ENYCAR
EASTERN NEW YORK COALITION OF AUTOMOTIVE RETAILERS, INC.

ALBANY AUTO SHOW

To: All Auto Show Exhibitors
From: Kim Perrella
Date: September 8, 2017

We are excited to have you as an exhibitor at the Albany Auto Show! Enclosed is the show guide that should address any questions you may have about the show.

Other specifics to note include:

- The Albany Auto Show is excited to be partnering with the Northeast Ski and Craft Beer Showcase this year! Their show will be held at the same time, just a four-minute walk away, through an enclosed walkway, at the new Capital Center. The Albany Auto Show will be providing parking at no charge for both shows, and will provide attendees at the Ski Showcase with $2 discount coupons for use at the Auto Show. The Ski Show will also offer Auto Show exhibitors half price admission, with your show badge! This combination of the two shows at one location will provide a full day of entertainment for attendees. The Auto Show will also take advantage of new, interior attraction space for a better experience, with new vehicles, new exhibitors, specialty cars, entertainment and a contest.

- The staff entrance is noted on the map (concourse level 3 off the parking garage) and this is where **ALL auto show staff should enter and sign-in for the first time, when working the show.** They will receive a name badge that they will be able to use to re-enter the same day and on additional working days at all entrances.
  Please note that the show attendance sheet is sent to all owners after the show, so that it is recommended to sign-in each day at the garage entrance, although you will be able to re-enter at other entrances with your show badge. Dealership staff will be automatically entered in the Mystery Shopper Contest. Staff **working** the show must produce a driver's license and a matching business card to enter at no charge. Parking is complimentary in the Center parking garage and recommended, as this is where the staff entrance is located.

- There are only two entrances for show attendees and they are both on the concourse level. One is right off the parking garage by the outdoor box office and the other is at the top of the escalators in front by South Pearl Street. Both will have a Show Information Booth and are available during the show.

- The show website is www.AlbanyAutoShows.com! Be sure to check it out. And, if you have any special vehicle, display, contest or drawing going on in your space, be sure to let Claire Canniff know, so that she can add it to the site (claire@enycar.org). We will also be posting the exhibitor manual on the website so that exhibit companies or manufacturer representatives can access this information easily (www.AlbanyAutoShows.com/exhibitors)

- There is an updated show logo (see top of page) in both a vertical and horizontal format and is available for your use in any advertising. Contact Claire@enycar.org for additional assistance.

- continued -

- Mystery Shopper Contest – This dealership staff contest includes 5 - $100 prizes a day!

- All exhibitor booths, displays and vehicles must be staffed during all show hours. Vehicles may be opened if no staff are present to do so. Auto Show space allocations will be reduced in the future if areas are not staffed during all hours of the show. Show attendees rightfully expect to be able to speak with product representatives. Please also try to have adequate literature supplies. We are also encouraging dealers to put QR codes for product information on vehicles that will be displayed at the show. Lack of literature is a primary consumer complaint!

- It is important that you have reviewed all the show rules and regulations and note the specific door restrictions for all areas of the Center (especially if you are bringing larger vehicles or displays). For special vehicle or display installation and transportation, you must make prior plans with your exposition company and/or Clifton Park Convention Services (forms enclosed in the show guide). The TU Center will not accept any deliveries, allow any crate storage or provide labor.

- Move-in times for the show are very specific. It is very important that you arrive right on time (not late, not early) so you don't hold up other exhibitors or move-ins. Manufacturer and exhibitor booth vehicles will be moving in as follows:
  Exhibition Hall-Wednesday, November 1st, 3:00-6:00 p.m.;
  Concourse-Thursday, November 2nd, 12:00 noon–2:30 p.m.;
  Center Floor-Thursday, November 2nd, 3:30-6:00 p.m.
  See specific times for each area.

  Exhibitor table booths will move-in Friday, November 3rd from 12 Noon-2:00 p.m. (unless other plans have been made) and should enter through the 3rd level of the parking garage. All exhibitors, regardless of when they move-in, must check in with an ENYCAR staff person upon entry and exit.

  Move Out/Key Hand Out System - In order to avoid any confusion with the key delivery during move out, each dealership or exhibitor must report to the show information booth between 4:00-5:00 p.m. to sign out their keys and leave an emergency phone number for the completion of the move out. No one may take any keys for another dealer, unless you have been designated to drive their vehicles out of the show. All vehicles must be out by 6:30 p.m., and all displays by 9:00 p.m. on Sunday, November 5th.

- For decorating purposes, the carpeting for exhibitors will alternate between a royal blue and a dark gray. All areas will also be draped with blue and silver pipe and draping and include either a blue or silver skirted table and two chairs. Exhibitor booths will have a 7" x 44" identification sign on their booth. There will also be additional lighting installed in all three areas of the Center. For additional decorations, lighting, and other show services for your space, you can contact Clifton Park Convention Sevices at 518-877-7449 or the Times Union Center for electrical, porter or phone/internet services at 518-487-2089. Unfortunately, Wifi is not free at the Times Union Center.

If you have any other questions, please call me right away at 518-452-0584, ext. 202 or e-mail me at: kim@enycar.org

Thanks and Good Luck with the Show!!!

ALBANY AUTO SHOW

The 2017 Albany Auto Show Fact Sheet

When:	November 3-5, 2017
Where:	The Times Union Center, Albany, N.Y.
Show Hours:	Fri. 3 p.m. - 8 p.m., Sat. 10 a.m. - 7 p.m., and Sun. 10 a.m. - 5 p.m.
Featuring:	More automotive brands and models (cars, trucks, minivans, sport-utilities, luxury, utility vehicles) of all shapes and sizes than anywhere else in the region! And, exhibitor booths featuring auto-related products and services.
Cost:	Adult admission is $10.00 (includes facility fee) and children under 12 are free when accompanied by an adult. Tickets available day of event at the Times Union Center Box Office, charge by phone at 1-800-745-3000, online at timesunion.com and ticketmaster.com, and all ticketmaster outlets (which may charge a service fee).
Special Events:	Exciting onsite entertainment, giveaways and contests to be announced!
Parking:	FREE parking Friday at show open (3 p.m.), all day Saturday and all day Sunday, in the Times Union Center Parking Garage (Garage located behind Arena, entrances on Beaver Street and Market Street)
Presented By:	The Eastern New York Coalition of Automotive Retailers, Inc.
Sponsors:	Capital District Radio Association, CBS-6/this TV Albany, CHF Auto Profits Plus, CW15, First National Bank of Scotia, Fox 23 News, Gazette Newspapers, KeyBank Dealer Services/Key Insurance & Benefits Services, Lamar Advertising Company, Lamar Transit, Leader Auto Resources (LAR), my 4 Albany, News Channel 13/MeTV, Pennysaver/Moneysaver/The Weekly/The Advertiser, Spectrum Reach, Times Union, TrueCar, and WTEN-10ABC.
Contact:	Kim Perrella 518-452-0584 x.202 (office); 518-452-0810 (fax) 518-461-3554 (cell); kim@enycar.org; www.AlbanyAutoShows.com Like our page on Facebook: Albany Auto Shows Follow us on Twitter: @AlbanyAutoShows Follow us on Instagram: @AlbanyAutoShows

Northeast Ski & Craft Beer Showcase

******The Northeast Ski & Craft Beer Showcase*** will take place the same weekend, November 3 – 5, at the adjacent Albany Capital Center, which is connected to the Times Union Center, via a heated, enclosed walkway.

FOR IMMEDIATE RELEASE
CONTACT: KIM PERRELLA
ENYCAR, 4 PINE WEST PLAZA
ALBANY, NY 12205
518-452-0584 OR kim@enycar.org

ALBANY AUTO SHOW PARTNERS WITH MORE ATTRACTIONS

FOR MORE ACTIVITY IN ONE PLACE

Albany, NY: The Albany Auto Show will be held Friday, November 3rd from 3pm to 8pm, Saturday, November 4th from 10am to 7pm, and Sunday, November 5th from 10 am to 5pm, at the Times Union Center in Albany, New York, where it will take advantage of new, interior attraction space to bring you a better experience, with all of the exciting vehicles, exhibitors, specialty cars, entertainment and a contest. New to the facility is a new, public elevator, to facilitate seeing all parts of the show with ease. To bring more fun and activity to downtown Albany, the Northeast Ski and Craft Beer Showcase will be held at the same time, just a four-minute walk away, through an enclosed walkway, at the new Capital Center. The Albany Auto Show will be providing parking at no charge for both shows, and will provide attendees at the Ski Showcase with $2 discount coupons for use at the Auto Show. This combination of the two shows at one location will provide a full day of entertainment.

The Auto Show will display more brands and models (cars, trucks, minivans, sport-utilities, luxury, utility vehicles) than anywhere else in the region! Specialty and concept cars will be announced at a later date, as will entertainment for the show, but there is now indoor space, in an enclosed atrium and box office area, to provide more than what was possible in the past. The New York State Troopers will also be adding their own unique display as they celebrate their 100th year of establishing a full-service police agency!

Tickets will be available at the door (Times Union box office) for $10 per adult ($8 with a Ski Showcase coupon). Children under 12 are free with an adult ticket purchase, and parking is free in the garage behind the Times Union Center. The show is produced by the Eastern New York Coalition of Automotive Retailers, and sponsored by Capital District Radio Association, CBS-6/this TV Albany, CHF Auto Profits Plus, CW15, First National Bank of Scotia, Fox 23 News, Gazette Newspapers, KeyBank Dealer Services/Key Insurance & Benefits Services, Lamar Advertising Company, Lamar Transit, Leader Auto Resources (LAR), my 4 Albany, News Channel 13/MeTV, Pennysaver/Moneysaver/The Weekly/The Advertiser, Spectrum Reach, Times Union, TrueCar, and WTEN-10ABC.

ALBANY AUTO SHOW

November 3-5, 2017

PARTICIPATING EXHIBITORS

Manufacturers:

ACURA
ALFA ROMEO
AUDI
BMW
BUICK
CADILLAC
CHEVROLET
CHRYSLER/JEEP
DODGE/RAM
FIAT
FORD
GENESIS
GMC
HONDA
HYUNDAI
INFINITI
JAGUAR
KIA
LAND ROVER
MASERATI
MAZDA
MERCEDES BENZ
MINI
MITSUBISHI
NISSAN
PORSCHE
SUBARU
TOYOTA
VOLKSWAGEN
VOLVO

*Note: Lexus & Lincoln have chosen not to participate in this show.

Exhibitor Booths:

Bath Fitter, Champion Windows of Albany, Explorer Vans, Heavy Hauler Trailers and Truck Accessories, Hudson Solar, Insurance Agency Group of NY LLC, LeafFilter Gutter Protection, Mobility Works, NYS Troopers, NYSERDA, Phillips Home Solutions, and Saratoga Auto Museum.

ALBANY AUTO SHOW

The 2017 Albany Auto Show
November 3-5

TEAM CAPTAINS:

ACURA	Mark Verdile (Northeast Acura)	518-785-4105
ALFA ROMEO	Joe Cristafulli (Alfa Romeo of Albany)	518-417-2608
AUDI	Adam Parnham (Audi Albany)	518-783-5003
BMW	Luis Pabon (BMW of South Albany)	518-463-3141
BUICK	Greg Goldstein (Goldstein Buick)	518-869-2291
CADILLAC	Chris Otto (Otto Cadillac)	518-869-5000
CHEVROLET	Mike Coffey (Mangino Chevrolet)	518-843-5702
	Debbie Willoughby (TRAINOR Assoc. for Chevrolet)	315-797-7970 x104
CHRYSLER JEEP&	Rick Shmaruk (Goldstein CJDR)	518-785-4156
DODGE/RAM	Marlene Dubois (Chrysler District Mgr.)	518-694-2147
	Kaitlyn Vornadore (Experience Six)	973-941-8901
FIAT	Preston Ritter (Armory Automotive)	518-641-7777
FORD	Jason Newell (DePaula Ford)	518-336-0985
	Daniel Lampel (GTB for Ford)	914-310-6424
GENESIS	Shane Murray (Garvey Genesis)	888-415-1695
	Ann Scotton (Traffic Advertising)	727-216-6470 x108
GMC	Greg Goldstein (Goldstein GMC)	518-869-2291
HONDA	Theresa Lazzari (Lia Honda)	518-438-4555
HYUNDAI	Jeff Madden (Lia Hyundai)	518-458-2277
INFINITI	Steve Coons (Infiniti of Latham)	518-738-0800
JAGUAR	Dave Dubois (Capital Luxury Cars)	518-452-1100
KIA	Ralph Catrambone (Fuccillo Kia)	518-847-0800
	Luke Kim (Kia USA)	732-565-5157
LAND ROVER	Dave Dubois (Capital Luxury Cars)	518-452-1100
MASERATI	Joe Cristafulli (Maserati of Albany)	518-362-8045
MAZDA	Jason Newell (DePaula Mazda)	518-375-2162
	Nicole Brown (George P. Johnson)	310-753-9289
MERCEDES BENZ/ MINI	Peter Connolly (Keeler Auto Plaza)	518-785-4197
MITSUBISHI	Tony Mangino (Tony Mangino Mitsubishi)	518-373-4100
	Mike Snow (Tony Mangino Mitsubishi)	518-373-4100
NISSAN	Dave Bertuch (Lia Nissan)	518-579-2000
	Megan Ralphs (George P. Johnson)	615-768-3211
PORSCHE	Christian Trujillo (New Country Porsche of CP)	518-664-4448
SUBARU	Stefanie Goldstein (Goldstein Subaru)	518-869-1250
TOYOTA	Donato Benevento (Lia Toyota)	518-374-3700
	Timothy Howe (Toyota District Manager)	774-273-0696
	Kathryn Kota (George P. Johnson)	310-965-4432
VOLKSWAGEN	Terry Koonce (Fuccillo Volkswagen of Schenectady)	518-374-9161
VOLVO	Dave Dubois (Capital Volvo)	518-452-1100

*Lexus and Lincoln have chosen not to participate.

To date: 30/32 Manufacturers Participating- last updated 9/7/17

THE ALBANY AUTO SHOW-NOVEMBER 3-5, 2017
(Times Union Center)
SPACE APPLICATION AND CONTRACT

APPLICATION FOR SPACE

As Team Captain/Authorized Representative for _____ (name of Manufacturer or Booth Exhibitor), I, _____(name of Team Captain/Authorized Representative), do hereby request the allocated space for the above named Manufacturer or an Exhibitor booth for the Albany Auto Show, November 3-5, 2017, for the purpose of promoting our products and services.

PRICING FOR 2017 MANUFACTURER VEHICLE SPACE IS AS FOLLOWS:
Arena Floor $6.75/sq. ft., Ex. Hall $6.25/sq. ft., Concourse $6.00/sq. ft.

PRICING FOR 2017 EXHIBITOR BOOTHS IS AS FOLLOWS:
Exhibitor Booth Space: $650 for ENYCAR Members/$750 for Non-Members
Vehicle Booth Space (non-Manufacturer): $950 for ENYCAR Members/$1200 for Non-Members
Additional Booth Space: $6.75/sq.ft.

I agree to the Exhibitor Fees of: _____ (allocated sq. ft.) x _____(sq. ft. charge) = $_____

OR Exhibitor Booth Fees of: $_____

I further agree that as an Exhibitor, our display, staff and agents will abide by the attached show Exhibitor Contract and Rules and Regulations for planning, move in, schedules, display, staffing and move out for the show, as designated by ENYCAR, Inc., the Show Promoter (Promoter), which are subject to change at the discretion of the Show Promoter.

Payment is due within 30 days of invoice, unless other terms are expressly permitted by the Promoter in writing (Application and Contract may be attached or sent under separate cover). I understand that as the Team Captain, my dealership will billed for and be responsible for full payment, unless signed payor agreements for the alternate or additional payors are provided to the Promoter with this application for division of the bill. Booth Exhibitors are responsible for 100%.

As Team Captain, I shall be responsible for _____% of the bill, and **the contact and address for this billing, including phone and e-mail is:** ***(If less than 100%, I am responsible for attaching and submitting signed additional payor agreements.)***

_____

_____

I understand that space is allocated per Manufacturer, with Polk registration figures used as a guide, and that the show is open to new vehicles and no more than one Manufacturer-certified vehicle only. The ENYCAR Trade Show Committee determines show locations, for Manufacturers and Exhibitors, although this may be altered if any Manufacturer forfeits their space and Manufacturer spaces have to be reallocated, or other factors require changes in the best interests of the show, at the discretion of the Promoter.

_____ _____
Signature of Team Captain/Authorized Representative Date **OR**

_____ _____
Signature of Booth Exhibitor Authorized Representative Date

ENYCAR
EASTERN NEW YORK COALITION OF AUTOMOTIVE RETAILERS, INC.

THE ALBANY AUTO SHOW
NOVEMBER 3-5, 2017

ADDITIONAL MANUFACTURER SPACE PAYOR AGREEMENT

Please check appropriate billing category:

DEALERSHIP ____ DEALER GROUP _____

ADVERTISING GROUP _____ MANUFACTURER ____

In consideration of the provision of space for vehicle display at the Albany Auto Show by the Show Promoter, ENYCAR, Inc., I/we agree to be responsible for payment of

_____% , equal to $_____, for the

_____(Manufacturer name).

CONTACT NAME: _____

BILLING ADDRESS: _____

_____

_____

PURCHASE ORDER #: _____ (if required)

PHONE: _____ E-MAIL: _____

_____ _____
Authorized Signature for Payor Date

Print Name: _____

(To be submitted with Space Application and Contract for division of billing. Submit one form for each Payor.)

ENYCAR, 4 Pine West Plaza, Albany, NY 12205; 518-452-0584 phone; 518-452-0810 fax; kim@enycar.org

ALBANY AUTO SHOW EXHIBITOR CONTRACT 2017

In consideration of the provision of exhibit space at the 2017 Albany Auto Show, according to the terms of the Application and this Contract, the Exhibitor (_____) and Promoter (ENYCAR, Inc.) agree as follows:

1. EXHIBITOR SPACE

TABLE BOOTH SET UP: Space shall include an approximate 8' x 10' booth with a skirted 6' table, 8' backdrop and 3' sides, an Exhibitor identification sign and two chairs, provided by Promoter.

VEHICLE BOOTH SET UP: Space shall include approximately a 10' x 20' space for one vehicle or accessories, a skirted 6' table, two chairs, and an Exhibitor identification sign or table top sign, provided by Promoter.

MANUFACTURER VEHICLE SPACE: Space size as specified in space application as approved by the Promoter. Also includes a 6' skirted table, Manufacturer banner, and an exterior vehicle cleaning service each day (can opt out of this added service), if such service is provided, once the vehicle is set up and initially cleaned at move-in by the dealer, provided by the Promoter.

2. EXHIBITOR PAYMENT AND CONTRACT:

A signed contract must be received by the Promoter no less than 90 days prior to the move in date for the show unless otherwise expressly permitted by the Show Promoter in writing, and payment must be received in full, upon receipt of invoice. The Team Captain will be billed for and the dealership will be responsible for full payment, unless signed additional payor agreements for the alternate or additional payors are provided to the Show Promoter with the application for division of the bill. Cancellations within 90 days of the event are non-refundable. Space confirmations are based upon approval by the Trade Show Committee and they reserve the right to limit the number and type of Exhibitors, based on available space, product, or service offered and how it will enhance the show, and past history/references. Within 60 days of the show, contracts must be accompanied by payment in full, and if committing to space within 30 days of the show, payment must be by cash or money order, prior to move-in.

Every Manufacturer's Team Captain or authorized representative must sign a space Application and Contract, which includes a financial commitment on their dealership's, the participating dealerships' or the Manufacturer's behalf. For billing purposes, a show bill can be divided and billed directly to the participants or the Manufacturer, but ENYCAR must be notified and an Additional Payor Agreement must be signed by all parties. When the financial commitment forms are signed and provided to ENYCAR, this relieves the Team Captain's dealership of having full responsibility for payment in cases where another payor is involved. Vehicle booth and other booth Exhibitors, other than dealerships or Manufacturers, must also sign this Contract.

3. SHOW OPERATIONS/MOVE-IN/MOVE-OUT

Exhibitors must adhere to all show rules and security procedures during move-in, show hours and move-out. Any violations of these rules can result in a vehicle not being allowed into the show or taken out of the show, with no refunds (e.g. a vehicle enters with more than a ¼ tank of gas).

All Exhibitors must have staff, exhibits and materials ready at the opening of the show, maintained and kept intact until the end of the show, and not interfere with or block other Exhibitors or the show walkways.

All Exhibitors are responsible for any applicable parking fees associated with the show.

All exhibit space must be staffed during ALL show hours, unless other arrangements have been made by the Show Promoter, in writing. Allocated space or locations will be jeopardized in the future if areas are not manned during all hours of the show. Dismantling or removal of displays or exhibits is not permitted prior to

the announced closing time on the final day of the show, and penalties fees of $250, as well as loss of space priority in future shows, will result from any attempt to take down a display or exhibit before the official close of the show. Vehicles shall be unlocked and open for viewing during all show hours, and the Promoter reserves the right to unlock any vehicles left locked during show hours. Specialty or concept vehicles may be stanchioned off at Exhibitor expense, or otherwise clearly identified as not able to view the interior without the assistance of show staff, with permission of the Promoter. If not stanchioned or otherwise so identified, all vehicles shall be opened for consumers to view.

Exhibitors are responsible for cooperating with the Promoter during all hours of the show. The Promoter reserves the right to change any rule or regulation accordingly in the best interest of the show, or as required by law or the facility.

Exhibitors are prohibited from recording or videotaping any portion of the show without first having received written pre-approval from ENYCAR and the facility.

No subletting of Exhibitor space is permitted without prior written approval of The Promoter, which may be withheld for any reason. Subletting or reassigning of space is usually only permitted for charitable groups associated with the Exhibitor.

Storage at the facility, and movement into or out of storage, is at the Exhibitor's own risk.

Labor charges will apply if show staff is required to move displays, disconnect batteries, move vehicles, or provide other labor within the Exhibitor's space to comply with the show rules or address any safety issues.

4. LOCAL, STATE AND FEDERAL COMPLIANCE:

Exhibitors shall comply with all local, state and federal laws in effect during the show, including the posting of any required licenses, permits, or sales tax certificates, and shall comply with any regulations or restrictions from the show facility.

5. SECURITY:

ENYCAR will provide limited security for the show, although it will not assume any responsibility for loss, theft, or damage to exhibits or materials. Any insurance for exhibits or materials is the full responsibility of the Exhibitor. Additional overnight security can be contracted through the facility at an Exhibitor's expense. Stanchions or other deterrents can also be rented from the show's decorator, but are not monitored by show staff.

6. LIABILITY:

Exhibitor agrees to indemnify, defend and hold harmless the Eastern New York Coalition of Automotive Retailers, Inc. (ENYCAR), its employees, officers, directors, agents and show staff, SMG and the Times Union Center and their respective officers, directors, agents and employees, against any claims, suits, expenses, or losses as a result of actions of any kind connected with the auto show, including, but not limited to negligent acts, errors or omissions or willful misconduct of Exhibitors, dealership employees or agents, or Exhibitor employees or agents, that result in injury or death to persons or damage to property during the event, including the moving in and moving out. ENYCAR assumes no liability or responsibility for any loss, theft, or damage. It is the Exhibitors' responsibility to provide their own insurance coverage for vehicles, exhibits, displays and materials, employees, agents and other property. Exhibitor shall, at its own expense and as a material part of this Agreement, obtain adequate insurance to cover its exhibit against damage and loss, and liability insurance against injury or death to persons and damage to the property of others, and liability pursuant to this provision shall not be limited by the amount of any insurance coverage so required. This insurance shall name ENYCAR, Inc. and the relevant venue (The Times Union Center and SMG) as additional insureds for the period of move in through move out, and shall provide the Promoter with a certificate prior to move in.

7. SHOW CANCELLATION:

In the event of a show cancellation by the Promoter or the Facility Management, Promoter will have no liability to Exhibitors beyond the prorated return of all deposits or payments after deduction for reasonable expenses, and the Promoter shall assume no liability for early closings or cancellations due to weather, labor activity, boycotts, terrorism, unannounced facility closings, bankruptcy, or other acts beyond the control of the Promoter or the Facility.

8. PUBLICITY:

By participating in the show, all Exhibitors agree to Promoter's use of photos, videotapes, etc. of exhibit space and Exhibitor staff for promotional and informational purposes for the current show and future advertising.

9. MOVE-OUT

If portions of the exhibition area are not vacated by Exhibitor at the end the show, The Promoter is authorized to remove from said area, at the expense of Exhibitor, property of any kind or description which may be then occupying any part of the exhibition area. The Promoter shall not be liable for any damages or loss which may be sustained by reason of such removal and The Promoter shall be expressly released from any and all claims for damages, expenses or costs of any kind.

THIS IS A NON-SELLING EVENT AND THE DEPARTMENT OF MOTOR VEHICLES REQUIRES THAT ALL VEHICLE CONTRACTS AND DEALS BE NEGOTIATED AND SIGNED AT THE DEALERSHIP LOCATION. DEPOSITS SHOULD NOT BE ACCEPTED AT THE SHOW LOCATION. (Note that "off-premise sales" require a permit and the 3-day cancellation rule would be in effect for an "off-premise sale.")

Team Captains and vehicle Exhibitors must make arrangements to have all vehicles removed immediately following the close of the show and/or in accordance with Promoter's move-out instructions. Any vehicles left at the show facility will be removed at the owner's expense and/or could be subject to excess parking costs.

There will be a minimum charge of $50 per vehicle, per hour, for staffing expenses for any Exhibitor who is not ready to move vehicles or displays out by time designated by the Promoter. This includes having drivers, keys and tools for reconnecting batteries. Vehicles that are not removed in a timely fashion will be moved to a parking lot at the Exhibitor's expense and the Promoter will not be responsible for any tickets, parking, or towing fees.

10. PENALTIES

Any violation by the Exhibitor of the terms and conditions of this Contract or show rules as attached and incorporated herein will be cause for termination of the contract to occupy space, and any monies paid or owed for such space shall be forfeit by the Exhibitor.

11. SUCCESSORS AND ASSIGNS

This Contract shall bind the parties hereto, their successors, heirs, executors, administrators and assigns.

_____ _____

Signature of Team Captain/Exhibitor/Authorized Representative Date

_____

Print Name and Address

_____ _____

Promoter Representative/Auto Show Manager Signature Date

ENYCAR AUTO SHOW EXHIBITOR
RULES AND REGULATIONS (Must be initialed by the Exhibitor)

IN CONSIDERATION OF THE PROVISION OF EXHIBIT SPACE TO THE EXHIBITOR BY THE PROMOTER (ENYCAR, INC.) FOR THE AGREED FEES, FOR THE AUTO SHOW INDICATED, EXHIBITOR AGREES TO FOLLOW AND ABIDE BY THE FOLLOWING SHOW RULES AND REGULATIONS, AND FURTHER AGREES THAT THESE RULES AND REGULATIONS ARE INCORPORATED BY REFERENCE INTO THE CONTRACT FOR THE SHOW.

MOVE-IN

For special vehicle or display installation and transportation, please make prior plans with your exposition company and contact the show decorator. The show facility will not accept any on-site deliveries, allow any crate storage or provide labor.

Exhibitors must adhere to all show schedules, including move-in and out times, unless prior arrangements have been made with the Promoter.

Exhibitors must check in with show staff upon move-in to review their space and ensure that the exhibits are properly set up for the show. Each Exhibitor is also responsible for checking with ENYCAR staff after set up and prior to leaving the move-in.

SHOW OPERATIONS

There is a location fee to be paid to the facility for any commercial video, still photography or commercial advertising production at the facility before, during or after the show. Penalties will apply if this is done without pre-approval.

There is an available storage room for a limited amount of show materials, such as brochures, computer equipment, etc. This area cannot be used for storing any display crates or larger materials. Arrangements for this limited storage must be made prior to the show with ENYCAR. Storage of larger items may be arranged with the show decorator at an additional charge. The key for the storage room can be obtained at the ENYCAR information booth. The Promoter is not responsible for any items stored, and all items remain the sole responsibility of the Exhibitor at all times. Storage, and movement into or out of storage, is at the Exhibitor's own risk and may be shared by more than one exhibitor.

There is absolutely no smoking or consumption of alcoholic beverages allowed in any area associated with Auto Show use by Exhibitors or show staff.

SPACE RESTRICTIONS

All exhibits must be capable of standing by themselves, and no supporting wires from the ceiling will be permitted. Displays or other Manufacturer items cannot block another Exhibitor's area or block any walkway, exit, doorway or elevator entrance.

All Exhibitor materials (including drapes, curtains, decorations, tablecloths, etc.) and displays (woodwork, paneling, etc.) must be flame retardant or have a fire retardant coating.

No flammable or combustible liquids, or other hazardous substances are permitted.

The distribution of promotional materials is limited to the Exhibitor's space and business as approved, and in Manufacturer displays, must represent the Manufacturer. Dealership materials, such as business cards, plate frames and giveaways may only be personally distributed by dealership staff working the show, and are not permitted on vehicles or tables for display.

Partitions between Exhibitors or displays used as partitions may not block the visual site of another Exhibitor.

Consistent walkways must be maintained throughout the show. In addition, the walkway must also be maintained from floor to ceiling. Exhibits cannot be placed in front of any glass doors, within 15 feet of stairs, or 15 feet of entrances, and cannot block any doorways, stairs, elevator entrances or fire exits.

Additional carpeting can be used in Exhibitor areas, but must lay flat and not create a trip hazard.

FOOD SERVICES: No substantial food products can be distributed or brought in to the auto show facility, unless they are purchased through the facility's food provider, unless there is no food available. Food is available for purchase at the facility's discretion.

ADDITIONAL SERVICES: All Exhibitors are responsible for the costs and contracts associated with additional show services, such as labor, phone service, drayage, etc. These services can be contracted through either the show's service contractor, Clifton Park Convention Services, or the show facility itself.

CLEANING: ENYCAR will provide general, daily housekeeping for the show (as provided by the facility), although Exhibitors are responsible for keeping their Exhibitor space clean and in an orderly manner.

DRAWINGS & GIVEAWAYS: Any kind of drawing, contest, or giveaway held by an Exhibitor must be pre-approved by ENYCAR, adhere to any local, state or federal laws or regulations, display a complete list of the rules and regulations, and have the name, address and phone number clearly posted of the business conducting the contest, drawing, or giveaway.

CANVASSING/DISBURSEMENT OF MATERIALS: No canvassing, soliciting, entertaining, or distribution of literature or other materials will be permitted in any other place than the assigned exhibit space. The Promoter will not permit non-Exhibitors to canvas, solicit, hold conferences or distribute literature or other promotional devices by any means.

SIGNAGE: All Exhibitor signage must be of professional quality. The Promoter may, in its sole discretion, remove any sign that is deemed to be in conflict with show policy, or deemed to be unprofessional in appearance or inaccurate or misleading to the public. Any advertising on display (price, terms, etc.) must adhere to state and federal laws and regulations.

SOUND: The operation of sound equipment of any kind is subject to prior written consent of The Promoter, which may be withheld if it is deemed, in The Promoter's sole discretion, to interfere with other exhibits or be in conflict with show policy. The Promoter reserves the right to require reduced volume levels of any sound equipment or P.A. system, or to remove the equipment, even if previously consented to, if it is deemed to be interfering with another exhibit space, or is being used in conflict with show policy.

MOVE-OUT

Exhibitors must remove all portions of their exhibit immediately following the move-out of the vehicles.

MOVE-IN/DURING SHOW

Each Exhibitor is allowed to include one "Manufacturer-certified, pre-owned vehicle" in the show (within their space allocation), which must be clearly marked as such.

All vehicles will enter and exit from the designated area only and must remain in place for the duration of the show.

All drivers must carry picture identification and all vehicles are subject to search.

Vehicles must enter with and maintain **less than 1/4 tank of gas or 5 gallons of fuel, whichever is less.** There will be a minimum charge of $50 per vehicle for any vehicle that shows up with more than ¼ tank of gas and

ENYCAR will not guarantee re-entry if a vehicle must be pulled from the move-in schedule in order to use up fuel, and there is no refund available for the space.

After vehicle entry and placement, every vehicle's battery must be disconnected, the cable taped to avoid contact and the hood left open for a fire safety officer to inspect. Exhibitors are responsible for bringing their own tools to do this. Labor charges will apply if the Exhibitor fails to do this.

Fire safety officials will be present for the duration of move-in, and may be present at any time during the show, to ensure compliance with fire safety rules.

All gas caps must be either locked or taped.

An extra set of keys for every vehicle will be collected from the first driver of each Manufacturer during move-in. If the only sets available are the ones in the vehicles, a driver's license will be collected and returned upon receipt of all car keys for that Manufacturer.

All show vehicles, with the exception of specialty or concept vehicles that have been stanchioned off or identified as unavailable for interior viewing, with Promoter permission, will be opened at the start of each day of the show, and will remain open until show closing, even if Exhibitor staff are not present. This provides consumers the "show" they attend for - to see the vehicles, inside and out. Keys to the vehicles may be obtained for temporary use from the Show Information Booth during show hours. A driver's license or something of equivalent value will be held until all the keys are returned.

VEHICLE CLEANING: ENYCAR may provide general maintenance of exterior vehicle appearance during the show, but all vehicles must enter the show in proper, clean condition and/or be detailed by the Exhibitor for the start of the show. Exhibitor may waive exterior vehicle maintenance of appearance if the Exhibitor desires to maintain its own vehicles, but there will be no deduction in exhibit space fees.

VEHICLE MOVE OUT

Each dealership and Exhibitor vehicle company must report to the show information booth 30-45 minutes before move-out to sign for and obtain their keys. They must also leave an emergency phone number for the completion of the move out in the event of any problems. Exhibitors are not permitted to open or operate facility vehicle exit doorways. Vehicles are not permitted to be driven within the facility or out of the facility without permission of the Promoter.

_____

Exhibitor Initials

ADDITIONAL RULES AND REQUIREMENTS FOR THE TIMES UNION CENTER FACILITY:

Exhibitor booths have a draped background.

Vehicle space- It is up to each Exhibitor to decide the number of vehicles and display items to include in their display area. We recommend that approximately 200-300 square feet be allotted per vehicle to allow enough room to open all doors and walk around each vehicle.

Carpet is included in all Exhibitor space, unless an Exhibitor declines the use of carpet, which must be communicated to ENYCAR at least 30 days prior to the event.

Helium balloons are not allowed at all in the Arena.

Ceiling and Door Restrictions:

Arena Floor: Displays (including the transport crate) or vehicles must fit through the Arena Back entrance – 20' wide x 14' high
Ceiling restrictions: 25' high limit

Exhibition Hall: Displays (including the transport crate) or vehicles must fit through the Exhibition Hall tower opening – the clearance for vehicles in the exhibit hall is 7.5' wide x 9'4" high.
Ceiling restrictions: 11' 3" (outside edge of ex. hall) & 9' 4" (inside edge of the hall under the seats of the Arena); some areas have 20' ceiling on inside of space (must get through 9' 4" space first, before access to taller space).

Concourse Level: **Vehicle Move-in – The ramp or alleyway to enter the concourse from the parking garage is 8'5" wide and all concourse vehicles must be able to get through this to display in the show.**
Displays (including the transport crate) or vehicles must fit through the Parking garage – 6' 4" high and Quad 3 doors – 10' 6" wide x 7' 9" high
Displays may also be transported through the freight elevator – 12' deep, 8' wide x 7' 9" high
Ceiling restrictions: 20', except in the 2 areas located directly adjacent to the stairs leading up and down from the Arena (12' 6' there)

There is a Walkway from the lower level Box Office to the front atrium that can be used to move vehicles into the front atrium (3 or 4 can easily fit on atrium): 7'7" wide x 9' high

_____
Exhibitor Initials

For more information, contact Kim Perrella at 518-452-0584, ext. 202 or kim@enycar.org.

(autoshow/rules2017..6/23/17)

ALBANY AUTO SHOW

Directions to the Times Union Center, Albany, NY:

From the North (Saratoga, Glens Falls, etc.)

I-87 S (Northway) to Exit 7
Rte 7 E to I-787 S (Albany)
I-787 for 10 miles to Clinton Ave. Exit
At 2nd light, make a Left onto N. Pearl St.
The TU Center will be on your right, after crossing State St.
Make a Right onto Market St. after the Center Parking Garage is up hill on Right

From the South (NYC, Poughkeepsie, etc.)

NYS Thruway I-87 North to Exit 23
Take 787 North to Downtown Albany Exit 4
Make Left at Light off exit
At second light turn Left (Hudson)
Follow Hudson to end of block
Turn Left on S. Pearl St.
Turn Right on Market St.
Parking Garage is up hill on Right

From the East (Massachusetts)

Mass Pike to Albany Exit (I-90 W)
Take I-90 West to 787 South
Get off at Clinton Ave. Exit
At 2nd light, make a Left onto N. Pearl St.
The TU Center will be on your right, after crossing State St.
Make a Right onto Market St. after the Center Parking Garage is up hill on Right

From the West (Schenectady, Utica, etc.)

NYS Thruway East I-90 to Exit 24 (Albany)
Take I-90 East to 787 South (Albany)
Get off at Clinton Ave. Exit
At 2nd light, make a Left onto N. Pearl St.
The TU Center will be on your right, after crossing State St.
Make a Right onto Market St. after the Center Parking Garage is up hill on Right

PARKING AT THE TIMES UNION CENTER:

The public can enter the show through one of two entrances on the concourse level of the Center, one located directly off of the parking garage (level 3) of the Center and the other located on the 2nd level of the Center, accessed by taking the elevator located next to the box office (1st floor) to the upper level.

*Dealer and Exhibitor staff should enter the Center through the "Dealer/Exhibitor Entrance," which is located next to the public entrance on the concourse level of the Center, accessed from the parking garage entrance (3rd floor of the parking garage). You will need to check in at the staff desk and provide a driver's license and a participating dealer or exhibitor business card with the same name on it as the license, to be permitted in.

**If a dealer or exhibitor needs to unload through a dock or bring something in the back door, take the driveway directly before the entrance to the parking garage. This driveway goes downhill and into a small parking lot at the back loading area. Pull into an available space. If none is available, see the security post at the back door, inform them that you are an exhibitor for the show and they will arrange unloading for you. The parking spots in this lot are for unloading only and vehicles will be towed if left unattended.

ALBANY AUTO SHOW

Hotel Recommendations

Near the Times Union Center:

1. Renaissance Albany Hotel - 144 State Street, Albany, NY 12207 518.992.2500 www.renhotels.com

2. Hilton Albany (formerly the Crowne Plaza Hotel) – State and Lodge Streets, Albany, New York 518-462-6611; 877-462-4441 www.hiltonalbany.com

3. Hampton Inn & Suites – Chapel Street, Albany, New York 518-478-8104; www.hamptonsuitesalbany.com

4. TownePlace Suites Albany by Marriott - Albany Downtown/Medical Center 518-860-1500; www.marriott.com/hotels/travel/albmc-towneplace-suites-albany-downtown-medical-center/

5. Holiday Inn Express – 8 Empire Drive, East Greenbush 518-286-1011; 1-800-439-4745; www.hiexpress.com

6. Fairfield Inn by Marriott – 124 Troy Rd., East Greenbush 518-477-7984; www.marriott.com/fairfieldinn

Uptown Albany (10 minutes from the Center):

1. TownePlace Suites by Marriott: SUNY: 1379 Washington Ave Albany 518-435-1900; www.marriott.com/albta

2. Fairfield Inn by Marriott: SUNY: 1383 Washington Ave, Albany, NY 12206 518-453-1800 www.marriott.com/albfi

3. Hilton Garden Inn Albany/SUNY: 1389 Washington Ave, Albany 518-453-1300; http://hiltongardeninn3.hilton.com/en/hotels/new-york/hilton-garden-inn-albany-suny-area-ALBSUGI/index.html

4. Best Western Sovereign: 1228 Western Avenue Albany, New York 12203 518-618-1123; www.bwsovereign.com Reservations: 518-489-2981

Near the Airport (20 minutes from the Center):

1. The Desmond – 660 Albany-Shaker Road, Albany, New York 518-869-8100; www.desmondhotelsalbany.com

2. The Albany Marriott – 189 Wolf Road, Albany, New York 518-458-8444; www.albanymarriott.com

3. The Hilton Garden Inn – 800 Albany-Shaker Road, Albany, NY 518-464-6666; www.hiltongardeninn3.hilton.com

ALBANY AUTO SHOW

- SPECIAL AUTO SHOW MEMO FOR STAFF WORKING THE AUTO SHOW OR BRINGING VEHICLES FOR MOVE-IN -

(Please circulate this to all show staff!!!)

1. **Move-in of Vehicles –** Move-in times for the show are very specific. It is very important that you arrive right on time (not late, not early, and with less than ¼ tank of gas!) so you don't hold up other exhibitors or move-ins. Manufacturer and exhibitor booth vehicles will be moving in as follows:

Exhibition Hall-Wednesday, November 1st, 3:00-6:00 p.m.;
Concourse-Thursday, November 2nd, 12 noon – 2:30 p.m.;
Center Floor-Thursday, November 2nd, 3:30 p.m.-6:00 p.m.
See specific times for each manufacturer in each area.

Move-in for the Exhibition Hall and Center Floor Vehicles - Vehicles should enter through the rear of the Arena from the driveway right before the parking garage.

Move-in for Concourse Level Vehicles: Vehicles should enter through the TU Center Parking Garage and proceed to the 3rd level to enter. Drivers should let the TU Center parking garage attendant know that you are with the Auto Show.

To get to the Times Union Center:

From the North (Saratoga, Glens Falls, etc.)
I-87 S (Northway) to Exit 7
Rte 7 E to I-787 S (Albany)
I-787 for 10 miles to Clinton Ave. Exit
At 2nd light, make a Left onto N. Pearl St.
Times Union Center will be on your right, after crossing State St.
Make a Right onto Market St. after the Center
Parking Garage is up hill on Right

From the South (NYC, Poughkeepsie, etc.)
NYS Thruway I-87 North to Exit 23
Take 787 North to Downtown Alb. Exit 4
Make Left at Light off exit
At second light turn Left (Hudson)
Follow Hudson to end of block
Turn Left on S. Pearl St.
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Take I-90 West to 787 South
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Get off at Clinton Ave. Exit
At 2nd light, make a Left onto N. Pearl St.
Times Union Center will be on your right, after crossing State St.
Make a Right onto Market St. after the Center
Parking Garage is up hill on Right

PARKING IS FREE DURING SHOW HOURS
IN THE TIMES UNION CENTER PARKING GARAGE.

-continued-

Picture identification must be carried by all drivers and show staff.
Every vehicle will also be subject to search.

Fire safety regulations for move-in of vehicles:

a. All vehicles entering the Arena shall contain **less than 1/4 tank of fuel. You will be turned away at the door if you don't follow this rule!**
b. An extra set of keys for each vehicle must be collected by ENYCAR upon entry to the move-in and kept until move-out.
c. After placement, at least one battery cable from the batteries used to start the vehicle must be disconnected. The disconnected cable must also be taped to avoid accidental contact. The hood to the vehicle should be left up and fire safety officials will put the hood down after the vehicle is checked. Staff may not leave until the vehicles are cleared by a fire safety official.
d. Each vehicle must have a locking gas cap or be taped closed. Please bring your own tools and tape.

2. **Show Entry -** The staff entrance is noted on the map (concourse level 3 off the parking garage) and this is where **ALL auto show staff must enter and sign-in for the first time, when working the show. They will receive a name badge that they will be able to use to re-enter the same day and on additional working days at all entrances.** Note that the attendance sheets are sent to all owners post show, so that it is recommended to sign-in each day at the garage entrance, although you will be able to re-enter at other entrances. Dealership staff will be automatically entered in the Mystery Shopper Contest. Staff working the show **must** produce a driver's license and a matching business card to enter at no charge. Parking is complimentary in the Center parking garage and recommended as this is where the staff entrance is located.

3. **Mystery Shopper Contest** – All dealership staff working the show will be automatically entered into the Mystery Shopper Contest upon signing in.

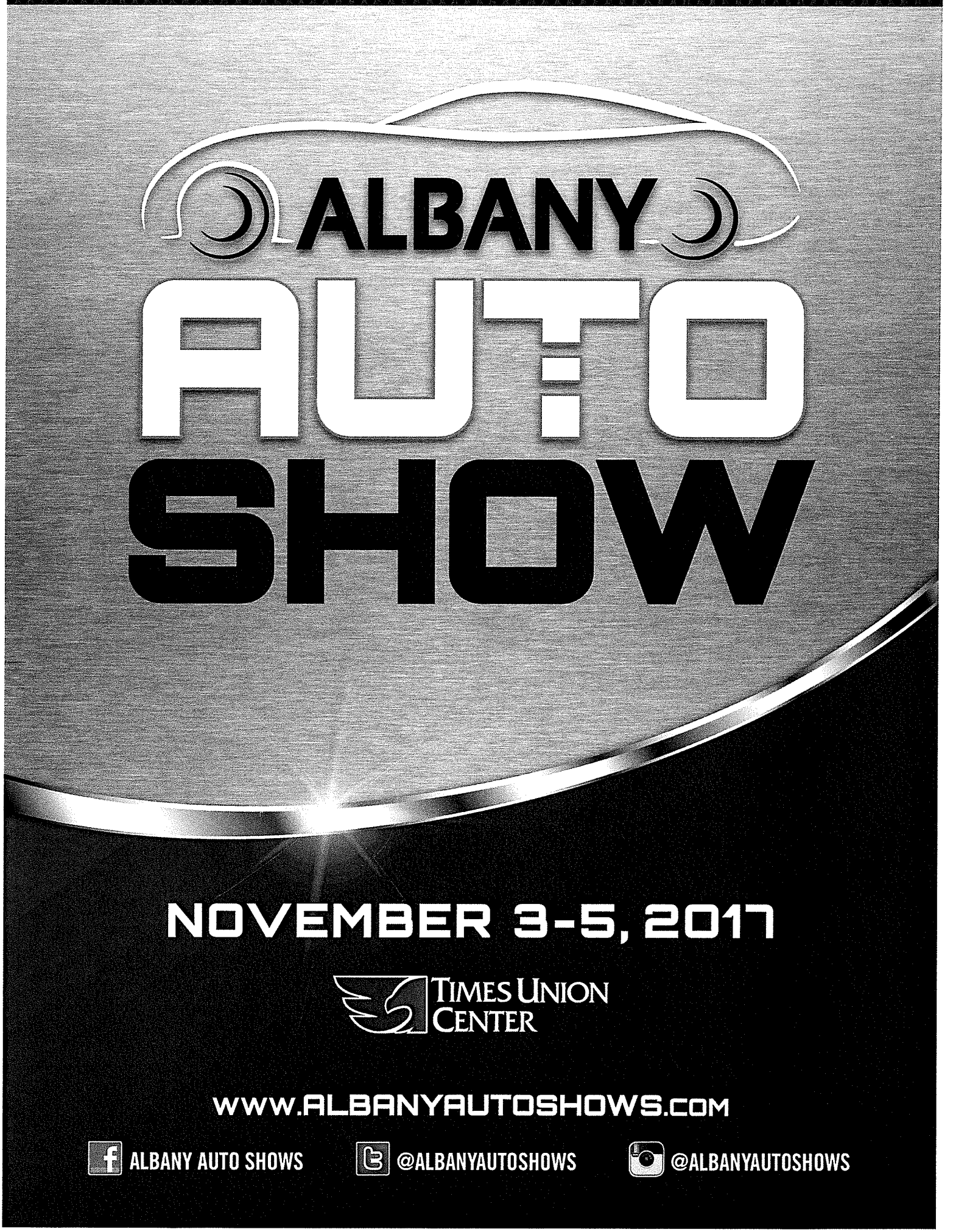
4. **Special Events** - There will be some very exciting special events, contests and on-site walkaround entertainment that will be announced!

5. **Auto Show Website/Social Media -** The show website is www.AlbanyAutoShows.com! Be sure to check it out. And, if you have any special vehicle, display, contest or drawing going on in your space, be sure to let Claire Canniff know, so that she can add it to the site (claire@enycar.org) and our Facebook & Twitter posts. We will also be posting the exhibitor manual on the website so that exhibit companies or manufacturer representatives can access this information easily (AlbanyAutoShows.com/exhibitors).

6. **ENYCAR Information Booth** – The show information booth is located on the concourse at the parking garage entrance and available for your needs during the show. ENYCAR staff will be available at this booth for assistance for all hours of the show. There will also be an exhibitor service booth set up by Clifton Park Convention Services by the Center back door for any other exhibitor needs during the show.

7. **Rules and Regulations (separate copy)** – Should be reviewed by all show staff before working the show.

8. **Show Hours:** Fri., November 3rd from 3-8 p.m.; Sat., November 4th from 10 a.m.-7 p.m., and Sun., November 5th from 10 a.m.-5 p.m.


ALBANY
AUTO
SHOW
NOVEMBER 3-5, 2017
TIMES UNION CENTER
WWW.ALBANYAUTOSHOWS.COM
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ALBANY
AUTO SHOW
THE TIMES UNION CENTER
November 3-5, 2017

ENLIVEN YOUR EXHIBIT

ENLIVEN THE SHOW

AND GET FREE PROMOTIONS!

LET US KNOW WHAT CONCEPT CARS, NEW VEHICLE INTRODUCTIONS, ATTRACTIONS, CELEBRITIES OR GIVEAWAYS YOU ARE PLANNING ON HAVING AT YOUR DISPLAY DURING THE AUTO SHOW, SO THAT WE CAN INCORPORATE THIS INTO OUR SHOW PROMOTIONS!

THE SOONER YOU LET US KNOW, THE MORE PROMOTIONS WE CAN INCLUDE YOU IN, INCLUDING ADS, SOCIAL MEDIA, NEWSLETTERS, ETC. LET US KNOW AT ANY TIME WHAT YOU ARE DOING OR WHAT IS COMING!

Manufacturer or Exhibitor Name: _____

Contact: _____

Phone: _____

Special Event, Attraction or Special Vehicle (new model) to Be Exhibited in Your Display for the Show (please include any applicable dates and times):

_____

_____

_____

Please email completed form to Claire Canniff ASAP at claire@enycar.org or fax to 518-452-0810.
For questions, contact Claire at 518-452-0584 x.204.

ALBANY
AUTO SHOW

ALBANY AUTO SHOW

NOVEMBER 3rd, 4th & 5th 2017

MYSTERY SHOPPER CONTEST

Get your appointment books and business cards out for all those Auto Show leads and make sure you are at your professional best! We will be awarding $100 prizes to the winning dealership sales people each day as well as an award certifcate and recognition in our monthly newsletter, DealerVantage and in the November 19th edition of Times Union Auto Focus.

JUDGING FOR THE MYSTERY SHOPPER CONTEST WILL BE BASED ON THE FOLLOWING CRITERIA:

GREETING
PROFESSIONAL APPEARANCE
GETTING TO KNOW THE CUSTOMER
IDENTIFYING THE CUSTOMER'S NEEDS
PRODUCT KNOWLEDGE/FEATURE PRESENTATION
BUILDING MANUFACTURER VALUE
EAGERNESS TO HELP THE CUSTOMER
ATTEMPTING TO GET BUYER INFO TO FOLLOW UP

Salespeople will automatically be entered in the Mystery Shopper Contest each day when they sign in for the show at the ENYCAR Dealer Services Booth on the Concourse. You can also pick up your name badge at the same time. Brush up on your car show selling skills by visiting www.enycar.org and finding a quick "how to" at the bottom of the Member Resources page. Use password enycar3. Good Luck!

SHOW HOURS: FRI 3-8, SAT 10-7, SUN 10-5

SPONSORED BY THE TIMES UNION

This contest will once again take place at the Albany Auto Show at the Times Union Center.

ALBANY AUTO SHOW Times Union Center, November 3-5, 2017

Advertising Campaign

- Print Advertising – Includes advertising in the Times Union, the Gazette Newspapers, and the Berkshire Eagle.
  - Special show guides
    Times Union (Thursday, November 2nd)
    The Pennysaver/Moneysaver/The Weekly/The Advertiser (Thursday, October 26th)
- Radio – Three week run with a minimum of 30 spots on all 25 member stations (Capital District Radio Association).
- Television Advertising - Auto Show Commercial Run (3 weeks) on:
  Fox 23 News
  News Channel 13/METV
  CBS-6
  CW-15
  WTEN 10
  This TV Albany
  Time Warner Cable Advertising
  my 4 Albany
- Internet Advertising -
  - Times Union: Month long internet advertising on the Times Union homepage and the timesunion.com/autos website; email blast one week prior to all TU contacts (20,000).
  - News Channel 13/METV: Month long internet promotion of the show on their site.
  - CBS-6/This TV: Month long internet promotion of the show on their site.
  - CW15: Month long internet promotion of the show on their site.
  - my 4 Albany: Month long internet promotion of the show on their site.
  - Advertised on automotive and related websites.
  - Fox 23: Promotional ads on fox23news.com.
  - Business Review – Week of show advertised on their site.
  - www.AlbanyAutoShows.com – show site advertising the show.
  - www.enycar.org – Advertising on Association website.
- Theater Advertising – Advertising for at least 2 weeks prior to show at the Spectrum 8 Theater and the following National CineMedia theaters – Aviation, Clifton Park and East Greenbush.
- Digital Advertising
  - Business Review – Ad on daily digital alerts.
  - Berkshire Eagle – Ad to run on web two weeks prior
  - Google AdWords Campaign – Two weeks prior to show
  - Facebook geographical advertising – Two blasts in the 3 weeks prior
- Social Media – Show advertising (Albany Auto Shows) on Facebook and Twitter.
  - 30 in 30 Campaign: Highlighting all manufacturers in month prior each day
  - 90 day out advertising regarding vehicles, models, special events and entertainment
- Outdoor Billboards –
  Lamar Advertising Company: One month run of 20 outdoor billboards and 3 day run on digital board on 787.
- CDTA King/Queen Bus Panels/Bus Shelters -
  Lamar Transit: One month run of 15 bus kings, 2 Queens and 5 bus shelter ads.
- Rail Station Kiosk Ad – Lamar Transit
- Times Union Center Advertising – Auto Show Commercial will run at Center events leading up to the show and during the show and large signs will be hung on downtown streets and on the building itself.
- Advertised in all Local Calendars of Events and in Industry Publications.
- Vehicle Advertising – ENYCAR Company car wrapped with show info for month prior.

ALBANY AUTO SHOW

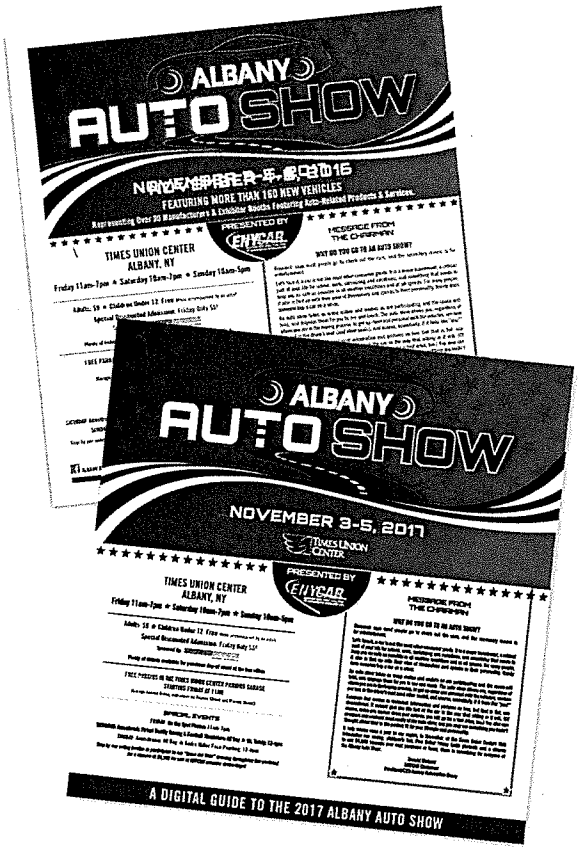
NOVEMBER 3-5, 2017

TIMES UNION CENTER

ALBANY AUTO SHOW GUIDE

ENYCAR EASTERN NEW YORK COALITION OF AUTOMOTIVE RETAILERS, INC.

TIMES UNION



Full color tab section inserted in the Times Union on Thursday, November 2.

» QUANTITY

- 80,000 in paper and 1,500 overruns for total of 81,500

» PACKAGE A - $1,995

- Full Page Ad in Show Guide
- Full Page in the 2017 Digital Auto Show Guide
- 100,000 ROS Impressions on timesunion.com
- Value - $3,625

» PACKAGE B - $1,295

- Half Page Ad in Show Guide
- Half Page in the 2017 Digital Auto Show Guide
- 100,000 ROS Impressions on timesunion.com
- Value - $2,120

» DEADLINES

- Auto Show Ad - Friday, October 20
- Digital Auto Show Guide - Friday, October 6

For more information or to reserve space call Jeff Kiley at (518) 454-5358.

LV57728

• PENNYSAVER • MONEYSAVER • *Saratoga* Weekly • THE ADVERTISER

November 3rd-5th, 2017

Northeast Ski & Craft Beer Showcase
Presented by: Alpin Haus

ALBANY
AUTO SHOW

EMYCAR
Eastern New York Coalition of Automotive Retailers, Inc.

8-12 Page Insert w/Pop-Up

Publication Date:
Thurs, October 26th, 2017

Deadline For Space Reservation:
Wed, October 4th, 2017

Deadline For Ad Copy: Wed, October 11th, 2017

$1400
Full Page

Free 4 Color - (9 3/4" w x 10")

Running In All 11 Papers

REACH OVER 187,000 HOMES IN SARATOGA, ALBANY, SCHENECTADY & RENSSELAER COUNTIES

Please Contact: Cheryl Wallace
Office: 454-5511 **Cell:** 858-8106 • cwallace@crwnewspapers.com

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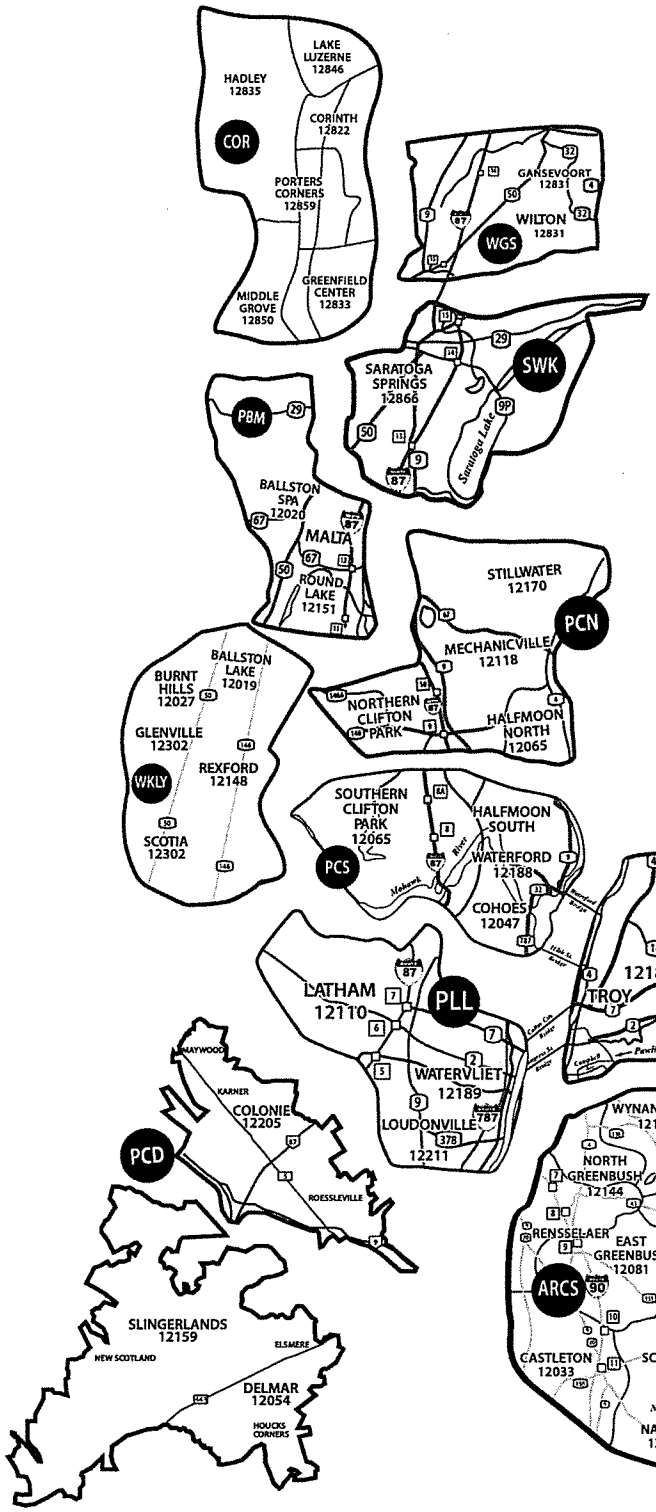
***Saratoga* Weekly**
The Weekly
THE Advertiser



COR 9N NORTH PENNYSAVER NEWS

Mailed to:

12822 Corinth	2,714
12833 Greenfield Center	1,975
12835 Hadley	1,697
12846 Lake Luzerne	1,746
12850 Middle grove	1,244
12859 Porters Corners	885
12878 Stony Creek	365
Bulk Drops	1,240

Total Weekly Circulation ***11,866***

WGS EXIT 15-16-17 Wilton / Gansevoort MONEYSAVER

Mailed to:

12831 Wilton / Gansevoort	6,793
Bulk Drops	545

Total Weekly Circulation ***7,338***

SWK EXIT 13, 14 *Saratoga* Weekly

Mailed to:

12866 Saratoga Springs	17,732
Bulk Drops	650

Total Weekly Circulation ***18,382***

PBM EXIT 11 & 12 Ballston Spa / Malta PENNYSAVER

Mailed to:

12020 Ballston Spa	13,983
Bulk Drops	250

Total Weekly Circulation ***14,233***

PCN EXIT 9 & 10 Clifton Park North PENNYSAVER

Mailed to:

12065 Clifton Park N. / Halfmoon N.	8,568
12170 Stillwater	1,717
12118 Mechanicville	6,577
Bulk Drops	600

Total Weekly Circulation ***17,462***

PCS EXIT 8A & 8 Clifton Park South PENNYSAVER

Mailed to:

12065 Clifton Park S. / Halfmoon S.	9,706
12188 Waterford *(Selected Routes)*	4,769
12047 Cohoes *(Selected Routes)*	4,899
Bulk Drops	220

Total Weekly Circulation ***19,594***

PLL EXIT 5, 6 & 7 Latham PENNYSAVER

Mailed to:

12110 Latham	7,932
12189 Watervliet *(Selected Routes)*	4,101
12211 Loudonville *(TU Subscribers Only)*	1,723
Bulk Drops	1,000

Total Weekly Circulation ***14,756***

WKLY RT. 146 & RT. 50 THE WEEKLY PENNYSAVER

Mailed to:

12302 Scotia / Glenville	11,480
12148 Rexford / Alplaus	1,905
12027 Burnt Hills	1,497
12019 Charlton / Ballston Lake	6,184
Bulk Drops	1,305

Total Weekly Circulation ***22,371***

PCD Colonie, Delmar, Slingerlands PENNYSAVER

Mailed to:

12205 Colonie	11,227
12054 Delmar	6,795
12159 Slingerlands	3,290

Total Circulation ***21,312***

ARCN North Rensselaer County THE ADVERTISER'S PENNYSAVER

Mailed to:

12180 Troy / Brunswick *(Selected Routes)*	11,396
12052 Cropseyville	694
Bulk Drops	625

Total Weekly Circulation ***12,715***

ARCS South Rensselaer County THE ADVERTISER

Mailed to:

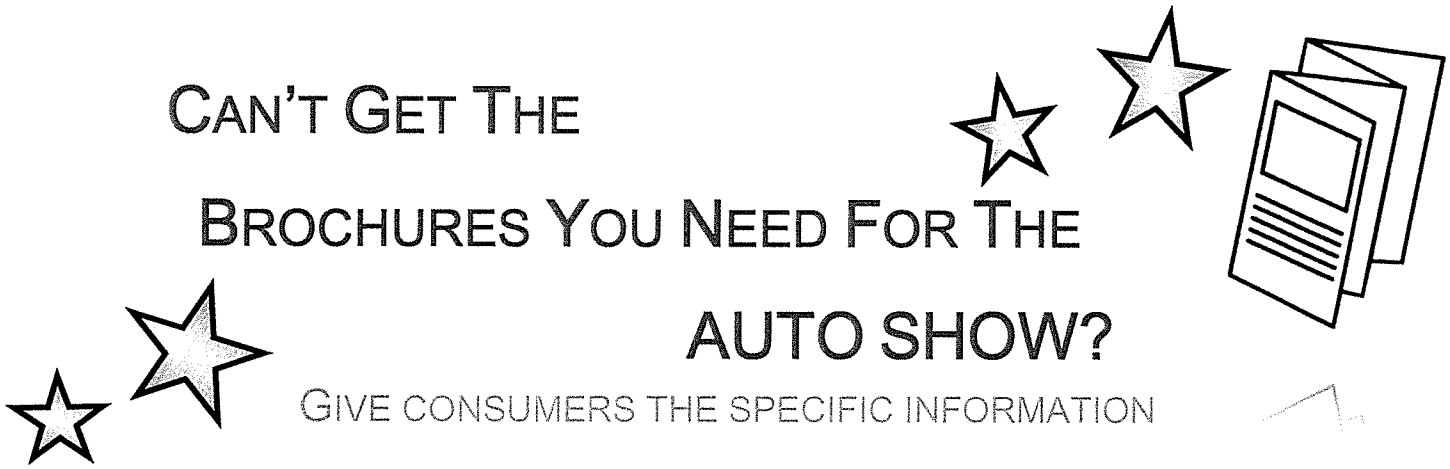
12180 Troy (N. Greenbush)	1,412
12061 East Greenbush	4,239
12198 Wynantskill	3,453
12144 Rensselaer	6,562
12140 Poestenkill	736
12018 Averill Park	3,336
12196 W. Sand Lake	1,364
12153 Sand Lake	472
12123 Nassau	2,297
12062 E. Nassau	774
12063 E. Schodack	328
12033 Castleton	3,314
Bulk Drops	900

Total Weekly Circulation ***29,187***

Revised 5-4-17

WWW.CRWNEWSPAPERS.COM

CAN'T GET THE BROCHURES YOU NEED FOR THE AUTO SHOW?



GIVE CONSUMERS THE SPECIFIC INFORMATION THEY DESIRE AT MINIMAL COST USING QR CODES

WHAT IS A QR CODE?

Quick Response codes (QR codes) are similar to barcodes used on products in retail, but can hold more information. You can use a QR code to bring the scanner to a specific web address, prompt a phone action (dial a number, send an email, etc.), or put one on your business card to allow the recipient to instantly save your contacts to his or her smart phone.

HOW TO CREATE A QR CODE FOR THE AUTO SHOW:

1. Find links to car information on your manufacturer's site and copy the URL (web address)
2. Create a QR code at grcode.kaywa.com/ (or using the QR creator of your choice)
   a. Select "URL" as content type
   b. Paste manufacturer URL you found in step 1
   c. Click "Generate"
   d. Right click the generated QR code and select "copy image"
3. Paste the QR code into the attached flyer
4. Post the QR code on or near each car at the Auto Show and encourage consumers to scan the code with their smartphones.

TEST OUT THE QR CODE BELOW:

TIPS:

- Consumers can download QR code readers onto their smartphones (newer phones come with readers installed).
- Not all QR code readers are compatible with all phones.
- Make sure the QR code is placed on a flat surface.
- Do not adjust the dimensions of the code once generated.
- Be sure to test your QR codes once printed.
- Make sure the website you are sending consumers to is smartphone friendly!

Call Claire Canniff at 518-452-0584 ext. 204 or email claire@enycar.org for assistance.

[Insert manufacturer logo or name]

[Insert Year Make Model]

WANT TO KNOW MORE ABOUT THIS CAR?

Scan the QR code below:

[Insert QR code]

HOW TO USE THIS QR CODE:

- Download a QR code reader to your smart phone (if you don't already have one)
- Scan the code
- Learn about your dream car

ALBANY AUTO SHOW