



THE WORLD'S GREATEST COLLECTOR CAR AUCTIONS®

Exhibitor Guidelines – Northeast 2019

Booth Package

A booth includes the following:

- Booths will be furnished with pipe and drape on the back and sides of booth (unless you are an open concept booth, in which case no pipe and drape will be provided).
 - 8 foot high backdrop
 - 3 foot high side panels
 - *Please let us know ASAP if you are an open-concept space or on a corner and do not want certain pipe and drape*
- Recognition in map and event schedule brochure made available to the public at the gate

NOTE: Indoor Exhibitors/Sponsors are required to provide flooring to cover the entire exhibit space.

Parking Information

Parking will be available for standard size vehicles in the main parking garage structures at Mohegan Sun. Exhibitors will be able to park at no charge in the Eagleview garage (also labeled the employee lot), which is closest to the Winter Lot.

Larger trucks, haulers, vans, box trucks, etc. will be directed to a designated trailer lot. Please notify your account manager at check-in if you need a trailer pass.

Electrical

If you will need electricity in your *outdoor* booth, you must complete and submit the Power Requirement Order Form located under the Booth Services tab to your account manager with Barrett-Jackson. If your booth is *indoors*, you will submit your order form directly to Demers, per the contact information on the form. Your power will be dropped at a location in your booth and it is your responsibility to bring extension cords to provide electricity to your items. If your booth is outdoors, please note that rates increase and power is subject to availability if ordered within two weeks of the event. **Please be aware that NOT all power provided is 24 hour power.**

Booth Rental Items

Cre8ive Event Rentals offers a full selection of rental items, including flooring, tables, chairs, etc. If you have an indoor exhibit space and need to rent flooring for this event, Cre8ive offers a variety of flooring types. **Please note the rate increase for orders placed after June 5, 2019.** More information can be found in the Cre8ive Event Rentals packet under the Booth Services tab. *Order forms should be submitted directly to Cre8ive Event Rentals, and not to Barrett-Jackson.*

Booth Cleaning Services

Our exclusive partner, Demers Event and Expo Services is available onsite to complete cleaning services for your booth. The prices are based on the square footage in your booth. They provide services like vacuuming and porter services for any trash. There are no outside contracted parties allowed. *Order forms should be submitted directly to Demers, and not to Barrett-Jackson.*

Material Handling

If you anticipate needing manual and/or forklift labor to help off-load your materials and move them to your booth, please arrange these services with Cre8ive Event Rentals prior to your arrival on-site. More information can be found in the Cre8ive Event Rentals packet under the Booth Services tab.

Drayage

If you plan to ship materials to the event site, please arrange these orders with Cre8ive Event Rentals. More information can be found in the Cre8ive Event Rentals packet under the Booth Services tab.

Internet and IPTV Feeds

If you would like to order internet or IPTV (live auction feed) for your booth space, please use the order forms under the Booth Services tab and submit directly to your account manager. Please note that rates increase and services are subject to availability if ordered within two weeks of the event.

Security

Barrett-Jackson cannot be held responsible for loss due to theft or vandalism. We ask that you secure your items after your initial set up and at the end of each show day. Roving security is provided, but you are welcome to hire additional security through Barrett-Jackson's exclusive security company if you desire. Please refer to the directory of services for contact information.

Giveaway Items

All giveaway items/promotional materials **must** be approved by the Barrett-Jackson staff prior to the event. Failure to comply with these stipulations could impact placement in future events.

Hours and Restocking Times

Doors open to the public daily at 8 AM. Event management requests that you arrive no later than 7:45 AM in order to be set up and ready when the gates open. All exhibitors have from 7 AM to 8 AM each event day to access the site for supply replenishing. If you plan to drive onsite for restocking, proper insurance documentation must be provided for the specific vehicle you are driving. Any vehicles brought on-site for this purpose **MUST** be removed to exhibitor parking no later than 7:45 AM.

All exhibitor displays are expected to remain open until the last car crosses the block. We anticipate this being sometime around 8 PM each night.

Clean Floor Policy

Please respect your neighboring exhibitors and do not place debris in their space during move-in or move-out. It will be your responsibility to discard the debris in the appropriate places on-site, and to maintain a clean and presentable space from the start of the show until the end. All aisle ways must remain 100% clean of anything that can impede traffic. Exhibitors are subject to a charge for the removal of any material left in the exhibit space at the close of the move-out period.

Any demonstration or activity that results in the obstruction of aisles or prevents access to a nearby exhibitor's display is prohibited. Barrett-Jackson must pre-approve the use of balloons. Balloons cannot be used as a giveaway. Loudspeakers must face towards the interior of an exhibitor's space. Demonstrations found to be excessively noisy or have a high vibration levels will be addressed accordingly.

Gala Evening

An invite-only Opening Night Gala will occur on Wednesday, June 26th. Exhibitors will **NOT** be open for this event, as it occurs in a different area of the property.

Fire Department Regulations

The Fire Marshal has emphasized that exhibitors MAY NOT store any boxes, packing materials, back stock, supplies, etc. behind any pipe and drape walls inside the building. In addition, you must make sure all power boxes and cables are clear from any foreign materials.

If you have product boxes, packing material, etc. which you need to store, you must remove them to your vehicle or other storage location. You may also arrange with your show decorator to store them for you (a storage fee would be charged). Show management and Fire Department representatives will be making random checks throughout the site during the auction. Items found behind the pipe and drape will be removed and discarded.

Liquor Consumption Policy

Consumption of alcoholic beverages or drugs, of any kind, while working onsite as an exhibitor at the Barrett-Jackson event is strictly prohibited. Any exhibitor violating this policy may be asked to leave the event premises and may be prohibited from returning for the duration of the event.

On-Site Exhibitor Representative

Barrett-Jackson requires each exhibitor to identify at least one individual authorized to represent their company in matters pertaining to the daily operations of the event on-site. The appointed on-site contact is responsible for supervising the actions of their employees and hired staff. Failure to notify Barrett-Jackson of the appropriate individual may prevent your account manager from speaking to the appropriate activation contact within your business. Failure to respond to communication in a timely manner may cause delays in notifications of important information. It is the responsibility of the exhibitor to notify Barrett-Jackson if a change needs to be made to their primary representative previously provided.

Display Guidelines

With the exception of open concept displays, all booths located inside the exhibitor marketplace (spaces marked SP-#) are delineated by pipe and drape in standard "trade show" configuration....**the backdrop is 8 ft. high, and the side rails are 3 ft. high.** Signs or advertising are not to exceed the 8 feet backdrop (this includes feather banners), unless clearance has been approved by your account manager. Please do not hang anything heavy from the pipe and/or drape forming your booth. Lightweight signs or banners may be hung from the pipe frame, but anything heavy should have a free-standing frame to support it. Wholesale signs are not permitted at our event. There are no height restrictions outside.

Outdoor booths will not have pipe and drape. Spaces under canopy coverings will have tent wall along the back edge of the display, but there will be no side boundaries between exhibitor displays. Exhibitors may choose to build the display with items along the side wall, to create a boundary between each space, but all booth materials **MUST** remain inside the contracted boundaries of your assigned booth.

Please allow room along the floor at the back edge of your display for power cables, panels and/or receptacle boxes. These are necessary to deliver power to all booths along your row. Do not store anything on the cables or power boxes, as this could become a fire hazard.

All lighting must be directed inward towards your display and is not to interfere with other exhibitors and guests. All electrical components, cords, connections, etc. must meet UL requirements. You are required to provide extension cords to ensure the electricity reaches the necessary points within your booth. Any extension cords used in your display should have three-prong plugs for safety groundings.

Per the Fire Marshal, there are **NO** pop-up tents allowed inside the facility.

Vehicles used in your display space must be preapproved and remain stationary once placed. All vehicles will not be permitted onsite without prior approval from Barrett-Jackson. If the vehicle needs to be moved for any reason, it must be brought to the attention of Barrett-Jackson in order to be authorized and coordinated. Vehicles should have less than $\frac{1}{4}$ tank of gas, and the battery disconnected.

All exhibit openings that appear unfinished must be covered or are they will be subject to being covered at the exhibitor's expense.

Strolling entertainment or moving advertisements outside of an exhibitor's assigned space are prohibited. All displays and promotional activities must stay within the boundaries of the exhibit space. If you are hosting a special guest in your booth, you are required to manage the crowd so that neighboring exhibitors are not affected by the appearance. All special appearances must be approved by show management, so we are aware of the activity (see special appearance form in exhibitor packet).

Solicitations of Unauthorized Services

Barrett-Jackson uses only the contracted providers listed in the directory of services. If any other providers contact you, please know they are not endorsed.

Photography

You are permitted to photograph or video your own booth space only. Photography or video of the auction block, event activities and otherwise are strictly prohibited. Our photography disclosure can be found on the back of your credential. Exhibitors are not permitted to photograph or video the exhibit or product of another exhibitor without prior approval.

Exhibitor/Sponsor Credentials

Each participating client will be issued a specific number of credentials based on the size of your space. All credentials will be provided in a move-in packet that you will pick up during your scheduled move-in time. The person who signs for the move-in packet will be responsible for distributing all credentials to the appropriate people working in your booth. For any client that loses or forgets their credential, please have the on-site contact for your company reach out to your account manager for advisement or arrangements. Please plan your staffing accordingly (especially if you will have multiple shifts for staff to man your booth).

All Sponsor and Exhibitor credentials are intended exclusively for staff to work your booth, and not for complimentary admission for friends, family or customers. Any client caught giving away or selling any credentials on or close to the event site will be subject to charge for any credentials given away or sold prior to being admitted to any future Barrett-Jackson event, and will forfeit any priority in placement for future events.

If you need additional event credentials for purchase, please contact your account manager representative no later than *June 7th, 2019*.

****NOTE**** To the extent, if anything herein conflicts with the terms and conditions of your exhibitor agreement, the exhibitor agreement shall control.