



Presented by the Automobile Dealers of Erie County

Dear Exhibitor:

This packet has been prepared to assist you in getting ready to participate in the **2012 Erie AUTO SHOW** to be held at the Bayfront Convention Center on the waterfront in Erie, Pennsylvania on February 2nd – 5th, 2012.

We hope that all the questions you have about setting up your exhibit are answered in this "Packet". However, if there is any information that you need which is not included, please call us during normal office hours or email us at mark@eriepromotions.com

We particularly call your attention to the information regarding ***Move In Schedules, General Rules & Regulations as well as Decorating and Table & Chair Orders.*** The Decorating Order Form has a specific deadline that needs to be met. These matters should be taken care of today to insure your needs are met.

Again, we welcome you to the **2012 Erie AUTO SHOW** and we look forward to serving you with a successful and well attended show.

Sincerely,

Mark & Renee Concilla

Tom Shearer

Katie Bool

Expo Produced by: Erie Promotions & Expos, Inc ~ P.O. Box 174 ~ North East, Pa 16428
814-725-3856 ~ 814-725-3441 Fax ~ www.eriepromoandexpo.com

FACT SHEET

LOCATION: The **2012 Erie AUTO SHOW** has moved to The Bayfront Convention Center in Erie Pennsylvania which is located on the waterfront in Erie just off the Bayfront Parkway at 1 Sassafra Pier. A detailed map is included. The phone number at the Bayfront Convention Center is 814-455-1260. In case of an emergency during the show, you can reach us by cell phone at 814-882-8035 for Tom, 814-392-6569 for Mark.

SHOW SCHEDULE:

Thursday, February 2nd, Noon to 8PM
Friday, February 3rd, Noon to 8PM
Saturday, February 4th, 10AM to 8PM
Sunday, February 5th, 10AM to 3PM

AUTO DEALERS VEHICLE MOVE IN:

Date & Times-We have many vehicles and some exhibitors to move in. **A specific move in schedule will be handed out. Cars that will be on display in the Ballroom will be required to be delivered on Tuesday.** Move in dates will be Tuesday, January 31st from 9AM to 8PM and Wednesday, February 1st from 8AM to 2PM. Our goal is to get all vehicles into the building on Wednesday. You will be provided a move in schedule based on the location of your spot in the arena. We will adhere to this schedule because dealers are scheduled according to location in the arena. There will be time on Thursday, 8AM to 11AM, to detail your vehicles and put the finishing touches on your display. Your display must be complete and manned when the show opens to the public at Noon on Thursday.

A few details to remember about move in are:

Doors-There are two main doors for drive in. These doors are 16' X 18'. They will be listed as North & South doors. A map will be provided with the move in schedule to direct you to the appropriate door for move in.

Vehicle Washing- To facilitate a quick and easy move in, please take the time to wash and clean your vehicles before bringing them to the center. Please remove all accumulated snow from your vehicles before transporting them. Each door is outfitted with a large floor drain that would allow you to line up at least 3 cars for washing or removal of dirt and road grime. The washing stations will only be used if the weather and road conditions are extreme.

Gasoline -**Each vehicle on display cannot have more than ¼ tank of fuel.**
BATTERIES HAVE TO BE DISCONNECTED PER BUILDING FIRE REGULATIONS

Carpet Square -Each vehicle will be required to have carpet or wood under each tire while on display. No vehicle will be permitted to be on display that is dripping oil, gas or any flammable materials. **Please provide your own carpet squares.**

Floor Locations- There are two main rooms in the building. The Great Hall has a cement floor and there are no restrictions other than to adhere to your specific size of space. The Ballroom has a carpeted floor and smaller door access. **IF YOUR DISPLAY IS IN THE BALLROOM PLEASE MAKE SURE THAT YOUR VEHICLES WILL FIT THROUGH AN OPENING OF 7'6" WIDE AND 8' TALL!**

SUPPORT BOOTH MOVE IN: Exhibits will be ready for installation by exhibitors on Wednesday from 3-8PM and Thursday from 8AM -11AM. All exhibits must be completed and open beginning at noon on Thursday. Please check in at the show office before bringing anything into the hall. We will direct you to the closest overhead door to your space. **Move in through the front doors is NOT permitted under any circumstances.** Exhibitors are responsible for installing and removing their own displays during the times specified. Driving into the facility will not be permitted. All displays and merchandise must be carried or carted into the arena.

TEAR DOWN: Due to access at this new facility, we will have a very controlled tear down system in place. There will be personnel stationed at the exit doors and in the parking lot directing traffic to insure a quick and orderly departure for all. Positively no exhibits may be dismantled or removed from your booth until Sunday at 3PM. Beginning at 3PM, you may begin to pack up your display and/or prepare your vehicles for travel. Once you are completely prepared and ready to leave, please contact our person at the back door to let him know you are ready to exit the building. All booths and vehicles must be removed by Sunday at 7:00PM. **PLEASE MAKE SURE ALL KEYS ARE PRESENT AND AVAILABLE SUNDAY.** You can stage the cars in the parking lot to be moved Monday.

SHOW OFFICE: Please check in at the show office before bringing anything into the hall. The office will be staffed beginning at 3PM on Wednesday, February 1st. Our staff is eager to offer any assistance you may require. Please do not hesitate to call on us.

SPACE PAYMENT: Please observe terms of payment as outlined on your exhibitor contract. No goods will be permitted in your space until **ALL** payments have been made.

EXHIBITOR PASSES for BOOTHS: Each exhibitor will receive 4 permanent (4 day) passes with the purchase of their exhibit space. All passes issued to the exhibitor are solely for the use of the vendor for manning their exhibit during the show and are not to be sold, transferred or given out as public admission tickets. Exhibitor passes will be accepted at the designated exhibitor entrance only. They will not be accepted at the Public Admission Gate. **YOU MUST HAVE YOUR PASS EACH DAY TO GET INTO THE SHOW.** There are absolutely **NO EXCEPTIONS** to this rule. **PASSES WILL BE GIVEN OUT IN YOUR EXHIBITOR PACKS AT TIME OF SET UP. CHECK IN AT SHOW OFFICE PRIOR TO SETUP.**

FREIGHT: Freight cannot be accepted at the Bayfront Convention Center until Wednesday, February 1st. Those shipping directly to the Center should label all packages as follows:

2012 Erie Auto Show
Your Company name/Exhibit location #
C/O The Bayfront Convention Center
1 Sassafras Pier
Erie, Pennsylvania 16507

DECORATOR: Furnishings for your booth must be ordered on the enclosed Decorating Order Form. Or you can go on line and order with credit cards. Please indicate your needs and mail, fax or email the order form with payment information to our offices on or before January 21st. If paying by check, make payment in full to Erie Promotions & Expos, Inc. **Please note:** The Grand Ballroom is completely carpeted and the Great Hall has a finished concrete floor. If your booth is in the Great Hall and you wish to have it carpeted, please order carpeting on the decorating order form or bring carpet with you.

PARKING: Parking is **FREE** to Exhibitors as well as the Public. There is limited parking behind the building (*Sassafras Street*) and will be allocated on a first come basis. Additional space allocated for exhibitor parking are those spaces closest to the Bayfront Parkway.

SALES TAX: A Pennsylvania State Sales Tax Certificate of Authority is required for ALL Retail Booths. Make inquiry to: PENNSYLVANIA DEPT. OF REVENUE @ 814-871-4491. You will need to bring your certificate to the show office during set up as we need to have it on file. There is no fee involved so please take care of this matter promptly.

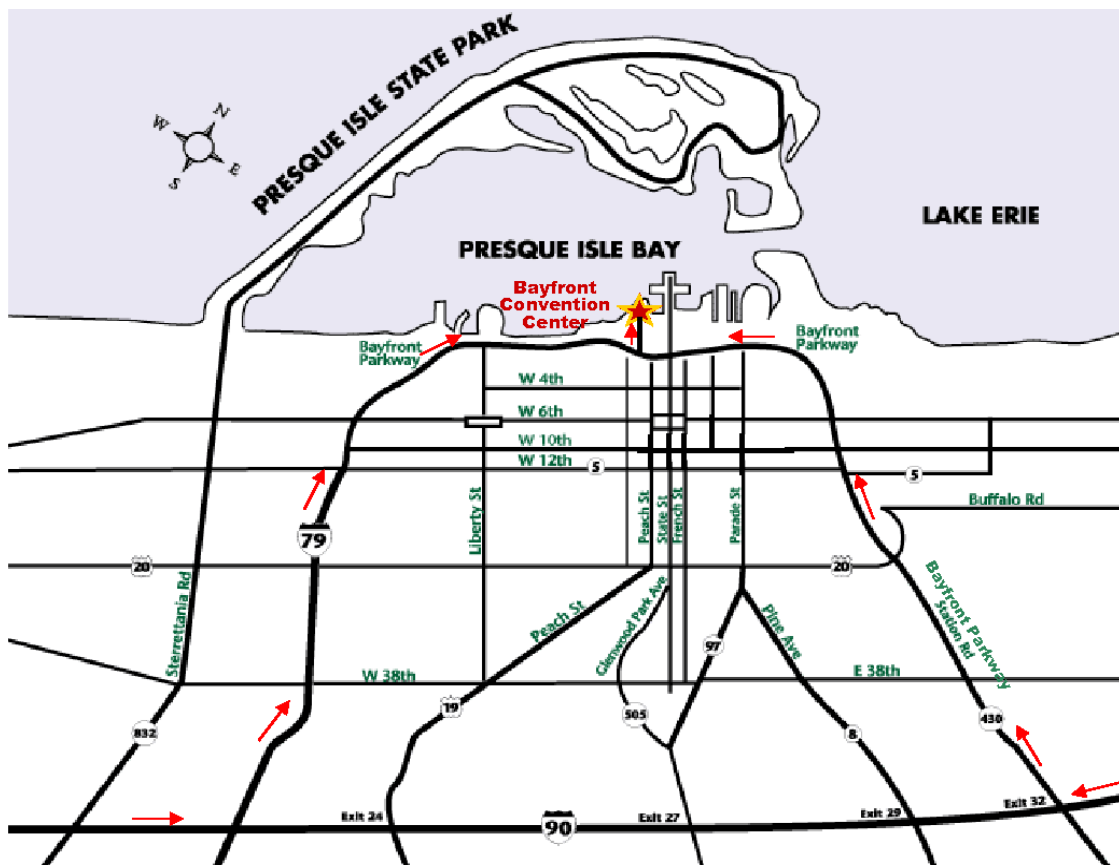
REFUSE/BOXES: The exhibitor is responsible for the clean up of their area. Garbage that is accumulated daily should be bagged, boxes broken down and placed in the aisle at the end of each day. At the close of the event the exhibitor is responsible for leaving the leased space in the same condition as they were immediately prior to occupancy of the space. If the exhibitor fails to comply with these conditions, they may be liable for all expense incurred in cleaning the area and restoring it to original condition.

CONCESSIONS: Any kind of food or drink is NOT PERMITTED to be brought in to the Arena during hours that the Expo is open to the public. The Building Caterer has an exclusive contract with the Bayfront Convention Center and therefore is the sole dispenser of food and beverages therein. This will be strictly enforced throughout the event.

SMOKING: This is a nonsmoking facility! When you go outside to smoke, please dispose of your cigarette butts in the proper receptacle. DO NOT throw those butts on the ground! Please adhere to this rule as it will be strictly enforced by building personnel.

TO CONTACT US: **Erie Promotions & Expos, Inc.**
P. O. Box 174 North East, Pa 16428
Mark Concilla or Thomas Shearer
Phone: 814-725-3856 or Fax : 814-725-3441
E Mail: mark@eriepromotions.com

MAP:



DIRECTIONS:

From South: I-79 to Bayfront Highway. Stay on the Bayfront Highway. Watch for Bayfront Convention Center Sign on Lake Side of Highway.

From West: I-90 to I-79 North to Bayfront Highway. Stay on Bayfront Highway. Watch for Bayfront Convention Center Sign on Lake Side of Highway.

From East: I-90 to Exit #32. North on Station Road (Route 430). Continue to Bayfront Highway. Stay on Bayfront Highway. Watch for Bayfront Convention Center Sign on Lake Side of Highway.

GENERAL RULES & REGULATIONS

As operational directors of **2012 Erie AUTO SHOW**, we are excited to provide a show for the public that will be professional as well as one where they will enjoy themselves and be able to purchase products and gain knowledge about your services. Therefore the following rules and regulations must be strictly adhered to.

1. **ADMISSIBLE EXHIBITS:** Exhibitor agrees to display only new and unused products. Only those products listed on your contract can be offered for sale. Products displayed are at the discretion of the Show committee.
2. **PAYMENT OF SPACE:** No goods will be permitted to be placed in exhibition space until all rental payments are made.
3. **SUB-LETTING:** Sub-letting or donation of space partially or in its entirety is not permitted without written consent of Erie Promotions & Expos, Inc.
4. **EXHIBIT CONSTRUCTION:** Basic exhibits may not exceed 8' in height on the back line nor exceed an 8' height 4' from the back line to the depth of the booth to the aisle unless plans have been approved by show management. No signs or any part of a display shall be set up so as to block off or otherwise interfere with any other display. NO open flames. All tables must be skirted to the floor.
5. **SIGNS:** We encourage factory trademark signs. All signs must be a part of exhibitor's rental space and may not be placed elsewhere in the center. Only signs of a professional quality may be used. Signage with business names other than the contracted exhibitor are NOT allowed. The judgment of this remains with the show management.
6. **CHARACTER OF EXHIBITS:** Printed material dealing with exhibitor's products or services may be passed out at their own booth and may not be distributed in any other areas of the center. Materials not related to exhibitor's products/services may not be passed out by the exhibitor. Lotteries, drawings, guessing or prize contests of any kind sponsored by individual exhibitors are subject to show management's prior approval and must meet all local and Pa State regulations regarding games of chance. No loud speakers or amplification of any kind will be permitted. We will permit the usual "tape video" production at the booth but it must be kept at a level that does not create problems from nearby exhibitors. It must be set up so as not to block off other exhibitors nearby.
7. **EXHIBIT CARE:** Exhibits must be in order when the show opens and must be kept that way throughout the show. Exhibits must be manned at all times. ***For security purposes, exhibitors must arrive 30 minutes prior to the show opening to the public and must leave the building in which their exhibits are located within 30 minutes after the show has closed to the public each night.*** Exhibitors must leave the space occupied during the show clean and in good condition when they leave the show on the final day.
8. **PRICING PRODUCTS AND SERVICES:** Exhibitors may display and promote a special price on their products and services. THE WORD DISCOUNT IS NOT TO BE USED. THE ONLY ACCEPTABLE WORDS TO BE USED TO REFLECT A PRICE ARE: ***SPECIAL SHOW OFFER OR SPECIAL SHOW PRICE.*** Any misuse of this arrangement can cause the exhibitor to take the sign down. We are interested in ethical merchandising and pricing policies.
9. **SECURITY:** Security will be maintained throughout the entire event.

ERIE AUTO SHOW DECORATING ORDER FORM

The following items can be ordered for use in your exhibit space. Please indicate your needs below FAX, MAIL or click on the email link below and send with payment in full on or before **January 21, 2012.** A 25% up charge will be assessed after this date.

<u>Product</u>	<u>Size</u>	<u>Quantity</u>	<u>Amount Due</u>
Plain Tables (Standard Height) \$25.00 Each	8' X 30" 6' X 30"	#_____ #_____	\$ \$
Skirted Tables (Standard Height) \$45.00 Each	8' X 30" 6' X 30"	#_____ #_____	\$ \$
Skirted High (42") Tables \$55.00 Each	8' X 30" 6' X 30"	#_____ #_____	\$ \$
Chairs \$5.00 Each \$35.00 Each	Regular High	#_____ #_____	\$ \$
Additional Electrical Outlet \$55.00 Each	#110 outlet	#_____	\$
Carpet \$90.00 Each	10' X 10'	#_____	\$_____
Total Amount Due			\$

PLEASE COMPLETE ALL INFORMATION BELOW:

BUSINESS NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

YOUR NAME _____ PHONE# _____

Master Card or Visa # _____ Expiration Date _____ Name as

it appears on the card _____

SIGNATURE OF CARDHOLDER _____ 3 digit CID# _____

IF PAYING BY CHECK, make check payable to Erie Promotions & Expos, Inc and mail to Erie Promotions & Expos, Inc. PO Box 174, North East, Pa 16428.

There will be a \$25.00 charge for all returned checks. No business or personal checks will be accepted 10days prior to the show

IF PAYING WITH VISA OR MASTER CARD, FAX completed form to 814-725-3441 or mail to Erie Promotions & Expos, Inc. PO Box 174, North East, Pa 16428