



This Service & Information Manual contains material that is vital to the successful planning, marketing and management of your display in the 2021 West Virginia Auto Show. Failure to read this manual and respond promptly in ordering services could result in higher rates.

National Convention Services is the show general contractor and all labor must be scheduled through them.

Please note that insurance policies must provide coverage for all dates from move-in through move-out and all required information as listed in the Important Rules and Requirements section of this manual. Please refer to the sample insurance form enclosed, as all insurance policies must be completed correctly.

The most up-to-date exhibitor information, including CAD floor plans (DWG Format), can be downloaded from the Internet at [www.WestVirginiaAutoShow.com](http://www.WestVirginiaAutoShow.com).

It is important that you review this manual with those persons or agents having responsibility for your participation in the show. Show Management thanks you for your cooperation and we wish you a most successful 2021 West Virginia Auto Show!

Show Management  
West Virginia Auto Show

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## *Exhibitor Action Item Checklist* **2021 West Virginia Auto Show**

<b>Action Items</b>	<b>Deadline Date</b>
Contacted National for freight and labor needs	February 12, 2021
Sent liability insurance policy to Show Mgmt	March 12, 2021
Sent electrical blueprints to the center & Show Mgmt	March 12, 2021
Ordered vehicle cleaning & porter service	March 12, 2021
Ordered discount admission tickets	March 12, 2021
Ordered electrical service	March 12, 2021

# **Directory of Contractors & Facilities**

## **SHOW OFFICE**

Office located in Room 101

**Phone:** (323) 216-7557

## **SHOW OFFICE PRIOR TO SHOW**

West Virginia Auto Show

831 South Douglas Street

El Segundo, CA 90245

**Phone:** (323) 216-7557

## **SHOW BUILDING**

Charleston Coliseum & Convention Center

200 Civic Center Drive

Charleston, WV 25301-2097

**Phone:** (304) 345-1500

**Fax:** (304) 357-7432

## **INSTALLATION/DISMANTLING/MATERIAL HANDLING & SHIPPING SERVICES**

National Convention Services

145 West 30<sup>th</sup> St.

New York, NY 10001

**Phone:** (212) 947-8255

**Fax:** (212) 947-8006

## **ELECTRICAL SERVICES**

Charleston Coliseum & Convention Center

200 Civic Center Drive

Charleston, WV 25301

**Phone:** (304) 345-1500

**Fax:** (304) 357-7432

## **TELECOM SERVICES**

Charleston Coliseum & Convention Center

200 Civic Center Drive

Charleston, WV 25301

**Phone:** (304) 345-1500

## **FOOD CONCESSIONAIRE**

Distinctive Gourmet

Charleston Coliseum & Convention Center

200 Civic Center Drive

Charleston, WV 25301-2097

**Phone:** (304) 357-7400

**Fax:** (304) 345-3492

## **HOTELS**

Marriott Charleston Town Center

200 Lee Street East

Charleston, WV 25301

**Phone:** (304) 345-6500

## **PUBLIC RELATIONS**

Spin Communications

18 E. Blithedale Ave., Suite 26

Mill Valley, CA 94941

**Phone:** (415) 380-8390

**Fax:** (415) 380-8375

## **VEHICLE DETAILING**

Cosmetic Car Care

12 Mauchly, Bldg F

Irvine, CA 92618

**Phone:** (949) 453-1200

**Fax:** (949) 453-1207

Show Fleet by Professional Detailers

601 North Batavia

Orange, CA 92868

**Phone:** (800) 457-7558

**Fax:** (949) 460-0339

# *General Show Information*

## **Public Show Dates & Hours**

Friday, April 16 through Sunday, April 18, 2021

Friday	10 a.m.	to	9 p.m.
Saturday	10 a.m.	to	9 p.m.
Sunday	10 a.m.	to	5 p.m.

## **Show Location**

Charleston Coliseum & Convention Center  
200 Civic Center Drive  
Charleston, WV 25301-2097  
(304) 345-1500

## **Hotel**

Marriott Charleston Town Center  
200 Lee Street East  
Charleston, WV 25301  
(304) 345-6500

## **Show Office**

The auto show office will be located in Room 101. Show management is available at 323-216-7557.

## **Registration & Information Desk**

A registration and information desk for all exhibitors will be provided in the Lobby at the show exit.

## **VIP Show Preview Reception - Thursday, January 15, 2021**

6 p.m. to 8 p.m. on the show floor. Minimal product specialist staffing is requested.

## **Employee Days – All Show Days**

Dealership employees submitting proof of dealership employment or a paycheck stub, along with a drivers license at the exhibitor registration desk will receive free admission to the show. Each employee may bring immediate family for free admission. As a reminder, admission for children 12 and under is free on Sunday.

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

## **Electric & Carpeting**

**Monday, April 12** is reserved for installation of electric and carpet in the Ballroom, Elk River Atrium, and the Grand Hall.

**Tuesday, April 13** is reserved for installation of electric and carpet in the Coliseum and Main Lobby.

**Wednesday, April 14** is reserved for installation of electric and carpet in Parlors A-D.

## **Freight & Exhibit Unloading**

Trucks will not be permitted to enter the unloading area until their scheduled time. No unloading will take place on Thursday, April 15. Specific unloading times are listed below:

### **Ballroom Unloading Schedule**

**Tuesday, April 13, 2021**

**8 a.m. – 11 a.m.**

Space	Exhibitor
M-5, M-5a	Audi, Jaguar, Land Rover, Mercedes-Benz, Volvo
M-12	Volkswagen
M-10	Nissan
M-14	Lincoln
M-9	BMW
M-8	Cadillac
M-7	Lexus

### **Grand Hall Unloading Schedule**

**Tuesday, April 13, 2021**

**1 p.m. – 4 p.m.**

Space	Exhibitor
M-1	Toyota
M-2	Mitsubishi
M-3	Chevrolet
M-4	Ford
M-6	Buick/GMC

### **Main Lobby Unloading Schedule**

**Tuesday, April 13, 2021**

**1 p.m. – 4 p.m.**

Space	Exhibitor
L-1	Subaru

### **Coliseum – C-1 – C-4**

**Freight unloading will start at 8 a.m. on Wednesday, April 14, 2021.**

National will contact exhibitors with more detailed instructions for truck staging/unloading within these target times.

# *Move-In & Set-Up Information*

## **Exhibit Set-Up Schedule**

Labor should be ordered for Tuesday and Wednesday, April 13 & 14 beginning two hours after the start of your freight target time. All crates must be emptied on Wednesday, April 14 by 5 p.m., so they can be removed by the general contractor that evening. All labor must be scheduled through National Convention Services. All exhibit areas must be ready by 8 a.m. on Thursday, April 15 in order to receive and place show vehicles.

## **Vehicle Move-In**

**All show vehicles must be on the floor by 2 p.m. and displays completed by 4 p.m. on Thursday, April 15.**

The civic center parking garage may be used to store your vehicles before move-in and during move-out of the show. Roving security will be provided from Wednesday, April 14 at 6 p.m. until Thursday, April 15 at 8 a.m. Roving security will also be provided for move-out from 6 p.m. on Sunday, April 18 until 8 a.m. on Monday, April 19.

Under no circumstances should the visqueen that was installed to protect your carpet be removed until all vehicles are placed and detailed.

Exhibitors or your porter service company will be responsible for any stains that are made by tire treads or dressing. Once the vehicles have been placed and detailed, exhibitors may remove the plastic and place it in the public aisle for the general contractor to pick up.

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

### **Tuesday, April 13, 2021**

**Grand Ballroom and Elk River Atrium: 8 a.m. – 2 p.m.**  
**Spaces M-5 and M-5a: 8 a.m. – 12 p.m.**  
**Spaces M-7 through M-14: 11a.m. – 2 p.m.**

### **Wednesday, April 14, 2021**

**Parlor Rooms: Spaces P-1 and P-2: 10 a.m. – 12 p.m.**  
**Parlor Rooms: Space P-3: 12 p.m. – 2 p.m.**  
**Upper Lobby & Coliseum: Spaces U-1 through U-9: 9 a.m – 5 p.m.**

### **Thursday, April 15, 2021**

**Coliseum: 8 a.m. – 12 p.m.**  
**\* Honda will need to leave the vehicle lane open until all show vehicles are in the facility.**  
**Spaces C-1 through C-4: 10 a.m. – 12 p.m.**

**Grand Hall: 8 a.m. – 1 p.m.**

**\* Toyota will need to leave the vehicle lane open until all show vehicles are in the facility.**

**Spaces M-3 and M-6: 8 a.m. – 10 a.m.**

**Space M-4: 10 a.m. – 11 a.m.**

**Spaces M-1 and M-2: 11 a.m. – 1 p.m.**

**Lobby: 8 a.m. – 9 a.m.**

**Space L-1: 8 a.m. – 9 a.m.**

Final vehicle placement in the display may take place after booth set up completion either on Wednesday afternoon or Thursday before 2 p.m.

**NOTE:** *Vehicles displayed on a turntable or platform will be allowed to enter the building on Wednesday, April 14 provided your display is ready to accommodate the vehicle.*

Please see show management if you wish to have an earlier vehicle move-in. This will be permitted provided your space is ready to receive vehicles.

### **Building Access During Set-Up**

Tuesday, April 13	8 a.m. - 5 p.m.
Wednesday, April 14	8 a.m. - 8 p.m.
Thursday, April 15	8 a.m. - 10 p.m.

Manufacturers should staff their displays (minimal staffing is acceptable) starting at 5:30 p.m. on Thursday for the VIP Preview Reception. Sales staff should not plan on staffing display until Friday.

### **Aisle Carpeting & Hall Cleaning**

National Convention Services will begin installing the aisle carpeting at 1 p.m. on Thursday, April 15. Final carpet cleaning will also take place at the same time. Exhibitors are requested to have their displays show ready by 4 p.m.

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

On Sunday, April 18, Show Management will begin removing aisle carpet at 5 p.m. in exhibit areas where the public has cleared. Exhibitors may attach the battery cables at 5 p.m., but you may not begin vehicle move-out until the announcement has been made to do so.

**Ballroom exhibitors must remove all vehicles and displays by 11:59 p.m. on Sunday, April 18, 2021.** Vehicles may be stored in the facility garage overnight.

All crates will be returned to each display area beginning at 8:30 p.m. on Sunday, April 18. Exhibit and display move-out will resume on Monday, April 19 at 8 a.m. Space C-1 needs to be crated by 1 p.m. All other exhibits must be crated by 3 p.m. Exhibitors must be clear of the facility by 5 p.m.

## **Vehicle Move-Out**

Vehicle move-out will take place on Sunday, April 18 from 5:30 p.m. until 7:30 p.m. Exhibitors may attach the battery cables at 5 p.m., but you may not begin vehicle move-out until the announcement has been made to do so. Vehicles can be placed in the civic center garage overnight with the exhibitor incurring the parking charges. Roving security will be provided in the garage from 6 p.m. on Sunday, April 18 until 8 a.m. on Monday, April 19, 2021.

## **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 and over</i> )-----	\$12.00	Children ( <i>7 - 12</i> )-----	\$7.00
Senior Citizens ( <i>62 and over</i> ) -----	\$8.00	Children ( <i>6 and under</i> ) -----	FREE
Military (any DOD ID) .....	\$8.00		

## **Discount Admission Tickets**

Discount admission tickets **may be purchased in packs of twenty-five (25) only** for \$9.00 per ticket. These tickets represent a savings of \$3.00 off the regular adult admission price of \$12.00. 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 April 2, 2021.

**NOTE:** *Please see the enclosed form for ordering your discount admission tickets and return the form to Show Management, no later than March 12, 2021. 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 sign in and pick up their own credentials at the special exhibitor registration desk provided in the Main Lobby of the Exhibit Hall. A business card and a photo driver's license must be presented.

**Product Specialists** – All product specialists working the show can enter with their manufacturer provided ID. A separate badge is not required.

**Employees, relatives, neighbors and friends of exhibitors without an admission ticket are not eligible for free admission to the auto show.**

**NOTE:** *In accordance with our insurance policy, no one under the age of 16 years old will be permitted to enter the convention center with an exhibitor pass 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 clean up personnel will be admitted prior to the opening of the show each day between the hours of 8 a.m. to 10 a.m.

All porter service/temporary employees and display clean up personnel will be required to provide their vehicle driver's license to gain entrance to the show.

In order to retain our first-class show appearance and also remain within the guidelines set for us by the Association Committee, all clean up personnel must dress appropriately to enter the show. An acceptable professional appearance would include the following: coveralls, company golf shirts or t-shirts, and clean blue jeans or slacks.

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

# *Important Rules & Requirements*

## **Aisles for Emergency Purposes**

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

## **Alcoholic Beverages & Food Items**

Alcoholic beverages and/or food may not be brought into the Charleston Coliseum & 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.

## **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 Charleston Coliseum & 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 1/4 tank or 5 gallons, whichever is less. 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 1/4 tank or 5 gallons, the vehicle will not be permitted to enter the building.

**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.

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 2021 West Virginia Auto Show must provide a scale electrical blueprint of their display to Show Management and the Charleston Coliseum & Convention Center, by March 12, 2021. These blueprints will be used by the center to place electric and telecom lines prior to carpet installation. **Please be sure to include telecom and electrical needs, and the height of your display properties, on your blueprints.** Show Management blueprints may be e-mailed in PDF or DWG format to TBD.

## **Signs & Banners**

Any hanging signs must be framed and pre-approved by show management. Truss lighting is permitted. National Convention Services has 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 will be made by Show Management.

## **Display Placement**

The maximum permissible height for displays is twenty-four feet (24') in C-1 & "M" spaces except M-9, fourteen feet (14') in all "L" spaces\*.

**\*The freight door for all "L" space is 6' high and 8' wide. Please contact National Convention Services if you have crates larger than this dimension.**

Placement of exhibits cannot interfere, block or extend into other exhibits. An exhibitor could be required to change the location or configuration of their exhibit or vehicle placement should they interfere with the rights of other exhibitors. All exhibits must be free standing as no supporting wires from the ceiling or draped walls will be permitted.

# ***Important Rules & Requirements***

## **Exhibitor Presentation Restrictions**

An exhibitor cannot 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 Charleston Coliseum & Convention Center.

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

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

Under no circumstances are helium balloons or adhesive-back decals to be given away or permitted to be used in the exhibit halls. Any cost incurred by the Charleston Coliseum & Convention Center, from the use or removal of these items will be charged to the exhibitor.

## **Music at the Show**

Due to ASCAP and BMI licensing restrictions, there cannot be any music played in any display at the 2021 West Virginia Auto Show. Jingles and commercials produced by a manufacturer that are the property of the manufacturer, can be used throughout the 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 or wish to obtain a license from ASCAP or BMI, please contact the auto show office.

## **Liability**

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

The Charleston Coliseum & Convention Center, West Virginia Automobile Dealers Association, National Convention Services and Show Management, 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, porter service companies, and outside service companies providing any equipment or services to the 2021 West Virginia Auto Show or its exhibitors must provide a Certificate of Insurance stating coverage while participating in the auto show.

All exhibit houses must include all clients on the certificate 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 of at least "A" and shall deliver to show management evidence of such policies as set forth herein.

These policies shall be endorsed in form acceptable to show management to include a provision that the policy will not be cancelled, materially changed, or not renewed without at least thirty (30) days prior written notice to show management, by certified mail, return receipt requested, and state or be endorsed to provide that the coverage afforded under the policies shall apply on a primary and not on an excess or contributing basis with any policies which may be available to show management. Policies written on a "claims-made" basis are not acceptable. At least two weeks prior to the expiration of the policies, evidence of renewal or replacement policies of insurance, with terms and limits no less favorable as the expiring policies, shall be delivered to show management. Deductibles of self-insured retention above \$25,000 will require approval from show management.

1. A Commercial General Liability insurance policy (I.S.O. Form CG 00 01 or equivalent approved by show management) in the Exhibitor's name with West Virginia Automobile Dealers Association; the Charleston Coliseum & Convention Center; Motor Trend Group, 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 West Virginia Automobile Dealers Association; the Charleston Coliseum & Convention Center; Motor Trend Group, LLC and its subsidiaries and affiliates named as additional insured with limits of liability in the amount of \$2,000,000 each occurrence, on a combined single limit basis for claims for bodily injuries (including death) to persons and for damage to property arising out of the ownership, maintenance or use of any owned, hired or non-owned motor vehicle.
3. Worker's Compensation Insurance (including Employer's Liability Insurance) with limits of \$1,000,000/\$1,000,000/\$1,000,000.
4. Any additional insurance policies necessary to obtain required permits or otherwise comply with applicable law ordinances or regulations regarding the performance of your contract.

# *Important Rules & Requirements*

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

Exhibitor shall provide to show management a Certificate of Insurance as evidence of such aforementioned policies at least thirty (30) days prior to the auto show; however, if requested by show management, the Exhibitor shall deliver to show management within 10 days of the request, a copy of such policies, certified by the insurance carrier as being true and complete. The Certificate of Insurance must (1) indicate the I.S.O. Form used by the carrier, (2) be signed by an authorized representative of the insurance carrier, (3) disclose any deductible, self-insured retention, aggregate limit or any exclusions to the policy that materially change the coverage, (4) indicate that West Virginia Automobile Dealers Association, LLC; the Charleston Coliseum & Convention Center; Motor Trend Group, 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. Show Management and/or the official show general contractor may request verification of this policy during move in of the auto show before any services or equipment may be provided.

All policies must provide coverage from the first move-in date, April 12 to the last move out date, April 19, 2021. 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 may not be permitted to participate in the show.

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

This Certificate of Insurance must be received by Motor Trend Group, LLC., no later than March 12, 2021. Please be sure to include the additional insureds to the policy.

**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 March 12.*

**Please send certificates of insurance to [Steve\\_Freeman@motortrend.com](mailto:Steve_Freeman@motortrend.com).**

# *Show Services Information*

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

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

- Wall-to-wall exhibit carpet\*
- Themed carpet in public aisles
- Themed manufacturer identity signs 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

\*Pre-owned space is not carpeted

\*\*except “C” & “L” spaces

Each exhibitor is responsible for 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.

## **Security**

If your display contains something of particular value, it is recommended that you secure it overnight.

Please note if you need to hire booth security, you must utilize the auto show’s approved event security company for insurance purposes.

**NOTE:** *The West Virginia Automobile Dealers Association and Show Management cannot be held responsible for the theft of items missing from exhibitor areas.*



# **Show Advertising & Publicity**

## **Advertising**

Extensive print, radio, television and outside advertising will be used to target the entire Charleston 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.

## **Exhibitor Support**

All dealerships, factories, and dealer advertising groups are asked to proudly support the 2021 West Virginia 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 2021 vehicles at the West Virginia Auto Show, April 16 through April 18"). The West Virginia Automobile Dealers Association greatly appreciates any show advertising you are able to incorporate into your regular advertising schedules.

## **Public Relations**

Auto show press kits, pre-show press releases and all publicity will be prepared and coordinated by Spin Communications, the official show Public Relations team.

Are you planning to bring a special display, concept car, pre-production model or unique feature to the show? Please notify Show Management and Spin Communications, Public Relations, at (415) 380-8390 to ensure that it is included in the overall show publicity.

Please send all press materials directly to the Charleston Coliseum & Convention Center, to ARRIVE no earlier than April 13, 2021, with each package clearly labeled "West Virginia Auto Show, Press Room".

## Official General Contractor Information

Services for the 2021 West Virginia Auto Show will be provided by:

### NATIONAL CONVENTION SERVICES

**CONTACT:** Exhibitor Services  
**PHONE:** (212) 947-8255  
**FAX:** (212) 947-8006  
**ADDRESS:** National Convention Services  
145 West 30<sup>th</sup> St.  
New York, NY 10001

National Convention Services will staff their Exhibitor's Service Desk beginning at 8 a.m. on Tuesday, April 13 and continuing through Monday, April 19.

### SHIPMENTS:

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

**ADVANCE SHIPPING ONLY:** (Name of Manufacturer)  
(to arrive prior to January 13) 2020 West Virginia International Auto Show  
National Convention Services  
YRC  
2201 6<sup>th</sup> Avenue  
Charleston, WV 25312

The above address is for shipments that are scheduled to arrive in Charleston before April 12.

Shipments that are scheduled to arrive at the center can only be accepted beginning at 8 a.m. on April 12 based on targeted freight schedule. Freight deliveries prior to this date will not be accepted by the center. Shipments to the show site should be labeled as follows:

**CONVENTION CENTER ONLY:** (Name of Manufacturer)  
(to arrive on your scheduled move-in day) 2021 West Virginia Auto Show  
National Convention Services  
Charleston Coliseum & Convention Center  
200 Civic Center Drive  
Charleston, WV 25301

# **Discount Admission Tickets**

Advance Discount Admission Tickets are available at a cost of \$9.00 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 \$225.00.

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

1. Complete the order form below indicating the number of ticket packs you desire.
2. Complete the credit card authorization form for payment or let us know if you will be paying by another method
3. Email completed forms to TBD.

**Unused tickets are not refundable.**

Quantity of Packs Desired \_\_\_\_\_ @ \$225.00 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: March 12, 2021**



MOTOR TREND GROUP, LLC.  
 830 S. Douglas Street  
 El Segundo, CA 90245  
 Phone: (630) 353-2505  
 Fax (800) 606-5838

**CREDIT CARD AUTHORIZATION FORM**

\*Please send completed form to clientservices@motortrend.com or fax to (800) 606-5838

Customer: \_\_\_\_\_ Acct # \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_  
 Phone Number: \_\_\_\_\_

Card: Visa \_\_\_\_\_ MasterCard \_\_\_\_\_ American Express \_\_\_\_\_  
 Cardholder's Name \_\_\_\_\_  
 Account Number: \_\_\_\_\_ Expires: \_\_\_\_\_

*Only list items to be charged on the date you submit this form.*

Pub/Web Site/Event/Etc.	Issue/date	Invoice/Order #	Amount
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Total to be charged: \_\_\_\_\_

Pick one: One Time Charge  OR Automatic Charge   
 (Charge All Items Listed Above) (Charge All Items Listed Above and Automatically Charge  
*\* 3% convenience fee will be applied to all credit card* *Future Advertising*  
*\* 3% convenience fee will be applied to all credit card payments.*

I, hereby, authorize Motor Trend Group, LLC to charge this card as shown above. In case the charge cannot be made on this card, I declare myself personally and jointly bound with the company, which I represent, towards the credit card company for the payment of the debt and all costs in such collection.

Signature (or name of person giving authorization) \_\_\_\_\_ Date \_\_\_\_\_

Have a question? Contact clientservices@motortrend.com or call us at (630) 353-2505