THERE IS ONLY ONE MOTOR CITY™



2027 EXHIBITOR MANUAL

INDUSTRY DAY
January 14

CHARITY PREVIEW
January 15

PUBLIC SHOW
January 16- 24

DETROITAUTOSHOW.COM

DETROIT AUTO SHOW

The DADA Inc. Official Rules and Regulations have been written by DADA Inc. management (Show Management) to maintain the safety and comfort of exhibitors and guests. Show Management reserves the right to require adherence to these rules. In the event a deviation is requested, Show Management must provide written prior approval. Any questions regarding the Rules and Regulations may be directed to Andrea Trudeau at atrudeau@dada.org.

Manual Revised
11-01-2026

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2027 CONTENTS

DETROIT AUTO SHOW

2027 CALENDAR & TIMELINE

2027 CALENDAR 9
2027 TIMELINE 10

EXHIBIT CONSTRUCTION

BUILDING AND FIRE CODES 14
DESIGN PHASE 14
Field Measurements 14
Safety Code Compliance 14
Design Approval Process 14
Design Changes 15
Request for Variance 15
DISPLAY COMPLETION 15
Installation Timeline 15
Floor Covering/Raised Floors 15
Columns 15
Draping 15
DRYWALL 15
EASEMENTS – MAIN FLOOR EXHIBITS 16
Contiguous Border Agreements 16
Public Access Requirements 16
Easements-Vertical 16
Height Restrictions 16
Vehicles 16
Two-Story/Multi-Level or Large Solid Structures 16
Steps 16
Display Signage 17
ELECTRICAL 17
Electrical Work 17
Transformers 17
UL Listed Electrical Systems and Equipment 17
EXHIBIT CONSTRUCTION SITE MAINTENANCE 18
Installation Timeline 18
Crate Storage 18
Pallets and Bulk Refuse Removal 18

FIRE EMERGENCY AND LIFE SAFETY REQUIREMENTS 18
Fire Alarms and Life Safety Devices 18
Fire Marshal 19
Fire Extinguishers 20
Building and Fire Codes 20
Hazardous or Unsafe Conditions 20
LABOR REQUIREMENTS 20
Union Labor 20
Forklifts and All Other Power Equipment 20
LIGHTING AND RIGGING 21
Lighting, Fixture Positioning, Rigging and Electrical Equipment 21
Emergency Lighting 21
Overhead Lighting 21
SPECIAL EFFECTS 22
Hazers and Fog Machines 22
HUNTINGTON PLACE REQUIREMENTS 22
Alterations to Huntington Place 22
Building Load Analysis and Approvals 22
Structural Engineering 23
Load Capacity 23

GENERAL RULES AND INFORMATION

BANNERS/BALLOONS/PENNANTS 25
BATTERIES 25
BRAND/CORPORATE PROMOTION LIMITS 25
CAMERA CREWS - PROPRIETARY IMAGES AND/OR INFORMATION 25
CARE OF EXHIBIT 25
CART POLICY 25
CHARITY PREVIEW POLICIES 25
Charity Preview 25
Charity Preview Transportation 26
Charity Preview General Parking 26
Limousines 26
CODE OF CONDUCT 26
Prohibited Items 27
COMMERCIAL USE OF SHOW FOOTAGE 27

CREDENTIALING AND REGISTRATION POLICIES 28
Credentials 28
How to Register 28
DISPLAY AND MATERIAL CONTENT 28
DRONE POLICY 28
FLOOR ACCESS – AFTER HOURS 28
FLOOR SPACE CHARGES 28
HOTEL ACCOMMODATIONS/DETROIT-METRO AREA INFORMATION 29
INDEMNIFICATION/INSURANCE 29
INDUSTRY DAYS 30
INTERNET SERVICES 30
INTERPRETATION OF DETROIT AUTO SHOW RULES AND REGULATIONS 30
LEASED VEHICLE SIGNAGE 30
LOGO AND NAME USAGE 30
MEETING ROOMS 30
Use Of Pre-Function Space 31
Noise Levels 31
PARKING 31
PENALTIES 31
PRICE INFORMATION ON DISPLAY VEHICLES – PUBLIC SHOW 31
PROMOTIONAL AND OTHER GIVEAWAYS 32
PUBLIC RELATIONS INFORMATION AND MEDIA INQUIRIES 32
PUBLIC SHOW TICKETS AND TIMES 32
RAFFLES AND DRAWINGS 32
SECURITY – 2027 DETROIT AUTO SHOW (DAS) 32
SECURITY PROTOCOLS FOR SHOW MANAGEMENT 32
Continuous Security Coverage 32
Access Restrictions 33
Private Security Requirements 33
Responsibilities of Show Management & Exhibitors 33
Security Reminders 33
SELLING AND PROMOTIONS 34
SOUND LEVELS 34

SPACE CHANGES 34
SPONSORSHIP PROGRAM 34
Detroit Auto Show Sponsorship Levels 34
SUBLEASING OF SPACE 35
SURVEYS 35
TELEVISION BROADCAST, FILM, VIDEO AND INTERNET POLICY 35
Restricted Access to Audio/Visual Material 35
General Policy 35
News, Sports and Other Feature Programs 36
THIRD PARTY PARTICIPATION 36
USED AND/OR SECONDHAND VEHICLES 36
VIDEO AND FILM RIGHTS 36
DIRECTIONS AND PARKING TO HUNTINGTON PLACE 37
DIRECTIONS TO HUNTINGTON PLACE LOADING DOCKS 38
ON-SITE CONTACTS AND AUTO SHOW CONTACTS 39
TICKET SALES AND DETROIT AUTO SHOW SUPPORT 40

2027 SHOW FORMS

FLOOR PLAN SUBMISSION APPROVAL FORM #1AS 42
FIRE MARSHAL SUBMISSION FORM #2AS 43
CONTIGUOUS BORDER AGREEMENT FORM #6AS 44
ENTERTAINMENT APPROVAL REQUEST FORM #7AS 45
VARIANCE REQUEST FORM #8AS 46
HUNTINGTON PLACE BUILDING ALTERATION REQUEST FORM #9AS 47

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2027 CALENDAR & TIMELINE

DETROIT AUTO SHOW

2027 CALENDAR

2027 JANUARY CALENDAR

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13	MEDIA & INDUSTRY DAY 14 NACTOY AWARDS FEATURE KEYNOTES FUTURE LEADERS PROGRAM (College Students)	15 CHARITY PREVIEW	16 PUBLIC SHOW DETROIT AUTO SHOW 5K
17 PUBLIC SHOW	18 PUBLIC SHOW MLK DAY DRIVEN BY SERVICE	19 PUBLIC SHOW RACING DAY	20 PUBLIC SHOW INDUSTRY DINNER FUTURE LEADERS PROGRAM (High School Students)	21 PUBLIC SHOW FUTURE LEADERS PROGRAM (High School Students)	22 PUBLIC SHOW	23 PUBLIC SHOW
24 PUBLIC SHOW	25	26	27	28	29	30
31						

2027 TIMELINE

Due 30 days prior to your move-in:

Certificate of Insurance (See "Indemnification/Insurance")

NOVEMBER

November 30

Sodexo Live - food and beverage orders due - signed contracts, floor plans, agreements, and payments due *

DECEMBER

December 1

Tickets on Sale

Media and Corporate Registration Opens

Freeman Electric - Electrical Requirements (permit holder and load calculation schedule)

Preliminary Floor Plans due to Exhibit Compliance Department for Approval

- Show Management reserves the right to disallow or remove structures deemed inappropriate if exhibit modifications are received after this date

Convention & Show Services (CSS) - Exhibitor Appointed Contractor form due

December 14

Deadline to submit drawings for structural review to Review Engineer

Copies of all floor plans approved by Show Management, Detroit Fire Marshal, and Review Engineer

Fire Marshal Material Submission Form (2AS)

December 14

Advance rate ends for Huntington Place services

December 14

Early move-in available

December 15

Early move-in available

December 16

Early move-in available

December 17

Early move-in available

December 18

Early move-in available

December 19

Early move-in available

December 20

Early move-in available

December 21

Contracted move-in begins

December 24

Christmas Eve – All halls dark

December 25

Christmas Day – All halls dark

December 31

New Year's Eve – All halls close at 6 p.m.

JANUARY

January 1

New Year's Day – All halls dark

January 3

Convention & Show Services (CSS) - press conference orders due
Booth cleaning orders due for advanced prices

January 12

Booth installation complete and empties removed by 11:45 p.m.

January 13

Aisle carpet installation will begin at 7:00 a.m.

January 14

Corporate Credential Office – Hall C Entrance: 8 a.m. – 6 p.m.
Media/ Industry Preview: Show Floor Open 9 a.m. – 7 p.m.

January 15

Have trash in aisle for pick up by noon
Corporate Credential Office – Hall C Entrance 9 a.m. – 7 p.m.
Ribbon Cutting 5 p.m. – 6 p.m.
Charity Preview Show Floor Open 6 p.m. – 9 p.m.

January 16

Credential Office @ Hall C Entrance 9 a.m. – 7 p.m.
Public Show 10 a.m. – 8 p.m.

January 17

Credential Office @ Hall C Entrance 9 a.m. – 7 p.m.
Public Show 10 a.m. – 8 p.m.

January 18

Credential Office @ Hall C Entrance 9 a.m. – 7 p.m.
Public Show 10 a.m. – 8 p.m.

January 19

Credential Office @ Hall C Entrance 9 a.m. – 7 p.m.
Public Show 10 a.m. – 8 p.m.

January 20

Credential Office @ Hall C Entrance 9 a.m. – 7 p.m.
Public Show 10 a.m. – 8 p.m.

January 21

Credential Office @ Hall C Entrance 9 a.m. – 7 p.m.
Public Show 10 a.m. – 8 p.m.

January 22

Credential Office @ Hall C Entrance 9 a.m. – 7 p.m.
Public Show 10 a.m. – 8 p.m.

January 23

Credential Office @ Hall C Entrance 9 a.m. – 7 p.m.
Public Show 10 a.m. – 8 p.m.

January 24

Credential Office @ Hall C Entrance 9 a.m. – 6 p.m.
Public Show 10 a.m. – 7 p.m.
Contracted move-out begins 7:01 p.m.

January 29

Move-out complete

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2027 EXHIBIT CONSTRUCTION

DETROIT AUTO SHOW

BUILDING AND FIRE CODES

Exhibitor assumes total liability for physical damage or personal injury resulting from the installation, operation or dismantling of the exhibit. Exhibitor assumes total responsibility for fabricating and maintaining exhibit pursuant to all applicable local, state and national building and fire codes. Failure of an exhibitor to adhere to or comply with these codes may subject the exhibitor to additional liability in connection with such failure or negligence. Exhibitor has agreed to indemnify, defend and hold harmless Show Management. To purchase the International Building Code (IBC) Handbook please visit **shop.iccsafe.org**.

DESIGN PHASE

Field Measurements

Show Management will provide a dimensioned layout of each exhibitor's space at Huntington Place as well as the general location of building structures that are in or adjacent to the exhibitor's space (i.e., columns, building walls, concession stands).

It is the exhibitor's responsibility to determine, through field measurements, definitive dimensions as to the location of such structures that may have a bearing on the fabrication of the exhibitor's properties. Exhibitors will be notified when the Huntington Place floor has been laid out and is available for field measurements.

When marking your individual exhibit area, Huntington Place requires that you do not use paint. Huntington Place floors can be marked using chalk or approved tape which must be removed during the scheduled move-out days.

Safety Code Compliance

Exhibitors must comply with all federal and state laws, including but not limited to MIOSHA, ADA, Michigan Barrier Free, and IBC, all Rules and Regulations prescribed by the management of the building and Show Management, and the Police and Fire Departments of the City of Detroit. Compliance with applicable laws and regulations is the sole responsibility of the exhibitor.

During the course of the show, if events occur which may cause hazardous or unsafe conditions to attendees of the show in the exhibit space, the exhibitor will take precautions to identify the area and provide appropriate corrective action to protect the safety of the public.

Aisles to Exhibit Transition: Flooring must be flush or ramped at a maximum pitch of two inches for every 12 inches. No lips. Ramps must have non-slippage material, cautionary signage if necessary, and comply with legal requirements.

Exhibit to Exhibit Transition: Flooring must be flush or ramped at a maximum pitch of two inches for every 12 inches. No lips. Ramps must have non-slippage material, cautionary signage if necessary, and comply with legal requirements. As a guide, the exhibitor with the higher floor shall provide for the transition between exhibits. Any deviations must be approved by Show Management.

Design Approval Process

You must submit a preliminary floor plan to the Event Services Department (atrudeau@dada.org) by December 1. Preliminary plans should strive to have all large structures in their final locations.
Show Management will review the plan with the fire marshal and provide feedback and initial approvals.
The same preliminary plan can then be sent to Johnson Controls (JCI) for fire alarm panel placement. Freeman Electrical will maintain contact with JCI to receive the preliminary plan to be submitted to the City of Detroit, Building and Safety Engineering Department, for necessary stamps and approvals.

Final Floor plans must be resubmitted prior to load in. All changes from the preliminary plan must be called out and labeled. Final plans and a summary of updates from the preliminary submission should be made available during final inspections.

All exhibit designs submitted for approval must include:

- FORM 1AS
- Engineering plans with dimensions of each level (two story/multi-level).
- Elevation views from all sides defining dimensions of all applicable easements.

- Plan and elevation view of lighting truss and ceiling scrim with dimensions, trim height and relationship to the exhibit space, aisles and contiguous neighbors.
- Plan and elevation view of all suspended components and signs with structure dimensions, trim height and defining easement dimensions.
- Renderings of exhibit from several points of view.

Design Changes

Form 1AS must be resubmitted if changes affecting easements occur after the original submission approval. Approval or denial will be confirmed in writing by Show Management.

Request for Variance

Requests for variances must be submitted concurrently with the submittal of requests for exhibit and press event approvals. Form 8AS must be submitted, no verbal requests or approvals will be given consideration. Approval or denial will be confirmed in writing by Show Management.

DISPLAY COMPLETION

Installation Timeline

All displays must be completely installed, with empties cleared from the exhibit hall, and vehicles within the exhibit perimeter by 3:00 p.m. January 12. No labor or services will be available past 3:00 p.m. on unless pre-authorized by CSS. Final touches, adjustments, and rehearsals can continue within the parameters of your booth space.

Aisle carpet installation will begin at 7 a.m. on Wednesday, January 13.

Floor Covering/Raised Floors

Each exhibitor's space must have floor covering, but floor covering must not be sealed to the building floor in such a fashion as to damage or deface the floor, or be installed in such a manner as to pose a safety hazard. Exhibitors are responsible for the final condition of the floor in their space.

When marking your individual exhibit area, Huntington Place requires that you do not use paint. Huntington Place floors can be marked using chalk or approved tape which must be removed during the scheduled move-out days.

Columns

Exhibitor must relocate all fire extinguishers enclosed by the exhibitor's column cover to the exterior of the column cover to a position approved by the Fire Marshal.

Exhibitor is responsible for duplicating fire extinguisher signage to a visual position on the outside of the column cover.

Upon completion of the show, all fire extinguishers and signage must be returned to their original position.

Fire alarms, including hearing impaired fire alarms, cannot be covered or blocked by exhibit materials or curtains.

Draping

All drapes must be flame-retardant and exhibitor must have a certificate available on site.

Draping may be used, subject to Show Management's discretion and approval, to cover large structure(s) or unveiling area(s) during set up and Press Preview; it must be set back a minimum of ten feet from the aisle and contiguous borders. Any other movement of drape during press conferences must be approved by Show Management.

DRYWALL

Approval must be obtained prior to any drywall work. Contact Kendra Cook at **kcook@huntingtonplacedetroit.com** or 313.877.8292 regarding requirements for drywall construction.

EASEMENTS – MAIN FLOOR EXHIBITS

Contiguous Border Agreements

Contiguous border exhibitors may negotiate, between themselves, easement agreements that grant variances from the show easement rules. Such variance agreements require Show Management approval and will be granted if they are considered to be in the best interest of the show.

During negotiations of variance issues, exhibitors must reveal to their contiguous exhibitor(s) and Show Management all exhibit elements requiring a variance that are within 15 feet of the contiguous border.

Public Access Requirements

40% or less of exhibit display area may be comprised of vehicles and structures, thus allowing a minimum of 60% of open area for attendees and floor traffic. (Calculate by subtracting all non-public accessible display area and all vehicle-dedicated area from gross exhibit area and divide by gross exhibit area.)

$$\frac{\text{Gross exhibit area - (Non-public display area + Vehicle-dedicated area)}}{\text{Gross exhibit area}} = \text{Attendees and floor traffic space (Must be > 60\%)}$$

Ground floor levels, raised floors, and elevated platforms in the exhibit display area accessible to the attendees and floor traffic will be included in calculating the percentage of space area for attendees and floor traffic.

Easements-Vertical

All exhibitor space easements also apply vertically to suspended structures and signs within an exhibitor's air space.

Height Restrictions

Exhibitors' displays that exceed height restrictions and/or vary from that which has been approved by Show Management will require modification to conform to show regulations.

Vehicles

Vehicles must be a minimum of two feet from aisles and contiguous exhibit borders.

Two-Story/Multi-Level or Large Solid Structures

Two-story/multi-level or large solid structures including suspended structures (as determined by Show Management) are acceptable, but may not be located within designated easement areas. Any deviation from this rule is subject to Show Management approval. Refer to Huntington Place Structural Properties Drawings for maximum hanging loads per truss panel point. These drawings and CAD files are available by contacting Huntington Place.

- Aisle Side Easement: 25 feet or 25% of exhibit space depth (calculated by measuring the distance from aisle to opposite side border), whichever is less.
- Contiguous Border Easement: Minimum of ten feet or ten percent of exhibit space depth (calculated by measuring the distance from contiguous exhibit border to opposite side border), whichever is less.
- Aisles: All show floor aisle space is to facilitate ease of public movement and emergency access/egress. Aisle space is not part of the exhibitor's space except in situations that involve overhead rigging or scrim. Exhibitors are required to stay within the exhibitor's space, and the aisles adjoining their exhibits must remain free and clear of any exhibitor's display materials or equipment, from the floor to the ceiling, at all times.

Any deviations from these rules are subject to Show Management approval.

Steps

Steps may be allowed within large structure areas and in easement areas. Steps to publicly accessible platforms within easement areas must abide by set-back requirements of two feet from an aisle and six feet from any contiguous border.

Riser height to any elevated area/platform must be a minimum of six inches and must not exceed seven inches. A ramp (rather than a step) must provide public access to any elevated area/platform lower than six inches.

All publicly accessible platforms must abide by the International Building Code. A single rise platform does not require hand rails; however, good judgment must be used to define a change in elevation. Multiple rise platforms have precautionary requirements as defined in the code book.

Display Signage

Any sign (structure that holds a brand or model name, turntable or platforms with branding, typical display structures, kiosks-hanging or otherwise, etc.) more than five feet wide and two feet deep must be set back a minimum of 15 feet from the contiguous border and two feet from an aisle.

Any signage that is less than five feet wide and two feet deep must be set back a minimum of two feet from an aisle and six feet from the contiguous exhibitor.

ELECTRICAL

Electrical Work

All electrical work in connection with exhibits must conform strictly to the rules and regulations of the City of Detroit Buildings and Safety Engineering Department and NFPA 70, 70E, National Electrical Codes (NEC) and current MIOSHA standards. Exhibitors desiring special connections in their spaces for the purpose of operating electrical motors, or for other uses, shall notify Show Management upon acceptance of their space. All such work is subject to supervision and direction by the exhibitor, and shall be paid for by the individual exhibitor. These connections will be charged at prices made as part of a special electrical order. All exhibit and exhibit hall electrical installations, connections and disconnections must be obtained exclusively through Huntington Place's electrical contractor, Freeman Electrical.

Exhibitor personnel will be permitted to work on and calibrate their own specialized equipment. Freeman Electrical must do hard-wiring. (Details are outlined in contractor's electrical order form which will be included in the CSS Service Manual.) Freeman Electrical provides and installs all equipment for electrical distribution where concealed in wall, under floor or above ceiling, except for specialty systems, such as Euro power systems.

All displays must supply wiring chases or raceways for installation of any electrical wiring or cabling.

All electrical requirements must be submitted to the show's approved electrical contractor, Freeman Electrical, 313.327.2283, 30 days prior to any installation of any part of the display.

All cables (electric, communication, fire alarm, video, data, etc.) run outside the booth (through and into ceiling, floors, catwalks, walls) must be labeled every 25 feet with the following information: 2027 Detroit Auto Show, Exhibitor Name/Contractor responsible for installation. All cables must be removed at the completion of the show.

Client provided cable cannot be "bundled". This typically applies to single conductor #4/0 cables that are tied together at regular intervals to make a set of #4/0 cables. Tying the cable together creates hot spots (areas of significantly higher than normal temperatures), which present a potential fire hazard.

Not including LED Wall/Panel, monitors that are being used for anything other than press or a live feed are to be installed by electricians.

Transformers

All exhibitors will need to make provisions for storing or housing transformers necessary to provide power for electrical requirements within their booth area. Transformers in an exhibit area should be secured and covered by a solid structure so as to prevent injury. There will be no provisions for "flying" or suspending transformers from the ceiling at Huntington Place. Please contact Freeman Electrical, Event Services, 313.327.2283, if you require further information.

UL Listed Electrical Systems and Equipment

All electrical systems and equipment need to be UL Listed. Those that are not UL Listed will need to be inspected by TUV SUD. Any exhibit requiring a TUV SUD inspection is to inform Show Management. Show Management will then ensure that testing is scheduled with TUV SUD.

Please contact Andrea Trudeau at **atrudeau@dada.org** to notify of need for TUV SUD inspection.

EXHIBIT CONSTRUCTION SITE MAINTENANCE

Installation Timeline

All displays must be completely installed, with empties cleared from the exhibit hall, and vehicles within the exhibit perimeter by 3:00 p.m. Tuesday, January 12. No labor or services will be available past 3:00 p.m. on Tuesday, January 12 unless pre-authorized by CSS. Final touches, adjustments, and rehearsals can continue within the parameters of your booth space.

Aisle carpet installation will begin at 7 a.m. on Wednesday, January 13.

Crate Storage

Exhibitors must make arrangements to have crates freighted out of Huntington Place and stored off-site. There is NO storage space available in the Huntington Place dock area for exhibitor crates and materials. All racks, non-stackable or non-cubed crates must be removed from the premises when emptied and returned at the close of the show, at the exhibitor's expense. Please contact Convention & Show Services (CSS) for assistance, 313.657.5435.

Please also note that crate storage is strictly prohibited inside Huntington Place meeting rooms, per regulations of the Detroit Fire Department. Failure to comply with this rule may affect your room assignment for future shows.

Pallets and Bulk Refuse Removal

Pallets, wood, crates, carpet pad and other refuse will be removed from the building and loading docks as soon as possible by Convention & Show Services (CSS). CSS will bill the exhibitor accordingly for the removal of their bulk refuse. Please contact CSS for further information, 313.657.5435.

FIRE EMERGENCY AND LIFE SAFETY REQUIREMENTS

Fire Alarms and Life Safety Devices

It is the responsibility of the exhibitor to know which fire and safety sensors will be covered by exhibit structure and exhibit material. The exhibitor must make arrangements, at the exhibitor's expense, through Johnson Controls (JCI) to make the necessary changes based on the following:

- Fire alarms (including hearing impaired strobe lights and pull stations) located on the walls and columns, must be visible from the floor to a height of 25 feet. Fire alarm devices and Carbon Dioxide (CO2) sensors cannot be covered or blocked by exhibit materials or curtains.
- Any system device that is impeded by a display must be retrofitted to satisfy the requirements of the Fire Marshal. All fire system work necessary to meet this retrofit requirement and to return the system back to the normal condition must be completed by JCI and Freeman Electrical at the expense of the exhibitor. Though JCI-engineered fire alarm drawings are approved by the Fire Marshal's office, alterations to the final system design may be made based on display inspections by the Fire Marshal.

Exhibitors are responsible for contacting JCI at 248.444.6357, for all fire alarm needs.

Daniel V. Chisnall
daniel.chisnall@jci.com
248.571.9795

Melvin G. Spencer
melvin.spencer@jci.com
248.789-0714

There are additional requirements for displays with internal fire alarm systems and displays which obstruct Huntington Place life safety devices. The following procedures will apply when:

- Displays have internal fire alarm systems in the booth.
- Displays obstruct Huntington Place's life safety devices. (Life safety devices include fire alarm pull stations, visual fire annunciators, i.e., strobe lights, smoke detectors, and heat detectors.)
- Displays have ceilings and upper decks that are not "smoked out" and approved by the Fire Marshal.

When the above condition exists, connectivity of the display's internal fire alarm panel to Huntington Place's will be required. Displays that obstruct Huntington Place's life safety devices but do not have an internal fire system must have the obstructed devices replaced with like devices that connect to Huntington Place's fire alarm panel. Huntington Place's fire alarm panel, and the expansion panels that the display fire alarm systems and devices connect to, are maintained by Johnson Controls.

If you have any questions regarding the compliance of a display to the Fire Alarms and Life Safety Devices rule, please contact Andrea Trudeau at **atrudeau@dada.org**.

Fire Marshal

All exhibitors must have their floor plans and construction/finish materials approved for Life/Safety Code compliance. Preliminary floor plans should be submitted no later than December 1. Preliminary plans will be reviewed by the Fire Marshal and the Event Services Director. Tentative approval will be granted by the Fire Marshal based on the apparent adherence to the fire codes. Final approval will follow an on-site inspection after the completion of the exhibit.

Please contact Andrea Trudeau at **atrudeau@dada.org** with any questions.

Except as otherwise provided by special rulings from the Detroit Fire Marshal, the following regulations of the Detroit Fire Department will prevail.

a) Huntington Place is a smoke-free building and smoking is not permitted anywhere in the building during set-up, dismantle, Run of Show.

b) All aisles to exits and fire exit doors shall be maintained free and clear at all times. Aisles to exits and emergency doors shall not be blocked at any time by tables, chairs, benches or other obstructions.

c) All fire extinguishing equipment and signage must be unobstructed at all times.

d) Access to drinking fountains and entrances to restrooms and signage must not be blocked or obstructed. Any restroom signage that is covered or obstructed by a display must be replaced/supplemented, if necessary, as determined by Huntington Place and at the exhibitor's expense.

e) When submitting material samples to the City of Detroit Fire Marshal, please include Fire Marshal Material Submission Form 2AS. All submissions must be in English and received by December 1.

f) All draperies, backdrops, bunting and other decorations must be flameproof. All paper and other flimsy materials used for decorative purposes, including flameproof paper, are prohibited. The use of a heavy cardboard shall be permitted in limited amounts. Exhibitor must provide certificate of fire rating.

g) Cut trees, branches and shrubs are prohibited, unless maintained in soil in a natural state. Any cut trees or plants not in soil must be fire retardant. All decorative ground cover must be fire retardant.

h) Disconnected batteries, locked gas caps and the key to gas caps must be retained with specified people in each exhibit until required at move-out. Gas tanks may contain a maximum of two gallons of gasoline.

i) The use of open flame or the storage and handling of flammable liquids, chemicals or harmful hazardous substances are prohibited unless approved by the Fire Marshal or applicable agency. No flammable paints, solvents, or pyrotechnics of any kind may be stored on Huntington Place property at any time.

j) Combustible crates and packing boxes must be removed to the proper storage area after set-up period.

k) Additional fire extinguishing equipment, as determined by the Fire Marshal, must be located throughout the area occupied by exhibitor at the exhibitor's expense.

l) The upper deck of a two-story/multi-level structure accommodating more than 50 people will require two means of egress.

m) No pyrotechnic exhibits or events are allowed at Huntington Place at any time for any event, private showings, press conferences and/or public events. Artificially created smoke has the potential of setting off the building fire alarm system. Therefore, the smoke used in an exhibit must be approved by the Fire Marshal and Huntington Place management, including a dry run before January 9.

n) An overall ceiling structure may not be built from solid material (i.e., wood, drywall, cement, etc.). No material that impedes the function of the building's fire suppression equipment will be permitted. Porous or smoke-out material, with the Fire Marshal's approval, may be used.

o) All enclosed exhibits measuring 100 square feet or more, including two-story exhibits must have hard-wired smoke detectors tied into the building's system. Smoke detectors must be wired into their own dedicated 24 hour electrical power source. (See Fire Alarm and Life Safety Devices for additional information.)

All exhibitors are required to comply with the above directives set forth above by the Fire Marshal. All certificates must be on site for the final inspection. Final compliance approval will be granted only after an inspection following the completion of all phases of installation.

Fire Extinguishers

All exhibitors having a building column in their exhibit area marked with a red "Fire" notice are required to have a fire extinguisher at that location. If one is not there, please call Huntington Place Event Services, 313.877.8777.

Exhibitor is responsible for relocating fire extinguishers and proper signage on the outside of any decorated columns in their exhibit.

Upon completion of the show, all fire extinguishers must be returned to their original position.

Exhibitors must have two dry chemical-type fire extinguishers in their booths at all times during. The extinguishers must be positioned at an accessible location known to the booth staff.

A fire extinguisher must be positioned at any work site on the show floor where grinding and/or welding is taking place.

Building and Fire Codes

Exhibitor assumes total liability for physical damage or personal injury resulting from the installation, operation or dismantling of the exhibit. Exhibitor assumes total responsibility for fabricating and maintaining exhibit pursuant to all applicable local, state and national building and fire codes. Failure of an exhibitor to adhere to or comply with these codes may subject the exhibitor to additional liability in connection with such failure or negligence. Exhibitor has agreed to indemnify, defend and hold harmless Show Management. To purchase the International Building Code (IBC) Handbook please visit **shop.iccsafe.org**.

Hazardous or Unsafe Conditions

During the course of the show (including move-in and move-out periods), if events occur which may cause hazardous or unsafe conditions to attendees, exhibitors, patrons and workers of the show in the exhibit space, the exhibitor will take precautions to identify the area and provide corrective action.

Saws used to cut material must be connected to a dust collection device to minimize the amount of airborne sawdust created by the cutting of the material. Paint, varnish, polyurethane, or other liquid finishing must be applied by roller, brush or sponge application. Lacquer, lacquer thinner or acetone are not allowed in the building. These materials may not be applied in the building using spray or other airborne application methods.

LABOR REQUIREMENTS

Union Labor

All exhibit and display work in Huntington Place is done by union personnel. Labor required by individual exhibitors for the purpose of erecting and dismantling exhibits shall be obtained from the local unions having jurisdiction, unless authorized by Convention & Show Services (CSS), the general contractor. There are six unions doing this work; teamsters, iron workers, carpenters, stagehands, electricians, and plumbers.

CSS is a labor service provider for carpenter labor and is the exclusive labor service provider for all teamster and iron worker labor.

Freeman Electrical is the exclusive labor service provider for all electricians.

Huntington Place is the exclusive provider for all plumbers and all stagehand labor.

Forklifts and All Other Power Equipment

Although minimal labor may be ordered on the show floor during open hours (e.g., set-up and removal of chairs, sweeping), no power equipment is allowed to be used until the events each day are concluded.

Please refer to Work Schedule. Show Management requires strict adherence to this rule and reserves the right to impose liquidated damages of $5,000.00 for each instance an exhibitor is not in compliance with this rule.

MAN LIFTS/GENIE LIFTS: No single man lift will be allowed for use on the show floor except for special circumstances for which specific approval must be obtained from Convention & Show Services (CSS). (Special circumstances may include use in areas where standard lifts are not feasible, i.e., raised floors, etc.). Supervision of lift usage, on-site inspection, and safety compliance of such equipment, i.e., outriggers, safety rails, etc., is the responsibility of CSS.

LIGHTING AND RIGGING

Lighting, Fixture Positioning, Rigging and Electrical Equipment

The structural loads imposed by all rigging (display rigging and press rigging, equipment platform rigging and emergency lights) from the overhead steel must be approved prior to installation by the Huntington Place's Review Engineer. The rigging and support equipment (i.e., lighting distribution equipment) will not be raised from the floor or placed into or on building overhead steel without this confirmed approval. Spotlights or floodlights used to illuminate a particular vehicle, feature of a vehicle, or an exhibit, must be placed in an inconspicuous location and so directed as not to cast their light in spectators' eyes or to intervene in any other exhibitor's space.

The use of all halogen light bulbs/lighting fixtures must be approved prior to installation by Freeman Electrical, 313.327.2283. Temporary lighting and fixtures must be positioned in a manner where they cannot be reached and/or touched by the public.

There is an additional requirement for electrical equipment not manufactured in the United States to ensure its compatibility with U.S. Electrical Systems and Standards. Equipment must be approved by a United States certified testing laboratory. Please contact Freeman Electrical, 313.327.2283.

All electrical rigging equipment used in the exhibit space must be "listed" for the purpose it is used (UL is one listing company). For a list of other acceptable testing laboratories, please call Freeman Electrical, 313.327.2283. If the materials and devices are not manufactured in the United States, a certified international testing lab will be acceptable to the City of Detroit's Building and Safety Engineering Department. This will include all rigging, lighting fixtures and related hardware, transformers, cable, computers, monitors, projectors, video walls and components, terminations and switches.

The preceding are just a few examples; however, any electrical equipment or anything used to facilitate electrical power installation must be listed for its intended purpose by an approved and certified testing laboratory. Any and all electrical equipment brought in by the exhibitor or their supplier must be itemized, along with manufacturer specifications, and submitted to the exclusive electrical provider 30 days prior to initial installation. It is the right of the permit holder (electrical services provider) to request a visual inspection of such equipment and any necessary testing that may be required (all at the expense of the designated exhibitor) prior to installation.

All booths will submit to Freeman Electrical, the permit-holder for the electrical installation, a complete load calculation schedule for the booth-space (floor) and the lighting, including all truss work, projectors and video walls. These must be separate calculations. This schedule should be submitted at least 30 days before installation is to begin. In turn, the schedule will be submitted to the City of Detroit Electrical Inspections Department for their review.

Any questions related to these rules can be directed to Freeman Electrical, 313.327.2283, the electrical permit-holder for the Detroit Auto Show.

Emergency Lighting

Any system devices that are impeded by a display must be retrofitted to satisfy applicable building codes. All emergency lighting system devices work necessary to meet this retrofit requirement and to return the system back to the normal condition must be completed by Freeman Electrical at the expense of the exhibitor. All work necessary to return the emergency lighting system to its normal condition must be done within the move-out dates of the Detroit Auto Show.

Overhead Lighting

Overhead lighting on the main show floor and in Hall E may extend no more than 50% into overhead aisle width, minus six inches (exceptions may apply, but would require Show Management approval). Lighting trusses may be mounted as high as building ceiling height allows, but at least 24 feet from floor level.

SPECIAL EFFECTS

Hazers and Fog Machines

Usage of hazers and fog machines are strictly prohibited without approval from Detroit Auto Show Management and Huntington Place. All hazers and fog machines will be subject to testing by the City of Detroit Fire Marshal Division and Huntington Place Management.

Submit all requests to Andrea Trudeau at **atrudeau@dada.org** and Kendra Cook at **kcook@huntingtonplacedetroit.com**.

Laser Special Effects - Huntington Place Requirements

Usage of all laser effects beyond class one lasers require special approvals. Request for approvals must be made a minimum of 45 days in advance of the date of usage. Submit requests to Kendra Cook at **kcook@huntingtonplacedetroit.com**.

HUNTINGTON PLACE REQUIREMENTS

Alterations to Huntington Place

Huntington Place Building Alteration Request, Form 9AS, must be received and approved by Huntington Place Management before alterations, changes or modifications may be made to the Huntington Place structure. Form 9AS must be submitted to Kendra Cook (**kcook@huntingtonplacedetroit.com**), phone 313.877.8201.

Modifications to the building include, but are not limited to, painting building surfaces, attachments to building floor, walls and ceiling (attachments to exhibit hall ceiling steel, i.e., lighting trusses, are not included in this condition provided that the rigging points conform to the information in Huntington Place Exhibit Hall Guidelines or rigging points that have been approved by the Review Engineer and Huntington Place exhibit plan review process). All repairs of these modifications to return the building to its original condition must be done by contractors approved by Huntington Place, using material approved by Huntington Place at the expense of the exhibitor, and must be completed within the occupancy dates of the Detroit Auto Show move-out schedule. A deposit, as determined by the Huntington Place General Manager in consideration of the costs of repairing the modifications, must be paid prior to the start of the modifications and will be held by Huntington Place until the repairs are completed to the satisfaction of Huntington Place. In the event that the repairs are not completed as described above, the deposit will be forfeited.

When marking your individual exhibit area, Huntington Place requires that you do not use paint. Huntington Place floors can be marked using chalk or approved tape, which must be removed during the scheduled move-out days.

Building Load Analysis and Approvals

Any changes to the exhibitors' design/structural loads that occur after the original submittal/approval must be resubmitted for approval. Please advise the Review Engineer as soon as possible if you will be resubmitting structural loads.

a) Double deck structures should reveal weight loads per footing or concentrated load.

b) Weight of fixtures that will be rigged to the Huntington Place ceiling, with load weights per rigging point should include all lights (including battery pack emergency fixtures), dimmer and lighting boards attached to the building steel, trusses, projection equipment, video devices, HVAC, signs, etc. assembled in one consolidated drawing. The consolidated drawing must include both exhibit loads and press event loads. Also include a "single line" load diagram plan (one set only). A detailed drawing must also be provided to illustrate the number of lights, projection equipment, video devices, etc. attached to the trusses and the weight of the fixture. A detailed drawing must be provided for both exhibit loads and press event loads. The load drawings submitted must be accompanied by load calculations.

c) Description of any modification being proposed to the Huntington Place facility. All drawings are to have a North arrow on them and each exhibit is to be oriented, dimensioned, and located from the Huntington Place column lines.

d) The exhibitor is responsible for verifying all field conditions.

e) Prior to submitting any information to Review Engineer, each exhibitor must email to Review Engineer informing them of the following; 1) the exhibit/BRAND that you are managing, 2) any special conditions and, 3) when Review Engineer should expect to receive the exhibit documents. It would be beneficial for the exhibitor to make direct contact via email with Review Engineer to review the exhibit design with their engineers. Questions and submittal drawings should be directed via email to **sales@sjwengineering.com**.

Structural Engineering

Prior to load verification, each exhibitor's engineering drawings must be analyzed for static loads on the building by a licensed Michigan structural engineer. All approved drawings will be signed, stamped and forwarded on to the Review Engineer.

For your convenience, and to be used at your discretion, please review our Contacts for a list of Michigan engineering/architectural firms that may be contacted to analyze, sign and stamp your drawings. All submissions must be in both hard copy and electronic files. Please refer to Huntington Place Requirements for Exhibit Approvals for more specific requirements.

Load Capacity

The Huntington Place floor specification is constructed to hold the following weights:

Huntington Place Square	150 lbs. per square foot
Halls A, B, C and D	300 lbs. per square foot
Hall E	650 lbs. per square foot

Certain areas of Hall B and Hall C have lower floor loading capacities of 220 lbs. per square foot. Contact Rajiv Chopra at rchopra@huntingtonplacedetroit.com, 313.877.8201, for the size and location of these areas.

THERE IS ONLY ONE MOTOR CITY™



2027 GENERAL RULES & INFORMATION

DETROIT AUTO SHOW

BANNERS/BALLOONS/PENNANTS

The stringing of advertising banners, balloons and pennants is strictly prohibited.

BATTERIES

Batteries and energy cells of exhibit vehicles must be, and remain, disconnected. Removal and replacement of batteries from display vehicles during the show will be permitted on written order, signed by the official representative of an exhibitor and approved by Show Management.

BRAND/CORPORATE PROMOTION LIMITS

Each exhibitor has leased a specific space (location and size) within Huntington Place. **All brand, corporate and product promotion or marketing efforts must be confined within the boundaries of the exhibitor's space.** No marketing or promotion of any kind may occur beyond the boundaries of the exhibitor's space within Huntington Place exhibit halls without a written, signed agreement from Show Management.

Any request to promote any product, brand, or corporation in the public space (Huntington Place concourse and city sidewalks) requires written, signed approval from both Show Management and Huntington Place.

CAMERA CREWS - PROPRIETARY IMAGES AND/OR INFORMATION

Exhibitors requesting camera crews on the show floor, during show and/or non-show hours, must have prior approval from Show Management and provide a written request specifying the area(s) to be filmed. Exhibitors must also contract with the show's security company for a guard to accompany them on the show floor. The exhibitor will pay all security expenses for such services.

The use of cameras (film or digital format) to record and distribute images of exhibitors' products and/or their marketing position prior to each exhibitor's formal press event is not permitted and is subject to Commercial Use of Show Footage rule and Television Broadcast, Film, Video and Internet Policy.

CARE OF EXHIBIT

Exhibitors, at their own expense, shall fully care for and keep in good order their exhibit space. If such space shall be damaged in any manner, the exhibitor, on demand of Show Management, shall pay such sums as shall be necessary to restore the space to its original condition. Janitorial service in aisles, open spaces, offices and restrooms is provided by Huntington Place, contact Anthony Waldecker at 313.439.1573 or awaldecker@huntingtonplacedetroit.com. Exhibit areas will be kept clean and free of debris by Huntington Place's exclusive cleaning contractor or the exhibitor-appointed contractor if Huntington Place's contractor is not retained for services, with one thorough cleaning provided each night during non-show hours, including broom sweeping and emptying of waste receptacles.

CART POLICY

Carts are not permitted in the public areas of the building, i.e., concourse and meeting room hallways.

CHARITY PREVIEW POLICIES

Charity Preview

Charity Preview is Friday, January 15, 2027.

- Ribbon Cutting Ceremony from 5 - 6 p.m. on main show floor
- Show floor access from 5:30 - 9 p.m.
- Black-tie attire

Exhibitor requests for a reception within an exhibit on Charity Preview night are at the discretion of Show Management. Contact Andrea Trudeau at atrudeau@dada.org. Early access begins at 5 p.m. for exhibitor receptions which have been approved by Show Management.

All credentials are personalized with name and company information. They are not valid without proper validation. Additional identification (driver's license or passport) is required. Detroit Auto Show credentials are not transferable.

The following children's charities will benefit from the 2027 Detroit Auto Show Charity Preview, sponsored by DADA, an association of Detroit area auto dealers.

- Boys & Girls Clubs of Southeastern Michigan **bgcsm.org**
- The Children's Center **thechildrenscenter.com**
- The Children's Foundation **yourchildrensfoundation.org**
- Detroit Auto Dealers Association Charitable Foundation Fund **dada.org**
- Detroit PAL **detroitpal.org**
- University of Michigan Health C.S. Mott Children's Hospital **mottchildren.org**

Charity Preview Transportation

A coalition of organizations, including the Detroit Police Department, Detroit Department of Transportation, private shuttle service providers, taxi service operators, city officials and Detroit Auto Show security, have been working to streamline and improve traffic flow at the Charity Preview to better serve our guests. A comprehensive communications plan has been developed for the Detroit Auto Show and is complemented by increased on-site staff.

Charity Preview General Parking

Arrangements for prepaid parking can be made by contacting Jennifer Kaplan at jkaplan@dada.org. Multiple lots and garages around the city will be open to the public for self-parking.

Limousines

Prior to the start of Charity Preview, limousines and privately-owned cars will drop guests off at the Hall B, Hall C and Hall D entrances adjacent to Washington Boulevard. Once the drop-off has occurred, all vehicles will be directed to a parking or staging area.

When departing the Charity Preview event, guests will enter a cordoned-off waiting area in the concourse where a valet service will be used to call the limousines. The entire party for each limousine must be present prior to entering the waiting area.

Limousines will be notified that the party is waiting and will proceed along a predetermined route that will ultimately lead to the cross streets of Jefferson and Washington. At that point, all limousine traffic will be held until space is available in front of Huntington Place. When spaces become available, the vehicles will be directed to the front of Huntington Place and the guests will be escorted to the vehicle. Proceed to the information desk at the valet service for additional assistance. No limousine or private vehicle will be allowed to stand in front of Huntington Place unless its party is ready to enter the vehicle.

Buses, vans and shuttles will drop guests off at the Atwater entrances. Pre-arranged shuttle service will be assigned to the Congress entrance for some vans and mini-buses. Shuttles and vans that will be in continuous operation will not require a staging area.

Charter buses will drop guests off at the Atwater entrance. When guests are leaving, they will take a shuttle from the Atwater entrance to the charter bus staging area.

CODE OF CONDUCT

SHOW PERSONNEL RESERVES THE RIGHT TO ENFORCE STANDARDS OF CONDUCT IN THEIR SOLE DISCRETION TO ENSURE THE SAFTETY OF ALL GUESTS AND INDIVIDUALS IN ATTENDANCE AT THE DETROIT AUTO SHOW. THE FOLLOWING IS A NON-EXHAUSTIVE LIST OF CONDUCT THAT IS EXPRESSLY PROHIBITED:

- Foul or abusive language or obscene gestures towards other guests, staff, or performers
- Intoxication or signs of impairment related to substance consumption
- Fighting, taunting, or threatening remarks or gestures
- Obscene or indecent messages in any form
- Any disruption to the progress of the event by the guest's actions

- Any disruption or interference with others' activities in the building
- Throwing of any objects
- Failing to follow the instructions of Show personnel, convention center personnel, or law enforcement personnel

ANY VIOLATION OF THE FOREGOING WILL RESULT IN SHOW PERSONNEL REMOVING THE INDIVIDUAL FROM THE EVENT. THE DECISIONS OF SHOW PERSONNEL ARE FINAL AND NO INDIVIDUAL REMOVED FROM THE DETROIT AUTO SHOW DUE TO NON-COMPLIANCE WITH EVENT RULES SHALL BE ENTITLED TO ANY REFUNDS OR OTHER RECOURSE. SHOW PERSONNEL HAVE THE SOLE AND EXCLUSIVE DISCRETION TO DETERMINE THAT AN INDIVIDUAL'S BEHAVIOR IS NOT IN COMPLIANCE WITH THE DETROIT AUTO SHOW'S CODE OF CONDUCT AND TO TAKE ALL ACTION NECESSARY TO REMOVE THE INDIVIDUAL FROM THE SHOW FLOOR.

Prohibited Items

Helium balloons

Weapons of any kind: guns, knives, chains, spiked jewelry, brass knuckles, tasers, etc. (ONLY ON-DUTY UNIFORMED LAW ENFORCEMENT WILL BE ALLOWED TO CARRY FIREARMS IN THE BUILDING)

Fake weapons: axes, knives, swords, etc.

Stickers, flyers

Alcohol brought in from outdoors

Glass or coolers

Illegal substances

Whistles, air horns, or electric noise makers

Spray paint

Illegal drugs, paraphernalia, or electric vaping devices

Fireworks

Fuel, torches, or lighter fluid

Balls, frisbees, bats, clubs, or any projectiles

Animals (service animals not included)

Laser light pointers

Drones or Remote-Control Aircraft

Optical illusions (anything that interferes with the ability of the eye to perceive depth or distance, such as pinwheels)

Aerosol products/cans

Obscene or indecent messages on clothing, accessories, signs or other personal items

COMMERCIAL USE OF SHOW FOOTAGE

Use of photographs, films, video material, DVD or other digital recordings of the Detroit Auto Show is prohibited without the express written permission of Show Management. No exhibitor may supply, sell, or resell any photograph, video material, DVD or other digital reproduction of the Detroit Auto Show event without the express written consent of Show Management. A written request for photos, films, videotape, DVD, or other digital reproduction of the Detroit Auto Show event can be sent to the Detroit Auto Show, please contact Heather George at **hgeorge@loviogeorge.com**.

CREDENTIALING AND REGISTRATION POLICIES

Credentials

Credentials are required for show floor access during Media/Industry Day and Public Show.

All credentials are personalized with name and company information.

Show Management provides credentials to representatives of your company for access to the show based on qualification criteria outlined in our communication to your company at the time of registration (credentials requests). Show Management requests your cooperation in securing credentials only for people who are necessary for Preview Week and Public Show and are representatives or employees of your company.

The Detroit Auto Show reserves the right to remove the following unqualified person(s) from the show and if removed, may impose a forfeiture or reduction in your company's quota for the balance of Detroit Auto Show and future shows:

- Credentials that have been requested for people under your company name who are not representatives or employees of your company.
- Employees of your company escorting people onto the show floor without following Detroit Auto Show credentialing procedures as outlined in our registration information.
- Any individual whose credentials have been revoked by Show Management with or without prior notice to the individual and/or their company.

How to Register

Registration for 2027 Detroit Auto Show credentials will be available at **detroitautoshow.com**. Exhibitors will be contacted directly to discuss this procedure, as well as receive detailed instructions in corporate registration packages that will be emailed.

Please note that Display Houses are required to register separately and will be managed through the Detroit Auto Show credentialing office. If your company's advertising executives, public relations firm, etc., attend on your company's behalf, they must be credentialed from your company's quota.

DISPLAY AND MATERIAL CONTENT

At its discretion, Show Management reserves the right to require exhibitors to remove or conceal any display or portion of a display and/or any materials which are deemed to be offensive, controversial or inappropriate for display and/or distribution at the Detroit Auto Show.

DRONE POLICY

The use of drones within Huntington Place and outside is regulated by the Detroit Fire Marshal Department and is at the sole discretion of Show Management. All requests for use of drones must be submitted to Andrea Trudeau (atrudeau@dada.org) no later than January 1.

FLOOR ACCESS – AFTER HOURS

In the event of a medical or safety emergency when the show floor is closed, Detroit Auto Show Security will determine severity, and if needed, will permit floor access to emergency personnel. Access to exhibits for any other reason when the show floor is closed must have prior approval of Show Management. Please contact Andrea Trudeau at atrudeau@dada.org. Show hours are listed in the Exhibitor Manual and on the Detroit Auto Show website: **detroitautoshow.com**.

FLOOR SPACE CHARGES

If Exhibitor cancels, withdraws or downsizes space requirements, Exhibitor shall only receive a partial refund, if any, of its floor space charge based on the following schedule:

Exhibitor Withdraws or Reduces Space	Exhibitor Forfeits the Following % of its Floor Space Charge
December 31	100%

The forfeited floor space charge is retained by DADA Inc.. as liquidated damages and not as a penalty, and the parties agree that such amounts constitute a reasonable provision for liquidated damages. In case of downsizing, in addition to the assessed liquidated damages, Exhibitor's exhibit location on the floor plan of the Exhibition may be moved, in DADA Inc.. sole and absolute discretion. In the event Exhibitor defaults in any of its obligations under this agreement, in addition to having the right to direct Exhibitor to vacate the Exhibition hall, Show Management shall have the right to pursue any other remedy afforded it by law. Nothing herein contained, however, shall limit or prejudice the right of Detroit Auto Show, in any bankruptcy or insolvency proceedings, to prove for, and obtain as, liquidated damages by reason of such termination, an amount equal to the maximum allowed by any statute or rule of law in effect at the time when, and governing the proceedings in which, such damages are to be proved, whether or not such amount be greater, equal to, or less than the amount of difference referred to above. Exhibitor agrees to pay, in addition to the sums agreed to be paid hereunder, such additional sums as the court may adjudge reasonable as attorney's fees in any successful suit or action instituted by Detroit Auto Show to enforce the provisions of this agreement or the collections of the rentals or other sums due Detroit Auto Show hereunder.

HOTEL ACCOMMODATIONS/DETROIT-METRO AREA INFORMATION

Access the Detroit Auto Show website, **detroitautoshow.com** for additional information.

INDEMNIFICATION/INSURANCE

The DADA Inc., its organizations, and their members, managers, officers, directors and agents shall not be responsible for any loss or damage of any kind to the exhibitor or to exhibitor's personnel, or any other person, place or thing within the confines of the exhibitor's display, or which may arise from the use and occupation of said exhibitor's space. Exhibitor agrees to and shall indemnify and hold harmless and defend DADA Inc. ("Show Management") from and against any and all liability or claimed liability, loss, damages (including reasonable attorneys' fees and litigation costs) and any expenses for personal or bodily injuries, including death and property damage to any and all persons whomsoever, and for any and all property damage arising out of any occurrence in, upon or at the exhibitor's space or immediately adjacent common area or walkway, or resulting from or in any way connected with exhibitors use of exhibitor's space, or on account of negligence of exhibitor, its agents or employees, independent contractors and security personnel.

Exhibitor shall also indemnify and defend Show Management, Detroit Regional Convention Facility Authority, and ASM Global and its members, managers, officers, directors and agents from any and all claims alleging employment or contractor control relating to the design, construction or operation of exhibitors exhibit.

Exhibitor shall maintain such insurance as will fully protect Show Management, Detroit Regional Convention Facility Authority, and ASM Global and its members, managers, officers, directors and agents from any and all claims under the Workmen's Compensation Act, and any claims for damages for personal injury and bodily injury, including death, and property damage which may arise from the operation of exhibit in connection with exhibitor's exhibit.

At a minimum, exhibitor shall maintain and keep in full force and effect commercial general liability insurance in the amount of $2,000,000 for personal injury and bodily injury, or death, resulting from any one occurrence; and the sum of $2,000,000 for property damage resulting from any one occurrence. Exhibitor shall deliver to Detroit Auto Show a certificate evidencing such coverage sixty (60) days prior to the Detroit Auto Show move-in. Such insurance coverage shall be in place for and said coverage shall remain in effect for so long as any cause of action may arise under exhibitor's occupancy of space at the Detroit Auto Show. Exhibitor shall name DADA Inc., Detroit Regional Convention Facility Authority, and ASM Global and its members, managers, officers, directors and agents as additional named insured.

Separate additional insurance will be required for the use of any drones. Coverage limits will be determined subject to an application for use approved by show management.

Show Management does not represent or warrant that the coverage of insurance specified is sufficient or adequate to protect exhibitor's interest or its obligation for liabilities; and the limits of said insurance shall not limit exhibitor's liabilities hereunder. All insurance policies required shall be written and issued by responsible and solvent insurance companies acceptable to Show Management, and which are authorized to do business in the State of Michigan. **Show Management reserves the right to deny move-in to an exhibitor that has not submitted its insurance certificate by the deadline.**

Please Note: A certificate identifying the above as "certificate holders" will not be acceptable. Exhibitor must provide a certificate identifying the above as "additional insured".

INDUSTRY DAY

This one-day ticketed event offers automotive suppliers and others who support the industry with the exclusive opportunity to preview the show before it opens to the public.

To order Industry Day tickets, please visit our website at detroitautoshow.com/tickets. If paying by corporate check, please complete the order form and mail with your check.

INTERNET SERVICES

Huntington Place has hard-wired Internet service available in all meeting rooms. Service drops can be made in all exhibit halls and concourse. Huntington Place can provide Shared Service (100-Base-T) Internet Service, Dedicated Internet Service (3Mbs) and VLAN. Contact Kyle Palm at **kpalm@huntingtonplacedetroit.com** at 313.319.2191.

The service is brought to the room/booth in the most convenient manner and does not include distribution within the room/booth, computer equipment, NIC card, TCP/IP software, or power.

Service Order Forms are available at **HuntingtonPlacedetroit.com**.

INTERPRETATION OF DETROIT AUTO SHOW RULES AND REGULATIONS

The interpretation of the Detroit Auto Show Rules and Regulations lies in the sole discretion of Show Management and will be binding upon all exhibitors, media, sponsors, and their employees and representatives.

LEASED VEHICLE SIGNAGE

No signage is permitted on the show floor that promotes leased vehicles. (See Selling and Promotions.)

LOGO AND NAME USAGE

DADA Inc. owns the trademarks "Detroit Auto Show," "Detroit Auto Dealers Association," and marks incorporating the design logo known as the Victory Lady. You and your organization agree to use the trademarks only in connection with sponsoring, reporting on, exhibiting at or otherwise associating with the Detroit Auto Show and its services and products. You and your organization agree to use the trademarks as shown, and you will not alter, modify, dilute or otherwise misuse the trademarks. You and your organization will not use older versions of the trademarks. Show Management reserves the right to terminate your use of the trademarks. Once Detroit Auto Show terminates your use, you and your organization agree to stop using the trademarks immediately. Visit the Detroit Auto Show Brand Center at **detroitautoshow.com/brand-center/**.

Huntington Place - All use of the Huntington Place name in advertisements must be limited to directions and/or locations. All other use of the Huntington Place name shall be subject to written approval by Show Management and Huntington Place, contact Heather Anderson, 313.877.8289 or **handerson@huntingtonplacedetroit.com**.

MEETING ROOMS

Exhibitors are not permitted to assign or sublease for cash or other consideration any part of their space for any purpose. For meeting/function room reservations, contact Michele Hendrick at **mhendrick@dada.org** or 248.283.5142.

Please refer to the CSS Service Manual for contractor order forms to accommodate your meeting room requirements. For assistance with ordering, 313.259.7632.

Companies holding functions in Huntington Place meeting rooms during Industry Preview are permitted show entry only after purchasing Industry Preview tickets.

Use Of Pre-Function Space

Sponsors using meeting rooms in the 140, 250 and 350 meeting room areas may extend their hospitality activities to include the pre-function space immediately in front of their room according to the following specifications:

- 140 Meeting Rooms – The "exterior" hospitality suite may extend 8' out from the entrance door on either side leaving a 9' center aisle for clear passageway.
- 250 Meeting Rooms – The "exterior" hospitality suite may extend up to 8'6" out from the entrance door leaving an 8' aisle between the column adjacent to the glass curtain wall and the end of the hospitality space.
- 350 Meeting Rooms - The "exterior" hospitality suite may extend up to 8'6" out from the entrance door leaving an 8' aisle between the column adjacent to the glass curtain wall and the end of the hospitality space.
- Rooms 330B and 310B - Sponsor to stay within the columns outside the room and maintain 15' of clearance from the escalator.

The use of pre-function space may be available in other room locations but are evaluated on a case-by-case basis and is subject to the approval of Show Management.

Noise Levels

All hospitality room occupants are requested to submit any plans for amplification and/or music that will be played/used in or outside the assigned room. Hosts are requested to be respectful of noise that may be heard by neighboring room occupants.

PARKING

The Detroit Auto Show will be the point of contact to secure parking for the 2027 Detroit Auto Show.

There will be one point of contact established within the exhibitor's or sponsor's organization responsible for determining their company's parking needs, both internal and external (including public relations staff, product specialists, exhibit staff, exhibit house staff and any other staff). For additional information please contact Jennifer Kaplan at 248.283.5162 or **jkaplan@dada.org**.

Exhibitors and sponsors will be eligible for an allotment of parking spaces per day. This allotment of parking spaces will not include spaces for the 2027 Detroit Auto Show Charity Preview on January 15.

For additional parking and transportation information, please check the official Detroit Auto Show website at **detroitautoshow.com**.

PENALTIES

Any violation of any of the terms and conditions of these rules and regulations on the part of any exhibitor will be cause to terminate the agreement to occupy space, and such exhibitor will forfeit to Show Management all monies which may have been paid. In case of any violation of the terms and conditions of these rules and regulations on the part of the exhibitor, right is hereby given Show Management to terminate the floor space contract, at its option. Show Management may re-enter and take possession of the space occupied by the exhibitor and remove all persons and goods at the exhibitor's own risk, without liability of Show Management. Any subject matter not specifically covered by these rules will be determined in the sole discretion of Show Management.

PRICE INFORMATION ON DISPLAY VEHICLES – PUBLIC SHOW

All new production vehicles at the Detroit Auto Show must display Monroney sticker price information, without exception. Monroney stickers may not be displayed in vehicle windows. Posted price information must include the following:

1) The base list price.
2) The list price of all equipment on the vehicle.
3) Destination Charges as a separate item for the compilation of the total charge.
4) If a van unit, list cost of the conversion.

5) Total list price of the vehicle and all its equipment including Destination Charge per item (3) above. If the vehicle on display has had additional equipment or a conversion unit added to the new vehicle, and the information is not set forth on the monetary sticker, the manufacturer's suggested list price for the added item must be set forth on the supplemental sticker attached to the window. Except for the monetary sticker and supplemental sticker, no other price information, sale or lease information shall be on the display floor (See Leased Vehicle Signage).

PROMOTIONAL AND OTHER GIVEAWAYS

Exhibitors must submit a written request for review and approval by Show Management (Andrea Trudeau **atrudeau@dada.org**) to distribute promotional and other giveaways (e.g., rebate coupons, merchandise bags, stickers, flyers, etc., except vehicle brochures which are exempt from this provision). Upon Show Management approval, distribution must be restricted to the specific exhibitor's area.

PUBLIC RELATIONS INFORMATION AND MEDIA INQUIRIES

All Public Relations and Media Inquiries should be directed to Heather George at **hgeorge@loviogeorge.com**

RAFFLES AND DRAWINGS

Exhibitors must submit a written request for review and approval by Show Management (Andrea Trudeau **atrudeau@dada.org**) to conduct raffles/drawings within an exhibit space. All submissions must include the rules for entry. Upon Show Management approval, an exhibitor may provide entry forms for completion by show patrons for raffle drawings to be conducted and confined within the exhibit area. The selling of raffle tickets is strictly prohibited.

SECURITY – 2027 DETROIT AUTO SHOW (DAS)

Director of Security (DoS): Don Morris 248.458.5116, cell 248.200.8710 or email dmorris@naiasss.com

SECURITY PROTOCOLS FOR SHOW MANAGEMENT

Continuous Security Coverage

Beginning January 08, 2027, and continues throughout the duration of the show and move-out.

Access Restrictions

No unauthorized individuals may remain in the exhibition area after designated closing.

Violations must be reported to the **Director of Security (DoS)** and the **Security Command Center (SCC) - Room 410B**.

Private Security Requirements

All security agencies must

- Be **licensed by the State of Michigan**.
- Provide the required insurance/bond documentation to the **DoS**.

Security companies must

1. Provide a **24-hour contact number**.
2. Submit a list of **assigned security locations** to the SCC.
3. Entry to the show floor only through designated **Door "B" and/or Door "C"**.
4. Stay at assigned locations unless directed otherwise during emergencies.
5. Verify credentials with **picture identification**.
6. Wear and display credentials unless in covert roles.

Firearm Policy

- No firearms are permitted unless pre-approved by the DoS.

Emergency Procedures

- Private security assistance will be required during emergencies or evacuations at Huntington Place.

Violations and Removal

- Violations by security personnel or companies may result in their removal from the exhibition area. Immediate notification will be given to the vendor or security company.

Reporting Issues

- Any security violations or issues must be reported to the DoS immediately.

Responsibilities of Show Management & Exhibitors

Show Management Security

- Provides continuous security on dates determined by show management.
- Not responsible for securing individual exhibits, but private security from NAIAS Security Services LLC is available upon request.

Credential Requirements

- All personnel must wear visible security credentials while in the show area.

Exhibitor Responsibilities

- Exhibitors must provide contact information for personnel responsible for their displays to Show Management.

Security Reminders

- Exhibitors having space on the perimeter of the show floor area are requested to keep exit doors closed to prevent unauthorized entry into the show area.
- All fire equipment must be visible and accessible. Contact Huntington Place Administrative Offices if extinguishers require recharge at 313.877.8281.
- Exhibitors requiring workers at their display after hours must contact the Security Office. The workers will only enter the show floor after show hours at the designated door.
- Our contracted medical support has assisted many of our patrons with medical emergencies. Quick notification to the Communications Center and/or the medical team is important for successful treatment and transport. Please make sure your staff is familiar with the emergency phone numbers and the location of the medical team. Contact information will be provided on-site to every exhibitor.
- Exhibitors assigned meeting rooms will receive their own keys from Huntington Place. Show Management and Show Security will not have keys to assist in retrieving contents left in these rooms. It is the responsibility of the exhibitor to manage keys and room contents. Keys can be ordered through the Huntington Place website, **HuntingtonPlacedetroit.com**.
- During the public show, please request that your staff deliver lost persons to the "Missing Children Area," located on the show floor near an entrance to the Show Floor. If this is not possible, please try to keep the person(s) in your exhibit and contact the Communication Center.
- Please request that your staff deliver lost items to the Lost & Found which is located in the concourse at the Huntington Place Security Office, or phone 313-877-8290. After hours and after the show closes it is 313-877-8281.
- Staff and guests at all exhibits will be asked to conclude their activities and leave the show floor at the close of show hours.
- To prevent the loss of valuable items, secure them during non-show hours and provide staffing to adequately monitor your valuables/equipment during the show. Show Management is not responsible for property missing from your display.
- In the event items are lost or stolen, a written report should be made to the Security Office.
- Show Management reserves the right to refuse admission to any individual and/or to remove any individual from the show floor.
- Every individual entering the Show Floor area is subject to a search of his/her person and/or possessions.

SELLING AND PROMOTIONS

Exhibitors, their franchised dealers, agents and employees are prohibited from selling or leasing vehicles on the show floor. No product other than the exhibitor's new product may be displayed or promoted without the express approval of Show Management. (See Leased Vehicle Signage and Used and/or Secondhand Vehicles.) There can be no other advertisement attached to any vehicle products on display on the floor; only that which promotes the specific vehicle.

Exhibitors must submit a written request for review and approval by Show Management (Andrea Trudeau **atrudeau@dada.org**) to sell branded merchandise, associated with the exhibitor's products, within an exhibit space. Upon Show Management approval, an exhibitor may sell merchandise, with all sales conducted and confined within the exhibit area.

SOUND LEVELS

In order to ensure a comfortable environment for visitors and exhibitors, the volume of sound produced by audio equipment within a stand must not exceed 95 dB at the sound source, and may not exceed 80 dB at the stand's boundaries. Show Management will periodically measure sound levels in the hall, and may require exhibitors in question to eliminate excessive sound. Sound levels may not substantially intrude upon any exhibitor's space. Show Management reserves the right to request an exhibitor modify its sound levels to comply with show requirements.

SPACE CHANGES

The space allotted an exhibitor will be provided, in most cases, as shown on the final floor plan. However, Show Management reserves the right to make any changes that it deems advisable or necessary in the general interest and safety of all exhibitors and attendees.

SPONSORSHIP & CO-BRANDING OPPORTUNITIES

Each year, an exclusive group of companies affiliate with the Detroit Auto Show. These companies are authorized to host private hospitality events at the show, feature product displays, affiliate with new promotional show events and conduct onsite marketing activities. Credential and VIP access is also included in these customized packages. All requests for sponsorship are subject to the review and approval of the Detroit Auto Show Executive Committee.

Detroit Auto Show Sponsorship Levels Include:

Official and Presenting Sponsorship - affiliation with key auto show events

Charity Preview Affiliation and The Gallery Showcase Partnerships

Hospitality - hosting of an event in a private room on the 1st, 2nd or 3rd floors

Mobility and Technology Displays - in the concourse and on the show floor

Media/Industry Day (1/14) Panel Discussions & Keynote Options

Overland Adventure Area Exhibits

Signage – Digital Interior, onsite banners and exterior corner board option

For further sponsorship information:

- Tavi Fulkerson, **tavi@fulkersongroup.com**
- Octavian Gherasim, **octavian@fulkersongroup.com**

SUBLEASING OF SPACE

Exhibitors are not permitted to assign or sublease for cash or other consideration any part of their space for any purpose.

SURVEYS

Exhibitors must submit a written request for review and approval by Show Management (Andrea Trudeau **atrudeau@dada.org**) to conduct reasonable surveys within an exhibit space. All submissions should include a copy of the survey to be conducted. Upon Show Management approval, an exhibitor may conduct surveys of show patrons, but shall be confined within the exhibit area.

TELEVISION BROADCAST, FILM, VIDEO AND INTERNET POLICY

This policy applies to all 2027 Detroit Auto Show (DAS) activities from January 14 to January 24, 2027 including Media/Industry Day, Charity Preview 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, 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 video material, or access to DAS events to obtain 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 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 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 are DAS, 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 10 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.

   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.

THIRD PARTY PARTICIPATION

Third Party involvement during Detroit Auto Show, as defined in the "Third Party Policy" (see Sponsor) is strictly prohibited to protect the interests of Detroit Auto Show exhibitors, sponsors and partners. No Third Party product or service may be displayed, demonstrated or marketed within any OEM, sponsor or partner display or promotion throughout the Detroit Auto Show, without express written approval of Show Management, other than as it may be installed as an OEM option on the exhibitor's product. If so, the option may be listed on the Monroney label as a cost-added option. Such non-approved third party activity will be removed from the premises and parties involved may incur fines as dictated by Detroit Auto Show Management.

USED AND/OR SECONDHAND VEHICLES

No used or secondhand vehicles may be displayed on the show floor. Signage promoting used or secondhand vehicle programs is at the discretion of Show Management. (See Selling and Promotion.)

VIDEO AND FILM RIGHTS

The DADA Inc. and its organizations retain ALL worldwide broadcast, film, video, trademark and radio rights to the Detroit Auto Show events. Any film, video, broadcast or trademark usage (digital or otherwise) is prohibited without the express written permission of Show Management. Permission to use the trademarks may be obtained through the Brand Center at **detroitautoshow.com**.



DIRECTIONS TO HUNTINGTON PLACE

From North
Southbound on the Lodge US-10, exit Larned St. (on left); right on Washington Blvd. Southbound on I-75 take I-375 to Jefferson Ave. west to Washington Blvd.

From South
Northbound on I-75, exit Lodge US-10 to Larned St. (on left); right on Washington Blvd.

From East
Westbound on I-94 to I-75 south; take I-375 to Jefferson Ave. west to Washington Blvd.

From West
Eastbound on I-96 or I-94, take the Lodge US-10 south; exit Larned St. (on left); right on Washington Blvd.

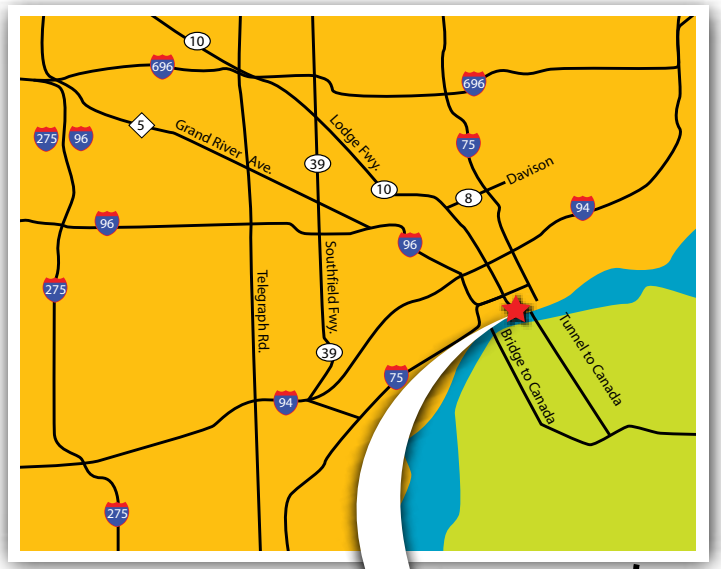
From Canada
Tunnel crossing:
Left on Jefferson Ave, west to Washington Blvd.
Ambassador Bridge crossing:
Take I-75 northbound to the Lodge US-10 south; exit Larned St. (left side); right on Washington Blvd.

HUNTINGTON PLACE CENTER PARKING

1 **Huntington Place Rooftop Parking**
From front of Huntington Place, go north to Congress St. Turn left, stay in right lane to circular ramp between Second and Third Streets. From the Lodge US-10 south, take the Howard St. exit to Fort St. Left on Fort one block and turn right on Third St. Proceed to circular ramp to roof parking.

2 **Huntington Place Congress Street Garage**
Huntington Place Congress Street Garage is located at Congress and First Street under Huntington Place.

3 **Huntington Place Washington Blvd. Garage**
Huntington Place Garage is located at the intersection of Jefferson and Washington Blvd. in front of the main entrance to Huntington Place.



DIRECTIONS TO HUNTINGTON PLACE LOADING DOCKS

From I-94 East- and West-bound

Take 1-94 to M-10 south, the Lodge Freeway (exit #215A). For Huntington Place loading docks, stay on M-10 south and and exit at Howard Street (#1C).

From I-75 North-bound

Take I-75 to M-10 south, the Lodge Freeway (exit #49, Rosa Parks/Civic Center). For Huntington Place, stay on M-10 south and exit at Howard Street (#1C).

From I-75 South-bound

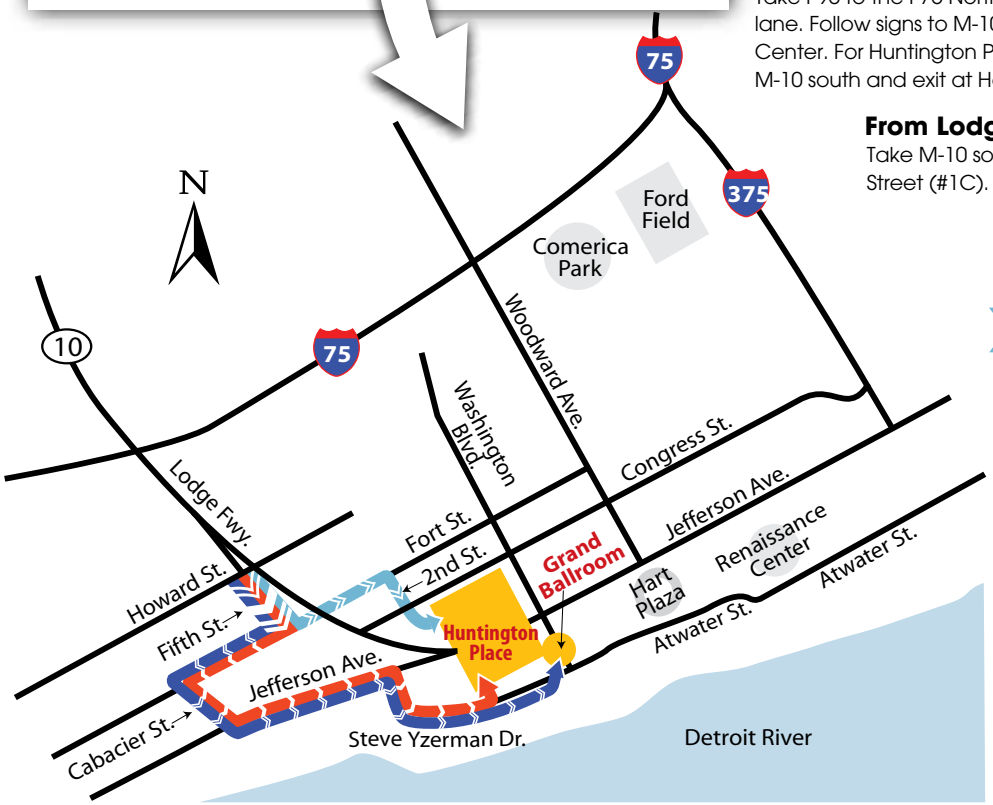
Take I-75 to I-94 west (exit #53B toward Chicago). Take M-10 south, the Lodge Freeway (exit #215A). For Huntington Place loading docks, stay on M-10 south and exit at Howard Street (#1C).

From I-96 East-bound

Take I-96 to the I-75 North/M-10 exit. Stay in the right lane. Follow signs to M-10 south/Huntington Place-Civic Center. For Huntington Place loading docks, stay on M-10 south and exit at Howard Street (#1C).

From Lodge Freeway

Take M-10 south and exit at Howard Street (#1C).



From M-10/Howard Street exit to Detroit, Wayne, Oakland and Macomb Hall Loading Docks

Exit at Howard Street and stay straight on Fifth Street to Fort Street, turn left. Continue on Fort Street to Second Street, turn right. Take Second Street straight into loading docks crossing Congress.

From M-10/Howard Street exit to Michigan Hall Loading Docks

Exit at Howard Street and stay straight on Fifth Street to Fort Street, turn right. Continue on Fort Street to Cabacier Street, turn left. Take Cabacier Street to Jefferson Avenue, turn left. Continue on Jefferson to Steve Yzerman Dr., turn right. Follow the road to the Truck Loading Entrance between Huntington Place.

From M-10/Howard Street exit to Ballroom Loading Dock

Exit at Howard Street and stay straight on Fifth Street to Fort Street, turn right. Continue on Fort Street to Cabacier Street, turn left. Take Cabacier Street to Jefferson Avenue, turn left. Continue on Jefferson to Steve Yzerman Dr., turn right. Follow the road around which turns into Atwater Street. Turn left into the loading dock in front of the Grand Ballroom.

Detroit Auto Show
1900 West Big Beaver Road, Suite 100
Troy, Michigan 48084-3537
ph 888.643.0250
fax 248.643.8788
detroitautoshow.com

Huntington Place
One Washington Boulevard, Detroit, MI 48226
ph 313.877.8777
huntingtonplacedetroit.com

ON-SITE CONTACTS

Emergencies
Police, Fire and Medical 911

First Aid
ph 313.393.4444

DETROIT AUTO SHOW CONTACTS

Bob Weller
General Manager/General Counsel
ph 248.643.0250
rweller@dada.org

Sophia Lorenzetti
Assistant to Executive Director
ph 248.283.5129
slorenzetti@dada.org

Don Morris
Detroit Auto Show Chief of Security
ph 248.283.5116
cell 248.200.8710
dmorris@naiasss.com

Michele Hendrick
Meeting Rooms, Marketing, PR
ph 248.283.5142
mhendrick@dada.org

Steve Henry
Accounting, Ticket Sales
ph 248.283.5146
shenry@dada.org

Jennifer Kaplan
Charity Preview, Parking
ph 248.283.5162
jkaplan@dada.org

Andrea Trudeau
Floor Plan, Exhibit Compliance
cell 734.644.4599
atrudeau@dada.org

Anthony Penzato
The Garage, The Gallery, Social Media, Website
ph 734.623.3832
apenzato@dada.org

Corporate Credentials
ph 248.283.5167
fax 248.283.5108

Media Credentials
ph 248.283.5125
fax 248.283.5122

Sponsorship Sales & Services
The Fulkerson Group

Tavi Fulkerson
Sponsorship Project Management
ph 248.819.8332
tavi@fulkersongroup.com

Octavian Gherasim
General Sales
ph 248.955.8554
octavian@fulkersongroup.com

TICKET SALES

Charity Preview Tickets
ph 888.838.7500

Group Ticket Sales (Any Day Pass)
ph 248.283.5146

Media and Industry Day Tickets
ph 248.283.5146

DETROIT AUTO SHOW SUPPORT

Catering
Sodexo
* Exclusive Catering Contractor
Jennifer McDonnell
ph 313.567.3786
jennifer.mcdonnell@sodexo.com

Cleaning
Huntington Place Environmental Services
* Exclusive Contractor
Anthony Waldecker
ph 313.439.1573
awaldecker@HuntingtonPlacedetroit.com

Electrical
Freeman Electrical
* Exclusive Contractor
Bryan Apple
ph 313.327.2283
bryan.apple@freemanco.com

General Contractor: Furniture Rental, Labor, and Material Handling
Convention & Show Services (CSS)
ph 313.259.7632

Huntington Place Administrative Office
ph 313.877.8777
HuntingtonPlacedetroit.com

Internet Services
Huntington Place
Kyle Palm
ph 313.319.2191
kpalm@huntingtonplacedetroit.com

Plumbing
Huntington Place
Dave Bate
ph 313.877.8219
dbate@huntingtonplacedetroit.com

Security Services
NAIAS Security Services LLC
Stacy Edwards
sedwards@NAIASss.com

Stagehand Labor Provider
Huntington Place
* Exclusive Provider
Dave Robinson
ph 313.877.8262
drobinson@huntingtonplacedetroit.com

Structural Engineers
Steven M. Whitican
PhD Licensed Professional Engineer
ph 810.292.9258
steven@sjwengineering.com

Video Services
Premier Event Technology
Scott Williamson
ph 248.392.5813
Scott.Williamson@premierav.net

THERE IS ONLY ONE MOTOR CITY™



2027 SHOW FORMS

DETROIT AUTO SHOW

Floor Plan Submission Approval Form

Detroit Auto Show Form 1AS

Send to Andrea Trudeau, Detroit Auto Show
1900 West Big Beaver, Suite 100, Troy, MI 48084-3537
Phone: 248.283.5136 • Email: atrudeau@dada.org

Exhibitor _____ Display House _____

Contact _____ Contact _____

Email _____ Email _____

You are required to include this form when submitting your floor plans for Press Preview and Public Show for approval. Floor plans should be dated with the current date and submitted by email. Please include both PDF and DWG format of plan view, elevation views (right, left, front, rear), and renderings of the display from several points of view. Floor plans must include dimensions or they will not be approved. Management reserves the right to delay display construction until all submissions are received and approved. **All floor plan revisions must be resubmitted with a new Form 1AS and must call out all revisions. If approval has not been secured, any revised portion of the display is subject to removal.**

Floor Plan Submission Checklist

- ❒ Confirm exit doors have a clear area (10') in front of them.
- ❒ Contact neighbor(s) regarding consistent raised floor height.
- ❒ Any deviations from the rules (see below) requires submission of Form 8AS to call out the deviation and also requires you to contact your neighbor(s) and submit the agreed upon compromise on Form 6AS.
- ❒ Any alterations to Huntington Place property requires the submission of Form 9AS.

Non-Perimeter Exhibits - Adherence to Show Regulated Measurements	Yes	Deviation
Vehicles placed a minimum of 2 feet from aisles and contiguous exhibit borders	❒	❒
Display signage 2 feet from edge and 6 feet from contiguous exhibit borders	❒	❒
Overhead lighting does not extend more than 50% into aisle (-6"), at least 24 feet high	❒	❒
25 feet or 25% aisle side easement	❒	❒
Contiguous border easement, 10 feet or 10% of space	❒	❒
Maximum height of exhibit is 25 feet or less	❒	❒
Public access 60% open area for floor traffic	❒	❒

Notes

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The exhibitor must present to Huntington Place Management and Convention & Show Services Management copies of all floor plans approved by Show Management, Detroit Fire Marshal and Huntington Place Review Engineer ten days prior to the first move-in day of the display.

_____

Detroit Auto Show Approval Date

Fire Marshal Material Submission Form

Detroit Auto Show Form 2AS

Send to Andrea Trudeau, Detroit Auto Show
1900 West Big Beaver, Suite 100, Troy, MI 48084-3537
Phone: 248.283.5136 • Email: atrudeau@dada.org

Please include this form when you submit your material for approval to the Fire Marshal.

Exhibitor _____ Display House _____

Contact _____ Contact _____

Email _____ Email _____

Sample material must be submitted for approval for the following uses:

- Scrim that will be affixed to lighting truss . . . . . ❒
- Curtain used during press days or show . . . . . ❒
- Flooring material . . . . . ❒
- Wood product on wall . . . . . ❒
- Other, please explain below . . . . . ❒

Additional Exhibitor Notes

Please attach a swatch of material that measures at least one-foot by one-foot. All correspondence must be in English. Please attach all support material and certificates proving fire retardant properties.

Special Notes _____

This information must be submitted 21 days prior to the first scheduled move-in of the display.

The exhibitor must present to Huntington Place Management and Convention & Show Services Management copies of all floor plans approved by Show Management, Detroit Fire Marshal and the Huntington Place Review Engineer ten days prior to the first move-in day of the display.

Contiguous Border Agreement

Detroit Auto Show Form 6AS

Send to Andrea Trudeau, Detroit Auto Show
1900 West Big Beaver, Suite 100, Troy, MI 48084-3537
Phone: 248.283.5136 • Cell: 734.644.4599 • Fax: 248.283.5109 • Email: atrudeau@dada.org

All contiguous border exhibitors must abide by the set-back rules for both perimeter and non-perimeter exhibitors along their contiguous border(s). Exceptions to the set-back rules may be granted as variances with a common agreement by each neighboring exhibitor.

Exhibitor(s) appealing for a variance must reveal to their contiguous neighbor(s) any component that is within 15 feet of the border which would require a variance by show rules.

Exhibitor: _____ Display House: _____

Contact: _____ Contact: _____

Phone: _____ Phone: _____

Email: _____ Email: _____

Variance(s) requested: _____

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_____

Variance(s) agreed to: _____

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Show management will approve contiguous border agreements as long as they are not deemed to be detrimental to the show.

Any exhibitor that deviates from the Detroit Auto Show contiguous border rules, that does not have a prior agreement, may be required to modify those deviations on site in order to conform to show rules.

_____ _____

Exhibitor signature Contiguous exhibitor signature

_____ _____

Date Date

Entertainment Approval Request

Detroit Auto Show Form 7AS

Send to Andrea Trudeau, Detroit Auto Show
1900 West Big Beaver, Suite 100, Troy, MI 48084-3537
Phone: 248.283.5136 • Cell: 734.644.4599 • Fax: 248.283.5109 • Email: atrudeau@dada.org

A request for approval to incorporate music and/or entertainment within an exhibitor's space requires the submission of this form. By submitting this form for approval, the exhibitor agrees to abide by Detroit Auto Show rules that apply, i.e., brand/corporate promotion limits, music and entertainment, narrations, promotional giveaways, raffles and drawings, and sound levels.

Exhibitor: _____ Exhibitor On-site: _____

Contact: _____ Leader(s): _____

Phone number: _____ Phone number: _____

Cell number: _____ Cell number: _____

Email address: _____ Email address: _____

Type of Entertainment: _____

_____

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Daily schedule: _____

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_____ _____

Exhibitor Signature Show Management Approval

_____ _____

Date Date

Variance Request
Detroit Auto Show Form 8AS

Send to Andrea Trudeau, Detroit Auto Show
1900 West Big Beaver, Suite 100, Troy, MI 48084-3537
Phone: 248.283.5136 • Cell: 734.644.4599 • Fax: 248.283.5109 • Email: atrudeau@dada.org

Exhibitor: _____ Display house: _____

Contact: _____ Contact: _____

Phone number: _____ Phone number: _____

Email address: _____ Email address: _____

Variance(s) requested: _____

_____

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_____

Variance(s) agreed to: _____

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_____

Requested by: Approved by:

_____ _____

Exhibitor signature Andrea Trudeau

_____ _____

Date Date

Huntington Place Building Alteration Request

Detroit Auto Show Form 9AS

Send to Kendra Cook
Phone: 313.877.8292
Email: kcook@huntingtonplacedetroit.com

NOTE: Applies to floor drilling, painting building walls and doors, attaching anything to building walls or doors, displacement of fire extinguishers, etc.

Exhibitor: _____ Display House: _____

Contact: _____ Contact: _____

Phone: _____ Phone: _____

Email: _____ Email: _____

Alteration(s) requested: _____

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Alteration(s) agreed to: _____

_____

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_____

_____

Requested by:

_____
Exhibitor Signature

_____
Date

Approved by:

_____
Huntington Place

_____
Date