

Maryland Auto Show
Baltimore Convention Center
March 10-12, 2023

(v. 2/26/23Shepard)

This Service & Information Manual contains material which is vital to the successful planning, marketing and management of your display at the Maryland Auto Show.

The services and contractors listed in this manual are for your convenience. Show Management suggests that you employ the services of Shepard Exposition Services (Shepard), this year's official show contractor, for your greatest efficiency and ease, since they are familiar with the show and work schedule. The Shepard kit will also be available from the exhibitor page of the show website, www.marylandautoshow.com

All independent contractors must coordinate their work schedules with Shepard and comply with all guidelines and insurance requirements.

Please note that insurance policies must provide coverage for all dates from move in through move out and all the required information as listed in detail in the Important Rules and Requirements section of this manual. Policies that are not completed correctly will be returned. 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 Baltimore Convention Center.

The most up-to-date exhibitor information, including CAD floor plans (DWG format), can be found at www.marylandautoshow.com

We wish you a most successful Maryland Auto Show!

Show Management

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Exhibitor Action Item Checklist

Action Items	Due Date
Sent liability insurance policy to SFE	February 23
Ordered electrical service	See forms on bcc.org
Sent electrical blueprints to SFE & Edlen	February 23
Ordered telecom service	See forms on bcc.org

Directory of Contractors & Facilities

SHOW OFFICE

Charles St VIP
Baltimore Convention Center
Phone: 323-216-7557

SHOW BUILDING

Baltimore Convention Center
One West Pratt Street
Baltimore, MD 21201
Phone: (410) 649-7000

SHOW MANAGEMENT

SFE
P.O. Box 46009
West Hollywood, CA 90046
Phone: (323) 216-7557

OFFICIAL GENERAL CONTRACTOR

Shepard Exposition Services
Contact:

TELECOMMUNICATIONS

Baltimore Convention Center
One West Pratt Street
Baltimore, MD 21201-2499
Phone: (410) 649-7097

ELECTRICAL SERVICES

Edlen Electrical Exhibition Services, Inc.
One West Pratt Street
Baltimore, MD 21201
<https://ordering.edlen.com>
Phone: (410) 649-7321

HOTELS

Sheraton, Hyatt and Delta Hotels are nearby.

PUBLIC RELATIONS

Spin Communications- DeeDee Taft
Phone: (415) 515-1229
Email: DeeDee@spinpr.com

VEHICLE PORTER SERVICE

Show Fleet by Professional Detailers
601 North Batavia Lake
Orange, CA 92868
Phone: (800) 457-7558
Fax: (949) 460-0339

SECURITY

Contact Simmons Security at (240) 375-0283 to schedule security. *(Must use Simmons Security)*

COVID GUIDELINES

Masks are optional.

General Show Information

Public Show Dates & Hours

Friday, March 10 through Sunday, March 12, 2023

Friday: 10 a.m. - 9 p.m.

Saturday: 10 a.m. - 9 p.m.

Sunday: 10 a.m. - 6 p.m.

Show Location

Baltimore Convention Center

One West Pratt Street

Baltimore, MD 21201

(410) 649-7000

Headquarters Hotel

Sheraton, Hyatt and Delta hotels are nearby.

Show Office Hours & Phone Number

The Auto Show Office will be located in the Charles St. VIP next to Toyota. Display coordinators can reach show management at (323) 216-7557 at any time.

Registration & Information Desk

The registration and information desk for all show exhibitors and visitors will be provided in the Pratt/Charles Street lobby. Exhibitors staying at a hotel closer to the Pratt/Howard entrance can enter that entrance and then visit the other lobby to get a credential.

Move In & Set Up Information

Carpet Installation, Freight Deliveries & Exhibit Set Up

In order to allot as many straight time hours as possible for exhibit set up, a detailed move-in schedule has been developed. This requires the support and cooperation of exhibitors, freight carriers, and exhibitor appointed contractors for carpet, and or exhibit installation. The display supervisor should be on-site at the start of the freight target time in order to direct crate placement. Exhibit set up may begin two hours after freight delivery has begun to the exhibit space as identified in the move-in schedule below.

NOTICE: Failure to adhere to the timelines designated in the following schedule, or failure to provide an electrical order could result in a **30% off-target surcharge** on freight, labor or services.

All crates must be emptied and labeled by 5 p.m. on Wednesday in order for Shepard to remove them from your exhibit space. **All exhibit areas must be completed by 8 p.m. on Thursday to allow enough time to clean all exhibit spaces for show opening.**

Monday, March 6 and Wednesday, March 8

	Floor Marking		Electrical		Carpet		Freight	
	Start	End	Start	End	Start	End	Start	End
EXHIBITOR	Monday, March 6	Monday, March 6	Monday, March 6	Monday, March 6	Monday, March 6	Monday, March 6	Tuesday, March 7	Tuesday, March 7
M-1 Toyota	8 am	10 am	10 am	1 pm.	1 pm	Done	8 am	12 n
M-2 Ford	8 am	10 am	10 am	1 pm	1 pm	Done	8 am	12 n
M-7 Chevrolet	8 am	10 am	10 am	1 pm	1 pm	Done	8 am	12 n
M-4 C/D/J/R	8 am	10 am	10 am	1 pm	1 pm	Done	10 am	1 pm
M-3 Subaru	8 am	11 am	11 am	1 pm	1 pm.	Done	8 am	12 n
M-5 Nissan	8 am	11 am	11 am	2 pm	2 pm	Done	10 am	1 pm
M-6 Kia	8 am	11 am	11 am	2 pm	2 pm	Done	9 am	1 pm
	Wed	Wed	Wed	Wed	Wed	Wed	Wed	Wed
M-8 Hyundai*	8 am	9 am	9 am	11 am	11 am	2 pm	9 am	11 am

All exhibit areas must be completed by 8 p.m. on Thursday to allow enough time to clean all exhibit spaces prior to show opening.

***Hyundai freight will be dropped adjacent to display space as electrical is installed.**

Vehicle Move In continued

Camden Yards Lot C is available for vehicle and car carrier staging on Wednesday, March 8, starting at 2 p.m. through Thursday, March 9 at 4 p.m. and also for move out from 2 p.m. on Sunday, March 12 through 4 p.m. on Monday, March 13. Drivers must bring license tags with them so they can drive

to the convention center. Early vehicle move in for all spaces is available and encouraged. Please check-in with show management if you wish to move-in earlier than scheduled.

All vehicles will use the loading dock entrance on Charles Street between Pratt & Conway Streets and then enter the exhibit hall through one of the following entrances.

12 Noon- 4 pm, THURSDAY
Dock Ramp D - Main Floor
M-1 to M-6, Charles St Lobby

12 Noon- 4 pm, THURSDAY
Dock Ramp E - Main Floor
M-7 and Features

Exhibitors or exhibitor appointed contractors will be responsible for removing the poly covering on the carpet and placing it in the aisle or aisles adjacent to the exhibit space immediately after vehicles are placed and detailed. Failure to remove visqueen will result in a labor fee to have the visqueen removed by the general contractor.

Building Access During Set-Up

To provide complete security for exhibitors and their possessions, it is important that all set-up personnel observe the following daily building access hours. Your cooperation is greatly appreciated. **FOR MOVE IN/OUT AND DURING ALL SHOW DAYS MORE THAN 60 MINUTES BEFORE SHOW OPENING, THE ONLY ACCESS TO THE BUILDING IS VIA THE SECURITY ENTRANCE WHICH IS ACCESSED FROM SERVICE DRIVE ON CHARLES BETWEEN PRATT AND CONWAY. NOTE- THE LOBBY DOORS ARE LOCKED FOR BOTH ENTRANCE AND EXIT EXCEPT FOR SHOW HOURS PLUS 60 MINUTES IN ADVANCE.**

Tuesday	7 am - 8 pm*
Wednesday	7 am - 8 pm*
Thursday	7 am. - 8 pm

All spaces must be completed by 8 pm on Thursday to finalize preparations for the show opening.

***Please contact Show Management at 323-216-7557 if you need additional set up time and plan to work after 8 pm.**

NOTE: Due to insurance liabilities, no one under the age of 16 is permitted in the complex during set up or vehicle move in.

Move Out Information

Move Out & Building Access Hours

Move out will begin on Sunday evening at 6 p.m. Shepard will begin removing aisle carpet at 6 p.m. in areas that the public has cleared. Exhibitors may attach battery cables at 5:45 p.m., but may not start vehicles before the announcement has been made to do so.

It will be necessary to remove all vehicles from the show floor on Sunday by 10 p.m. Please have staff available to remove the vehicles on Sunday evening.

Crates will be returned to all spaces by 8 a.m. on Monday.

All spaces need to be crated by 4 p.m. on Monday.

Failure to meet carrier check-in deadlines may result in an off-target surcharge for material handling.

Literature Removal

Literature removal after the auto show will be 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 participating dealerships for use in the showroom.

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 spaces.

Alcoholic Beverages & Food Items

Alcoholic beverages and/or food may not be brought into the Baltimore Convention Center.

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 convention center.

Exhibitor Literature Boxes

Exhibitors cannot stack boxes of literature in display areas. The boxes need to be placed out of the sight of the public during show hours.

Vehicle Requirements

Battery Cable - All show vehicles must have the positive battery cable disconnected and taped using UL approved plastic electrical tape.

Gas Tank Level - Vehicles cannot have any more than five (5) gallons of fuel in the tank. All vehicles will be checked as they enter the convention center to make sure that the gas level requirement is correct. If the gas level exceeds five 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 and the inside gas cap must be taped. 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.

Prior to the public opening, all vehicles will be checked to see that all gas cap and battery cable requirements have been met.

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.

Important Rules & Requirements continued

Exhibit Blueprints

All vehicle exhibitors participating in the show must provide a scale electrical blueprint of their display to show management and Edlen Electrical Exhibition Services, Inc. at least thirty (30) days prior to the opening of the show. **Please include exhibit display heights as the exhibit hall has a sloped ceiling.** These blueprints will be used to place electric and telephone lines prior to carpet installation. **Blueprints can be e-mailed to steve@stevefreemanevents.com.**

Signs & Banners

Any hanging signs must be framed and pre-approved by show management. Truss lighting is permitted. Shepard has jurisdiction on all installation work.

All signs must be professionally manufactured and have a finished surface on all edges and sides. Signs cannot block the view of other exhibitors.

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. In the case of a complaint, the decision on whether a sign remains or must be relocated is up to show management.

Under no circumstances are helium balloons or adhesive-back decals to be given away or permitted to be used in the convention center. Any costs incurred by the Baltimore Convention Center from the use or removal of these items will be charged to the exhibitor.

Display Placement

Please include exhibit height details on your floor plans as the Baltimore Convention Center has sloped ceilings. Exhibitors should contact Show Management if they have any questions regarding ceiling height. Placement of exhibits cannot interfere, block, or extend into other exhibits or block emergency exits. 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. All exhibits must be capable of standing by themselves and no supporting wires from the ceiling or draped walls will be permitted.

Exhibitor Presentation Restrictions

An exhibitor may not work, sell or distribute literature from any area other than the space rented by the exhibitor.

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

Important Rules & Requirements

Music at the Show

Due to ASCAP and BMI licensing restrictions, there cannot be any music played in any display at the auto show. Jingles and commercials produced by a factory that are the property of the factory can be used throughout the show. Background music through the use of a television, radio, stereo, tape or laser disc cannot be used, as this is an infringement on the original copyright.

Licensing

All exhibitors must be licensed to do business in the State of Maryland 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 him through his contract. Each exhibitor agrees to reimburse the Baltimore Convention Center for any damage to the floor, ceilings, or walls within his contracted area.

The Baltimore Convention Center, Maryland Automobile Dealers Association, Shepard Exposition Services and Steve Freeman Events 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.

Insurance Requirements

All exhibitors, exhibit houses, porter service companies, and outside service companies providing any equipment or services to the show or its exhibitors must hold a Certificate of Authority in the State of Maryland and be licensed to collect and remit sales tax to the Maryland Department of Revenue. All exhibitors, plus any companies providing services to the show must provide an 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 of at least "A" and shall deliver to Show Management evidence of such policies as set forth herein.

These policies shall be endorsed in a 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.

Important Rules & Requirements continued

Insurance Requirements (cont.)

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 Maryland Automobile Dealers Association; Steve Freeman Events LLC; Shepard Exposition Services; the Mayor and City Council of Baltimore; and the Baltimore Convention Center, its employees and agents 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 Maryland Automobile Dealers Association; Steve Freeman Events LLC; Shepard Exposition Services; the Mayor and City Council of Baltimore; and the Baltimore Convention Center, its employees and agents named as additional insured with limits of liability in the amount of \$2,000,000 each occurrence, on a combined single limit basis for claims for bodily injuries (including death) to persons and for damage to property arising out of the ownership, maintenance or use of any owned, hired or non-owned motor vehicle.
3. Worker's Compensation Insurance (including Employer's Liability Insurance) with limits of \$1,000,000/ \$1,000,000/\$1,000,000.
4. Any additional insurance policies necessary to obtain required permits or otherwise comply with applicable law ordinances or regulations regarding the performance of your contract.

Exhibitor shall provide to show management a Certificate of Insurance as evidence of such aforementioned policies at least thirty (30) days prior to the auto show; however, if requested by Show management within 10 days of the request a copy of such policies, certified by the insurance carrier as being true and complete shall be provided to show management. 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 Maryland Automobile Dealers Association; Steve Freeman Events LLC; Shepard Exposition Services; the Mayor and City Council of Baltimore; and the Baltimore Convention Center, its employees and agents 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 30 days of a request proof that the person signing the Certificate is authorized by the insurance carrier.

Important Rules & Requirements

Insurance Requirements (cont.)

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 Steve Freeman Events LLC, P.O. Box 46009, West Hollywood, CA 90046, 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. The certificate of insurance must be received by December 27, 2021.

The certificate holder is Maryland Automobile Dealers Association, 7 State Circle, Annapolis, MD 21401.

All policies must provide coverage from the first move in date to the last move out date, March 6 through and including March 13. All insurance policies must be completed correctly. Policies not filled out correctly will be returned.

Please be sure to add the additional insured to your policy.

Please email certificates to steve@stevfremaneevents.com.

NOTE: *The thirty (30) day deadline will be strictly enforced. Access to the building may be denied to those contractors that have not provided a policy to Show Management on or before the deadline date of February 23.*

Show Services Information

Exhibitor Services Provided in Vehicle Space Rental Charge

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

- Carpet in main public aisles
- Themed manufacturer identity sign over your public aisle to guide visitors into your display
- Vacuum service for all exhibit carpet once prior to each show day
- Daily emptying of all exhibit area waste cans

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.

Electric

To place an electric order, please visit <https://ordering.edlen.com>.

Security

If your display contains something of particularly high 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. The security company for the show is Simmons Security. Please contact them at (240) 375-0283.

NOTE: *The Maryland Automobile Dealers Association and Steve Freeman Events LLC cannot be held responsible for the theft of items missing from exhibitor areas.*

Show Advertising & Publicity

Advertising

Extensive print, radio and television advertising will be used to target the Baltimore/Washington area and major markets within a 60-mile radius of Baltimore.

Exhibitor Support

All dealerships, factories, and dealer advertising groups are asked to proudly support the 2023 Maryland Auto Show by advertising your participation in the show. We ask that your usual radio, television, and print ads be supplemented with a voice-over or drop-in auto show mention. (Example: “See the New 2023 cars, trucks and SUV’s at the Maryland Auto Show, March 10 through 12.”) The Maryland Automobile Dealers Association and your fellow exhibitors greatly appreciate any show mention advertising you are able to incorporate into your regular advertising schedules.

Public Relations

Auto show press kits, pre-show releases and all publicity will be prepared and coordinated by Spin Communications, the show’s public relations team.

Are you planning to bring a special display, concept car, pre-production model or unique feature to the show? Please contact DeeDee Taft at deedee@spinpr.com to ensure that it is included in the overall show publicity.

General Contractor Information

Services for the Maryland Auto Show will be provided by **Shepard**.

Shepard will staff their Exhibitor's Service Desk beginning on Monday, March 6 and continue through Monday, March 13.

SHIPMENTS:

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

Shipments to the show site should be labeled as follows:

CONVENTION CENTER ONLY: (Name of Manufacturer)
Maryland Auto Show/Baltimore
c/o Shepard
Baltimore Convention
Center One West Pratt
Street Baltimore, MD
21201

ANY ITEMS SHIPPED DIRECTLY TO THE BALTIMORE CONVENTION CENTER PRIOR TO MONDAY, MARCH 13 WILL BE REFUSED.