



EXHIBITOR INFORMATION GUIDE

This Service & Information Manual contains material which is vital to the successful planning, marketing and management of your display in the North Texas Auto Expo. Failure to read this manual and respond promptly in ordering services could result in higher rates.

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

The most up-to-date exhibitor information, including CAD floor plans and all Shepard order forms, are available at www.northtexasautoexpo.com.

It is important that you give this manual to those individuals or agents having responsibility for your participation in the show. Show management thanks you for your cooperation and we wish you a most successful North Texas Auto Expo!

Steve Freeman
Steve Freeman Events LLC
(v. 1.9)



DIRECTORY OF CONTRACTORS & FACILITIES

SHOW MANAGEMENT

Steve Freeman Events LLC
Steve Freeman
steve@stevefreemanevents.com
Mobile: 323-216-7557

ON-SITE SHOW MANAGEMENT

Steve Freeman Events LLC
Maddie Allen
Show Office/ Room C140
Phone: 323-301-9189

SHOW FACILITY

Kay Bailey Hutchison Convention
650 South Griffin St
Dallas, Texas 75202

OFFICIAL GENERAL CONTRACTOR

Shepard
10001 Fannin Street
Houston, TX 77045

TELECOM SERVICE

Smart City Networks
Dallas Convention Center
650 South Griffin Street
Dallas, Texas 75202
order.smartcitynetworks.com

ELECTRICAL SERVICE

Edlen
Jasmine Pena
jpena@edlen.com

PARKING

<https://www.dallasconventioncenter.com/exhibitors/parking>

OFFICIAL FOOD CONCESSIONAIRE

SODEXO
LOUISE LARBY
louise.larby@sodexo.com

VEHICLE DETAILING

Show Fleet by Professional Detailers
601 North Batavia Street
Orange, CA 92868
Phone: (800) 457-7558

Cosmetic Car Care
12 Mauchly, Bldg F
Irvine, CA 92618
Phone: (949) 702-2511

EVENT TIMELINE

Exhibitor Move-In:

Monday, Feb. 17 2p-8p* (NOTE PRESIDENT'S DAY HOLIDAY RATES APPLY)

Tuesday, Feb. 18 8a-5p

Wednesday, Feb. 19 8a-5p

Vehicle Move-In:

Wednesday, Feb. 19 10a - 3p

Show Hours:

Thursday, Feb. 20 10a-8p

Friday, Feb. 21 10a-8p

Saturday, Feb. 22 10a-8p

Sunday, Feb. 23 10a-7p

Move-Out:

Move-out will begin Sunday at 7p. Shepard will begin removing aisle carpet in aisles that the public has cleared and exhibitors may re-attach battery cables, but may not start vehicles until the aisle carpet is removed and a show management representative has made an announcement to begin vehicle move out.

See Shepard's kit for move out marshaling yard info and display packing deadlines.

VEHICLE LOAD IN REGULATIONS:

- Platform or Turntable vehicles may be brought in earlier IF the display is ready.
- Vehicles may not be placed in display locations until all crates have been removed.
- Gas tanks must contain One Quarter (1/4) tank or less of gas.
- Vehicle fuel gauges will be checked prior to entry into the Convention Center.
- Non-locking gas caps must be secured with gaff or similar tape.
- One battery cable must be disconnected once the vehicle is in the final display location.
- The disconnected cable end and terminal post must be taped with electrical tape.
- The hood or compartment cover over the battery must remain open until Fire Marshal inspection.
- If using electrical converters to power lights, etc., alarm system fuses must be disconnected to prevent activation. - Horns must be disconnected.
- Vehicles cleaned and show ready prior to delivery to show-site.
- Vehicles may be cleaned one hour prior to the opening of the show each day
- Minor wiping and dusting during show hours is permitted.

VEHICLE LOAD OUT REGULATIONS:

- All vehicles must be removed from the Convention Center on Sunday night.
- No vehicles may be started or moved until authorized by Show Management.
- Vehicles must exit the Convention Center through the roll-up doors on the loading dock side of the building.

Directions to Dallas Convention Center

Loading Dock

**Dock Entrance is off of Lamar Street between
Canton and Memorial Drive.**

GPS Addresses:

Marshaling Yard: 500 Memorial Drive, Dallas, TX 75202

GATE: 939 S. Lamar Street, Dallas, Texas 75202

Hall A - Dock 4A & 4B, **Hall B** – Dock 5B, **Hall C** – Dock 5, **Hall D** – Dock 7, **Hall E** – Dock 8A, 8B(no ramp access) & 8C & **Hall F** – Dock 8D

NORTH (N. Dallas, Richardson, Plano) Take Central Expressway (U.S. 75) southbound to I-30 West; take Ervay Street exit to the right; keep straight on this road, which is Griffin Street; Make a right on Akard St.; Make a left on Canton; Make a right on Lamar.; Dock entrance is on the left.

NORTH TOLLWAY - to Southbound I-35 to I-30 East (Texarkana); exit Lamar/Griffin Street; take the Griffin street exit; take the Cadiz exit to the right; take a left on Akard St.; Make a left on Canton; Make a right on Lamar.; Dock entrance is on the left.

WEST (DFW Airport, Hurst, Euless, Bedford, Irving) Take Carpenter Freeway (I-183) to Stemmons Freeway (I-35E) southbound; take I-30 East (Texarkana); exit Lamar/Griffin Street; take the Griffin street exit; take the Cadiz exit to the right; take a left on Akard St.; Make a left on Canton; Make a right on Lamar.; Dock entrance is on the left.

WEST (Arlington, Grand Prairie, Fort Worth) Take I-30 East(Texarkana); exit Lamar/Griffin Street; take the Griffin street exit; take the Cadiz exit to the right; take a left on Akard St.; Make a left on Canton; Make a right on Lamar.; Dock entrance is on the left.

SOUTH (Duncanville, DeSoto) Take Stemmons Freeway (I-35E) northbound; take I-30 East to Griffin/Lamar Street exit; take the Griffin street exit; take the Cadiz exit to the right; take a left on Akard St.; Make a left on Canton; Make a right on Lamar.; Dock entrance is on the left.

SOUTH (Houston) Take Julius Schepps (I-45) northbound; take I-30 West to Downtown/Ervay Street exit; keep straight on this road, which is Griffin Street; Make a right on Akard St.; Make a left on Canton; Make a right on Lamar.; Dock entrance is on the left.

EAST (Mesquite, Garland, Greenville) Take R.L. Thornton Freeway (I-30) westbound to Dallas; take the Downtown/Ervay Street exit on the left; keep straight on this road, which is Griffin Street; Make a right on Akard St.; Make a left on Canton; Make a right on Lamar.; Dock entrance is on the left.

EAST (Louisiana)- Take I-20 West to I-635 West to I-30 West into Dallas; take the Downtown/Ervay Street exit on the left; keep straight on this road, which is Griffin Street; Make a right on Akard St.; Make a left on Canton; Make a right on Lamar.; Dock entrance is on the left.

Marshaling Yard Turn right on Memorial Drive; take a right turn at the Memorial/Lamar exit and the dock entrance will be located 400 feet on your right.

EVENT INFORMATION

CARPET and VACUUMING:

Carpeting and daily vacuuming are included in the OEM space cost.

ELECTRICAL:

Electric service is provided by Edlen. The ordering link is <https://ordering.edlen.com/login> and please contact jpena@edlen.com for electrical services. Reminder when ordering please include a placement floor plan. **The advance ordering deadline is Jan. 30, 2025.**

ORDERING DEADLINES/MATERIAL HANDLING:

Please reference the Shepard kit for services.

FLOOR PLANS:

Floor plans showing vehicles and display property placement must be e-mailed (in PDF format) to Steve Freeman at steve@stevefreemanevents.com by Friday, Feb. 7.

EASEMENTS/ CEILING HEIGHTS:

Two (2) foot setbacks required on all booth sides. Maximum permissible height for display properties is 24'.

EXHIBITOR PRESENTATION RESTRICTIONS:

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

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 facility. Under no circumstances are helium balloons or adhesive-back decals to be given away or permitted to be used in the facility.

SIGNS & BANNERS:

Any hanging signs must be framed and pre-approved by show management. Truss lighting is permitted. Shepard has jurisdiction over all electrical & non-electrical hanging sign and/or banner installation & removal work.

Plastic letters, shoe polish or any 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.

VEHICLE CLEANING:

Daily vehicle cleaning and maintenance should be coordinated between auto dealers, auto manufacturers and the respective auto detailing service providers. Neither Show Management nor Shepard arrange for these services. On show days, credentialed detailing staff may enter the show starting at 8a via the Hall D show entrance.

SHOW CREDENTIALS:

A link for registering you and your staff for show credentials will be emailed to you ahead of the show. This will provide a QR code to all registrants that will be required at the entrance to the show. If one is not received, booth staff may register onsite at the Will Call/Exhibitor Desk adjacent to the show entrance.

SHOW OFFICE LOCATION:

The Show Manager's Office will be located one level down from the show lobby in C140. Please stop at the lobby registration desk adjacent to the show entrance or call show management at 323-216-7557 for assistance.

EXHIBITOR LOUNGE:

The exhibitor lounge is located in C146 which is one level down from the show lobby. It's available for exhibitors to relax and unwind. (We ask that staff clean up after themselves and be courteous to everyone else taking a break from the show floor.)

VEHICLE STAGING/ PARKING:

For any vehicle staging needs in the parking garage or to order advance staff parking passes, please contact Tre Austin with Ace Parking at jaustin@aceparking.com. General parking info is at <https://www.dallasconventioncenter.com/attendees/transportation-and-parking>.

SECURITY:

Security will be provided 24 hours starting Sunday at 4p through Monday at 3p. If your display contains something of particular value, it is recommended that you secure it overnight. If you need booth security, for insurance purposes, you must utilize the auto expo's approved event security company. Please contact Show Management for your security personnel questions and needs.

SHOW HOTEL:

The Omni is attached to the convention center and the Aloft and Courtyard are a short walk.

GENERAL SERVICES CONTRACTOR:

Shepard is the official general services contractor for the 2025 North Texas Auto Expo.. Shepard is contracted by Show Management to set the show floor and to service the decorating needs of show exhibitors. Shepard maintains jurisdiction over the following services: freight and material handling, loading dock and marshaling logistics, carpet installation, booth cleaning, and the hanging of signs and banners weighing 70 lbs. or less, and the delivery of exhibit product literature. Shepard is a full-service decorating company with a multitude of booth furnishings and full graphics capabilities. Shepard will staff a service desk on the show floor in Hall D during all move-in and move-out hours.

EXHIBIT LABOR:

Exhibitors may hire the services of an Exhibitor Appointed Contractor or Exhibit Design Contractor provided the EAC form and COI are submitted.

SHIPPING INFORMATION:

See the Shepard Exhibitor Services Kit for further and more specific shipping information.

INSURANCE REQUIREMENTS:

<p>KBHCCD INSURANCE REQUIREMENTS: The User must retain the certificates of insurance for the duration of the Agreement and shall have the responsibility of enforcing insurance requirements among its Contractors. KBHCCD reserves the right to review the insurance requirements during the effective period of the Agreement and to modify insurance coverages and limits when deemed necessary and prudent by KBHCCD. See Section III, Paragraph 21 for additional insurance requirements.</p>	
<p>WITH UMBRELLA/EXCESS LIABILITY COVERAGE, THE FOLLOWING LIMITS ARE REQUIRED</p>	
<p>Commercial General Liability \$1M Damage to Rented Premises/Fire Legal Liability \$1M per Occurrence \$2M Aggregate</p>	<p>Workers Comp/Employers Liability \$500K Each Accident \$500K Disease Each Employee \$500K Disease Policy Limit</p>
<p>Automobile Liability Any Auto or Hired and Non-owned \$1M Combined Single Limit/per Accident</p>	<p>Umbrella/Excess Liability \$1M per Occurrence \$1M Aggregate</p>
<p>Waiver of Subrogation Granted in favor of the City of Dallas and Global Spectrum, L.P. d/b/a OVG360 with respect to: General Liability, Automobile Liability, and Workers' Compensation</p>	<p>Additional Insured City of Dallas and Global Spectrum, L.P. d/b/a OVG360 with respect to: General Liability and Auto Liability</p>
<p>Certificate Holder City of Dallas and Global Spectrum, L.P. d/b/a OVG360 650 South Griffin Street Dallas, Texas 75202</p>	<p>Notice of Cancellation 30 day notice of cancellation 10 day notice of cancellation due to non-payment of premium</p>
<p>WITHOUT UMBRELLA/EXCESS LIABILITY COVERAGE, THE FOLLOWING REQUIRED LIMITS ARE INCREASED</p>	
<p>Commercial General Liability \$1M Damage to Rented Property/Fire Legal Liability \$2M per Occurrence \$3M Aggregate</p>	<p>Automobile Liability Any Auto or Hired and Non-owned \$2M Combined Single Limit/per Accident</p>

Additional Insured Listings Required:

North Texas Automobile Dealers
 North Texas Auto Expo
 Steve Freeman Events, LLC
 Shepard Exposition Services

The Contractor shall immediately file with Expo Management via mail: Steve Freeman Events LLC, P.O. Box 46009, West Hollywood, CA 90046, a notice of any occurrence likely to result in a claim against Expo Management.

Expo Management and/or the official Expo general contractor may request verification of this policy during move in of the Auto Expo before any services or equipment may be provided.

The Certificate of Insurance must be received by SFE no later than January 21, 2025, 30 days prior to the Expo. Please email certificates of insurance to Steve Freeman at steve@stevefreemanevents.com

The Certificate of Insurance holder is:
 City of Dallas and Global Spectrum, L.P. d/b/a OVG360
 650 South Griffin Street
 Dallas, TX 75202

All policies must provide coverage from the first move-in date, February 17, 2025 to the last move-out date, February 24, 2025. All insurance policies must be completed correctly.

End of notes.