* Extra charge applies for Early Move-In. See Early Move-in Billing Form. Move-in availability subject to Targeted Overhead Lighting & Freight Schedule.*

*†Veterans Day-Holiday charges apply for labor.*

# Los Angeles Auto Show

## EXHIBITOR SERVICES

### AUDIO-VISUAL

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

### CAR DETAILING

Cosmetic Car Care, Inc. – Charlene Harris  
Phone: (949) 453-1200  
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  
West & Petree Hall Exhibitors – Norma Lucero  
Phone: (213) 765-4516

South & Concourse Hall Exhibitors – Katy Simones  
Phone: (213) 765-4514  
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 & LABOR

Paradice Decorating – Skip Walden  
Phone: (562) 944-4166, ext. 108  
Cell: (562) 254-7380  
Fax: (562) 944-3666

### DRAYAGE & TRANSPORTATION

GES Logistics – Janene Bobenrieth  
Phone: (562) 370-1500  
Cell: (714) 715-0464

### ELECTRICAL & TELEPHONE SERVICES

LACC – Exhibitor Services  
Phone: (213) 741-1151, ext. 5470  
Fax: (213) 765-4444  
E-mail: exhibitorservices@lacclink.com

### 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

Sheraton Los Angeles Downtown Hotel  
711 S. Hope Street  
Los Angeles, California 90017  
Phone: (213) 488-3500  
Fax: (213) 488-4110

### INTERNET SERVICES

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

### MEETING ROOMS

Show Management – Gina Callari (approval)  
Phone: (310) 444-1850  
Fax: (310) 444-5971  
Email: gcallari@laautoshow.com

LACC – Rose Watson (booking)  
Phone: (213) 741-1151 ext. 5346  
Fax: (213) 765-4440  
Email: rmwatson@lacclink.com

Los Angeles Auto Show  
**EXHIBITOR SERVICES**

**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

# 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 and/or floor installation. Electrical Service Order Forms (power and lighting) must be received with payment on or before Monday, October 17, 2011 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.

### 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 \$34 per hundred weight on weekdays (\$41.06 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 Janene Bobenrieth at Paradise Decorating for further details at (714) 715-0464.

### ADVANCE FREIGHT SHIPMENTS OF DISPLAYS

Advance freight shipments will be \$44 per hundred weight (\$49.97 for special handling/uncrated shipments). Shipments must arrive by Wednesday, November 2 and must be shipped to:

Los Angeles Auto Show  
(Make) (Space #)  
c/o Paradise Decorating/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 2 to the address below:

Los Angeles Auto Show  
(Make) (Space #)  
c/o Paradise Decorating/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 Decorating. 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. A tentative 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 7 – 11 (check with Paradise Decorating for more information). During move-out, it will be open November 27 – November 30. For location and directions please contact Janene Bobenrieth at (714) 715-0464.

## **FREIGHT UNLOADING SCHEDULE**

A Target Move-in Schedule will be completed once those requesting 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 14 after 1:00 p.m. and continue on Tuesday, November 15. 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, November 15.

## **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. In lieu of disconnecting the battery, Exhibitor may utilize an alternative starter-prevent method, with prior approval from Show Management.

## **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, November 15. Press conferences begin in all halls on Wednesday, November 16.

## **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 & FLOOR COVERINGS**

Exhibitors are responsible for arranging for their own carpeting or alternative floor covering. Daily vacuuming or cleaning 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 staffed 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) 230-7210, ext. 279.

## **RAISED & 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 11. Exhibitors will be required to:

1. Notify and contract with Paradise Decorating for early move-in days rental (see Early Move-in Billing Form, Section 2).
2. Notify the Los Angeles Convention Center to coordinate the installation of electrical service required with sub-floor.
  - Tom Wendling at (213) 741-1151, ext. 5735 (twendling@lacclink.com)
  - South Hall: Nick Chondropoulos at (213) 741-1151, ext. 5734 (nchondropoulos@lacclink.com)
  - West Hall: Chuck Hiller (213) 741-1151, ext. 5739 (chiller@lacclink.com)
3. Notify Skip Walden of Paradise Decorating to order forklifts and manpower for unloading of sub-floor at (562) 944-4166, ext. 108.
4. Meet Rules and Regulations for Floor Coverings. The standard finished sub-floor height is 5-5/8 inches. If finished floor height deviates from standard dimensions it must be approved by Show Management in advance. All sub-floors 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. All sub-floors must also include ramps that comply with appropriate ADA standards to provide access to disabled attendees.

## **WALK-ON TURNTABLES**

The Fire Department requires that all walk-on turntables accessible to the public must 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 in order to prevent injury.

## **OVERHEAD LIGHTING & RIGGING**

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

### **RIGGING, TRUSS ASSEMBLY & 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 Decorating and the Los Angeles Convention Center Electrical Services.

Truss used for the installation of overhead lighting may extend into an aisle no more than 50% minus two feet. Lighting fixtures and logos cannot be projected onto walls, aisles or any other space outside of the exhibit. Lighting and fixtures must be positioned in a manner where they cannot be attained by the public.

#### **INSTALLATION OF INSTRUMENTS & 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.

#### **SIGNS, BANNERS & 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. Hanging corporate/brand ID signs that do not hang below 20 feet may be placed 3 feet from an aisle or neighboring exhibits. Hanging signs that hang below 20 feet must be placed at least 10 feet from the main aisles and neighboring exhibits. Depending upon other dimensions and visual impact, hanging signs may be considered exhibit properties and subject to the easements outlined in Section A of the Rules and Regulations.

#### **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).

#### **RIGGING PLANS & LOAD CALCULATIONS**

Submit all plans, drawings and load requirements to Kelly Green for review and approval no later than Monday, October 10. Kelly can be reached by phone at (562) 370-1564, fax (562) 370-1694, cell (310) 505-5246 and by e-mail at 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 Monday, October 17. 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 Monday, October 17 in order to receive a 20% discount. 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 Monday, October 17.

#### **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, November 16 and Thursday, November 17. Credentials and validation wristbands are required for admittance to Press Days. Main contacts for each manufacturer will receive a form to register manufacturer personnel for credentials. An additional form should be used to register product specialists. Product specialist passes will be handled with the Show Office directly and all individuals with exhibit companies needing access during Press Days will need to be placed on a wristband assignment sheet. These passes can be picked up in bulk by a supervisor.

- 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 rooms will be allocated based on room use, booking history and the number of room(s) requested. Exhibitors needing meeting rooms should have submitted a Meeting Room Request to Show Management by August 15. Those who submitted requests will be notified of their room(s) by September 1. After the initial allocation, available rooms will be allocated on a first-come, first-served basis. Please contact Gina Callari at (310) 444-1850. For more detailed information regarding pricing, dimensions, capacity and policies, please refer to Section 4 LACC Forms.

## BUSINESS SERVICES CENTER

The Business Services Center provides a print and copy center, shipping and receiving services, self-service computer, internet access and inbound/outbound faxing. The Business Services Center is located in Concourse Hall, between West and South halls. Hours of operation are based on show needs. Please call to confirm. The Business Services Center can be reached by phone at (213) 741-1151, ext. 5520, fax (213) 765-4446 and by e-mail at [businesscenter@lacclink.com](mailto:businesscenter@lacclink.com).

## OFFICIAL HOTELS

The Omni Los Angeles Hotel and the Sheraton Los Angeles Downtown Hotel are this year's official hotels. For reservations at the Omni Hotel, call (800) 843-6664 and ask for the special LA Auto Show rate of \$189 single/double per night. To guarantee this rate, reservations must be made by Monday, October 17. For reservations at Sheraton LA, call (800) 325-3535 and ask for the special LA Auto Show rate of \$139 per night. To guarantee this rate, reservations must be made by Monday, October 31. Reservation requests for both hotels will be accepted on a space and rate availability basis.

## SNEAK PREVIEW NIGHT

On Thursday, November 17 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](http://LAautoshow.com) or on-site during the evening of the event. 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.

## **WRISTBANDS**

The Los Angeles Auto Show will once again be using wristbands for security and access purposes during set-up, teardown and non-show hours. Wristband colors will change based on the type of show day (move-in, Press Days, public days and move-out). The appropriate wristband must be worn and easily visible on the wrist in order to gain access to the exhibit halls.

Wristbands will be issued by show security from their two offices located outside of South and West halls. Wristbands may be required beginning as early as Monday, November 7, 2011. On that morning, the supervisors of each company will need to submit a complete list (see attached form) with the name of each working individual for all days. If changes or additions are needed, please place these individuals on a new list that Staff Pro will attach to the original list.

All lists for the following day must be submitted by 2 p.m. to show security and will be available for supervisors to pick up starting at 4 p.m. It will be the responsibility of the supervisor to distribute the appropriate color wristbands to their working personnel. If an individual arrives late for work, they need to check in with their supervisor **outside of the exhibit halls** on move-in and move-out and **outside of the convention center** during Press Days and public days.

During public days supervisors will need to submit a separate list for anyone working only one public day. The list must be submitted to security before the individual arrives. It is still the responsibility of the supervisor to pick up the wristband for the individual.

## **VEHICLE MOVE-OUT**

All vehicles must be removed from the exhibit halls on Sunday, November 27. 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 Decorating. 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, November 28.
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 Paradise Decorating 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 "Parking Procedures" in Section 4.

# 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. **Licensors may require additional clearances for any display property that Licensors considers an excessive obstruction.** It is the responsibility of each Exhibitor to obtain approval for any deviation or interpretation of these rules from Licensors prior to installation.

- a. The maximum height of passenger car and truck exhibits is 25 feet.
- b. No display properties, signs or vehicles may be placed within 3 feet of any exhibit border.
- c. Display properties placed within 3 to 10 feet of the main aisles may not exceed 10 feet in height.
- d. Display properties meeting or exceeding a height of 10 feet, but less than a height of 20 feet, must be placed a distance from the aisle equal to their height, and at least 3 feet from a neighboring exhibit. For example, a 17-foot high property must be placed at least 17 feet from a main aisle.
- e. Display properties meeting or exceeding a height of 20 feet must be placed at least 20 feet from the main aisles and at least 3 feet from other aisles and neighboring exhibits.
- f. All exhibit structures must be at least 1 foot from any Los Angeles Convention Center building walls.
- g. Turntables and vehicle platforms with narrators must be placed at least 10 feet from any aisle or neighboring exhibits.
- h. Each side of an Exhibitor's space must have at least one half (1/2) of its length as a clear passageway to a main aisle or neighboring exhibit.
- i. Display property dimensions will be rounded up to the nearest foot for application of these rules.

**LIGHTING.** Truss used for the installation of overhead lighting may extend into an aisle no more than 50% minus two feet. Lighting fixtures and logos cannot be projected onto walls, aisles or any other space outside of the exhibit. Lighting and fixtures must be positioned in a manner where they cannot be attained by the public. Lighting plans must be submitted to and approved by Paradise Decorating/GES to ensure proper load distribution and safety.

**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 Licensors.

**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 Licensors. Hanging corporate/brand ID signs that do not hang below 20 feet may be placed 3 feet from an aisle or neighboring exhibits. Hanging signs that hang below 20 feet must be placed at least 10 feet from the main aisles and neighboring exhibits. Depending upon other dimensions and visual impact, hanging signs may be considered exhibit properties and subject to the easements outlined in Section A above.

**COLUMNS.** Columns that are located within 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 and/or raised flooring must be arranged by each Exhibitor. 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 Licensors. The standard finished sub-floor height is 5-5/8 inches. If finished floor height deviates from standard dimensions it must be approved by Licensors in advance. All sub-floors 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. All sub-floors must also include ramps that comply with appropriate ADA standards to provide access to disabled attendees.

**MOVING MECHANISMS.** No Exhibitor may show any mechanism in operation if it is noisy or objectionable to Licensors. 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 Licensor. Goods received after the opening day must be delivered by arrangement with the Auto Show's official drayage contractor and Licensor.

**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 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 Show is open to the general public and may not be covered-up from public view. No vehicle may be removed from the Show during either press days or public show days without the vehicle either being replaced with another identical vehicle or already duplicated within the exhibit. Vehicles may not be introduced or brought in after the Show has opened for public show days. Exceptions are subject to the sole discretion of the Licensor.

**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 to prevent accidental starting of vehicles. In lieu of disconnecting the battery, Exhibitor may utilize an alternative starter-prevent method, with prior approval from Licensor. 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 Licensor 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 Licensor for all expenses, including without limitation penalties, fines, judgments or awards and attorney fees incurred by Licensor 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 the Licensor.

**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. Licensor 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.** Licensor 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 Licensor'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 Licensor 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.** Licensor 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 Licensor 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 Licensor 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 Licensor.**