



This Service & Information Manual contains material that is vital to the successful planning, marketing and management of your display in the 2016 First Hawaiian International Auto Show. Failure to read this manual and respond promptly in ordering services could result in higher rates.

The services and contractors listed in this manual are for your convenience. Show Management suggests that you employ the services of GES, this year's official show contractor, for your greatest efficiency and ease, since they are familiar with the show and work schedule. All independent contractors must coordinate their work schedules with GES and comply with the guidelines and insurance requirements.

Show management has negotiated below market rate pricing for exhibit carpeting. All vehicle display spaces must purchase this exhibit carpet from GES.

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 Hawaii Convention Center.

The most up-to-date exhibitor information, including CAD floor plans (DWG Format) and GES order forms will be available for download from the Internet at [www.autoshowhawaii.com](http://www.autoshowhawaii.com).

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 2016 First Hawaiian International 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
Ticketing & Exhibitor Access/Admittance Information.....	7, 8
Important Rules & Requirements .....	9 - 14
Show Services Information.....	15
Show Advertising & Publicity .....	16
General Contractor Information.....	17
Discount Admission Tickets Order Form.....	18

## *Exhibitor Action Item Checklist* **2016 First Hawaiian International Auto Show**

<b>Action Items</b>	<b>Deadline Date</b>
Ordered carpet	February 7
Ordered decorator needs	February 14
Ordered electrical service	February 14
Sent electrical blueprints to MTAS & TSE	February 14
Ordered labor and freight	February 14
Sent liability insurance policy to MTAS	February 18
Ordered telecom service	February 18
Ordered vehicle cleaning service	February 18
Ordered discount admission tickets	February 25

# *Directory of Contractors & Facilities*

## SHOW OFFICE

Hawaii Convention Center  
Show Entrance Lobby  
Contact Show Management at (323) 216-7557

## SHOW FACILITY

Hawaii Convention Center  
1801 Kalakaua Avenue  
Honolulu, HI 96815  
**Phone:** (808) 943-3500  
**Fax:** (808) 943-3599

## ELECTRICAL SERVICES

Trade Show Electrical  
5560 Katella Ave  
Cypress, CA 90630  
**Phone:** (562) 370-1500  
**Fax:** (562) 370-1681

## TELECOM SERVICES

Director of Finance  
1801 Kalakaua Avenue  
Honolulu, HI 96815  
**Phone:** (808) 943-3534

## FOOD CONCESSIONAIRE

Hawaii Convention Center  
1801 Kalakaua Avenue  
Honolulu, HI 96815  
**Phone:** (808) 943-3566  
**Fax:** (808) 943-3599

## INSTALLATION/DISMANTLING/MATERIAL HANDLING & SHIPPING SERVICES

GES  
5560 Katella Ave.  
Cypress, CA 90630  
**Phone:** (562) 370-1500  
**Fax:** (562) 370-1681

## Hotels located near the Hawaii Convention Center

Hilton Hawaiian Village  
2005 Kalia Road  
Honolulu, HI 96815  
**Phone:** (808) 949-4321  
**Fax:** (808) 951-5458

DoubleTree Alana Hotel Waikiki  
1956 Ala Moana Boulevard  
Honolulu, HI 96815-1897  
**Phone:** (808) 941-7725  
**Fax:** (808) 949-0996

## SHOW MANAGEMENT COMPANY

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

## PUBLICITY

Hawaii Automobile Dealers Association  
1100 Alakea Street, Suite 2601  
Honolulu, HI 96813  
**Phone:** (808) 593-0031  
**Fax:** (808) 593-0569

## VEHICLE DETAILING

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

NDI Group, Inc.  
3205 Airport Highway  
Alcoa, TN 37701  
**Phone:** (865) 777-1250

Professional Detailers, Inc.  
22622 Lambert Street, Suite 305  
Lake Forest, CA 92630  
**Phone:** (949) 460-0314

# *General Show Information*

## **Public Show Dates & Hours**

Friday, March 18 through Sunday, March 20, 2016

Friday	12 noon	to	10 p.m.
Saturday	10 a.m.	to	10 p.m.
Sunday	10 a.m.	to	7 p.m.

## **Show Location**

Hawaii Convention Center  
1801 Kalakaua Avenue  
Honolulu, HI 96815  
(808) 943-3500

## **Show Office**

The Auto Show Office will be located in the show lobby. Sales staff will be receiving badges at this location. Show Management is available 24/7 at (323) 216-7557 (Steve Freeman's cell number).

## **VIP Show Preview Reception - Thursday, March 17, 2016**

6:30 p.m. to 8:00 p.m. on the show floor. This is an invitation only event. Sales staff should not be scheduled this evening.

# **Move-In & Set-Up Information**

## **Electric & Carpeting**

Tuesday, March 15, 2016 is reserved for installation of electric and carpeting. No freight or display trucks will be unloaded until Wednesday, March 16, 2016.

## **Carpet Information**

**As a reminder, carpet is not included in the space rental and must be ordered from/paid for with GES.**

**Carpet order deadline is February 7, 2016.**

Payments should be made to GES Global Experience Specialists, 5560 Katella Avenue, Cypress, California 90630. If you are paying by credit card, you may fill out the carpet form (C-1) and fax it to (702) 914-5228. For questions from the Mainland or Hawaii, please call Jere Vandewalle at (714) 719-0812.

## **Material Handling**

Two options are available for material handling this year.

### Option A

Ship directly to the GES Cypress address for freight to be ocean shipped round trip from the Mainland to Hawaii. This service also includes delivery to the booth at the Hawaii Convention Center, storage and return of empties.

### Option B

Ship directly by your own carrier from the Mainland or local on the Island of Oahu to the Hawaii warehouse. This service includes delivery to the booth at the Hawaii Convention Center, storage and return of empties and loading at close of show with your designated outbound carrier.

Please refer to the GES forms for additional details.

## **Freight & Factory Displays**

All unloading will take place on Wednesday, March 16. Trucks will not be permitted to enter the unloading area. All freight and factory displays must be unloaded by 2 p.m. The loading docks will close promptly at 5 p.m. No unloading will take place on Thursday, March 17. Specific unloading times are listed on the following chart.

## Move-In & Set-Up Information

### Freight & Factory Displays (cont.)

All GES warehouse freight will begin unloading at 8 a.m. on Wednesday, March 16, 2016.

#### 8 a.m. – 11 a.m.

Space	Exhibitor
M-2	Ford
M-3	Mazda
M-14	Mercedes-Benz
M-4	Chevrolet
M-5	Honda
M-8	Acura
M-7	Infiniti
M-6a	Audi
M-6b	Jaguar/Land Rover

#### 11 a.m. – 2 p.m.

Space	Exhibitor
M-12	Nissan
M-11	Hyundai
M-10	Kia
M-9	MINI
M-15	Volkswagen
M-21	Scion
M-20	Subaru
M-19	Lexus
M-18	Toyota
M-17a-e	Chrysler/Jeep/Dodge/RAM/ Fiat
M-16	BMW
M-22	Buick/GMC
M-25	MV-1

#### **NOTE:**

*Off target penalties will apply to all exhibitors who do not check in with GES during their appropriate time slots.*

### Exhibit Set-Up Schedule

Labor should be ordered for Wednesday, March 16. All crates must be emptied on Wednesday, March 16 by 5 p.m., so they can be removed by the general contractor that evening.

All labor must be coordinated through GES. All exhibit areas must be ready by 8 a.m. on Thursday, March 17 in order to receive and place show vehicles.

### Show Vehicles

Due to the set up of displays, show vehicles are not permitted in the exhibit hall until 8 a.m. on Thursday, March 17, 2016. The exception to this schedule is if your display is crate free and ready for vehicle placement. Please call Steve Freeman onsite for early move in approval for Tuesday afternoon at (323) 216-7557. **All show vehicles must be on the floor by 12 noon and displays totally completed by 1 p.m. on Thursday.**

**The convention center parking garage may be used to store your vehicles before move-in and during move-out of the show. Parking charges will be the responsibility of the group placing the vehicles in the garage.**

## ***Move-In & Set-Up Information***

### **Show Vehicles (cont.)**

Vehicles will enter the facility from Kahakai Drive.

**NOTE:** *Vehicles displayed on a turntable or platform will be allowed to enter the building on Wednesday, March 16 provided your display is ready to accommodate the vehicle.*

### **Dealership Identification**

Dealership signage is limited to signage listing all “participating dealerships” involved with the display space.

### **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. Exhibitor access will start at 8 a.m. on Wednesday. Any exhibitors needing to work past 8 pm on Wednesday need to notify show management before 5 p.m. that day. Access will begin at 8 a.m. on Thursday.

# **Move-Out Information**

## **Move Out & Building Access Hours**

Vehicle move-out will take place on Sunday, March 20, 2016 from 7 p.m. until 9:30 p.m. **No vehicles are permitted to stay on the show floor overnight Sunday.**

Show Management will begin removing aisle carpet at 7 p.m. in exhibit areas where the public has cleared.

Exhibitors may attach the battery cables at 7 p.m., but you may not begin vehicle move out until the announcement has been made to do so.

Vehicles can be placed in the convention center garage overnight with the exhibitor incurring the parking charges.

All crates will be returned to each display area beginning at 8:30 p.m. on Sunday, March 20.

Display move-out will take place on Monday, March 21 from 8 a.m. until 5 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 remaining literature be placed in vehicle trunks and returned to the participating dealerships for use in their showrooms.



# *Ticketing & Exhibitor Access/Admittance Information*

## **Public Admission Prices**

Adults ( <i>13 &amp; over</i> ) -----	\$10.00	Military Two-fer Day.....	Saturday
12 & Under -----	FREE	Present your Military ID to buy one \$8 military admission on Saturday and get a second military admission FREE (need to present two military IDs)	
Senior Citizens ( <i>62 &amp; over</i> ) -----	\$7.00		
Military (with any DOD ID)-----	\$8.00		

## **Discount Admission Tickets**

Discount admission tickets **may be purchased in packs of twenty-five (25) only**. These tickets represent a savings of \$3.00 off the regular adult admission price of \$10.00. They may be given away to your family, friends, employees or customers.

You may also wish to run a special promotion, offering the discount admission tickets to the public, at your place of business, prior to March 18.

### **NOTE:**

*Please see the enclosed form for ordering your discount admission tickets and return the form to Motor Trend Auto Shows no later than February 25, 2016. All ticket orders must be prepaid.*

## **Exhibitors Entrance Procedure**

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

**Salespersons** - All salespersons working the show must pick up and sign for their own entrance credentials in the show office located in the Main Lobby. A business card and a photo driver's license must be presented.

**Employees, relatives, neighbors and friends of exhibitors cannot, without a ticket, be eligible for free admission to the auto show.**

### **NOTE:**

*No one under the age of 16 years old will be permitted to enter with an exhibitor gate pass. Due to insurance liabilities, no children under the age of 16 are 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.**

## ***Ticketing & Exhibitor Access/Admittance Information***

### **Vehicle Clean-Up Personnel**

Vehicle cleaning staff will be admitted Thursday to Sunday starting at 8 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 or nice shorts (no cut offs).

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 Hawaii Convention Center.

## **Vehicle Sales**

No vehicle sales may be contracted at the show. Vehicles may not have dealer stickers. 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.

## **Dealership Identification**

Dealership signage/identification is limited to signage listing "participating dealerships."

## **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 Hawaii Convention Center.

## **Vehicle Requirements**

Under no circumstances can 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 both battery cables disconnected and taped using UL approved plastic electrical tape.

**Gas Tank Level** - **The gas level cannot exceed 1/8 tank.** All vehicles will be checked as they enter the exhibit hall to make sure that the gas level requirement is correct. If the gas level exceeds 1/8 tank, the vehicle will not be permitted to enter the building.

## *Important Rules & Requirements*

### **Vehicle Requirements (cont.)**

**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.

**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 First Hawaiian International Auto Show must provide a scale electrical blueprint of their display to Motor Trend Auto Shows and the TSE, by February 14. These blueprints will be used by the center to place electric and telecom lines prior to carpet installation. **Please be sure to include telecom placement, electrical needs and the height of your display properties on your blueprints.** MTAS blueprints can be e-mailed in DWG or PDF format to Steve Freeman at [sfreeman@enthusiastnetwork.com](mailto:sfreeman@enthusiastnetwork.com).

### **Signs & Banners**

Any hanging signs must be framed and pre-approved by show management. Truss lighting is permitted. **Please note that truss/signs/banners over 50 pounds will incur additional cost.** GES/TSE have jurisdiction on all 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, etc., may not be taped, tacked, stapled, or otherwise fastened to ceilings, walls, doors, painted surfaces or columns.

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 the Association Auto Show Committee and Motor Trend Auto Shows.

## ***Important Rules & Requirements***

### **Display Placement**

The maximum permissible height for displays is twenty-four feet (24'). Exhibitors should contact Show Management if they have any questions regarding ceiling height.

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 it 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.

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

### **Exhibitor Presentation Restrictions**

An exhibitor cannot 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 Hawaii Convention Center.

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

### **Liability**

Each exhibitor is entirely responsible for the space allotted him through his contract. Each exhibitor agrees to reimburse the Hawaii Convention Center, for any damage to the floor, ceilings, or walls within his contracted area. The Hawaii Convention Center, Hawaii Automobile Dealers Association, GES 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.

## *Important Rules & Requirements*

### **Insurance Requirements**

All exhibitors, exhibit houses, vehicle detailing companies, and outside service companies providing any equipment or services to the First Hawaiian International 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 insure 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 on 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 Hawaii Automobile Dealers Association; the Hawaii Convention Center; AEG; Hawaii Tourism Authority; the State of Hawaii and their respective members, officers, directors, agents and employees; 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 and Truck Liability Insurance Policy in the Exhibitor's name with Hawaii Automobile Dealers Association; the Hawaii Convention Center; AEG; Hawaii Tourism Authority; the State of Hawaii and their respective members, officers, directors, agents and employees; 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.

## *Important Rules & Requirements*

### **Insurance Requirements (cont.)**

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 may be supplied 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 Hawaii Automobile Dealers Association; the Hawaii Convention Center; AEG; Hawaii Tourism Authority; the State of Hawaii and their respective members, officers, directors, agents and employees; 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 South Douglas Street, El Segundo, CA 90245, a notice of any occurrence likely to result in a claim against Show Management.

**All policies must provide coverage from the first move-in date, March 15 to the last move-out date, March 21, 2016. All insurance policies must be completed correctly. All exhibitors must submit a correct & complete policy at least thirty (30) days prior to the first move in day of the show or they will not be permitted to participate in the show.**

## ***Important Rules & Requirements***

### **Insurance Requirements (cont.)**

The certificate holder is Motor Trend Auto Shows, LLC, 831 South Douglas Street, El Segundo, CA 90245.

**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 of February 18.*

**Please email certificates of insurance to Andrea Ofiesh at [aofiesh@enthusiastnetwork.com](mailto:aofiesh@enthusiastnetwork.com).**



# *Show Services Information*

## **Exhibitor Services Provided in Vehicle Space Rental Charge**

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

- Highway-themed carpet in public aisles
- Manufacturer identity sign over your public aisle to guide visitors into your display
- Daily vacuum service for all exhibit carpet
- Daily emptying of all exhibit area waste containers

**Note: Carpet is not included in the space rental charge and must be rented from GES by January 28, 2016. You will be contacted by GES in reference to your carpet color selection. If you have any questions, please contact Jere Vandewalle with GES at (714) 719-0812 or via email at JVandewalle@GES.com. The fax number for GES is (702) 263-5424.**

Each exhibitor is responsible for carpet, drayage, labor and the rental and payment of tables, chairs, desks, waste cans and any other item used within their display. Cleaning of displays and vehicles is the responsibility of the exhibitor. Carpet will be vacuumed daily after show closing.

## **Security**

Show Management will provide 24-hour guard service on the show floor, beginning on Tuesday, March 15 at 5 p.m. and concluding on Monday, March 21 at 5 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.

### **NOTE:**

*The Hawaii Automobile Dealers Association and Motor Trend Auto Shows cannot be held responsible for the theft of items missing from exhibitor areas.*

## **Vehicle Cleaning & Porter Services**

Vehicle cleaning and porter service companies for the auto show are Cosmetic Car Care, (949) 453-1200, NDI Group, Inc., (865) 777-1250 and Professional Detailers, (949) 460-0314. Please contact them directly for your vehicle cleaning needs.

# *Show Advertising & Publicity*

## **Advertising**

Extensive print, radio, television, and outside advertising will be used to target the entire Honolulu 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 2016 First Hawaiian International 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 2016 Toyotas at the First Hawaiian International Auto Show, March 18 through 20"). The Hawaii Automobile Dealers Association greatly appreciates any show advertising you are able to incorporate into your regular advertising schedules.

## **Publicity**

Auto show press kits, pre-show releases and all promotional auto show 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 contact the Hawaii Automobile Dealers Association, at (808) 593-0031 by February 25 to ensure that it is included in the overall show publicity.

A Press Room, located in Room 301B, will be staffed the entire four (4) days of the show. Please send all press materials directly to the Hawaii Convention Center, to ARRIVE no earlier than March 15, with each package clearly marked "First Hawaiian International Auto Show, Press Room, Room 301B".

## General Contractor Information

Services for the 2016 First Hawaiian International Auto Show will be provided by:

### GES

**CONTACT:** Client Services  
**PHONE:** (800) 475-2098  
**FAX:** (866) 329-1437  
**ADDRESS:** GES Exposition Services  
7050 Lindell Road  
Las Vegas, NV 89118  
**E-MAIL:** [servicenter@gesexpo.com](mailto:servicenter@gesexpo.com)

GES will staff their Exhibitor's Service Desk beginning at 10 a.m. on Tuesday, March 15 and continuing through Sunday, March 20, 2016.

### SHIPMENTS:

*Please note: No DIRECT convention center deliveries will be accepted, except for small packages.*

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

**MAINLAND ADVANCE SHIPPING:** (Name of Manufacturer)  
January 31 – February 22, 2016 First Hawaiian International Auto Show  
8 a.m. – 2 p.m. c/o GES  
5560 Katella Ave.  
Cypress, CA 90630

**HONOLULU ADVANCE SHIPPING:** (Name of Manufacturer)  
Shipments will be accepted beginning c/o GES Exposition Services  
February 22 – March 8, 2016 c/o ICES  
1004 Makepono Street  
Honolulu, HI 96819

**No convention center deliveries will be accepted. UPS/FedEx Shipments to the show site should be labeled as follows. These deliveries are subject to a handling charge and will be accepted on March 16 only.**

**CONVENTION CENTER ONLY:** (Name of Manufacturer)  
First Hawaiian International Auto Show  
c/o GES  
Hawaii Convention Center  
1801 Kalakaua Avenue  
Honolulu, HI 96815

# *Discount Admission Tickets*

Advance Discount Admission Tickets for the First Hawaiian International Auto Show will be available at a cost of \$7.00 each, which is a savings of \$3.00 off the regular adult admission price. Tickets are available in packs of 25 at a cost of \$175.00.

## **PROCEDURE FOR ORDERING YOUR TICKETS:**

1. Complete the order form below indicating the number of ticket packs you desire. Email completed order form to Andrea Ofiesh at [AOfiesh@EnthusiastNetwork.com](mailto:AOfiesh@EnthusiastNetwork.com).
2. You will then receive a credit card authorization form to pay via secure email ([eventpayments@EnthusiastNetwork.com](mailto:eventpayments@EnthusiastNetwork.com)) or secure eFax (630-963-6209).

**Unused tickets are not refundable.**

Quantity of Packs Desired \_\_\_\_\_ @ \$175.00 Each  
(Packs of 25)

Please print or type the following information:

COMPANY: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

(Tickets will be shipped to this location via UPS or held at Will Call, depending on the time of the order. **No P.O. Boxes.**)

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

SPACE OR BOOTH NUMBER(S): \_\_\_\_\_ TELEPHONE #: (\_\_\_\_) \_\_\_\_\_

AUTHORIZED BY: \_\_\_\_\_  
Print Name Signature

TITLE: \_\_\_\_\_ DATE: \_\_\_\_\_

**Deadline Date for Orders: February 25, 2016**