



Greater New Orleans International Auto Show

Friday – Sunday
March 16 – 18, 2012
New Orleans Morial Convention Center
Hall I2 and J

Exhibitor's Guide

This GUIDE contains general information regarding insurance, shipping, drayage, move-in, setup, move-out, exhibits and other details about the Morial Convention Center – New Orleans and the Greater New Orleans International Auto Show.

All orders for services, furniture, furnishings, etc. should be placed before **Feb 24, 2012** to obtain special discount rates that may apply. Any orders placed at the Convention Center will not be processed until all advance orders have been filled and, costs in most cases will be higher. It is possible that Show time will be too late for certain orders to be filled. *Please place orders early!*

The official contractor for labor is Gulf Coast Event Services. All forms for the Morial Convention Center and Gulf Coast Event Services may be obtained on the website, www.neworleansauto.com.

Auto Show Manager

Jeffrie Schultis Fricke 504.831.8863
Paramount Shows, Inc.

Show Office On-Site

Jeffrie Schultis Fricke 504.460.4623

Show Sponsor

Greater New Orleans New Car Dealers Association
President, Tim Hollis, Rainbow Automotive Group
504.367.1700

Show Contractor

Joe Vuci
Gulf Coast Event Services
36508 Event Road Geismar, LA 70734
1.800.488.3836
info@gcevents.biz

Show Dates:

March 16 – 18, 2012

Show Hours:

Friday	Noon – 9pm
Saturday	10am to 9pm
Sunday	10am to 6pm

Display Move-in

March 13 and 14 as per schedule

Vehicle Move-in

March 15 as per schedule

Vehicle Move-out

March 18 6pm

Display Move-out

March 19 10am

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DIRECTORY OF SERVICES

SHOW MANAGEMENT

Paramount Shows, Inc.
700 Papworth Avenue # 104
Metairie, LA 70005
(504) 831-8863 FAX (504) 831-8865
www.neworleansauto.com
Jeffrie Schultis Fricke Show Manager
email: schultis@aol.com

OFFICIAL CONTRACTOR

I & D Labor, Drayage, Carpet, Furniture
Gulf Coast Event Services
36508 Event Road
Geismar, LA 70734
(800) 488-3836 (225) 673-2943
FAX (225) 673-2142
www.gulfcoastevents.com
Joe Vuci email: info@gcevents.biz

FACILITY

New Orleans Morial Convention Center
900 Convention Center Blvd.
New Orleans, LA 70130
(504) 582-3000

Telecommunications, Internet, Electrical Plumbing, Special Lighting

Convention Center Event Services
P.O. Box 54973
New Orleans, LA 70154
(504) 582-3036 FAX (504) 582-3088

ADVANCED SHIPMENTS

For special storage information:
Call Joe Vuci – (225) 413-3011

SHOW SPONSOR

Greater New Orleans New Car Dealers Assn.
700 Papworth Avenue # 104
Metairie, LA 70005
(504) 831-8863 FAX (504) 831-8865

Tim Hollis, President
Rainbow Automotive Group (504) 367-1700

COMPUTER & EQUIPMENT RENTAL

Computers, Monitors, Printers, Copiers
ABC Computer & Equipment Rental, Inc.
2936 Metairie Heights Avenue
Metairie, LA 70002
(800) 566-3858 FAX (504) 833-5227
(504) 833-5233

Nolan Buckner mobile (504) 858-9253

FLORIST

Villere's Florist
750 Martin Behrman Avenue
Metairie, LA 70005
(504) 833-3716

VEHICLE CLEANING

Professional Detailers
22622 Lambert Suite 305
Lake Forest, CA 92630
(800) 457-7558 FAX (949) 460-0339
www.prodetailers.com

Advanced Deadline Discounts for Morial
Convention Center February 24, 2012

GENERAL MOVE-IN / MOVE-OUT INSTRUCTIONS

Display Move-In and Vehicle Move-In will follow a set schedule by line that will follow. Displays move in Tuesday and Wednesday, **March 13 and 14** as per Show schedule. Vehicles move-in **Thursday, March 15** as per Show schedule.

Exhibits must be completed by 9PM **March 15**

EXHIBITOR IS RESPONSIBLE FOR CUTTING AWAY VISQUEEN (plastic covering the carpet) and placed in aisle for removal. Be sure all trash from erecting exhibit is placed in aisle on Thursday evening for removal.

Vehicle Move-Out will be **Sunday, March 18** at 6PM immediately following the close of the show. All vehicles must move out Sunday night. Dismantling of exhibits may begin. (Weekend overtime charges will apply) **with approval of Producer and Gulf Coast Event Services**..

Display Move-Out will begin 10am Monday, **March 19**. If you need to move-out Sunday night please call Paramount Shows and Gulf Coast Event Services for approval.

All vehicle gauges will be checked to comply with Fire Marshal regulations. Gas tanks are allowed to be a maximum of **1/8 or 10 gallons**. Batteries must be disconnected with cables taped. Gas caps must be taped, sealed or locked.

Turntable vehicles may be brought in when the turntable is ready regardless of Move-In schedules. Exhibitor must check with Gulf Coast Event Services before entering facility.

"Empty" labels are required and will expedite removal of empty display crates during the Move-In process. Get an ample supply from Gulf Coast Event Services.

Vehicle keys must be turned in to the Show Office each night. One key to the location of all keys will be sufficient. This is a safety requirement. No vehicles can be replaced after **Friday, March 16** at 9AM.

EACH MANUFACTURER MUST PROVIDE A LOCAL EMERGENCY CONTACT TO THE SHOW OFFICE.

Exhibitor is responsible for window labels required by Federal, State and Local laws.

No trucks or trailers may be stored on Convention Center property. A marshalling area will be provided. No parking allowed on loading docks. Check with Paramount Shows or Gulf Coast Event Services for location of marshalling lot.

Vehicles may be cleaned before Official Auto Show opening each day. Check with Gulf Coast Event Services to schedule times. Minor wiping and dusting is permitted during Show Hours.



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Dealer Staffing

Dealership sales personnel may staff exhibits on Friday and Saturday.
Dealers, GMs and non-licensed persons may work show floor on Sundays.

Dealers please check with your manufacturer regarding staffing guidelines.

Dealer Parking

Demo Lot will be available for 200 vehicles for customer demos. Parking Passes will be included in your dealership packets.

TICKETS AND PASSES

OFFICIAL GOLD PASS

Dealers Only	4 per dealership
Good Anytime for Dealer and Guests	

DISPLAY & EXHIBITS PASS

Working Pass for Display & Exhibits Personnel	4 per dealership
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Display & Exhibits Personnel pick up credentials at Show Office.

COMPLIMENTARY TICKETS

Free Admission 1x	25 per Dealership
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SALES ASSOCIATES

Need business card and driver's license for admittance.
No salespeople may work the floor on Sunday. But, must be available to remove vehicles Sunday 6PM.

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EXHIBIT REGULATIONS

1. Maximum height for exhibit material is twenty feet. Exceptions made by the Producer only.
2. All sales or distribution of food and beverage items must be arranged through the Morial Convention Center.
3. Signs may be suspended (with prior approval from Paramount Shows) in the space occupied. No other signs except those included within a manufacturer's display will be allowed without prior approval from the producer.

No dealership license plate or bracket holders allowed – **single point or single dealer exhibitor only.**

Individual dealership signs (tastefully) allowed if all dealers and their manufacturers agree. Individual dealership signs allowed for single point dealerships. Associations may produce signs with all dealership names, addresses, etc.

4. Exhibits shall be constructed and placed as to **avoid blocking other exhibits.** An exhibitor **shall make changes in the exhibit**, if, in the opinion of Show Management, **the exhibit interferes with the rights of any other exhibitor.**
5. In the event there is any question of the acceptability of a display, plans should be submitted to Show Management for approval in advance to avoid later changes.
Please check with Show Management about height questions.
6. The sound level of presentations must be such that the sound does not cause undue interference with other Exhibitors. The acceptability of such levels shall be the decision of Show Management.
7. There shall be no distribution of samples, literature or other materials, other than by Exhibitors, without express permission of Show Management. Distribution by exhibitors is limited to their rented areas.
8. **LIABILITY.** Each Exhibitor is completely responsible for the condition of rented space. Exhibitor expressly agrees to reimburse the Morial Convention Center and Paramount Shows for any damage to the floors, walls, or columns that may occur in the rented area.

LIABILITY. Exhibitor agrees to indemnify and hold harmless the Producer, the Sponsor, Owner, Exhibition Hall Facility, City and State in which this exhibition is held and their officers, agents, employees or assigns against all claims, losses, suits, damages, judgments, expenses, costs/charges of every kind resulting from its occupancy of the space contracted for by reason of personal injuries, death, property damages or any other cause sustained by any persons or others; loss or damage to displays or goods belonging to Exhibitors, whether resulting from fire, storm, acts of God, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats or other causes. All such items are brought to the Exhibition and



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displayed at Exhibitor's own risk. It shall be the sole responsibility of the Exhibitor to safeguard against such risks at all times.

INSURANCE. Exhibitor is advised to see that his insurance includes extra-territorial coverage and that he has his own theft, public liability and property damage insurance.

ENDORSEMENTS. Please provide a copy of comprehensive general liability insurance with the following endorsements: Paramount Shows, Inc., Gulf Coast Event Services, Inc., The Authority, NOPFMI and the City of New Orleans.

9. Displays and vehicles must be set back 3 feet from aisles, boundaries and walls. Any exceptions are to be made by the producer only.
10. Battery cables must be disconnected and taped. Gas tanks no more than 1/8 full of gasoline. Gas caps must be taped closed or locked.
11. Animals and Propane Tanks require special approval from Show Management.
12. Materials used for curtains, drapes and otherwise must be flame retardant.
13. No evergreen plants. No combustion engines. No Balloons. No decorations, signs or banners may be affixed to walls, doors, ceilings, painted surfaces or columns.
14. Hand trucks, carts or other vehicles with hard wheels will not be permitted on carpeted surfaces or interior convention center lobby.
15. All public access areas, entrances, exits, corridors, hallways, aisles, escalators, driveways, doorways or other shall not be impeded or obstructed.
16. No smoking in the New Orleans Convention Center at all.
17. The producer must approve give-aways.
18. All contract labor must be obtained through Official Show Contractor.
19. No parking on loading docks.
20. This list is prepared as a general guide and is not intended to be all-inclusive.

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SECURITY

Security is most important from Move-in to Move-Out. We cannot expect a trouble-free event unless attention is given to these details. The Morial Convention Center, Paramount Shows, Gulf Coast Event Services and the Greater New Orleans New Car Dealers Association assume no liability for loss, damage and theft. Exhibitors are required to provide for their own insurance coverage.

EXHIBIT MATERIAL ARRIVAL AT THE SHOW

Exhibitors must have adequate personnel present to receive materials and take inventory. Any irregularity or discrepancy observed in shipments received should immediately be reported to Show Management and to Gulf Coast Event Services.

Exhibits shipped in advance to the Official Auto Show Drayage contractor will arrive at the Morial Convention Center on the first Move-In day.

EXHIBIT INSTALLATION

Private security or city police are available through Paramount Shows. Every safeguard should be made to protect your exhibit as well as personal items that are more subject to pilferage. We urge usage of locked containers, chaining of items, showcases, tarp coverings, etc. Articles of value should not be put in a crate or carton that is set aside for "Empty Storage".

OFFICIAL AUTO SHOW HOURS

Exhibitors should have personnel to cover all hours of the Show and one hour prior to opening daily. Extreme care should be taken to safeguard personal items. Exhibitors should remain each evening until the public has been cleared from the exhibit floor and the exhibit floor has been secured for the night.

MOVE-OUT

Exhibitors may not remove any material or merchandise before, during or at the conclusion of the Show without authorization from Show Management.

Exhibitors must take precautions necessary to remove vehicles from Show Floor. Be sure all drivers have proper identification. Exhibitors should remain with exhibit material until removed from the floor or crated for drayage.

Greater New Orleans International Auto Show Contract Regulations

1. Producer. The word Producer as used herein shall mean Paramount Shows, Inc., any of its officers, agents, or employees acting for it in the management of the Exhibit.

2. Eligible Exhibits. The Producer reserves the right to determine the eligibility of any product or service for display. Representatives, distributors and/or dealers must list their participating principals as the exhibitors of record. Only the sign of the Exhibitor whose name appears upon the face of this contract may be placed on the booth or in the printed list of Exhibitors in this Exhibition. No exhibits or advertising will be allowed to extend beyond the space allotted to the Exhibitor. Exhibitor agrees that his exhibit shall be admitted and shall remain from day to day solely on the strictest compliance with the rules set out herein or otherwise promulgated for the regulation of this Exhibit. The Producer shall have the right to reject, eject or prohibit any exhibit in whole or in part upon the Producer's good faith determination that the exhibit is not accordance with the said Rules of this Exhibit. The Producer shall also have the right to eject the Exhibitor or his Representatives upon a like good faith determination.

3. Limitation of Liability. The exhibitor agrees to indemnify and hold harmless the Producer, Sponsor, Owner, Exhibition Hall Facility, City and State in which this Exhibition is being held and their Officers, Agents, Employees or Assigns against all claims, losses, suits, damages, judgments, expenses, costs and charges of every kind resulting from its occupancy of the space herein contracted for by reason of personal injuries, death, property damages or any other cause sustained by any persons or others. Producer, Sponsor, Owner, Exhibition Hall Facility, City and State in which this Exhibition is being held and their Officers, Agents, Employees or Assigns shall not be responsible for loss or damage to displays or goods belonging to Exhibitors, whether resulting from fire, storm, acts of God, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats or other causes. All such items are brought to the Exhibition and displayed at Exhibitor's own risk. It shall be the sole responsibility of the Exhibitor to safeguard against such risks at all times. The Exhibitor agrees that Producer shall not be responsible in the event of any errors or omission in the listings in the Exhibitor's Official Directory and in any promotional material. Exhibitor agrees to indemnify Producer, Sponsor, Owner, Exhibition Hall Facility, City and State in which the Exhibition is being held and their Officers, Agents, Employees or Assigns against and hold them harmless for any claims and for all damages, costs and expenses, including without limitation, attorneys' fees and amounts paid in settlement, incurred in connect with such claims arising out of the acts of negligence of Exhibitor, his Agents or Employees.

4. Insurance. Exhibitor is required to carry extra-territorial coverage in addition to his regular company theft, public liability and property damage insurance.

5. Default in Occupancy. If exhibition space is not occupied by the time set for completion of installation of displays, Producer may occupy such space.

6. Sub-leasing. Exhibitor shall not sublet any part of his space or the exhibition of anything not specified in the contract. Exhibitor may not exhibit, offer for sale, give as a premium or advertise articles not manufactured or sold in his own name, except where such articles are required for the proper demonstration of operation of Exhibitor's display, in which case identification of such articles shall be limited to the regular nameplate, imprint or other identification which in standard practice appears normally on them. Exhibitor may not permit in his booth non-exhibiting companies'

representatives. Ruling of the Producer shall in all instances be final with regard to use of any exhibit space.

7. Damage to Property. Exhibitor is liable for any damage caused to building floors, walls or columns or to standard booth equipment, or to other Exhibitor's property or to carpet. Exhibitor may not apply paint, lacquer, adhesives, or other coating to building columns, walls and floors or to standard booth equipment or to carpet.

8. Union Labor. Exhibitor shall employ only union labor, as made available by **Official Contractors** in the installation and dismantling of his exhibit and in its operation when required by union agreements.

9. Special Services. Electricity, gas, water and other utilities as well as other special services needed by Exhibitors are provided only when Exhibitor orders and agrees to pay for them from the persons authorized to supply such services in conformity with Exhibition Facility, City, State, insurance and other requirements.

10. Booth Representatives. Booth representatives shall be restricted to Exhibitor's employees and their authorized representatives. They shall wear badge identification at all times. The producer shall limit the number of booth representatives at any time.

11. Electrical Safety. All wiring on display fixtures must conform to the applicable standards established by various government agencies and standard fire inspection ordinances. All display wiring must exhibit the seals of official approving agencies as may required at the site of the Exhibition.

12. Safety and Fire Laws. The exhibitor must strictly observe all applicable fire and safety laws and regulations. Cloth decorations must be flame proof. Wiring must comply with local fire department and underwriter's rules. Smoking in exhibits may be forbidden. Crowding will be restricted. Exhibits must not block aisles and fire exits. No decorations of paper, pine boughs, leaf decorations or tree branches are allowed. Acetate and most rayon drapes are not flame proof and may be prohibited. No storage behind exhibits is provided or permitted.

13. Decoration. Producer shall have full authority in placing, arrangement and appearance of all items displayed by exhibitor and may require the replacing, rearrangement or redecorating of any item or of any booth, and no liability shall attach to Producer for costs that may evolve upon exhibitor thereby. An exhibitor building, special background or side dividers must make certain that the surface of such dividers are not unsightly in exhibitors adjoining booths. If any part of booth arrangements remain unfinished by 4PM the day before the opening of the Exhibition, the Producer shall authorize a decorator to effect the necessary arrangements, and exhibitor must pay all charges involved. If any part of any display that requires installation has not been started by 4PM the day prior to the opening of the show, Producer shall have the right to cause this installation to be accomplished at exhibitor's expense. All exhibits shall be ready for the opening hour of the exhibition. The Producer will not allow any noise or moving of exhibits or exhibit materials after this time. No exhibit may be built or erected to exceed the height limitation or any other limitations as set out in the **Exhibitor's Manual**. Any exhibitor whose display or installation of any kind is in conflict in any way with said rules and regulations will be required to alter the display at his own expense in order to conform with said regulations.

14. Sound Level. Mechanical or electrical devices that produce sound must be operated so as not to prove disturbing to other exhibitors. Producer reserves the right to determine acceptability in all such instances.

15. Lottery/Contest. The operation of any sort of game of chance or lottery or any device used in connection therewith is permitted only to the extent that it is allowed by local, state or federal law and only on written approval of the Producer.

16. Personnel and Attire. Producer reserves the right to determine whether the attire of exhibitor personnel is acceptable. Exhibitor expressly agrees that he will not conduct exhibitor functions in his private rooms during business hours of the exhibition.

17. Exhibitor Conduct. Exhibitor only from within his booth or exhibit area must conduct distribution of samples, souvenirs, publications, etc. or other sales promotion activities. The distribution of any articles that interferes with the activities in or obstructs access to neighboring booths or areas or that impedes aisles is prohibited. No article containing any product other than the product or material made or processed or used by exhibitor in his product or service may be distributed except by written permission of the producer.

18. Obstruction of Aisles or Exhibit Areas. Producer shall suspend any demonstration or activity that results in obstruction of aisles or prevents ready access to nearby exhibitors' display areas.

19. Admission. Producer shall have sole control over admission policies at all times. There shall be no age restrictions on public shows.

20. Employment Exhibits. Exhibits for the purpose of soliciting prospective employees and recruiting activity of any kind are specifically prohibited.

21. Termination of Exhibition. In the event that the premises in which the Exhibition is or is to be conducted shall become, in the sole discretion of the producer, unfit for occupancy, or in the event the holding of the exhibition or the performance of producer under the contract (of which these rules and regulations are a part) are substantially or materially interfered with by virtue of any causes not reasonably within the control of Producer, said contract and/or the exhibition (or any part thereof) may be terminated by Producer. Producer shall not be responsible for delays, damage, loss, increased cost, or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of the Producer. If Producer terminates said contract and/or the exhibition (or any part thereof) as foresaid, then Producer may retain such part of the exhibitor's rental as shall be required to recompense it for expenses incurred up to the time such contingency shall have occurred, and there shall be no further liability on the part of either party. For purposes hereof, the phrase "cause or causes not reasonably within the control of Producer" shall include but not by way of limitation: fire, casualty, flood, epidemic, earthquake, hurricane, explosion or accident, blockage, embargo, inclement weather, governmental restraints, restraints or orders of civil disturbance, strike, lock-out, boycott or other labor disturbance, inability to secure sufficient labor, technical or other personnel failure, impairment or lack of adequate transportation facilities, inability to obtain, condemnation, requisition, or commandeering of necessary supplies or equipment, local state or federal laws, ordinances, rules, orders, decrees, regulations, whether legislative, executive or judicial and whether constitutional or unconstitutional or act of God.

22. Resolution of Disputes. In the event of a dispute or disagreement between or among any of the parties including an exhibitor, official contractor, a labor union, a labor union representative or Producer, it shall be the responsibility of the Producer to interpret the rules and regulations governing the exhibition. Any action or decision made by the producer concerning any such dispute or disagreement shall be binding upon the exhibitor and/or any other party concerned in the matter.

23. Receipt of Goods and Exhibits. All arriving goods and exhibits will be received at receiving areas designated by the Producer. All incoming goods and exhibits must be plainly marked and all charges prepaid.

24. Care and Removal of Exhibits. Producer will maintain the cleanliness of all aisles. Exhibitor must at his own expense keep exhibits clean and in good order. All exhibits must remain fully intact until the exhibition has officially ended. Exhibits must be removed from the building by the time specified in **Exhibitor's Manual**. In the event exhibitor fails to remove his exhibit, or any part thereof, in the allotted time, the Producer reserves the right, at exhibitor's expense, to ship the exhibit through a carrier of the Producer's choosing or to place the same in a storage warehouse subject to the Producer's disposition or make such other disposition of this property as it may deem desirable without any liability to the Producer.

25. Photography. The photographic rights for the exhibition are reserved to the Producer. Exhibitors wishing to make their own arrangements for the photographing of their exhibit must apply to the Producer, whose permission shall not be unreasonably withheld.

26. Losses. Producer shall bear no responsibility for damage to exhibitor's property or lost shipments either coming in or going out nor for moving costs. Damage to inadequately packed property is Exhibitor's own responsibility. If exhibit fails to arrive, exhibitor is nevertheless responsible for exhibit space costs. Exhibitor is advised to insure against these risks.

27. Default. If the exhibitor defaults or violates any of its obligations under this contract including without limitation any exhibition rule or regulation promulgated pursuant to this contract, the Producer may, without notice, terminate this agreement and retain all monies received on account as liquidated damages. The Producer may thereupon direct the exhibitor to remove its employees and its agents and all of its articles and merchandise and other personal property from the space contracted for and from the exhibition hall.

28. Agreement to Rules. Exhibitor, for himself, his employees and representatives agrees to abide by the foregoing rules and by any others set out from time to time or by any amendments that may be put into effect by the Producer, including those specifically set out in the **Exhibitor's Manual** or otherwise promulgated by the Producer.

29. Amendment to Rules. Any matters not specifically covered by the preceding rules shall be subject to a ruling by the Producer. Producer shall have full power in the matter of establishment, interpretation and enforcement of any such additional rule, regulation or amendment. When such a matter is brought to the attention of exhibitor, it shall become part of the rules and regulations governing the exhibition and exhibitors shall be subject to its terms and conditions.



Paramount Shows, Inc. 700 Papworth Avenue Suite 104
Metairie, Louisiana 70005 (504) 831-8863 Fax 831-8865