



EXHIBITOR SERVICE & INFORMATION MANUAL

This Service & Information Manual contains material which is vital to the successful planning, marketing and management of your display in the KC 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 and must include all required information as is listed in detail in the Important Rules and Requirements section of this manual. Please refer to the sample insurance form enclosed. All insurance policies must be completed correctly. Policies that are not completed correctly will be returned. All carpet, labor, forklift services, and material handling must be ordered from Viper.

The most up-to-date exhibitor information, including a CAD floor plan and all Viper order forms, are available at www.KCAutoshow.com.

It is important that you give this manual to those individuals or agents having responsibility for your participation in the show. Show management thanks you for your cooperation and we wish you a most successful KC Auto Show!

Steve Freeman
Steve Freeman Events LLC
(v. 4.3)



DIRECTORY OF CONTRACTORS & FACILITIES

SHOW MANAGEMENT

Steve Freeman Events LLC
Steve Freeman
steve@stevefreemanevents.com
Mobile: 323-216-7557

ON-SITE SHOW MANAGEMENT

Steve Freeman Events LLC
Steve Freeman
Mobile: 323-216-7557
Maddie Allen
Mobile: 323-301-9189

SHOW FACILITY

Overland Park Convention Center
6000 College Blvd
Overland Park, KS 66211
Phone: 913-439-5382

OFFICIAL GENERAL CONTRACTOR

Viper Trade Show Services
Lesa Davis
LDavis@vipertradeshow.com
3517 Enterprise Dr. Suite D
Kansas City, MO 64129
www.vipertradeshow.com

ELECTRICAL SERVICES

<https://opconventioncenter.com/>
On-site Electrical Service Desk will be
staffed and available during move-in.

PUBLIC RELATIONS

Spin Communications
Dee Dee Taft
deedee@spinpr.com
415-515-1229

OFFICIAL FOOD CONCESSIONAIRE

<https://opconventioncenter.com/>

VEHICLE DETAILING

Show Fleet by Professional Detailers
601 North Batavia Street
Orange, CA 92868
Phone: 800-457-7558

EVENT TIMELINE

SHOW HOURS:

Thursday, June 4 12n-9pm
Friday, June 5 10am - 9pm
Saturday, June 6 10am - 9pm
Sunday, June 7 10am - 6pm

EXHIBITOR MOVE-IN:

Tuesday, June 2 8am - 5pm
Wednesday, June 3 8am - 5pm
Thursday, June 4 8am - 12n (Vehicle Cleaning)

VEHICLE MOVE-IN:

Wednesday, June 3 1pm - 5pm

DIRECTIONS FROM THE FREEWAY:

Take the Nall exit off I-435. Then take your first available right onto 110th Street. Continue straight, then take a left onto Woodson Road. From there, take the next right into the OPCC dock area.

VEHICLE LOAD IN REGULATIONS:

- Vehicles should stage in the W 110th St parking lot prior to entry. Once all the vehicles within a space are onsite, please contact Show Management at (Dustin 484-288-9014/ Colin 570-490-9129/ Steve 323-216-7557) for assistance into the exhibit hall.

Directions from Parking Lot to Vehicle Entrance Door to Exhibit Hall & Ballroom-Take a left onto 110th Street, then a right onto Woodson Road. Take the next available right into the dock area.

- Vehicles may not be placed in display locations until all crates have been removed.
- Gas tanks must contain One Quarter (1/4) tank or less of gas.
- Vehicle fuel gauges will be checked prior to entry into the Convention Center.
- Non-locking gas caps must be secured with gaff or similar tape.
- One battery cable must be disconnected once the vehicle is in the final display location.
- The disconnected cable end and terminal post must be taped with electrical tape.
- The hood or compartment cover over the battery must remain open until Fire Marshal inspection.
- If using electrical converters to power lights, etc., alarm system fuses must be disconnected to prevent activation.
- Horns must be disconnected.

- The vehicle ignition key must be turned into Show Management or locked in a cabinet at the display info desk with a key provided to show management.
- Vehicles cleaned and ready prior to delivery to show-site.
- Vehicles may be cleaned two hours prior to the opening of the show each day
- Minor wiping and dusting during show hours is permitted.

VEHICLE LOAD OUT REGULATIONS:

- All vehicles must be removed from the Convention Center on Sunday night.
- No vehicles may be started or moved until authorized by Show Management.
- Overnight parking of vehicles is available in the W110 St parking lot at no charge if necessary on move-in/out. (Please advise Show Management in advance if you plan to leave vehicles in the lot overnight Sunday. Vehicles must be removed from the lot by 12pm on Monday.)

EVENT INFORMATION

ORDERING DEADLINES/MATERIAL HANDLING:

Please reference page 1 of the Viper Exhibitor Kit.

ELECTRICAL SERVICES:

To order services online:

<https://opconventioncenter.com/>

Choose "For Exhibitors"

Click "Purchase Services"

Choose the KC Auto Show

New Exhibitors will need to create a login. Returning Exhibitors can login.

Note: The advance rate cut-off is 5/21/26.

FLOOR PLANS:

Floor plans showing vehicles and display property placement must be e-mailed (in PDF format) to steve@stevefreemanevents.com and Ldavis@vipertradeshows.com by Wednesday, May 6th.

GUEST PASSES:

- ADAKC staff are distributing 50 tickets to each ADAKC member dealer in advance of the show.

SHOW CREDENTIALS:

A link for registering you and your staff for show credentials will be emailed to you ahead of the show. This will provide a QR code to all registrants that will be required at the entrance to the show. If one is not received, booth staff may register onsite at the Will Call/Exhibitor Desk adjacent to the box office. (Credentials aren't required for moving in or out.)

SHOW MANAGEMENT:

The Show Management office will be located at the show entrance exhibitor registration desk.

EVENT PARKING:

Parking is free, with approximately 1,000 spaces around the complex, including 244 spaces under a covered garage, of which 17 are designated for handicapped parking. The main parking lot is located on the north side of the building off 110th Street. Additional parking is available on College Boulevard. No overnight parking is permitted.

SHOW HOTELS:

The Sheraton, Courtyard by Marriott and Hilton Garden Inn are all adjacent to the convention center.

GENERAL SERVICES CONTRACTOR:

Viper Trade Show Services is the official general service contractor for the 2026 KC Auto Show. Viper is contracted by Show Management to set the show floor and to service the decorating needs of show exhibitors. Viper maintains jurisdiction over the following services: freight and material handling, loading dock,, I&D labor services, carpet/padding supply and installation, the hanging of signs and banners and the delivery of exhibit product literature. Viper shall provide a staffed service desk on the show floor throughout all move-in and move-out hours.

EXHIBIT LABOR:

- Viper is the official drayage and labor provider for the Auto Show. Please place your order in advance to ensure labor is available to you when needed. Labor orders not made in advance will be filled in turn after advance labor orders are filled.
- Outside labor is not allowed to perform work on the Convention Center floor. Exhibitors are allowed to use their own full-time employees to **supervise only**. (1) these are full time employees of the Exhibitor, (2) they have identification to verify their full-time employment status with the Exhibitor,
- Exhibitors may hire the services of an Exhibitor Appointed Contractor or Exhibit Design Contractor to supervise and oversee the installation and dismantling of their exhibit displays, but these services are limited to a supervisory role only. The EAC Supervisor may not perform any of the actual install / dismantle work, and may not use EAC employees or staff from any outside labor pool to perform this work. All labor needed to perform the actual work must be hired through Viper.
- All forklift and mechanical lift equipment operation is handled exclusively by Viper. Viper-provided labor will manage all forklift activity for the loading, unloading, movement, and storage of all inbound and outbound freight for the Show.
- Exhibitors with 10' x 10' booths may transport their own materials using a personal, non-mechanized hand truck or dolly. All other material moving equipment (Viper hand trucks, dollies, etc.) is restricted to Viper staff. For assistance, contact the Viper Service Desk (fees apply). Show Management does not provide carts or moving assistance.
- The movement of all exhibit materials, regardless of size or weight, must move in and out of the Convention Center through the roll-up doors on the loading dock side of the building. Front of house access is not permitted.

LOADING DOCK ACCESS:

- Targeted Move-In times will be provided by Viper. It is important to maintain these times as move-in activity is expected to be heavy.
- All carriers and exhibitors must check in at the Viper Freight Desk located on the dock. There is no Marshaling Yard.

VACUUMING:

Vacuuming services are exclusively provided by Show Fleet. A form is available on kcautoshow.com for ordering this service.

SALES:

The purpose of the Kansas City Auto Show is to give the public the opportunity to see, experience and compare all the new model vehicles that are available at franchised dealerships. Actual selling or leasing of vehicles is prohibited at the Kansas City Auto Show. Indications of "SOLD" or similar signs are also prohibited. The soliciting of business and distribution of literature and the like is not permitted outside the exhibitor's space.

PRICE INFORMATION ON DISPLAY VEHICLES:

- If individual price lists are posted on display vehicles, such lists must show the full manufacturer suggested list price, including any optional equipment contained on the vehicle displayed. This price information may either be the “MONRONEY” label or one of the exhibitors’ own designs but must contain the same information as the “MONRONEY” label. Exhibitors are encouraged to have uniform price labels affixed to their vehicles.
- Incentives/Rebates: the display or posting of incentives, rebates or other promotional discounts are permissible if printed in a professional manner and do not convey a shoddy appearance. Show management, in its discretion, reserves the right to remove questionable material.

SECURITY ADVISORY:

Exhibitors must safeguard merchandise and materials, especially personal items, throughout the event, securing them during non-event hours. Report inventory discrepancies immediately to Show Management and Viper, the General Services Contractor. Additional booth security can be hired via Show Management. Show Management provides 24-hour Hall security for loss prevention. ADAKC, Steve Freeman Events, and Viper Tradeshow Services are not responsible for loss, damage, or theft of Exhibitor items.

FIRE AND LIFE SAFETY REGULATIONS:

As part of the Licensing Agreement with Overland Park Convention Center, Show Management includes sections of the NFPA Life Safety Code applicable to public assemblies. All Exhibitors must comply with these mandates. Direct fire and life safety questions to the Show Manager or the General Services Contractor.

- At no time during event hours may vehicle batteries be reconnected or vehicles be started or moved.
- Loading dock doors may not be opened or remain propped open during event hours.
- Convention Center exit doors, other than those clearly marked as designated main exit doors for the event, may not be opened or remain propped open during event hours. These are for emergency exit use only.
- Exit signage, fire extinguishers, fire alarms, pull stations and other related firefighting equipment, may not be hidden, obstructed, blocked or tampered with in any way.
- Emergency exits and aisle pathways leading from the building must be kept clear and remain unobstructed.
- Vehicles, merchandise, materials or equipment left in fire lanes or blocking exit doors will be removed at Exhibitor or Owner’s expense.
- The removal or addition of fuel to a vehicle at show-site is strictly prohibited. Vehicles must have less than ¼ tank of gas.
- All cloth display products, such as but not limited to, bunting, table coverings, drapes, signs, banners, projection screens or other like materials, must be certified as inherently flame resistant or as having been treated with approved flame resistant solutions. All such items are subject to inspection by the Fire Marshal, and if requested an approved certificate stating full compliance with NFPA 701 requirements must be produced. .

FACILITY REGULATIONS:

- Tape and adhesive-backed materials, including decals and stickers, are not allowed on any wall or glass surface, on any equipment item, or on any concrete floor surface.
- Signs, posters, banners, decorations and related materials may not be taped, stapled, nailed or otherwise affixed to painted surfaces, columns, fabrics, doors or windows. Holes may not be drilled, cored or punched into any surface of the Convention Center facility, either interior or exterior.
- Helium filled balloons are not permitted in the Convention Center.
- The use of glitter and confetti are specifically prohibited in the Convention Center.
- All distributed exhibit materials, whether for sale or gratis, must be distributed from the Exhibitor’s own booth space, or from locations approved by Show Management. The distribution of literature, samples or other materials from a non-exhibiting company without a contract to exhibit is expressly prohibited. Soliciting is not permitted on the Convention Center premises.

MUSIC:

Due to ASCAP and BMI licensing restrictions, there cannot be any music played in any display at the show. Jingles and commercials produced by a manufacturer, that are the property of the manufacturer, can be used in the exhibitor's space at a level approved by Show Management. Background music through the use of a television, radio, stereo, cassette tape, or laser disc cannot be used, as this is an infringement on the original copyright.

EXHIBIT SPACE:

Space is contracted to a specific manufacturer or vehicle line. No outside companies, vendors or other suppliers may be incorporated into that designated booth space without written permission from Show Management. Suppliers of bicycles, motorcycles, boats or other watercraft are permitted to be incorporated into the vehicle displays provided they illustrate the towing capacity or storage capability such as roof racks with appropriate signage. Outside companies are not permitted to collect names for list building without first obtaining Show Management approval. All surveys or contests for list building must be approved by Show Management thirty (30) days prior to show opening, and all such forms used must comply with State and Local regulations. If approved, the actual date of the contest prize being awarded must be visibly posted on the notice or display.

EXHIBITOR LIABILITY:

Exhibitor is responsible for adhering to all rules and regulations of the Convention Center, Show Management and Viper Tradeshow Services, and agrees to reimburse and hold harmless each or all of them as may be required for any damage sustained to any portion of the Convention Center premises, including walls, floors, columns, painted surfaces, paved or poured surfaces, grassy areas or other premises spaces, or for any injury sustained to any person while on premises, that is the result of the carelessness, recklessness, negligence or intentional conduct of the Exhibitor, its agents, assigns, employees or designated others.

INSURANCE:

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 Show Management evidence of such policies as set forth herein. These policies shall be endorsed in form acceptable to Show Management 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 Show Management, 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 Show Management. 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 Show Management. Deductibles of self-insured retention above \$25,000 will require approval from Show Management.

1. A Commercial General Liability insurance policy (I.S.O. Form CG 00 01 or equivalent approved by Show Management) in the Exhibitor's name with (a) Automobile Dealers Association of Greater Kansas City, (b) Global Spectrum, L.P., (c) City of Overland Park, Kansas, (d) Overland Park Convention Center, (e) Viper Tradeshow Services and (f) Steve Freeman Events LLC, along with their respective officials, officers, directors, agents, employees, successors and assigns, 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 (a) Automobile Dealers Association of Greater Kansas City, (b) Global Spectrum, L.P., (c) City of Overland Park, Kansas, (d) Overland Park Convention Center, (e) Viper Tradeshow Services and (f) Steve Freeman Events LLC, along with their respective officials, officers, directors, agents, employees, successors and assigns, 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 Show Management, the Exhibitor shall deliver to Show Management 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 (a) Automobile Dealers Association of Greater Kansas City, (b) Global Spectrum, L.P., (c) City of Overland Park, Kansas, (d) Overland Park Convention Center, (e) Viper Tradeshow Services and (f) Steve Freeman Events LLC, along with their respective officials, officers, directors, agents, employees, successors and assigns, named as 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 Show Management, 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 Agreement, insurance as required is not in effect, or proof thereof is not provided to Show Management, Show Management shall have the options to (1) direct the Exhibitor to suspend work and vacate the exhibit space, (2) obtain the required insurance at Exhibitor's expense providing Show Management with coverage immediately, or (3) treat such failure as an event of default. The Contractor shall immediately file with Show Management, P.O. Box 46009, West Hollywood, CA 90046 a notice of any occurrence likely to result in a claim against Show Management.

Certificate holder is the Automobile Dealers Association of Greater Kansas City, 11863 West 112th Street, Suite 200, Overland Park, KS 66210.

E-mail Certificate(s) of Insurance to steve@stevefreemanevents.com. All policies must provide coverage from the first move-in date to the last move-out date (i.e., Monday, June 1 through Monday, June 8, 2026).

Certificate(s) of Insurance must be received by May 1st, 2026. This deadline will be strictly enforced. Access to the Convention Center may be denied to those Exhibitors that have not provided a Certificate of Insurance to Show Management.

EXCLUSIVITY OF ELECTRICAL SERVICES:

Overland Park Convention Center is the exclusive provider of power and electrical services.. Exhibitors must place their booth power requests directly with it.. All requests for power must be accompanied by a booth diagram depicting the layout of the booth and the location within the booth that power is needed. Booth diagrams must be provided to the convention center when placing the order.

BOOTH DISPLAY RESTRICTIONS:

All exhibit displays must be constructed so that they do not block another exhibit. Show Management may require an exhibitor to make changes to their exhibit if in the opinion of the Show Manager the exhibit interferes with the exhibiting rights of another exhibitor. No exhibit materials may be hung or flown from ceiling beams without the prior consent of show management.

EASEMENTS/ CEILING HEIGHTS:

Two (2') foot setbacks required on all booth sides. Maximum permissible height for display properties is 18'.

VEHICLE DETAILING PERSONNEL:

- During event hours, detailing personnel must be attired in shirts with their company logo. Dirty or torn apparel will not be permitted.
- Detailers will be allowed to enter the Convention Center up to two hours prior to the show opening to the public each event day.
- Detailing organizations are deemed to be third party contractors, and as such are required to provide Show Management with a Certificate of Insurance.

- An onsite manager of the detailing company must check in with the Show Manager and provide necessary information to be available to and receive communications from the Show Manager as needed.
 - Detailing staff should not take meals or other breaks or consume food in public areas other than in designated food court locations or assigned break areas.
 - Local dealers are permitted to utilize their own employees to detail their vehicles if they wish to do so. Said employees should wear their company uniform, and will be bound by the same procedures specified above.
- End of document.