This policy applies to all 2027 Detroit Auto Show (DAS) activities from January 14 to January 24, 2027 including Media Day, Charity Preview, Industry Day, Future Leaders Program and Public Show.

RESTRICTED ACCESS TO AUDIO/VISUAL MATERIAL

1. Except for the fair use exemptions and the exemptions set forth below, the Detroit Auto Dealers Association, Inc. ("DADA") retains an interest in ALL audio and visual material, including, but not limited to, worldwide broadcast, film, video, DVD, internet, webcam, radio, drone, social media and any other similar methods which may be used as a means to retain audio and visual images of DAS events.
2. The DAS events include any and all audio and visual images from a DAS venue, including pre- and post-show activities and all other associated functions. Questions regarding use of audio and video material, or access to DAS events to obtain audio and video material, should be made in writing and faxed to DAS Video, Attn: Media Credentials Department, 248.283.5122 or e-mailed to media@dada.org. Questions regarding use of the audio/visual material, other than video, should be directed to Heather George at hgeorge@loviogeorge.com.

GENERAL POLICY

1. No entity may use any audio or visual devices, including film, videotape, DVD, webcam, personal electronic devices or any other similar methods which may be available to capture audio and/or visual images of the DAS or its events for broadcast or other commercial use without the express written permission of DADA. Video material of the event is available and may be provided to legitimate news organizations at a nominal charge. Video material for commercial use may be provided at prevailing rates.
2. DAS is responsible for the approval of all requests for access to obtain audio or visual material, including film, video and streaming video from all DAS events. Any unauthorized use may result in denial of access to future DAS events and legal action may also ensue. DADA reserves all rights in connection with usage of all audio and visual material related to the DAS events.
3. No entity may supply, sell, or resell any audio and/or visual material of any DAS event without the express written consent of DADA. No entity, with the exception of official DAS partners, may represent that it is the official, authorized, or sole provider of DAS content or coverage.
4. No entity may conduct or originate a Satellite Media Tour (SMT) from the DAS or use film, videotape, DVD, webcam, drone, or other similar methods, which may be available to capture audio or visual images of the DAS or its events without the express written permission of DADA.
5. No television station, network or cable channel is permitted to identify itself as, or imply that it is, the official television station of the DAS.
6. No on-site promotions may occur without express, prior, written approval of the DAS sponsorship manager.

NEWS, SPORTS AND OTHER FEATURE PROGRAMS

1. DADA retains the rights to broadcast and sell packages related to the DAS and the Charity Preview. **No stations may sell DAS or Charity Preview-related vignettes, coverage, or news stories to advertisers nor should they attempt to sell packages of spots or vignettes that give the appearance to the advertisers or the viewers that they areDAS, Charity Preview or "Auto Show" sponsorship packages or that use the DAS trademarks and logo without the specific written permission of DADA.** Any non-regularly scheduled news, sports or feature broadcast, rebroadcast, retransmission, or use of audio and visual rights without the express written permission of DADA, is prohibited. However, DAS encourages news, sports, feature and commercial coverage of the DAS by qualified news organizations meeting the DAS guidelines. DADA will consider all reasonable requests for access to the show when made in writing in advance of a DAS event by a representative of a regularly scheduled news, sports or feature program. Approval of such requests is conditioned upon the acceptance by the requesting party of the restrictions, if any, placed on it by the DAS/DADA. All media credentials are the property of the DAS/DADA and may be revoked at any time by the DAS/DADA. All other requests, including those of a commercial, marketing, documentary, entertainment, public service, or other nature will be considered on an individual basis. Direct requests to Heather George at hgeorge@loviogeorge.com.
2. All stations with access granted by DAS/DADA may broadcast their own journalistic vignettes and news coverage related to the DAS and the Charity Preview within their regularly scheduled newscasts. Any station wishing to produce a lengthy broadcast from the Charity Preview should contact the DAS/DADA for permission and restrictions well in advance of the day of the event. Such journalistic vignettes and news coverage may only be aired between January 14 and January 31, 2027. News or independent organizations may not rebroadcast, retransmit, or otherwise supply audio or visual material of any DAS event to any other program, department, or entity without the express written consent of DADA.
3. The Detroit Auto Show welcomes social media sharing and engagement. However, commercial or promotional use of audio/visual material captured at the Show — including branded content, influencer collaborations, or livestreams — requires prior written approval from DADA. Personal posts for non-commercial use are exempt from these requirements.

DADA has the right to control the use of its logo and trademarks and closely monitor all broadcasts emanating from or featuring coverage of the DAS and the Charity Preview to assure that they are consistent with this policy. All media credentials remain the property of DADA and DADA reserves the right to revoke the media credentials and access to the DAS of the representatives of any media organization which violates any of these policies established by DADA. In addition, access to future DAS events may be restricted or denied to any individuals or organizations which do not comply with these policies established by DADA.