

# Expo Information

## NADA Show 2023

Kay Bailey Hutchison Convention Center  
650 South Griffin St  
Dallas, TX 75202

## Exhibitor Registration Hours

Exhibitor Registration and Exhibitor Services will be located in Lower Lobby C of the Kay Bailey Hutchison Convention Center.

Tuesday, January 24	8am-5pm
Wednesday, January 25	8am-5pm
Thursday, January 26	8am-6pm
Friday, January 27	7:30am-5pm
Saturday, January 28	7:30am-5pm
Sunday, January 29	7:30am-2:30pm

## Move-In Hours

Monday, January 23	8am-5pm – <b>Targeted</b>
Tuesday, January 24	8am-5pm – <b>Targeted</b>
Wednesday, January 25	8am-5pm – <b>Targeted</b>
Thursday, January 26	8am-5pm – <b>Targeted</b>

**12Noon** - Exhibitors must take possession of their booth space (please see #6 Assignment, Relocation and Possession of Exhibit Space in the Contract Terms & Conditions)

**4pm** - all crates must be removed from the Floor\*

**5pm** - Installation of displays must be complete

**\*This deadline must be strictly adhered to. Any company which appears to be unable to meet this deadline will be assisted by the Official Contractor at the direction of Show Management. The exhibiting company will be charged accordingly for any fees incurred.**

## Show Hours

Friday, January 27	8:30am-5pm
Saturday, January 28	8:30am-5pm
Sunday, January 29	8:30am-2:30pm

## Move-Out Hours

Sunday, January 29	2:30pm-10pm
Monday, January 30	8am-5pm
Tuesday, January 31	8am-5pm
Wednesday, February 1	8am-5pm
	<b>1pm</b> - Carriers must check-in
	<b>5pm</b> - Exhibit tear-down must be completed and exhibit halls must be cleared

## **Exhibitor Admission Hours**

Exhibitors will be permitted to enter the Exhibit hall one (1) hour prior to the scheduled opening time each show day (**Friday only**, 2 hours prior to scheduled opening). Permission to stay in the Exhibit hall after the scheduled closing times must be received in advance from Show Management.

## **Show Management Office**

The NADA Show Management Office will be located in Room A302, Level 3 of the Kay Bailey Hutchison Convention Center. Exhibitors needing assistance can reach Show Management at this location.

## **Equipment Removal Pass**

Once the Expo opens on Friday, January 27, and continuing through the conclusion of move-out on Wednesday, February 1, all materials removed from the floor (excluding handouts and samples carried by attendees) must be accompanied by an Equipment Removal Pass. During show days these passes are available in the NADA Security Office, Room A101, Level 1 of the Kay Bailey Hutchison Convention Center. During move-out, security guards will also have a supply available.

## **Included in the Booth Cost**

- \* Online eBooth listing of your company on nadashow.org and mobile app
- \* Program Guide listing (Company name & booth number)
- \* Mobile App listing – including company name, product info and booth location
- \* Pre-show and post-show mailing lists of registered Dealers, Managers, Internationals and Allied Industry Affiliates
- \* Special exhibitor housing rates negotiated by NADA at official hotels
- \* Ongoing Expo Updates with latest news and information
- \* Show logo for use in NADA Show related marketing materials
- \* Ongoing pre-event marketing promotions from NADA via web, email, news wires, print materials, direct mail & social media
- \* Four complimentary exhibitor badges per 100 sq. ft., up to a maximum of 60 badges per booth

**Note: Booth rental fee does NOT include porter service (i.e., emptying of trash cans) or vacuuming in your booth.**

## **Booth Flooring**

All booths are required to have approved floor covering. If the booth area does not have floor covering, Freeman will carpet the booth space at the exhibitor's expense. Aisle carpet will be Tuxedo.

## **Exhibit Design Regulations**

Please review these regulations. This information is provided to assist you in planning your booth construction to make more effective use of your space without infringing on the rights of your neighbors. The NADA Exhibit Design Regulations are incorporated into the Contract Terms and Conditions and the Exhibit Rules and Regulations of your Exhibit Space Application/Contract. NADA strictly enforces these regulations for the benefit of all exhibiting companies.

## **First Aid**

First aid will be available during move-in, show days and move-out. Location of first aid stations will be clearly marked with signs in the Kay Bailey Hutchison Convention Center.

## Food and Beverage

Exhibitors wanting to serve food and beverages in their booths should contact Centerplate at 214.743.2404. A food and beverage order form is included in the online Exhibitor Service Kit under “Specialty Contractors.” **Please note:** Peanuts and Popcorn are not permitted on the exhibit floor.

## Floor Plans

All exhibiting companies are required to submit booth drawings/renderings of their booth design, along with a completed Exhibit Booth Floor Plan Reporting Form to Show Management **by December 2, 2022, regardless of booth size.** This booth drawing/rendering must show all dimensions (height, width, etc.) and location of all structures (including walls), equipment, merchandise, vehicles or any other product which will be placed in your booth. This form is located under “Show Management Information”

## Official Contractor

The Official Contractor provides all show services other than supervision. The exhibitor shall provide only the material and equipment that is to be used in the exhibit space. All other terms of show services are to be provided only by the Official Contractor. Exceptions to the foregoing will be granted only in cases where permission has been requested in writing by the exhibitor and received by the NADA Expo Department by **December 16, 2022.** An exception will be granted only if it will not interfere with or prejudice the orderly set-up, commitments and obligations assumed by NADA in any contract with the Official Contractor, or in its agreement with the lessor of the exposition space. (See policies on “Exhibitor Appointed Contractor” under “Show Management Information”) To make it possible to set up the exposition in the limited time available and to avoid confusion and congestion, the Official Contractor must control all in-bound and out-bound traffic in the loading and unloading areas, in the aisles, or in other freight patterns. Exceptions will be made for small items that can be hand carried by individuals.

The Official Contractor for the NADA Show 2023 is Freeman. NADA Show Management also has designated certain other companies as “official” service contractors and strongly encourages exhibitors to use these contractors in lieu of non-official suppliers. NADA does not receive any monetary remuneration from designated official contractors, nor does NADA receive any portion of the fees paid by exhibitors to these official contractors. Official contractors sometimes provide necessary show-related services to NADA for free or at discounted rates. Support from official contractors helps NADA slow rate increases for various services offered to exhibitors and attendees. By using the official contractors, you help support NADA, meeting attendees, and your own company.

## Target Move-In

NADA is a targeted move-in show. Your target move-in date is the date in which you as an exhibitor are permitted into your booth space and can begin constructing your exhibit. Additionally, if you are shipping any booth materials in advance of your arrival, Freeman services will have brought those items into your space by your target move-in date.

However, to ensure your shipped items arrive at your booth by your target move-in date, you **MUST** make use of Freeman’s Advance Warehouse shipping labels when preparing your shipment. To ensure proper delivery, be sure to clearly write your company name, booth number and label each piece of your shipment on each label. Additionally, be sure a Freeman shipping label is on each side of each container and is well affixed to each side. Please be aware, the final date that Freeman will accept shipments to their advance warehouse is **January 16, 2023.**

If your shipment won't be ready in order to arrive by January 16<sup>th</sup>, that's okay, you can also ship directly to Show Site. The Kay Bailey Hutchison Convention Center will accept direct-to-show shipments starting on **January 23, 2023**. If shipping directly to your booth, please follow the same instructions as above, but you **MUST** use Show Site shipping labels. Please be aware, if shipping direct-to-show, Freeman **cannot guarantee** your shipment will be placed in your booth by your move-in date. As a reminder, all exhibit hall booths must be set by **Thursday, January 26 at 5pm**.

## **Display Vehicles**

If you are utilizing vehicles for display purposes in your booth, it must be approved by NADA no later than **December 16, 2022**. Approved vehicles must go to the marshaling yard and will then be sent to the convention center when dock space is available

## Official Contractors

The National Automobile Dealers Association has contracted with companies (herein referred to as "Official Contractors") to provide various services to the exhibitors. Forms for obtaining the necessary services from each Official Contractor can be found under "Facility/Other Contractors." All services not ordered in advance must be procured through the Exhibitor Service Center, located in Expo Hall D of the Kay Bailey Hutchison Convention Center.

While all Official Contractors have some extra equipment available on-site, they cannot anticipate all exhibitors' needs. **PLEASE ORDER YOUR SERVICES IN ADVANCE! On-site orders for some services will cost your company additional money. All contractors deliver advance orders first; on-site orders are delivered as time and availability of equipment permit.**

The Official Contractors for the NADA Expo 2023 are:

### Audio-Visual Services

Encore  
exhibits@encoreglobal.com  
Phone: 800.966.4498

### Catering

Centerplate  
Kay Bailey Hutchison Convention Center  
Phone: 214.743.2404

### Computer Equipment & Accessories

eventLink  
exhibitor@eventlinkav.com  
Phone: 877.292.0101

### Floral

National Plant & Floral  
exhibitorservice@nationalplantfloral.com  
Phone: 702.956.8011  
Fax: 702.956.8021

### Lead Retrieval

Maritz (formerly Experient)  
exhibitorservices@maritz.com  
Phone: 877.623.3487

### Photography

Oscar & Associates  
orders@hellooa.com  
Phone: 312.922.0056

### Security

Marshall Robinson & Associates  
info@mr-assoc.com  
Phone: 903.466.8364  
Fax: 972.692.7970

## Key Personnel

### Director, Expositions:

Connie G. Mikels  
NADA Expo Division  
8484 Westpark Dr, Ste 500  
Tysons, VA 22102  
703.448.5861  
[cmikels@nada.org](mailto:cmikels@nada.org)

### Manager, Meetings & Convention Services:

Elizabeth Dietz  
NADA Convention Division  
8484 Westpark Dr, Ste 500  
Tysons, VA 22102  
703.821.7143  
[edietz@nada.org](mailto:edietz@nada.org)

### Exhibit Services Manager:

Terri Carter  
NADA Expo Division  
8484 Westpark Dr, Ste 500  
Tysons, VA 22102  
703.448.5862  
[tcarter@nada.org](mailto:tcarter@nada.org)

### Official Contractor:

Freeman  
888.508.5054  
[exhibitorsupport@freeman.com](mailto:exhibitorsupport@freeman.com)

### Exhibitor Registration Supervisor:

Beth Baumgardner  
NADA Expo Division  
8484 Westpark Dr, Ste 500  
Tysons, VA 22102  
703.821.7206  
[bbaumgardner@nada.org](mailto:bbaumgardner@nada.org)

## Shuttle System

Shuttle service will be provided between most NADA show hotels and the Kay Bailey Hutchison Convention Center. Service will begin on Thursday, January 26 at 8:30am. For routes, hours of operation and additional information refer to the on-site program, mobile app or [NADA Show 2023 website](#).