



General Information

Exhibit Hall:

The Indiana Convention Center Halls D, & E
 100 South Capital Avenue
 Indianapolis, IN 46225

Move-In Dates & Hours:

Wednesday, March 10 8:00am – 6:00pm
 Thursday, March 11 8:00am – 6:00pm

Education Day:

Thursday, March 11 8:00am – 6:30pm
 Seminars presented by SEMA's HRIA (Hot Rod Industry Alliance)



Show Dates & Hours:

Friday, March 12 10:30am – 5:00pm
 Saturday, March 13 9:30am – 3:00pm

Move-Out Dates & Hours:

Saturday, March 13 3:00pm – Midnight

Events & Attractions:

For more information, please refer to the Events & Attractions section of this Service Manual.

Thursday, March 11	8:00am– 6:30pm	Education & Training Day
Friday, March 12	8:30am – 10:00am	Grand Opening Breakfast
	5:00pm– 7:30pm	Industry Reception
Saturday, March 13	8:00am-10:15am	ARMO Panel Discussion
	10:00am-12:00pm	Interior Fabrication Workshop

Exhibitor Messages:

You may contact the California event headquarters at 800-876-8788

Hotel & Travel Information:

Please do not contact the hotels directly for reservations.
 For more information, please refer to the Hotel section of this Service Manual.

Event Staff & Show Suppliers

Event & Magazine Staff:

Travis Weeks
Group Publisher
310-533-2480
Fax: 310-533-2504
travis.weeks@bobit.com

Bill Middaugh
Sales Manager
310-533-5446
Fax: 310-533-2504
Bill.middaugh@bobit.com

Michelle Mendez
Director of Events
310.533.2453
Fax: 310-533-2511
michelle.mendez@bobit.com

Jane Sweeney
Event Coordinator
310-533-2538
Fax: 310-533-2511
jane.sweeney@bobit.com

Sandra Burciaga
Marketing Coordinator
310.533.2475
Fax: 310.533.2511
sandra.burciaga@bobit.com

Susana Lara
Administrative Assistant
310-533-2541
Fax: 310-533-2504
susana.lara@bobit.com

Audio Visual:

Markey's Audio Visual
Indianapolis, IN 46225
317-783-1155
Fax: 317-781-4110

Electrical / Air Services

The Indiana Convention Center
Utility Order Dept.
100 S. Capitol Avenue
Indianapolis, IN 46225
317-262-3467
Fax: 317-262-3419

Phone Service:

The Indiana Convention Center
Utility Order Dept.
100 S. Capitol Avenue
Indianapolis, IN 46225
317-262-3467

Photography:

Steve Essig Photography
4203 88th Avenue NW
Gig Harbor, WA 98335
253-396-1800
steveessig@aol.com

Freight:

EliteExpo
845 Commerce Drive
South Egin, IL 60177
847-531-7084
Fax: 800-543-5484
sales@eliteexpo.com

Catering:

Centerplate
100 S. Capitol Avenue Ste. 300



Indianapolis, IN 46225
317-262-3500
Fax: 317-634-0541

Exhibitor Information

● Exhibit Shipping Information

Advanced Warehouse

(delivery on or before March 9, 2010)
Name of Exhibitor – Booth Number
C/O George Fern Co.
1147 S. White River Parkway E. Drive
Indianapolis, IN 46225

Direct to Show Site

(delivery on or after March 10, 2010)
Name of Exhibitor – Booth Number
C/O George Fern Co.
Indiana Convention Center
100 South Capitol Avenue
Indianapolis, IN 46225

● Drayage / Freight Handling

Freight handling (drayage) is the movement of your exhibit and materials from the facility's dock to your booth and return after the trade show to the loading dock. This service includes storage of your empty crates and boxes during the show by the drayage contractor. The empty crates will be returned to your booth after the close of the show and aisle carpet is removed. You can order drayage service from George E. Fern Company either in advance or at show site.

● Show Cars and Display Cars in Exhibitor Booths

Please refer to the Move-In / Move-Out Policies in the General Information section for information on unloading your vehicle & other freight. Strict fire regulations state each vehicle must have battery cables disconnected, fuel tanks empty, and filler caps equipped with locking caps and/or sealed with tape. Each car will be inspected by the Fire Marshall.

● Booth Change Policy

Changes to booth locations can occur at any time from the initial assignment through show opening. Modifications to an exhibitor's display, including but not limited to fixture placement, material display, material distribution, models attire, and noise levels, may be made by show management at any time.

General Information

● Move in Policies

In an effort to streamline the move-in process for the 2010 show, we have arranged to have a staging area INSIDE the building. Personal vehicle unloading procedures are as follows.

CARS/TRUCKS-

Pull up "B" RAMP – ENTER "UNLOADING AREAS" – DEPART ON "B" RAMP

1. Vehicles will pull into staging areas to unload. If the weather is inclement, this area will be carpeted to absorb the water.
2. Vehicles will not be permitted on the show floor if there is packed snow or ice on the vehicle.
3. Exhibitors may use their own dollies and small freight carts.
4. NO pallet jacks (hand or electric) will be permitted to be used on the exhibit floor.
5. Personal vehicles will not be allowed to be parked inside the exhibit hall during the event days.

Because of the volume of activity, we ask that you unload your equipment – stage it – and remove your vehicle to allow the next exhibitor access. We do not want to set time limits, but if there are vehicles unloaded and not moved, we will enforce a very strict time limit – ticket – and tow.

EXHIBITORS ARE NOT PERMITTED TO PULL VEHICLES INTO THE AISLES.

● Move-Out Policies

Exhibitor tear down will begin at 3:00pm on the last show day, March 13, 2010. Removal of exhibits will NOT begin until the completion of the show. To alleviate possible theft and loss of merchandise, it is your responsibility to remain in your booth until all exhibit materials have been packed up and picked up by your display or freight company.

● **Exhibitor Move-Out will be completed by MIDNIGHT, March 13, 2010. Exhibitors will need vacate by MIDNIGHT, March 13, 2010, No exceptions.**

Empty crates will be brought to your booth once the show is closed and the aisle carpet is removed.

The vehicle staging areas will be accessible once the aisle carpet has been removed (and, if necessary, scrap carpet re-installed to absorb any moisture). Exhibitors will not be permitted to enter the staging areas until all merchandise is packed or crated and ready to be loaded.

VEHICLES **MAY NOT** LINE UP AT THE REAR DOCKS PRIOR TO THE CLOSE OF THE SHOW.

**IN THE UNLIKELY EVENT THAT THE WEATHER IS INCLEMENT,
WE MAY BE REQUIRED TO ADJUST THIS PLAN ON-SITE.**