



Las Vegas Convention Center, Las Vegas, Nevada
Exhibit Days: November 1 – 4, 2011
Education Days: October 31 – November 4, 2011

TOP 10 DO's and DON'Ts

COMMUNICATE PROBLEMS. 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 problems. This includes lost freight, damages, union labor, difficulty with other exhibitors, noise, suitcases, move-in or move-out, unruly attendees, Freeman, Show Management, 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.

The following items are the most common issues experienced at the Show and lead to situations that can have a negative impact on your Show results.

1. **DISPLAYED PRODUCTS** - DON'T 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 and OTHER EXHIBITORS** - DON'T obstruct the view of your neighbors by blocking them. (See Exhibit Display Regulations for allowable displays). Do not enter the booth of another exhibitor unless invited. Do not harass other exhibitors. (See rule #7.A.)
3. **PHOTOGRAPHY** - DON'T take photos or video of other exhibitor booths unless given explicit permission by the exhibitor. (See rule #7.V.)
4. **EXHIBIT INSIDE YOUR EXHIBIT SPACE** – DO require your exhibit personnel, attendants, models and other employees to confine their activities to the contracted exhibit space. (See rule #7.A.)
5. **ATTIRE** – DO require that booth personnel dress professionally; business or casual business attire is encouraged. Models are restricted from wearing skimpy attire. (See rule #7.B.)
6. **NOISE** – DON'T allow the sound level in and around your booth must not exceed 85 decibels. (Two violations of this rule will cause you to lose all booth power for the remainder of the Show). Noise harasses everyone. (See rule #7.G.)
7. **STARTING A CAR** - DON'T start a car once it is in your booth for any reason. Doing so is a major safety risk. Once placed, display vehicles cannot be started or moved without the approval of, and under the direction of Show Management.
8. **EARLY TEAR DOWN** - DON'T begin tear down of your company's booth prior to 4:00 p.m. on Friday. (See rule #8.I.)
9. **BADGES** - DON'T order badges for any individuals other than your employees, advertising agency personnel or attorney(s). (See rule #9.B.)
10. **INTELLECTUAL PROPERTY** - DON'T violate another exhibitor's intellectual property. Severe penalties are in place for violation of these rules. (See rule #A.ii, 7.A. and #7.R.)

Read ALL rules in the Exhibitor Rules and Regulations and the Exhibit Display Regulations to be sure you are in compliance.