



FLOOR/EXHIBITOR • DEALER/MANUFACTURER AGREEMENT

COMPANY INFORMATION

Date _____

Company name _____

Address _____

City _____ State _____ ZIP _____

Phone () _____ Fax () _____

Authorized by (name & title) _____

E-mail _____ Signature _____

EXHIBITOR HANDLING COMPANY

Name of Company _____

Contact person _____

Address _____

City _____ State _____ ZIP _____

Phone () _____ Fax () _____

E-mail _____

BILLING INFORMATION

Manufacturer Dealership Dealer Group

SQUARE FOOT COST - \$6* per square foot

SPACE ALLOCATION* x /sqft.

Total Cost = _____

For complete Chase Center / Delaware Auto Show restrictions and regulations please read the forms that are included with this proposal.

ROOM

- Wilmington Hall Governor's Hall
- Riverfront Ballroom Lobby

Nothing higher than 76" or wider than 100".
Final layout will be assigned by event sponsor.

Signature _____

Date _____

TIER 4 - *Square footage requested cannot exceed 1,000 sq. ft. with minimum of 500 sq. ft.



WHO WILL WORK SHOW DATES FOR YOUR COMPANY?

Name _____

Title _____

Contact info:

Address _____

Phone () _____ E-mail _____

ELECTRICAL OUTLETS NEEDED? (If yes you will be charged and additional \$135 per standard 110 AC drop)

YES NO

QUESTIONS?

Contact Amy Newton at 302-324-2673 or 1-800-235-9100, ext. 2673.

FAX form to 302-324-2413.

This completed form is a binding agreement between Exhibitor and The News Journal Media Group.
THIS IS A NON-VOIDABLE CONTRACT

INTERNAL USE ONLY:

DATE RECEIVED _____

FLOOR ASSIGNMENT _____

ELECTRICITY REQUIRED YES _____ NO _____ FORM ATTACHED _____

EXHIBITOR KIT SENT _____



IMPORTANT CONTACT INFORMATION

SPONSORED BY

The News Journal Media Group
950 West Basin Road
New Castle, DE 19720
Event Director: JB Braun
(302) 324-2673
www.DelawareAutoShow.com

EXHIBIT LOCATION

Chase Center on the Riverfront
815 Justison Street
Wilmington, DE 19801
Contact: Mikki Brockstedt
(302) 425-3929 x121
www.centerontheriverfront.com

HOTELS

Official Hotel - Delaware Auto Show
Courtyard / Marriott
400 Pencader Way
Newark, DE 19716
(302) 737-0900

Sheraton Suites Hotel / Wilmington
422 Delaware Avenue
Wilmington, DE 19801
(302) 654-8300

DECORATOR & SPECIAL CARPETING ORDERS

Main Line Expo
780 Fifth Avenue Suite 160
King of Prussia, PA 19406
Contact: Patti Gallagher
Phone: (610) 265-6200
mainlineexpo1@aol.com

ELECTRICAL VENDOR

Exclusively / Riverfront Audio Visual Company
815 Justison Street
Wilmington, DE 19801
(302) 472-0118
Fax: (302) 261-7381
www.riverfrontAV.com

ADVANCED SHIPPING

FREIGHT / STORAGE INFORMATION*

Main Line Expo
780 Fifth Avenue Suite 160
King of Prussia, PA 19406
Contact: Patti Gallagher
Phone: (610) 265-6200
mainlineexpo1@aol.com

DAY OF LOAD IN

SHIPPING INFORMATION*

Chase Center on the Riverfront
815 Justison Street
Wilmington, DE 19801
(302) 425-3929
(302) 425-4897
www.centerontheriverfront.com

* All advanced shipments prior to the day of the load in must go to Main Line Expo. **The Chase Center has accommodations for large trucks but does not have an elevated loading dock.**



REGISTRATION PROCEDURES

All exhibitors should register at the desk marked “EXHIBITORS,” located at the entrance of the Chase Center. VIPs must pick up their badges / event credentials in person. All representatives who are scheduled to work at the show must register by presenting a business card and driver's license at the registration desk to receive their exhibitor's badge. No one other than the representative will be admitted without a ticket.

SHOW RULES AND REQUIREMENTS

SHOW ATTIRE

In an effort to maintain a professional environment, all personnel working within the exhibit area should wear suitable business attire. In addition, vehicle clean-up personnel should dress appropriately to enter the show. No one wearing ripped or dirty shirts, jeans, or shoes will be permitted to enter. We appreciate your assistance in communicating these standards to all show personnel.

DRESS CODE FOR EXHIBITORS

All personnel working within your exhibit area should wear suitable business attire. Manufacturer's brand logos on clothing are acceptable, but no dealer logos or identification may be worn. Exhibitors not dressed accordingly will not be admitted into the show.

BANNERS, DECORATIONS AND SIGNS

Banners, decorations and signs must not be attached, tacked, taped, stapled, nailed or fastened in any way to any walls, perimeter drapes, columns, painted surfaces, windows and/or ceilings. Helium balloons and adhesive-back decals may not be used or given away.

The distribution of food/beverages including, but not limited to: samples, snacks or candy are strictly prohibited.

All signs must be professionally manufactured, in clean and good condition, with a clean finished surface on all edges and sides. All exhibit signs must be free standing or floor-type signs. Homemade signs may not be used on any vehicles or in any area of your display or booth (unless done by, or under the direction of the Chase Center and The News Journal Company). This precludes any plastic lettering, marker, crayon or shoe polish lettering on signs or on autos.

Signs cannot block the view of other exhibitors. In the case of a complaint, the decision regarding whether a sign remains or must be relocated will be made by show management.



VENDOR BOOTH RESTRICTIONS

Hanging - Nothing can be hung on the wall, back drape, ceiling or rail.

Height - Nothing can be displayed higher than the 8-foot back-drop drape.

Overheads - No tents or canopies of any type 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.

Sides - Sides must remain open above the 3-foot divider rail to prevent blocking view of exhibitors on either side.

REGISTRATION PROCEDURES

No dealership identification is allowed on badges, clothing, displays or vehicles. This includes decals, license plates, license plate holders, clothing, banners, decorations, signs and dealer business cards.

DISPLAY / FURNITURE PLACEMENT

The maximum permissible height for displays is twenty-two feet (22') for visibility. Exhibitors should contact show management if they have any questions regarding ceiling height.

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 or safety egress. All exhibits must be capable of standing by themselves. No supporting wires from the ceiling or draped walls are permitted. Emergency exhibits and other exhibits must not be blocked, interfered with or extended into by the placement of your exhibits.

DISPLAY / FURNITURE PLACEMENT

All vehicle exhibitors participating in the Delaware Auto Show must provide a CAD (Computer Assisted Design) of their display to show management.

Attention:

Amy Newton - Delaware Auto Show - 950 West Basin Road, New Castle, DE, 19720

Riverfront Audio Visual Company - 815 Justison Street, Wilmington, DE 19801, electrical contractor, A/V and telephone. www.RiverfrontAV.com.



EXHIBITOR PRESENTATION RESTRICTIONS

Exhibitor presentations of any type, including distributing literature or conducting surveys, may only be conducted in the space that the exhibitor has rented. Under no circumstances may an exhibitor work, sell or distribute literature from any area other than the space rented by the exhibitor, including public aisles, other exhibit spaces or any other public areas of the Chase Center. All public address systems must be kept to a volume so as not to disturb neighboring exhibitors.

FIRE REGULATIONS

Exhibitors must comply with all federal, state and local fire codes that apply to places of public assembly, in particular, Chapters 5, 8 and 31 of the Life Safety Code. All textiles and decorations such as buntings, curtains, draping, etc. of any type must be flameproof.

Fire exit doors listed on the floor plans are twelve feet wide (12'). Entrances and exits, fire hose or fire extinguisher cabinets and fire pull boxes must not be in any way blocked or obstructed. The Fire Marshall requires that exhibitors leave a six-foot (6') passage near fire exits/equipment. A Fire Marshall may inspect exhibits and materials to ensure enforcement of fire regulations and setbacks.

FOOD AND ALCOHOLIC BEVERAGES

Food and/or alcoholic beverages may not be brought into the Chase Center.

INSURANCE REQUIREMENTS

All exhibitors, suppliers, porter service companies and contractors must present show management with a standard ACORD certificate of insurance evidencing commercial general liability at the minimum limits of \$1,000,000 general liability per occurrence and a minimum of \$1,000,000 aggregate, combined single limit of coverage. Sodexo, Riverfront Development Corp., The News Journal Media Group and the Delaware Automotive and Truck Dealer Association should be named as additional insured. The insurance covered by this COI will not be cancelled or materially altered except after three days written notice has been received by Chase Center and The News Journal Media Group with 10 days notice of cancellation or material change. Please send original certificates (COIs) or fax and send original no later than one month prior to the show to Amy Newton, Event Director, 950 West Basin Road, New Castle, DE 19720. All policies must provide coverage from first move-in date to last move-out date. All insurance policies must be completed correctly. Policies not filled out correctly will be returned.

Show management must receive this certificate of insurance no later than one month prior to the show. 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.



LICENSING

All booth exhibitors must be licensed to do business in the State of Delaware and have a current sales tax number for any direct retail selling from the show floor.

LIABILITY

Each exhibitor is entirely responsible for the space allotted to him or her through his or her contract. Each exhibitor agrees to reimburse Chase Center for any damage to the floor, ceilings or walls within his or her contracted area.

Banners, decorations and signs must not be attached, tacked, taped, stapled, nailed or fastened in any way to any walls, perimeter drapes, columns, painted surfaces, windows and/or ceilings of Chase Center. Helium balloons and adhesive back decals may not be used or given away. Any cost incurred by Chase Center from the use or removal of these items will be charged to the exhibitor. Management must approve any special decorations or signs as to location and method of installation.

The News Journal, Sedexo, Riverfront Development Corp., and the Delaware Automobile and Truck Dealer's Association assumes 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, materials, etc.

MUSIC AT THE SHOW

Jingles and commercials produced by a manufacturer, which are the property of the manufacturer, can be used throughout the show.

However, ASCAP and BMI licensing restrictions preclude playing any music (other than manufacturer-owned jingles and commercials) in any display at the Delaware Auto Show. Background music through the use of a television, radio, stereo, cassette tape or laser disc cannot be used, as this is an infringement on the original copyright. Radio remotes cannot be used except where live interviews are being done at the show.

The playing of music between live remotes by radio stations is not permitted. If you have any questions regarding music or wish to obtain a license from ASCAP or BMI, please contact the auto show office.



SETBACKS

Fire department rules require that all exhibitors must setback two and one half feet (2.5') of space on any border of an exhibit that adjoins another display area. This will maintain a five-foot (5') emergency aisle running between each space, in case of fire or emergency. Exhibitors must maintain a ten foot (10') setback from emergency exit doors.

VEHICLE REQUIREMENTS

Display vehicles must not be placed in front of any fire or public entrance and exit doors. Special care must be given to keeping these public doors free of blockage by any show vehicles, displays, staging, walls, turntables, signs, etc.

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

Battery Cable - All show vehicles must have the positive battery cable disconnected and taped using UL-approved plastic electrical tape. New models must include directions on how to disconnect.

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Gas Cap Requirements - The vehicle must have a locking gas cap if the gas cap door can be opened from outside the vehicle. A locking gas cap is not necessary if the gas cap door is locked from inside your car, but the standard inside gas cap must be taped.

Gas Tank Level

THE VEHICLE GAS LEVEL MUST BE BETWEEN 1/8 TANK AND 1/4 TANK

All vehicles will be checked as they enter the Chase Center to make sure that the gas level requirement is correct.

IF THE GAS LEVEL EXCEEDS 1/4 TANK, THE VEHICLE WILL NOT BE ALLOWED ENTRANCE INTO THE CHASE CENTER.

VEHICLE ACCESS AND CLEANING

All show vehicles (except factory display models) must be unlocked during public show hours.

All vehicles must be waxed or wiped daily, between the hours of 8 a.m. and 10 a.m.

The auto show committee and/or show management will inspect each display area to see that this service is provided. Cleaning charges will be sent to any exhibitor whose vehicles have been neglected.

No wet wheel product may be used inside the Chase Center.



DRAYAGE/DISPLAY MATERIAL HANDLING

1) Crates will be shipped to

Main Line Expo

Attention: Delaware Auto Show

780 Fifth Avenue Suite 160

King of Prussia, PA 19406

Contact: Patti Gallagher

Phone: (610) 265-6200

mainlineexpo1@aol.com

Shipping Options

Advanced Shipments

Deliver crated shipments to **Main Line Expo** Warehouse. Will be delivered by **Main Line Expo** to show site. Deliver to booth - Remove and store crates labeled EMPTY - Return crates to booth at the close of the show - Remove freight from booth. Load on outbound carrier from the loading dock. - **\$75.00 per CWT.**

Direct Shipments to Show Site

Direct shipments to show site may be received only during exhibitor move-in hours 8 a.m - 6 p.m. on Monday, October 3, 2011 - Deliver to booth - Remove and store crates labeled Empty - Return crates to booth at the close of the show. - Remove freight from booth. Load on outbound carrier from the loading dock. -- **\$75.00 per CWT.**

All Charges are based on a 100 lb. MINIMUM per Shipment

Be sure to request that your carrier delivers your total shipment at the same time to avoid being charged for 2 separate shipments. Example: Two 80 lb. packages arriving at separate times will be billed as two 100 lb. minimum charges, where as two 80 lb. packages arriving at same time will be billed as one 100 lb. minimum charges.

2) LATE ARRIVING FREIGHT: Shipments of freight arriving after the advance receiving cut off date will be charged an additional 25% of original billing for late delivery.

3) INSURANCE: ALL SHIPMENTS SHOULD BE INSURED BY THE EXHIBITOR FROM POINT OF DEPARTURE AND UNTIL IT IS RETURNED FROM THE SHOW. IT IS SUGGESTED EACH EXHIBITOR ARRANGE ALL RISK INSURANCE COVERAGE. THIS CAN EASILY BE DONE BY ADDING RIDERS TO EXISTING POLICY. **MAIN LINE EXPO**/CHASE CENTER WILL NOT BE RESPONSIBLE FOR LOST OR STOLEN EXHIBITS FROM THE TIME WE RECEIVE THEM IN OUR WAREHOUSE, WHILE ON THE SHOW FLOOR OR WHILE BEING MOVED OUT.

4) SPECIAL HANDLING: A 50% charge will be added for handling of uncrated or loose display materials or improperly labeled materials.

5) OUTBOUND SHIPPING:



Main Line Expo

780 Fifth Avenue Suite 160
King of Prussia, PA 19406
Contact: Patti Gallagher
Phone: (610) 265-6200
mainlineexpo1@aol.com

SHIPPING ORDER FORM

PLEASE FOLLOW FORMAT BELOW FOR LABELS:

SHIP TO **MAIN LINE EXPO**, 780 FIFTH AVENUE SUITE 160, KING OF PRUSSIA, PA 19406

EXIBITOR COMPANY NAME: _____

BOOTH # _____

NOTE: IF YOUR SHIPMENT IS UNUSUAL IN SIZE OR NEEDS SPECIAL HANDLING PLEASE CALL **MAIN LINE EXPO** TO MAKE ARRANGEMENTS.

SHOW NAME: Delaware Auto Show

Exhibitor Name: _____

Exhibitor Address: _____

City _____ State _____ Date _____

Phone # _____

E-mail _____

Ordered by _____

Please Print Name _____

PLEASE REMEMBER TO INSURE YOUR EXHIBIT MATERIALS. **MAIN LINE EXPO** IS NOT RESPONSIBLE FOR LOST OR STOLEN MATERIALS. MINIMUM SHIPMENT HANDLING CHARGE IS \$100.00 ONE WAY.

AMOUNT ENCLOSED: _____

TOTAL ENCLOSED _____

WE ACCEPT

VISA / MASTERCARD / AMEX _____

EXPIRATION DATE _____

SIGNATURE _____

PLEASE DIRECT ALL QUESTIONS TO: **Main Line Expo**



Main Line Expo

780 Fifth Avenue Suite 160
 King of Prussia, PA 19406
 Contact: Patti Gallagher
 Phone: (610) 265-6200
 mainlineexpo1@aol.com

Forklift Order Form - Booth Work Only

Forklifts with operators and helpers are available to assist you with your set up, unskidding, and/or spotting of machinery once it has been delivered to your booth. **DO NOT** order forklifts to unload your truck or deliver your freight to your booth from the loading dock.

- Forklifts need to be ordered in advance for more than 5,000 lbs. capacity.
- Forklifts ordered on show site will incur a 20% surcharge on total forklift charges.
- If cage is required, please call **Main Line Expo** for availability (\$40.00 per hour)
- If crane is required, please call **Main Line Expo** for availability and quote.
- One hour will be charged on orders cancelled without 48 hours notice.

STRAIGHT TIME **\$67 per hour**
 OVERTIME **\$82 per hour** for overtime.

	# OF FORKLIFTS	WEIGHT OF HEAVIEST PCE	# OF HELPERS	DATE	TIME	APPROX. HRS
INSTALL						
DISMANTLE						

Describe work to be done: _____

Are straps, chains, fork extensions or any other equipment needed? _____

If yes, what exactly is needed? _____

Contact in Booth: _____

Company Name _____ Booth # _____

Address: _____

City / State: _____ Zip _____

Contact Person: _____ Phone: _____ Fax _____

Mail or fax to **Main Line Expo**



Main Line Expo

780 Fifth Avenue Suite 160, King of Prussia, PA 19406

Contact: Patti Gallagher

Phone: (610) 265-6200

mainlineexpo1@aol.com

SET-UP AND DISMANTLE LABOR ORDER FORM

In the interest of prompt and efficient processing of exhibitors labor requirements for set-up and dismantling of exhibits, it is urged that advance notice be provided on this form. Orders received at the show will be processed after advance orders in all cases. Orders placed on the floor without prior notification via this form, will be subject to a twenty percent (20%) additional charge.

Display persons are assigned to orders at 8:00 am daily and completion time of first assignments is uncertain. Therefore, existing times after 8:00 am cannot be guaranteed, although we will make every attempt to provide labor at requested times.

You must call for labor at the service desk and bring display person back to service desk when finished to check in labor. Failure to call for labor at requested time will result in a one-hour charge per display person requested, unless 24-hour advance notice is provided. Labor rate is **\$67 per hour** for straight time and **\$82 per hour** for overtime.

Service #1

To save you time and personal supervision, we suggest service #1, using our qualified personnel, trained to erect your display prior to your arrival.

() You are authorized to erect our display prior to our arrival. For your information, we are forwarding blueprints, photos or instructions. Where possible all work should be done on straight time. In the event of a shortage in shipment or damage; please contact our representatives immediately for instructions. A supervision charge of 30% will be added to our bill for carpenters furnished at the rate shown below.

() We will use the same service to dismantle and pack our exhibit. Before the end of the show, shipping instructions, address, and waybill will be left at the Service Desk.

Service #2

() We would like _____ Laborers available on _____
Date

at _____(AM)(PM) for approximately _____hours to erect our display under supervision of our representative.

() We would like _____ Laborers available on _____ -
Date

at _____(AM)(PM) for approximately _____hours to assist our representative in dismantling and packing our exhibit.

