



Exhibitor Manual updated: September 2021

This Service & Information Manual contains material vital to the successful planning, marketing and management of your display in the *2022-Model Central Florida International Auto Show*. Failure to read this manual and respond promptly in ordering services could result in higher display costs. Download all pertinent and most up-to-date exhibitor information—floor plans (in DWG & PDF formats), plus Shepard & facility service order forms, and information—from the show website at [www.OrlandoAutoShow.com](http://www.OrlandoAutoShow.com).

The Central Florida Automobile Dealers Association (CFADA) owns the show. Direct questions concerning any aspects of this year's show should be directed at CFADA.

The services and contractors listed in this manual are for your convenience. Show management suggests that you employ the services of Shepard, the official show contractor, for your greatest efficiency and ease since they are familiar with the show and work schedule. 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 the show's overall date—from the first day of move-in through move-out. All required policy information is outlined in the *Important Rules & Requirements* section of this manual. Policies not completed correctly will be returned. All exhibit set up contractors must submit a correct and complete certificate of insurance 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 Orange County Convention Center.

It is important that you give this manual to those individuals or agents responsible for your participation in the show. The Central Florida International Auto Show thanks you for your cooperation, and we wish you a most profitable *2022-Model Central Florida International Auto Show!*

Show Management  
Central Florida International Auto Show

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## **Exhibitor Action Item Checklist**

### **2022-Model Central Florida International Auto Show**

<b>Action Items</b>	<b>Due Date</b>	<b>Completed</b>
• E-Mail blueprints (including electrical drops) to CFIAS & Orange County Convention Center	November 12	<input type="checkbox"/>
• E-Mail Certificate of Insurance to CFIAS	November 12	<input type="checkbox"/>
• Order electrical service	November 20	<input type="checkbox"/>
• Order telecom/internet service	November 20	<input type="checkbox"/>
• Order discount admission tickets	November 20	<input type="checkbox"/>

# Directory of Contractors & Facilities

## SHOW OFFICE

Room 222  
Orange County Convention Center - North Concourse  
9400 Universal Boulevard  
Orlando, FL 32819-8199

## SHOW MANAGEMENT COMPANY

Central Florida Auto Dealers Association, Inc.  
100 Weldon Blvd  
Sanford, FL 32773

**Contact:** Evelyn Cardenas

**Office:** (407) 708-2780

**E-mail:** [evelyn@Cfada.org](mailto:evelyn@Cfada.org)

## OFFICIAL GENERAL CONTRACTOR

### AND CARPET SUPPLIER\*

Shepard  
1701 Boice Pond Road  
Suite 101  
Orlando, FL 32837  
[orlando@shepardes.com](mailto:orlando@shepardes.com)  
**Phone:** (866) 366-7428  
**Online:** <https://www.shepardes.com/olk/intro.asp>  
**\*Notify Event Director if  
you are using a carpet supplier other than Shepard.**

## ELECTRICAL SERVICES

Orange County Convention Center  
9400 Universal Boulevard  
Orlando, FL 32819-8199  
**Phone:** (407) 685-9824  
**Fax:** (407) 685-9884

## VEHICLE PORTER SERVICE

Cosmetic Car Care  
12 Mauchly, Bldg F  
Irvine, CA 92618  
**Phone:** (949) 453-1200  
**Fax:** (949) 453-1207

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

## NEARBY HOTELS

Hilton Orlando  
6001 Destination Parkway  
Orlando, FL 32819  
**Phone:** (407) 313-4300

Hyatt Regency Orlando  
9801 International Drive  
Orlando, FL 32819  
**Phone:** (407) 352-4000

## PUBLIC RELATIONS

Spin Communications  
18 E. Blithedale Ave., Suite 26  
Atlanta, GA 30339  
**Phone:** (415) 380-8390  
**Fax:** (866) 711-3120

## SECURITY

Reliable Security, LLC  
1775 The Exchange, Suite 180  
Atlanta, GA  
**Contact:** Christy Waters Harmon  
[cwaters@reliablesecurityllc.com](mailto:cwaters@reliablesecurityllc.com)  
**Phone:** (770) 858-1730  
**Fax:** (770) 858-1732

## TELECOM SERVICES

SmartCity  
5795 Badura Ave, Suite 110  
Las Vegas, NV 89118  
**Contact:** Megan Hollinger  
[mhollinger@smartcity.com](mailto:mhollinger@smartcity.com)  
**Phone:** (407) 685-2000  
**Fax:** (407) 248-8081

## FOOD CONCESSIONS & CATERING

Centerplate - Orange County Convention Center  
9400 Universal Boulevard  
Orlando, FL 32819-8199  
**Phone:** (407) 685-5185  
**Fax:** (407) 685-9859

# General Show Information

## SHOW DATES & HOURS

Friday, December 3 through Sunday, December 5, 2021

Friday, December 3 .....	12 p.m. – 9 p.m.
Saturday, December 4 .....	10 a.m. – 9 p.m.
Sunday, December 5 .....	10 a.m. – 6 p.m.

## SHOW LOCATION

### ORANGE COUNTY CONVENTION CENTER - North Concourse

9400 Universal Boulevard  
Orlando, FL 32819  
(407) 685-9800

## NEARBY HOTELS

### Hilton Orlando

6001 Destination Parkway  
Orlando, FL 32819  
(407) 313-4300  
<http://www.hilton.com/orlando>

### Hyatt Regency Orlando

9801 International Drive  
Orlando, FL 32819  
(407) 352-4000  
[www.orlando.regency.hyatt.com](http://www.orlando.regency.hyatt.com)

## SHOW OFFICE

The Show Office will be located in Room 222.

### Auto Show Office Hours

Wednesday, December 1.....	8 a.m. – 6 p.m.
Thursday, December 2.....	8 a.m. – 6 p.m.
Friday, December 3.....	8 a.m. – 9 p.m.
Saturday, December 4 .....	8 a.m. – 9 p.m.
Sunday, December 5.....	8 a.m. – 6 p.m.

## REGISTRATION & INFORMATION DESK

A Registration & Information Desk for all show exhibitors and attendees will be located in the North Concourse Lobby, across from the public show entrance. It will be open all show days/hours.

## FACTORY & SALES STAFF LOUNGE – ROOM 222

A special room will be available for product specialists, sales staff, dealer principals and factory officials with the proper credentials. The Lounge is located in Room 222 and is accessed through the Show Office, located just right of escalators leading down to the show floor. Check-in is required upon entering the lounge. The Lounge opens one hour after show opening and closes one hour prior to show closing.

# Move-In & Set-Up Information

## Multi-level and/or Covered Exhibits

The Orange County Convention Center, Event Services Department, and the Orange County Fire Rescue Division, Fire Loss Management Bureau, have strict guidelines for the construction/erection of multi-level or covered exhibits. If you wish to construct this type of exhibit booth, please call Evelyn Cardenas at (407) 708-2780 for the guidelines you will need to follow and assistance in securing approvals.

## 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.

Wednesday, December 1 (Carpet, Freight, Exhibit Build)	6 a.m. - 10 p.m.
Thursday, December 2 (Exhibit Build and Vehicle Move-In Day)	8 a.m. - 10 p.m.
Friday, December 3 (Opening Day)	8 a.m. - 11 a.m. Final touch up

***SPECIAL NOTE:*** Due to insurance liabilities, no one under the age of 16 is permitted in the Orange County Convention Center during set-up or vehicle move-in/out.

## Carpet Installation, Freight Deliveries & Exhibit Set-Up

A detailed move-in schedule has been developed in order to allot as many straight time hours as possible for exhibit set-up. This requires the support and cooperation of exhibitors, freight carriers, and exhibitor-appointed contractors for carpet and exhibit installation. The display supervisor should be on-site at the start of your freight delivery target time in order to direct crate placement. Order labor for exhibit installation no sooner than three hours after the beginning of your freight delivery target time as noted on the following schedule. **All crates must be emptied and labeled by 4 p.m. Thursday, December 2** in order for SHEPARD to remove them from your exhibit space. Any request for an earlier move-in than specified on the schedule should be directed to The Central Florida International Auto Show. **Shepard will begin aisle carpet installation at 6 p.m. on Thursday, December 2. If you plan to move vehicles in after 6 p.m., please advise show management in advance so we can coordinate vehicle around the carpet installation.**

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

**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.

**Public Safety Code also dictates a 5' clear path must be maintained every 100 feet.** It may be necessary to make minor adjustments to floor plans on-site to achieve this requirement. All exhibitors must provide a display layout indicating placement and dimensions of all display properties, vehicles, electrical, signs, towers,

etc. Layouts must be reviewed and approved by the OCCC Fire Marshal before being approved by Show Management (CFIAS).

## Vehicle Move-in

Vehicle move-in will take place on Thursday, December 17, beginning at 8:00 a.m. All show vehicles must be on the floor by 6 p.m., at which time the overhead doors will be closed to vehicle entry. Vehicles will be allowed to move into your exhibit space once your display properties are set and empty crates are removed. **If you need to move vehicles in after 6 p.m. on Thursday, please advise show management so we can coordinate with Shepard.**

\*\*\* No vehicles will be allowed on the show floor with more than 1/4 tank or 5 gallons of gasoline, whichever is less. \*\*\*

***NOTE:*** *Vehicles displayed on a turntable or platform can enter the building Wednesday, December 1, provided your display is ready to accommodate the vehicle. Please contact Show Management or the Shepard Service Desk for this earlier vehicle move-in permission if/when your display is ready to receive vehicles.*

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 official general cleaning contractor.

## Aisle Carpet & Hall Cleaning

Shepard will begin installing the aisle carpet at 6 p.m. on Thursday, December 2. No cars or crates may be moved after this time so that the aisle carpet can be installed and the entire hall cleaned in time for our Friday opening (at 12 p.m). **If you need to move vehicles in after 6 p.m. on Thursday, please advise show management so we can coordinate with Shepard.**

## ***Move-Out Information***

### **Move-Out & Building Access Hours**

**Move-out will begin on Sunday evening, December 5, at 6 p.m.** and will continue overnight. SHEPARD will begin removing aisle carpet at 6:00 p.m. in areas that the public has cleared. Exhibitors may attach battery cables at 6 p.m. but may not start vehicles until the announcement to do so has been made. **ALL vehicles must be removed from the convention center on Sunday evening, December 5, by 8 p.m.** Empty crate return will proceed once all vehicles are off the floor. Exhibit display dismantling will begin as well. **All crates and display properties must be removed from the Orange County Convention Center on Monday, December 6, by 5 p.m.**

### **Literature Removal**

**Literature removal after the auto show will be the responsibility of each exhibitor. Literature left behind will be removed, and exhibitor invoiced at prevailing drayage rates.** Any remaining literature should be placed in vehicle trunks and returned to participating dealerships for use in their showroom(s).

# ***Ticketing & Exhibitor Access Information***

## **Admission Prices**

<b>Adults</b> (13 and over) .....	\$15.00
<b>Senior Citizens</b> (62 and over).....	\$10.00
<b>Military &amp; First Responders</b> (with any DOD or municipal ID) .....	\$10.00
<b>Students</b> (21 and under, with school ID).....	\$10.00
<b>Children</b> (12 & under).....	FREE

## **EMPLOYEE APPRECIATION DAYS**

Dealership employees and one guest will be admitted free of charge with one of the following forms of employment verification: pay stub, business card, or letter of employment. Valid all show days.

## **Discount Admission Tickets**

Participating dealers and vehicle exhibitors will receive twenty-five (25) complimentary “good anytime” tickets. If more tickets are required, discount admission tickets **may be purchased for \$12.00 each, in packs of twenty-five (25) ONLY**. This is a savings of \$3.00 off the regular adult admission price of \$15.00. Tickets can be given to family, friends, employees, or special customers.

***Tickets distributed anywhere on show/OCCC property, including parking lots, are subject to immediate confiscation!***

## **Exhibitor Entrance Procedure**

**No passes, badges, or exhibitor identification will be mailed in advance of the show.**

**Salespersons & Product Specialists** - All salespersons and product specialists working the show can enter with their company-issued/municipality plastic nameplate. If personnel do not have a company-issued plastic nameplate, they must pick up and sign for their own entrance credentials at the Exhibitor Registration Desk located in the show entrance lobby. Personnel must present a business card and/or photo ID to obtain a badge.

**Employees, relatives, neighbors, and friends of exhibitors without an admission ticket are not eligible for free admission to the auto show.**

All personnel working within your exhibit area should wear suitable business attire. **Exhibitors not dressed appropriately will not be admitted into the show.**

**NOTE: No one under the age of 16 years old is permitted to enter with an exhibitor badge. In accordance with our liability insurance, no children under the age of 16 are permitted in the OCCC complex during show set-up or teardown.**



## ***Ticketing & Exhibitor Access (cont.)***

### **Vehicle Clean-Up Personnel**

In order to retain our first-class show appearance and remain within the guidelines set by the Auto Show Committee, all clean-up personnel must dress appropriately to enter the show. **Vehicle clean-up personnel not dressed appropriately will not be admitted in the show.** An acceptable professional appearance is mandatory, including: coveralls, company golf shirts or t-shirts, and clean blue jeans or slacks. A uniform appearance for all employees representing your company is preferred. **Ripped shirts, printed t-shirts, jeans with holes, dirty jeans, or sneakers are not acceptable show attire.**

All porter services/temporary employees and display clean-up personnel will be required to obtain an "Exhibitor" badge at Registration (in the North Concourse Lobby) to gain entrance to the show.

Vehicle clean-up personnel with ID will be admitted on the show floor daily at 8 a.m.

## ***Important Rules & Requirements***

### **Emergency Aisles**

**The Fire Department requires that all exhibitors leave one foot (1') of space on every public aisle and two feet (2') of space along any exhibit border that adjoins another display area.** This will allow a four-foot (4') emergency aisle running between spaces.

**The Public Safety Code dictates a 5' clear path must be maintained every 100 feet.** It may be necessary to make minor adjustments to floor plans on-site to achieve this requirement.

### **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.

## ***Important Rules & Requirements (cont.)***

### **Alcoholic Beverages & Food Items**

Alcoholic beverages or food purchased elsewhere may not be brought into the Orange County Convention Center.

### **Exhibitor Literature Boxes**

Exhibitors cannot stack boxes of literature in display areas. Boxes must be placed out of the sight of the public during show hours.

### **Vehicle Requirements**

Under no circumstances should display vehicles be placed in front or within 20' of any fire apparatus or public entrance and exit doors. Special attention should be given to keeping public doors clear of obstruction by any show vehicles. The same holds true for the construction of displays, staging, walls, turntables, signs, etc.

**Battery Cable** – All show vehicles must have the positive battery cable disconnected and taped using UL approved plastic electrical tape or a CFIAS supplied plastic cable bag.

**Gas Tank Level** – The vehicle's gas level is 5 gallons or 1/4 tank whichever is less. 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 what's listed above, the vehicle will not be permitted to enter the building.

**Gas Cap Requirements** – All fuel tank openings shall be locked and sealed to prevent the escape of vapors. If the gas cap access door opens from the outside, the vehicle must have a locking gas cap or the inside gas cap must be taped. If the gas cap access door requires power to unlock, then a locking gas cap is not necessary, but the standard inside gas cap must be taped around the cap to prevent the escape of gas vapors.

**AC/DC Converters** – Cars using AC/DC converters must have the security system fuse disconnected to prevent the public from setting off vehicle alarms.

**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.

**NOTE:** *A Fire Marshal will be on duty throughout all public hours of the auto show. Prior to the public opening, all vehicles will be checked to see that all gas cap and battery cable requirements are met.*

### **Exhibit Blueprints**

All vehicle exhibitors participating in the *2022-Model Central Florida International Auto Show* **must provide a to-scale layout & electrical blueprint of their display to The Central Florida International Auto Show and the Orange County Convention Center and at least thirty (30) days prior to the opening of the**

**show.** Blueprints are used for fire marshal approval, and to place electric & telecom lines prior to

## ***Important Rules & Requirements (cont.)***

### **Exhibit Blueprints (cont.)**

carpet installation, so their accuracy is imperative. **Please be sure to include all display properties, vehicles, telecom & electrical placements and the height & width of your display properties on all blueprints.** E-mail blueprints in DWG or PDF format to [evelyn@cfada.org](mailto:evelyn@cfada.org).\*\*

**\*\*If you submit subsequent floorplan edits, please note any & all changes in your e-mail to CFIAS.**

### **Display Placement**

The maximum permissible height for displays is twenty-four feet (24'). 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 or fire emergency apparatus.

Exhibit properties must be set at least twenty feet (20') from all main entrance and exit doors. 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 free-standing. Supporting ceiling wires or draped walls will not be permitted.

**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.

**The Public Safety Code dictates a 5' clear path must be maintained every 100 feet.** It may be necessary to make minor adjustments to floor plans on-site to achieve this requirement.

### **Signs & Banners**

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

All signs must be professionally manufactured and have a finished surface on all sides. Signs cannot block the view of other exhibitors. Plastic letters, shoe polish and homemade signs are prohibited on any vehicles or within 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 will be made by the Auto Show Committee and The Central Florida International Auto Show.

## ***Important Rules & Requirements (cont.)***

### **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 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 convention center. Any special decorations or signs must be approved by convention center management and show management as to location and method of installation.

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

### **FL State Sales Tax**

All exhibitors must be licensed to do business in the State of Florida and have a current sales tax number for any direct retail selling from the show floor. For more details and application form(s), visit [http://floridarevenue.com/taxes/taxesfees/Pages/sales\\_tax.aspx](http://floridarevenue.com/taxes/taxesfees/Pages/sales_tax.aspx).

### **Liability**

Each exhibitor is entirely responsible for the space allotted to them through their contract. Each exhibitor agrees to reimburse the Orange County Convention Center for any damage to the floor, ceilings or walls within their contracted area.

The Orange County Convention Center, SHEPARD and the Central Florida Auto Dealers Association, Inc. (CFADA) 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, porter service companies, and outside service companies providing any equipment or services to the *2022-Model Central Florida International Auto Show* or its exhibitors must hold a Certificate of Authority in the State of Florida and be licensed to collect and remit sales tax to the Florida Department of Revenue. All exhibitors, plus any companies providing services to the *Central Florida International Auto Show* must also provide a Certificate of Insurance stating coverage while participating in the auto show.

All exhibit houses must include all clients on the certificate of insurance to ensure 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" 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

## ***Important Rules & Requirements (continued)***

### **Insurance Requirements (cont.)**

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. 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 Central Florida Auto Dealers Association, Inc.; the Orange County Board of County Commissioners dba the Orange County Convention Center; and its subsidiaries and affiliates 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 Central Florida Auto Dealers Association, Inc.; the Orange County Board of County Commissioners dba Orange County Convention Center; and its subsidiaries and affiliates 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, the Exhibitor shall deliver to show management within ten (10) days of the request a copy of such policies certified by the insurance carrier as being true and complete.

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 Central Florida Auto Dealers Association, Inc.; the Orange County Board of County Commissioners dba the Orange County Convention Center; and its subsidiaries and affiliates are additional insured** on all

## ***Important Rules & Requirements (continued)***

### **Insurance Requirements (cont.)**

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 insurance carrier authorizes the person signing the Certificate.

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 option 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 show management, The Central Florida International Auto Show, Event Services Dept., 831 South Douglas Street, El Segundo, CA 90245, a notice of any occurrence likely to result in a claim against show management.

Show management or the official show general contractor may request verification of this policy during move-in of the auto show before providing any services or equipment. The Central Florida International Auto Show must receive Certificates of Insurance by Monday, November 16.

**The certificate holder is the Central Florida Auto Dealers Association, Inc., 100 Weldon Blvd, Sanford, FL 32773.**

**All policies must provide coverage from the first move-in date, December 16 through the last move-out date, December 21, 2020.** Any insurance policies not completed accurately will be returned for corrections and resubmission.

**Please see the enclosed sample Certificate of Insurance form. Please be sure to add ALL "additional insureds" (exactly as noted above) to your policy.**

**Please forward your insurance certification to [evelyn@cfada.org](mailto:evelyn@cfada.org).**

**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/certificate of insurance to show management on or before the deadline date of November 16.*

## ***Show Services Information***

### **Exhibitor Services Provided in Vehicle Space Rental Charge**

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

- Themed carpet in all public aisles
- Themed manufacturer 4x4 identity sign over your public aisle to guide visitors into your display
- Daily vacuum service for all exhibit carpet, turntables and platforms
- Daily emptying of all exhibit area waste containers

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.

### **Hospitality Suites**

A limited number of free Hospitality Suites for auto show-related business and food functions are available. These will be provided free of charge on a first-come basis provided that food and beverage service be ordered from Centerplate Catering, the official food concessionaire for the Orange County Convention Center. If you wish to utilize one of these attractive rooms for your sales staff, meetings, or meal functions, arrange with The Central Florida International Auto Show by calling Evelyn Cardenas at (407) 708-2780. We will then put you in touch with the show contact at Centerplate Catering. Don't miss this opportunity to host your sales staff or factory officials in your own private show office and hospitality suite.

### **Security**

Show management will provide door guard service beginning at 8 a.m. on Wednesday, December 16 and concluding at 5 p.m. Monday, December 21. This service is for the overall safety and security of the show and its participants. Please note that 24-hour overnight security does not start until Thursday evening when vehicles are in the hall.

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 Reliable Security, LLC. Reach them at (770) 858-1730 or see their service order form on the web at [www.OrlandoAutoShow.com](http://www.OrlandoAutoShow.com).

**NOTE:** *The CFADA is not responsible for the theft of items missing from exhibitor areas.*

# ***Show Advertising & Publicity***

## **Advertising**

Extensive print, radio, and television advertising will target the Greater Orlando Area and major markets within a 60-mile radius of Orlando. Advertising will begin ten (10) days prior to the opening of the show and continue to run throughout the show.

## **Dealer Advertising Support**

All dealerships, factories, and dealer advertising groups are asked to proudly support the *2022-Model Central Florida International Auto Show* by advertising your participation in the show. We ask that you supplement your usual radio, television, and print ads with a voice-over or drop-in auto show mention. (Example: “*See all the New 2022-Model Subaru at the Central Florida International Auto Show, December 3 through December 5.*”) The CFADA and your fellow exhibitors appreciate any show-related advertising you can incorporate into your regular advertising schedules.

## **Public Relations**

Spin Communications prepares auto show press kits, pre-show releases and all publicity in the months preceding the show. They also coordinate all promotional efforts for the *Central Florida International Auto Show*. Please contact them at (415) 380-8390 for any public or media relations needs you may have.

Are you planning to bring a special display, concept car, pre-production model or unique feature to the show? Please notify Spin Communications by Friday, November 12 to ensure that it is included in overall show publicity.

The show's Press Room will be located in Room 222 and manned the entire three (3) days of the show. Please forward all press materials directly to the Orange County Convention Center to ARRIVE no earlier than Wednesday, December 1 with the package clearly marked “**Central Florida International Auto Show, Press Room**”.



## General Contractor Information

Services for the *2022-Model Central Florida International Auto Show* will be provided by SHEPARD .

**CONTACT:** Exhibitor Services  
**ADDRESS:** SHEPARD  
1701 Boice Pond Road, Suite 101  
Orlando, FL 32837  
**PHONE:** (407) 888-9669  
**EMAIL:** orlando@shepardes.com

Service orders and information on SHEPARD offered decorations, furniture, labor, signs, etc. can be accessed on-line at <https://www.shepardes.com/olk/intro.asp>.

### **SHIPMENTS:**

All shipments must be prepaid and addressed as follows:

**ADVANCE SHIPPING ONLY:** c/o SHEPARD  
(to arrive on or between Nov 12 & Dec 11) Central Florida International Auto Show  
(Your Company Name & Booth Number)  
1701 Boice Pond Road, Suite 101  
Orlando, FL 32837  
USA

Shipments scheduled to arrive at the Orange County Convention Center can only be accepted beginning at 8 a.m. on Wednesday, December 16 (per the target schedule). **Freight deliveries prior to this date will not be accepted by the Orange County Convention Center.**

Shipments to the show site should be labeled as follows:

**CONVENTION CENTER ONLY:** c/o SHEPARD  
(to arrive on your scheduled move-in day) Central Florida International Auto Show  
(Your Company Name & Booth Number)  
Orange County Convention Center  
North Concourse  
9400 Universal Blvd  
Orlando, FL 32819  
USA

SHEPARD will staff their Exhibitor's Service Desk beginning Wednesday, December 1 and continuing through Monday, December 6.

# **Discount Admission Tickets**

Advance Discount Admission Tickets for the Central Florida International Auto Show will be available at a cost of \$12.00 each, which is a savings of \$3.00 off the regular adult admission price. Tickets are available in packs of 25 at a cost of \$300.00.

## **PROCEDURE FOR ORDERING YOUR TICKETS:**

1. Complete the order form below indicating the number of ticket packs you desire.
2. Complete the credit card authorization form for payment or let us know if you will be paying by another method.
3. Email completed forms to [info@cfada.org](mailto:info@cfada.org).

**Unused tickets are not refundable.**

Quantity of Packs Desired \_\_\_\_\_ @ \$300.00 Each  
(Packs of 25)

Please print or type the following information:

COMPANY: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_  
(Tickets will be shipped to this location via UPS or held at Will Call, depending on the time of the order. **No P.O. Boxes.**)

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

SPACE OR BOOTH NUMBER(S): \_\_\_\_\_ TELEPHONE #: (\_\_\_\_) \_\_\_\_\_

AUTHORIZED BY: \_\_\_\_\_  
Print Name Signature

TITLE: \_\_\_\_\_ DATE: \_\_\_\_\_

**Deadline Date for Orders: November 20, 2021.**