

General Information

Exhibit Hall:

Lucas Oil Field
500 South Capital Avenue
Indianapolis, IN 46225

Move-In Dates & Hours:

Wednesday, March 21	8:00am – 11:00am (Vehicle/Lrg booth Move In)
	11:00am – 6:00pm
Thursday, March 22	8:00am – 12:00pm (Vehicle/Lrg booth Move In)
Thursday, March 22	8:00am – 6:00pm

Education Day:

Thursday, March 22 8:00am – 6:30pm
Seminars presented by SEMA's HRIA (Hot Rod Industry Alliance)



Show Dates & Hours:

Friday, March 23	10:30am – 5:00pm
Saturday, March 24	10:00am – 3:00pm

Move-Out Dates & Hours:

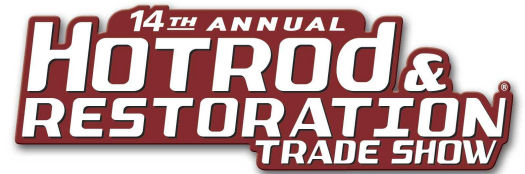
Saturday, March 24	3:00pm – 8:00pm
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Events & Attractions:

Thursday, March 22	8:00am– 6:30pm	Education & Training Day
Friday, March 23	8:30am – 10:00am	Grand Opening Breakfast
	2:00pm – 3:30pm	Restoration Round Table
	5:00pm– 7:00pm	Industry Reception
Saturday, March 24	8:00am-10:15am	ARMO Panel Discussions
	8:00am – 10:15am	Business Seminars
	2:30 – 4:30pm	Interior Fabrication Workshop

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 Staff:

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

Bill Middaugh
Sales Manager
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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 Manager
310-533-2538
Fax: 310-533-2511
jane.sweeney@bobit.com

Audio Visual:

Markey's Audio Visual
Brian Solomon
2365 Enterprise Park Place
Indianapolis, IN 46218
800-686-9987
Fax: 317-781-4110

Decorator:

George E. Fern
Indianapolis, IN 46225
Cincinnati, OH 45203
513-333-7060
Fax : 513-333-7067

Electrical / Air Services

Lucas Oil Stadium
500 S. Capitol Avenue
Indianapolis, IN 46225
317-262-3467
Fax: 317-262-3419

Phone Service:

Lucas Oil Stadium
Utility Order Dept.
500 S. Capitol Avenue
Indianapolis, IN 46225
317-262-3467

Freight:

ELITeXPO
845 Commerce Drive
South Egin, IL 60177
800-543-5484
Fax: 800-543-5484
sales@elitexpo.com

Catering:

Centerplate

100 S. Capitol Avenue Ste. 300 645
645 Linn Street
317-262-3500
Fax: 317-781-4110



Exhibitor Information

● Exhibit Shipping Information

Advanced Warehouse

(delivery on or before March 20, 2012)
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 21, 2012)
Name of Exhibitor – Booth Number
C/O George Fern Co.
Lucas Oil Stadium
500 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

CARS/TRUCKS-

Pull up to the "NORTH WEST RAMP" – enter through the Corridor the "UNLOADING AREAS" will be on the far right side of the field. – DEPART ON "SOUTH WEST" RAMP. See next page for diagram

1. There is NO long term Staging area for your vehicles. You must drop off your booth materials, park your vehicle and come back for set up. We are allotting approximately 20 min for each vehicle to unload.
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.
6. Once you park your vehicle in lot #10, you may re-enter through the SouthWest Ramp. Security will be monitoring this area.

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 " SOUTH WEST RAMP "

Exhibitor tear down will begin at 3:00pm on the last show day, March 24, 2012. Removal of exhibits will NOT begin until the completion of the show. **You will be directed through the "SouthWest Ramp" for Move-Out.** 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 8:00PM, March 24, 2012. Exhibitors will need to vacate by 8:00PM, March 24, 2012, No exceptions.**

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

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.**