

41st ANNUAL INTERNATIONAL AUTO & TRUCK SHOW

MEDIA EXHIBITORS

RULES AND REGULATIONS

WELCOME

As a Media Partner for the 41st Annual Auto & Truck Show you have become a very important member of our team. Your support and participation will aid us in the success of the show.

To assist you with your on-site participation please make sure that you and your staff are familiar with the following information.

MOVE – IN and DISPLAY SET-UP

Tuesday, November 17, 2009

A special move-in time has been established for our **Media partners** due to the large amount of freight and equipment in the exhibit halls. Media display areas **must** move-in at **3:00 p.m., on Tuesday, November 17, 2009** unless prior arrangements for late move-in have been made with the Show management.

Media exhibitors will not be allowed to move-in before 3:00 p.m. **NO EXCEPTIONS.** This will be strictly enforced by Show Security.

THE CITY OF SAN ANTONIO PROHIBITS VEHICLES IN THE EXHIBIT HALL WITHOUT PRIOR APPROVAL FOR THE PURPOSE OF UNLOADING EXHIBIT MATERIALS. Make sure you have made arrangements for dollies and carts to transport your material to your booth area.

DISPLAY VEHICLES

All vehicles that are displayed in any area must adhere to the **CITY OF SAN ANTONIO FIRE REGULATIONS.** All vehicles will be inspected by a fire marshal.

Make sure your display vehicles are in compliance.

1. All vehicles will be checked for the appropriate amount of gas before entering the exhibit halls. **NO MORE THAN TWO (2) GALLONS OF GAS WILL BE PERMITTED.**
2. Once the vehicle/s is placed within your area, **make sure the batteries are disconnected and the gas caps are taped or locked.**
3. You **must** provide the Show Office with a set of keys for each vehicle you have on display.
4. On **WEDNESDAY, November 18, 2009** the Fire Marshal will inspect the vehicles for compliance. Once the inspection is completed the Fire Marshall will place a **Compliance Sticker** on each vehicle. **DO NOT REMOVE THIS STICKER.** It must remain on all vehicles throughout the show.

EXHIBIT MOVE-OUT

Sunday, November 22, 2009

All Media exhibitors may begin tearing down their exhibits and removing materials after the show closes at 7:00 p.m. on Sunday, November 22, 2009. We understand that it is tempting to begin removing materials before this time however we ask that you stick to the rules and wait until all public guests have left the building. This will be enforced by the Show Security. This is for your safety and the safety of the public remaining in the building.

ALL DEALER AND MANUFACTURER VEHICLES WILL MOVE OUT FIRST. THIS PROCESS IS VERY FAST. Your move out will not be delayed any longer than necessary. We appreciate your corporation.

BOOTH APPEARANCE

All booths must be constructed and presented in a professional manner that reflects the company they represent and the image of the Auto & Truck Show. During the public hours of the Show, at least one company representative is required to be on duty in the exhibit booth at all times. If volunteers or non-company personnel are recruited to work

the exhibit booth, a company representative must be available in the booth. All representatives and employees of the exhibiting company are required to conduct themselves in a professional manner and to dress appropriately to reflect the image of the company they represent and the Show.

ALCOHOLIC CONSUMPTION

All exhibitors, their representatives and personnel are prohibited from consuming any alcoholic beverages while they are officially on duty at the Show. All exhibitors, their representatives and personnel are encouraged to conduct themselves in a professional manner that reflects the image of the company they represent and of the Show. Any person conducting him or herself in a non-professional manner will be asked to leave the Show and their company or supervisor notified. **Alcoholic beverages will not be sold, brought into, or consumed at the Show.**

SOUND PRESENTATIONS, ETC.

All promotional structures, materials, flags, banners, etc. must not be placed where they would impair the visual corridor of neighboring exhibitors. Sound, slide or movie presentations are encouraged if tuned to a conversational level, and not objectionable to neighboring exhibitors. The use of sound to attract attention to an exhibitor's booth is prohibited.

BANNERS/FLAGS, ETC.

Co-sponsors and media partners are encouraged to display their company banner, in addition to promotional materials. However, these items must not be placed where they would impair the visual corridor of neighboring exhibitors, impede the access to the aisles or fire exits. Any unusual display must receive prior approval from the San Antonio Automobile Dealers Association, Inc. before move-in. Banner's should be a minimum size of 10 ft. by 20 ft. and delivered to the Freeman Decorating service desk Tuesday, November 17, 2009. If banner/s are not delivered on this date they will not be hung.

MEDIA BANNERS MUST BE PICKED UP MONDAY, NOVEMBER 23RD AT THE FREEMAN DESK AT THE CONVENTION CENTER. NEITHER SAADA NOR THE AUTO & TRUCK SHOW CAN GUARANTEE THEIR SAFE KEEPING AFTER MONDAY.

SUBLETTING OF EXHIBIT BOOTH

The subletting or sharing of any exhibit space is strictly prohibited. The subletting or sharing of exhibit space with any person, firm or corporation could result in the termination of the partnership, if prior approval has not been obtained.

CARE OF CONVENTION CENTER – EXHIBIT HALLS

Nothing can be posted, tacked, nailed or otherwise attached to the columns, walls, floors, furniture or other properties of the Henry B. Gonzalez Convention Center. Cost of repairing any damage to the Convention Center will be billed to the responsible exhibitor. This includes any damage to the carpet provided in the exhibit area.

LOADING DOCK AREA

Parking in the loading dock area is prohibited. This area is reserved for freight trucks and permitted vehicles only. The City, at the owner's expense and liability, will tow any unauthorized vehicle parked in this area.

ADDITIONAL DECORATIONS – BOOTH REQUIREMENTS

Media booths that may require additional services should contact the following companies. These are the only companies allowed to service the 41st Annual International Auto & Truck Show.

Freeman Decorating**(210) 227-0341.**

Freeman Decorating is the official decorator of the Auto & Truck Show. They provide such services as decorations, labor, furniture, etc. Vacuuming of exhibit booths is the responsibility of each exhibitor.

Electrical: Harper Wood Electric**(210) 223-2495****Plants/Floral: Convention Foliage****(210) 637-7229****Telephone: SmartCity Networks****(210) 258-8900****Photography: Jon King Keisling****(210) 658-2490****Security: Joe Rodriguez****(210) 887-6015****OFFICIAL IDENTIFICATION**

Official Auto & Truck Show lapel pins will be issued, on a limited basis to all exhibitors. This pin will allow the wearer free admittance to the show. A limited number of day passes will also be provided for workers and volunteers. Co-sponsors, media representatives, allied exhibitors and all volunteers who do not have an official lapel pin or day pass will be required to purchase an admission ticket.

DRESS/CONDUCT CODE

All media representatives, whether staff or volunteers, are required to dress in an appropriate manner that reflects the show, company and organization they represent. If costumes or something other than traditional dress is required for special promotions, etc, SAADA must be contacted prior to the show and approval obtained. All exhibitors are required to conduct themselves in a professional manner that reflects the image of the show and that of the company they represent. Anyone not conducting him or herself in a professional manner will be reported to their immediate supervisor and the company they represent.

INSURANCE REQUIREMENTS

All media partners are required to carry general liability insurance in the amount of one million (\$1,000,000) dollars, in addition to workers compensation insurance. Each media partner must furnish the San Antonio Automobile Dealers Association, Inc. an original copy of the policy naming the San Antonio Automobile Dealers Association, Inc. and the 41st Annual International Auto & Truck Show as additional insured for the period covering November 16th through November 22nd. This information must be received at the office of the San Antonio Automobile Dealers Association, Inc.,

4414 Centerview Drive, Suite 140, San Antonio, Texas 78228 by October 30, 2009. Exhibitors are encouraged to carry floater insurance to cover the exhibitor's property from loss or damage while it is on display at the show. The property of any exhibitor is the responsibility of that exhibitor at all times.

Neither the San Antonio Automobile Dealers Association, Inc., nor the 41st Annual International Auto & Truck Show assumes any responsibility or liability for any exhibitor's property, its employees, representatives, or activities

while the exhibitor is participating in the show. All exhibitors, their representatives and personnel are encouraged to conduct themselves in a professional manner that reflects the image of the company they represent and the image of the show.

RIGHT TO MAKE CHANGES

The San Antonio Automobile Dealers Association, Inc. and the 41st Annual Auto & Truck Show reserves the right to make any changes, amendments or additions to these rules as it considers advisable for the proper conduct and success of the show, with the provision that all exhibitors be advised of any change. Any matter not specifically covered in the Official Exhibitor Contract or the Official Exhibitor Service Kit, are subject to the decision made by the San Antonio Automobile Dealers Association, Inc. and the 41st Annual Auto & Truck Show. Any violation of these guidelines and rules may be cause for the immediate termination of the contract, and the exhibitor's right to participate in the show. The San Antonio Automobile Dealers Association, Inc. and the 41st Annual Auto & Truck Show reserves the right to refuse the rental or assignment of exhibit space to any exhibitor whose goods or services are deemed not to be compatible with the objective of the show.

SECURITY

Exhibitors:

ALL exhibitors must wear the OFFICIAL AUTO & TRUCK SHOW lapel pin in order to have free excess to the exhibit halls. A photo ID may be required.

It is recommended that all exhibitors check their booths and exhibit areas on a daily basis for anything unusual, such as boxes or cartons that don't belong. Contact Security if anything is out of the ordinary.

Public Visitors and Exhibitors:

NO LARGE BAGS, BOXES, OR BACK PACKS ALLOWED IN THE SHOW. ALL PURSES, CAMERA BAGS AND BRIEF CASES ARE SUBJECT TO INSPECTION.

Loading Dock Area:

From November 16th thru November 22nd only vehicles with the Auto & Truck Show "**OFFICIAL RESERVED PARKING PERMIT**" will be allowed to park in the loading dock area. All vehicles entering this area may be asked for a picture ID. If you are issued an "Official Reserved Parking Permit", it will have your name on it. Do not lose it or let anyone use it. Any unauthorized vehicle in this area will be towed at the owners' expense.