



**September 26-28, 2011
Las Vegas Hilton**

Dear VSCAC Exhibitor,

Thank you for choosing to exhibit at the 2011 VSCAC, being held at the Las Vegas Hilton in Las Vegas, NV.

We are pleased to provide you with our easy-to-use Exhibitor Service Manual. The Manual is complete with a checklist of the pertinent services needed to ensure a successful and productive exhibition for your company.

EXHIBITOR STAFF AND GUEST REGISTRATION PROCEDURES:

Exhibitors will be allotted 2 passes per table top. The badge form has been designed to register your staff and guests, all you need to do is check off the appropriate category box. If you go over your allotment of badges for staff or guest, you will need to purchase additional passes for \$595.00 per person.

BADGE PICK-UP COUNTER

Exhibitor badges will be available for pick-up at 8:00 am Monday, September 26.

NEW SHOW CONTRACTOR

We have a new show contractor, Shepard Exposition Services! Don't be scared! Shepard provides excellent customer service and the same products and services you are familiar with from past shows.

We can call you to personally review all deadlines and assist you with filling out mandatory show management forms. Many of the services provided are time-sensitive and offer pre-show discounts . . . ***read this kit carefully!***

If you have questions pertaining to the material enclosed, please contact me directly at 310-533-2538 or by e-mail jane.sweeney@bobit.com.

Sincerely,

Jane Sweeney
Event Manager

Bobit Business Media
3520 Challenger Street, Torrance, CA 90503
Phone 800-576-8788, Fax 310-533-2511



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STEP-by-STEP Guide

1. Plan your exhibit using the checklist online at <http://www.vscac.com/Exhibitor/Service-Manual/>
2. Complete your forms
3. Verify you have completed all items on your checklist

TIPS

1. Read all emails from Show Management!
2. Be sure to order by the advanced deadlines for the best rates
3. Use www.industrysummit.com as a resource. You'll find:
 - **Forms** - Submit your Show Guide Listing, Emergency Contact Form, and more.
 - **Current Floorplan** - Check out the latest configuration
 - **Sponsorship Information** - From bag stuffers to networking events, investing in a sponsorship opportunity will increase your onsite exposure.
 - **Downloadable Banner Ads and Show Logo** - Let your website visitors know they can see you at the VSCAC Conference by adding one of these free banner ads to your site.
 - **Mobile App Listing** - Be on the look out for your free mobile app listing and sponsorship opportunities at reasonable rates.
 - **Everything Included in this Kit!**



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Print and Post Quick Reference Sheet

EXHIBITOR MOVE-IN – Pavilion 11

Monday, September 26 8:00am - 6:00pm

EXHIBIT & NETWORKING HOURS – Pavilion 11

Tuesday, September 27 11:15am - 11:30am

4:05pm - 4:30pm

Wednesday, September 28 11:15am - 11:30am

EXHIBITOR MOVE-OUT – Pavilion 11

Wednesday, September 28 5:30pm - 9:00pm

Important Deadline Snapshot

Some deadlines are not included, please review the kit for additional deadlines.

August 12, 2011

- [Show Guide Listing](#)

August 26, 2011

- Proof of Insurance

August 30, 2011

- Shipments Accepted at the Warehouse
- Exhibitor Appointed Contractor Form

September 2, 2011

- Group Rate Hotel Reservations

September 7, 2011

- Electrical Service
- Internet Services/Telecommunications
- Material Handling
- Installation & Dismantle
- Plants and Floral
- Audio Visual and Computers

September 19, 2011

- Deadline for Advance Warehouse
- Exhibit Staff Pre-Registration

September 19, 2011

- Lead Retrieval / Badge Scanners

Shipping Addresses

Advanced Warehouse

Shipments accepted on and between August 30, 2011 and September 19, 2011*

[Exhibiting Company Name & Booth #]
VSCAC
C/O Shepard Exposition Services
6615 Escondido St., Ste. C
Las Vegas, NV 89119

*Materials accepted after September 19, 2011 may incur extra charges.

Onsite Shipping

Shipments accepted starting September 26, 2011

C/O Shepard Exposition Services
[Exhibiting Company Name & Booth #]
VSCAC
Hilton-Las Vegas
3000 Paradise Road
Las Vegas, NV 89109



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Contractor List

American Airlines

Ph: (800) 433-1790
STARfile: 3191AG

Audio Visual

Freeman AV
3325 W. Sunset Blvd, Ste. A
Las Vegas, NV 89118
Tel: (702) 263-1484
Fax: (469) 621-5604
avservices@freemanco.com

Booth Staffing & Talent

Judy Venn & Associates
3401W. Charleston Blvd.
Las Vegas, NV 89102
Ph: (702) 259-4494

Business Center

11th Hour Business Center
Attn: (contact name & arrival date of
guest)
3000 Paradise Road
Las Vegas, NV 89109
Ph. (702) 732-5052
Fx. (702) 732-5778
LVH11thhour@yahoo.com

Decorator / Furniture

Shepard Exposition Services
Contact: Customer Svc.
6615 Escondido St. Ste. C
Las Vegas, NV 89119
Ph: (702) 507-5278
Fx: (702) 948-0341
Event Code: L156971011
lasvegas@shepardes.com

Electrical

Trade Show Electrical
7000 Lindell Road
Las Vegas, NV 89118
Tel: (800) 475-2098
Fax: (866) 329-1437

Florist

Convention Plant Creations
827 Magazine Street
New Orleans, LA 70130
Ph: (800) 749-4524
Fx: (504) 524-5958

Freight

ELITeXPO
Lara Davie
845 Commerce Drive
Southelgin, IL 60177
Ph: (800) 543-5484 ext. 3824
Fx: (512) 642-6846

Hotel

Las Vegas Hilton Hotel
3000 Paradise Road
Las Vegas, NV 89109
Phone: 800-732-7117
www.lv Hilton.com

Show Staff

Bobit Business Media
Contact: Jane Sweeney
3520 Challenger Street
Torrance, CA 90503
Ph: (310) 533-2538
Fx: (310) 533-2511
jane.sweeney@bobit.com

Registration

Custom Registration, Inc.
2020 E Randol Mill Rd Ste 307
Arlington, TX 76011
Ph: (817) 635-0302
Fax: (817) 277-7616
**(Phone registrations only, for
questions call 800-576-8788.)*

Security

Pro-Tech Security
3511 S. Eastern Avenue
Las Vegas, NV 89169
Ph: (702) 735-0110
Fx: (702) 735-7793
www.pro-tectsecurity.com

Telecommunications/Internet

Encore
5150 So. Decatur Blvd.
Las Vegas, NV 89118
Tel: (702) 967-4300
Fax: (702) 967-9844
services@encoreproductions.net



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Bobit Business Media Contact Information & Phone List

Please refer to the following telephone list when calling Bobit Business Media.

Event Department

Jane Sweeney
Event Manager
310-533-2538
310-533-2511 fax
jane.sweeney@bobit.com

Michelle Mendez
Director of Events
310-533-2453
310-533-2511 fax
michelle.mendez@bobit.com

Marketing Department

Irene Gruen
Marketing Manager
310-533-5561
310-533-2511 Fax
irene.gruen@bobit.com

Natalie Estevez
Marketing Coordinator
310-533-2475
310-533-2511 Fax
natalie.estevez@bobit.com

Sales Department

VSCAC, VSCAC Conference & Expo
David Gesualdo
727-947-4027
david.gesualdo@bobit.com

Special Finance Conference & Expo
Harlene Doane
888-300-8844
harlene@autodealermonthly.com

Special Finance Sales Support
Jasmine Kellum
888-300-8844
jasmine@autodealermonthly.com

Conference Department

Adriana Michaels
Conference Manager
310-533-2476
310-533-2511 fax
adriana.michaels@bobit.com

Kaity Couch
Conference Coordinator
310-533-2556
310-533-2511 fax
kaity.couch@bobit.com



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General Show Information & Rules A- Z

In addition to the following general rules and information, please review the facility general rules policies and procedures and the display guidelines located at <http://www.vscac.com/Exhibitor/Service-Manual/>

Each exhibitor will be responsible for knowing and adhering to all policies and procedures outlined by show management and the Las Vegas Hilton.

AUDIO/VISUAL

Exhibitors requiring any audio/visual can make arrangements through **Freeman AV**. Order forms can be found online at <http://www.vscac.com/Exhibitor/Service-Manual/>

ARRANGEMENT OF EXHIBITS

VSCAC will provide display space as indicated on the official floor plan, insofar as possible, but reserves the right to make any changes necessary in the interests of an exhibitor.

BOOTH DECORATION

Shepard Exposition Services is the Official Service Contractor for VSCAC.

Each table top space will automatically be provided with the following:

- 1. 6 ft draped table**
- 2. 2 side chairs**
- 3. 1 wastebasket**
- 4. 2 comp passes**

Conference Room & Exhibit Hall is Carpeted wall to wall.

All order forms can be found online at <http://www.vscac.com/Exhibitor/Service-Manual/>

Note: On-site prices will be at least 25% higher and you can encounter delays to have your order filled. Pre-order and save time & money!

BUSINESS CENTER

The Las Vegas Hilton is proud to have a Business Center onsite. The business center can handle shipping, mailing, faxing, photocopying and other important details. The Business Center is conveniently located in the East Tower on the Ground Floor. (702) 732-5052 for pricing and additional details.



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CANCELLATION

Payment is refundable if VSCAC is notified in writing postmarked on or before **June 24, 2011**, except for initial \$200 deposit. Cancellation policy applies to all exhibiting firms. Failure to appear at the exposition does not release the exhibitor from the responsibility for payment of the full cost of space rented.

CONTRACTED LABOR

All exhibitors must observe prevailing union regulations regarding use of union operators for equipment.

EARLY TEARDOWN

Teardown before the show is over is strictly prohibited. Any exhibitor violating this policy will be fined show points for the following show or any of the Bobit Business Media Events. Please consider this when making travel plans. There are no exceptions.

ELECTRICAL CONTRACTOR

TSE Electrical is the Official Electrical Provider for the show. They can assist in handling all of your electrical requirements. Order forms can be found online at <http://www.vscac.com/Exhibitor/Service-Manual/>

EXHIBITOR REGISTRATION

VSCAC has set-up on-line registration for your convenience! With a login and password, which will be sent directly to your main contact in a separate email, you can simply register your staff, make any changes, and keep track of your staff badges. If you prefer to fill out the forms on the following pages, please print clearly and fax back to 817-277-7616.

We suggest that you use your badge allotments for your booth staff FIRST. Then distribute extras to your guests and clients. Please note that there will be **absolutely** no extra complimentary registrations awarded over your allotment.

All badges will be printed as filled out online. **Company name changes will not be allowed.** Questions call 800-576-8788

PURCHASING EXTRA BADGES

If you have used your allotment of complimentary registrations and require additional staff badges, or guest badges, you may purchase those passes through the registration link you will receive via email. Registration is offered at a discounted rate of **\$595.00 per person.**

Allotment breakdown is as follows:

Table Top = 2 complimentary registrations per space

Custom Spaces/Sponsorships = As indicated on your contract



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FLORAL & PLANT RENTALS

The Official Florist is Convention Plant Creations. Rates & order forms can be found in online at <http://www.vscac.com/Exhibitor/Service-Manual/>

FREIGHT CARRIER

ELITeXPO is the Official Carrier for VSCAC. See more information online at <http://www.vscac.com/Exhibitor/Service-Manual/>

GENERAL REGULATIONS

No part of the building shall be defaced in any manner, nor shall signs of other articles be posted, nailed or otherwise affixed to any pillars, walls, doors or other parts of the building.

In addition to the follow general rules and information, please review the facility general rules policies and producers and the display guidelines located at <http://www.vscac.com/Exhibitor/Service-Manual/>

Combustible decorating material, gasoline, kerosene, acetylene and all other flammable or explosive substances are forbidden.

Cloth and other decorating materials must pass any flameproofing and fire codes and ordinances prevailing in the Convention Center.

All packing containers, wadding, wrapping and such materials must be removed from the immediate exhibit area and not stored under tables or behind displays.

Smoking in accordance with the city fire codes and ordinances, smoking will not be permitted in the convention area at any time.

Helium Balloons inside the facility must remain 'tethered' to a fixed object and must have approval from Show Management prior to displaying. Any balloons that get released within the facility will incur labor costs associated with the removal of the balloon. Use of confetti, balloons, glitter or other similar materials will incur an additional clean-up fee.

GENERAL TABLE TOP MOVE-IN SCHEDULE:

Move in will take place on Monday, September 26 from 8:00am - 6:00pm. Exhibits must be show ready by 8:00am on Tuesday September 27th.

MOVE-OUT

Move-out hours are from 5:30pm -9:00pm on Wednesday, September 28th **Teardown before the show is over is strictly prohibited. Any exhibitor violating this policy will be fined for the following show.** The hall must be completely cleared by 9:00pm on Wednesday. Exhibitors will be held liable for any handling and/or storage charges resulting from failure to remove their exhibit from the exposition center within the allocated times.



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OVERTIME-LABOR RATES ARE IN EFFECT AFTER 5:00PM ON WEEKDAYS AND ALL HOURS SATURDAY & SUNDAY.

FREIGHT DELIVERY (For Advanced Shipping Only)

All advanced freight should be received at the Shepard Exposition Services warehouse no sooner than **August 30, 2011** and no later than **September 19 2011**.

Label each piece and address all shipping documents/bills of lading as follows for shipments to the warehouse:

[Exhibiting Company Name & Table Top #]
VSCAC
C/O Shepard Exposition Services
6615 Escondido St. Ste C
Las Vegas, NV 89119

FREIGHT DELIVERY (For Show Site Shipping Only)

The Las Vegas Hilton will **not accept** shipments prior to **Monday September 26, 2011**. Shipments received at the Las Vegas Hilton prior to show dates will be refused and sent back to sender.

Label each piece and address all shipping documents/bills of lading as follows for shipments to show site:

C/O Shepard Exposition Services
[Exhibiting Company Name & Table Top #]
VSCAC
Hilton-Las Vegas
3000 Paradise Road
Las Vegas, NV 89119

HOTEL ACCOMMODATIONS

The Las Vegas Hilton has a limited number of discounted rooms at the rate of \$125 single/double occupancy.

Las Vegas Hilton

3000 Paradise Road, Las Vegas, NV 89109

Book Online: <http://www.vscac.com/Travel/>

Book by Phone: 800-732-7117

Room Rate: \$125.00 Until September 2, 2011 or while rooms are available

**Deadline for Las Vegas Hilton
discounted room rates: September 2, 2011**

Space is limited; you are encouraged to make your reservations early. Be sure to mention VSCAC in order to receive the discounted rate.



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MODELS/HOSTESSES

Judy Venn & Associates is a full service talent agency providing booth staff, models, hostesses, hosts, interpreters, and demonstrators to exhibitors. Order forms online at <http://www.vscac.com/Exhibitor/Service-Manual/>

SECURITY

Pro-Tect Security has been designated the Official Security Company for VSCAC. Show Management will arrange for general security during the exhibition. While management will make every effort to ensure that the exhibition area is completely closed to unauthorized personnel during non-show hours, we advise companies exhibiting items able to be carried out to remove them at the close of each day.

For exhibitors requesting individual security service, check online at <http://www.vscac.com/Exhibitor/Service-Manual/>

SHOW GUIDE

The Official Show Guide will be distributed to all attendees. The program will contain the following information: Details on seminars & special events, facility maps and floor plans, sponsors, exhibitor listings in alphabetical order, including product descriptions and contacts.

FINAL COPY DEADLINE DATE IS August 12, 2011.

STORAGE

Empty containers and storage items will be handled through Shepard. Please do not store containers, boxes and crates behind table top. It is a violation of fire codes and creates an unsightly and unprofessional image for the show and your company.



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Free Show Guide Listing - **Mandatory** Deadline: August 12, 2011

Your listing will appear EXACTLY as you type it below. Please be aware of the spelling, capitalization, punctuation of your information as you are responsible for its accuracy.

The final copy date is **August 12, 2011**. If we do not receive this form on or before the due date, we will defer to your space application contract or a previous Show Program listing for company and product information.

Company: _____

Contact: _____

Address: _____

City: _____ State/Province: _____

Postal Code: _____ Country: _____

Phone: _____ Fax: _____

E-Mail: _____

Website: _____

Product Categories: (Please check all that apply.)

- | | |
|--|---|
| <input type="checkbox"/> Captive Finance Company | <input type="checkbox"/> Non-Captive Finance Company |
| <input type="checkbox"/> VSCAC Product Provider | <input type="checkbox"/> Special Finance Product Provider |
| <input type="checkbox"/> Technology Provider | <input type="checkbox"/> Training/Certification Company |

Further describe your products / services (25 Words Max):

**Submit via email to lorena.cardenas@bobit.com
or via fax: 310-533-2511**



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Mobile App – Green Package

Our Complimentary Mobile App Sponsor package provides you with the most technology advanced method of promoting your company, your products and services.

You will receive a login/password credentials to your companies own web portal where you can

- Upload logo to appear on the floor plan and on the exhibitor information page
- Upload as many downloadable .pdf documents as you wish
- Maintain and upate mobile app content all year long

More information coming soon



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Insurance Requirements - **Mandatory**

Deadline: August 26, 2011

What is this?

Each exhibitor is required to provide a certificate of proof of insurance by Bobit Business Media, the Las Vegas Hilton, and Shepard Exposition Services.

Does it apply to me?

Yes! It is **mandatory** for every exhibitor. As an exhibitor, you are required to carry workmen's compensation and commercial general liability to include contractors, personal injury and blanket contractual liability insurance. You **MUST** provide this proof of coverage to move into the exhibit hall.

Why?

This blanket insurance will cover your staff if someone gets hurt, and supplies and equipment in the event that they are damaged or stolen. This will protect your company from liability if a situation arises.

How do I get it?

It is actually a lot easier than it seems! You may already have coverage in place. A Certificate of Insurance may be obtained through your primary Insurance Agency, or you may be able to obtain a rider's policy on your homeowner's insurance, business/commercial or auto insurance. Call your insurance provider with the requirements below and they will guide you through the process.

If you don't already have coverage, you can use any provider - we have a suggestion below. This type in insurance usually costs approximately \$250-\$750.

Buttine Underwriters Agency
ATTN: Kendra Reilly
Phone: 212-697-1010 x 49
Email: kar@buttine.com

Sign up online at <http://www.buttine.com/eventExhibitor.html> (link is case sensitive)

What are the requirements?

- Workmen's compensation and commercial general liability to include contractors, personal injury and blanket contractual liability insurance at limits of at least \$1,000,000 per occurrence and \$2,000,000 aggregate.
- These coverages must be evidenced by Certificate of Insurance with a 30-day notice of cancellation provision to the holder and supplied to and naming VSCAC, Las Vegas Hilton, Shepard Exposition Services as additional insured at least 14 days before the first day of move-in.
- Certificate of Insurance must be returned to Show Management by fax at (212) 504-8084, or by email to kar@buttine.com.

Certificate Holder: VSCAC , 3520 Challenger St., Torrance, CA 90503

Additional Insured: Las Vegas Hilton and Shepard Exposition Services.



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Emergency Contact Information - **Mandatory**

Deadline: August 22, 2011

Fax: 310-533-2511
No Cover Page Necessary

It is important that we have an onsite point-of-contact contact from your company for urgent issues while at show site. Please submit this form to designate your emergency contact.

Company Name: _____

Contact Name: _____

Hotel: _____

Hotel Phone Number: _____

Arrival Date: _____

Departure Date: _____

Office Phone: _____

Mobile Phone: _____

**Submit via email to lorena.cardenas@bobit.com
or via fax to 310-533-2511 by
August 22, 2011**



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Exhibit Staff Registration

Deadline: September 19, 2011



This form is available online!

Go to <http://www.vscac.com/Exhibitor/Service-Manual/> No need to print, handwrite and fax!

Online Registration Instructions

1. Visit <http://www.vscac.com/Exhibitor/Service-Manual/>
2. Refer to your space contract for your login information
Username: email address
Password: zip code
3. Access the link anytime to add or change registrants!

REGISTER ONLINE OR RETURN TO:

VSCAC
c/o Custom Registration, Inc.
2020 E Randol Mill Rd Ste 307
Arlington, TX 76011
FAX: 817-277-7616

Complete the Information Below to Register Via Mail or Fax

Exhibiting Company: _____

Each Exhibiting company is allotted (2) full show badges per table top space at no charge. Custom size spaces and sponsors may refer to their contract for their complimentary allotment. Additional badges can be ordered below for \$595.00 each. For each space provide the following:

NAME	COMPANY (if different)	EMAIL
1. _____	_____	_____
2. _____	_____	_____

Additional Badges Required Over Allotment (Full Show pass \$595)

NAME	COMPANY (if different)	EMAIL
1. _____	_____	_____
2. _____	_____	_____

Total Amount: Number of Additional Passes ____ x (qty) ____ = \$ ____

Amex Visa M/C Discover Check

Credit Card # _____ Exp date _____

Signature _____ Print Name _____

space. All registrations are pending approval and will be audited for compliance. Registrations that do not adhere to this policy will be rejected.

RETURN THIS FORM NO LATER THAN September 19, 2011
All registrations after September 19, 2011 can be handled onsite.



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Hotel & Travel Information

Deadline: September 2, 2011

Make your hotel reservations now! The Las Vegas Hilton has set up special rates for GFX Attendees. Hurry, availability is limited and rates expire **September 2, 2011**.



Las Vegas Hilton
3000 Paradise Road
Las Vegas, NV 89109

Room Rate: \$125 per night while rooms are available
Cut-Off Date: **September 2, 2011**
Book by Phone: (800) 732-7117
Book Online: <http://www.vscac.com/Travel/>

Official Airlines

American Airlines is offering International VSCAC Conference delegates a special airfare. Call 800-433-1790 and reference code 3191AG when booking your ticket to obtain the discounted rate.

► HOTEL BLOCK RAFFLE

Don't forget to book in the Conference Room Block and be eligible for the Hotel Block Raffle Drawings which will be announced during the conference. Only conference attendees registered and staying in the official conference block at the Las Vegas Hilton are eligible to win.