

# CHICAGO AUTO SHOW

## 2024 Chicago Auto Show Rules and Regulations

### **MEDIA PREVIEW**

Thursday, Feb. 8 and Friday, Feb. 9, beginning at 8 a.m. Consult official press schedule for details.

### **FIRST LOOK FOR CHARITY**

Friday, Feb. 9, 7-11 p.m. Black Tie Gala.

### **RIBBON CUTTING AND OPENING CEREMONIES**

Saturday, Feb. 10, 9:30 a.m.

### **PUBLIC SHOW HOURS AND LOCATION**

Saturday, Feb. 10 – Sunday, Feb. 18, 10 a.m. to 9 p.m. (exception: Super Bowl Sunday, Feb. 11, show will close at 6 p.m.); Monday, Feb. 19, 10 a.m. to 8 p.m.  
McCormick Place, Chicago

The office of the Chicago Auto Show is at the Chicago Automobile Trade Association (CATA),  
18W200 Butterfield Rd., Oakbrook Terrace, IL 60181-4810  
P: 630-495-2282

These Rules and Regulations are designed to give the Chicago Auto Show a uniform appearance and to assist exhibitors in achieving the greatest value for their investment. Within them is embodied the necessary freedom and flexibility for the exhibitor to make the maximum use of imagination and good taste while maintaining professional aesthetics. Exhibitors should keep these Rules and Regulations in mind when planning their displays, and are urged to contact show management if the meaning of any rule or regulation is not clear. This agreement will bind the parties hereto, their successors, heirs, executors and administrators. Any matters not covered by these rules are subject to the sole discretion of show management. Show management (CATA) reserves the right in all instances to interpret these rules.

**EXHIBIT COMPLETION** - Exhibits must be completed before 6 a.m. Thurs., Feb. 8. Noisy and unsightly work after that hour will be strictly prohibited. Goods received on and after Feb. 8 must be delivered to the exhibitor's space before 9 a.m. daily.

**EXHIBIT DISMANTLING** - For the safety of show visitors, exhibitors may not begin to dismantle their exhibits until the show closes at 8 p.m. Monday, February 19.

- 1) **HEIGHT AND ARRANGEMENT OF EXHIBITS** - To ensure easy passage of visitors through exhibits, and to provide an air of spaciousness in the exhibit hall, the following restrictions have been placed on the height and arrangement of displays unless otherwise approved by show management.
  - All displays and exhibits must be capable of standing by themselves. No supporting wires or similar devices from the ceiling or columns will be permitted.
  - All heights stated will be measured from the exhibit hall floor and not measured from any raised floor level.  
**The maximum permissible height for exhibitors is 25 feet (7.6 meters) with the exception of the aftermarket/allied vendor area of the show where it is 8 feet (2.4 meters).**
  - Displays, partitions, exhibit material, etc., is not allowed within the first 5 feet (1.5 meters) of any exhibit border.
  - Displays, partitions, exhibit material, etc., for every foot (30 cm) in height of exhibit, up to 25 feet (7.6 meters) that exhibit must be placed in from the perimeter the same distance.
  - If displays, partitions, exhibit material, etc., blocking the movement of visitors are placed 5 feet (1.5 meters) from an exhibit border, the total length of such displays, partitions, exhibit material, shall not exceed 1/2 of the length of said exhibit border.
  - Vehicles may be no closer than 2 feet (60 cm) to exhibit borders.
  - Exhibitors occupying certain outer perimeter displays will be allowed, with prior show management and building approval, 25 foot (7.6 meters) high displays as back walls, provided the structure is not nearer than 5 feet (1.5 meters) from the rear border of your exhibit. This rear border is defined as the perimeter of the exhibit spaces along the east wall, the south wall, the west wall and the north wall of the South exhibit hall and the east wall and west wall of the North exhibit hall.
  - Exhibitors with back walls shall have openings for emergency access at least every 30 feet (9 meters) and the approval of the Fire Marshal and McCormick Place.
- 2) **PEDESTRIAN PLATFORMS/TWO STORY STRUCTURES** - Pedestrian platforms are permitted with prior approval. Such platforms shall not exceed 12 feet (3.5 meters) in height and must have appropriate structure, railings and/or barriers that conform to applicable city and building codes. The pedestrian platforms are restricted from the display of vehicles. Exhibitors wishing to build two story structures must submit to McCormick Place and show management engineering drawings guaranteeing observance of all safety requirements and static loading standards. In addition, exhibitors must secure approval from both McCormick Place and show management by December 4, 2023.
- 3) **ELECTRICAL WORK** - All electrical work orders and plans must be submitted to the Chicago Auto Shows approved electrical contractor, by December 4, 2023. All electrical and sign work in connection with exhibits must conform strictly to the rules and regulations of the National Electrical Code and the Local Building Code. Exhibitors desiring special connections in their spaces for the purpose of operating electrical motors or for other uses shall notify the Chicago Auto Shows approved electrical contractor, upon acceptance of their spaces. All such work is subject to supervision and direction by the Chicago Auto Shows approved electrical contractor, and shall be paid for by the individual exhibitor.
- 4) **LIGHTING FIXTURES** - Supplementary ceiling-hung specialty lighting fixtures may be used provided they are installed and concealed in the ceiling of the hall. Flashing lights and similar effects are prohibited. Floodlights, special supports, reflectors, etc. must be fastened to the steel framework of McCormick Place. The lowest points of any such equipment must be **at least 32 feet (9.75 meters) above the floor unless show management and McCormick Place grant permission. All special supports, trusses and the like must have a black finish.** All orders, drawings and lighting requests must be received by McCormick Place and the Chicago Auto Shows approved electrical contractor, by December 4, 2023. Show management may allow certain lighting to be de-activated at the exhibitor's expense: Lights that are directly over the requesting exhibitor's space and not interfering with neighboring exhibits; Lights that will not impair the safety and security of show visitors or after-hour personnel; and lights that are not turned off during the move-in move-out or after show hours. Exhibitors must have verification from McCormick Place officials and the Chicago Auto Show's approved electrical contractor, that each request satisfies the above criteria. Requests must be made to and approved by show management no later than December 4, 2023. Show management may require a schematic electrical drawing confirming deactivated lighting as well as lighting fixtures that will remain active for 24 hours.
- 5) **CEILING DECORATIONS** – Ceiling hung displays that show management deems to be an essential and integral to part of a passenger car or truck display will be permitted subject to the following conditions: **Prior approval of show management; prior approval of appropriate building authorities; must be a substantial part of display and not supplemental lighting décor; must not exceed height limit of 25 feet (7.6 meters); must not interfere with the general auto show decor; must not exceed 1,000 pounds (453.5 kg.) of weight per pick point; and must not substantially block neighboring exhibitors.** In addition, exhibitor will be responsible for all costs associated with such display (including the concealment of all suspension cables). Requests for such displays must be submitted to the Chicago Auto Shows approved electrical contractor and show management for approval by December 4, 2023.
- 6) **PILLARS** - Pillars and columns may not be covered or decorated in any way by individual exhibitors that hinder access or visibility for McCormick Place, the Fire Marshal or Public Safety. Exhibitor must receive specific permission from McCormick Place and the Fire Marshal as well as show management to decorate show floor columns.
- 6) **BARRICADES, STANCHIONS, ETC.** - For safety reasons, and in order to facilitate the steady flow of visitors, exhibitors must, in principle, leave their exhibits open and not barricade an entire exhibit, but are advised to protect, where necessary, their vehicles. However, show management may allow exhibitors to partially close off their exhibits by barriers on the condition that such barriers are at least 5 feet (1 meter) from the borders of the exhibit space. Such barricades must have the prior approval of show management.
- 8) **EXITS** - No exhibitor shall in any manner obstruct an exit, aisle, restroom or easement at any time. In all cases, exits and fire connections must be clearly identifiable. The Fire Marshal shall have the final ruling on this matter.

- 9) **IDENTIFICATION SIGNS** - Exhibitor free standing identification towers will be allowed with prior show management approval. The tower must be placed in a location that will not interfere with a neighboring exhibit, and such towers must not be of such size or density that they will impede the free flow of traffic or become a visual barricade. The towers should be situated within the display, close to the perimeter, but no closer than one meter from any end line of the display it advertises. Additionally, no more than two towers will be allowed per display. The towers should be no taller than 20 feet (6.1 meters) in height. No ceiling-hung signs will be permitted without prior show management approval. This rule does not apply to column surrounds.
- 10) **FLOOR COVERINGS** - The use of carpeting or other floor covering is required by each exhibitor. These floor coverings must not be sealed to the floors in such a manner as to injure the floor or be so installed as to be a hazard to public safety or as to endanger the public. Each exhibitor is responsible for the final condition of the floor in their space. Floor coverings other than carpeting may be used only by prior permission of the show management. The edges of raised flooring may be inclined, providing the slope is gradual and gentle. Exhibitors are urged to simplify access for disabled persons by providing a ramp at least 3.5 feet (1 meter) wide set at right angles to the aisle and comply with appropriate ADA standards.
- 11) **PRICE INFORMATION ON DISPLAY VEHICLES** - If individual price lists are posted on display vehicles, such lists must show the full manufacturer suggested list price, including any optional equipment contained on the vehicle so displayed. This price information may either be the "MONRONEY" label or one of the exhibitor's own design, but must contain the same information as the "MONRONEY" label. Exhibitors are encouraged to have uniform price labels affixed to their vehicles.
- 12) **SALES** - Selling or leasing of vehicles is prohibited at the Chicago Auto Show. Indications of "SOLD" or similar signs are also prohibited. The soliciting of business and distribution of literature and the like is not permitted outside the exhibitor's space.
- 13) **MANUFACTURER CERTIFIED, PRE-OWNED VEHICLES** - Each manufacturer exhibitor may, at its option, display within its exhibit one manufacturer certified pre-owned vehicle. This manufacturer certified pre-owned vehicle must be no older than five model years of the date of the auto show, have no individual dealer identification, not be for sale and therefore have no price label. Such vehicle and accompanying display material shall not be located in a prominent area of the exhibit, but shall be clearly identified and not a detraction from other new vehicle displays.
- 14) **TRANSMISSIONS AND BRAKES** - Transmissions, emergency brakes or other mechanisms must be secured in such a manner so that a vehicle cannot be moved when on display.
- 15) **GASOLINE/DIESEL FUEL**- Gasoline, diesel fuel, explosives or other flammable materials will not, under any circumstances or at any time, be allowed in McCormick Place. All vehicles will have locking or secured fuel caps. All vehicles will contain no more than 1/8th tank of fuel, unless given previous permission by McCormick Place, the Fire Marshal and show management.
- 16) **BATTERIES** – All batteries in exhibit vehicles must be, and remain, disconnected during public show hours.
- 17) **FLUID SYSTEMS** - Fluid systems and parts must be so designed or treated that lubricants or other fluids will not drip onto floor or otherwise damage the building.
- 18) **AUDIO VISUAL MACHINES** - Audio visual machines that show vehicles, manufacturer activities and similar matters may be used only if the machines are self contained, fireproof, acceptable to the Underwriters Laboratories and the city authorities, safe in every detail, quiet, do not interfere with a neighboring exhibitor, conform to all pertinent local ordinances and regulations of building management. The AV unit must be devoted exclusively to the business of the exhibitor, and must bear no obtrusive advertising, nor shall any reference to the AV unit appear in the pictures displayed. Such machines or AV units must be so placed so that its projected picture cannot cause an obstruction or interfere in any way with the aisle traffic. In all cases, wherever possible, such AV units must not be closer than 15 feet (4.5 meters) from neighboring exhibitors and aisles.
- 19) **MOVING MECHANISMS** - No exhibitor may show any mechanism in operation if it is noisy or objectionable to neighboring exhibitors or to show management. All moving mechanisms must be adequately protected by the exhibitor to prevent injury to spectators and such mechanism shall be attended at all times during show hours.
- 20) **SOUND/NOISE** - Exhibitors shall mutually cooperate in efforts to prevent noise/sound levels which pollute the environment for visitors and other exhibitors. Exhibitors shall take particular efforts to monitor their sound levels so that it is not excessive and to prevent interference with neighboring exhibits in all cases, the sound coming from any exhibit must not exceed the ambient sound level nor be annoying to neighboring exhibitors. Each exhibitor shall designate an individual to be in charge of sound operation. Show management reserves the right to request an exhibitor to conform its sound levels to comply with show requirements.
- 21) **ELECTRONIC MONITORING DEVICES/WIFI ROUTERS** - Any Chicago Auto Show exhibitor or exhibitor appointed contractor that wishes to use active or passive WiFi, RF, or Bluetooth monitoring devices within its exhibit at McCormick Place must submit a request in writing to the Chicago Auto Show. The request must provide detailed information as to the type of device and the protocols in place to protect the privacy of Chicago Auto Show attendees. Upon review, the Chicago Auto Show may approve or deny the use of such devices by its exhibitors or exhibitor appointed contractors. If an exhibitor or exhibitor appointed contractor is found to be using a monitoring device without written permission by the Chicago Auto Show, the device will be confiscated by the Chicago Auto Show and the data collected will be destroyed.

In addition, the Chicago Auto Show requests that all Internet, cellular and/or WiFi devices be "hard reset" prior to installation at the Chicago Auto Show. If the Chicago Auto Show finds an exhibitor or exhibitor appointed contractor with an Internet, cellular and/or WiFi device that is propagating any location other than "McCormick Place, Chicago, Illinois," the show will ask the exhibitor to remove/disable the device until such time that the exhibitor can show that the device is reset to "McCormick Place, Chicago, Illinois." This includes, but is not limited to, WiFi routers, hardwired internet-enabled devices and cellular-enabled devices.

- 22) **PLAYING OF COPYRIGHTED MUSIC AT THE AUTO SHOW** – It is a violation of federal copyright laws to play copyrighted music in the exhibition area during public show hours, UNLESS: exhibitor has a signed and properly executed contract with either ASCAP or BMI which releases the CATA, the Chicago Auto Show and its agents from liability; exhibitor music is original and written solely for your use and you have a letter from the composer; exhibitor is playing music that has entered the public domain (50 years since the death of the composer); exhibitor has a signed and properly executed contract with 3M for their Cantata system. The CATA and the Chicago Auto Show have the right to require letters from exhibitors, artists, and/or composers which will hold harmless the CATA, the Chicago Auto Show and its agents from claims of ASCAP or BMI. Exhibitor agrees to hold the CATA, the Chicago Auto Show and its agents harmless from any claim made by any third party in regard to copyrighted music. In the event ASCAP or BMI imposes a licensing fee on the show, the show will prorate that amount to appropriate exhibitors. If an exhibitor is planning on playing music and has not entered into an agreement with either ASCAP or BMI, any selections must be covered under the ASCAP catalogue of songs.
- 23) **ENTERTAINMENT - INCLUDING NARRATORS, DEMONSTRATORS AND PERFORMERS** – Exhibitors will be permitted to use live shows or demonstrations that are relevant to the exhibit and demonstrate product features or other promotions within their exhibit area. However, these performances must utilize volume controls so that the sound and noise levels can be monitored. The turntable, platform or other objects for narrators/demonstrators/performers must be placed away from aisles and neighboring exhibits in such a way that spectators cannot view the performance except from within the exhibit. In any event, all turntables should be at least ten feet from any aisle or easement. Remarks must be confined to a tone and to statements unobjectionable to management and to neighboring exhibitors. Noisy demonstrations are prohibited.
- 24) **BANNERS, BALLOONS, STICKERS, PENNANTS, ETC.** – The stringing of banners or pennants and use of balloons or adhesive stickers is strictly prohibited.
- 25) **SPACE CHANGES** – The space allotted the exhibitor will be provided as shown on the official floor plan diagram, with the exception, however, that the right is reserved by show management to make any changes which management may deem desirable or necessary for the general interest of the show. In addition, exhibitors may not assign, sublet, or transfer any part of their space or allow to be exhibited therein any other articles than those manufactured or sold by them as named on the Application for Space, whether or not such action is gratuitous to the exhibitor or any third party.
- 26) **WATCHMEN/GUARDS** – Show management assumes no responsibility for any loss, damage or theft incurred to any exhibit or property of the exhibitor, but may provide general show watchmen within the exhibit hall. However, if it is necessary to protect visitors, show management shall reserve the right to require exhibitors to take precautions to ensure the safety and smooth flow of visitors inside their exhibit. Therefore, it is recommended that exhibitors consider the benefit of retaining individual security guards or watchmen. Unauthorized persons will not be permitted to enter or remain in the exhibition hall after closing hours; however, certain exhibition hall personnel may have access to the exhibit hall at any time.
- 27) **SUBMIT EXHIBIT PLANS** – All exhibitors are required to furnish two copies of their floor plan showing the elevation views of their exhibit, an isometric view is required, by Dec. 4, 2023. Exhibit plans must be accompanied by an engineer's seal or stamp of approval. One copy will be submitted to show management and the other to McCormick Place. The scale shall be no smaller than 1:8 and include all elevations together with the placement of all exhibit material including loudspeakers and lighting. It is imperative that any supplemental lighting (or Leko lights) be clearly noted. This will allow a review of exhibit layouts to prevent any inadvertent violation of these Rules and Regulations.
- 28) **CLEANING AND DISPOSAL OF USED/EXCESS MATERIALS** – Each exhibitor must keep its exhibit clean and properly dispose of all refuse. All used or leftover materials resulting from the delivery, installation and removal activities of the exhibitor shall be disposed of at the expense of the exhibitor, and such disposal shall be carried out in accordance with McCormick Place rules, except when the exhibitor has its own means of approved disposal. The exhibit space must be left "broom clean" at move-out. For conservation purposes, exhibitors are advised to make disposal plans that will maximize the reuse of materials and minimize the amount of disposal. Exhibitors are liable for any damage they cause (or a third party commissioned by them causes) to the walls, floors, pillars, doors, windows, etc. during the installation, operation and dismantling of their exhibits.
- 29) **EXHIBITOR SERVICE MANUAL** – Please refer to the official Exhibitor Manual for information concerning directives from Show Management, our Official Show Contractors, and McCormick Place. Information provided includes EAC registration, BEEP program, insurance, credentials, order forms, deadlines and other related show material. Exhibitors are responsible for ensuring that prescribed deadlines are met and that exhibits conform strictly to all safety and building regulations. Show management reserves the right to limit the number of employees in attendance, the amount of material that occupies any space and the approval of subcontractors. This manual is only available online at [www.chicagoautoshow.com](http://www.chicagoautoshow.com). A password may be required and will be provided to those named on the official Exhibitor List provided to us by the Exhibitor/Manufacturer.
- 30) **PENALTIES** – Any violation of any of the terms and conditions of these Rules and Regulations on the part of the exhibitor, will cause to terminate the agreement to occupy space, and such exhibitor will forfeit to show management all monies which may have been paid and or are due. In the first instance of any violation of the terms and conditions of these Rules and Regulations on the part of the exhibitor, right is hereby given show management to terminate the agreement, to occupy space, and at its option, show management may re-enter and take possession of the space occupied by the exhibitor, and remove all persons and goods at the exhibitor's own risk and cost, without liability of the show management thereto.