



**On behalf of the Greater Charlotte Automobile Dealers Association (GCADA), we welcome you to the 2024 Charlotte Auto Show!**

This Exhibitor's Service Kit is provided to you and your team for use prior to and during the 2024 Auto Show. This manual will cover all details regarding your exhibit and provide information that will maximize efficiency.

The Charlotte Auto Show has selected Viper Tradeshow Services as the official show decorator for the 2024 show. They have been in business since 1997 and have both a local and national reputation for excellence. Charlotte is celebrating our 31<sup>st</sup> show and we're grateful to have you join us this year.

We request our exhibitors pay close attention to two requirements of special importance:

- **Exhibitors must provide a broad-form comprehensive general liability insurance policy.**
- **Exhibitors must provide a scale blueprint of their exhibit. Please email the Association by October 18, 2024 to the following e-mail addresses: [brittany@charlotteautoshow.com](mailto:brittany@charlotteautoshow.com), [ahmad@charlotteautoshow.com](mailto:ahmad@charlotteautoshow.com), [dlenhof@vipertradeshow.com](mailto:dlenhof@vipertradeshow.com)**

All required show forms have been included within the Service Kit. **General Show Planning Timetables are shown on page 2 alongside Action dates. Adhering to the schedule will enhance the effectiveness of your exhibit.**

GCADA has secured special show rates with local vendors whenever possible. Each vendor is located and managed locally to provide more dependable, timely and cost-effective services to you.

GCADA is committed to continue to produce the most outstanding Auto Show in the Southeast. It's of the utmost importance to us you can communicate with our team at any time. We are most willing to assist you in any way possible to make sure your exhibit is as successful as you want it to be.

Very truly yours,

Ahmad Halawi  
Show Producer

727-385-7791  
*Cell*



## GENERAL SHOW INFORMATION

**WHO:** The Greater Charlotte Automobile Dealers Association

**WHAT:** The 2024 Charlotte Auto Show

**WHERE:** Charlotte Convention Center  
501 S. College Street  
Charlotte, NC 28202

**WHEN:** Handbags, Heels, & Horsepower (Ticketed Charity Event) Thursday November 21st: 8:00am - 11:30 am  
Hops & Horsepower Friday, November 22nd 5:00p - 9:00p

Open to The Public  
Thursday, November 21st 12:00pm - 9:00pm  
Friday, November 22nd 12:00pm - 9:00pm  
Saturday, November 23rd 10:00am - 9:00pm  
Sunday, November 24th 10:00am - 6:00pm

**ADMISSION:** Adults (13 and over) Presale: \$12.00  
Week of show: \$15.00  
Children (12 and under) Free

**Additional information regarding the 2024 Charlotte Auto Show can be found at our website [www.charlotteautoshow.com](http://www.charlotteautoshow.com). Discount tickets are available from September 20th – November 17th.**

## **SPECIAL SHOW ADVERTISING/MERCHANDISING**

Complete advertising and promotional plans will be released via Press Kits in October 2024. Promotional tickets/codes will also be distributed at that time.

**We encourage your contributions for press kits. Please send via email to: [ahmad@charlotteautoshow.com](mailto:ahmad@charlotteautoshow.com)**



2024 Charity Preview Event - Thursday, November 21st

The 2024 Charlotte Auto Show will kick off with a Charity Event beginning at **8:00 AM on Thursday, November 21, 2024**. Attendees will get a “sneak peek” at the show while viewing in a female-focused environment.

**Event Name:**

***Handbags, Heels & Horsepower***

**Event Timeline** **Please be sure to staff your booth during this event.**

**8:00 am: Check-In & Doors Open for Raffle, Car Viewing, Coffee & Mimosas**

**10:20am: Raffle Closes**

**10:30am – 11:45am: Breakfast/Presentation/Raffle Winners Announced**

**Event Details:**

While sipping on mimosas, participants will be encouraged to purchase raffle tickets to vie for their favorite high-end items while perusing the display on the floor of the Charlotte Auto show. Each manufacturer's space will carry a different designer handbag or pair of heels for attendees to win. Proceeds from these items will benefit the Isabella Santos Foundation (see below). Attendees will also enjoy a seated breakfast and presentation from a noted MC and Erin Santos of the Isabella Santos Foundation.

**About Isabella Santos Foundation**

The Isabella Santos Foundation (ISF) is a 501 (c)(3) childhood cancer foundation dedicated to raising funds for research for neuroblastoma, other rare pediatric cancers, and charities that directly impact the lives of children with cancer. ISF was founded in honor of Isabella Santos from Charlotte, NC who lost her battle against neuroblastoma. The efforts are led with ferocious energy by her mother, Erin Santos. ISF works to improve rare pediatric cancer treatment options in order to improve the survival rate of kids with cancer. ISF has funded over \$14million towards expanding the scope of research and treatment, and supporting families dealing with cancer in a variety of ways. Click [HERE](#) to read more about their mission.



### **Event Details:**

Hops & Horsepower at the Charlotte Auto Show is in collaboration with the Charlotte Beer Collective between 5:00pm - 9:00pm on Friday, November 22nd. This exclusive beer tasting event features specialty brews from up to 20 local breweries, offering a flavorful journey through the Greater Charlotte craft beer scene.

### **Tickets**

\$45

\* Ticket includes admission to the Charlotte Auto Show, souvenir glass, and entry into the Hops & Horsepower event that takes place on the show floor.



### **Exhibitor Staff Check-In**

1. An exhibitor check-in desk will be set up in the show office, Room #104 on the Concourse Level of the Convention Center.
2. You will not be allowed access onto the showroom floor without proper credentials.
3. Office hours are as follows:
  - a. Monday, November 18th - Wednesday, November 20th (9am-3pm)
  - b. Thursday, November 21st (7am-9pm)
  - c. Friday, November 22nd (10am-9pm)
  - d. Saturday, November 23rd (9am-9pm)
  - e. Sunday, November 24th (9am-6pm)
4. All exhibitors should enter the show using the Charlotte Convention Center main lobby. There will be directional signage to assist you if you are not familiar with this area.

**Please note** – We will be pre-registering product specialists and sales personnel working the Auto Show. Send your list to [brittany@charlotteautoshow.com](mailto:brittany@charlotteautoshow.com) no later than November 11th, 2024.

### **Exhibitor Show Tickets**

Each exhibitor may request complimentary promotional tickets that are good any day of the show. These tickets are limited and may be requested by emailing [brittany@charlotteautoshow.com](mailto:brittany@charlotteautoshow.com).

**SELLING OF THESE TICKETS IS STRICTLY PROHIBITED!!**



### Vehicle Move-In

Viper Tradeshow Services will be assisting you in moving your vehicles to their designated space in your exhibit. The Greater Charlotte Automobile Dealers Association provides this service for you at no charge. **However, it will be the responsibility of all Exhibitors and by the Fire Marshall regulations pertaining to the displaying of all vehicles.**

### Required for the Displaying of All Motorized Vehicles

Special Vehicle Requirements: Vehicles may be allowed in the building for display purposes provided they meet the following requirements:

- (A) All fuel tank openings shall be satisfactorily sealed to prevent the escape of vapors.
- (B) The hot lead battery cable shall be disconnected from the terminal and remain disconnected while the vehicle is inside the building. Loose cable ends shall be taped to cover all exposed metal.
- (C) Fueling or de-fueling is prohibited.
- (D) Vehicle shall have LESS THAN 1/4 TANK OF GAS.
- (E) **All keys must be surrendered to the Viper Service Center**

### Required for the Displaying of Electric Vehicles

Special Vehicle Requirements: Vehicles may be allowed in the building for display purposes provided they meet the following requirements:

- (A) Electric system is discharged
- (B) Orange and green fuses pulled and stored
- (C) Fuses pulled and stored away from the vehicle for ignition, door locks, and horn
- (D) 12volt battery disconnected
- (E) Battery inverters connected for accessories
- (F) Show management must be made aware of any "High Tech" vehicles that cannot be deenergized. Fire Marshall must be informed of these special vehicles.
- (G) **All keys must be surrendered to the Viper Service Center**



### Vehicle Move-In

All vehicles are scheduled to move into their spaces on Wednesday, November 20th. In October, Viper Tradeshow Services will send a "Vehicle Move-In" schedule to all exhibitors. The only exception to this will be vehicles to be displayed on turntables. If your display will include this exception, please make note of it on the "**FREIGHT INFORMATION FORM**" provided on the Viper Tradeshow Services Exhibitor Service Form section of this Service Kit.

**ALL keys must be surrendered to the Viper Service Center.**

### Move-In Schedule

It is imperative that all exhibitors cooperate with the "Freight Target" floor plan schedule. Each exhibitor will be required to complete the "**FREIGHT INFORMATION FORM**" supplied on the **Viper Tradeshow Services Service Kit Order Form** portion of this packet. Please complete & return this form to [sjacobs@vipertradeshow.com](mailto:sjacobs@vipertradeshow.com) ASAP, but no later than October 18th, 2024.

Sunday, November 17<sup>th</sup> - Carpet Install

Monday, November 18<sup>th</sup> & Tuesday, November 19<sup>th</sup> (8am-4:30pm) will be used to move-in all exhibits. Exhibitor's carries (trucks) should report directly to the Charlotte Convention Center.

**PLEASE NOTE! There is no marshalling yard required for this year.**

Vehicles requiring parking Friday through Sunday will be assessed parking fees. Please contact Viper Tradeshow Services for additional information. Viper Tradeshow Services will not accept responsibility for vehicles and property parked in this Marshalling Yard Area. Thank you for your cooperation in this critical matter.

**Note! All crates must be removed from your booth space before your car's will be allowed in. All displays must be completely set by 4pm. No exceptions.**



## Move-Out Schedule

6:00 PM Sunday November 24th, 2024 Official closing of the 2024 Charlotte Auto Show.

1. Viper Tradeshow Services removes the black road aisle carpet.
2. Signal given for vehicle move out. (There is no staging area inside or outside the Convention Center to store vehicles. All exhibitors must provide personnel for the removal of vehicles at the conclusion of the show on Sunday.)
3. All vehicles are required to display their OFFICIAL AUTO SHOW VEHICLE REMOVAL PERMIT in the window of each display vehicle leaving the building. Viper Tradeshow staff will distribute these removal permits to each manufacturer booth beginning at 1:00 PM on Sunday, Nov. 24th, 2024. Security will be checking each vehicle/driver for:
  - (1) Vehicle removal permits
  - (2) Valid driver's license.
4. **Once ALL vehicles are removed from the building empty crates can be returned for the dismantling of displays.**
5. Any hand carried items must be accompanied by a PASS OUT SLIP, which may be obtained, from the Viper Management Office, Hall A on Sunday, November 24th, 2024.
6. All displays must be removed from the Charlotte Convention Center by 5:00 PM on Monday, November 25th, 2024.





**RULES AND REGULATIONS**  
**Addendum to regulations listed in space contract**

1. All suppliers to the 2024 Charlotte Auto Show and its exhibitors shall be licensed to do business in the state of North Carolina. All such companies providing services at the Auto Show shall provide a broad form comprehensive liability insurance policy of not less than one million dollars, plus bodily injury and property damage single limits. Along with non-officials' contractors form located in Viper Tradeshow Services Exhibitor Service Kit. **THIS INSURANCE POLICY & NON-OFFICIAL CONTRACTOR FORM MUST BE MAILED TO VIPER TRADESHOW SERVICES NO LATER THAN October 18<sup>th</sup>, 2024.** Only contractors with this insurance policy will be allowed to perform services on the show floor. Viper Tradeshow Services will be verifying receipt of this insurance policy at the show. All access will be denied to all those without it.

**NOTE!!!** The insurance policies must name as additional insured, the Greater Charlotte Automobile Dealers Association, the Charlotte Auto Show, the Charlotte Convention Center and Viper Tradeshow Services.

2. Identification badges must be worn by all working floor personnel prior to, during and after the show.
3. All exhibitors should report to Viper Tradeshow Services Service Desk during set-up and dismantling to confirm orders.
4. Exhibitors should report to their space one hour prior to public opening and adequately staff their space until closing.
5. The Charlotte Convention Center provides adequate concession stands as well as dining facilities. Distribution of food or beverage items by exhibitors is strictly prohibited. Food deliveries will not be accepted.



**RULES AND REGULATIONS**  
**Addendum to regulations listed in space contract**  
**Continued**

6. The Charlotte Convention Center does not allow the distribution of balloons or adhesive decals. Exhibitors will be charged for the removal of any such items.
7. Consumption of alcoholic beverages by working personnel is prohibited.
8. Fire regulations contained in this kit are to be strictly adhered to.
9. The North Carolina Department of Motor Vehicles strictly prohibits the selling of vehicles from the show floor. A copy of their regulations may be obtained from the Association office.
10. Associate Booth Exhibitors selling from the show floor must file a copy of their business license and sales tax license with the show office prior to the show.
11. Blueprints of all exhibits must be submitted and can be emailed to the Greater Charlotte Automobile Dealers Association office by October 18, 2024.
12. A strict professional dress code will be enforced. All working floor personnel are to be dressed and groomed properly on the show floor at all times.
13. The Auto Show Management reserves the right to remove any working personnel from the show floor whose conduct is not appropriate and in keeping with the Auto Show standards.



**CHARLOTTE FIRE MARSHALL REGULATIONS  
(Taken directly from published requirements)**

1. Flame retardant treatment must meet Class B Flame Spread Rating. All decorations shall be rendered flame retardant to the satisfaction of the Fire Bureau.
2. Exits and aisles shall be clear of all obstruction. This includes charts, easels, trailer tongues, etc. Locking and/or blocking of any exit while building is occupied will result in the issuance of a \$200.00 citation for each exit and immediate correction of violation (Individual violators will be held responsible).
3. A 9-foot (or no smaller than 6') aisle will be maintained between all exhibits.
4. A 3-foot clearance shall be provided around all exhibit space and the fire hose cabinets, portable fire extinguishers, and alarm boxes. Clear access shall be maintained to these units.

**REQUIRED FOR THE DISPLAYING OF ALL MOTORIZED VEHICLES**

5. Special Vehicle Requirements: Vehicle may be allowed in the building for display purposes provided they meet the following requirements:
  - (A) All fuel tank openings shall be satisfactorily sealed to prevent escape of vapors.
  - (B) The hot lead battery cable shall be disconnected from the terminal and remain disconnected while the vehicle is inside the building. Loose cable ends shall be taped to cover all exposed metal.
  - (C) Fueling or de-fueling is prohibited.
  - (D) Vehicle shall have less than 1/4 tank of gas.
6. Smoking is strictly prohibited in the building.
7. Inspection will be conducted both prior to and during the Auto Show.



## GUIDE TO OFFICIAL SHOW SERVICES

The 2024 Charlotte Auto Show has selected official service vendors for your convenience. Special rates have been arranged and forms produced for your added ease. Arrangements for payment should be handled directly between exhibitors and these vendors. Any variation on rates disclosed in this kit should immediately be made known to the Auto Show management.

### **Show Service Desk**

Viper Tradeshow Services will be operating from their Primary Service Center in Hall A (**Next to Gate 5**) of the Charlotte Convention Center Monday, November 18<sup>th</sup> through Monday, November 25<sup>th</sup> during show set-up and dismantling, Viper will also have a satellite freight & labor desk located in the dock area, which will be clearly marked.

### **Freight Deliveries**

Viper Tradeshow Services will be handling all freight from the over the road carriers. Deliveries sent to the show prior to Monday, November 18<sup>th</sup> must be sent to Viper Tradeshow Services Warehouse. The Charlotte Convention Center will NOT accept advance or C.O.D. deliveries.

All other deliveries should be shipped directly to the show. Necessary forms and mailing labels are included in the Viper Tradeshow Services Service portion of the kit.

### **Audio/Visual Services**

All Audio/Visual services will be provided by Viper Tradeshow Services. Order forms are included in the service kit.



## GUIDE TO OFFICIAL SHOW SERVICES CONTINUED

### **Install / Dismantling**

Viper Tradeshow Services will be overseeing all labor. Exhibitors acting as supervisors for labor crews are asked to work in close conjunction with Viper Tradeshow Services. Special discounted rates have been arranged for these services. Please see the enclosed forms for ordering and scheduling purposes.

### **Porter Services**

Viper Tradeshow Services will be handling special porter arrangements for your space.

**Please Note!** Viper Tradeshow Services provides vacuuming for all carpeting installed and provided by Viper Tradeshow Services. (With exception to carpet placed on turntables and displays) This service is included in your space rental fee. Carpeting provided by any other source will be assessed cleaning fees. See Viper Tradeshow Services service desk for details.

### **Floral/Shrubbery**

Floral arrangements should be made through Viper Tradeshow Services. Special rates have been arranged for all exhibitors. Viper Tradeshow Services will be happy to act as a consultant for all your floral/plant needs. An order form is included in this kit.



## GUIDE TO OFFICIAL SHOW SERVICES CONTINUED

### **Third Party Billing**

An authorization form is required by Viper Tradeshow Services. Please see the enclosed form on Viper Tradeshow Services Service Kit.

### **Furnishings/Accessories**

Viper Tradeshow Services will be handling all orders for any furnishings and accessory orders you may have. As an extra service, those exhibitors requiring upgraded options may make selections from the Viper Tradeshow Services Custom Furniture Form. In order to receive the special Auto Show rates for your order please use the enclosed furnishings forms.

### **Signage**

Viper Tradeshow Services can provide any special signage you may need for your exhibit space. Please be aware of special rules and regulations governing signage at the Auto Show. A sign order form for additional signage is included in this kit.

**PLEASE NOTE!** The Greater Charlotte Automobile Dealers Association has supplied overhead identification banner signage with your space rental fee (Vendor Booths Excluded).

### **Vehicle Cleaning & Disinfection**

MetroTech Detail Services has been selected as the official dealer prep services supplier. An order form for their services is included in this kit.



## GUIDE TO OFFICIAL SHOW SERVICES CONTINUED

You can access all Charlotte Convention Center services online [HERE](#).

### **Electrical Services**

All electrical hookups needed for your space must be ordered through the Charlotte Convention Center. Please note that all electrical orders must be made by October 2024.

We have included an Electrical Order form from the Charlotte Convention Center in this Service kit. Please refer to the Fire Marshall Regulations section of this kit when placing your electrical order.

### **Internet/Phone Orders**

The Charlotte Convention Center is handling all internet & telephone needs. Order forms for telephone & internet services and telephone equipment are included in this Service kit. Please note that all telephone & internet orders must be made by October 11th, 2024.

### **The UPS Store**

The Charlotte Convention Center hosts an in-house UPS store for all your shipping and business needs. Click [HERE](#) for more information.