



Exhibit Days: November 3 – November 6, 2009
Education Days: November 2 – November 5, 2009
Las Vegas Convention Center
Las Vegas, Nevada USA

TOP TEN RULES (DO'S & DONT'S) YOUR COMPANY SHOULD OBSERVE IN ORDER TO HAVE A SUCCESSFUL SHOW

WANT A SUCCESSFUL SHOW?

COMMUNICATE TROUBLE. Please contact Show Management on their cell phones or at the Show Office if you have any problems whatsoever. The Show Office phone number is on your badge. Do not wait until after the show to report trouble. This includes lost freight, damages, union labor, other exhibitors, noise, suitcases, move-in or move-out, unruly attendees, etc. Staff cell phone numbers and the Show Office phone number are included in the Welcome Package and will be available in the final exhibitor update.

These are the most common violations experienced at the Show, and lead to situations that can have a huge negative impact on your show results.

1. **DISPLAYED PRODUCTS** - Do not display the product or branding of any company other than yours. Vehicles can be equipped with other exhibitors' products. (See rule #7.E. for non-exhibitor products).
2. **COMPETITORS & OTHER EXHIBITORS** - Do not obstruct the view of your neighbors by blocking them. (See Exhibit Display Regulations for allowable displays). Do not enter the booth of another exhibitor for any reason, unless invited. No harassment of other exhibitors. (See rule #10.A.)
3. **PHOTOGRAPHY** - Do not take photos or video of other exhibitor booths under any conditions unless given explicit permission by the exhibitor. (See rule #10.N.)
4. **EXHIBIT INSIDE YOUR EXHIBIT SPACE** - Do require that your exhibit personnel, attendants, models and other employees confine their activities to the contracted exhibit space. (See rule #11.G.)
5. **ATTIRE** - All booth personnel should dress professionally; business or casual business attire is encouraged. Models are restricted from wearing skimpy attire. (See rule #11.B.)
6. **NOISE** - The sound level in and around your booth must not exceed 85 decibels. (Two violations of this rule cause you to lose all booth power for the remainder of the Show). Noise harasses everyone. (See rule #11.D.)
7. **STARTING A CAR** - Do not start a car once it is in your booth for any reason. Doing so is a huge safety risk. Once placed, display vehicles cannot be started or moved without the approval or direction of Show Management.
8. **EARLY TEAR DOWN** - Do not begin tear down of your company's booth prior to 4:00 p.m. on Friday. (See rule #9.G.)
9. **BADGES** - Do not order badges for any individuals other than your employees, advertising agency personnel or attorney(s). (See rule #7.A.)
10. **INTELLECTUAL PROPERTY** - Do not violate another exhibitor's intellectual property. Severe penalties are in place for violation of these rules. (See rule #5.B. and #10.S.)

Read ALL rules in the Exhibitor Rules and Regulations and the Exhibit Display Regulations to be sure you are in conformance. Violations listed in the foregoing text are found to be the most common.