



(Version 9.7.25)

This Service & Information Manual contains material which is vital to the successful planning, marketing and management of your display at the Seattle International Auto 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, since 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. 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 Lumen Field Event 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.SeattleAutoShow.com.

It is important that you review this manual with those individuals or agents having responsibility for your participation in the show. We wish you a most successful Seattle International Auto Show.

Show Management

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Directory of Contractors & Facilities

SHOW OFFICE

Concourse Level
Show Management contact number:
(323) 216-7557

SHOW FACILITY

Lumen Field Event Center
1000 Occidental Avenue South
Seattle, WA 98134
Phone: (206) 381-7555

SHOW OFFICE PRIOR TO SHOW

Seattle International Auto Show
c/o Steve Freeman Events LLC
P.O. Box 46009
West Hollywood, CA 90046
Phone: (323) 216-7557

OFFICIAL SERVICES CONTRACTOR & exclusive VACUUM SERVICE PROVIDER (CLEANING MUST BE ORDERED)

GES
7000 Lindell Road
Las Vegas, NV 89118
Phone: (800) 475-2098

ELECTRICAL SERVICES

Edlen Electrical
Attn: Doc Maynard
5931 Fourth Avenue South
Seattle, WA 98108
Phone: (206) 595-5521
Email: bmaynard@edlen.com

NETWORK SERVICES

Lumen Field Event Center
1000 Occidental Avenue South
Seattle, WA 98134
Phone: (206) 381-7669
Email: StadiumIT@seahawksfgi.com

RECOMMENDED CARPET SUPPLIER

GES
Phone: (800) 475-2098
Fax: (866) 329-1437

**Please notify Show Management at
Steve@stevfremaneevents.com
if you are using a different carpet supplier
other than our recommended supplier.**

RECOMMENDED HOTEL

Silver Cloud Hotel - Stadium
1046 1st Avenue, South
Seattle, WA 98134
Phone: (206) 204-9800

PUBLIC RELATIONS/MEDIA DAY

Lisa Samuelson
Phone: (206) 954-2574
Email: Lisa@Samuelsoncom.com

FOOD CONCESSIONAIRE

Contact Show Management

VEHICLE DETAILING

Show Fleet by Professional Detailers
601 North Batavia Street
Orange, CA 92868
Phone: (800) 457-7558
Fax: (949) 460-0339

Cosmetic Car Care
12 Mauchly, Bldg F
Irvine, CA 92618
Phone: (949) 702-2511

General Show Information

Public Show Dates & Hours

Friday, November 14 through Sunday, November 16, 2025

| | | | |
|-----------------------|---------|----|--------|
| Friday, November 14 | 10 a.m. | to | 9 p.m. |
| Saturday, November 15 | 10 a.m. | to | 9 p.m. |
| Sunday, November 16 | 10 a.m. | to | 6 p.m. |

Media Preview

The show will host a Media Preview on Friday from 8:30 a.m. to 10 a.m. Please staff your display at 50%.

Student Field Trip Day

The show will host chaperoned automotive tech high school students on Friday from 9:30 a.m. to 1:30 p.m.

Show Location

Lumen Field Event Center
1000 Occidental Avenue South
Seattle, WA 98134
(206) 381-7555

Hotel

Silver Cloud Hotel – Stadium
1046 1st Avenue, South
Seattle, WA 98134
(206) 204-9800

Reservations- (206) 204-9800

Show Office Information

The Show Office is located on the concourse level of the event center, accessed from stairs adjacent to Honda. You may contact show management at (323) 216-7557.

Show Office Hours:

| | | | |
|----------|--------|----|--------|
| Friday | 8 a.m. | to | 9 p.m. |
| Saturday | 9 a.m. | to | 9 p.m. |
| Sunday | 9 a.m. | to | 6 p.m. |

Move-In & Set-Up Information

Building Access During Set-Up

During move-in and move-out, all exhibitors must check in at the security entrance (East Hall) located on S. Royal Brougham Way, east of Occidental Avenue. If parking in the garage, take south elevator to street level to the security desk. Upon presentation of government issued photo ID, exhibitor will be issued a daily wristband which permits access to the facility via South show entrance (glass doors adjacent to show office on 2nd floor of parking garage).

Once the show opens to the public, exhibitor access will be via West show entrance on Occidental Avenue or the Show Office (south elevator to second floor of parking garage for access). These desks will be open approximately 60 minutes prior to show opening daily.

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 4 p.m. Wednesday** 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 9 p.m. on Thursday.**

Move-in start time – Tuesday

| EXHIBITOR | | Floor Layout | | Electric/Telecom | | Carpet/Visqueen | | Freight Start Tuesday |
|------------------|------------------|---------------|--------------|------------------|--------------|-----------------|--------------|-----------------------|
| | | Start Tuesday | Done Tuesday | Start Tuesday | Done Tuesday | Start Tuesday | Done Tuesday | |
| WEST HALL | | | | | | | | |
| W-10 | Chevrolet | 2 am | 5 am | 5 am | 8 am | 8 am | 1 pm | 1 pm |
| W-11 | Subaru | 2 am | 5 am | 5 am | 8 am | 8 am | 1 pm | 1 pm |
| W-2 | Kia | 2 am | 5 am | 5 am | 10 am | 10 am | 2 pm | 2:30 pm |
| W-3 | Ford | 2 am | 6 am | 6 am | 10 am | 10 am | 12n | 12 n |
| W-4 | Toyota | 2 am | 6 am | 6 am | 10 am | 10 am | 2 pm | 2 pm |

Carpet Installation, Freight Deliveries & Exhibit Set-Up

| EXHIBITOR | | Floor Layout | | Electric/Telecom | | Carpet/Visqueen | | Freight |
|------------------|-------------------|---------------|--------------|------------------|--------------|-----------------|--------------|---------------|
| | | Start Tuesday | Done Tuesday | Start Tuesday | Done Tuesday | Start Tuesday | Done Tuesday | Start Tuesday |
| WEST HALL | | | | | | | | |
| W-5 | Volkswagen | 2 am | 7 am | 7 am | 11 am | 11 am | 3 pm | 3 pm |
| W-1 | Stellantis | 2 am | 6 am | 6 am | 10 am | 10 am | 2 pm | 4 pm |
| W-7 | Hyundai | 2 am | 7 am | 7 am | 11 am | 11 am | 4 pm | 4 pm |
| | | | | | | | | |

| EXHIBITOR | | Floor Layout | | Electric/Telecom | | Carpet/Visqueen | | Freight |
|-------------------|---------------------------|------------------------|-----------------------|--------------------|-------------------|--------------------|-------------------|--------------------|
| | | Start Tuesday 11/11 | Done Tuesday 11/11 | Start Wed 11/12 | Done Wed 11/12 | Start Wed 11/12 | Done Wed 11/12 | Start Wed 11/12 |
| E-1 to E-6 | Show Mgmt displays | 6 am | 9 am | 8 am | 12 pm | 1 pm | Done | X |
| W-13 | Honda | 6 am | 9 am | 8 am | 12 pm | 1 pm | Done | X |
| W-8 | Buick GMC | 6 am | 9 am | 8 am | 1 pm | 1 pm | Done | X |
| W-6 | Audi | 9 am | Done | 8 am | 1 pm | 1 pm | Done | X |
| W-12 | Ineos Grenadier | 6 am | 9 am | 8 am | 1 pm | 1 pm | 5 pm | 2 pm |

SHOW MANAGEMENT WEDNESDAY ELECTRICAL INSTALLATION- 8a-12n

ACURA, AUDI, BMW, HONDA, MERCEDES-BENZ, LEXUS, NISSAN, POLESTAR, MAZDA, INEOS GRENADIER and ELECTRIC HIGHWAY

Vehicle Move-In

Vehicle transporters will be staged on Thursday at the Lumen Field North Parking Lot. The closest GPS address for this location is 221 S King St, Seattle, WA 98104. Once vehicles are unloaded, please go south down Occidental Ave S to the Lumen Field Event Center Gate 8 or Gate 9 vehicle access doors. Fuel level will be checked at the loading dock door by Lumen Field staff prior to entering the facility. Any vehicles exceeding ¼ tank of fuel will be refused entry to the show floor.

Vehicle move-in will begin at 9 a.m. on Thursday. Vehicle move in ends at 5p.m. If you have a late arriving vehicle past 5 p.m., please advise Steve at 323.216.7557.



Advance vehicle move-in may be available earlier on Wednesday if the display and aisle to vehicle entrance are clear of crates. Please contact show management on site if you wish to move in early.

Exhibitors or exhibit appointed contractors will be responsible for removing the visqueen covering on the carpet by 5 p.m. on Thursday. Exhibits must be show ready by 9 a.m. on

Friday. Failure to remove the 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 on Tuesday, provided your display is ready to accommodate the vehicle.*

Booth Exhibitor Move-In

Booth exhibitors can move in between 12 p.m. and 6 p.m. Thursday. If you have a vehicle in your booth, vehicle move-in will also take place during that same window. All booths must be completed by 5 pm on Thursday.

Move-Out Information

Vehicle Move-Out

Vehicle move-out will begin at approximately 6:30 p.m. on Sunday. Exhibitors may attach the battery cables after 6 p.m., once the public has cleared the show floor, 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 event center on Sunday evening between 6:30 p.m. and 9 p.m. After 7pm, vehicle carriers may stage on Occidental Ave to load vehicles.

Transporters who have questions regarding vehicle pickup Sunday night or Monday morning can contact show management at 323-216-7557.

Exhibit Move-Out

Exhibitors may begin dismantling their exhibits as soon as the public is out of the building, around 6:15 p.m. on Sunday evening. Crews may work all night. Display workers must wear their security issued wristbands/credentials at all times during move-out, from Sunday evening through Monday. Check with the GES service desk for your specific move-out time.

Crates will be returned to each display area beginning at 8 p.m. All crates must be ready for pick up by 3 p.m. Monday.

Instructions for Display Truck Drivers: All display trucks arriving for move-out should report to the GES marshalling yard in the north stadium parking lot on South King Street, starting at 8 p.m. GES will provide move-out instructions. Trucks will be dispatched to the LFEC, or to other supplementary holding locations, by GES as displays are ready for loading.

Booth Exhibitor Move-Out

Move-out for booth exhibitors will begin on Sunday at 6 p.m. Booth move-out must be completed on Sunday by 11 p.m.

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

Public Admission Prices

| | | | |
|-------------------------------|---------|----------------------------|---------|
| Adults (13 and over) | \$19.75 | Military (with any DOD ID) | \$17.75 |
| Senior Citizens (62 and over) | \$17.75 | Children (12 and under) | FREE |

Exhibitor Credentials & Building Access

During move-in and move-out, **all exhibitors** must wear their show credentials **at all times** when in the building. Personnel will not be permitted to enter or work in the building without Auto Show credentials.

For move-in, wrist bands will be supplied by security.

Show Days Event Credentials

A link for registering you and your staff for show credentials will be emailed to you ahead of the show. This will provide a QR code to all registrants that will be required at the entrance to the show. If one is not received, show staff may register onsite at the Will Call/Exhibitor Desks adjacent to either the Occidental Ave or 2nd floor Lumen garage show entrances.

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 on the show floor during move-in or move-out.

Parking

The Lumen Field Event Center includes a multi-level parking garage that is very convenient for show exhibitors. Parking is available on a daily basis, payable as you enter the garage. Single day parking is available on show days for \$25; does not allow for in/out access. Cash and credit (v/m/a) accepted; exact amount cash allows for the fastest transaction time. (Parking rates are subject to change based on event activity.) **NOTES: Garage height is 6'8". Plan accordingly as there is no over height option in the parking garage. Overnight parking is not allowed in the garage or in the North Parking Lot. Garage hours are 6a.m. to 11p.m. daily.**

Important Rules & Requirements

Lumen Field Event Center (LFEC) Rules

The rules established by First & Goal, Inc., the Public Stadium Authority and the Seattle Fire Department for the LFEC must be observed. A partial listing of the rules includes:

- No fasteners may be driven into the walls or floors of the LFEC.

- Signage may not be taped to any facility surface, including walls, columns or floors.
- No helium-filled balloons or balloons filled with a rising agent are allowed in the LFEC.
- No pressure-sensitive stickers may be handed out by exhibitors.
- No weapons or sharp implements may be brought into the LFEC or distributed by exhibitors.
- Exhibitors must have written permission from Show Management and the LFEC prior to selling any food items. Any food or beverage samples distributed by exhibitors must be very small (e.g. bite size) and have prior approval.
- Smoking is not allowed inside the LFEC or within 25 feet of any door, window or air intake, in accordance with Washington state law.

Required Set Back Aisles

Show Management requires that all exhibitors leave two feet of space bordering every public aisle and two feet of space on any border of their exhibit that adjoins another display area. This will allow a four-foot emergency aisle running between each space.

Alcoholic Beverages & Food Items

Alcoholic beverages and/or food may not be brought into the Lumen Field Event 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. All curtains, buntings, draping, etc., of any kind must be flameproof. Fire Department regulations prohibit the storage of products, literature or any other flammable items behind draperies or in front of doorways. Under **NO** circumstances may displays, staging walls, turntables, signs, or display vehicles be placed in front of any fire or public entrance or exit doors. 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 Lumen Field Event Center.

Vehicle Requirements

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.

Fully electric vehicles – Keys must be kept in show office.

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 LFEC 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.

AC/DC Converters - Cars using AC/DC converters **must have the security system fuse disconnected** to prevent the public from setting off vehicle alarms.

NOTE: *Prior to the public opening, all vehicles will be checked to see that all gas cap and battery cable requirements have been met. A Fire Marshal will be on duty throughout all public hours of the auto show.*

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 Seattle International Auto Show must provide a scale electrical blueprint of their display to SFE, Edlen Electrical and GES by **October 17**. These blueprints will be used by Edlen and GES to install electric and telephone 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.** SFE blueprints can be e-mailed in DXF or PDF format to Steve@stevfreemanevents.com. **Exhibit set-up may not proceed without a show management approved floor plan.**

ADDITIONAL DETAIL FOR FIRE MARSHAL:

The Seattle fire marshal has requested we provide engineering drawings of everything on the show floor that is to be placed other than the actual vehicles. Below is a sample list of the level of detail requested- you can see it's essentially every piece of display in the booth. (ewi's info for Kia was 26 pages in 2024)
Subaru

1. 309 single story partition octagon, without engineering or truss roof.
2. Single 14' ID pylon display, no guy wires or engineered truss supports
3. 10 x 10 foot ranger station single-story shed

Ford

1. Storage enclosure, single story, 8' high with fabric backwall
2. Light display tower 16 feet high, no guy wires, or engineered truss supports
3. Information counter and accessories display, counter height and uncovered.
4. Fabric Lightbox wall, 6 feet 6 inches high.

Volkswagen Group of America

1. Highlight wall, Display and Interactive screen, all at about 7 feet high, max.
2. Information Counter

3. Highlight Platform, about 2” above ground
4. Illuminated ID Pylon, 13 feet 2 inches tall.

Chevrolet

1. Single story enclosure behind feature vehicle backwall, backwall is about 16’ tall (? Engineered wall? Ballasted, guy wires or free standing?)
2. Base signs 8 feet 2 inches tall
3. Modular ID Pylon 12 feet tall.

Please contact Steve at steve@stevefreemanevents.com with any questions.

Power Needs

NOTE: 24-Hour Power Needs to be Requested

In cooperation with Lumen Field Event Center, Edlen Exhibition Services has adopted “Green” policies in respect to both trade shows and exhibits. Edlen is required by LFEC to turn off all exhibit hall power 30 minutes after the show closes each day and turn it back on 30 minutes before show opens. Exhibitor participation is appreciated in turning off the power in your exhibit at the close of show each day. **Power will be cut off to your booth unless you order 24-hour power. Edlen recommends that exhibitors shut off power to any devices in their exhibit at show closing, especially computers.**

If you require your power to be left on 24 hours a day, please be sure to mark this on your order form. If you have already placed your order with Edlen, you may send in a revised order to include 24-hour power to your order.

Power is left on during show move-in to allow for uninterrupted power to work crews.

If you have any questions or concerns, please feel free to contact Doc Maynard at (206) 595-5521 or at bmaynard@edlen.com

Signs, Banners & Truss Lighting

Any hanging signs must be framed and pre-approved by show management. Truss lighting is permitted. GES/Edlen Electric 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 show management.

Display Placement

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.

East Hall Height: Maximum exhibit height of 20’.

West Hall Height: The majority of the West Hall has a ceiling height of 40’. However, in a few areas around the perimeter on the north, east and south sides of the hall, exhibit height is 20’ with a preferred exhibit height limited to 18’ to allow for a clearance beneath the sprinkler heads. The 18’ height restriction is adjustable if the exhibit house works with Show Management to pinpoint the location of the exhibit property in relation to the sprinkler heads.

Most exhibits in these areas are not affected and, in most cases, large displays can be positioned to accommodate the lower ceiling height and sprinkler heads. Exhibits that exceed 18’ height should be cleared with Show Management for special approval.

Concourse Height:

Main Exhibit Area: Ceiling height is limited to 13’ to accommodate sprinkler heads. Exhibits exceeding the 13’ must check with Show Management for approval.

Roll-Up Door into Concourse Level from Parking Garage: The maximum height of entry doors between the parking garage and the concourse level is 9’. If your exhibit is too large to get in through the roll-up door, contact Relevant Minucciani at GES, rminucciani@ges.com or 253-368-1094 to make arrangements to have your exhibit brought in through the freight elevator, size permitting.

Parking Garage Height: The maximum allowable vehicle height in the parking garage is 8’, 6”. **Delivery trucks and vans taller than 8’, 6” will not fit.** If your exhibit delivery vehicle is too tall to access the parking garage, contact Relevant Minucciani at GES, rminucciani@ges.com or 253-368-1094 to have the exhibit brought into your exhibit space with a forklift.

Rigging Regulations

GES has jurisdiction for all rigging. Make sure to review order submission and approval guidelines in the GES portion of this kit.

Music at the Show

Due to ASCAP and BMI licensing restrictions, unlicensed music cannot be played in any display at the Seattle International Auto Show. Jingles and commercials produced by a manufacturer, and are the property of the manufacturer, can be used in display.

Background music through the use of a television, radio, stereo, cassette tape, or laser disc 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 Lumen Field Event Center for any damage to the floor, ceilings or walls within his contracted area.

The Lumen Field Event Center, Washington State Auto Dealers Association, GES and SFE 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.

Insurance Requirements

All exhibitors or exhibit houses, and companies providing any equipment or services for the Seattle International Auto 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 Washington State Auto Dealers Association; Steve Freeman Events LLC; First & Goal, Inc.; GES; the Washington State Public Stadium Authority 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 Washington State Auto Dealers Association; Steve Freeman Events LLC; First & Goal, Inc.; GES; the Washington State Public Stadium Authority 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.
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 Washington State Auto Dealers Association; Steve Freeman Events LLC; First & Goal, Inc.; GES; the Washington State Public Stadium Authority 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- SFE, P.O. Box 46009 West Hollywood, CA 90046, 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 Steve Freeman Events LLC, no later than October 10, 2025.

Please email certificates of insurance to steve@stevefreemanevents.com.

The Certificate of Insurance holder is:
Washington State Auto Dealers Association
621 SW Grady Way, Renton, WA 98057

All policies must provide coverage from the first move-in date, November 11 to the last move-out date, November 17, 2025. All insurance policies must be completed correctly.

Licensing Requirements for Dealers

Seattle Licensing Requirements for Dealers and Aftermarket Exhibitors

Dealerships and Aftermarket exhibitors participating in the show are required to provide the show with their City of Seattle Business License Number, if they have one. Those with business addresses outside the City of Seattle are not required to purchase a license for the show, but must abide by the City's B&O tax provisions for the show exhibitors as shown below.

Seattle B&O Tax Requirements for Dealers and Aftermarket Exhibitors

All dealers and Aftermarket exhibitors participating in the show who do not have a current City of Seattle Business License must comply with the statute that states that any order or contract that generates taxable revenues equal to or greater than \$50,000 will oblige the exhibitor to acquire a City of Seattle Business License and remit the business tax due.

Washington State DOL Temporary Sub-Agency Permits for Dealers

Dealerships participating in the show are required to obtain a Washington Department Licensing, Temporary Sub-Agency Permit through Washington State Auto Dealers Association. Information regarding this process will be mailed directly to dealers participating in manufacturer exhibits in the show. Temporary Sub-Agency Permits will be kept on file in the Auto Show Office during the show.

Washington State Department of Revenue Temporary Registration Certificate for Aftermarket Exhibitors

Aftermarket exhibitors are required to provide their Washington UBI Number on their exhibit space contract. Those who are not already registered with the Washington State Department of Revenue must complete and submit a Temporary Registration Certificate to obtain a UBI number. Booth exhibitors are responsible for payment of any State of Washington B&O tax, State sales and use tax, as well as City and/or County sales and use tax.

Show Services Information

Exhibitor Services Provided in Vehicle Space Rental Charge

The following items and services are included in the space rental charge:

- Carpet in public aisles
- Daily emptying of all exhibit area waste containers

Each exhibitor is responsible for carpet, drayage, labor, vacuuming 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.

Exhibitor Lounge

An exhibitor lounge is available for all exhibitors with proper credentials. This lounge is located at the south end of the Concourse Level near the Show Office and will be open during all public show hours.

Headquarters Hotel

Arrangements have been made with the Silver Cloud Hotel - Stadium, the official headquarters hotel, across from the Lumen Field Event Center. Special exhibitor rates have been obtained prior to and during the auto show. The hotel is located at 1046 1st Avenue, South in Seattle.

Please call the hotel directly at (206) 204-9800 to reserve your room. Be sure to mention “Seattle Auto Show” to receive special room rates.

Security

Show management will provide 24-hour guard service beginning Tuesday, Nov. 11 at 8 a.m. and concluding Monday, Nov. 17 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 Lumen Field Event Center handles the security for the auto show. Please contact them at (206) 381-7510.

NOTE: *The Washington State Auto Dealers Association, GES and SFE, cannot be held responsible for the theft of items missing from exhibitor areas.*

Show Advertising & Publicity

Advertising

Extensive print, radio, television and online advertising will be used to target the greater Seattle area. Advertising will begin ten (10) days prior to the opening of the show and continue to run throughout the show.

Public Relations/Media Day

Auto show press kits, pre-show press releases and all publicity will be prepared and coordinated by Samuelson Communications. If you are planning to bring a special display, concept car, pre-production model or unique feature to the show, please notify **Steve Freeman at steve@stevefremanevents.com** to ensure that it is included in the overall show publicity.

Media Preview

The show will host a Media Preview on Friday from 10 a.m. to 12 p.m. Media live shots and filming will take place throughout the day. Please staff your display at 50%. The show PR team will arrange interviews as needed with display coordinators.

