



This Service & Information Manual contains material which is vital to the successful planning, marketing and management of your display at the 2017 SoCal Work Truck & Van Show. Failure to read this manual and respond promptly in ordering services could result in higher rates.

The services and contractors listed in this manual are for your convenience. Show management suggests that you employ the services of GES, this year's official show contractor, for your greatest efficiency and ease, as they are familiar with the show and work schedule. All independent contractors must coordinate their work schedules with GES and comply with all guidelines and insurance requirements.

Please note that insurance policies must provide coverage for all dates from move-in through move-out and also include all required information listed in detail in the Important Rules and Requirements section of this manual. Please refer to the sample insurance form enclosed, as all insurance policies must be completed correctly or they 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 Anaheim Convention Center.

The most up-to-date exhibitor information, including CAD floor plans (DWG format) and all GES forms, will be available for download at [www.SoCalWorkTruckShow.com](http://www.SoCalWorkTruckShow.com).

It is important that you review this manual with those individuals or agents having responsibility for your participation in the show. Motor Trend Auto Shows, LLC thanks you for your cooperation. We wish you a most successful 2017 SoCal Work Truck & Van Show.

Show Management  
Motor Trend Auto Shows, LLC

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## *Exhibitor Action Item Checklist* **2017 SoCal Work Truck & Van Show**

Action Items	Due Date
• Made hotel reservations at Courtyard Anaheim Resort	September 2
• Sent liability insurance policy to MTAS	September 2
• Ordered vehicle cleaning & porter service	September 2
• Sent electrical/phone blueprints to MTAS and Smart City Networks	September 2
• Ordered electrical service with blueprint*	September 2
• Contacted GES for decorator needs	September 9
• Ordered discount admission tickets	September 16

**\*25% off-target electrical service surcharge will apply after September 2**

# *Directory of Contractors & Facilities*

## SHOW OFFICE

Lobby C Mezzanine  
Show Management contact number:  
(323) 216-7557

## SHOW FACILITY

Anaheim Convention Center  
800 West Katella Avenue  
Anaheim, CA 92802  
**Phone:** (714) 765-8950

## SHOW OFFICE PRIOR TO SHOW

SoCal Work Truck & Van Show  
Motor Trend Auto Shows, LLC  
831 S. Douglas  
El Segundo, CA 90245  
**Phone:** (310) 531-5984  
**Fax:** (323) 843-9224

## GENERAL SERVICES CONTRACTOR

Global Experience Specialists - GES  
5560 Katella Ave.  
Cypress, CA 90630  
**Phone:** (562) 370-1500  
**Fax:** (562) 370-1681

## ELECTRICAL SERVICES

Trade Show Electrical  
5560 Katella Ave.  
Cypress, CA 90630  
**Phone:** (562) 370-1500  
**Fax:** (562) 370-1681

## TELECOM SERVICE

SmartCity Networks  
3720 Howard Hughes Parkway  
Las Vegas, NV 89109  
**Phone:** (702) 943-6080  
**Fax:** (702) 943-6001

## RECOMMENDED CARPET SUPPLIER

Global Experience Specialists - GES  
**Phone:** (562) 370-1500  
**Fax:** (562) 370-1681

**Please notify Show Management at  
(310) 531-5984 if you are using a  
different carpet supplier  
from our recommended supplier.**

## HEADQUARTERS HOTEL

Courtyard Anaheim Resort/Convention Center  
2045 South Harbor Boulevard  
Anaheim, CA 92802  
**Phone:** (714) 740-2645

## PUBLIC RELATIONS/MEDIA DAY

Spin Communications  
18 East Blithedale Avenue, Suite 26  
Mill Valley, CA 94941  
**Phone:** (415) 380-8390  
**Fax:** (415) 380-8375

## FOOD CONCESSIONAIRE

ARAMARK Convention Services  
Anaheim Convention Center  
800 West Katella Avenue  
Anaheim, CA 92802  
**Phone:** (714) 765-8825  
**Fax:** (714) 765-8808

## DISPLAY PHOTOGRAPHY

Convention Photo by Joe Orlando  
3217 North Verdugo Road, Suite 1  
Glendale, CA 91208  
**Phone:** (818) 957-2204

## VEHICLE DETAILING

Professional Detailers  
22622 Lambert, Suite 305  
Lake Forest, CA 92630  
**Phone:** (949) 460-0314  
**Fax:** (949) 460-0339

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

Auto Mojo  
3205 Alcoa Highway  
Alcoa, TN 37701  
**Phone:** (865) 777-1250  
**Email:** [tcramer@automojjo.com](mailto:tcramer@automojjo.com)

# *General Show Information*

## **Early Morning Thursday, October 6 Media Activities**

Media live shots and filming will take place throughout the day beginning at 5 a.m. The show PR team will arrange interviews as needed with display coordinators.

## **Media Preview – Thursday, October 6**

The show will host a Media Preview on the show floor from 10 a.m. to 1 p.m. on Thursday, October 6, 2016. Please plan on staffing displays at a minimum of 50% of normal staffing levels.

## **Public Show Dates & Hours**

Thursday, October 6 through Sunday, October 9, 2016

Thursday, October 6 .....	2 p.m.	to	10 p.m.
Friday, October 7 .....	12 noon	to	10 p.m.
Saturday, October 8 .....	9 a.m.	to	10 p.m.
Sunday, October 9 .....	9 a.m.	to	7 p.m.

## **Show Location**

Anaheim Convention Center- Hall B  
800 West Katella Avenue  
Anaheim, CA 92802  
(714) 765-8950

## **Hotel**

Courtyard Anaheim Resort/Convention Center  
2045 South Harbor Boulevard  
Anaheim, CA 92802  
(714) 740-2645

## **Show Office Information**

The show office is located in Lobby C Mezzanine of the convention center. You may contact show management at (323) 216-7557.

## **Parking**

Ample parking is available for both exhibitors and the public in the vicinity of the Anaheim Convention Center. Exhibitors should be prepared to pay for parking as parking lot stubs will not be validated at the show. Convention center garages are accessed from West St. (behind the convention center).

# *Move-In & Set-Up Information*

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

In order to allot as many straight time hours as possible for exhibit set up, a detailed move-in schedule has been developed. This requires the support and cooperation of exhibitors, freight carriers, and exhibitor-appointed contractors for carpet and/or exhibit installation. The display supervisor should be on-site at the start of the freight target time in order to direct crate placement. Labor for exhibit installation should be ordered no sooner than two hours after the beginning of the targeted time for freight deliveries as noted on the schedule. **All crates must be emptied and labeled by 6 p.m. Tuesday, October 4** in order for GES to remove them from your exhibit space. Any request for an earlier move-in than specified on the schedule should be directed to Show Management. **All exhibit area set up work must be completed by 8 p.m. on Wednesday, October 5.**

**NOTICE:** Failure to adhere to the timelines designated in the following schedule, or failure to provide an electrical order with detailed floor plan 30 days prior to move-in could result in a **25% off-target surcharge** on electrical services, freight, labor services and empty crate removal.

## *Move-In Schedule*

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

EXHIBITOR		Floor Layout		Electric/Telecom		Carpet/Visqueen		Freight	
		Start Sat 10/1	Done Sat 10/1	Start Sun 10/2	Done Sun 10/2	Start Mon 10/3	Done Mon 10/3	Start Mon 10/3	Done Mon 10/3
B-3	Ram Truck	3 pm	5 pm	3 pm	5 pm	8 am	12 pm	1 pm	5 pm
B-4	Nissan Truck	3 pm	5 pm	3 pm	5 pm	8 am	12 pm	1 pm	5 pm
B-5	Hino	3 pm	5 pm	3 pm	5 pm	8 am	12 pm	1 pm	5 pm
B-6	GM Truck	3 pm	5 pm	3 pm	5 pm	8 am	12 pm	1 pm	5 pm
B-8	Ford Truck	3 pm	5 pm	3 pm	5 pm	8 am	12 pm	1 pm	5 pm
B-10	Isuzu	3 pm	5 pm	3 pm	5 pm	8 am	12 pm	1 pm	5 pm
B-11	Fuso	3 pm	5 pm	3 pm	5 pm	8 am	12 pm	1 pm	5 pm

# Move-In Schedule

## Vehicle Move-In

Vehicle move in is scheduled for between 2 p.m. – 6 p.m. on Wednesday, October 5. Please contact show management on site if you wish to move in early. Additionally, if you want more time for set up, vehicle move in may take place on Thursday, October 6 between 8 a.m. – 10 a.m. **if show management is notified in advance.** (Advance notification is needed in order to reschedule carpet cleaning crews.)

**Exhibitors or exhibit appointed contractors will be responsible for removing the visqueen covering on the carpet by 8 p.m. on Wednesday. Exhibitors must be show ready by 11 p.m.**

**Failure to remove visqueen will result in a labor fee to have the visqueen removed by the official general contractor.**

***NOTE:** Vehicles displayed on a turntable or platform will be allowed to enter the building Monday, October 3 and Tuesday, October 4 provided your display is ready to accommodate the vehicle.*

## Building Access During Set-Up

To provide complete security for exhibitors and their possessions, it is important that all exhibitors observe the following daily access hours. Your cooperation is appreciated.

Saturday, October 1	8 a.m. to 8 p.m.*
Sunday, October 2	8 a.m. to 8 p.m.*
Monday, October 3	8 a.m. to 10 p.m.
Tuesday, October 4	8 a.m. to 10 p.m.

Wednesday, October 5	8 a.m. to 10 p.m.
Thursday, October 6	8 a.m. to 10 p.m.

\*The display supervisor should be on-site in the exhibit at the start of the targeted freight move-in time to direct crate placement.

Labor for exhibit installation should be ordered no sooner than two hours after the beginning of the targeted time for freight deliveries as noted on the schedule.

## *Move-Out Information*

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

Move-out will begin Sunday, October 9, 2016 at 7 p.m. GES will begin removing aisle carpet at 6:30 p.m. in exhibit areas where the public has cleared. Exhibitors may attach the battery cables at 7 p.m., but you may not begin vehicle move-out until the aisle carpet is removed and a show management representative has made an announcement to begin vehicle move-out.

**All vehicles must be removed from the convention center on Sunday evening, October 9 between 7:30 p.m. and 9 p.m.**

Crates will be returned to each display area beginning at 9 p.m. Exhibit and display move-out will then resume on Monday, October 10 at 8 a.m. All displays must be crated by 11 a.m. on Tuesday, October 11. All exhibitors must be clear of the facility by 12 noon on Tuesday, October 11.

### **Literature Removal**

Literature removal after the show is the responsibility of the individual exhibitor. Removal of literature that has been left behind will be invoiced to the exhibitor at prevailing rates. We recommend that any remaining literature be placed in vehicle trunks and returned to the participating dealerships for use in the showroom.

## ***Ticketing & Exhibitor Access/Admittance Information***

### **Exhibitor Entrance Procedure**

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

**Salespersons** - All salespersons working the show must pick up and sign for their own entrance credentials at the special exhibitor registration desks located in the entrance lobby to Hall C and the dockside entrance to Hall D. A business card and a photo driver's license must be presented.

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

**NOTE: *No one under the age of 16 years old will be permitted to enter with an exhibitor pass.***

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

Vehicle clean-up personnel will only be admitted with proper ID prior to the opening of the show each day – Wednesday through Friday, beginning at 8 a.m.; Saturday and Sunday, beginning at 7 a.m.

In order to retain our first-class show appearance and also remain within the guidelines set for us by the auto show committee, all clean-up personnel must dress appropriately to enter the show. An acceptable professional appearance would include the following: 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, dirty jeans, jeans with holes and dirty sneakers are not acceptable show attire.



# *Important Rules & Requirements*

## **Aisles for Emergency Purposes**

The Fire Department requires that all exhibitors leave 1 foot of space bordering every public aisle and 2 feet of space on any border of their exhibit that adjoins another display area. This will allow a 4-foot emergency aisle running between each space.

## **Alcoholic Beverages & Food Items**

Alcoholic beverages and/or food may not be brought into the Anaheim Convention Center.

## **Exhibitor Dress Code**

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

## **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 Anaheim Convention Center.

## **Vehicle Requirements**

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

**Battery Cable** - All vehicles displayed in the show must have the positive battery cable disconnected and taped using UL approved plastic electrical tape. A special plastic bag must then be applied and taped. A 4 1/2" x 6" 3 mil. plastic bag with fastener will be provided by security officers as the vehicles enter the building.

**Gas Tank Level** – *Vehicle gas tank levels need to be 1/4 tank or five (5) gallons*, 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 the requirement, the vehicle will not be permitted to enter the building.*

**Gas Cap Requirements** - If the gas cap door can be opened from outside your vehicle, the vehicle must have a locking gas cap. If the gas cap door must be unlocked from inside your car, then a locking gas cap is not necessary but the standard inside gas cap must be taped.

# ***Important Rules & Requirements***

## **Vehicle Requirements (cont.)**

Prior to the public opening, all vehicles will be checked to see that all gas cap and battery cable requirements have been met.

**NOTE:** *A Fire Marshal will be on duty throughout all public hours of the auto show.*

**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.

## **Exhibit Blueprints**

All vehicle exhibitors participating in the 2017 SoCal Work Truck & Van Show must provide a scale electrical blueprint of their display to Motor Trend Auto Shows, LLC, Trade Show Electrical (TSE), and SmartCity Networks by **September 2**. These blueprints will be used by TSE and Smart City Networks to install electric and telecom lines prior to carpet installation. **The height of the display properties and the location of electric and phone lines must be marked on the plans.**

MTAS blueprints must be e-mailed in DXF or PDF format to BOTH:

- Steve Freeman: [Sfreeman@enthusiastnetwork.com](mailto:Sfreeman@enthusiastnetwork.com)
- Todd Hovsepian: [thovsepian@enthusiastnetwork.com](mailto:thovsepian@enthusiastnetwork.com)

**Exhibit set up may not proceed without a show management approved floor plan. Failure to submit detailed electrical placement floor plans will result in a 25% off-target surcharge.**

## **Signs, Banners & Truss Lighting**

Any hanging signs must be framed and pre-approved by show management. Truss lighting is permitted. GES/TSE have jurisdiction on all installation work.

Plastic letters, shoe polish and 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.

All signs must be professionally manufactured and have a finished surface on all edges and sides. 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 the SoCal Work Truck & Van Show Committee and Motor Trend Auto Shows, LLC.

# ***Important Rules & Requirements***

## **Display Placement**

The maximum permissible height for displays in Hall B 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. The fire boxes and strobe lights on any pillars within a display must remain accessible and visible. An exhibitor could be required 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 capable of standing by themselves and no supporting wires from the ceiling or draped walls will be permitted.

All exhibits must have a finished backside.

## **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 so as not to disturb your neighboring exhibitors.

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

## **Music at the Show**

Due to ASCAP and BMI licensing restrictions, there cannot be any music played in any display at the 2017 SoCal Work Truck & Van Show. Jingles and commercials produced by a manufacturer, that are the property of the manufacturer, can be used throughout the show.

Background music through the use of a streaming service, television, radio, or stereo cannot be used, as this is an infringement on the original copyright.

If you have any questions or wish to obtain a license from ASCAP or BMI, please contact either organization.

## **Liability**

Each exhibitor is entirely responsible for the space allotted him through his contract. Each exhibitor agrees to reimburse the Anaheim Convention Center for any damage to the floor, ceilings or walls within his contracted area.

The Anaheim Convention Center, Orange County Automobile Dealers Association, GES and Motor Trend Auto Shows, LLC 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.

# ***Important Rules & Requirements***

## **Insurance Requirements**

**All exhibitors or exhibit houses, and companies providing any equipment or services for the 2017 SoCal Work Truck & Van Show or its exhibitors must 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 insure 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" and shall deliver to show management evidence of such policies as set forth herein.

These policies shall be endorsed in form acceptable to show management to include a provision that 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 Orange County Automobile Dealers Association; Motor Trend Auto Shows, LLC; the Anaheim Convention Center; the City of Anaheim; the Community Center Authority; the Anaheim Union High School District; TEN: The Enthusiast Network, LLC 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 Orange County Automobile Dealers Association; Motor Trend Auto Shows, LLC; the Anaheim Convention Center; the City of Anaheim; the Community Center Authority; the Anaheim Union High School District; TEN: The Enthusiast Network, LLC 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.

# ***Important Rules & Requirements***

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

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 within 10 days of the request a copy of such policies, certified by the insurance carrier as being true and complete shall be provided to show management. 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 Orange County Automobile Dealers Association; Motor Trend Auto Shows, LLC; the Anaheim Convention Center; the City of Anaheim; the Community Center Authority; the Anaheim Union High School District; TEN: The Enthusiast Network, LLC and its subsidiaries and affiliates are additional insured on all 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 thirty (30) days of a request, proof that the person signing the Certificate is authorized by the insurance carrier. 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 options 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, 831 South Douglas, El Segundo, CA 90245, a notice of any occurrence likely to result in a claim against show management.

Show management and/or the official show general contractor may request verification of this policy during move in of the auto show before any services or equipment may be provided.

***The Certificate of Insurance must be received by Motor Trend Auto Shows, LLC, no later than September 2, 2016.***

**Please email certificates of insurance to Cliff RiegodeDios at [CRiegodeDios@EnthusiastNetwork.com](mailto:CRiegodeDios@EnthusiastNetwork.com).**

**All policies must provide coverage from the first move-in date, October 1 to the last move-out date, October 11. All insurance policies must be completed correctly.**

**NOTE: *This deadline will be strictly enforced. Access to the building may be denied to those suppliers that have not provided a policy to show management on or before the deadline date of September 2, 2016.***

# *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 public aisles
- Daily vacuum service for exhibit carpet (NOTE: Exhibit is NOT included. Vacuum service IF exhibit carpet is ordered)
- Daily emptying of all exhibit area waste containers

**\*Correct manufacturer logos must be submitted to MTAS Event Services Department at [THovsepien@EnthusiastNetwork.com](mailto:THovsepien@EnthusiastNetwork.com) in a vector base EPS file by September 2.**

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.

## **Headquarters Hotel**

Arrangements have been made with the Courtyard Anaheim Resort/Convention Center, the official headquarters hotel. For special exhibitor rates prior to and during the show. The hotel is located at 2045 South Harbor Boulevard in Anaheim.

The rate is \$149 for single or double occupancy. The cut-off date for reservations is September 2.

**Please call the hotel directly at (714) 740-2645 to reserve your room. Be sure to mention you are an auto show exhibitor to receive special room rates.**

## **Security**

Show management will provide 24-hour guard service beginning Monday, October 3 at 8 a.m. and concluding Monday, October 10 at 5 p.m. This service is for the overall safety and security of the show and its participants. If your display contains something of particular 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 Anaheim Convention Center handles the security for the auto show. Please contact them at (714) 765-8950.

**NOTE:** *The Orange County Automobile Dealers Association and Motor Trend Auto Shows, LLC, cannot be held responsible for the theft of items missing from exhibitor areas.*

## *Show Advertising & Publicity*

## Advertising

In addition to the overall auto show media buy and promotional efforts, the So-Cal Work Truck and Van Show has a directed and dedicated direct mail and online marketing campaign. It will target Southern California commercial truck buyers.

## Public Relations/Media Day

Press kits, pre-show press releases and all publicity will be prepared and coordinated by Spin Communications.

Planning to bring a special display, concept car, pre-production model or unique feature to the show? Please notify DeeDee Taft at Spin Communications at (415) 380-8390 by August 26 to ensure that it is included in the overall show publicity.

The SoCal Work Truck & Van Show offers a full-service, media center for working press. Press materials must be shipped to the auto show directly to arrive no earlier than October 5 with each package clearly marked "SoCal Work Truck & Van Show Media Center, Mezzanine C". Please contact Spin Communications for detailed shipping instructions.

Media live shots and filming will take place throughout the day, starting at 5 a.m. on Thursday, October 6. The show PR team will arrange interviews as needed with display coordinators.

The show will host a **Media Tour** from 10 a.m. to 1 p.m. Please staff your display at 50%.

## General Contractor Information

Services for the 2017 SoCal Work Truck & Van Show will be provided by:

### Global Experience Specialists

**CONTACT:** Exhibitor Services  
**ADDRESS:** 7000 Lindell Road  
Las Vegas, NV 89118-4702  
**PHONE:** (800) 475-2098  
**FAX:** (866) 329-1437  
[www.ges.com/chat](http://www.ges.com/chat)

GES will staff their Exhibitor Service Desk beginning Saturday, October 1 and continuing through Monday, October 10.

### **SHIPMENTS:**

All shipments must be prepaid and are to be addressed as follows:

**ADVANCE SHIPPING ONLY:** (Name of Manufacturer)  
(shipments should arrive on or between 2017 SoCal Work Truck & Van Show  
September 9 – October 7, 2015) c/o Global Experience Specialists  
5560 Katella Ave.  
Cypress, CA 90630

The above address is for shipments that are scheduled to arrive in Anaheim between August 30 – September 28. Shipments that are scheduled to arrive at the Anaheim Convention Center can be accepted starting October 1, 2016. **Freight deliveries prior to your move in date will not be accepted by the Anaheim Convention Center.** Shipments to the show should be labeled:

**CONVENTION CENTER ONLY:** (Name of Manufacturer)  
(to arrive on October 10) 2017 SoCal Work Truck & Van Show  
c/o Global Experience Specialists  
Anaheim Convention Center  
Hall B  
1850 S. West Street  
Anaheim, CA 92802