

Michigan International Auto Show

EXHIBITOR KIT



Show Timeline at a Glance

JAN 30	31	FEB 1	2	3	4	5
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<ul style="list-style-type: none"> Carpet/Electric Install (8a-6p) 	<ul style="list-style-type: none"> Freight/Labor* (8a-6p) <p><i>*Review move-in / move-out schedules for your scheduled time!</i></p>	<ul style="list-style-type: none"> Vehicle Delivery* (8a-6p) 	<ul style="list-style-type: none"> Final Detailing (8a-12n) MEDIA VIP EVENT (1p-3p) CHARITY SPECTACULAR (6p-9:30p) 	<ul style="list-style-type: none"> SHOW OPEN (11a-9:30p) 	<ul style="list-style-type: none"> SHOW OPEN (11a-9:30p) 	<ul style="list-style-type: none"> SHOW OPEN (10a-9:30p)
6	7	8	9	10	11	12
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<ul style="list-style-type: none"> SHOW OPEN (10a-5p) Move Out* (5:30p-10p) 	<ul style="list-style-type: none"> Freight/Labor (8a-5p) 					

Exhibitor Deadline Checklist: ★ Discounts may apply, if deadlines are met

December 17, 2021

- Carpet (Art Craft Display)
 - Manufacturers *must choose* color - defaults to Tuxedo Gray

January 13, 2022

- Hotel★
 - Amway Grand Plaza Hotel - Downtown Grand Rapids
 - Courtyard Marriott – Downtown Grand Rapids
 - Country Inn & Suites – Grand Rapids East
 - Embassy Suites - Downtown Grand Rapids – (No deadline: Rate based on Availability)
 - Holiday Inn - Downtown Grand Rapids – (No deadline: Rate based on Availability)

January 10, 2022

- Program Advertising Order Form
- Phone (ASM/DeVos Place)
- Audio & Video Equipment (Bluewater Technologies)
- Rental Furnishings, Labor, Forklift, Signs & Banners (Art Craft Display)

January 26, 2022

- Certificate of General Business Liability Insurance – (ShowSpan, Inc.) – **PLEASE SUBMIT A COPY OF INSURANCE**
- Staff/Worker Exhibitor Credential – (ShowSpan, Inc.) – **PLEASE ENTER STAFF NAMES IN ONLINE EXHIBITOR KIT**
- Electric★, Internet★ (ASM/DeVos Place)

Freight - Delivery January 24-February 3, 2022 at DeVos, please see freight label form (Art Craft Display)

Contacts

Show Producer	Henri Boucher, ShowSpan, Inc.	616-447-2860
Show Manager Move-In-Out	Dawn Baker, ShowSpan, Inc.	616-447-2860 x2866
Promotions Program Advertising Marketing Sponsorships	Dawn Baker, ShowSpan, Inc.	616-447-2860 x2866
Show Office Manager Exhibit Space Payments	Jean Flynn, ShowSpan, Inc.	616-447-2860 x2885
Credentials Exhibitor Kit Questions Insurance	Molly Harrison, ShowSpan, Inc.	616-447-2860 x2877
Carpet Rental Furnishings Sign Hanging	Kary Dankenbring, Art Craft Display	616-791-8024
Special Sign Hanging (over 150 lbs., electric)	ASM at DeVos Place	616-742-6500
Utilities Electric Internet Telephone	Katie Oquist, ASM/DeVos Place	616-742-6534
Audio Visual Equipment	Paul Ymker, Bluewater Technologies	616-742-6641
Kent County Health Department	Sanitarian	616-632-6900
Publicist	Dianna Stampfler, Promote Michigan	269-330-4228

EXHIBITOR INFORMATION

ADMISSION (TICKETS PURCHASED ONLINE ONLY)

Adults:	\$12.00
Children (6-14):	\$ 5.00
5 & Under:	FREE
Online-Weekday Only:	\$10.00

ADVERTISING OPPORTUNITIES

Official Show Program

Producer: ShowSpan, Inc.

Contact: Dawn Baker

Phone: 616-447-2860 | x2866

Email: dawnb@showspan.com

- **Deadline: January 10, 2022**
- Sent by email to all ticket purchasers.
- Digital distribution on site.
- Posted on our website through 9/1/22.
- See Program Advertising Order Form.
- Products/Lines/Service listing changes should be emailed to jeanf@showspan.com, mailed or faxed to 616-447-2861.

ADA REGULATIONS FOR EXHIBIT SPACES

Please take these ADA standards into account when designing your booth. Exceptions are allowed when the standards cause your business "undue hardship." Please make your displays as accommodating as possible.

- No protruding objects are allowed into the show aisles.
- All aisles must be a minimum of 36" wide.
- Merchandise on display must be no more than 48" high or must have assistance.
- No obstacles are allowed within 27" of the floor that a person with a visual disability cannot detect with a cane.
- Carpet must be less than 1/2" thick and tightly secured.
- The turning circle for a wheelchair allowance is a 60" diameter.
- All raised areas must be accessible by a ramp. Any item on display that is inherently inaccessible is excluded from this.

ADVANCE AUTO DELIVERY

- Limited advance vehicle delivery is available, please contact Dawn Baker 616-447-2860 | x2866 OR Contact Aaron Terpstra, City Parking Dept. at 616-456-3289.

BOOTH FURNISHINGS

- Displays & Properties brought in by each Mfg./Exhibitor
- Some furnishings available by pre-order only.
- Drape Colors: Black & White/Silver
- Aisle Carpet: Roadway
- **Bulk Display** Carpet: Choice of Blue, Tuxedo Gray or Black
- See Art Craft Display service forms for additional booth rental furnishing information.
- If you need anything to be thrown away, (boxes, trash, etc.) put it in the aisle each day after the show closes.

BUILDING REGULATIONS

- Auto Detailing is limited to "wiping down" (no hoses may be used – drains are not available on show floor).
- No holes may be drilled, cored, or punched in the building.
- No lighter-than-air balloons (helium, etc.) are permitted in the building unless special permission is granted by DeVos Place.
- No adhesive-back decals or similar items may be distributed or used in the building.
- Parking on loading docks or inside the building, except for loading or unloading, is prohibited. Violators will be towed at their own expense.
- Decorations, signs, banners, etc., may not be taped, nailed, tacked, stapled, or otherwise fastened, to ceilings, walls, doors, painted surfaces, or columns.
- No sample food and/or beverage products may be distributed by exposition sponsoring organizations and/or their exhibitors, except upon authorization by DeVos Place.
- Passenger elevators and escalators are not to be used for transporting freight from level to level.
- No painting of signs, displays, or other objects is permitted in the building.
- DeVos Place is a smoke-free environment. Exhibitor smoking areas are designated.
- For Meeting Room exhibits: ceiling height is 18 feet and the door heights are 100 inches.

EXHIBITOR ENTRANCE & CREDENTIAL PICK-UP

Exhibitor Credentials are required for your staff to enter the show to work in your exhibit space, on show days, without having to purchase an admission ticket.

Move-in: Monday-Wednesday

- Please stop by the Show Office on the 3rd Floor Grand Gallery Overlook Meeting Room A to verify that all paperwork has been received and pick up your credentials while you are setting up your booth.

Show Days: Thursday-Sunday

- **Please be sure to give yourself extra time to check in prior to your shift as there may be additional steps to go through following safety protocols set by the MI Health Dept.**
- Your staff will be required to show their ID for credential pick up at the Exhibitor Table located at the main public entrance on Monroe.
- Manufacturers' representatives attending the show for just one day must enter here and show their business card or Photo ID.
- **Early Admittance** - We maintain strict security from the close of the Show to open the following day. If you require early admittance (more than one hour prior to the Show opening), please coordinate with the Show Office the night before so you are not denied entrance by building security.

EXHIBITOR LOUNGE

- Located on the third floor above the Grand Gallery in Meeting Room C.
- Open one hour before the show opens to the public each day.
- Please use for all food & beverage consumption as you take a break from being on the Show Floor.

FOOD SAMPLES/SALES REGULATIONS

- Amway Concessions has exclusive rights to food sales (for onsite consumption) within DeVos Place. Any packaged food sales or samples will need to be approved by Jeff Smith, Director of Amway Concessions, at 616-742-6532.
- Food and beverage sample distribution must be pre-approved by ShowSpan. Contact Jean Flynn at 616-447-2860 ext. 2885. Samples may be no larger than 2 ounces.
- If you are preparing a beverage or food item onsite, you are required to obtain a Temporary Food Service Establishment License from the Kent County Health Department. Contact the Health Department to receive an application at: 616-632-6900; or download the application from their website: <http://www.accesskent.com/Health/FoodServices/default.htm> or from your online exhibitor kit under "Service Forms".

FOOD SAMPLES/SALES REGULATIONS (continued):

- There is a License Fee that is determined by the Health Department and the cost is less if ordered more than two weeks in advance of the show. The Health Department has the right to deny licenses to anyone who does not adhere to these deadlines, and the license fee may be double if ordered within 14 days of the show.
- The Health Department may make random inspections throughout the show.
- To contact a Kent County Sanitarian with any questions, please call 616-632-6890 or email: KCEHMail@kentcountymi.gov.

INSURANCE REQUIREMENTS

Certificates must contain the following information to be considered valid:

- Identify **Show Michigan Corporation** and **ShowSpan, Inc.** as **certificate holder**.
- Exhibiting Company's Name and ANY dba's that apply must be listed on the certificate.
- Commercial General Liability amounts and expiration dates (\$1,000,000 per occurrence).
- The certificate will need to include the following language:
Show Michigan Corporation., ShowSpan, Inc., and their respective owners, officers, officials, agents and employees are additional named insureds, and will be held harmless and indemnified for all related liabilities or costs, including but not limited to all defense costs. This insurance shall not be cancelled unless (30) days prior written notice has been given to the certificate holder.
List the specific name & dates of the show including move-in & move-out dates:
Michigan International Auto Show – January 30-February 7, 2022.
- **Exhibitor Credentials will be issued ONLY after a valid Certificate of Liability Insurance is received.**
- Fax request form for you to send to your agent is available in your online account.
- E-mail, fax, or mail certificate of liability insurance to:
ShowSpan, Inc. | Attn.: Molly Harrison
2121 Celebration Drive NE
Grand Rapids, Michigan 49525
Phone: 616-447-2860 | x2877
Fax: 616-447-2861
Email: mollyh@showspan.com

In the event you do not hold General Liability Insurance, [click here](#) and arrangements can be made with **DHC Insurance, LLC** to secure affordable show coverage. Fill out the online application and after payment has been processed, they will email you & ShowSpan a copy of the certificate. If you need further assistance from DHC Insurance, LLC, please contact Byron Capper at (630) 393-5662.

NEW - LEADGEN by EVENTSPASS

- FREE to all exhibitors!
- This patron data capture system allows you to scan patron tickets to retrieve and save registration data into your own leads database.
- To learn more of the benefits, you have and opportunities to upgrade your free package, please refer to the EventsPass flyer in your exhibitor kit.
- Create your free account with the login instructions emailed to you from EventsPass or email vendorsupport@eventspass.com with any questions.

MARKETING TOOL KIT

- Have the most successful show ever! Check our marketing tools to assist you any in attracting qualified attendees to your display. **Most of these items are FREE!**
- See order form for ALL details.

MUSIC LICENSING

We remind you that by signing your contract you have agreed to indemnify and hold ShowSpan, Inc. harmless for all licensing and enforcement fees for recorded or live music played by you. ShowSpan, Inc. will take no responsibility for licensing fees that you may owe or charges that may result from your failure to obtain licenses from such licensing organizations as the American Society of Composers, Authors & Publishers (ASCAP) or Broadcast Music, Incorporated (BMI).

PARKING

Fee based Grand Rapids downtown parking:

- Municipal lots – **Fee charged (\$2.00-\$20)**
- See Map with parking lots identified.

Free Shuttle To help our exhibitors and patrons with the cost of parking, the Michigan International Auto Show offers \$2 Daily Parking and a FREE SHUTTLE to DeVos Place using a dedicated trolley, running a 10-minute loop from Lot #9 at 299 Seward Ave. NW 49503 to the front entrance of DeVos Place. Shuttles will be deep cleaned and disinfected nightly with high touch areas (grab bars, seats, hand rails, counters, etc.) disinfected after each drop off

Directions: Enter the DASH Lot #9 at one of the two Main Pay Station entrances. Pull a ticket to enter and pay the flat \$2 fee with cash or credit card on the way out. Lot is automated, so access in and out is 24/7.

Trolley Schedule: Ride Cost: FREE

Thursday, February 3	9am - 10:30pm
Friday, February 4	10am - 10:30pm
Saturday, February 5	9am - 10:30pm
Sunday, February 6	9am - 6pm

SECURITY

Each exhibitor must take responsibility for the security of all items in their display.

- We will maintain strict building security from the close of the show, until the show opens to the public the following day.
- The building will be open for exhibitors, **with a credential one (1) hour before the show opens** to the public.
- **Early Admittance** - We maintain strict security from the close of the Show to open the following day. If you require early admittance (more than one hour prior to the Show opening), please coordinate with the Show Office the night before so you are not denied entrance by building security.
- Neither ShowSpan Incorporated, nor DeVos Place can guarantee full protection. Reasonable effort is made by each organization to guard against theft, damage, and other undesirable occurrences, but the ultimate burden falls on the exhibitor.

SHOW VEHICLE MONRONEY STICKERS

- Every display vehicle must have a Monroney sticker (*preferably accessed digitally, if using displayed sticker, it should be on vehicle window*).

SHOW VEHICLE REGULATIONS:

Under no circumstances should the visqueen that was installed to protect your carpet be removed until all vehicles are placed and detailed.

Vehicles inside the building must:

- Secure gas cap (i.e. locking gas cap or taped shut).
- Disconnect battery while in the building.
- **For Lobby Displays ONLY:** Drip mat under vehicle and Plexiglas under tires.
- Minimum amount of gas in tank – 1/8 tank or less.
- **Absolutely no Armor-All (or similar product) may be used in the building!**
- All vehicles, displays, etc. must be sanitized throughout the day with special attention to touch points (i.e. handles, doors, vehicle interiors, etc.). **Verification reports to be submitted on a daily basis as mandated by Show Management.**

SHOW OFFICE

Location: 3rd Floor - Grand Gallery Overlook, Meeting Room A

On-Site Show Office hours:

Opens: Monday, January 31: 8am
Tuesday, February 1: 8am
Wednesday, February 3: 8am
1 hour before show open on show days

Phone: 616-299-6090

Fax: 616-447-2861

TICKETS

VIP tickets are a great way to provide tickets to your customers, family or friends at a reduced rate. Please refer to the VIP form in your online exhibitor kit.

UTILITIES

To order directly from ASM at DeVos Place or if you have any questions, please contact Katie Oquist at ASM/DeVos Place at (616)742-6534.

WILL CALL - IMPORTANT

VIP Tickets, Guest Passes, and Buy One, Get One Free Coupons may be left for patrons here. It is located at the main entrance off Monroe Ave, next to the Exhibitor Table.