

# Table of Contents



## TABLE OF CONTENTS

- Beware of advertising solicitations from “Fair Guide”
- Frequently Asked Questions

### 1. SHOW INFORMATION

- Dealer Expo Contacts
- Exhibitor Checklist
- How to save time, money & stress
- Show Schedule
- Additional Information
- Official Show Suppliers
- Meet Your Floor Manager
- Exhibitor Services
- Self-unloads & Commercial Carriers
  - Commercial Carriers – Fern Marshaling Yard
  - Self-unloads – POV Marshaling Yard
- Local Hardware Stores / Office Supplies
- Show Services
- Local Restaurants / Reservation Form

### 2. EXHIBITOR GUIDELINES

- What’s in this section/TOC
- Building Specifications
- Glossary
- Booth Design Guidelines

### 3. EXHIBITOR APPOINTED CONTRACTOR (EAC)

- Intent to Use EAC
- EAC Badge Form
- EAC Insurance Requirements

### 4. EXHIBITOR INSURANCE

- Insurance Requirements
- Insurance Online
- Frequently Asked Questions
- Sample Certificate of Insurance

### 5. FERN SERVICES

- Carpet, Furniture, Labor, Drayage, Shipping

### 6. FACILITY SERVICES

- Electrical, Gas/Water/Drain/Compressed Air, Cable, Sign & Banner Hanging

### 7. AUTHORIZED VENDORS

Lead Retrieval, Computer & AV Rentals, Plants & Floral, Booth Security, Models, Booth Catering, Shipping (Domestic & International)

# Powersports Group



## OPERATIONS

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## FLOOR MANAGERS

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Cinnamon Kernes                      Floor Manager                      949-954-8830                      [ckernes@advanstar.com](mailto:ckernes@advanstar.com)

## MARKETING & PROMOTIONS TEAM

Trevor Trumbo                      Event Marketing Director                      949-954-8811                      [ttrumbo@advanstar.com](mailto:ttrumbo@advanstar.com)  
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Kurt Whittington                      Event Marketing Coord.                      949-954-8457                      [kwhittington@advanstar.com](mailto:kwhittington@advanstar.com)  
Allison Lombardo                      Group Marketing Director                      949-954-8420                      [alombardo@advanstar.com](mailto:alombardo@advanstar.com)

## SALES TEAM

Peggy Zamberlan                      Sales Director                      949-954-8880                      [pzamberlan@advanstar.com](mailto:pzamberlan@advanstar.com)  
Chris Alonzo                      Account Manager                      949-954-8881                      [calonzo@advanstar.com](mailto:calonzo@advanstar.com)  
Cass D'Arlon                      Account Manager                      949-954-8413                      [cdarlon@advanstar.com](mailto:cdarlon@advanstar.com)  
Patti Ros                      Account Manager                      949-954-8866                      [pros@advanstar.com](mailto:pros@advanstar.com)  
Christina Anders                      Sales Coordinator                      949-954-8428                      [canders@advanstar.com](mailto:canders@advanstar.com)

## INTERNATIONAL SALES

InterMedia Partners GmbH                      Austria, Germany, Netherlands, Switzerland                      [fanacker@intermediapartners.de](mailto:fanacker@intermediapartners.de)  
ASA Media                      UK, Denmark, Norway, Sweden, Finland                      [alastair@asa-media.com](mailto:alastair@asa-media.com)  
Reach Expositions                      Pakistan                      [ayyob@reachexpo.com](mailto:ayyob@reachexpo.com)  
Beijing Heliview                      China, Taiwan                      [frances@heliview.cn](mailto:frances@heliview.cn)  
CCPIT                      China, Taiwan                      [zhoulan\\_chen@yahoo.com.cn](mailto:zhoulan_chen@yahoo.com.cn)  
Mr. Prashant Asthana                      India                      [usa\\_fairs@hotmail.com](mailto:usa_fairs@hotmail.com)  
Emanuella Castagnetti                      Italy                      [ecastagnetti@questex.com](mailto:ecastagnetti@questex.com)

## MANAGEMENT TEAM

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Tracy Harris                      VP / General Manager                      949-954-8478                      [tharris@advanstar.com](mailto:tharris@advanstar.com)  
Danny Phillips                      Executive Vice President                      949-954-8466                      [dphillips@advanstar.com](mailto:dphillips@advanstar.com)

## The Powersports Group is the producer and publisher of these products:

Dealernews International Powersports Dealer Expo                      [www.dealerexpo.com](http://www.dealerexpo.com)  
Dealernews, Powersports Magazine                      [www.dealernews.com](http://www.dealernews.com)  
Cycle World International Motorcycle Shows                      [www.motorcycleshows.com](http://www.motorcycleshows.com)  
2 Wheel Tuner                      [www.2wtmag.com](http://www.2wtmag.com)

**Fueled by Advanstar™**



**Dealernews**  
THE VOICE OF POWERSPORTS RETAILERS



# Exhibitor Checklist



<b>DUE DATE</b>	<b>TO DO:</b>
ASAP	Click: <a href="http://www.dealerexpo.com/dealerexpo/article/articleDetail.jsp?id=618512">http://www.dealerexpo.com/dealerexpo/article/articleDetail.jsp?id=618512</a>
December 5, 2009	Housing reservations cut-off. \$100.00 penalty applies for cancellations after this date.
December 5, 2009	<b>Final day to submit Directory Listing Form.</b> See <b>Promotional Opportunities.</b>
December 21, 2009	Last day to submit descriptions/diagrams to Show Management if booth 1) does not meet exhibit guidelines, 2) has solid walls or ceilings, 3) has multiple levels, and/or 4) has a canopy/ceiling over 200 square feet. See <b>Exhibit Guidelines</b> section for additional details.
December 21, 2009	Final day to submit Meeting Space Reservation Form. See <b>Promotional Opportunities.</b>
January 15, 2010	Housing closes. This is the final day to make reservations through Travel Planners.
January 15, 2010	Final day to submit company Proof of Insurance to show management.
January 15, 2010	Final day to submit "Intent to use and EAC Form" to show management.
January 29, 2010	Final day to order Exhibitor Badges – Click here: <a href="http://www.dealerexpo.com/dealerexpo/article/articleDetail.jsp?id=618527">http://www.dealerexpo.com/dealerexpo/article/articleDetail.jsp?id=618527</a>

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## FORMS – GEORGE E. FERN COMPANY – OFFICIAL SHOW DECORATOR

January 22, 2010	Submit Payment Authorization Form
January 22, 2010	Submit No Services Required Response Form
January 22, 2010	RETURN THE FOLLOWING TO GEORGE E. FERN FOR PRE-SHOW DISCOUNT: <ul style="list-style-type: none"><li>❖ Modular Rental Display Order Form</li><li>❖ Furniture Rental Order Form</li><li>❖ Custom Furniture Rental Order Form</li><li>❖ Carpet Rental Order Form (FLOOR COVERING IS REQUIRED)</li><li>❖ Accessory Rental Order Form</li><li>❖ Wire Mesh Grid Rental Order Form</li><li>❖ Shipping Information &amp; Freight Service Order Form</li><li>❖ Sign and Artwork Order Form</li><li>❖ Display Labor Service in Booth Order Form</li><li>❖ Forklift to Rig in Booth Order Form</li><li>❖ Booth Cleaning Service Order Form</li></ul>

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## FORMS – FACILITY – INDIANA CONVENTION CENTER

January 25, 2010	RETURN TO THE ICC UTILITY DEPARTMENT FOR PRE-SHOW DISCOUNT: <ul style="list-style-type: none"><li>❖ Electrical Service Order Form</li><li>❖ Telephone Service Order Form</li><li>❖ Gas/Water/Drain/Compressed Air Service Order Form</li><li>❖ Broadcast Video/Cable Television Service Order Forms</li></ul>
January 25, 2010	Smart City Internet Order Form
January 25, 2010	Sign & Banner Hanging Order Form
January 25, 2010	Sign Shop Order
January 25, 2010	Booth Catering Order – Centerplate

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## FORMS – OTHER – APPROVED VENDORS

ASAP – SHIPPING	Ken Keith Trucking – <b>Domestic Ground</b> – Specializing in motorcycle industry.
ASAP – SHIPPING	Global Shipping Alliance – <b>Domestic Air Freight</b>
ASAP – SHIPPING	Kuehne + Nagel – <b>International Air Freight</b>
January 15, 2010	Experient Lead Retrieval Order Form
February 1, 2010	NMR AV & Computer Rentals – Submit any needs for AV, computers, plasmas, etc.
February 5, 2010	Green with Envy – Plant & Floral Order Form
February 5, 2010	Modollz, Inc. – Need Hospitality Models? This is the place – many are former cheerleaders.
February 5, 2010	ESG Booth Security – Protect your valuable booth – hire your own security.

# How to Save Time, Money & Stress



## TIME

1. Order your Exhibitor Badges (ONLINE) before the deadline of January 29, 2010.  
Click here: <http://www.dealerexpo.com/dealerexpo/article/articleDetail.jsp?id=618527>  
  
All domestic (USA & Canada) exhibitors will receive them in the mail and will be able to go directly to Badge Holder Pick-up at Registration at the Indiana Convention Center. *Note: All international badges will be held for pick-up on-site. Exhibitor Registration will be located at the Indiana Convention Center.*
2. Make sure all of the required Certificates of Insurance have been turned in by the deadline of **January 15, 2010**. Without insurance, you will not be allowed to set-up your exhibit. All EAC's are required to submit proof of insurance also. See the **Insurance** section for complete information.
3. Design your exhibit as light and easy to assemble / dismantle as possible. Freight (shipping to the convention center) and drayage (loading docks to exhibit booth) are based on weight. Exhibits that are lightweight and easy to assemble are guaranteed to save you time and money.
4. If your booth does not meet the exhibit guidelines in the Exhibitor Service Kit, you must receive approval from Show Management. Avoid the additional costs and stress of having to make modifications to your booth on-site. Submit forms early so they can be reviewed by Show Management and in some cases, approved by the Fire Marshall.

## MONEY

1. Use the checklist in this service kit and order before the due dates to save money. Orders placed on-site typically cost more and take longer to fulfill. Mark your calendar a week before the deadline to give yourself plenty of time to order!
2. Cancel all unneeded hotel rooms before the deadline of **December 4, 2009** to avoid cancellation penalties.
3. Bring a box of office and shipping supplies with you to the show. Items like pens, paper, tape, scissors, envelopes, etc. can be expensive and hard to find at the show.
4. Check all show invoices at the show. Although the contractors and approved vendors are very careful and almost always get it right, be sure to double check the detailed charges. Immediately bring discrepancies or questions to the attention of the vendor. It is always easier to fix on-site than after the show.

## STRESS

1. Be PREPARED. Mark your calendar at least a week before each deadline.
2. Keep good records of all orders placed and transactions. Make copies of any emails you send / receive. Take all notes, records and shipping information and this binder with you to the show.
3. Submit descriptions, diagrams, blueprints (if applicable) to Show Management if booth 1) does not meet exhibit guidelines, 2) has solid walls or ceilings, 3) has multiple levels and/or 4) has a canopy over 200 square feet. See **Exhibit Guidelines** section for additional information.
4. Promote your company and products prior to the show. Take advantage of marketing ideas available in the **Promotional Opportunities** section. Don't wait until you get to the show and wonder where all the attendees are – work to bring them to you!
5. NEVER leave your valuables (wallet, purses, laptops, one-of-a-kind samples, small accessories, etc.) unattended in your booth. Before going back to your hotel each night cover your exhibit, put items out of site, and use yellow no-cross tape to cordon off your booth while you are not in it. Sheets, opaque plastic covering & tarps work well in addition to bungee cords and duck tape to secure.
6. Ask questions, get answers. Show Management, George E. Fern, Travel Planners, and the Indiana Convention Center – and all of our approved vendors are prepared to answer your questions and assist in you having a successful show.
7. Be aware of your booth number and where you are exhibiting!
  - ❖ February 12-14, 2010 Westin • Marriott • Indiana Convention Center (Booth #'s 5000 & Up)
  - ❖ February 13-15, 2010 Indiana Convention Center (Booth #'s 100 – 4999)

# Show Information



## SHOW NAME

*Dealernews* International Powersports Dealer Expo (Typically referred to as “Dealer Expo”)

## SHOW DATES / LOCATIONS

**Friday, February 12 – Sunday, February 14, 2010**

**Marriott • Westin • Indiana Convention Center** (*Booth #'s 5000 & Up*)

### **Marriott**

350 W. Maryland St.  
Indianapolis, IN 46225

### **Westin**

50 South Capitol Ave.  
Indianapolis, IN 46225

### **Indiana Convention Center**

100 South Capitol Avenue  
Indianapolis, IN 46225

**Saturday, February 13 – Monday, February 15, 2010**

**Indiana Convention Center** (*Booth #'s 100 – 4999*)

### **Indiana Convention Center**

100 South Capitol Avenue  
Indianapolis, IN 46225

## EXHIBITOR REGISTRATION @ INDIANA CONVENTION CENTER

Wednesday, February 10 <sup>th</sup>	8:00am to 6:00pm
Thursday, February 11 <sup>th</sup>	8:00am to 7:00pm
Friday, February 12 <sup>th</sup>	8:00am to 6:00pm
Saturday, February 13 <sup>th</sup>	8:00am to 6:00pm
Sunday, February 14 <sup>th</sup>	8:00am to 6:00pm
Monday, February 15 <sup>th</sup>	8:00am to 3:00pm

## EXHIBITOR ONLY HOURS

Exhibitors are allowed in their booths 1 hour before the start of the show and for 30 minutes after the close of show each day. Exhibitor badges are required at all times and exhibitors are not allowed to wander into other exhibitor booths.

## PUBLIC SPACE – IMPORTANT NOTICE!

The public space at the Indiana Convention Center is open an hour before and after show hours to allow exhibitor access, which also allows full access to the public. Extra security is posted in these areas but Show Management is not responsible for lost or stolen items. Exhibitors should strongly consider their own booth security at their specific booth space for either during or after show hours.

Show Management provides perimeter guard service during the show and while the exhibit halls are closed. Exhibitor agrees that Show Management is not liable for anything its guard service or facility security does or fails to do. This includes but is not limited to: damage, theft, or loss sustained by Exhibitor’s exhibit or its representatives. Exhibitors will not be allowed into the exhibit halls/areas after show hours.

# Booth #'s 100 – 4999

## Show Schedule



### Wednesday, February 10, 2010

Wed.	10-Feb	Exhibitor Registration - ICC	Registration	8:00am to 6:00pm
Wed.	10-Feb	ICC Targeted Exhibitor Move-in (Island & Peninsula Booth #'s 100 - 3999 ONLY)	Move-in	8:00am to 6:00pm
Wed.	10-Feb	ICC - Booth #'s 4000 - 4999	<b>NO MOVE-IN TODAY!</b>	

### Thursday, February 11, 2010

Thurs.	11-Feb	Exhibitor Registration - ICC	Registration	8:00am to 7:00pm
Thurs.	11-Feb	ICC - Booth #'s 100 - 4999 (No Last-in/First-out LIFO's)	Move-in	8:00am to 7:00pm

### Friday, February 12, 2010

Fri.	12-Feb	Exhibitor Registration - ICC	Registration	8:00am to 6:00pm
Fri.	12-Feb	ICC - Booth #'s 100 - 4999 (No Last-in/First-out LIFO's)	Move-in	8:00am to 7:00pm
Fri.	12-Feb	ICC - LIFO's #'s 1555, 3819, 3821, 3823, 3849, 3851, 3853	Move-in	10:00am to 7:00pm

### Saturday, February 13, 2010

Sat.	13-Feb	Exhibitor Registration - ICC	Registration	8:00am to 6:00pm
Sat.	13-Feb	<b>SHOW HOURS</b> - ICC Booth #'s 4000 - 4999	Show Hours	9:00am to 6:00pm
Sat.	13-Feb	<b>SHOW HOURS</b> - ICC Booth #'s 100 - 3999	Show Hours	10:00am to 6:00pm

### Sunday, February 14, 2010

Sun.	14-Feb	Exhibitor Registration - ICC	Registration	8:00am to 6:00pm
Sun.	14-Feb	<b>SHOW HOURS</b> - ICC Booth #'s 100 - 4999	Show Hours	9:00am to 6:00pm

### Monday, February 15, 2010

Mon.	15-Feb	Exhibitor Registration - ICC	Registration	8:00am to 3:00pm
Mon.	15-Feb	<b>SHOW HOURS</b> - ICC Booth #'s 100 - 4999	Show Hours	9:00am to 3:00pm
Mon.	15-Feb	MOVE-OUT LIFO #'s 1555, 3819, 3821, 3823, 3849, 3851, 3853	Move-out	3:01pm to 6:00pm
Mon.	15-Feb	MOVE-OUT - ICC Booth #'s 100 - 4999	Move-out	3:01pm to 10:00pm

### Tuesday, February 16, 2010

Tues.	16-Feb	FINAL DAY OF MOVE-OUT - Booth #'s 100 - 4999	Move-out	8:00am to 3:00pm
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# Official Show Suppliers



## Show Decorator

George E. Fern Co.  
Nancy Guy  
645 Linn Street  
Cincinnati, OH 45203  
(P) 513-333-7060  
(F) 513-333-7067  
(E) [nguy@geofern.com](mailto:nguy@geofern.com)  
(W) [www.geofern.com](http://www.geofern.com)  
Forms: [www.dealerexpo.com](http://www.dealerexpo.com) / Exhibitor / Service Kit / Fern Services

## Shipping – Ground (Domestic)

Ken Keith Trucking  
801 Hickory Street  
Saint Joseph, MO 64503  
(P) 800-634-1315 (US)  
Forms: [www.dealerexpo.com](http://www.dealerexpo.com) / Exhibitor / Service Kit / Authorized Vendors

## Shipping – Air Freight (Domestic)

Global Shipping Alliance  
25255 Cabot Road, Suite 212  
Laguna Hills, CA 92653  
(P) 888-412-5344 (US & Canada)  
(P) 949-699-1491 (Int'l)  
(F) 949-699-1495  
(E) [jeff@trustglobal.com](mailto:jeff@trustglobal.com)  
(W) [www.trustglobal.com](http://www.trustglobal.com)  
Forms: [www.dealerexpo.com](http://www.dealerexpo.com) / Exhibitor / Service Kit / Authorized Vendors

## Shipping – Air Freight (International)

KN Expo Service / Kuehne + Nagel, Inc.  
5353 Imperial Hwy., Suite 1000  
Los Angeles, CA 90045  
(P) 410-412-7271  
(F) 410-412-7327  
(E) [Debbie.amrein@kuehne-nagel.com](mailto:Debbie.amrein@kuehne-nagel.com)  
(W) [www.kuehne-nagel.com](http://www.kuehne-nagel.com)  
Forms: [www.dealerexpo.com](http://www.dealerexpo.com) / Exhibitor / Service Kit / Authorized Vendors

## Audio Visual / Computer Rental

National MicroRentals (NMR)  
28 Abeel Road  
Monroe Township, NJ 08831  
(P) 800-637-2496  
(F) 609-395-7142  
(E) [info@nmrrents.com](mailto:info@nmrrents.com)  
(W) [www.nmrrents.com](http://www.nmrrents.com)  
Forms: [www.dealerexpo.com](http://www.dealerexpo.com) / Exhibitor / Service Kit / Authorized Vendors

## Booth Cleaning, Carpet, Furniture, Etc.

George E. Fern Co.  
Nancy Guy  
645 Linn Street  
Cincinnati, OH 45203  
(P) 513-333-7060  
(F) 513-333-7067  
(E) [nguy@geofern.com](mailto:nguy@geofern.com)  
(W) [www.geofern.com](http://www.geofern.com)  
Forms: [www.dealerexpo.com](http://www.dealerexpo.com) / Exhibitor / Service Kit / Fern Services

## Catering (Booth Catering)

Indiana Convention Center / Centerplate  
100 S. Capitol Avenue  
Indianapolis, IN 46225-1071  
(P) 317-262-3500  
(F) 317-634-0541  
(W) [www.icclos.com](http://www.icclos.com)  
Forms: [www.dealerexpo.com](http://www.dealerexpo.com) / Exhibitor / Service Kit / Facility Services

## Custom Booth Rental

ETI - Exhibits  
801 Hickory Street  
Saint Joseph, MO 64503  
(P) 800-634-1315 (US)  
Forms: [www.dealerexpo.com](http://www.dealerexpo.com) / Exhibitor / Service Kit / Authorized Vendors

## Electrical, Compressed Air, Gas, Water

Indiana Convention Center Utility Department  
100 S. Capitol Avenue  
Indianapolis, IN 46225-1071  
(P) 317-262-3467  
(F) 317-262-3419  
(W) [www.icclos.com](http://www.icclos.com)  
Forms: [www.dealerexpo.com](http://www.dealerexpo.com) / Exhibitor / Service Kit / Facility Services

## Floral & Plants

Green with Envy  
3808 Beacon Woods  
Cleveland, OH 45002  
(P) 513-941-4255  
(F) 513-941-5884  
(E) [gwe@fuse.net](mailto:gwe@fuse.net)  
Form: [www.dealerexpo.com](http://www.dealerexpo.com) / Exhibitor / Service Kit / Authorized Vendors

# Official Show Suppliers



## **Housing / Hotel Reservations**

Travel Planners, Inc.  
381 Park Avenue South  
New York, NY 10016  
(P) 800-221-3531 (US & Canada)  
(P) 212-532-1660 (International)  
(F) 212-532-1556  
(E) [dealerexpo@tphousing.com](mailto:dealerexpo@tphousing.com)

## **Internet**

Smart City  
3720 Howard Hughes Park  
Las Vegas, NV 89169  
(P) 888-446-6911  
(F) 702-943-6001  
Forms: [www.dealerexpo.com](http://www.dealerexpo.com) / Exhibitor / Service Kit / Authorized Vendors

## **Lead Retrieval**

Experient  
1888 North Market Street  
Frederick, MD 21701  
(P) 888-266-5259  
(F) 301-694-3286  
(E) [keria.gibson@experient-inc.com](mailto:keria.gibson@experient-inc.com)  
Form: [www.dealerexpo.com](http://www.dealerexpo.com) / Exhibitor / Service Kit / Authorized Vendors

## **Models/Booth Hostesses**

Modollz, Inc.  
Indianapolis, IN 46225  
(P) 317-439-9404  
(P) 317-916-5526  
(E) [Kristie@Modellz.com](mailto:Kristie@Modellz.com)

## **Sign and Banner Hanging**

Indiana Convention Center / Event Coordination Department  
100 S. Capitol Avenue  
Indianapolis, IN 46225-1071  
(P) 317-262-3400  
(F) 317-262-3685  
(W) [www.icclos.com](http://www.icclos.com)  
Forms: [www.dealerexpo.com](http://www.dealerexpo.com) / Exhibitor / Service Kit / Facility Services

## **Telephone**

Indiana Convention Center Utility Department  
100 S. Capitol Avenue  
Indianapolis, IN 46225-1071  
(P) 317-262-3467  
(F) 317-262-3419  
(W) [www.icclos.com](http://www.icclos.com)  
Forms: [www.dealerexpo.com](http://www.dealerexpo.com) / Exhibitor / Service Kit / Facility Services

# Meet our Floor Managers



We recognize Dealer Expo® is a big show – getting the knack of moving around, where the service desk is, where to get badges, and something as simple as where to get a cup of coffee can be daunting for even the most experienced exhibitors. We have knowledgeable floor managers to help you do just that. They are here to help you have a successful show!

If you have any questions about locating freight, placing an order for furniture, electrical, telephone or any other services, please contact him/her and they will be happy to assist you.

So that you can easily identify a floor manager, we have included photos below. They will be wearing a blue/black jacket with the Dealer Expo® during move-in, show hours and move-out to increase their visibility on the show floor.

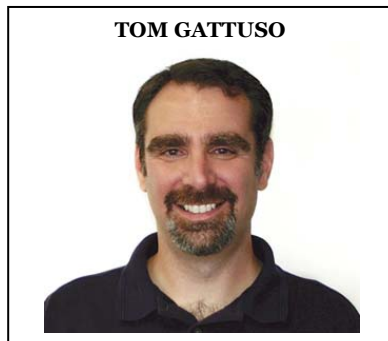
## **DURING MOVE-IN, FLOOR MANAGERS CAN ANSWER QUESTIONS SUCH AS:**

- ❖ Where do I get my badges?
- ❖ Where can I get a cup of coffee or lunch?
- ❖ Where do I order tables, chairs, carpet, electrical, phones, labor, etc.?
- ❖ Where is the service desk, where does the shuttle bus drop-off/pick-up, nearest concessions, etc.?
- ❖ Where can I “EMPTY” box or crate stickers (only for freight shipped to the show.)

## **DURING MOVE-OUT, FLOOR MANAGERS CAN ANSWER QUESTIONS SUCH AS:**

- ❖ When will I get my crates/boxes to pack up?
- ❖ Where is the shipping desk/service desk?
- ❖ How long can I stay and work?

## **FLOOR MANAGERS:**



# Exhibitor Services



## CONTRACTOR DESK HOURS

### INDIANAPOLIS CONVENTION CENTER

Wednesday, February 10 <sup>th</sup>	8:00am – 6:00pm
Thursday, February 11 <sup>th</sup>	8:00am – 6:00pm
Friday, February 12 <sup>th</sup>	7:00am – 8:00pm
Saturday, February 13 <sup>th</sup>	8:00am – 6:00pm
Sunday, February 14 <sup>th</sup>	8:00am – 6:00pm
Monday, February 15 <sup>th</sup>	8:00am – 9:00pm
Tuesday, February 16 <sup>th</sup>	8:00am – 12:00pm

The **Indiana Convention Center Utility Department** will help with orders for electrical, internet, telephone service, air, gas, water, and hanging sign labor.

**Centerplate** has the exclusive rights to all food and beverages served in your booth. No food or beverages may be brought in from outside the building. They will be happy to arrange for booth catering & delivery.

**George E. Fern** will help with orders for carpet, booth labor, furniture, booth cleaning, display rental, panel board rental, photography and signage. They will also help locate misplaced shipments – please make sure all shipments are sent according to shipping guidelines.

Invoices for all services are issued prior to the show, on Sunday, February 15<sup>th</sup>. If you have any questions regarding your invoice(s), please let the on-site service desk staffs know before you leave the show. Report any incorrect orders immediately! It is much easier to correct mistakes at the show than after the event!

## DEALER EXPO® SHOW OFFICE HOURS

### WESTIN HOTEL – 2<sup>ND</sup> LEVEL

Wednesday, February 10 <sup>th</sup>	8:00am – 6:00pm
Thursday, February 11 <sup>th</sup>	8:00am – 7:00pm
Friday, February 12 <sup>th</sup>	8:00am – 7:00pm
Saturday, February 13 <sup>th</sup>	8:00am – 7:00pm
Sunday, February 14 <sup>th</sup>	8:00am – 7:00pm
Monday, February 15 <sup>th</sup>	8:00am – 7:00pm
Tuesday, February 16 <sup>th</sup>	9:00am – 11:00am

If you have any questions or challenges at any time while on show site, please contact the show staff immediately. *All show staff will be wearing blue & black Dealer Expo jackets.*

The INDIANA CONVENTION CENTER Show Office will be located at The Westin Hotel / Senate Rooms, 2<sup>nd</sup> level across the skywalk from the convention center.

## PARKING

There is no parking at the Indiana Convention Center; however there is a great deal of parking underground, above ground and open lots surrounding the convention center. Fees for the lots around the area are approximately \$10.00 - \$20.00 per day.

# Self-Unload's & Commercial Carriers



## **POV / SELF-UNLOAD EXHIBITORS:**

Due to construction of the new convention center, the Dealer Expo® Marshaling Yard for SELF-UNLOADING will once again be located at the Lucas Oil Stadium South Parking Lot. The entry to the lot is Gate 1 off of Missouri St.

*Please note that this is for Personal Owned Vehicles (POV's) and small trucks ONLY. This is NOT for commercial carriers or big rigs.*

## **POV / Self-Unload Directions from:**

- Danville, IL:** I-74 East to I-465 South (Exit 73A); Follow I-465 South to I-70 East. Exit I-70 at West Street (Exit 79A). Take 2<sup>nd</sup> stop light at bottom of ramp, turn left onto Missouri Street.
- Cincinnati, OH:** I-74 West to I-465 West; Follow I-465 West to I-65 North. I-65 North to I-70 West; Exit I-70 at West Street (Exit 79A). At bottom of ramp turn right at 1<sup>st</sup> stop light onto Missouri Street.
- Terre Haute, IN:** I-70 East to West Street (Exit 79A). Turn left (north) to South Street. Take 2<sup>nd</sup> stop light at bottom of ramp, turn left onto Missouri Street.
- Chicago, IL:** I-65 South to West Street (Exit 114). Continue South on West Street, turn left on McCarty Street, turn left on Missouri Street.
- Columbus, OH:** I-70 West to I-65 North; Follow I-65 North to West Street (Exit 114); Continue South on West Street, turn left on McCarty Street, turn left on Missouri Street.
- Louisville, KY:** I-65 North to I-70 West (Exit 110B); Exit I-70 at West Street (Exit 79A). At bottom of ramp turn right at 1<sup>st</sup> stop light onto Missouri Street.
- Fort Wayne, IN** I-69 South to I-465; South to I-70 West to West Street (Exit 79A); Take 2<sup>nd</sup> stop light at bottom of ramp, turn left onto Missouri Street.
- South Bend, IN** US 31 South to I-465 West; Follow I-465 West to I-65 South. Follow I-65 South to West Street (Exit 114); Continue South on West Street, turn left on McCarty Street, turn left on Missouri Street.
- Indianapolis Int'l Airport** Airport Expressway to I-70 East. Exit I-70 at West Street (Exit 79A). Take 2<sup>nd</sup> stop light at bottom of ramp, turn left onto Missouri Street.

## **Parking Costs:**

- ❖ Regular-size Vehicle - \$10.00 per day
- ❖ Oversize Vehicles - \$20.00 per day
- ❖ No in and out privileges. Vehicles will be charged each time they enter.
- ❖ There is no discount for multiple days but exhibitors can pay for multiple days – NO in/out privileges.

## **COMMERCIAL CARRIER UNLOADS / FERN MARSHALING YARD:**

All Commercial Carriers MUST go to the Fern Marshaling Yard @ 1147 S. White River Parkway East Drive, Indianapolis, IN before going to Lucas Oil Stadium or the Indiana Convention Center. Each load must be signed in, weighed and directed to the drop-off location (LOS or ICC). *See map next page.*

## **INDIANA CONVENTION CENTER MOVE-IN SCHEDULE**

See page 4 for complete move-in schedule for Booth #'s 100 - 4999

*If you need assistance or additional information regarding shipping, labor, furniture, carpet or anything George E. Fern related, can contact the Fern Service Department at (513) 333-7060.*

# Fern Marshaling Yard

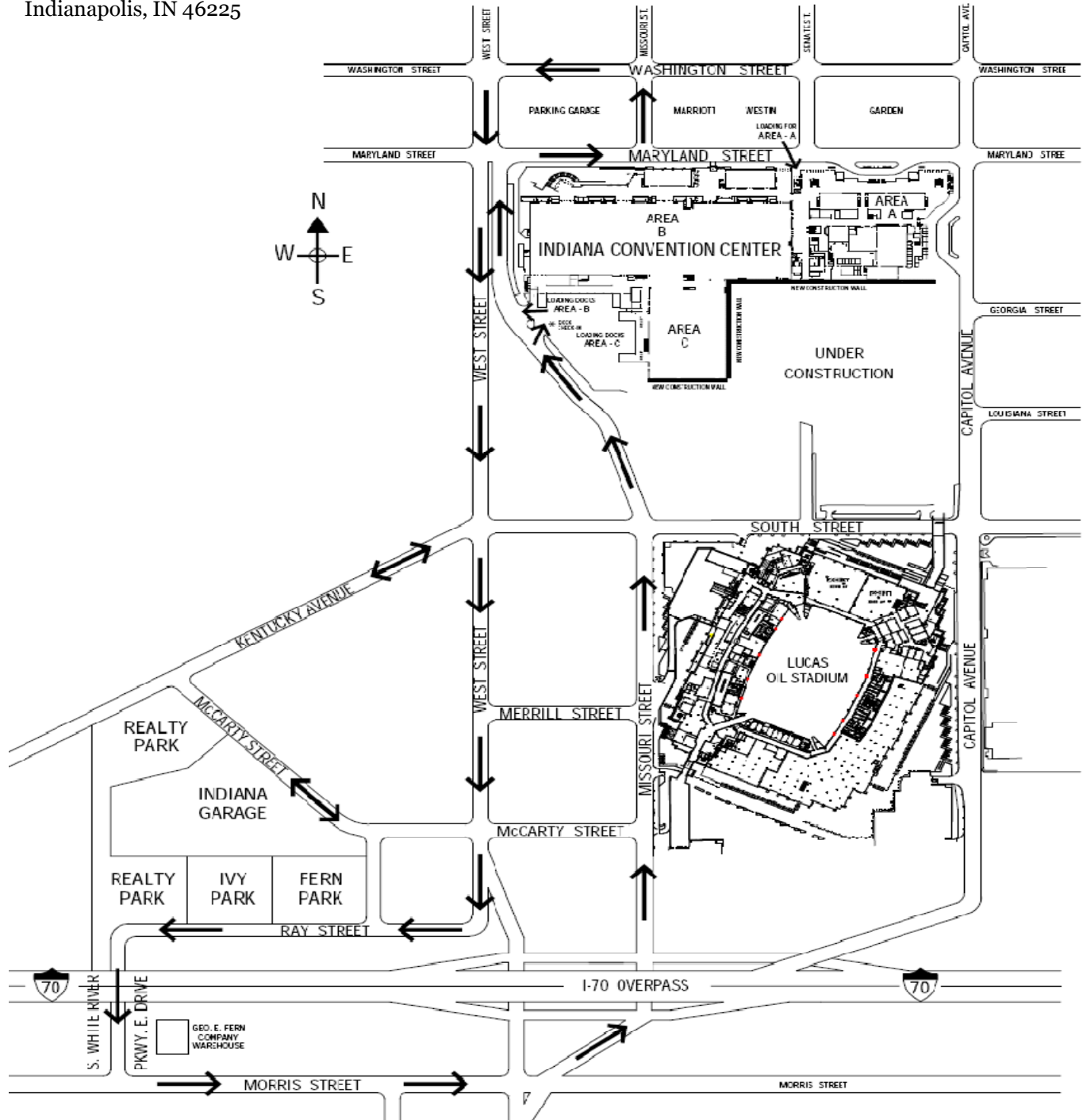
Commercial Carriers using Fern Services



## George E. Fern Marshaling Yard

1147 S. White River Pkwy E. Drive

Indianapolis, IN 46225



DIRECTIONAL MAP TO THE INDIANA CONVENTION CENTER  
FOR MARSHALING YARDS & DOCK LOCATIONS

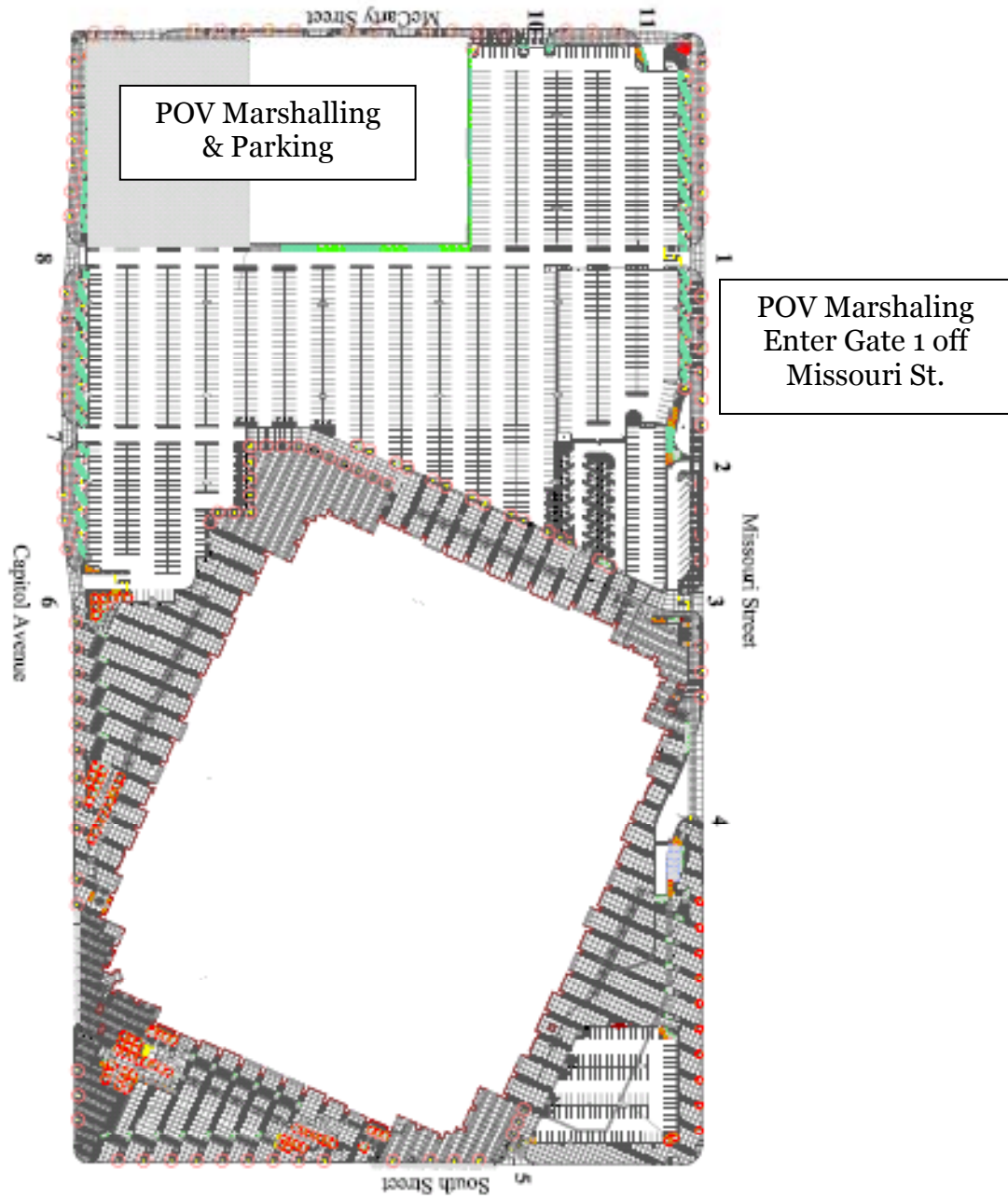
# POV/Self-Unload Marshaling Yard

Self-Unloading Exhibitors ONLY!



## Lucas Oil Stadium Self-Unload Marshaling Yard

500 S. Capitol Ave. (Missouri St.)  
Indianapolis, IN 46225



# Local Hardware Stores & Office Supplies



For further convenience we have listed local hardware and office product suppliers that are within a few minutes driving time from the Indiana Convention Center.

## HARDWARE STORES

### Fusek's Hardware – True Value

350 E. New York Street, #100  
Indianapolis, IN 46204  
(P) 317-636-7377

[www.ronshomeandhardware.com](http://www.ronshomeandhardware.com)

- Sunday 10am – 5pm
  - Mon. – Fri. 8am – 8pm
  - Saturday 8am – 6pm
- Distance from ICC: ½ mile*

### Ace Hardware – Twin Aire

3000 Southeastern Ave.  
Indianapolis, IN 46203  
(P) 317-638-4591

[www.acehardware.com](http://www.acehardware.com)

- Sunday 10am – 4pm
  - Mon. – Fri. 8am – 7pm
  - Saturday 8am – 6pm
- Distance from ICC: 2.9 mi/12 mins.*

### Ace Hardware

5331 W. Washington St.  
Indianapolis, IN 46241  
(P) 317-638-4591

[www.acehardware.com](http://www.acehardware.com)

- Sunday 10am – 4pm
  - Mon. – Fri. 8am – 7pm
  - Saturday 8am – 6pm
- Distance from ICC: 6.2 mi/11 mins.*

### Home Depot – Southport #2012

4850 E. Southport Road  
Indianapolis, IN 46237  
(P) 317-780-8881

[www.homedepot.com](http://www.homedepot.com)

- Sunday 8am – 7pm
  - Mon. – Sat. 6am – 9pm
- Distance from ICC: 9.3 mi/14 mins.*

### Home Depot – Eagle Creek #2014

3902 N. High School Road  
Indianapolis, IN 46254  
(P) 317-293-4256

[www.homedepot.com](http://www.homedepot.com)

- Sunday 8am – 7pm
  - Mon. – Sat. 7am – 9pm
- Distance from ICC: 9.8 mi/17 mins.*

### Home Depot – Post Road #2011

2225 N. Post Road  
Indianapolis, IN 46219  
(P) 317-890-9791

[www.homedepot.com](http://www.homedepot.com)

- Sunday 8am – 7pm
  - Mon. – Sat. 6am – 9pm
- Distance from ICC: 10.2 mi/16 mins.*

### Home Depot – Greenwood #2019

850 S. State Road 135  
Indianapolis, IN 46143  
(P) 317-884-3017

[www.homedepot.com](http://www.homedepot.com)

- Sunday 8am – 7pm
  - Mon. – Sat. 7am – 9pm
- Distance from ICC: 12 mi/21 mins.*

## OFFICE SUPPLIES & PRINTING

### FedEx (Kinkos)

120 Monument Circle, #107  
Indianapolis, IN 46204  
(P) 317-631-6862

[www.fedexoffice.com](http://www.fedexoffice.com)

- Mon. – Fri. 7:30am – 11pm
  - Saturday 8am – 4pm
- Distance from ICC: .51 mi*

### Arvey Paper and Office Supplies

1021 N. Pennsylvania Street  
Indianapolis, IN  
(P) 317-634-3227

- Mon. – Fri. 7:30am – 5:30pm
  - Saturday 9am – 1pm
- Distance from ICC: 1.5 mi/5 mins.*

### Office Depot

4200 S. East Street  
Indianapolis, IN 46227  
(P) 317-782-3178

[www.officedepot.com](http://www.officedepot.com)

- Sunday 10am – 6pm
  - Mon. – Fri. 8am – 9pm
  - Saturday 9am – 9pm
- Distance from ICC: 4.5 mi/9 mins.*

# Show Services



## **Business Center**

*Sponsored by Motorcycle Industry Council*

Take care of last minute copying, faxing, phone calls, scheduling of meetings and other business services at the MIC Business Center. This service is free to all MIC Members – a nominal fee will be charged to non-members. The MIC Business Center will be located at the Indiana Convention Center – location TBD.

## **Coat Check**

Please let any attendees coming to your booth know they can drop off their heavy winter coats at one of two convenient coat check locations at the Indiana Convention Center. One thing to note, coats dropped off will need to be picked up by the close of show each day in the same location.

Coat Check Locations:

- Indiana Convention Center 1<sup>st</sup> Level Maryland Street Lobby below escalators to The Westin Hotel
- Indiana Convention Center 1<sup>st</sup> Level Maryland Street Lobby below escalators to the Hyatt Hotel

## **Information Counters**

Need assistance? Stop by one of our information counters located in key areas throughout the expo in the Indiana Convention Center. Pick up a show pocket guide with floor plans, as well as obtain show information and general city information.

## **Kids Motorcycle Camp**

Free to Dealer Expo 2010 participants, the Kids M/C Camp features childcare for youngsters 4-11 years of age (must be toilet-trained). This is an onsite daycare facility staffed and managed by bonded, experienced childcare professionals. Anyone who wants more information on this program may contact Lorri Monty, [lmonty@advanstar.com](mailto:lmonty@advanstar.com) or go to [www.dealerexpo.com](http://www.dealerexpo.com) Click on “Attendee” / Click on “Kids Camp”.

Children will enjoy arts and crafts, movies, lunches and snacks while you're busy building business relationships on the show floor. There is a limit to the number of children allowed so be sure to register your children early! Walk-ups are not allowed.

## **Kids Motorcycle Camp Hours of Operation @ The Westin Indianapolis:**

- Friday, February 12, 2010 9:00am – 6:00pm
- Saturday, February 13, 2010 9:00am – 6:00pm
- Sunday, February 14, 2010 9:00am – 6:00pm
- Monday, February 15, 2010 9:00am – 3:00pm

## **Child Policy**

We continue to offer Kid's Camp to children 4-11, but also allow children less than 12 years of age on the show floor. Children 5-11 years of age will be allowed on the show floor provided they have a current show badge. Children 12-18 years of age will continue to be badged following our existing rules. Children 4 and under must be in strollers, baby carriers or similar.

All children are the responsibility of the parent and any lost children will be taken to the Show Office at The Westin Hotel. Announcements for lost children WILL NOT be made. Please make sure your children have your cell number and contact information in their pockets.

*Dealer Expo® is a B-to-B show and children must be with their parents and supervised at all times. Unattended children will be taken to the Show Office at The Westin. Children who behave inappropriately will be asked to leave the show floor with their parents.*

# Local Restaurants



## **Agio**

635 Massachusetts Ave.  
(317) 488-0359  
*Casually elegant fine dining featuring fresh breads, sauces, & excellent desserts.*

## **Buca di Beppo**

35 North Illinois Street  
(317) 632-2822  
*Old family recipes served in a fun, bawdy and witty setting.*

## **Buffalo Wild Wings Grill & Bar**

7 East Washington Street  
(317) 951-9464  
*American cuisine in a fun, casual atmosphere.*

## **Chocolate Café – South Bend**

30 S. Meridian Street  
(317) 951-4816  
*Casual dining; Sandwiches, soups, salads & delicious chocolate desserts.*

## **Claddagh Irish Pub**

234 S. Meridian Street  
(317) 822-6274  
*Irish pub featuring stew, fish and chips and Shepard's Pie.*

## **Dunaway's Palazzo Ossigeno**

351 South East Street  
(317) 638-7663  
*Pasta, chops & fine dining in an art deco setting.*

## **Fogo de Chao**

117 East Washington Street  
(317) 638-4000  
*Sit back, relax and enjoy the truly unique steakhouse atmosphere from Rio Grande do Sul in Southern Brazil.*

## **Hard Rock Café**

49 South Meridian Street  
(317) 636-2550  
*American cuisine; Steaks & burgers in a fun, casual atmosphere.*

## **Harry & Izzy's**

153 South Illinois Street  
(317) 635-9594  
*Upscale American style cuisine.*

## **McCormick & Schmick's Seafood**

110 North Illinois Street  
(317) 631-9500  
*Upscale fine dining - Authentic Seafood & Grill.*

## **Mikado Japanese Restaurant**

148 South Illinois Street  
(317) 972-4180  
*Authentic Japanese cuisine.*

## **Mo's A Place for Steaks**

47 South Pennsylvania Street  
(317) 624-0720  
*Upscale casual dining; Steaks, seafood, chicken*

## **Morton's the Steakhouse**

41 E. Washington Street  
(317) 229-4700  
*Steaks, seafood, chicken or chops.*

## **Oceanaire Seafood Room**

30 S. Meridian Street, Suite 100  
(317) 955-2277  
*Fresh seafood flown in daily from around the world, oyster bar.*

## **Palomino Euro Bistro**

49 West Maryland Street  
(317) 974-0400  
*House specialties include wood oven pizza, fire-roasted garlic chicken & fresh Pacific salmon.*

## **P.F. Chang Chino Bistro**

49 West Maryland Street  
(317) 974-5747  
*Traditional Chinese cuisine fused with American-style hospitality.*

## **Ram Restaurant & Big Horn Brewery**

140 South Illinois Street  
(317) 955-9900  
*Upscale casual restaurant and brewery serving burgers, steaks, salads sandwiches and handcrafted beers.*

## **Rock Bottom Brewery**

10 West Washington Street  
(317) 681-8180  
*American food menu featuring Brown Ale Chicken, Alder Smoked Salmon Fish & Chips, Texas Fire Steak and the best BBQ Ribs and Chicken anywhere.*

## **Ruth's Chris Steak House Downtown**

45 South Illinois Street  
(317) 633-1313  
*Prime steaks, fresh seafood & New Orleans-style specialties.*

## **St. Elmo's Steak House**

127 South Illinois Street  
(317) 637-1811  
*An Indy institution since 1902! Enjoy steak, seafood and world-famous shrimp cocktails.*

## **Weber Grill**

10 North Illinois Street  
(317) 636-7600  
*Folks who like barbecue will love Grilled Appetizers, Flame Grilled Burgers & thick, juicy Steaks – all in a friendly, relaxed atmosphere.*

**For a more extensive list and choices, go to:**

[www.indianapolis.diningguide.com](http://www.indianapolis.diningguide.com)

# Restaurant Reservation Form



**Dealer Expo® 2010 will be a very busy time, especially at dinner. In addition to the show, it's also Valentine's weekend – plan ahead and make dinner reservations early! Use the below form to help keep track of them.**

## Thursday, February 11, 2010

Restaurant: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ Time: \_\_\_\_\_ #People: \_\_\_\_\_

Name of Reservation: \_\_\_\_\_ Date Made: \_\_\_\_\_

## Friday, February 12, 2010

Restaurant: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ Time: \_\_\_\_\_ #People: \_\_\_\_\_

Name of Reservation: \_\_\_\_\_ Date Made: \_\_\_\_\_

## Saturday, February 13, 2010

Restaurant: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ Time: \_\_\_\_\_ #People: \_\_\_\_\_

Name of Reservation: \_\_\_\_\_ Date Made: \_\_\_\_\_

## Sunday, February 14, 2010

Restaurant: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ Time: \_\_\_\_\_ #People: \_\_\_\_\_

Name of Reservation: \_\_\_\_\_ Date Made: \_\_\_\_\_

## Monday, February 15, 2010

Restaurant: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ Time: \_\_\_\_\_ #People: \_\_\_\_\_

Name of Reservation: \_\_\_\_\_ Date Made: \_\_\_\_\_

*Make additional copies if needed.*