



To: All Auto Show Exhibitors
From: Kim Perrella
Date: September 7, 2018

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 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 two entrances for show attendees. The one used the most is on the concourse right off the parking garage (3rd level) and the other is in the front Atrium downstairs by South Pearl Street. Both will have a Show Information Booth and are available during the show.
- ❖ Working an auto show is different than working the showroom floor, so we will be providing a brief training presentation for your use, that will be sent at a later date and posted on the show website.
- ❖ 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/manufacturers-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.
- ❖ Display Contest – Attendees are looking for eye-catching vehicles, interactive displays or special activities in the exhibits at the auto shows, so we are holding a special contest for all our Team Captains/Manufacturers. Prizes will be \$1,000 for First Place, \$750 for Second Place and \$500 for Third Place, for the very best commitments of concepts and attractions that will be in your display area for show. This is not about how much money you spend, but how creative, interactive and attention-getting your display is. Contest submission is due by September 21st, which gives you plenty of time to work with your manufacturers/ad groups to set this up. A special flyer will also be sent out again with all the rules and requirements.
- ❖ Mystery Shopper Contest – This dealership staff contest includes 5 - \$100 prizes a day!

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- ❖ 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 Front Atrium (Saratoga Auto Museum) Wednesday, October 31st, 12:00-1:00 p.m.
 Exhibition Hall-Wednesday, October 31st, 1:00-4:00 p.m.;
 Concourse-Thursday, November 1st, 12:00 noon-2:30 p.m.;
 Center Floor-Thursday, November 1st, 3:30-6:00 p.m.
 See specific times for each area. *Note: There is always someone who holds up move-in due to too much gas (over ¼ tank). Don't be that guy!

Exhibitor table booths will move-in Friday, November 2nd from 11 a.m.-12:30 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 own dealership's 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 4th.

- ❖ The Albany Auto Show is excited to be partnering with the Northeast Ski and Craft Beer Showcase again 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.
- ❖ 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 (please note on your blueprint if you will not be needing a table or 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 Services 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 at 518-452-0584 or e-mail at: kim@enycar.org

Thanks and Good Luck with the Show!!!

ALBANY AUTO SHOW

- When:** November 2-4, 2018
- Where:** The Times Union Center, Albany, N.Y.
- Show Hours:** Fri. 1 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) showcasing the latest features, options and styling from over 30 different manufacturers! And, additional 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: www.timesunioncenter-albany.com and ticketmaster.com, and all Ticketmaster outlets (which may charge a service fee).
- Special Events:** In the front Atrium, check out the classic car display from the Saratoga Auto Museum throughout the show hours! Caricatures by Mark will be creating complimentary caricatures with cars from 2-6pm on Friday, 11-6pm on Saturday, and 11-4pm on Sunday. Crowd favorite, Mr. Twisty, will be walking around the arena from 12-6pm on Saturday and 11-4pm Sunday for children to enjoy!
- Parking:** FREE parking Friday at show open (1 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, Lamar Advertising Company, Lamar Transit, Leader Auto Resources (LAR), Local First, my 4 Albany, News Channel 13/MeTV, 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



The Northeast Ski & Craft Beer Showcase will take place the same weekend, at the adjacent Albany Capital Center, which is connected to the Times Union Center, via a heated, enclosed walkway. Buy a ticket at the door for either show and receive a \$2 discount for the other.



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

IT'S EASY TO FALL IN LOVE WITH YOUR NEW CAR AT THIS YEAR'S ALBANY AUTO SHOW!

Albany, NY: There will be so many makes and models of new cars to compare, showcasing the latest features, options and styling from over 30 manufacturers at this year's Albany Auto Show! And, the Saratoga Auto Museum will also have another classic car display in the Atrium with an array of "oldies" to peruse through at the same time!

So, if you're tired of staring at your computer screen or trudging from dealership to dealership, the Albany Auto Show is where you can see it all – in one place – at the same time! The show will be held Friday, November 2nd from 1 pm to 8 pm, Saturday, November 3rd from 10am to 7pm, and Sunday, November 4th from 10 am to 5pm, at the Times Union Center in Albany, New York.

The Auto Show will display more new cars, trucks, minivans, sport-utilities, luxury, utility and alternative fuel vehicles than anywhere else in the region! Specialty and concept cars will be announced as well as special entertainment, as they are scheduled. The perennial favorite funny man, Mr. Twisty will be at the show both Saturday and Sunday as well as a special caricaturist, Mark Brennan, who will draw you in your new favorite ride Friday, Saturday and Sunday. For the most current information, go to: www.albanyautoshow.com.

And for more fun and activity to downtown Albany at the same time, the Northeast Ski and Craft Beer Showcase will be held just a four-minute walk away, through an enclosed walkway, at the Capital Center. The Albany Auto Show will be providing parking at no charge for both shows, and both shows will provide attendees with \$2 discount coupons for use at the other show. This combination of the two shows at one location will provide a full day of entertainment, with free parking in one spot.

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 the 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, Lamar Advertising Company, Lamar Transit, Leader Auto Resources (LAR), Local First, my4 Albany, News Channel 13/MeTV, Spectrum Reach, Times Union, TrueCar, and WTEN-10ABC.

So don't miss the Albany Auto Show, with a huge array of all things automotive, all in one place, at one time!

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ALBANY AUTO SHOW

November 2-4, 2018

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
LEXUS
MASERATI
MAZDA
MITSUBISHI
NISSAN
PORSCHE
SUBARU
TOYOTA
VOLKSWAGEN
VOLVO

*Note: Lincoln, Mercedes Benz & Mini have chosen not to participate in this show.

Exhibitor Booths: Bath Fitter, Click Heat, Explorer Vans, LeafFilter Gutter Protection, Heavy Hauler Trailers and Truck Accessories, HVCC Automotive Department, Mobility Works, Saratoga Automobile Museum, and SunCommon.

TEAM CAPTAINS:

ACURA	Mark Verdile (Northeast Acura)	518-785-4105
ALFA ROMEO	Joe Crisafulli (Maserati of Albany)	518-362-8045
AUDI	Adam Parnham (Audi Albany)	518-783-5003
BMW	James Poissant (BMW of South Albany)	518-463-3141
BUICK	Glen Taunton (Goldstein Buick)	518-869-2291
CADILLAC	Chris Otto (Otto Cadillac)	518-869-5000
CHEVROLET	Mike Coffey (Mangino Chevrolet)	518-843-5702
	Nick Verderosa (Agency 720)	203-994-6540
CHRYSLER JEEP & DODGE/RAM	Rick Shmaruk (Goldstein CJDR)	518-785-4156
	Marlene Dubois (FCA North America)	518-694-2147
	Craig Wehler (EventNext)	248-266-6361
FIAT	Joe Kramer (Armory Automotive)	518-641-7777
	Brian Herlihy (EventNext)	781-454-9948
FORD	Jayson Newell (DePaula Ford)	518-336-0985
	Katie Tate (GTB for Ford)	914-310-6424
GENESIS	Shane Murray (Garvey Genesis)	888-415-1695
	Wendy Longley (Traffic Advertising)	727-216-6470
GMC	Glen Taunton (Goldstein GMC)	518-869-2291
HONDA	Theresa Lazzari (Lia Honda)	518-438-4555
HYUNDAI	Chris Williams (Lia Hyundai)	518-458-2277
INFINITI	Steve Coons (Infiniti of Latham)	518-738-0800
JAGUAR	Mark David (Capital Luxury Cars)	518-452-1100
KIA	Dave Reali (Destination Kia)	518-482-0500
LAND ROVER	Mark David (Capital Luxury Cars)	518-452-1100
LEXUS	Jared Wilson (New Country Lexus of Latham)	518-786-1000
LINCOLN	Not Participating	
MASERATI	Joe Crisafulli (Maserati of Albany)	518-362-8045
MAZDA	Jayson Newell (DePaula Mazda)	518-375-2162
	Nicole Brown (George P. Johnson)	310-753-9289
MERCEDES BENZ	Not Participating	
MINI	Not Participating	
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
	Cecilia Hansen (George P. Johnson)	615-768-3137
PORSCHE	Christian Trujillo (New Country Porsche of CP)	518-664-4448
SUBARU	Stefanie Goldstein (Goldstein Subaru)	518-869-1250
TOYOTA	Andy Rainone (Lia Toyota)	518-374-3700
	Pablo Galindo (Toyota District Manager)	
	Chrystie Harada (George P. Johnson)	310-965-4346
VOLKSWAGEN	Terry Koonce (Fuccillo Volkswagen of Schenectady)	518-374-9161
	Kyle MacNaughton (VW of America)	551-245-2342
VOLVO	Andy Reed (Capital Volvo)	518-452-1100