NADA & ATD Convention & Expo
New Orleans Ernest N. Morial Convention Center
900 Convention Center Blvd
New Orleans, LA 70130

Exhibitor Registration Hours
Exhibitor Registration and Exhibitor Services will be located in Exhibit Hall B of the New Orleans Ernest N. Morial Convention Center.

- **Tuesday, January 24**: 7:30 a.m. - 5:00 p.m.
- **Wednesday, January 25**: 7:30 a.m. - 5:00 p.m.
- **Thursday, January 26**: 7:30 a.m. - 6:00 p.m.
- **Friday, January 27**: 7:30 a.m. - 5:00 p.m.
- **Saturday, January 28**: 7:30 a.m. - 5:00 p.m.
- **Sunday, January 29**: 7:30 a.m. - 4:00 p.m.

Move-In Hours
- **Tuesday, January 24**: 8:00 a.m. - 5:00 p.m.
- **Wednesday, January 25**: 8:00 a.m. - 5:00 p.m.
- **Thursday, January 26**: 8:00 a.m. - 5:00 p.m.

**12:00 Noon** - Exhibitors must take possession of their booth space
(please see #6 Assignment, Relocation and Possession of Exhibit Space in the Contract Terms & Conditions)

**4:00 p.m.** - All crates must be removed from the Floor*
**5:00 p.m.** - Installation of displays must be complete

*This deadline must be strictly adhered to. Any company which appears to be unable to meet this deadline will be assisted by the Official Contractor at the order of Show Management. The exhibiting company will be charged accordingly for any fees incurred.

Show Hours
- **Friday, January 27**: 8:30 a.m. - 5:00 p.m.
- **Saturday, January 28**: 8:30 a.m. - 5:00 p.m.
- **Sunday, January 29**: 8:30 a.m. - 4:00 p.m.

Move-Out Hours
- **Sunday, January 29**: 4:00 p.m. – 10:00 p.m.
- **Monday, January 30**: 8:00 a.m. - 5:00 p.m.
- **Tuesday, January 31**: 8:00 a.m. - 5:00 p.m.
- **Wednesday, February 1**: 8:00 a.m. – 5:00 p.m.

**5:00 p.m.** - Exhibit tear-down must be completed and exhibit halls must be cleared
Exhibitor Admission Hours
Exhibitors will be permitted to enter the Exhibit hall one (1) hour prior to the scheduled opening time each show day (*Friday only*, 2 hours prior to scheduled opening). Permission to stay in the Exhibit hall after the scheduled closing times must be received in advance from Show Management.

Convention Management Office
The NADA Convention Management Office will be located in Room 238, Level 2 of the New Orleans Ernest N. Morial Convention Center. Exhibitors needing assistance can reach Show Management at this location.

Equipment Removal Pass
Once the Expo opens on Friday, January 27, and continuing through the conclusion of move-out on Wednesday, February 1, all materials removed from the floor (excluding handouts and samples carried by attendees) must be accompanied by an Equipment Removal Pass. During show days these passes are available in the NADA Security Office, Room 241, Level 2 of the New Orleans Ernest N. Morial Convention Center. During move-out, security guards will also have a supply available.

Included in the Booth Cost
* Company online eBooth – [www.nadaconvention.org](http://www.nadaconvention.org)
* Company listing in printed Program Guide (info must be entered before press date)
* Inclusion in the NADA Mobile App for the 2017 Convention & Expo
* Exclusive access to pre-show and post-show mailing lists
* Special exhibitor housing rates negotiated by NADA at official hotels
* Access to press conference opportunities
* Ongoing eNews Updates with latest news and information
* NADA show logo use in convention related marketing materials
* Ongoing pre-event marketing promotions from NADA via web, email, news wires, print materials, direct mail & social media
* Five complimentary exhibitor badges per 100 sq. ft., up to a maximum of 60 badges per company
* Shuttle bus transportation during the convention

Note: Booth rental fee does NOT include porter service (i.e., emptying of trash cans) or vacuuming in your booth.

Booth Flooring
All booths are required to have approved floor covering. If the booth area does not have floor covering, Freeman will carpet the booth space at the exhibitor’s expense. Aisle carpet will be Gray.

Exhibit Design Regulations
Please review these regulations located under “General Information.” This information is provided to assist you in planning your booth construction to make more effective use of your space without infringing on the rights of your neighbors. The NADA Exhibit Design Regulations are incorporated into the Contract Terms and Conditions and the Exhibit Rules and Regulations of your Exhibit Space Application/Contract. NADA strictly enforces these regulations for the benefit of all exhibiting companies.
First Aid
First aid will be available during move-in, show days and move-out. Location of first aid stations will be clearly marked with signs in the New Orleans Ernest N. Morial Convention Center.

Food and Beverage
Exhibitors wanting to serve food and beverages in their booths should contact Centerplate at 504-670-7254. A food and beverage order form is included under “Additional Services.” Please note: Peanuts and Popcorn are not permitted on the exhibit floor.

Floor Plans
All exhibiting companies are required to submit booth drawings/renderings of their booth design, along with a completed Exhibit Booth Floor Plan Reporting Form to Show Management by November 18, 2016, regardless of booth size. This booth drawing/rendering must show all dimensions (height, width, etc.) and location of all structures, equipment, merchandise, vehicles or any other product which will be placed in your booth. This form is located under “Exhibitor Forms.”

Official Contractor
The Official Contractor provides all show services other than supervision. The exhibitor shall provide only the material and equipment that is to be used in the exhibit space. All other terms of show services are to be provided only by the Official Contractor. Exceptions to the foregoing will be granted only in cases where permission has been requested in writing by the exhibitor and received by the NADA Expo Division by December 9, 2016. An exception will be granted only if it will not interfere with or prejudice the orderly set-up, commitments and obligations assumed by NADA in any contract with the Official Contractor, or in its agreement with the lessor of the exposition space. (See policies on “Exhibitor Appointed Contractor” under “Exhibitor Forms”.) To make it possible to set up the exposition in the limited time available and to avoid confusion and congestion, the Official Contractor must control all in-bound and out-bound traffic in the loading and unloading areas, in the aisles, or in other freight patterns. Exceptions will be made for small items that can be hand carried by individuals.

The Official Contractor for the 2017 NADA & ATD Convention and Expo is Freeman. NADA Show Management also has designated certain other companies as “official” service contractors and strongly encourages exhibitors to use these contractors in lieu of non-official suppliers. NADA does not receive any monetary remuneration from designated official contractors, nor does NADA receive any portion of the fees paid by exhibitors to these official contractors. Official contractors sometimes provide necessary show-related services to NADA for free or at discounted rates. Support from official contractors helps NADA slow rate increases for various services offered to exhibitors and attendees. By using the official contractors, you help support NADA, meeting attendees, and your own company.
Official Contractors

The National Automobile Dealers Association has contracted with companies (herein referred to as “Official Contractors”) to provide various services to the exhibitors. Forms for obtaining the necessary services from each Official Contractor can be found under “Exhibitor Forms.” All services not ordered in advance must be procured through the Exhibitor Service Center, located in Exhibit Hall B of the New Orleans Ernest N. Morial Convention Center.

While all Official Contractors have some extra equipment available on-site, they cannot anticipate all exhibitors’ needs. **PLEASE ORDER YOUR SERVICES IN ADVANCE! On-site orders for some services will cost your company additional money. All contractors deliver advance orders first; on-site orders are delivered as time and availability of equipment permit.**

The Official Contractors for the 2017 NADA/ATD Expo are:

**Audio-Visual**
PSAV
925 Freeport Pkwy, Ste 100
Coppell, TX 75019
Phone: 800-966-4498
Fax: 866-312-4404

**Lead Retrieval**
Experient
5202 President’s Court, Ste 310
Frederick, MD 21703
Phone: 866-221-7921
Fax: 301-694-3286

**Catering**
Centerplate
New Orleans Ernest N. Morial Convention Center
901 Convention Center Blvd
New Orleans, LA 70130
Phone: 504-670-7254

**Models**
JVA, Inc.
3753 Howard Hughes Pkwy, Ste 200
Las Vegas, NV 89169
Phone: 702-259-4494

**Computer Rental**
eventLink (Formerly CCR Events)
7220 Oakley Industrial Blvd
Union City, GA 30291
Phone: 877-292-0101
Fax: 770-907-0103

**Photography**
Oscar & Associates
325 N. LaSalle Street, Ste 425
Chicago, IL 60610
Phone: 312-922-0056
Fax: 312-922-2866

**Floral**
National Plant & Floral
1001 E. Sunset #95814
Las Vegas, NV 89193
Phone: 702-956-8011
Fax: 702-956-8021

**Security**
Marshall Robinson & Associates
P.O. Box 206
Naples, TX 75568
Phone: 903-897-2091
Fax: 972-692-7970
Key Personnel

Director, Expositions:  
Connie G. Mikels  
NADA Expo Division  
8400 Westpark Drive  
McLean, VA 22102  
703-448-5861

Exhibitor Registration Supervisor:  
Beth Baumgardner  
NADA Expo Division  
8400 Westpark Drive  
McLean, VA 22102  
703-821-7206

Director, Convention Services:  
Melissa Wolpert  
NADA Convention Division  
8400 Westpark Drive  
McLean, VA 22102  
703-821-7142

Official Contractor:  
Freeman  
1000 Elmwood Park Blvd  
New Orleans, LA 70123  
504-731-6137

Exhibit Services Manager:  
Terri Carter  
NADA Expo Division  
8400 Westpark Drive  
McLean, VA 22102  
703-448-5862

Press Office

The Press Office is available to assist you with new product releases and updates on convention activities. If you would like assistance on scheduling a press conference or other press related items prior to the convention, please call 703.821.7121 or email ccyrill@nada.org.

Shuttle System

Shuttle service will be provided between most NADA convention hotels and the New Orleans Ernest N. Morial Convention Center. Service will begin on Thursday, January 26 at 8:30 a.m. For routes, hours of operation and additional information refer to the on-site program & expo directory or www.nadaconvention.org.