ENYCAR
EASTERN NEW YORK COALITION OF AUTOMOTIVE RETAILERS, INC.

ALBANY AUTO SHOW
(March 15-17)

To: All Auto Show Exhibitors
From: Kim Perrella
Date: February 4, 2013

We are excited to have you as an exhibitor at the Albany Auto Show! Enclosed is the show folder 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.** They will only receive a refreshment discount coupon each day they sign in at the parking garage sign-in entrance, while supplies last. Note that this attendance sheet is 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.
- The Show Information Booth is located on the concourse at the parking garage entrance as well and available for your needs during the show. ENYCAR staff will be available at this booth for assistance for all hours of the show. Clifton Park Convention Services is also available for any other exhibitor needs during the show.
- The Albany Auto Show is going GREEN! This year, because the show happens to fall on St. Patrick's Day weekend, we will not only be promoting "green" vehicles, and have "green" entertainment, including the "Bash the Trash" Band and the "Recycle Cycle," created out of reclaimed and recycled materials, but fun "green" giveaways too. Be sure to get in the "green" spirit too and include the theme in your display!
- We have a website for both of our auto shows, 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 Danielle Dobbins know, so that she can add it to the site (danielle@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 (AlbanyAutoShows.com/exhibitors).
- Mystery Shopper Contest – This contest includes 5 - $100 winners a day!

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- All exhibitor booths, displays and vehicles must be staffed during all show hours. Vehicles will 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, March 13th, 3:00-6:00 p.m.; Concourse-Thursday, March 14th, 12 noon – 2:30 p.m.; Center Floor-Thursday, March 14th, 3:30 p.m.-6:00 p.m. See specific times for each area. Exhibitor table booths will move-in Friday, March 15th from 9 - 11 a.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 and 5:00 to sign out their keys and leave an emergency phone number for the completion of the move out. No one should 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 p.m. on Sunday, March 17th.

- For decorating purposes, the carpeting for exhibitors will alternate between a royal blue and a dark gray. All areas will also be draped with silver and blue pipe and draping and include a green-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.

- I have obtained DMV permission and been granted a show permit for our member dealer vehicles to be present at the show. Team captains should advise non-ENYCAR members that they must obtain their own DMV permission. The Association will keep a copy of our member permit at the booth during all hours of the show in case you are asked to produce it. This is a "non-selling" event, but DMV inspectors may check for the DMV permission, and will consider acceptance of deposits as "selling."

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 2013 Albany Auto Show Fact Sheet

When:	March 15-17, 2013
Where:	The Times Union Center, Albany, N.Y.
Show Hours:	Fri. 12 Noon - 8 p.m., Sat. 10 a.m. - 8 p.m., and Sun. 11 a.m. - 5 p.m.
Featuring:	More than 170 new vehicles (cars, trucks, SUVs, and minivans) representing 32 manufacturers and exhibitor booths featuring auto-related products and services.
Cost:	Adult admission is $7.50 and children under 12 are free when accompanied by an adult. Special discounted admission on Friday from 12 – 4 p.m. at the box office only for only $3! Purchase tickets 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.
Special Events:	•Photo Card Day- Oversized photo magnet keepsakes- Fri. 2:30pm-6:30pm •Recycle Cycle- An interactive & educational vehicle made of reclaimed & recycled materials- Sat. 11am-7pm & Sun. 12pm-4pm •Bash the Trash- Musical performances using instruments made of recycled materials- Sat. 12pm-6pm •Dream Catcher's Face Painting- Sun. 12pm-4pm
Parking:	FREE parking Friday at show open (12 noon), all day Saturday and all day Sunday in the Times Union Center Parking Garage (Garage behind Arena, entrances on Beaver Street and Market Street)
Presented By:	The Eastern New York Coalition of Automotive Retailers, Inc.
Sponsors:	AutoTrader.com, Capital District Radio Association, CBS-6, Clipper Magazine, First National Bank of Scotia, Fox 23 News, Gazette Newspapers, Lamar Advertising Company, Lamar Transit, Lang Media, Leader Auto Resources (LAR), myTV4 Albany, News Channel 13, Spotlight Newspapers, Time Warner Cable Media Sales, Times Union, WCWN-TV CW15, and WTEN
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

ALBANY AUTO SHOW

FOR IMMEDIATE RELEASE

For further information contact:
Kim R. Perrella - Phone: (518) 452-0584 x. 202; (518) 461-3554 cell; Fax: (518) 452-0810;
E-mail: kim@enycar.org; website: www.AlbanyAutoShows.com

THE ALBANY AUTO SHOW GOES "GREEN" THIS YEAR FOR ST. PATRICK'S DAY WEEKEND!

ALBANY, N.Y. - This year's Albany Auto Show will be held during the St. Patrick's Day weekend, so we've included the best in "green" for the show! From "green" vehicles, such as electric, hybrids and biofuels, to "green" entertainment, including the "Bash the Trash" Band and the "Recycle Cycle," created out of reclaimed and recycled materials, to fun "green" giveaways, the show will definitely be in the "green" spirit!

The 2013 Albany Auto Show will be geared for your browsing and enjoyment! With all thirty-one manufacturers displaying over 150 new vehicles of all shapes, sizes, colors and features, under one roof, at the Times Union Center, March 15th through the 17th, there's no better place to see all the auto industry has to offer and have some fun, too! Every effort has been made to focus on the consumer's experience at the show, from showcased vehicles, to a dedicated website (www.AlbanyAutoShows.com), Facebook and Twitter pages, upgraded food, and free parking in the garage behind the Center, sponsored by the Times Union.

Specialty exhibitors at the show will also include Bath Fitter, Capital Gate Insurance Group, Carhartt, Explorer Van Company, First Investors, Heavy Hauler Trailers & Truck Accessories, Motorcycle Safety Foundation, Phillips Home Solutions, Saxton Sign Corp., Sprinter and Times Union Autos.

For consumers that want to comparison shop for a vehicle, to purchase now or six months from now, this is the place to be! For consumers and families that want to have some indoor entertainment for the day, this is the place to be! Tickets are only $7.50 and children under 12 are FREE, when accompanied by an adult. There will also be a special discounted admission fee of only $3 on Friday from 12 noon-4 p.m.

The Albany Auto Show opens on Friday, March 15th at noon and runs until 8 p.m. that night, as well as from 10 a.m. - 8 p.m. on Saturday, March 16th and 11 a.m. - 5 p.m. on Sunday, March 17th.

This year's Albany Auto Show is brought to you by the Eastern New York Coalition of Automotive Retailers, Inc. and co-sponsors including: AutoTrader.com, Capital District Radio Association, CBS-6, Clipper Magazine, First National Bank of Scotia, Fox 23 News, Gazette Newspapers, Lamar Advertising Company, Lamar Transit, Lang Media, Leader Auto Resources (LAR), myTV4 Albany, News Channel 13, Spotlight Newspapers, Time Warner Cable Media Sales, Times Union, WCWN-TV CW15, and WTEN.

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ALBANY AUTO SHOW

March 15-17, 2013

PARTICIPATING EXHIBITORS

Manufacturers:

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

*Note: LEXUS is the only manufacturer NOT participating in this year's show.

Exhibitor Booths:

Bath Fitter, Capital Gate Insurance Group, Carhartt, Explorer Van Company, First Investors, Heavy Hauler Trailers & Truck Accessories, Motorcycle Safety Foundation, Phillips Home Solutions, Saxton Sign Corp., Sprinter and Times Union Autos.

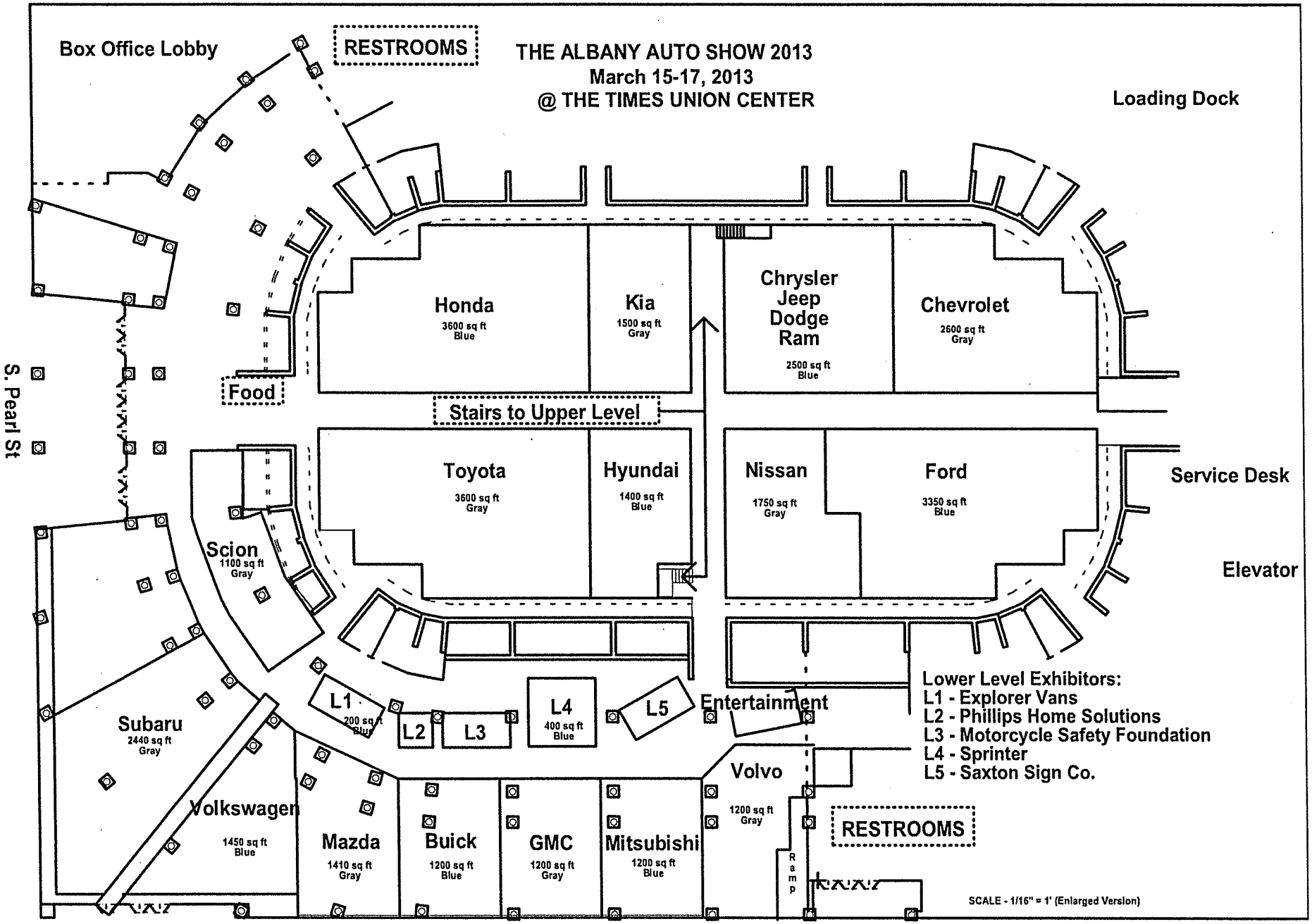
ALBANY AUTO SHOW

The 2013 Albany Auto Show – March 15-17, 2013

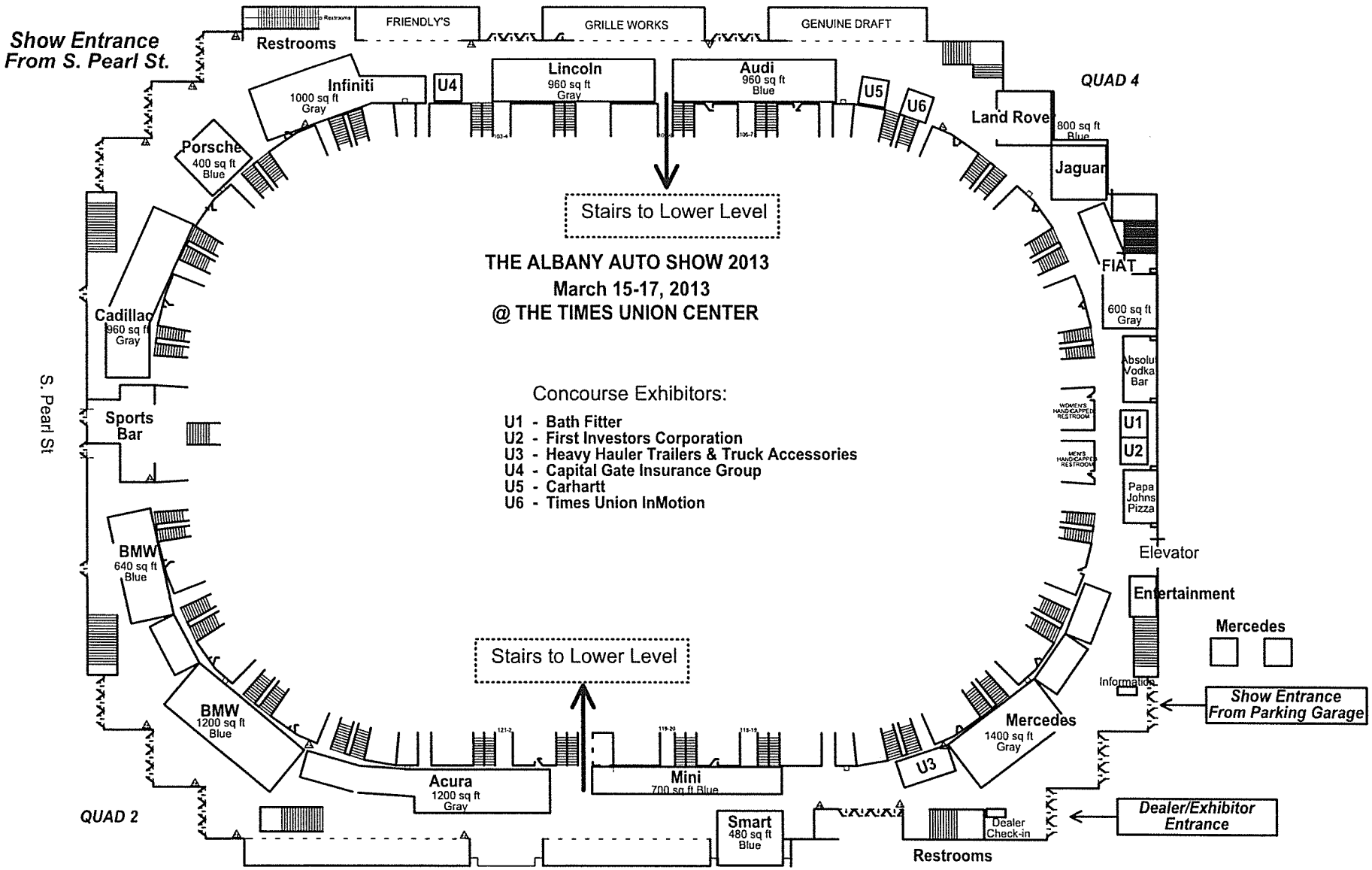
TEAM CAPTAINS:

ACURA	Mark Verdile (Northeast Acura)	785-4105
AUDI	Jonathan Adams (Langan Audi East)	783-5003
BMW	Rick Steinmuller (Capital Cities Imports)	463-3141
BUICK	Greg Goldstein (Goldstein Buick)	869-2291
CADILLAC	Chris Otto (Otto Cadillac)	869-5000
CHEVROLET	Heath Murphy (DeNooyer Chevrolet)	458-7700
CHRYSLER/JEEP	Marlene Dubois (Chrysler Dst. Mgr.)	694-2147
DODGE/RAM	Marlene Dubois (Chrysler Dst. Mgr.)	694-2147
FIAT	Fred Diamond (Armory Automotive)	641-7662
FORD	Mike Phelan (Team Detroit/Retail First)	904-642-0014
GMC	Greg Goldstein (Goldstein GMC)	869-2291
HONDA	Mike Foote (Lia Honda)	438-4555
HYUNDAI	Mike Pendergast (Lia Hyundai)	458-2277
INFINITI	Steve Coons (Infiniti of Latham)	738-0800
JAGUAR	Bob Chetwynd (Jaguar Albany)	452-1100
KIA	Mike Bowers (Fuccillo Kia)	847-0800
LAND ROVER	Bob Chetwynd (Land Rover Albany)	452-1100
LINCOLN	Peter Guy (Lazare Lincoln)	458-7550
MAZDA	John Galuski (Orange Motors)	489-5414
MERCEDES BENZ	Peter Connolly (Keeler Auto Plaza)	785-4197
MINI	Andrea Monzo (Keeler Motor Car)	724-1015
MITSUBISHI	Tony Mangino (Mangino Mitsubishi)	373-4100
NISSAN	Dave Bertuch (Lia Nissan)	579-2000
PORSCHE	Christian Trujillo (NC Porsche of CP)	664-4448
SCION	Donato Benevento (Lia Toyota Scion)	374-3700
SMART	John Sterrett (Keeler Motor Car)	785-4197
SUBARU	Stefanie Goldstein (Goldstein Subaru)	869-1250
TOYOTA	Donato Benevento (Lia Toyota Scion)	374-3700
VOLKSWAGEN	Rick Steinmuller (Capital Cities Imports)	463-3141
VOLVO	Adam Field (Nemith Volvo)	785-8531

*Note: LEXUS is the only manufacturer NOT participating in this year's show.



Times Union Center Lower Level



Times Union Center Upper Level

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. Crowne Plaza Hotel – State and Lodge Streets, Albany, New York 518-462-6611

2. Hampton Inn & Suites – Chapel Street, Albany, New York 518-432-1112

3. TownePlace Suites by Marriott - Albany Downtown/Medical Center 518-860-1500

4. Holiday Inn Express – 8 Empire Drive, East Greenbush 518-286-1011

5. Fairfield Inn by Marriott – 124 Troy Rd., East Greenbush 518-477-7984

6. Clarion Hotel Albany - 3 Watervliet Ave. Ext., Albany, NY 12206 518-438-8431

Near the Airport (20 minutes from the Center):

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

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

3. The Hilton Garden Inn – 800 Albany-Shaker Road, Albany, NY 518-464-6666