



Show Management
BOOTH MANUAL

2022 Pennsylvania Auto Show - Harrisburg
January 27-30
PA Farm Show Complex and Expo Center
Harrisburg, PA

Produced by:



Harrisburg Automotive Trade Association
1925 N Front Street
PO Box 2955
Harrisburg, PA, 17105-2955
(717) 910-4090

Introduction

Thank you for your involvement in the 2022 Pennsylvania Auto Show, produced exclusively by the Harrisburg Automotive Trade Association (HATA). This Booth Manual contains information that is essential to the successful planning, marketing and management of your display at the 2022 Pennsylvania Auto Show. **Failure to read this manual and respond promptly in ordering services could result in higher rates.**

Please note that insurance policies must provide coverage for all dates from move in through move out. Policies must include all of the required additional insured information as listed in the Important Rules and Requirements section of this manual.

It is important that you review this manual with those persons or agents having responsibility for your participation in the show. HATA thanks you for your cooperation, and we wish you a successful 2022 Pennsylvania Auto Show. We look forward to working with you.

HATA Board of Directors
Dan McMillen, Show Manager

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Booth Action Item Checklist

For assistance completing items, contact Dan McMillen at DMcMillen@hatacars.org

ACTION ITEM	DEADLINE	COMPLETED
Program/Map Logos Due	12/01/2021	
Send electrical orders to HATA (dmcmlen@hatacars.org)	12/15/2021	
Send Certificate of Insurance/liability to HATA (ssmith@hatacars.org)	12/15/2021	
Make hotel reservations at Staybridge Suites	12/15/2021	
Order electrical services	01/03/2022	
Order discount admission tickets	01/03/2022	
Order parking permits	01/03/2022	

General Show Information

SHOW DATES & HOURS

Thursday, January 27	1 p.m. to 9 p.m.
Charity Event/Ribbon Cutting	Noon
Friday, January 28	10 a.m. to 9 p.m.
Saturday, January 29	10 a.m. to 9 p.m.
Sunday, January 30	10 a.m. to 5 p.m.

SHOW LOCATION

PA Farm Show Complex & Expo Center
2300 North Cameron Street
Harrisburg, PA 17110
(717) 787-5373

HEADQUARTERS HOTEL

Staybridge Suites Harrisburg Hershey
920 Wildwood Park Dr
Harrisburg, PA 17110
(717) 233-3304

SHOW OFFICE

The Auto Show Office, located in the **lower Connector**, will be open the following dates and hours and can be reached by calling (717) 503-7799.

Wednesday	9 a.m. to 5 p.m.
Thursday	9 a.m. to 9 p.m.
Friday and Saturday	8 a.m. to 9 p.m.
Sunday.....	8 a.m. to 5 p.m.

Directory of Contractors & Facilities

SHOW OFFICE PRIOR TO SHOW

Pennsylvania Auto Show
Harrisburg Automotive Trade Association
Phone: (717) 910-4090
Dan McMillen Cell: (717) 503-7799
Email: DMcMillen@hatacars.org

SHOW BUILDING

PA Farm Show Complex & Expo Center
2301 North Cameron Street
Harrisburg, PA 17110
Phone: (717) 787-5373
Fax: (717) 783-8710

OFFICIAL GENERAL CONTRACTOR

National Convention Services
145 West 30th Street, 2nd Floor
New York, NY 10001
Phone: (212) 947-8255
Fax: (212) 947-8006

ELECTRICAL SERVICES

The Farm Show Commission
PA Farm Show Complex & Expo Center
Main Floor Office - Electric Shop
2301 N. Cameron Street
Harrisburg, PA 17110
Phone: (717) 783-6513

TELEPHONE SERVICE

Verizon
7821 New Falls Road
Levittown, PA 19055
Phone: (800) 479-1919

FOOD CONCESSIONAIRE

Savor - PA Farm Show Complex
2300 N. Cameron Street
Harrisburg, PA 17110
Phone: (717) 233-3120

HEADQUARTERS HOTEL

Staybridge Suites Harrisburg Hershey
920 Wildwood Park Dr
Harrisburg, PA 17110
(717) 233-3304

SHOW MANAGEMENT

Harrisburg Automotive Trade Association
1925 North Front Street
Harrisburg, PA 17102
Phone: (717) 910-4090

PUBLICITY & PRESS KITS

Melanie Stine
Harrisburg Automotive Trade Association
Office Phone: (717) 910-4090 ext. 3327
Cell Phone: (717) 571-4770
Email: MLStine@hatacars.org

FLORAL/PLANTS/SHRUBBERY

Pealers Flowers
145 South Locust Street
Shiremanstown, PA 17011
Phone: (717) 761-5990
Fax: (717) 975-0481

SECURITY

Harrisburg Bureau of Police
123 Walnut Street
Harrisburg, PA 17101
Phone: (717) 255-3010
Fax: (717) 255-6547

PUBLIC ADMISSION PRICES

Adults (13 and over)	\$10.00
Senior Citizens (62 and over)	\$6.00
Active Military (with ID)	\$6.00
Students (with ID)	\$6.00
Children (12 and under)	FREE

Move-In and Set-Up Information

BOOTH/VENDOR MOVE-IN

Set-up for booth vendors begins at 1 p.m. Wednesday, January 26 until 6 p.m. All booths and displays must be completed by 6 p.m. on Wednesday.

Exhibitors may use two wheel carts to unload any materials up to 1,000 pounds. There will be a charge for any freight move-in exceeding 1,000 pounds.

Any materials shipped to the PA Farm Show Complex and Expo Center will be subject to National Convention Services handling charges. Please refer to the Material Handling form in the General Contractor forms on shipping to show site.

If you need electric, please plan to order in advance to avoid show floor rates. Please refer to the electrical order form. **No electrical orders will be placed without a completed electrical order form.**

BOOTH/VENDOR MOVE-OUT

Move out will begin on Sunday, January 30 at 5 p.m. All display items and/or product must be removed by 9 p.m. on Sunday.

BOOTH/VENDOR SPACE RESTRICTIONS

Height – 8' maximum height

Sides – Sides must remain open above the three-foot divider rail to prevent blocking the view of exhibitors on either side.

Overheads – No canopies or tents of any kind are permitted in booth areas.

Sale Items – Only items approved and listed on the space contract are permitted to be displayed or offered for sale to the public. **All exhibitors who will be selling at the auto show must be licensed to do business in the State of Pennsylvania. A copy of your sales license must be submitted to DMcMillen@hatacars.org on or before January 3. Exhibitors will not be permitted to set up unless HATA has a copy of their sales license.** Please visit <http://www.revenue.state.pa.us/> for additional information.

Exhibitors warrant and represent that any items sold or displayed within the exhibit space do not infringe the intellectual property rights of any third party. In the event the exhibitor breaches any warranty or representation, HATA may remove the exhibitor from the show, and the exhibitor shall indemnify defend and hold harmless HATA.

Presentation and Procedures

PRESENTATION RESTRICTIONS

An exhibitor may not work, sell or distribute literature from any area other than their rented space. All public address systems must be kept to a volume that is not disruptive to your neighboring exhibitors.

Decorations, signs, banners and streamers may not be attached, taped, nailed or otherwise fastened to any ceiling, window, painted surface or wall of the exhibit halls.

Any special decorations or signs must be approved by the PA Farm Show Complex and Expo Center management as to location and method of installation.

Under no circumstances are helium balloons or adhesive-back decals to be given away or permitted to be used in the exhibit halls. Any cost incurred by the PA Farm Show Complex and Expo Center, from the use or removal of these items will be charged to the exhibitor.

SERVICES PROVIDED IN BOOTH RENTAL CHARGE

The following items and services are included in the booth rental charge:

- 8' back drape
- 3' side drape

Any other items such as tables, chairs, waste cans are the responsibility of the exhibitor. These items can be ordered through National Convention Services. Please refer to the Furnishing order form in the National Convention Services kit for details.

ENTRANCE PROCEDURES

No passes, badges or exhibitor identification will be mailed in advance of the show.

All personnel working the show must pick up and sign for their own entrance credentials at the special exhibitor registration desk located in the show entrance of the convention center. A business card and a photo driver's license must be presented.

Employees, relatives, neighbors and friends of exhibitors without an admission ticket are not eligible for free admission to the auto show.

NOTE: In accordance with our liability insurance, no one under the age of 16 years old will be permitted to enter the building during set up or tear down.

BOOTH/VENDOR DRESS CODE

All personnel working within your exhibit area must wear suitable attire. A uniform appearance for all employees representing your company is preferred. Ripped shirts, printed t-shirts, jeans with holes, dirty jeans or sneakers are not acceptable show attire. Booth personnel not dressed accordingly will not be admitted into the show.

Admission, Parking, and Liability

DISCOUNT ADMISSION TICKETS

Discount admission tickets may be purchased in packs of twenty-five (25) only. These tickets represent a savings of \$4.00 off the regular adult admission price of \$10.00. They may be given away to your family, friends, employees or customers. These must be purchased by January 3, 2022. **There are no refunds on unused tickets.** An order form is enclosed for your convenience.

PARKING PASSES

Parking passes are available BEFORE the show on a 'limited' bases. Please complete the order form enclosed. (Limit of 5 provided).

FIRE REGULATIONS

Exhibitors must comply with all federal, state, and local fire codes which apply to places of public assembly, in particular, Chapters 5, 8, and 31 of the Life Safety Code. All curtains, buntings, draping, etc., of any kind must be flameproof. Special care should be taken not to block or obstruct any fire hose or fire extinguisher cabinets, fire pull boxes, or entrances and exits within the PA Farm Show Complex and Expo Center.

LIABILITY

Each exhibitor is entirely responsible for the space allotted to them through their contract. Each exhibitor agrees to reimburse the PA Farm Show Complex and expo Center for any damage to the floor, ceilings or walls within his contracted area.

The Harrisburg Automotive Trade Association, the PA Farm Show Complex and Expo Center, and National Convention Services assume no liability or responsibility for any loss or theft. Therefore, it is the exhibitor's responsibility to provide their own insurance coverage for vehicles, exhibits and materials.

SECURITY

If your display contains something of particular value, it is recommended that you secure it overnight.

NOTE: *The Harrisburg Automotive Trade Association cannot be held responsible for the theft of items missing from exhibitor areas.*

Insurance Requirements

INSURANCE REQUIREMENTS

All exhibitors, exhibit houses, porter service companies, and outside service companies providing any equipment or services to the 2022 Pennsylvania Auto Show or its exhibitors must provide Certificate of Insurance stating coverage while participating in the auto show. All exhibit houses must include all clients on the certificate of insurance to insure proper coverage during the auto show.

The exhibitor shall procure, at its sole cost and expense, and shall maintain in force at all times during the term of the auto show contract (including move in and move out), policies of insurance as herein below set forth, written by an insurer having a Best's rating of at least "A" and shall deliver to HATA evidence of such policies as set forth herein. These policies shall be endorsed in a form acceptable to HATA to include a provision that the policy will not be cancelled, materially changed, or not renewed without at least thirty (30) days prior written notice to HATA, by certified mail, return receipt requested, and state or be endorsed to provide that the coverage afforded under the policies shall apply on a primary and not on an excess or contributing basis with any policies which may be available to HATA. Policies written on a "claims-made" basis are not acceptable.

At least two weeks prior to the expiration of the policies, evidence of renewal or replacement policies of insurance, with terms and limits no less favorable as the expiring policies, shall be delivered to HATA. Deductibles of self-insured retention above \$25,000 will require approval from HATA.

1. A Commercial General Liability insurance policy (I.S.O. Form CG 00 01 or equivalent approved by HATA) in the Exhibitor's name with Harrisburg Automotive Trade Association; PAA: Pennsylvania Automotive Association; the Commonwealth of Pennsylvania, Department of Agriculture, Bureau of Farm Show named as additional insured (I.S.O. Form CG 20 10 or equivalent approved by Show Management) with limits of liability in the amounts of \$2,000,000 Occurrence/ \$2,000,000 Aggregate on a combined single limit basis for injuries to persons (including death), contractual liability and damage to property.
2. Automobile and Truck Liability Insurance Policy in the Exhibitor's name with Harrisburg Automotive Trade Association; PAA: Pennsylvania Automotive Association; the Commonwealth of Pennsylvania, Department of Agriculture, Bureau of Farm Show named as additional insured with limits of liability in the amount of \$2,000,000 each occurrence, on a combined single limit basis for claims for bodily injuries (including death) to persons and for damage to property arising out of the ownership, maintenance or use of any owned, hired or non-owned motor vehicle.
3. Worker's Compensation Insurance (including Employer's Liability Insurance) with limits of \$1,000,000/\$1,000,000/ \$1,000,000.
4. Any additional insurance policies necessary to obtain required permits or otherwise comply with applicable law ordinances or regulations regarding the performance of your contract.

Exhibitor shall provide to show management a Certificate of Insurance as evidence of such aforementioned policies at least thirty (30) days prior to the auto show; however, if requested by HATA, the Exhibitor shall deliver to HATA within 10 days of the request a copy of such policies, certified by the insurance carrier as

INSURANCE REQUIREMENTS *(continued)*

being true and complete. The Certificate of insurance must (1) indicate the I.S.O. Form used by the carrier, (2) be signed by an authorized representative of the insurance carrier, (3) disclose any deductible, self-insured retention, aggregate limit or any exclusions to the policy that materially change the coverage, (4) indicate that Harrisburg Automotive Trade Association; PAA: Pennsylvania Automotive Association; the Commonwealth of Pennsylvania, Department of Agriculture, Bureau of Farm Show are additional insured on all policies (except Worker's Compensation), (5) reference the auto show name and location on the face of the Certificate and (6) expressly reference the inclusion of all required endorsements. If requested by HATA, the Exhibitor must furnish within thirty (30) days of a request proof that the person signing the Certificate is authorized by the insurance carrier. If, at any time during the period of this Contract, insurance as required is not in effect, or proof thereof is not provided to HATA, HATA shall have the options to: (1) direct the Exhibitor to suspend work with no additional cost or extension of time due on account thereof, (2) obtain the required insurance at Exhibitor's expense providing HATA with coverage immediately, or (3) treat such failure as an event of default.

The Contractor shall immediately file with HATA, 1925 North Front Street, Harrisburg, PA 17102, a notice of any occurrence likely to result in a claim against the PA Auto Show.

HATA and/or the official show general contractor may request verification of this policy during move in of the auto show before any services or equipment may be provided.

Certificate holder is HATA, 1925 North Front Street, Harrisburg, PA 17102.

All policies must show coverage from the first move in date, January 26 to the last move out date, January 30. All insurance policies must be completed correctly.

Please forward certificates of insurance to Steve Smith at SSmith@hatacars.org.

This Certificate of Insurance must be received by HATA no later than December 15, 2021.

NOTE: This deadline will be strictly enforced. Access to the building may be denied to those contractors that have not provided a policy to HATA on or before the deadline date of December 15.

Discount Admission Tickets

Advance Discount Admission Tickets will be available at a cost of \$6.00 each, which is a savings of \$4.00 off the regular adult admission price. Tickets are available in packs of 25 at a cost of \$150.00

PROCEDURE FOR ORDERING YOUR TICKETS:

1. Complete the order form below indicating the number of ticket packs you desire.
Email completed order form to Karen McMillan at kmcmillan@paa.org
2. You will then receive an invoice via email.

Unused tickets are not refundable.

Quantity of Packs Desired _____ @ \$150 Each
(Packs of 25)

Please print or type the following information:

COMPANY: _____

STREET ADDRESS: _____

(Tickets will be shipped to this location via UPS or held at Will Call, depending on the time of the order. **No P.O. Boxes.**)

CITY: _____ STATE: _____ ZIP: _____

SPACE OR BOOTH NUMBER(S): _____ TELEPHONE #: (____) _____

AUTHORIZED BY: _____

PRINT NAME: _____ SIGNATURE: _____

TITLE: _____ DATE: _____

EMAIL: _____ **(required)**

Deadline Date for Orders: January 3, 2022

Parking Permit Order Form

Complimentary exhibitor parking with “in and out” privileges is available for the Pennsylvania Auto Show when a Special 4-day Parking Permit is ordered in advance. These permits are good for all four show days, Thursday, January 27 through Sunday, January 30, 2022.

A PARKING PERMIT MUST BE DISPLAYED ON YOUR VEHICLE’S DASHBOARD IN ORDER TO GAIN ADMITTANCE TO THE PARKING LOT ON SHOW DAYS.

Number of 4-Day Permits: _____

One day parking permits can also be ordered. These permits do NOT allow “in and out” privileges and are good for one day only.

Number of One Day Only Permits: _____

HATA has a limited supply of parking permits, please limit your orders.

COMPANY: _____

STREET ADDRESS: _____
(Permits will be shipped to this location via UPS. **No P.O. Boxes.**)

CITY: _____ STATE: _____ ZIP: _____

SPACE/BOOTH NUMBER(S): _____ TELEPHONE #: (____) _____

AUTHORIZED BY: _____

PRINT NAME: _____ SIGNATURE: _____

TITLE: _____ DATE: _____

Please return this order form to:

Karen McMillan
Pennsylvania Auto Show
Telephone: (717) 910-4090
Email: kmcmillen@paa.org

Deadline Date for Orders: January 3, 2022

