



**On behalf of the Greater Charlotte Automobile Dealers Association (GCADA), we welcome you to the 2023 Charlotte Auto Show!**

This Exhibitor's Service Kit is provided to you and your team for use prior to and during the 2023 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 2023 show. They have been in business since 1997 and have both a local and national reputation for excellence. Charlotte is celebrating our 30<sup>th</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 23, 2023 to the following e-mail addresses: [brittany@charlotteautoshow.com](mailto:brittany@charlotteautoshow.com), [jenn@charlotteautoshow.com](mailto:jenn@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,

Jenn Jackson  
Show Producer

704-907-9288  
*Cell*



## GENERAL SHOW INFORMATION

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

**WHAT:** The 2023 Charlotte Auto Show

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

**WHEN:** Handbags, Heels, & Horsepower (Ticketed Charity Event)

Thursday, November 16th	8:00am – 11:30am
<u>Open to The Public</u>	
Thursday, November 16th	12:00pm - 9:00pm
Friday, November 17th	12:00pm - 9:00pm
Saturday, November 18th	10:00am - 9:00pm
Sunday, November 19th	10:00am - 6:00pm

**ADMISSION:** Adults (13 and over) \$10.00

Children (12 and under) Free

**Additional information regarding the 2023 Charlotte Auto Show can be found at our website [www.charlotteautoshow.com](http://www.charlotteautoshow.com). Discount tickets are available from September 15th - October 15th.**

## SPECIAL SHOW ADVERTISING/MERCHANDISING

Complete advertising and promotional plans will be released via Press Kits in October 2023. Promotional tickets/codes will also be distributed at that time.

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



2023 Charity Preview Event - Thursday, November 16th

The 2023 Charlotte Auto Show will kick off with a Charity Event beginning at **8:00 AM on Thursday, November 16, 2023**. 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 nearly \$7million 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.



### **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 13th - Wednesday, November 15th (9am-3pm)
  - b. Thursday, November 16th (7am-9pm)
  - c. Friday, November 17th (10am-9pm)
  - d. Saturday, November 18th (9am-9pm)
  - e. Sunday, November 19th (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 13th, 2023.

### **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 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.

All vehicles are scheduled to move into their spaces on Wednesday, November 15th. 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.

### Vehicle Keys

Exhibitors will be required to batch all vehicle keys from their exhibit area, holding out one key and place remaining keys in the trunk of the car belonging to the key held out. This will secure vehicles overnight. The remaining key should be left with the Viper Tradeshow Service office to be picked up at the beginning of the next day. This is required by the Fire Marshal and for the protection of your property.



## 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 23rd, 2023.

Sunday, November 12<sup>th</sup> - Carpet Install

Monday & Tuesday will be used to move-in all other exhibits. Exhibitor's trucks will report to the designated Marshalling Area noted on the **Viper Tradeshow Services Exhibitor Service Kit**.

**There will not be a Marshalling Yard 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 19th, 2023 Official closing of the 2023 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. 19th, 2023. 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 19th, 2023.
6. All displays must be removed from the Charlotte Convention Center by 5:00 PM on Monday, November 20th, 2023.



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

1. All suppliers to the 2023 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 23<sup>rd</sup>, 2023.** 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 23, 2023.
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 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 2023 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 13<sup>th</sup> through Monday, November 20<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 13<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 2023.

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 is included in this Service kit. Please note that all telephone & internet orders must be made by October 13th, 2023.

### **The UPS Store**

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