

EXHIBITOR'S MANUAL

*****IMPORTANT ORDER FORMS ENCLOSED *****

2019 GREATER ROCHESTER INTERNATIONAL

AUTO SHOW

FEBRUARY 28 thru 3, 2019

**RIVERSIDE CONVENTION CENTER
123 EAST MAIN STREET
ROCHESTER, NEW YORK 14604**

Produced and Managed By:

**EXPOSITION MANAGER'S ORGANIZATION, INC.
4 Highwater Road
Hilton Head, South Carolina 29928
Richard Sherman, Show Manager
Telephone and Fax: 843.686.5640
shermexpo@roadrunner.com**

SPONSORED BY THE ROCHESTER AUTOMOBILE DEALERS ASSOCIATION

www.rochesterautodealers.org

DATES AND HOURS

MOVE-IN	TUESDAY, Feb. 26 (Reserved for Automobile Displays)	8:00 AM to 5:00 PM
	WEDNESDAY, Feb. 27 (Automobile Move-in)	8:00 AM to 5:00 PM
CHARITY PREVIEW	WEDNESDAY, Feb. 27 (Sponsored by the Democrat & Chronicle)	6:00 PM to 9:00 PM
SHOW HOURS	THURSDAY, Feb. 28	NOON to 10:00 PM
	FRIDAY, March 1	NOON to 10:00 PM
	SATURDAY, March 2	10:00 AM to 10:00 PM
	SUNDAY, March 3	10:00 AM to 6:00 PM
MOVE-OUT	SUNDAY, March 3	6:00 PM to 10:00 PM
	MONDAY, March 4	8:00 AM to 5:00 PM

DIRECTORY OF CONTRACTORS

SHOW MANAGEMENT

Exposition Manager's Organization Inc.
4 Highwater Road
Hilton Head, South Carolina 29928
Telephone: 843-686-5640
Fax: 843-686-5640
E-Mail: shermexpo@roadrunner.com
Show Office- 585-770-2366
Richard Sherman, Show Manager

SHOW BUILDING

Riverside Convention Center
123 East Main Street
Rochester, New York 14604
Telephone: 585-232-7200
Fax: 585-232-1510
Contact: Operations

SHOW SPONSOR & PROGRAM

Rochester Automobile Dealers Assoc.
2024 West Henrietta Road
Rochester, New York 14623
Telephone: 585-272-7232
Fax: 585-272-7375

Brad McAreavy, President
Juan Canto, Program Book

DRAYAGE AND DECORATIONS

Great Lakes Events
100 Bickford Street
Rochester, New York 14606
Telephone: 585-458-2200 Ext. 267
Cell: 585-202-9666
Fax: 585-458-5087
Contact: Mark Dries
mdries@greatlakesevents.com

SHOW OFFICE: The Show Management and RADA office will be on the second floor of the Convention Center starting on Tuesday at 8:00 A.M.. The direct telephone number for the show office from February 26 thru March 4 is 585-770-2360. Remember, the Show Office is always open and we are there to serve you and to be your intermediary with all of the service organizations listed on Page 2.

MOVE-IN FOR DISPLAY MATERIAL: Move-in will begin at 8:00 am on Tuesday and this day will be reserved primarily for the move-in of all AUTO DISPLAYS. All rugging, in gray on the second floor and maroon on the first floor, will be in place by move-in time so that unloading can start promptly at 8:00 am when we would like to unload at the four upstairs loading docks the following exhibit trucks: CHEVROLET, TOYOTA, FORD and HONDA. At 9:15 we would like the following exhibit trucks ready: ACURA, NISSAN, MERCEDES and BMW. At 10:30 we should be ready for LINCOLN, BUICK AND GMC. AT 11:30, JEEP, CHRYSLER, FIAT, DODGE and INFINITI. At Noon, we will begin HYUNDAI, PORSCHE, KIA, AUDI, MINI and LEXUS downstairs. At 1:00, we will be ready for SUBARU, VW, MAZDA, JAGUAR and MITSUBISHI. From 2:00 on, we will unload displays from any other company that is shipping in, including ALFA, MASERATI and VOLVO. In addition to display material, special show cars that are to be put on platforms or turntables should arrive on Tuesday afternoon. ALL OTHER CARS, PLEASE COME ON WEDNESDAY AT YOUR SCHEDULED TIME. WE WILL HAVE NO PLACE TO PUT YOU IF YOU ARRIVE EARLY.

MOVE-IN FOR AUTOMOBILES AND ACCESSORIES: Wednesday will be reserved for car move-in. THE RADA WILL SEND A FULL SCHEDULE TO EACH PARTICIPATING DEALER. The building will open at 8:00 A.M. and the Automobile Move-in should start at 9:00 A.M. with the cars of INFINITI first, to be immediately followed by CHEVROLET (some of whose cars can come in on Tuesday evening, as in the past), TOYOTA and ACURA. At 10:00 A.M. we will be ready for MERCEDES, BMW and FORD. At 11:00 A.M., we can take NISSAN, LINCOLN and HONDA to be followed at 11:30 by BUICK and GMC. At Noon, CHRYSLER, JEEP, FIAT and DODGE to finish the second floor. At Noon, we will also be ready downstairs for LEXUS, ALFA, MASERATI, and JAGUAR to be followed at 12:30 by MINI, PORSCHE, AUDI, KIA, and HYUNDAI. At 1:00 P.M., we will take the first floor shelf cars, SUBARU, VW, MAZDA, MITSUBISHI, and SPRINTER, to be followed by VOLVO. As soon as this is completed we can take the accessories for set-up if they wish or they can come in on Thursday morning, starting at 8:00 A.M. All automobile displays must be ready for the Wednesday evening, 6:00 PM preview.

MOVE-IN DIRECTIONS AND REGULATIONS: All display vehicles may be driven into and out of the building and spotted in your own area by your own company personnel. For autos going to the FIRST FLOOR, travel South on South Avenue and go past the building and turn in at the Rochester Gas and Electric sign. Go down the incline to the rollup door, honk and the guard will raise the door. For the second floor, also travel South on South Ave. but turn right into the Exhibit Hall at the far end of the building. Fire regulations require that all vehicles HAVE ONLY ENOUGH FUEL TO ALLOW THE VEHICLE INTO AND OUT OF THE BUILDING, AND THAT LOCKING FUEL TANK CAPS OR TAPE MUST BE USED. ALL BATTERIES MUST BE DISCONNECTED AND ALL EXIT DOORS ABUTTING YOUR DISPLAY MUST BE LEFT CLEAR.

PRIVATE PREVIEW: The Private Charity Preview, which again is being presented by Gannett and is by Invitation Only, will be held on the show exhibit floors beginning at 6:00 P.M. on Wednesday. There should be no sales personnel working the exhibits but all display narrators and feature attractions should be working. For ticket information for the Preview contact RADA directly at 585-272-7232.

EXHIBITOR BADGES: We will not be issuing exhibitor entry passes for 2019. Our system will again be to admit exhibitors on their business cards supported by their driver's license. Simply come to the exhibitor's entrance, which will be set up at the usual spot in the front lobby, show your business card and license and you will be admitted. We will have plastic badges and inserts available for you to wear to identify yourself to the public, should you choose.

PREPAID CUSTOMER TICKETS: Exhibiting companies only may order pre-paid tickets at \$5.00 each, a \$5.00 savings over the adult box-office price, good for any day of the show to give to special customers. To order, fill out the ticket form on page 8 and return it with a check made payable to the ROCHESTER AUTO SHOW.

SHIPPING: Full, detailed shipping instructions are enclosed in the Great Lakes section of this manual. Please take special care to follow their instructions and **PLEASE NOTE THAT THE CONVENTION CENTER CANNOT ACCEPT ADVANCED SHIPMENTS PRIOR TO OUR SCHEDULED MOVE-IN.** All advanced shipments must go either to the Great Lakes warehouse or must be held by your shipper at their warehouse until delivery time. If you are shipping directly to the building, make sure that it's for arrival during official move-in hours, and please give advance notice of this to GreatLakes, even if you intend to be on hand to meet the shipment yourself.

SHOW LABOR AND DRAYAGE: Great Lakes Events have again been chosen as the Official Labor and Drayage Contractor for the Auto Show. Should you elect to use their services, and we strongly recommend that you do for ease in move-in, set-up and move-out, full instructions, along with rates and services are detailed in the Great Lakes Section of this manual. Should you decide to do your own labor and/or drayage, please make sure that you bring the necessary tools and that the manpower you use be your own company employees, or Rochester union personnel. Also, you must make arrangements for storing your exhibit crates as the Convention Center has no storage.

CLEANING: You may hire cleaning help through the Convention Center or Great Lakes but experience shows that the use of a cleaner or maintenance man from a nearby participating dealership is far more cost efficient. Proper equipment and supplies must be brought should you decide on this course. All Automobile exhibitors will have their rugs automatically vacuumed once each morning prior to show opening at no cost, and this normally proves to be sufficient.

ELECTRIC WIRING: All electric wiring must be done by the Official Electrician of the Riverside Convention Center. All rates and instructions are enclosed on the Utilities Connection page at the end of the Great Lakes section of this manual. If you have elaborate electrical requirements as most Automobile displays will, we urge you to send an electrical schematic directly to the Convention Center with your order.

TELEPHONE: Telephone and internet service is available at your booth, also through the Convention Center, with the order form also on the Utilities Connection page of this manual.

SECURITY: Management will provide 24 hour security from move-in through move-out. Although the system is state of the art, we still recommend that you do not leave small valuable items in your display overnight.

INSURANCE LIABILITY: The exhibitor is entirely responsible for the space that is allotted to him and must agree to reimburse the Riverside Convention Center for any damage to floors and walls done by him in his space. Show Management will do everything in its power to prevent theft, however insurance for theft is not available to either Show Management or RADA , and therefore both must decline to take responsibility for theft from the individual exhibitor. We strongly urge that you check with your insurance company to get an inexpensive floater on your normal policy to cover your display.

HOTELS: Show Management has reserved blocks of rooms for exhibitors at the two hotels that are connected to the Convention Center by enclosed bridges spanning Main St., at the Hyatt Regency and the Radisson Hotel . See Page 8 of the manual.

SHOW DECORATIONS: Great Lakes Events has enclosed forms for all of the services they provide in their section of this manual. All accessory exhibitors will automatically receive a standard booth background and a 2-line identification sign, while all automobile displays will be automatically rugged in gray on the second floor and maroon on the first floor. All exhibitors are free to bring their own booth furnishings and to decorate their exhibit as they see fit, so long as they comply with the New York State fire codes. Should you elect to use any of the Great Lakes services, mail the appropriate form and payment directly to them.

PARKING GARAGE DISPLAYS: Please, under no circumstances should exhibitors park show cars in the South Ave. garage for advertising purposes. It takes up space we need for the public and is against the letter and spirit of the show rules.

CLOSING BREAKDOWN AND MOVE-OUT: Exhibitors may begin to breakdown their displays immediately after the show closes at 6:00 PM on Sunday. Great Lakes will redeliver all stored crates to the exhibit areas that evening at the close of the show, and they will have bills of lading, shipping labels and instructions available at their service desk to help you move-out and reship. Because we have limited time and space, we must again ask you to **REMOVE ALL SHOW CARS FROM THE BUILDING ON SUNDAY EVENING BEGINNING PROMPTLY AT 6:00 PM.** If they cannot be brought to a dealership at that time, they should be put in the attached garage and picked up on Monday morning. Move-out may continue until 10:00 PM on Sunday. The Convention Center will reopen for move-out at 8:00 AM on Monday morning and all exhibit material must be out of the Convention Center by 5:00 PM on Monday.

SHOW PROGRAM: The Official Show Program, which will be given free of charge to all show visitors, is being produced by RADA. For complete program information, including advertising rates and sizes, contact Juan Canto at RADA. The address and telephone number appear in the Directory of Contractors.

SPECIAL NEWSPAPER SUPPLEMENT: Rochester's largest daily newspaper will be publishing special show sections for the Auto Show. The sections will appear on Wednesday afternoon, Thursday morning and Saturday morning. For more information, or to advertise in these tabloid supplements, contact Todd Elliot at the Democrat and Chronicle, 245 E. Main St., Rochester, New York 14604, 585-232-7100, or direct 585-258-9779. **THE GANNETT NEWSPAPERS ARE THE OFFICIAL SPONSORS OF THE ROCHESTER INTERNATIONAL AUTO SHOW AND THE HOST OF OUR WEDNESDAY EVENING CHARITY PREVIEW.**

**GREATER ROCHESTER INTERNATIONAL AUTO SHOW
ORDER FORM FOR PRE-PAID TICKETS**

These Pre-paid tickets, good for all show hours, are available only to exhibitors and **ONLY IN ADVANCE**. They are \$5.00 each, \$5.00 under the adult box-office price. You may find it very beneficial to purchase a quantity of these tickets to give as free admission passes to important customers or special friends. When sent along with a personal note, or with a salesman's business card, these tickets can be a most effective, low cost sales tool. The tickets are marked "PRE-PAID", and the bearer will be admitted at no additional cost.

WE WISH TO ORDER _____ PREPAID TICKETS AT \$5.00 PER TICKET.

OUR CHECK MADE OUT TO THE ROCHESTER AUTO SHOW IS ENCLOSED.

NAME _____
(Please Print)

COMPANY _____

STREET _____

CITY _____ STATE _____ ZIP _____

**MAIL TO: Richard Sherman
Rochester Auto Show
4 Highwater Rd.
Hilton Head, SC 29928
shermexpo@roadrunner.com
Tel & Fax: 843-686-5640**

GREATER ROCHESTER INTERNATIONAL AUTO SHOW

HOTEL INFORMATION

Show Management has reserved a block of rooms for exhibitors with reduced rates at each of the two hotels that are connected to the Convention Center by covered walkways, the Hyatt Regency Hotel and the Rochester Riverside Hotel, formerly the Radisson Hotel. To make your reservation, follow the directions below for each hotel. Don't forget to tell them you are an Auto Show exhibitor and you will receive the special show rate. But to be sure of this rate, you must reserve by February 2 at the Hyatt and February 5 at the Riverside Hotel.

HYATT REGENCY ROCHESTER

125 East Main Street
Rochester, NY 14604
Tel: 585-546-1234
Fax: 585-546-6160
Brittany Robinson
Singles: \$149.00 plus tax
Doubles: \$149.00

To make your reservation, you can either call 888-421-1442 and ask for the Rochester Auto Show special rate or go to:
<https://aws.passkey.com/go/rochesterautoshow18>

ROCHESTER RIVERSIDE HOTEL

(Formerly the Radisson Hotel)
120 East Main St
Rochester, NY 14604
Tel: 585-546-6400
Fax: 585-546-1341
Kimberly Barres

Singles: \$109.00 plus tax
Doubles: \$109.00

You can call Kimberly directly at 585-546-6413 to make your reservation. The rate includes Free Parking and Free Shuttle Service to and from the airport. Cut off for this rate at this hotel is Feb. 5.

Also, less than a 5 minute walk from the Convention Center is the new Hilton Garden Inn, at 155 E. Main St. For rates, call them at 585-434-2265.