

2021 HOUSTON AUTO SHOW GENERAL SHOW INFORMATION

PUBLIC SHOW DATES Wednesday, May 19 – Sunday, May 23, 2021

SHOW HOURS

Wednesday – Friday	Noon – 9:30 PM
Saturday	10:00 AM – 9:30 PM
Sunday	10:00 AM – 7:00 PM

LOCATION ADDRESS NRG Center
One NRG Park
Houston, TX 77054
Phone: (832) 667-1400

SHOW MANAGEMENT Houston Auto Show
1600 Highway 6, Suite 150
Sugar Land, TX 77478
Phone: (281) 980-3434
Fax: (281) 980-2608
On-site: (832) 667-3000 (May 14 – May 30, 2021)
Website: www.houstonautoshow.com

SHOW DECORATOR Houston - Shepard Exposition Services
10001 Fannin St.
Houston, TX 77045
Phone: (832) 799-5700
Fax: (832) 415-0517

2021 HOUSTON AUTO SHOW DAILY SCHEDULE

Wednesday	May 12	Electrical and overhead lighting installation begins	8:00 AM - 4:30 PM
Thursday	May 13	Show's provided carpet installation begins	8:00 AM - 4:30 PM
Friday	May 14	Exhibit's provided carpet installation begins	8:00 AM - 4:30 PM
Saturday	May 15	All freight must be delivered & completed on Saturday Wristbands required throughout move-in	See freight unloading schedule 7:00 AM
Sunday	May 16	Exhibit installation begins	8:00 AM - 4:30 PM
Monday	May 17	Aisle carpet begins Exhibit installation continues Aftermarket move-in begins Vehicle move-in begins (after Fire Dept. approval) All crates off the floor	8:00 AM 8:00 AM - 4:30 PM 8:00 AM - 4:30 PM 10:00 AM 1:00 PM
Tuesday	May 18	Exhibit installation continues Exhibit must be ready for vehicle placement Aftermarket Move-In continues All exhibits must be SHOW READY	8:00 AM - 3:00 PM 8:00 AM – 1:00 PM 6:00 PM
Wednesday	May 19 – May 23	Public Show Days	See page 1
Sunday	May 23	Show closes Vehicle move out and exhibit dismantling begins All Aftermarket Exhibitors & Vendors must load out & clear the hall of all property by 11:59 PM – <u>NO EXCEPTION</u>	7:00 PM 8:00 PM
Monday	May 24	OEM/Manufacturer Exhibit dismantling continues Targeted load-out begins	8:00 AM 1:00 PM

EXHIBITOR SERVICES

CAR DETAILING

Show Fleet by Professional Detailers
Toll Free: (800) 457-7558
Phone: (949) 460-0314
Fax: (949) 460-9142
E-mail: teresa.vogt@prodetailers.com

DECORATING, DRAYAGE & LABOR

Houston - Shepard Exposition Services
Phone: (832) 799-5700
Fax: (832) 415-0517
houston@shepardes.com

FLORIST

Spencer Florabunda LLC
Phone: (713) 212-6666
Fax: (713) 247-9340
Contact: Diana Wander

MEETING ROOMS

NRG Center
Phone: (832) 667-1744
Fax: (832) 667-1748
Contact: Keith Butler

PARKING PASSES

NRG Park – Exhibitor Services
Phone: (832) 667-1707
Fax: (832) 667-1821
E-mail: exhibitorservices@nrgpark.com

PHOTOGRAPHY

Egidio Narvaez Photography
Phone: (713) 540-6379
Fax: (626) 794-0525
Contact: Egidio Narvaez
E-mail: info@egidionarvaez.com

CATERING

Aramark
Phone: (832) 667-2507
Contact: Nicole Solomon

ELECTRICAL / PLUMBING SERVICES

Freeman Electric & Plumbing
Phone: (832) 667-1718 (option 1)
(832) 667-2652 (direct)
Contact: Everardo Luna or Kevin O'Brien
E-mail: everardo.luna@freemanco.com
Kevin.obrien@freemanco.com

INTERNET-NETWORK / TELEPHONE SVCS.

Smart City Networks
Kyoko Hicks
Phone: (832) 667-1718 (option 4)
(832) 667-3912 (direct)
Email: khicks@smartcity.com

CUSTOM CLEANING SERVICES

NRG Park– Exhibitor Services
Phone: (832) 667-1707
Fax: (832) 667-1821
E-mail: exhibitorservices@nrgpark.com

EXHIBIT BOOTH SECURITY

NRG Park – Exhibitor Services
Phone: (832) 667-1707
Fax: (832) 667-1821
E-mail: exhibitorservices@nrgpark.com

AUDIO VISUAL

J&S Audio Visual
John Trevino or John Pembroke
Phone: (832) 667-1502
E-mail: johnt@jsav.com or
johnp@jsav.com

MOVE-IN

ADVANCE FREIGHT SHIPMENTS

Any freight shipments prior to **Saturday, May 15, 2021** should be shipped to the warehouse at:

(Exhibiting Co. Name & Booth Number)
(c/o Shepard Exposition Services)
Houston Auto Show
10001 Fannin Street
Houston, TX 77045
Contact: Maddie Lindsey at 832-700-5712
Receiving Hours: M-F: 8:00 AM – 4:00 PM
Receiving Dates: Mon. April 19 to Fri. May 14, 2021

NOTE: Label each package/shipment: Houston Auto Show/Exhibitor Name/Brand, Space Number and Contact Name.

Advance freight shipments will be unloaded at NRG Center beginning Saturday, May 15. Exhibitors will receive advance freight no later than their target move-in time.

ELECTRICAL INSTALLATION

Please get your electrical orders and floor plans in no later than Wednesday, May 12, 2021.

Late orders will result in freight unloading later than the target time and late charges. For additional electrical information, contact Everardo Luna or Kevin O'Brien at 832-667-2652 or email everardo.luna@freemanco.com or Kevin.OBrien@freemanco.com

All electrical power access must be made from within the exhibit. No power cords may cross aisles or other public areas and cord runs must be kept as short as possible. For exhibitors without columns in their exhibit space from which to draw power, power drops from above must be used, and dropped cable must be protected from public access. See included Electrical Procedures memo for details.

OVERHEAD LIGHTING, FOCUS AND RIGGING

The official electrical contractor will connect and power all overhead lighting equipment and motors. In addition, exhibitors are required to make arrangements with them for emergency on-site repairs.

All overhead lighting plans must be approved by Shepard Exposition Services by Wednesday, April 28. Shepard will determine the installation schedule.

All labor and rigging equipment (including lifts) must be arranged through Michael Triola with Shepard Exposition Services. **Absolutely no outside contractor equipment or labor will be permitted for work on overhead lighting.** Shepard Exposition Services also offers complete lighting packages; contact Shepard Exposition Services at (832) 799-5700 or email to houston@shepardes.com.

CARPET INSTALLATION

Carpet installation will begin on Thursday, May 12 and ends on Friday, May 14. Exhibitors using outside carpet companies will be contacted individually regarding their installation date and time. Protective visqueen is not included with carpet. Exhibitors may use the Standard Booth Carpet Order Form to order visqueen.

AFTERMARKET AND ACCESSORY BOOTHS

Gray carpeting will be supplied to all exhibits. Exhibitors are responsible for the condition of the carpet, and are liable for damages.

HEIGHT AND ARRANGEMENTS OF AFTERMARKET EXHIBITS

To assure easy passage of spectators through exhibits, and to provide an air of spaciousness to the exhibit halls, the following restrictions have been placed on the height and arrangements of displays. The maximum height of aftermarket and specialty vehicle exhibits is 18 feet. All exhibits must be capable of standing by themselves. Supporting wires from the ceiling will not be permitted. Identification signs and display properties without narrators must be placed at least 3 feet from neighboring exhibits and at least 18 inches from an aisle depending upon location. Turntables and display properties with narrators must be placed at least 10 feet from neighboring exhibits and at least 6 feet from an aisle. Each aisle side of an Exhibitor's space must have at least one-third of its length as a clear passageway to the aisle. Licensor may require additional clearances for any display property that Licensor believes to be an excessive obstruction. It is the responsibility of each Exhibitor to obtain approval for any deviation or interpretation of these rules from Licensor prior to installation.

HEIGHT AND ARRANGEMENTS OF 10x10 BOOTH EXHIBITS

To assure easy passage of spectators through displays, and to provide an air of spaciousness to the exhibit halls, the following restrictions have been placed on the height and arrangements of exhibits. **From the aisle to 5' back into your booth, the maximum height is 5'. From 5' to the back of your booth, the maximum height is 8'.** This includes any product, display or booth structure. All exhibits must be capable of standing by themselves. Supporting wires from the ceiling will not be permitted. Exhibit properties must be contained within the boundaries of rented space. No portion of the display is allowed to protrude into the aisle or neighboring exhibits including signs and opened vehicle doors. Licensor may require additional clearances for any display property that Licensor believes to be an excessive obstruction. It is the responsibility of each Exhibitor to obtain approval for any deviation or interpretation of these rules from Licensor prior to installation.

EXHIBIT LAYOUT

Exhibit properties must be contained within the boundaries of rented space. NO portion of the display is allowed to protrude into the aisle or neighboring exhibits, including signs and opened vehicle doors. Flyers and product materials must be distributed from inside the exhibit space.

DISPLAY VEHICLES

Batteries in exhibit vehicles must be, and remain, disconnected and the cables and terminals must be taped. Battery bags will be distributed by Floor Managers if needed.

Fuel tanks must not contain more than ¼ tank of fuel. Fuel tank caps must be securely taped or locking caps or fuel doors must be used. Alarm systems must be deactivated.

DRAYAGE HANDLING

Drayage rates are not included in space cost. Drayage service is the unloading and loading of exhibit display materials and storage of empty display crates. Drayage will be invoiced by Shepard Exposition Services at the rate of \$37.75 per hundred weight (CWT). This rate will apply to targeted move-in and move-out. Off-target service will incur an overtime surcharge. Advanced warehouse freight service will be an additional \$10.00 (\$47.75) per CWT.

A material handling form is due **Wednesday, April 28**. Further details on drayage service can be obtained by calling Bo Jones with Shepard Exposition Services at (702) 499-7953.

DELIVERY ENTRANCE FOR VEHICLES AND FREIGHT

All vehicles and freight must come through the North Stadium Drive gate entrance. North Stadium Drive can be accessed by Old Spanish Trail. Take NRG Park (Kirby) or Fannin to Old Spanish Trail. Any deliveries attempted through other gates will be sent off the property to re-enter through the proper gate.

DRIVER CHECK-IN FOR UNLOADING

All drivers must check-in at the North Stadium Drive gate (see delivery entrance above) prior to unloading time to register for unloading. Drivers must stay on-site to be ready to unload at targeted time.

OEM/MANUFACTURER EXHIBIT INSTALLATION

Installation days are Saturday, May 15 through Tuesday, May 18. See daily schedule. Later hours are available and must be requested from Show Management prior to 2:00 PM. Exhibits must be complete and Show Ready by 6:00 PM on Tuesday, May 18.

FREIGHT UNLOADING SCHEDULE

Show Management will be sending out a finalized freight schedule during the first week of April.

UNLOADING SCHEDULE CHANGES

Any requests for changes in unloading schedule must be approved by Show Management prior to move-in. Off-target unloading will be charged an additional surcharge on drayage rate.

WRISTBANDS

During move-in days a wristband will be required in order to gain access to the exhibit hall. Wristbands must be worn and easily visible on the right wrist. A supervisor will be required to submit a list of names to the Show office prior to move-in. Please refer to the memo and form with specific instructions.

VEHICLE MOVE-IN

Vehicle move-in will begin at 10:00 AM on Monday, May 17, provided all empty display crates have been removed and exhibit is ready for placement. Vehicle move-in will continue on Tuesday, May 18. Exceptions are vehicles and concept cars shipped along with freight or vehicles for platforms or turntables. Vehicles may not be brought into the hall until they can be placed in exhibitor's space. Vehicles are not permitted to be left in aisles. Vehicles may be staged outside on Monday or Tuesday until exhibit space is ready for vehicle placement.

EMPTY CRATE REMOVAL

All crates must be emptied and tagged by 1:00 PM, Monday, May 17. Empty crates that are not removed will incur an additional charge. Please note: once aisle carpet installation has begun, empty crates may not be placed in aisles.

EXHIBIT COMPLETION

Exhibits must be completed and Show Ready by 6:00 PM on Tuesday, May 18.

TELEPHONE INSTALLATION

Telephone service order forms are located in Forms. Incentive order deadline is Wednesday, May 12, 2021. For further information, contact Smart City Networks at (832) 667-3993.

MOVE-OUT

FREIGHT LOAD-OUT SCHEDULE

The schedule calls for different times that each exhibitor must begin and complete the load-out of their exhibitor properties. Consequently, each exhibitor must plan to teardown and pack-up their materials to meet the load-out schedule, which will be sent to exhibitors in April.

VEHICLE MOVE-OUT

All vehicles, except concept cars, must be removed from the exhibit hall on Sunday night, May 23, **after the aisle carpet is removed**. No vehicle move-out will begin until 8:00 PM when freight doors will be opened. No vehicle may be started up or moved until that time. Vehicle drivers may enter the building at 8 PM and begin reconnecting vehicle batteries.

Dismantling of exhibits is prohibited until after the Show has officially closed and exhibitors are allowed to return to the exhibit hall upon instruction from Show Management. Exhibitors who begin teardown prior to that time jeopardize participation in future Shows. Aisles must remain clear at all times during move-out.

Exhibit freight must be ready for load-out by 10 AM on Monday, May 24.

IMPORTANT – AFTERMARKETS/BOOTHS: Move-out must be completed and hall must be cleared on Sunday evening.

Exhibits must be dismantled and removed from the hall starting at approximately 8:00 PM on Sunday night, May 23. Dismantling of exhibits is prohibited until after the show has officially closed. Please do not place anything in the aisle until the aisle carpet has been removed.

Show Management will instruct you prior to move-out. Everyone, including exhibitors, will be cleared out of the hall (with the exception of **ONE** staff person who will wear a move-out wristband to remain in the exhibit space to watch your company's property during this process). Everyone else will gather in the lobby in Hall C to be issued a move-out wristband to re-enter the hall.

Exhibit dismantling must be completed on Sunday evening. All display material must be packed up and removed by Sunday at midnight. The hall **must** be vacated by Sunday.

MERCHANDISE REMOVAL

All merchandise must be removed Sunday night for security purposes since there will be several exhibitors working overnight. We cannot guarantee the safety of any articles left overnight in your exhibit booth.

ADDITIONAL INFORMATION

Please contact Tibby Teykl @ (713) 515-9561

SHOW DETAILS

ACCESS TO BUILDING

On Show days, exhibitors can enter NRG Center only one hour before Show opens to the public. An exhibitor pass or salesperson pass is required for early admission. Contact Show management in advance for early access.

If Aftermarket and Accessory Booth vendors need to access the Show earlier than one hour before Show opens to the public, please contact Tibby Teykl @ (713) 515-9561 in advance.

CHECK IN – AFTERMARKET/BOOTH

You must check in at the Show office before moving into your exhibit space. The Show office is located in Room 107, just inside Lobby B near the main entrance. All exhibitors will receive wristbands which will allow them access to the Show floor.

SHOW PASSES

Passes are usually forwarded to a contact person at each manufacturer and this representative is responsible for their distribution.

Passes will be provided to Aftermarket and Accessory Booth vendors during move-in. It is the responsibility of the exhibitor to distribute passes to employees before the Show. The Show office will not distribute passes individually.

EXHIBITOR APPOINTED CONTRACTORS

Exhibitor appointed contractors shall provide evidence of a proper certificate of insurance which shows a minimum of \$1,000,000 general liability coverage (bodily injury & property damage), and must name the Houston Automobile Dealers Association dba Houston Auto Show, SMG, Harris County, Harris County Sports & Convention Corp. and Shepard Exposition Services Inc. as additional insured. This certificate must be on file at least 30 days prior to Show opening.

DEPARTMENT OF TRANSPORTATION CONVERTER LICENSE

In order to exhibit, all van and truck conversion exhibitors must have a copy of their current converter license on file with our Show office. Please contact Lane Bensko at (310) 463-4136 for more information.

EXHIBITOR VEHICLE PARKING

Parking passes may be obtained for \$90 at NRG Center. An order form is included in the exhibitor kit. This pass will also be on sale during move-in days at the NRG Center exhibitor service center. The parking pass is valid for the entire run of the Show. For questions, please contact Exhibitor Services at (832) 667-1707

FLORIST

The Spencer Florabunda LLC has been selected as the official Show florist. An order form is included in the online exhibitor kit. For more information, contact Diana Wander at (713) 212-6666. Outside florists should check in at the Show office for directions.

FOOD, BEVERAGE & SMOKING POLICY

Due to building policy, absolutely no food or beverages are allowed to be brought into the building by the public or exhibitors during Show days. NRG Center personnel and Show management are not permitted to allow food or beverages into the show, either from the front entrance or freight doors. For any catering requests, please contact Aramark at (832) 667-2420. NRG Center is a non-smoking building. This restriction applies to move-in and move-out as well as public Show days.

LITERATURE DISTRIBUTION

Delivery of literature to exhibits is under the jurisdiction of the local teamsters union. Only manufacturer and dealer employees are permitted to deliver literature from storage areas to exhibits during Show days. No auto detailing staff or sub-contractors are permitted to cart or carry literature or display materials from storage areas to exhibits.

MEETING ROOMS

Any exhibitor wishing to rent a meeting room at NRG Center should contact Keith Butler with NRG Center at (832) 667-1744 or email to kbutler@nrgpark.com.

PRE-OWNED VEHICLE POLICY

Absolutely no display of pre-owned vehicles is permitted at the Houston Auto Show, as it is a violation of the Texas Department of Transportation code. Only literature and promotional materials on pre-owned vehicles are permitted.

The Pre-Owned vehicle policy does not apply to Aftermarket Exhibitor spaces.

MERCHANDISE UNLOADING-AFTERMARKET AND BOOTHS

Vehicles cannot be brought into the hall to drop off merchandise. Aisles must be kept clear for display vehicles being brought into the hall and for aisle carpet installation. Please bring appropriate carts or dollies to unload your exhibit.

MERCHANDISE RESTOCKING

The building will be open to exhibitors one-hour prior to Show opening each morning to restock merchandise. Absolutely no restocking is allowed beginning 30 minutes before Show opens. Exhibitors must be ready for customers by the scheduled opening time of the Show. If additional restocking time is needed, you must make special arrangements with the Show Office at least one day ahead of time.

PRODUCT SALES

Only products that are pre-approved by Show Management and are indicated on the executed contract may be displayed/sold by each exhibitor. Show Management reserves the right to remove any merchandise not meeting this requirement.

EXHIBITOR PROMOTIONS

Any exhibitor doing a promotion either at his/her exhibit or in conjunction with the auto show should contact Show Management with promotional details. The Show office often receives questions from the public regarding promotions, especially questions on celebrity appearances. It is the exhibitor's responsibility to ensure proper security and crowd control for any on-site promotion or celebrity appearance. Any tables and chairs needed for appearances may be rented from Shepard Exposition Services.

CONTESTS/MAILING LISTS

The collection of mailing lists and/or contest give-aways is not permitted without written authorization from Show Management. Please contact Roshelle Salinas at rsalinas@houstoncardealers.com for approval.

SECURITY

Show Management provides guards for the general security of the Show. Exhibitors interested in hiring a guard for within their exhibit should contact NRG Center – Exhibitor Services at (832) 667-1707.

While Show Management provides 24-hour guard service for the general security and safety of the Show, we are not responsible for thefts. It is your responsibility to make sure all merchandise is covered and secured during non-show hours. Equipment should be locked up during non-show hours.

VACUUM CLEANING & PORTER SERVICES

Show Management will provide vacuuming of carpet on a nightly basis. Exhibitors should make arrangements to have trash left by the public picked up in their exhibit during Show hours, particularly on weekends. Contact James Belfont with NRG Center at (832) 667-1451.

SOUND LEVELS

Show Management reserves the right to regulate and restrict exhibits to a reasonable noise level. No exhibitor shall produce peak or continuous sound levels exceeding 85db, measured from any adjacent aisle or exhibit. The sound level may be raised or lowered at the discretion of Show Management.



COVID EVENT SAFETY GUIDE

The Houston Auto Show places the utmost priority on the welfare of staff, exhibitors, and attendees, and is committed to the highest standards of health, safety and cleanliness at its event. In response to the COVID-19 pandemic, the Houston Auto Show has implemented this COVID-19 Event Safety Guide to provide a safe environment in compliance with federal, state and local laws, regulations and guidelines (“Laws”). The Safety Guide provides COVID-19 operational policies and protocols applicable to exhibitors, vendors, staff and attendees during the COVID-19 pandemic. The COVID-19 Safety Guide supplements the Houston Auto Show License and Agreement and are subject to change from time to time as needed to comply with applicable Laws.

HOUSTON AUTO SHOW OVERVIEW

The Houston Auto Show is a consumer event displaying manufacturer vehicles for guests to review, test-drive and experience to make future buying decisions. Vehicles are on display in manufacturer or dealer spaces inside NRG Center and include outdoor test drive areas. This event will be the 38th Houston Auto Show.

PUBLIC SHOW DATES: May 19-23, 2021

HOURS:

Wednesday – Friday: noon – 9:30 p.m.

Saturday: 10 a.m. – 9:30 p.m.

Sunday: 10 a.m. – 7 p.m.

ANTICIPATED ATTENDANCE: 60,000

SHOW SQUARE FOOTAGE: 539,495 sq. ft.

CAPACITY LIMITATIONS: Exhibit Hall maximum capacity has been calculated based on the guideline set forth by NRG Park of 2,200 people per 100,000 sq. ft. of gross exhibit space. The capacity based on square footage of space used would be 11,878 attendees on the show floor at any one time.

HOUSTON AUTO SHOW EVENT OPERATIONS PLAN

Working in conjunction with NRG Park, the Houston Auto Show has developed the following Event Operations Plan that demonstrates how the event will operate in compliance with the COVID-19 Rules of NRG Park and Laws. This Event Operations Plan includes, but is not limited to the following:

- Event floor plans
- Attendance
- Social distancing plans
- Hygiene and sanitization plans
- Ticketing/Registration Plan
- Guest/Attendee communications plan

Event floor plans

The development of the Houston Auto Show floor plan will take into consideration additional space needed to appropriately provide social distancing. Aisles will be widened to 20 feet or greater and exhibit spaces will be separated by brand when feasible.

Attendance

The Houston Auto Show and NRG Park designated staff will monitor attendance numbers. The current occupancy limitations as of Feb. 12, 2021 indicate we can accommodate up to 4,986 people within the show floor at any one time. Ticket takers and exit monitors will count people in and out of the event. In the case that we meet the occupancy limit, attendees will wait socially distanced outside of the entrances until enough people exit the show floor to allow for entry again.

Social distancing plans

Social distancing will be strictly enforced during the Houston Auto Show and face coverings are mandatory for all attendees (over 6 years old), staff, exhibitors, and vendors.

ATTENDEES:

- Attendee count will be monitored inside the building to maintain capacity acceptable for social distancing.
- Socially distanced and designated areas will be provided for eating and drinking. Eating and drinking will be discouraged while walking the show floor or outside of these designated spaces.
- Concession seating areas will be distanced by at least 8 feet and accommodate a maximum seating capacity of (3) for individuals and (6) for families or groups. Tables will be set with (3) chairs per table.
- All aisles will be 20 feet wide to adequately accommodate social distancing in both directions.
- Signage will be displayed to remind attendees the importance of social distancing, proper wearing of face coverings, directional traffic flow, etc.
- Entrances will be expanded to accommodate 6 feet distance between ticket scanners and guests entering the facility.
- Ticketing will be provided in contactless methods.

EXHIBIT/VENDOR SPACES:

- Exhibited vehicles will also be distanced to discourage gatherings of people.
- Plexi-glass shields will be used at desk spaces of product specialists when appropriate.
- Any seating within exhibit spaces will be positioned at least 6 feet apart from any other seating areas or vehicles where people can gather.
- Contactless registration for information will be made available.
- Exhibitors should eliminate handling of brochures, paper, or giveaway items, or provide a contactless method of delivery.
- On-site payment of any form will be conducted by contactless credit card transactions.
- Exhibit staff must refrain from gathering with more than two people at a time and speak to guests from six feet distance when possible.
- Exhibitors and vendors must wear face coverings at all times.

Hygiene and sanitization plans

FACE COVERINGS & PERSONAL PROTECTIVE EQUIPMENT:

- All staff, product specialists and venue personnel will be required to properly wear approved masks and any appropriate PPE for their particular role.
- Face coverings are required for attendees at all times on NRG Park properties. For guests who do not have a mask, a free one will be provided for them.
- Gloves and additional PPE will be worn by employees who require them to do their job safely, such as in food service or employees who touch high contact areas.

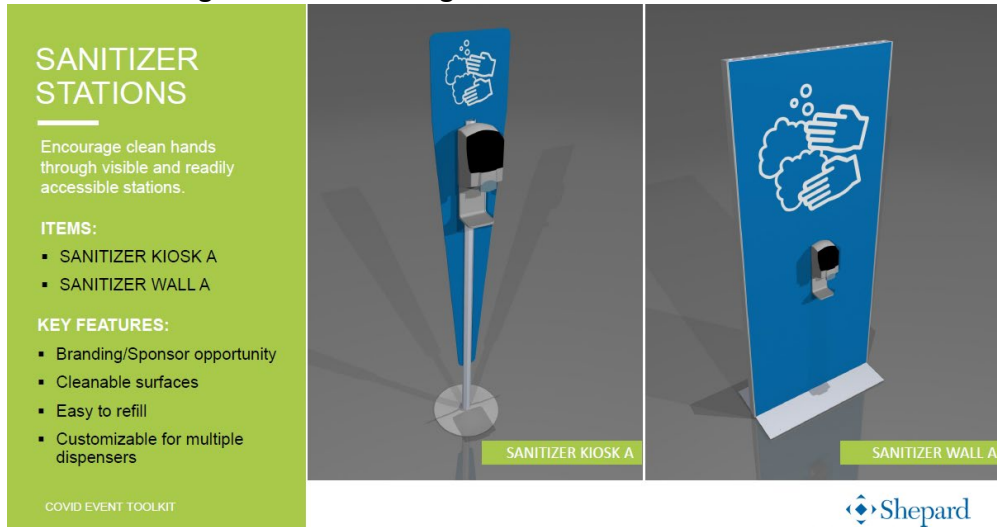
HEALTH AND WELLNESS CHECKS:

- Houston Auto Show employees and NRG staff, exhibitors, vendors, contractors will be health screened before entering the building daily. Signage will direct these people to wait socially distanced for entry. The screening will include a temperature check and health questionnaire prior to receiving event credentials. The questionnaire will screen for COVID exposure and illness symptoms. Temperatures will again be taken at any re-entry to the building. Temperatures 100.4 degrees or higher will not receive event credentials and not permitted to enter the building. High temperatures or exposure potential should be reported to the Houston Auto Show by the designated 'COVID point-of-contact.'
- Houston Auto Show attendees will receive temperature checks prior to entering NRG Center. Temperatures 100.4 degrees or higher will not be permitted to enter the building. They may be permitted to wait up to 10 minutes in a designated cooling area before being re-checked. If temperature remains at 100.4 or higher they will be asked to leave the premises. Guests will also be asked the health questionnaire verifying healthy conditions and no exposure to COVID-19.

CLEANING AND SANITIZATION:

- NRG Center has increased sanitation stations provided across the facility, including but not limited to: high traffic areas, near all restrooms, and by entrances and exits.
- NRG Center will also increase cleaning and sanitation in high traffic areas such as doors, restrooms, seating areas and concession areas throughout the duration of the event.

- Exhibitor/vendors will be responsible for cleaning and sanitization within their exhibit space and all equipment used with the space.
 - Exhibitors must provide free sanitizer station(s) within their space.
 - Vehicle high touch areas such as doors, steering wheels, shift knobs, etc. must be sanitized at least hourly throughout the event.
 - Additional high touch areas such as product information, IPads, or experiential elements must also be sanitized at least hourly throughout the event.
 - Ride & Drive vehicles are required to be sanitized after each test drive and guests and product specialists must wear masks during the full experience.
- The Houston Auto Show will provide additional sanitizing stations throughout the event show floor for guests free of charge.



- A safety ambassador will monitor attendees and can provide facemasks, sanitizer, and cleaning supplies as needed.

Ticketing/Registration Plan

Tickets for the 2021 event will be available online through TicketMaster and attendees will be encouraged to purchase prior to arrival. For guests who arrive without a ticket, QR Codes will be provided throughout the building to purchase tickets via mobile phone. At the time of QR ticket transactions, social distancing will be encouraged with signage. Information provided during the ticketing process will be held for contact tracing if deemed necessary to inform guests of any health or safety concerns.

For guests not able to complete online or mobile ticket sales, one unidentified ticket booth will be provided in Hall A. Ticket volunteers will assist these guests by identifying the ticket booth and directing them to its location. This ticket purchase area will have only one ticket seller to assist in minimal ticket sales.

Guest/Attendee communications plan

GENERAL COMMUNICATION

- COVID safety measures and protocols will be placed on the Houston Auto Show website under a special section and will include at least the following:
 - Stay home if you are sick or have any COVID symptom messaging

- A prior health screen questionnaire
- Face coverings requirement
- Encouraging advance ticket purchases
- Messaging concerning the inherent risk of exposure to COVID
- Messaging for safety protocols outlined in this policy to exhibit precautions being implemented to maintain health and safety for guests and employees, and set attendee expectations.
- COVID safety measures and protocols will also be posted on social media each morning the show opens.

SIGNAGE

- Signage throughout the building, before entering and at entrances will also list safety protocols. Signs will include messaging including but not limited to:
 - Directional traffic flow signs
 - Entrance and exit one-way signs
 - QR ticket sales
 - Social distance reminders
 - Sanitizer stations
 - Face Covering requirement reminders
 - Proper handwashing and cough techniques
 - Designated areas for eating and drinking
 - Capacity limitations and expectations

SIGN SAMPLES:



SOCIAL DISTANCE STICKERS



HOUSTON AUTO SHOW'S EXHIBITOR EXPECTATIONS

In addition to all guidelines provided above, exhibitors must review relevant federal, state and local regulatory agency policies and orders related to events, gatherings and travel, including those as issued by the Center for Disease Control (CDC), the Texas Department of State Health Services (DSHS), Harris County Public Health and the Houston Health Department, as well as implement the following:

- Ensure that its staff is properly trained and informed of the COVID-19 Event Safety Guide.
- Ensure that its staff has necessary PPE while working at NRG Park and is trained in the proper use of such PPE and wears face coverings at all times when on property.
- Designate a staff member(s) to serve as the COVID-19 point of contact (the "COVID-19 POC") to monitor and respond to COVID-19 related situations and ensure other staff/attendees know how to contact the COVID-19 POC. Send this person's contact information to: Tibby Teykl at tteykl@houstoncardealers.com.
- Exhibitors will be subject to daily health screenings (e.g., temperature and symptom checking) along with staff and attendees. A health questionnaire and temperature check will be conducted prior to entering the building each day. Temperatures will be checked upon re-entry to the building each time.
- Insist staff stay home when feeling ill, when exposed to COVID-19 (e.g. positive household member) or if diagnosed with a confirmed case of COVID-19.
- Notify the COVID-19 POC immediately if they suspect they have been in contact with someone who has COVID- 19.
- Abide by all health screening, social distancing, cleaning and disinfection, PPE and hygiene guidelines.
- Ensure staff members are responsible for cleaning and disinfecting all frequently touched items including pens, tools, cellphones, keys, etc.
- Avoid sharing any personal items with any others, and to the extent possible avoid communal use of materials, supplies or devices.
- Exhibitor spaces should be designed for appropriate social distancing among staff and attendees.
 - Vehicles should be positioned at least 8 feet apart, seating areas must be positioned 6 feet away from additional seating or vehicles.
 - Submission of space design with social distancing and sanitizing plans should be submitted to the Houston Auto Show prior to move-in.
- Exhibitors should provide all necessary sanitation/cleaning within their space for staff equipment, vehicles and high touch surfaces.
 - Exhibitors must provide free sanitizer station(s) within their space.
 - Vehicle high touch areas such as doors, steering wheels, shift knobs, etc. must be sanitized throughout the event and at least hourly.
 - Additional high touch areas such as product information, iPads, or experiential elements must also be sanitized throughout the event and at least hourly.
 - Ride & Drive vehicles, as well as any individual experiential attractions, are required to be sanitized after each test drive or use, and guests and product specialists must wear masks during the full experience.
 - Lines for Ride & Drives or experiential attractions must be monitored and set-up to accommodate social distancing while waiting. This should include visual markers encouraging social distancing or providing accurate spacing.
- Eliminate the handling of any brochures, paper items or giveaways. Brochures should be provided with a contactless or digital option. Giveaways should be given through contactless methods, mailed or avoided.
- A socially distanced break room will be provided for product specialists to use when needed.

HEIGHT AND ARRANGEMENTS OF EXHIBITS. To ensure easy passage of spectators through displays, and to provide an air of spaciousness to the exhibit halls, the following restrictions have been placed on the height and arrangements of exhibits. The maximum height of aftermarket and specialty vehicle exhibits is 18 feet. The maximum height of passenger car and truck exhibits is 25 feet. All exhibits must be capable of standing by themselves. Supporting wires from the ceiling will not be permitted. Identification signs and display properties without narrators must be placed at least 3 feet from neighboring exhibits and at least 18 inches from an aisle. Turntables and display properties with narrators must be placed at least 10 feet from neighboring exhibits and at least 6 feet from an aisle. Each side of an Exhibitor's space must have at least one-third of its length as a clear passageway to any aisle or neighboring exhibits. Licensor may require additional clearances for any display property that Licensor believes to be an excessive obstruction. It is the responsibility of each Exhibitor to obtain approval for any deviation or interpretation of these rules from Licensor prior to installation.

BARRICADES. Exhibitors shall not prevent the flow of spectators by the use of barricades or ropes. Entire exhibit areas can be roped off only with the prior approval of Licensor.

SIGNS, BANNERS AND PENNANTS. The hanging of signs, banners and pennants on walls or columns is prohibited. No signs or banners hung from the ceiling will be permitted without prior written approval from Licensor.

COLUMNS. Columns or poles that are located in an Exhibitor's area may be covered or decorated provided the work conforms to building and fire department policies. Special attention must be paid to columns containing firefighting apparatus and any cover or decoration must allow for unrestricted and unfettered access by emergency personnel to the firefighting apparatus at all times.

FLOOR COVERINGS. The use of carpeting must be arranged by each Exhibitor with Licensor. No floor coverings may be sealed to the floor in such a manner as to injure or deface the floor or be so installed as to be a hazard to public safety or as to endanger the public. Each Exhibitor is responsible for the final condition of the floor in its exhibit area. Floor coverings other than carpeting may be used only with the prior written approval of Licensor.

MOVING MECHANISMS. No Exhibitor may show any mechanism in operation if it is noisy or objectionable to Licensor. All moving mechanisms must be adequately protected by the Exhibitor to prevent injury to any person.

LUBRICATION SYSTEMS. Lubrication systems and parts must be drained or treated so that lubrication will not drip onto the floor or otherwise damage the building or carpet.

ELECTRICAL WORK. All electrical and sign work in connection with exhibits must conform strictly to the rules and regulations of the National Electrical Code and the local Building Code. All such work is subject to supervision and direction of building management and shall be paid for by the individual Exhibitor.

EXHIBIT COMPLETION. Exhibits must be completed according to the schedule published by Licensor. Goods received after the opening day must be delivered by arrangement with the Auto Show's official drayage contractor and Licensor, Shepard Exposition Services

STAFFING AND PERSONNEL. At all times during Show hours, Exhibitor shall, at its sole expense, provide personnel to supervise the Space. Exhibits should be staffed and ready 30 minutes prior to the Show's opening each morning and remain occupied until the close of the Show each evening. Attendants, models, exhibit personnel and other employees should wear appropriate apparel at all times. Licensor shall have final determination as to what is appropriate apparel.

VEHICLE PRESENTATIONS. In order to maintain the integrity of the Show and the highest public satisfaction, vehicles must be displayed in the same manner during the entire public run of the Show. Vehicles must be on display all of the public days and hours that the Show is open to the general public and may not be covered-up from public view. No vehicle may be removed from the Show during either press days or public Show days without the vehicle being replaced with another identical vehicle or is already duplicated in the exhibit. Vehicles may not be introduced or brought in after the Show has opened for public Show days. Exceptions are subject to the sole discretion of the Licensor.

PRICE INFORMATION OF VEHICLES. All vehicles except prototypes or similar vehicles must have price lists that show the manufacturer's suggested list price of the vehicle, including any optional equipment contained on

the vehicle so displayed. This price information may either be the “Monroney” sticker or one of the Exhibitor’s own design, but must contain the same information as the “Monroney” sticker.

DISPLAY VEHICLES. Batteries in exhibit vehicles must be, and remain, disconnected and the cables and terminals must be taped. Fuel tanks must not contain more than 1/4 tank of fuel. Fuel tank caps must be securely taped or locking caps or fuel doors must be used. Alarm systems must be deactivated. Contact Licensor for specific fire department regulations pertaining to compressed gaseous (propane, natural gas, hydrogen, etc.) fuel tanks. All exhibit vehicles are subject to City of Houston Fire Marshal inspection and can be denied admission into the Show at the Fire Marshal’s sole discretion.

PASSES. Employees of Exhibitor entitled to passes must be approved with title and position by the Exhibitor engaging the space and each such employee must obtain his or her pass from the Exhibitor. Only official Show credentials may be used for entry into the Show.

PERFORMANCE OF MUSIC PROTECTED BY COPYRIGHT OR LICENSING AGREEMENTS. Exhibitor will not produce, perform, or broadcast any music protected by copyright or license agreements without obtaining rights from music licensing organizations. Exhibitor agrees to indemnify Licensor for all expenses, including without limitation, penalties, fines, judgments or awards and attorney fees incurred by Licensor as a result of a breach of this provision.

SOUND LEVELS. Licensor and/or Licensor’s representative reserves the right to regulate and restrict exhibits to a reasonable noise level. No exhibitor shall produce peak or continuous sound levels exceeding 85 dB, measured from any adjacent aisle or exhibit. The sound level limitation may be raised or lowered at the discretion of the Licensor and/or Licensor’s representative.

PRESENTATIONS. The platform or display property from which a presentation is to be made should be placed, preferably, toward the rear of the exhibit space. It must be positioned so that gathering crowds that may collect will be in the Space and not in the aisle. Narration must be limited to a sound level that will not significantly interfere with neighboring exhibitors. Licensor reserves the right to limit the number of employees in attendance and the amount of material that may occupy any space at any one time.

Video presentation content must be devoted exclusively to the business of the Exhibitor. Exhibitors will not be permitted to present live musical shows within their exhibit areas. This restriction prohibits the use of live musicians and singers, but does not prohibit the use of narrators or dancers to demonstrate product features.

SECURITY. Licensor assumes no responsibility for loss or damage to vehicles or property, but may provide guards for general security. Should an Exhibitor have a security concern, the Exhibitor may order security personnel to patrol their area, either during Show hours or on a 24-hour basis. Any/all security personnel must be ordered from Licensor’s designated security company at the sole cost of the Exhibitor.

FOOD AND BEVERAGE. Aramark has an exclusive license to sell and handle food and beverage at the NRG Center. Exhibitors are not allowed to sell or offer complimentary food or beverage items to customers unless pre-approved in writing by Licensor and arranged through Aramark. Drinking fountains and water coolers, other than those permanently installed in the building, are not permitted.

BALLOONS. No helium balloons are allowed to be distributed by Exhibitors. Balloons of compressed air are permitted.

DECALS. Decals and/or stickers may not be offered to attendees free of charge. Exhibitor may sell or include them with purchase of another item.

SPECIAL CHANGES. Licensor reserves the right to make any changes which it may deem desirable or necessary for the general interest of all Exhibitors.

VIOLATIONS

Any violation of these Rules and Regulations by Exhibitor will be cause to terminate such Exhibitor’s right to use its Space and Licensor may reenter and take possession of the Space occupied by the Exhibitor and remove all persons and goods at the Exhibitor’s own risk and expense and Licensor shall not be subject to any liability therefore.

Matters or exceptions not covered by these Rules and Regulations are subject to the sole discretion of Licensor and/or Licensor's representative.