



Show Management EXHIBITOR MANUAL

2027 Pennsylvania Auto Show - Harrisburg

January 28 - 31, 2027

PA Farm Show Complex and Expo Center Harrisburg, PA

Due Dates

ACTION ITEM	DEADLINE	COMPLETED
Contract and 50% Deposit Due	11/15/2026	
Send blueprints, electrical orders (dmcmlen@paa.org)	12/15/2026	
Send Certificate of Insurance/liability to HATA (ssmith@paa.org)	12/15/2026	
Program/Map Logos Due	12/15/2026	
Contact General Services Exposition for decorator needs	12/15/2026	
Make hotel reservations at Staybridge Suites	12/15/2026	
Order electrical services	01/06/2027	
Order discount admission tickets	01/06/2027	
Order parking permits	01/06/2027	

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 2027 Pennsylvania Auto Show, produced by the Harrisburg Automotive Trade Association (HATA). This Exhibitor Manual contains information that is essential to the successful planning, marketing and management of your display at the 2027 Pennsylvania Auto Show.

The services and contractors listed in this manual are for your convenience. We highly recommend that you employ the services of **General Exposition Services**, this year's official show contractor, for your greatest efficiency and ease, since they are familiar with the show and work schedule. All independent contractors must coordinate their work schedules with General Exposition Services and comply with all guidelines and insurance requirements.

Blueprints, electrical orders and proof of insurance are often late. Don't let this happen to you! The most up-to-date exhibitor information can be downloaded online at www.autoshowharrisburg.com. For CAD floor plans (DWG format), contact Melanie Stine at MLStine@paa.org. All plans must be reviewed and approved by Show Management prior to move-in. Late floor plans will result in overtime charges, a delayed move-in, and possible fire marshal infringements on site, resulting in additional costs. 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.

HATA thanks you for your cooperation, and we wish you a successful 2027 Pennsylvania Auto Show. We look forward to working with you.

HATA Board of Directors
Dan McMillen, Show Manager

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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
2300 North Cameron Street
Harrisburg, PA 17110
Phone: (717) 787-5373
Fax: (717) 783-8710

OFFICIAL GENERAL CONTRACTOR

General Exposition Services
205 Windsor Road
Pottstown, PA 19464
Office: (610) 495-8866
Fax: (610) 495-8870
Website: www.generalexposition.com

ELECTRICAL SERVICES

The Farm Show Commission
PA Farm Show Complex & Expo Center
Main Floor Office - Electric Shop
2300 N. Cameron Street
Harrisburg, PA 17110

TELEPHONE SERVICE

Verizon
Phone: (800) 479-1919

Comcast

key_businesssalessupport@cable.comcast.com

FOOD CONCESSIONAIRE

C&J Catering
903 Spring Garden Drive,
Middletown, PA 17057
Phone: (717) 576-1610

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

SECURITY

Harrisburg Bureau of Police
123 Walnut Street #217
Harrisburg, PA 17101
Phone: (717) 255-3131

VEHICLE DETAILING

Cosmetic Car Care

12 Mauchly, STE F
Irvine, CA 92618
Phone: (949) 453-1200

Show Fleet by Professional Detailers

601 N. Batavia, Orange, Ca. 92868
(949) 460-0314
Email: Rick Evans
rick.evans@ShowFleet.com

Wireless Internet Service

The Complex offers free wireless internet however connectivity varies. If you require internet, contact Verizon (800-479-1919) or Comcast (key_businesssalessupport@comcast.com) to request service.

If you require complex network assistance or have questions, contact the Farm Show Complex at 717-787-4357 a minimum of 7 days prior to the Show.

General Show Information

SHOW DATES & HOURS

Thursday, January 28	1 p.m. to 8 p.m.
Friday, January 29	10 a.m. to 8 p.m.
Saturday, January 30	10 a.m. to 8 p.m.
Sunday, January 31	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

PARKING

Exhibitor parking with “in and out” privileges is available for the Pennsylvania Auto Show when a Special 4-day Parking Permit is purchased. These permits are good for all four show days (Thursday, January 28 through Sunday, January 31, 2027). All orders must be received 2 weeks prior to the show event date.

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

Parking passes are not required during setup days (Monday, January 25 -Wednesday, January 27) - if you would like to purchase parking passes during setup days please visit the on-site show office at the venue.

After January 27 you will be required to purchase parking passes at the gate.

See page 19 of this manual for more info and the link to purchase parking passes.

Exhibitor Name Badges

To Pre-Register Employees and have Name Badges produced ahead of time, please visit the following link. Pre-registration is not required but will save you time at the Show office.

<https://forms.gle/b1xXpdznquH3BFH26>

(Note: name badges must be picked up at the on-site show office during move-in).

Move-In and Set-Up Information

ELECTRIC & CARPETING

Sunday, January 25 is reserved for installation of carpet. No freight or display trucks will be accepted or unloaded on this day unless prior arrangements are made.

PLEASE NOTE: Electric will be installed from overhead once your exhibits are placed. If your display also requires the electrical cords to be run under the carpet, prior arrangements must be made with the complex and Show Management. Complete the electrical form available at www.autoshowharrisburg.com/exhibitors. You will be required to have a supervisor on site.

FREIGHT & FACTORY DISPLAYS

Monday, January 25, 2027
10:00 a.m. - 12 noon

SPACE	EXHIBITOR
E-1	Ford
E-2	Chevrolet
E-2a	Blue Moon
E-3	Stellantis
E-12	Kia
E-13	Mazda
E-14	Toyota

Monday, January 25, 2027
12 noon - 2:00 p.m.

SPACE	EXHIBITOR
E-4	Subaru
E-5	Nissan
E-6	Buick/GMC
E-7	Hyundai
E-8-9	Supercars/Cafe
E-10	Honda
E-11	Volkswagen

Tuesday, January 26, 2027 8 a.m. - 12:00 noon

SPACE	EXHIBITOR
N-2	Broncos
N-3	Lincoln
N-4	McLaren
N-5	Maserati/Alfa Romeo
N-6	Cadillac
N-7	Harley Davidson
N-8	Indian/All Trails
N-9	Motorcycles
N-10	Brooks
N-2a/b	Rosen

SPACE	EXHIBITOR
N-11-12	RV Value Mart
N-13	General RV

Tuesday, January 26, 2027
12 noon - 5 p.m.

SPACE	EXHIBITOR
L-1	Porsche
L-2	Acura
L-3	Volvo
L-4	Classic Auto Mall
L-5	AACA
L-6	BMW
L-7	Audi
L-8-9	Mercedes- Sprinter
L-10	Lexus
L-11	Rolls Royce, Bentley
N-1	Roush

Move-In and Set-Up Information

EXHIBIT SET-UP SCHEDULE

All labor should be ordered starting Tuesday, January 26. All crates must be emptied on Tuesday by 6 p.m., in order for the general contractor to remove them between 6 p.m. and 8 p.m. All exhibit areas must be ready to receive and place show vehicles beginning at 8 a.m., Wednesday, January 27, 2027.

NOTE: Exhibitors should be ready for immediate move in on their scheduled move in day.

Due to the wall-to-wall carpeting on the show floor, weather permitting, all vehicles must arrive for move in pre-cleaned at the dealership. In the case of bad weather or road conditions on move-in day, vehicles may be spot cleaned at the PA Farm Show Complex & Expo Center, however, large amounts of snow and ice should be removed at the dealership or outside the exhibit hall. Any water damage to the carpet will be billed to the exhibitor.

SHOW VEHICLES

Pre-Owned Showcase in the Main Hall - Tuesday, January 26, 2027

Enter through Gate 29, SE corner of Complex.

12 Noon – 2 p.m.
M-19 through M-26

2 p.m. – 4 p.m.
M-11 through M-18

4 p.m. – 6 p.m.
M-1 through M-10

4 p.m. - GREAT VEHICLE GIVEAWAY
M-9 and M-10

New Vehicles - Wednesday, January 27, 2027

All new show vehicles must enter the building between 12 Noon and 6 p.m. on Wednesday, January 27. All vehicles must enter the building and be moved into their display space according to the following schedule.

Follow signs for building entrances. All vehicles in “E” spaces will enter the Exposition Hall at the vehicle entrance located on the west or back side of the facility. It is accessed from the HACC/Industrial Road parking lot entrance.

12 noon - 2:00 p.m.

SW Expo Gate #55

SPACE	EXHIBITOR
E-1	Ford
E-2	Chevrolet
E-3	Chrysler/Dodge/Jeep/Ram
E-4	Subaru
E-5	Nissan
E-6	Buick/GMC
E-7	Hyundai
E-7b	EV Exhibit

Expo Hall

2:00 p.m. - 4 p.m.

Garage Door/ Gate #57

SPACE	EXHIBITOR
E-8	Supercars
E-9	Auto Show Cafe
E-10	Honda
E-11	Volkswagen
E-12	Kia
E-13	Mazda
E-14	Toyota

Move-In and Set-Up Information

SHOW VEHICLES (continued)

New Vehicles - Wednesday, January 27, 2027

Follow signs for building entrances. Gate 47 (East Side of Complex)

North Hall

8 a.m. - 10 a.m.

SPACE	EXHIBITOR
N-13	General RV
N-11-12	RV Value Mart
N-14	E Bikes
N-10	Brooks
N-9	Motorcycles

10 a.m. - 12 noon

SPACE	EXHIBITOR
N-5	Maserati/Alfa Romeo
N-6	Cadillac
N-7	SV Harley Davidson
N-8	Indian/All Trails

10 a.m. - 12 noon

SPACE	EXHIBITOR
N-1	Roush
N-2	Broncos
N-3	Lincoln
N-4	McLaren

Northwest/Luxury Hall

8 a.m. - 10 a.m.

SPACE	EXHIBITOR
L-11	Rolls/Bentley
L-10	Lexus
L-9	Sprinter
L-5	AACA

10 a.m. - 12 noon

SPACE	EXHIBITOR
L-7	Audi
L-6	BMW
L-8	Mercedes Benz

12 noon - 2 p.m.

SPACE	EXHIBITOR
L-1	Porsche
L-2	Acura
L-4	Classic Auto Mall
L-3	Volvo

Please see Show Management if you wish to have an earlier vehicle move in time on Wednesday, which will be permitted, provided your space is ready to receive vehicles. Please note, in case of inclement weather, an alternate move in schedule will be used. Show Management will notify everyone on Monday, January 25 if the alternate schedule will be needed. Please be sure to provide Show Management with a contact number.

Move-In and Set-Up Information

SHOW VEHICLES (*continued*)

If necessary, Show Management will make provisions to power wash snow off the vehicles. It is the responsibility of the exhibitor to dry the vehicle before it is placed on the show floor. Please bring adequate supplies and personnel to accomplish this task. Vehicles from car carriers need to be cleaned by the drivers prior to entering the facility.

Under no circumstances should the visqueen that was installed to protect your carpet be removed until all vehicles are placed and detailed. Exhibitors or your porter service company will be responsible for removal of any stains that are made by tire treads or dressing. Once all vehicles have been placed and detailed, exhibitors may remove the plastic and place it in the center aisle only for the official show general contractor to pick up.

VEHICLE REPLACEMENT - PRE-Owned Hall ONLY

Arrangements to replace sold vehicles only **MUST** be made with show management the night before under the following schedule:

Friday 8 a.m. - 9:30 a.m.

Saturday 8 a.m. - 9:30 a.m.

(No removals on Sunday)

Absolutely no vehicle can be removed unless the replacement vehicle is on-site and ready to be placed.

Please note: All vehicles in Pre-Owned spaces must enter and exit on the Cameron Street side of the complex, SE Corner of the complex Gate 30.

All vehicle replacements must be washed at the dealership except in the case of bad roadway conditions caused by inclement weather. Vehicles cannot be placed on the show floor unless they are showroom ready.

BUILDING ACCESS DURING SET-UP

To provide complete security for exhibitors and their possessions, it is important that all set up personnel observe the following daily building access hours. Your cooperation is appreciated.

Tuesday, January 26 7 a.m. - 8 p.m.

Wednesday, January 27 8 a.m. - 6 p.m.

AISLE CARPETING & HALL CLEANING

Show Management will begin installing the aisle carpeting at 6 p.m. on Wednesday, January 27, 2027. The building will be cleared of all staff at this time.

Move-Out Information

MOVE-OUT & BUILDING ACCESS HOURS

Move out will begin Sunday, January 31, at 5 p.m. and continue on Monday, February 1, until 12 noon.

Show Management will begin removing aisle carpet at 5 p.m. in exhibit areas where the public has cleared.

Exhibitors may attach battery cables at 5 p.m., but you may not start vehicles until the announcement has been made to do so. Vehicles must stay off the aisle carpet to prevent delays in vehicle move-out.

All vehicles are to be removed by 8 p.m. on Sunday night. If necessary, your vehicles may be parked on the paved lot for later pick up by your staff but they must be removed from the PA Farm Show Complex & Expo Center lot by 12 noon Monday, February 1, 2027. Exhibits must be crated by 11 a.m.

Show security ends on Monday, February 1, at 11 a.m.

LITERATURE REMOVAL

Literature removal after the auto show will be the responsibility of the individual exhibitor. Removal of literature that is left behind will be invoiced to the exhibitor at prevailing rates. We recommend that remaining costly literature be placed in vehicle trunks and returned to participating dealerships for use in their showrooms.

Ticketing and Exhibitor Access

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

DISCOUNT ADMISSION TICKETS

As mandated in the Association's Auto Show Rules and Regulations, each HATA dealership member will receive, by UPS, 200 discount, good anytime tickets. These tickets represent a savings of \$8.50 off the regular adult admission price of \$10.00. Each dealership will be invoiced for \$300.00.

Tickets may be given away to your family, friends, employees, or customers. You may also wish to run a special promotion, offering the discount tickets to the public at your place of business prior to January 28.

EXHIBITOR ENTRANCE PROCEDURE

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

All salespersons working the show must pick up and sign for their own entrance credentials at the special exhibitor registration desks located at Expo Hall entrance or in the Show Office.

A business card and a photo driver's license must be presented to obtain a badge.

All personnel working within your exhibit area should wear suitable business attire. Exhibitors not dressed accordingly will not be admitted into the show.

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

NOTE: No one under the age of 16 years old will be permitted to enter with an exhibitor badge.

Employees can be preregistered and have Name Badges produced ahead of time. Pre-registration is not required but will save you time in the Show office. To pre-register, please visit the following link:

<https://forms.gle/b1xXpdznquH3BFH26> (PA Auto Show Exhibitor Name Badges)

(Note: Name badges must be pick up at the show office during move-in).

Ticketing and Exhibitor Access

VEHICLE DETAILING PERSONNEL

During all four (4) public show days, official clean-up personnel must enter through the Expo Hall Entrance, and report to the Show Office.

Thursday	11 a.m. - 1 p.m.
Friday	8 a.m. - 10 a.m.
Saturday	8 a.m. - 10 a.m.
Sunday	8 a.m. - 10 a.m.

Vehicle clean-up personnel not dressed appropriately cannot be admitted during public show hours. An acceptable professional appearance would include the following: coveralls, company golf shirts or t-shirts, and clean blue jeans or slacks. A uniform appearance for all employees representing your company is preferred. Ripped shirts, printed t-shirts, jeans with holes, and dirty jeans or sneakers are not acceptable show attire.

Important Rules and Regulations

SALES OFFICE/VEHICLE SPACE RESTRICTIONS

In an effort to guarantee consistency within displays with regard to sales office areas and the number of cars per space, the following formula must be used when making plans for your exhibit area:

A. Each participating dealer within each display is permitted to have no more than one (1) 20' x 20' (or 400 square feet) sales office area.

B. One vehicle is permitted for every 250 square feet of exhibit space after deduction of the sales office square footage total.

For example, if there are three dealers participating in one franchise display area, each dealer will be entitled to 400 square feet of sales office space, or a total of 1,200 square feet. This amount would then be deducted from the total square footage of the display space and the balance would be divided by 250 in order to determine the number of vehicles. Please note that a turntable or platform qualifies as two vehicles.

Any questions regarding calculations of sales office areas or number of cars per space should be directed to HATA at (717) 910-4090.

AISLES FOR EMERGENCY PURPOSES

The Fire Department requires that all exhibitors leave one foot (1') of space adjoining every public aisle and two feet (2') of space on any border of their exhibit that adjoins another display area. This will allow a four-foot (4') emergency aisle between two exhibit spaces to act as a direct fire emergency aisle that is not blocked by any vehicles.

BEVERAGES AND FOOD ITEMS – NO ALCOHOL

No beverages and/or food may not be brought into the PA Farm Show Complex & Expo Center.

CONVERSION VANS & SPECIALTY TRUCK DISPLAYS

Within conversion vehicle and specialty truck displays, a minimum of 50% of the vehicles on display must be factory conversion vehicles with the remaining 50% having a minimum of \$650 (cost by normal industry standards) in alterations. Caps and pin-striping alone do not qualify.

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 & Expo Center.

Important Rules and Regulations

VEHICLE REQUIREMENTS

Battery Cable - All show vehicles must have the positive battery cable disconnected and taped using UL approved plastic electrical tape.

Gas Tank Level - The gas level cannot exceed 1/4 tank. All vehicles will be checked as they enter the Complex to make sure that the gas level requirements have been met.

Gas Cap Requirements - If the gas cap door can be opened from outside your vehicle, the vehicle must have a locking gas cap and the inside gas cap must be taped. If the gas cap door must be unlocked from inside your car, then a locking gas cap is not necessary, but the standard inside gas cap must be taped.

AC/DC Converters - Cars using AC/DC converters must have the security system fuse disconnected to prevent the public from setting off vehicle alarms.

NOTE: A Fire Marshal will be on duty throughout all public hours of the auto show.

Vehicle Access & Cleaning - All show vehicles, except factory display models, must be unlocked during public show hours. All vehicles must be waxed or wiped daily. The auto show committee and/or Show Management will inspect each display area to see that this service is provided, with the cleaning charges being sent to the exhibitor whose vehicles have been neglected.

EXHIBIT BLUEPRINTS

All exhibitors participating in the Pennsylvania Auto Show must provide **a scale electrical blueprint of their display to HATA by December 15**. Contact information can be found on page 2. Please include telephone placement, electrical needs and the height of your display properties on your blueprints.

Blueprints can be e-mailed in PDF format to dmcmillen@paa.org.

SIGNS AND BANNERS

Any hanging signs must be framed and pre-approved by show management. Truss lighting is permitted. General Exposition Services has the jurisdiction on all installation work. All signs must be professionally manufactured and have a finished surface on all edges and sides. Signs cannot block the view of other exhibitors. Plastic letters, homemade and shoe polish signs may not be used on any vehicles or in any area of your display or booth. Nothing may be fastened to conduit or ventilation units. Decorations, signs, banners, etc., may not be taped, tacked, stapled or otherwise fastened to ceilings, walls, doors, painted surfaces or columns of the PA Farm Show Complex & Expo Center. In the case of a complaint, the decision on whether a sign remains or must be relocated is up to HATA and/or the Association Auto Show Committee. No ceiling, wall or column drapes may be altered or removed by any exhibitor.

Important Rules and Regulations

DISPLAY PLACEMENT

The maximum permissible height for displays is 13'6" for "N" spaces and 24' for "E" spaces. Ceiling height in the North Hall varies. Exhibitors should contact Show Management if they have any questions regarding ceiling height.

Placement of exhibits cannot interfere, block or extend into other exhibits or block emergency exits. An exhibitor will be asked to change the location or configuration of their exhibit or vehicle placement should they interfere with the rights of other exhibitors. All exhibits must be capable of standing by themselves. No supporting wires from the ceiling or draped walls will be permitted.

EXHIBITOR PRESENTATION RESTRICTIONS

An exhibitor may not, in any case, work, sell or distribute literature from any area other than the space rented by the exhibitor. Sales presentations, distribution of literature and public surveys are strictly forbidden from being conducted in public aisles, other exhibit spaces or any other public areas of the PA Farm Show Complex & Expo Center.

All public address systems must be kept to a volume so as not to disturb your neighboring exhibitors. Under no circumstances are helium balloons or adhesive-back decals to be given away or permitted to be used in the PA Farm Show Complex & Expo Center. Any costs incurred by the PA Farm Show Complex & Expo Center from the use or removal of these items will be charged to the exhibitor.

SUNDAY SALES

Due to Pennsylvania law, no sales may be contracted on the Sunday of the show. There are absolutely no exceptions to this rule. Investigators are always present on Sunday.

The following is a quote from the Board of Vehicles Act of the Commonwealth of Pennsylvania, Section 23.d, 1 and 2.

Section 23.

Vehicle Shows and Exhibitions

(d) Shows or exhibits on Sundays

(1) Vehicle shows or exhibits shall be permitted to be open on Sundays.

(2) Normal vehicle business practices shall be allowed on Sunday except that no final sales contract may be consummated on a Sunday.

LICENSING

All exhibitors must be licensed to do business in the State of Pennsylvania and have a current sales tax number for any direct retail selling taking place from your exhibit space. If you are selling merchandise at your booth, you must present a current sales tax number to show management. Please email the sales tax number to dmcmillen@paa.org.

Insurance Requirements

LIABILITY

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

The PA Farm Show Complex & Expo Center, the Harrisburg Automotive Trade Association, and General Exposition 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.

INSURANCE REQUIREMENTS

All exhibitors, exhibit houses, porter service companies, and outside service companies providing any equipment or services to the 2027 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 canceled, 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.

Insurance Requirements

INSURANCE REQUIREMENTS *(continued)*

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 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 25, 2027 to the last move out date, February 1, 2027. All insurance policies must be completed correctly.

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

This Certificate of Insurance must be received by HATA no later than January 6, 2027.

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 January 6.

Show Services Information

EXHIBITOR SERVICES PROVIDED IN VEHICLE SPACE RENTAL CHARGE

The Pennsylvania Auto Show will provide and pay for the following items and services in connection with all vehicle displays:

- Wall-to-wall exhibit carpet in the North, Northwest/Luxury and Expo Halls.
- Plastic will be installed to protect your carpet prior to show opening (by request of exhibitor)
- Aisle carpet in the North, Northwest/Luxury and Expo Halls
- Daily vacuum service for all exhibit carpet
- Daily emptying of all exhibit area waste containers

Each exhibitor is responsible for the rental and payment of tables, chairs, desks, waste cans and any other item used within their display. Cleaning of factory displays and vehicles is the responsibility of the exhibitor.

HEADQUARTERS HOTEL

Arrangements have been made with the Staybridge Suites hotel for special exhibitor rates prior to and during the show. The room block is listed under Pennsylvania Auto Show.

The Staybridge Suites Harrisburg/Hershey is located at 920 Wildwood Park Drive, Harrisburg, PA 17110, directly across from the PA Farm Show Complex. Please call the hotel directly at (717) 233-3304 to reserve your room.

SECURITY

Show Management will provide 24-hour guard service on the show floor, beginning on Sunday, January 24 at 8 a.m. and concluding on Monday, February 1, at 11 a.m. If your display contains something of particular value, it is recommended that you secure it overnight.

Please note if you need to hire booth security, you must utilize the auto show's approved event security company for insurance purposes. The security for this show is coordinated by the Harrisburg Police Department. Please contact HATA if you have any specific questions regarding security.

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

Show Public Relations and Promotion

ADVERTISING

HATA under the guidance and direction of the Auto Show Committee, is responsible for the placement and production of the multi-media show advertising campaign.

EXHIBITOR SUPPORT

All dealerships, factories and dealer advertising groups are asked to proudly support the 2027 Pennsylvania Auto Show by advertising your participation in the show. Your usual radio, television and print ads may be supplemented with a voice-over or drop-in auto show mention. (Example: “See the New 2027 Toyota's at the Pennsylvania Auto Show, January 28 through January 31, 2027.”) The Harrisburg Automotive Trade Association greatly appreciates any show advertising you are able to incorporate into your regular paid or contracted advertising schedules.

Large Map/Brochure

An Auto Show Map and Brochure will be printed in conjunction with the show. This attractive show publication, with full-color cover and interior design, is given free of charge to each family attending the show and will serve as an excellent reference source, a floor plan, and a description of show features and events. Manufacturers, dealer advertising groups, individual dealers and allied show exhibitors are encouraged to place an ad in the publication. Contact Melanie Stine at MLStine@hatacars.org.

PUBLIC RELATIONS

Auto show press kits, pre-show releases, newspaper special sections and all promotional show publicity will be coordinated by HATA.

Please contact Melanie Stine at (717) 571-4770 or MLStine@paa.org for any public relations needs that you may have.

Are you planning to bring a special display, concept car, pre-production model or unique feature to the show? **Please notify HATA AS SOON AS POSSIBLE to ensure that it is included in the overall show publicity.**

Please forward all press materials directly to the PA Farm Show Complex & Expo Center to arrive no earlier than January 25 with the package clearly labeled “Pennsylvania Auto Show Press Room”.

General Contractor Information

Services for the 2027 Pennsylvania Auto Show will be provided by:

GENERAL EXPOSITION SERVICES

ADDRESS: 205 Windsor Road
Pottstown, PA 19464
Office: (610) 495-8866
Fax: (610) 495-8870
Website: www.generalexposition.com

General Exposition Services will staff their Exhibitor's Service Desk beginning on Monday, January 25 and continue through Monday, February 1, 2027.

SHIPMENTS:

All shipments must be prepaid and are to be addressed as follows:

ADVANCE SHIPPING ONLY: Name of Exhibiting Company
Your Booth Number
Pennsylvania Auto Show

c/o General Exposition Services
205 Windsor Rd
Pottstown, PA

Advance Warehouse Discount Deadline: Friday, January 15, 2027. Last Date to Arrive at Warehouse Address: Friday January 22, 2027. Warehouse receiving hours: Monday - Friday 8:30 AM - 11:45 AM and 12:30 PM - 4:30 PM

Shipments that are scheduled to arrive at the PA Farm Show Complex & Expo Center can only be accepted beginning at 8 a.m. on Monday, January 25. **Freight deliveries prior to this date will not be accepted by the PA Farm Show Complex & Expo Center.**

Shipments to the show beginning Monday, January 25 should be labeled:

PA FARM SHOW COMPLEX ONLY: (Name of Manufacturer)
2027 Pennsylvania Auto Show
c/o General Exposition Services
PA Farm Show Complex & Expo Center
2300 North Cameron Street
Harrisburg, PA 17110

Parking Permit Orders

Exhibitor parking with “in and out” privileges is available for the Pennsylvania Auto Show when a Special 4-day Parking Permit is purchased. These permits are good for all four show days, Thursday, January 28 through Sunday, January 31, 2027. **All orders must be received 2 weeks prior to the show event date.**

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

Parking Permits will cost \$32 per permit (for use through the entire show). The venue does not provide one day passes – staff working the show for only one day are recommended to purchase a parking passes at the gate for \$10 rather than purchasing the 4 day pass at \$32.00.**

Parking passes can be shipped to you prior to January 14 - or you can pick up parking passes prior to January 25 (No Later than 4:30 p.m. Friday, January 22, 2027) at HATA/PAA Offices (1925 N Front Street, Harrisburg, PA 17102).

Parking passes are not required during setup days (Monday, January 25-Wednesday, January 27) - if you would like to purchase parking passes during setup days please visit the on-site show office at the venue. After January 27 you will be required to purchase parking passes at the gate.

To Purchase Parking Passes visit the following link:

<https://apps.paa.org/PaymentAuth/AutoShowVendorParking>

Deadline Date for Parking Pass Orders: January 11, 2027