



2025 EXHIBITOR INFORMATION GUIDE

This Service & Information Manual contains material which is vital to the successful planning, marketing and management of your display in the 2025 Connecticut International 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 labor and forklift services must be ordered from Demers with supervisory personnel permitted.

The most up-to-date exhibitor information, including CAD floor plans and all Demers order forms, are available at www.CTAutoshow.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 CT Auto Show!

Steve Freeman
Steve Freeman Events LLC
(v. 9/4)



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
Maddie Allen
Show Office
Mohegan Sun
Phone: (323) 301-9189

SHOW FACILITY

Mohegan Sun
1 Mohegan Sun Blvd
Uncasville, CT 06382

OFFICIAL GENERAL CONTRACTOR & ELECTRICAL SERVICES

Demers Exposition Services
151a Park Ave
East Hartford, CT 06108
Phone: (860) 882-0003
Email: ashley@demers-av.com

TELECOM SERVICE

Mohegan Sun
See Demers Info/Forms

RECOMMENDED CARPET SUPPLIER

DEMERS

Please advise if you plan to utilize
McNabb.

PUBLIC RELATIONS

DeeDee Taft
Spin Communications
DeeDee@spinpr.com
415-515-1229

OFFICIAL FOOD CONCESSIONAIRE

Mohegan Sun

VEHICLE DETAILING

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

Cosmetic Car Care
12 Mauchly, Bldg F
Irvine, CA 92618
Phone: (949) 702-2511

EVENT TIMELINE

SHOW SCHEDULE:

Exhibitor Move-In:

Thursday, November 13, 2025 from 8:00am - 8:00pm

Friday, November 14, 2025 from 8:00am - 8:00pm

Show Hours:

Saturday, November 15, 2025 from 10:00am - 8:00pm

Sunday, November 16, 2025 from 10:00am - 5:00pm

Exhibitor Move-Out:

Sunday, November 16, 2025 from 6:00pm - 9:00pm

Monday, November 17, 2025 from 8:00am - 12:00pm

VEHICLE LOAD IN REGULATIONS:

- Platform or Turntable vehicles may be brought in earlier IF the display is ready.
- 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 Expo 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 in to Demers Staff. Please mark your key for identification.
- Vehicles must be cleaned and show ready prior to delivery to show-site.
- Vehicles may be cleaned one hour 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 Expo Center on Sunday night.
- No vehicles may be started or moved until authorized by Show Management.
- Vehicles must exit the Expo Center through the roll-up doors on the loading dock side of the building.
- Overnight parking of vehicles is available in the Winter Garage at no charge if necessary on move-in/out. (See Show Management)

EVENT INFORMATION

ORDERING DEADLINES/MATERIAL HANDLING:

Please refer to the Demers Events & Expo Services kit for full details on all ordering, deadlines and material handling requests.

FLOOR PLANS:

- Floor plans showing vehicles and display property placement must be e-mailed (in PDF format) to Steve Freeman at steve@stevefreemanevents.com and Ashley Parker ashley@demers-av.com by Friday, October 17th.

EASEMENTS/ CEILING HEIGHTS:

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

VEHICLE CLEANING:

- Daily vehicle cleaning and maintenance should be coordinated between auto dealers, auto manufacturers and the respective auto detailing service providers. Neither Show Management nor Demers arrange for these services.

GUEST PASSES:

- Ten Guest Passes will be made available to each dealership for its guests and employees. Guest Passes will be distributed by the Connecticut Automotive Retailers Association to all dealerships via USPS mail not later than two (2) weeks prior to the opening of the Show. Dealers, manufacturers and other exhibitors seeking bulk tickets for special promotions, for distribution to employees, etc., may purchase bulk tickets at reduced prices by contacting Ann Munley at (860) 293-2500.

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.

SHOW OFFICE LOCATION:

- The Show Manager's Office will be located in the concourse area of the main entry corridor as you enter the Show.

EVENT PARKING:

- Parking in the Mohegan Sun parking garages is free of charge. The Winter Garage and the outdoor Winter Lot are located adjacent to the Expo Center. As you enter Mohegan Sun Boulevard, please follow the overhead signs for Winter Garage. Free valet service is available at the Casino of the Earth. (Tipping required).

SHOW PROGRAM:

- For advertising information in the official show program of the Connecticut International Auto Show, contact Ann Munley at the Connecticut Automotive Retailers Association at 860-293-2500 or amunley@ctcar.org.

SHOW HOTEL:

For individual hotel rooms please visit www.Mohegansun.com and for blocks of rooms of 10 or more please contact Kimberly Simone ksimone@mohegansun.com or Rocco Bascetta rbascetta@mohegansun.com

ADDITIONAL HOTELS:

- Hyatt Place Mohegan Sun

860-383-1234 / 1.5 miles from Mohegan Sun

<https://www.hyatt.com/en-US/hotel/connecticut/hyatt-place-mohegan-sun/bdrzu/rooms>

- Hampton Inn

860.885.1100 / 2.7 miles from Mohegan Sun

www.hamptoninn3.hilton.com/en/hotels/connecticut/hampton-inn-norwich-PVDNWHX/index.htm

- Courtyard by Marriott

860.886.2600 / 6.4 miles from Mohegan Sun

www.marriott.com/hotels/travel/goncy-courtyard-norwich/

- Fairfield Inn & Suites by Marriott Uncasville

860-848-0660 / 4.9 miles from Mohegan Sun

<https://www.marriott.com/hotels/travel/hvnun-fairfield-inn-and-suites-uncasville-groton-area/>

Free shuttles to the Expo Center are available at all hotels, check with front desk for times.

TRANSPORTATION:

-Mohegan Sun is approximately 1 hour away from Bradley International Airport in Windsor Locks, CT and TF Green Airport in Providence, RI.

-Car rentals are available at both airports and parking is free at Mohegan Sun and neighboring hotels.

GENERAL SERVICES CONTRACTOR:

-Demers Exposition Services, Inc., is the official decorating contractor for the Connecticut International Auto Show. Demers is contracted by Show Management to set the show floor and to service the decorating needs of show exhibitors. Demers maintains jurisdiction over the following services: freight and material handling, loading dock and marshaling logistics, I&D labor services, carpet installation, booth cleaning, power and electrical connections, water fill and drain, the hanging of signs and banners weighing 70 lbs. or less, and the delivery of exhibit product literature. Demers is a full-service decorating company with a multitude of booth furnishings and full graphics capabilities. Demers will staff a service desk on the show floor during all move-in, event and move-out hours. Demers also maintains an onsite office in the ground level of the Winter Garage, immediately adjacent to the Expo Center.

EXHIBIT LABOR:

- Demers is the official drayage and labor provider for the Auto Show, and the approved in-house labor contractor for Mohegan Sun. If you need assistance installing and/or dismantling your display, labor to assist you is available through and may be ordered from Demers. 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 Expo Center floor. Exhibitors are allowed to use their own full time employees to set their booth displays without ordering additional labor through

Demers, provided (1) these are full time employees of the Exhibitor, (2) they have identification to verify their full time employment status with the Exhibitor, and (3) the work is supervised by the Exhibitor or by one of Exhibitor's full time employees.

- 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 Demers.

- The operation of all forklift and mechanical lift equipment is exclusive to Demers. The only exception to this is the operation of lift equipment by PSAV for rigging activities specific to them. All forklift activity to load, unload, move and store all inbound and outbound freight for the Show will be performed by labor provided by Demers.

- Smaller exhibitors may bring in their own materials using their own non-mechanized hand truck or dolly. The use of Demers hand trucks, dollies, rolling carts and other material moving equipment is restricted to use by Demers staff only. Should you need assistance, please visit the Demers Service Desk to arrange for this (fees will apply). Show Management does not have available carts or provide assistance to move exhibit materials.

- The movement of all exhibit materials, regardless of size or weight, must move in and out of the Expo Center through the roll-up doors on the loading dock side of the building. Front of house access is not permitted.

LOADING DOCK ACCESS:

- Move-In times will be provided by Show Management. It is important to maintain these times as move-in activity is expected to be heavy.

- You will first report to a Marshaling Yard (Bear Lot / see the Demers info for further information). Staff at the Marshaling Yard will direct you where to stage, will provide you with a dock access pass, and will release you to move to the loading dock when dock access becomes available. LTL and Auto Carriers should report to the Demers Service Desk after arriving at the dock.

SHIPPING INFORMATION:

Demers will accept direct freight at the show site starting on Thursday November 13th. See the Demers Exhibitor Services Kit for further and more specific shipping information.

VEHICLE ONSITE SALES:

Connecticut DMV Regulations prohibit auto dealers from selling display vehicles from the show floor. Dealers are prohibited from making sale offers to customers or from accepting customer deposits during the event. Dealers are allowed to solicit customer names and addresses, exchange business cards, answer questions about product and inventory, and invite customers to visit their dealership. Vehicles at the show are for display purposes only. All dealers and onsite representatives are required to adhere to these regulations while servicing the event.

VEHICLE WINDOW LABELS:

Vehicle window pricing stickers (Monroney Labels) must be securely affixed to vehicle windows in compliance with Federal, State and Local laws and regulations. Labels must reflect the name of the manufacturer or dealer, and reflect the final Monroney price. Labels affixed to tire stands are permitted in lieu of window labels.

SECURITY ADVISORY:

It is recommended that Exhibitors should exercise appropriate caution to safeguard exhibitor merchandise and materials during the event, and to secure these during non-event hours. Special safeguards should be exercised with regard to personal items such as handbags, wallets, coats and backpacks. Any discrepancy in exhibitor product inventory must be reported immediately to the Show Office and to the General Services Contractor, Demers Expo Services. Show Management is committed to loss prevention, and will staff security personnel in the Hall 24 hours each day of the event. Exhibitors may hire additional security officers to service their respective booths should they wish to do so. Such arrangements must be made through Mohegan Sun (see page 6 for additional information). Steve Freeman Events, the Connecticut Automotive Retailers Association, and Demers Exposition Services, Inc., are not responsible for loss, damage or theft of Exhibitor materials or merchandise at the event.

FIRE AND LIFE SAFETY REGULATIONS:

Show Management includes as a part of its Licensing Agreement with Mohegan Sun, those sections of the NFPA Life Safety Code which apply to public assemblies. All Exhibitors are required to comply with these mandates. Questions about these and other fire and life safety regulations may be directed to the Show Manager or to 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.
- Expo 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, drape, 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 Mohegan Tribal Fire Marshal, and if requested an approved certificate stating full compliance with NFPA 701 requirements must be produced. .
- The sale or possession of firearms or ammunition at Mohegan Sun is strictly prohibited.

FACILITY REGULATIONS:

- The use of Approved double-sided tape is permitted on concrete floor surfaces only. It is highly recommended that Exhibitors use only that carpet tape provided to them by the General Services Contractor, as only residue-resistant tape is allowed. 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 (other than the double-sided tape referred to herein, as approved).

- 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 Expo Center facility, either interior or exterior.

- Helium filled balloons are not permitted in the Expo Center.
- The use of glitter and confetti are specifically prohibited in the Expo 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 Expo Center premises.

MUSIC:

- To play copyrighted music at your booth or display, Exhibitor is responsible for obtaining all necessary licenses from the copyright owner or licensing agency representing the copyright owner. The proper license must be posted in your booth and be available for inspection by Show Management, and/or by duly authorized agents of the American Society of Composers, Authors & Publishers (ASCAP), or by Broadcast Music, Inc. (BMI). Copyright licensing laws are federally mandated, and adherence thereto is required in your contract for exhibit space with Show Management. Agency contact information is stated below:

ASCAP ATLANTA BMI

950 Joseph E. Lowry Blvd. 10 Music Square East

Suite 23 Nashville, TN 37203

Atlanta, GA 30318 615.401.2000

404.685.8699

- The sound level of all music played in a booth area by an Exhibitor, whether as background or ambient music or as part of a booth presentation, must be maintained at all times at a reasonable level so as not to interfere with neighboring exhibits. Show Management reserves the right to determine what constitutes a reasonable and acceptable sound level.

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. 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 Expo Center, Mohegan Sun, Demers Exposition Services, Inc., and Show Management, 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 Expo 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:

- Exhibitor Appointed Contractors (EAC), sometimes referred to as Exhibitor Designated Contractors (EDC), must provide proof of comprehensive general liability insurance coverage to Show

Management for any services they may provide to the Exhibitor. Such Contractors include I&D Companies, Lighting and AV Production Companies, Florist and Survey Companies, Test Drive Companies, Auto Detailing Companies, and any other similar servicing company hired by Exhibitor. The Certificate and all applicable insurance must be underwritten through a carrier licensed to do business in and issue policies of insurance in the State of Connecticut.

- Applicable coverage dates are Wednesday, November 12, 2025 through Monday, November 17, 2025. Coverage amounts must include commercial general liability coverage in the minimum amount of Two Million (\$2,000,000.00) Dollars for any single occurrence.

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 the Connecticut Auto Retailers Association, Steve Freeman Events LLC, Demers Exposition Services Inc., Mohegan Sun Expo Center, Mohegan Tribal Gaming Authority, Mohegan Tribe of Indians of Connecticut, their respective employees agents and assigns, and each of their parent companies 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. The Certificate Holder shall be Connecticut Auto Retailers Association, 36 Trumbull Street, Hartford, CT 06103.

2. Automobile and Truck Liability Insurance Policy in the Exhibitor's name with 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.

EXCLUSIVITY OF LABOR:

- Exhibitor Appointed Contractors may serve as I&D Supervisors, but may not themselves, nor may any of their employees, perform any of the I&D labor for the Exhibitor. EAC labor will be provided by the GSC, Demers Exposition Services, Inc., and all orders for labor should be placed directly with Demers. Exhibitors intending to use an EAC to supervise the install and dismantle work in their booth must complete the EAC Request Form and submit this to Show Management thirty (30) days prior to the opening of the show. A printable copy of this form is included with this Kit.

EXCLUSIVITY OF ELECTRICAL SERVICES:

- Demers Exposition Services, Inc., is the exclusive provider of power and electrical services at the Mohegan Sun Expo Center. Exhibitors must place their booth power requests directly with Demers. 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 Demers not less than twelve (12) days prior to the first move-in day of the event. Please e-mail floor plans to <mailto:floorplans@demersexpo.com>.

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. The maximum permissible display height for exhibit materials is eighteen (18) feet. No exhibit materials may be hung or flown from ceiling beams without the prior consent of show management

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 Expo Center up to two (2) hours prior to the show opening to the public each event day. Detailing staff must enter the Expo Center through the main front entrances.

- 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.

TELECOMMUNICATION & INTERNET SERVICES:

- Mohegan Sun's internal IT department is the exclusive provider of all telecommunications & internet services at the Earth Expo Center. Mohegan Sun offers complimentary WiFi in the Expo Center, and in all Ballroom and Meeting Room spaces. Complimentary WiFi speeds are Best Effort, and vary depending upon usage. If a more dependable internet platform is required, upgrading (charges apply) to a dedicated wired or wireless service is recommended. Mohegan Sun prohibits use of any device that advertises wireless services on the 2.4 or 5.0 GHz frequencies.

End of document.