



THE WORLD'S GREATEST COLLECTOR CAR AUCTIONS®

## Display & Event Guidelines

### Exhibit Space Safety Policies and Procedures (COVID-19 Safeguards) **\*\*NEW\*\***

Exhibitor shall implement and enforce the following safeguards and requirements within their display space, including: social distancing, face covering requirement, install a hand-sanitization pump within the display space, frequent cleaning of frequently-touched surfaces, and installation of plexiglass for any point of sale transactions.

Exhibitor shall provide a copy of its policies and procedures implementing these safeguards specific to their display space within 30 days prior to the event for Barrett-Jackson's review. This is due to your Account Manager by **September 18<sup>th</sup>, 2020**.

### Equidome Booth Package (EQ#)

A booth inside includes the following:

- Booths will be furnished with pipe and drape on the back and sides of booth.
  - 8 foot high backdrop
  - *Please let us know ASAP if you are an open-concept space or on a corner and do not want certain pipe and drape*

All other booths will be treated as open concept areas and will not have pipe and drape (unless arranged otherwise between client and Cre8ive Event Rentals).

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

### Parking Information

As the number of attendees to the event will not to exceed 6000 attendees per day, there will not be a designated parking lot for sponsors/exhibitors. Each exhibitor will be issued 1 parking pass for Lot 2. All other parking will be in the general parking lot.

For security purposes, any trucks or trailers that require parking must be parked in the off-site trailer storage lot, separate from the exhibitor parking lot. Please notify your account manager at check-in if you need a trailer pass.

### Electrical

If you will need electricity in your booth, you must complete and submit the Power Requirement Order Form inside this packet along with a credit card authorization form. Please submit this form as quickly and accurately as possible, as rates increase as we get closer to the event. In addition, extra power may not be available once you have set-up your booth. **Please be aware that power provided is NOT 24 hour power.**

### Internet and Auction Feed (IPTV)

If you would like to order internet or IPTV (live auction feed) for your booth space, please use the link in the packet email to complete the order form. Please note, rates increase and services are subject to availability if ordered after *October 2<sup>nd</sup>, 2020*.

## Display Guidelines

Outdoor booths (including those in the North Entrance Tent) will not have pipe and drape. Spaces labeled NT# under canopy coverings will have no side boundaries between exhibitor displays. Each display is a four-sided island with access to the booth from all sides. Exhibitors may choose to build the display with items along the exterior, but all booth materials **MUST** remain inside the contracted boundaries of your assigned booth.

Booths located inside the Equidome (spaces marked EQ#) are delineated by pipe and drape in standard “trade show” configuration.... **the backdrop is 8 ft. high.** Signs or advertising are not to exceed the 8 feet backdrop (this includes feather banners), unless 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 in uncovered spaces.

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.** In addition, due to the potential of high winds, outdoor pop-up tents aren't allowed either.

Vehicles used in your display space must be preapproved and remain stationary once placed. 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 ¼ 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 neighboring exhibitors are not affected by the appearance. All special appearances must be approved by show management via the in-booth appearance form.

**All working staff will be prohibited from entering the Auction Arena during the event hours. All necessary amenities/facilities will be located outside the Auction Arena.**

## 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 *October 2<sup>nd</sup>, 2020*. More information can be found in the Cre8ive Event Rentals packet under the Booth Services tab.

### **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 October 1<sup>st</sup>, 2020.** 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.*

### **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.

### **Hours and Restocking Times**

Doors open to the attendees 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 one hour from 7 AM to 8 AM, every event day, to access the site to replenish supplies. If you plan to drive on-site 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.

Exhibitors inside the sponsor pavilion, equidome, exhibitor marketplace and showcase pavilion are expected to remain open until auction close each evening (approximately 7 PM). The event officially concludes when the last car crosses the auction block each night. Since there will still be people at the event well past 7 PM, you may plan your own specific closing time past 7 PM, as you feel is justified by shopper traffic.

Outside exhibitor displays must be staffed from 8 AM to 6 PM; however, you may plan your own specific closing time past 6 PM, as you feel is justified by shopper traffic.

### **Clear Bag Policy**

As begun with the January Scottsdale 2020 Auction, guests will only be permitted to enter WestWorld with clutch purses that do not exceed 6.5" x 4.5" or clear plastic, vinyl or PVC bags that do not exceed 12" x 6" x 12" (or one-gallon clear plastic freezer bags). **Exhibitors and Sponsors who are giving or selling products and providing the goods in a bag, will be required to return product with a clear bag.** The new clear bag rule will apply to all Barrett-Jackson events going forward. If you need to bring in a backpack or laptop bag, Exhibitors/Sponsors with proper credentials are able to be 'bag checked' for their backpacks or laptops before the opening of the gates, from 7am to 8am daily.

### **Giveaway Items**

All giveaway items/promotional materials **must** be approved by Barrett-Jackson prior to the event. Failure to comply with these stipulations may result in the removal of promotional materials and could impact placement in future events. Items given away in a bag must follow the Clear Bag Policy as stated earlier in this 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 that they are not endorsed.

### **Clean Floor Policy**

Please have respect for 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. It will be your responsibility 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.

### **Fire Department Regulations**

The Fire Marshall 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 particular, you must make sure all power boxes and cables are completely clear of any foreign materials.

Show management and Fire Department representatives will be making random checks throughout the site during the entire time of the auction. Items found behind the pipe and drape will be removed and discarded.

For your safety and the safety of other patrons, it is critical that you check to make sure power cords and boxes remain free of any materials for the duration of the event. 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 these materials (a storage fee would be charged).

### **Liquor Consumption Policy**

Consumption of alcoholic beverages or drugs, of any kind, while working on-site 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.

It is against regulations for any exhibitor or exhibitor representative to consume alcohol while working in your booth at any time during the event.

We want your experience at Barrett-Jackson to be a pleasant one, and this policy is for the benefit of all event participants. We ask that you give this matter your utmost attention. We appreciate your cooperation.

### **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 the primary representative previously provided.

### **Exhibitor/Sponsor Credentials**

Each participating client will be issued a specific number of credentials based on the size of your space. With the limited amount of attendees allowed, please plan to have each credential accounted for essential work staff only. 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, please contact your Account Manager no later than *October 2<sup>nd</sup>, 2020*

### **Photography**

You are permitted to photograph or video your own booth space only. Photography or video of 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.

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