



CUSTOM ALLEY

EXHIBITOR MANUAL

2027 Philadelphia Auto Show

January 16 – January 24, 2027

Pennsylvania Convention Center

Philadelphia, PA

Produced by



3311 Swede Road, Suite A
East Norriton, PA 19401

INTRODUCTION

Dear Custom Alley Exhibitor:

This manual contains information that is vital to the successful planning and management of your exhibit at the 2027 Philadelphia Auto Show.

Please review all information within this manual carefully. Use the Exhibitor Checklist on the following page to make sure all appropriate forms and information are submitted on time. This will ensure you are getting the best rates and guarantee a smooth move-in.

Once available, you may download floor plans, manuals, service order forms and Pennsylvania Convention Center Rules and Regulations through the Exhibitor section of phillyautoshow.com (www.phillyautoshow.com/exhibitors/exhibitor-info/).

As a reminder:

- **For 2027, Custom Alley is located in Hall F.**
- All Custom Alley exhibitors are required to register for their staff credentials using the online platform, LiveBuzz. **You will receive an email invitation to register as the show approaches.**
 - Note: all credentials will be electronic and will be emailed in advance of the show.
- **Event insurance coverage is required for all exhibitors at registration.**
- **All vehicle owners in Custom Alley are required to fill out an online form and their vehicle must be personally insured.**
- **If you didn't place your electric order in advance through the Philly Auto Show, please place your service orders promptly!** For the best rates, **place all orders by January 2nd.** Order forms can be downloaded from the Exhibitor section of phillyautoshow.com.
- All vehicles must be set back at least 3' off aisles, and **barriers are required** around your display. Please contact Jenn Jackson with any questions.
- **If your display includes a tent**, please pay special attention to the restrictions outlined in the [Rules & Regulations](#).

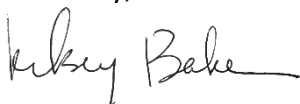
The Customer Satisfaction Agreement at the Pennsylvania Convention Center guarantees certain exhibitor rights. Please download the **Safety Guidelines** and **Exhibitors' Rights** documents from the Exhibitor Section of phillyautoshow.com for more details.

Any questions should be directed to Jenn Jackson:

Jenn Jackson
Custom Alley Show Manager
jenn@adagp.com | 704-907-9288

Thank you for your cooperation. We wish you a very successful 2027 Philadelphia Auto Show!

Sincerely,



Kelsey Baker
Auto Show Director



Jenn Jackson
Custom Alley Show Manager

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EXHIBITOR CHECKLIST

ACTION ITEM	DEADLINE	COMPLETED
Floor plan due to Show Management	December 1	☐
Order Electrical Service (if not pre-purchased)	January 2	☐
Order Tables/Chairs/Stanchion from GES	January 2	☐
Submit Credential List	January 12	☐

DIRECTORY OF CONTRACTORS & FACILITIES

SHOW FACILITY

Pennsylvania Convention Center (PCC)
1101 Arch Street
Philadelphia, PA 19107-2299
Telephone: (215) 418-4700
<http://www.paconvention.com>

ONLINE EXHIBITOR INFORMATION

www.phillyautoshow.com/exhibitors
Username: philly
Password: cheesesteak

SHOW MANAGEMENT (PRIOR TO SHOW)

Auto Dealers Association of Greater Philadelphia
3311 Swede Road, Suite A
East Norriton, PA 19401
Show Director: Kelsey Baker
Email: kelsey@adagp.com
Custom Alley Manager: Jenn Jackson
Email: jenn@adagp.com
Cell: (704) 907-9288

ON-SITE SHOW MANAGEMENT OFFICE

Pennsylvania Convention Center
Room 304 (Mezzanine Level)
Telephone: (215) 418-2000
Email: autoshowoffice@gmail.com

MEDIA & PUBLIC RELATIONS

Auto Dealers Association of Greater Philadelphia
Contact: Andrea Simpson
Telephone: (610) 279-5229
Email: andrea@adagp.com

INSTALL/DISMANTLE, MATERIAL HANDLING & SHIPPING SERVICES

General Exposition Services
205 Windsor Road, Limerick Business Center
Pottstown, PA 19464
Phone: 610-495-8866
Contact: Rachel Pinder
Email: rpinder@generalexposition.com
Contact: Joe Boyle
Email: jboyle@generalexposition.com

ELECTRICAL, AUDIO/VISUAL & INTERNET SERVICES

ASM Global/PCC Exhibitor Services
Contact: Colleen McShane
Phone: (215)-418-2188
Email: cmcshane@paconvention.com

CONTRACTOR SERVICES

ASM Global/PCC Contractor Services
Contact: Mike Cowley
Telephone: (267)278-3585
Email: mcowley@paconvention.com

FOOD & BEVERAGE

PCC Culinary Services/Aramark
Contact: Casey Weber
Phone: (215) 418-2243
Email: weber-casey@aramark.com

DISPLAY SECURITY

Imperial Events Security Services (IESS)
Telephone: 888-502-4377
Email: security@iessevents.com

GENERAL SHOW INFORMATION

PUBLIC SHOW DATES & HOURS

Saturday, January 16	10 AM – 9 PM	Pennsylvania Convention Center 1101 Arch Street Philadelphia, PA 19107-2299 (215) 418-4700 paconvention.com
Sunday, January 17	10 AM – 8 PM	
Monday, January 18 (MLK Jr. Day)	10 AM – 8 PM	
Tuesday, January 19 - Thursday, January 21	12 PM – 8 PM	
Friday, January 22	12 PM – 9 PM	
Saturday, January 23	10 AM – 9 PM	
Sunday, January 24	10 AM – 6 PM	

SHOW LOCATION

ON-SITE SHOW MANAGEMENT OFFICES

The Show Management Offices will be in **Room 304** on the Mezzanine Level of the Convention Center. Hours of operation are as follows:

DATE	OPEN	CLOSE
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Monday, January 11 – Thursday, January 14	8 AM	– 5 PM
Friday, January 15	8 AM	– 9 PM
Saturday, January 16	9 AM	– 9 PM
Sunday, January 17	9 AM	– 8 PM
Monday, January 18 (MLK Jr. Day)	9 AM	– 8 PM
Tuesday, January 19 – Thursday, January 21	10 AM	– 8 PM
Friday, January 22	10 AM	– 9 PM
Saturday, January 23	9 AM	– 9 PM
Sunday, January 24	9 AM	– 8 PM
Monday, January 25	8 AM	– 2 PM

Tuesday, January 26 Visit General Exposition Service Desk in Hall B rear

The Show Office phone number, **(215) 418-2000**, will be in service Monday, January 11 – Monday, January 25.

SHOW MANAGEMENT PRIOR TO SHOW

Auto Dealers Association of Greater Philadelphia	Jenn Jackson
3311 Swede Road, Suite A	Email: jenn@adagp.com
East Norriton, PA 19401	Cell: 704-907-9288
Telephone: (610) 279-5229	

PARKING

Parking is NOT included in your space rental fee. There is no dedicated parking facility for the Pennsylvania Convention Center. Exhibitors are responsible for their own parking arrangements and all associated costs.

MEDIA PREVIEW

There is no formal Media Preview scheduled for the 2027 Show; however, camera crews will be onsite filming displays the morning of Friday, January 15.

BLACK TIE TAILGATE

Custom Alley **will be not be open** for the Black Tie Tailgate on Friday evening, January 15. Each exhibitor receives one (1) Black Tie Tailgate ticket to attend the event and may purchase a limited number of tickets at cost (\$200 each). Please contact Jenn Jackson for details.

TECH TUESDAY

The Auto Show will host 600+ high school students for an automotive career event before show open on Tuesday, January 19. The event will conclude with students touring Custom Alley around 11:40am. **Please plan to have staff in your display by 11:30am on Tuesday** to interact with the students and ensure the security of your space. Demonstrations and interactive experiences are encouraged.

MOVE-IN & SET-UP (1/13 – 1/14)

MOVE-IN

Show Management must have your signed Exhibit Space Contract, payment in full, and proof of insurance for your display and vehicles before you may begin setup.

Exhibitor move-in will take place on Wednesday, January 13 and Thursday, January 14. **Each exhibitor is assigned a specific move-in window**, noted below. If you cannot make your scheduled window, you must notify Show Management in advance.

No children under the age of 16 are allowed in the Exhibit Halls during move-in or move-out.

WINDOW 1

Date: Wednesday, January 13

Time: 8am – 12pm

Exhibitors: CA-S6, CA-L1, CA-XL1, CA-L4,
CA-XL3, CA-M7

WINDOW 3

Date: Thursday, January 14

Time: 8am – 12pm

Exhibitors: CA-S1, CA-XL4, CA-S7, CA-M3,
CA-L5, CA-L6, CA-M8

WINDOW 2

Date: Wednesday, January 13

Time: 1pm – 5pm

Exhibitors: CA-M1, CA-L2, CA-S2, CA-S3,
CA-L3, CA-S4, CA-S5, CA-M6

WINDOW 4

Date: Thursday, January 14

Time: 1pm – 5pm

Exhibitors: STAGE AREA

Please ensure that all display vehicles have less than ¼ tank of gas; vehicles with more than ¼ tank will not be allowed to enter the Pennsylvania Convention Center. Please see [Rules & Restrictions](#) section of this manual for complete vehicle requirements. Show Management will provide an electrician to disconnect battery cables during vehicle move-in on January 13 & 14.

All display set-up must be completed and staff must be clear by 4PM on Friday, January 15.

UNION LABOR

All displays may be set up by the Exhibitor or the Exhibitor's employees as long as there is not an EAC (Exhibitor Appointed Contractor) hired to set up/dismantle the display. **ONLY personally owned vehicles** (no commercial vehicles, including rental vans/trucks or any vehicle with a logo on it) may be unloaded without union assistance. Ladders (up to 6 ft.) and handheld power tools are permitted. Please download the PCC Exhibitor Rules, Exhibitors' Rights document and Safety Guidelines from the Exhibitor section of phillyautoshow.com (www.phillyautoshow.com/exhibitors/exhibitor-info/).

All Exhibitors are encouraged to read the Exhibitors' Rights document.

ENTRANCE PROCEDURE

SET-UP DAYS: WEDNESDAY 1/13 – FRIDAY 1/15

For display/vehicle unloading, Hall F of the Convention Center can be accessed via the Convention Center's **F Dock**, the entrance to which is located off **Race Street between 12th & 11th Streets** (use address 1110 Race Street, Philadelphia PA 19107 for GPS).

Personnel may enter the building through the Convention Center's 12th & Arch Street East entrance during setup **ONLY**. After January 15th, **ALL** personnel will need to use a public entrance.

SHOW DAYS: SATURDAY 1/16 – SUNDAY 1/24

Electronic exhibitor credentials will be emailed to all exhibit staff and must be scanned to gain entrance to the Show each day. Daily Exhibitor wristbands will be provided for in/out privileges. Show entrances are located at 12th & Arch Street WEST and Market Street/Grand Hall.

Exhibitors working the Show may report up to one hour prior to public opening and must staff their display until closing. The building will be cleared immediately after Show closing except for Sunday, January 24, due to move-out.

SPACE RESTOCKING & UNLOADING: SATURDAY 1/16 – SUNDAY 1/24

For the security of show, the gate at F Dock will remain locked from Saturday, 1/16 – Sunday 1/24. Custom Alley will hold a strict reservation and scheduling process for restocking items in your space.

Reservations: Email or text Jenn Jackson by close of show each day to request next-day unloading. Your name and vehicle make/model will be provided to security at F Dock. A temporary parking permit with the date/time will be provided and must be displayed in your vehicle while on the Dock.

If you do not make a reservation, your vehicle will not be allowed onto F Dock.

DAILY UNLOADING SCHEDULE:

DATE	UNLOADING WINDOW
Saturday, January 16 & Sunday, January 17	8:30am – 9:30am
Monday, January 18	8:30am – 9:30am
Tuesday, January 19 – Friday, January 22	10:30am – 11:30am
Saturday, January 23 & Sunday, January 24	8:30am – 9:30am

All vehicles must be removed from the Dock at the end of the unloading window – **NO EXCEPTIONS**.

Unauthorized vehicles are subject to towing.

STAFFING

STAFFING LIST

Exhibits should be staffed during all public show days and hours. Display managers must pre-register all display staff using the online Exhibitor Registration hub. Please email Julia McCann at julia@adagp.com if you have not received your personal registration link by December 1.

A unique email address is required for each staff member. Electronic credentials will be emailed to each display staff member upon approval. Any staff changes during the run of show can be made in the Exhibitor Registration hub.

NOTE: No one under the age of 16 years old will be permitted to enter with an exhibitor credential. No children under the age of 16 are permitted in the Convention Center during set-up or tear-down.

APPEARANCE

All persons working within the exhibit/booth should maintain an appropriate, professional appearance at all times. Final determination of what is deemed appropriate or inappropriate onsite is at the sole discretion of Auto Show Management.

MOVE-OUT & DISMANTLE (1/24)

MOVE-OUT

Show vehicles **MUST** be removed from the Convention Center on Sunday evening, January 24 between 6:15PM and 9PM. Show Management and General Exposition Services are not responsible for damage incurred to a vehicle left on the show floor after 9PM.

A Vehicle Removal Permit is needed to remove any vehicle from the Show Floor and will be delivered to your display on Sunday, January 24. As the vehicle approaches the exit doors, the driver's operator license must be shown and the completed Permit surrendered to the security guard before the vehicle will be allowed to exit the building.

All products, equipment and displays may be removed from 6PM – 9PM on Sunday, January 24. Any additional dismantle time needed outside this window must be pre-approved by show management. Please plan accordingly.

RULES & RESTRICTIONS

VEHICLE REQUIREMENTS

BATTERY CABLES – All Show vehicles must have the battery cables disconnected and ends taped using UL approved plastic electrical tape. **Battery cable disconnect/reconnect must be done by or under the direct supervision of a PCC Electrician.** Show Management will arrange for an electrician at no charge to exhibitors.

FUEL TANK LEVEL – **The vehicle fuel level cannot exceed 1/4 tank or 5 gallons** (whichever is less). All vehicles will be checked as they enter the Pennsylvania Convention Center. If the fuel level exceeds 1/4 tank, the vehicle will not be permitted to enter the building. **Tanks cannot be refueled or emptied inside the Pennsylvania Convention Center.**

REPAIRS – No repairs or alterations shall be made on vehicles inside the Convention Center without prior written approval from Show Management.

GAS CAP REQUIREMENTS – Fuel tanks and fill openings must be closed with a locking cap or taped shut.

AC/DC CONVERTERS – Cars using AC/DC converters must have the security system fuse and horn disconnected to prevent setting off vehicle alarms. **Converter connect/disconnect must be done by a PCC Electrician.** An electrical labor order form is available through the Exhibitor Section of phillyautoshow.com.

Under NO circumstances may vehicles be placed in front of any fire or public entrance and exit doors. Special attention should be given to keeping these public doors free of obstruction by any vehicles. The same holds true for the erection of displays, staging, signs, etc.

EXHIBITOR RESTRICTIONS

HEIGHT – Displays higher than 10 feet must be approved by Show Management in advance.

CONDUCT – The Association, in its sole discretion, reserves the right to remove any vendor whom it deems offensive or disruptive to the normal operations of the Show, without notice and without refund. (See Conditions of Exhibit Space Contract for more information.)

SPACE CONFINES – An exhibitor may not, in any case, sell or distribute literature or work in any area other than the exhibitor's contracted space. Sales presentations, distribution of literature, and public surveys are strictly forbidden from being conducted in public aisles, other exhibit spaces, or any other public areas of the Pennsylvania Convention Center.

DISPLAY APPEARANCE – Display should be kept neat and tidy in appearance during all show hours.

VOLUME – Public address systems/microphones/speakers/sound systems may be used by exhibitors so long as they are kept to a volume that does not disturb neighboring exhibitors. **Disputes over proper volume levels will be solely determined by Show Management.**

TENTS & CANOPIES

A booth with a **canopy under 300 square feet** must have **fire extinguishers and smoke detectors**.

A booth with a **canopy over 300 square feet** must provide **a fire watch assigned to the exhibit during non-show hours, be equipped with automatic sprinklers or have the structure, sail or tent taken down at the end of each day.**

All Tents must be listed or certified as flame retardant. A tear sheet or tag should be available to determine compliance.

Listed battery-operated or AC-powered smoke alarms shall be installed in each enclosed area of exhibit. Smoke alarms shall be installed in accordance with their listing and shall be tested daily.

10lb ABC Fire Extinguishers shall be kept in the booth once the canopy is in place.

Where adjoining covered or multi-level exhibits exceed 300 square feet in aggregate floor area without separation by aisles or open exhibits, they shall be subject to the requirements of a single booth with a canopy over 300 square feet.

SAFETY/PROTECTION BARRIERS

Stanchions or another form of protective barrier are required for all Exhibitors. They must be professional-looking barriers; no safety cones with rope will be accepted. This is for the protection of your vehicles. In addition, there will be "Please do not touch vehicles" signs throughout the hall.

FIREARMS

The Pennsylvania Convention Center prohibits firearms in the building and surrounding grounds, except for uniformed police officers. All attendees and exhibitors will be required to enter through a main entrance with metal detectors. There is no location or safe box at the convention center to secure firearms.

MUSIC AT THE SHOW

No music, live or recorded, may be played in any display at the Philadelphia Auto Show, and no background music (through the use of a television, radio, stereo, mobile device or other music player) can be used **unless the appropriate license has been acquired from BMI (Broadcast Music, Inc.) and/or ASCAP (American Society of Composers, Authors, and Publishers)**, as this is an infringement on the original copyright. A corporate ASCAP or BMI license **does not** cover performances at the Show; a separate event license must be obtained.

SIGNS AND BANNERS

All exhibit signs must be free standing or floor-type signs. All signs must be professionally manufactured and have a finished surface on all edges and sides. Signs cannot block the view of other exhibitors. Decorations, signs, banners, etc., may not be taped, tacked, stapled or otherwise fastened to ceilings, walls, doors, painted surfaces, or columns unless done by, or under the direction of the Pennsylvania Convention Center staff.

In the case of a complaint, the decision on whether a sign remains or must be relocated is solely at the discretion of Show Management.

LICENSING

All exhibitors conducting direct retail sales from the Show Floor must be licensed to do business in the State of Pennsylvania and have a current sales tax number. **Exhibitor is responsible for remitting all applicable state and local sales taxes.**

COPYRIGHTED MATERIALS

Each exhibitor is responsible for obtaining all necessary licenses and permits, and to pay any and all royalties or other payments, to use music, photographs or other copyrighted or trademarked items in the exhibitor's display/booth. No exhibitor will be permitted to play, broadcast or have performed any music or use any copyrighted or trademarked material without the appropriate license or permit, if applicable.

Show Management will not arbitrate disputes between exhibitor and another party or entity regarding whether an item is subject to copyright or trademark protection, but will use reasonable efforts to enforce any valid and applicable court injunction that is presented to Show Management with respect to an unlawful use of copyrighted or trademarked items at the Show. In no event shall Show Management be liable for the unlawful use by a person or entity at the Show of items protected by copyright or trademark.

LIABILITY

Each exhibitor is entirely responsible for their allotted space through the Exhibit Space Contract. Each exhibitor agrees to reimburse the Pennsylvania Convention Center for any damage to the floor, ceilings, or walls within their contracted area.

Decorations, signs, banners, and streamers may not be attached, taped, nailed, or otherwise fastened to any ceiling, window, painted surface, or wall of the Pennsylvania Convention Center. Any special decorations or signs must be approved by Pennsylvania Convention Center management as to location and method of installation.

Under NO circumstances are helium balloons, stickers or adhesive-back decals to be given away or permitted to be used in the Convention Center. Any cost incurred by the Pennsylvania Convention Center from the use or removal of these items will be charged to the exhibitor.

The Pennsylvania Convention Center, Auto Dealers Association of Greater Philadelphia and General Exposition Services assume no liability or responsibility for any loss or theft. Therefore, it is the exhibitor's responsibility to provide their own insurance coverage for employees, vehicles, exhibits, materials, and all other items of personal and other property. Private display security is available through [Imperial Events Security Services](#).

INSURANCE REQUIREMENTS

EXHIBITOR INSURANCE REQUIREMENTS

All exhibitors must secure a broad-form comprehensive general liability insurance policy. A temporary policy can be purchased from the ADAGP's insurance carrier at a low rate. Please contact Jenn Jackson for more information. Exhibit access will be denied to those Exhibitors or Vendors that have not provided a required certificate or policy to Show Management.

Insurance requirements - The Exhibitor or Vendor shall procure, at its sole cost and expense, and shall maintain in force at all times during the term of the Auto Show contract, policies of insurance as herein below set forth, written by an insurance carrier with an AM Best rating of A-VII or better and approved by Show Management and, upon request, shall deliver to Show Management evidence of such policies. These policies shall be endorsed in a form acceptable to Show Management to include a provision that the policy will not be cancelled, materially changed, or not renewed without at least thirty (30) days prior written notice to Show Management and state or be endorsed to provide that the coverage afforded under the policies shall apply on a primary and not on an excess or contributing basis with any policies which may be available to Show Management. Policies written on a "claims-made" basis are not acceptable. At least two weeks prior to the expiration of the policies, and if requested by Show Management, Exhibitor or Vendor shall provide evidence of renewal or replacement policies of insurance, with terms and limits no less favorable as the expiring policies. Deductibles of self-insured retention above \$25,000 will require approval from Show Management.

1. **Commercial General Liability insurance policy** (I.S.O. Form CG 00 01 or equivalent approved by Show Management) in the Exhibitor's or EAC's name with limits of liability in the amount of **\$1,000,000 occurrence/\$2,000,000 aggregate** on a combined single limit basis for injuries to persons (including death) and damage to property and with the Additional Insureds listed in Section 5.
2. **Automobile and Truck Liability Insurance** Policy in the Exhibitor's or EAC's name with limits of liability in the amount of **\$1,000,000 each occurrence**, on a combined single limit basis for claims for bodily injuries (including death) to persons and for damage to property arising out of the ownership, maintenance or use of any owned, hired or non-owned motor vehicle and with the Additional Insureds Listed in Section 5.
3. **Worker's Compensation Insurance** (including Employer's Liability Insurance) with limits of **\$100,000 each accident; \$500,000 policy limit; \$100,000 each employee.**
4. Any additional insurance policies necessary to obtain required permits or otherwise comply with applicable law ordinances or regulations regarding the performance of your contract, including, without limitation, all-risk legal liability insurance with limits of liability of not less than \$1,000,000 for damage to property of others in the care, custody or control of the Exhibitor or EAC; and \$50,000 all-risk property coverage on any and all materials, supplies, equipment and furnishings brought on site to the Pennsylvania Convention Center, all naming the Additional Insureds listed in Section 5. Loss caused by the Exhibitor or EAC, or a party for whom the Exhibitor or EAC is responsible, which is under any deductible amount is the sole responsibility of the Exhibitor or EAC.
5. **Required Additional Insureds for General Liability and Automobile policies:**
Auto Dealers Association of Greater Philadelphia, Pennsylvania Convention Center Authority, Commonwealth of Pennsylvania, City of Philadelphia, SMG

A Certificate of Insurance may be supplied as evidence of such aforementioned policies; however, if requested by Show Management, the Exhibitor or EAC shall deliver to Show Management within 45 days of the request, a copy of such policies, naming the required additional insureds and certified by the insurance carrier as being true and complete.

If a Certificate of Insurance is submitted, it must:

- 1) indicate the I.S.O. Form used by the carrier;
- 2) be signed by an authorized representative of the insurance carrier;
- 3) disclose any deductible, self-insured retention, aggregate limit or any exclusions to the policy that materially change the coverage;
- 4) **include the above listed Additional Insureds on all policies** (except Worker's Compensation)
- 5) reference Philadelphia Auto Show, January 13-25, 2027, Pennsylvania Convention Center, Philadelphia, PA on the face of the certificate;
- 6) expressly reference the inclusion of all required endorsements;
- 7) be contractually binding upon the insurance carrier.

If requested by Show Management, the Exhibitor or EAC must furnish within thirty (30) days of a request proof that the person signing the certificate is authorized by the insurance carrier.

If, at any time during the period of this contract, insurance as required is not in effect, or proof thereof is not provided to Show Management, Show Management shall have the options to: (1) direct the Exhibitor or EAC to suspend work at or close the exhibit, permanently or pending Exhibitor's obtaining insurance under option (2), without liability of the Show Management or compensation or an extension of time due to Exhibitor or EAC on account thereof, (2) obtain the required insurance at Exhibitor's or EAC's expense, providing Show Management with evidence of coverage immediately, or (3) treat such failure as an event of default.

The Exhibitor and/or EAC shall immediately file with Show Management, 3311 Swede Road, Suite A, East Norriton, PA 19401, or by email to michelle@adagp.com, a notice of any occurrence likely to result in a claim against Show Management, and shall also file with the Torts Division detailed sworn proof of interest and loss within sixty (60) days from the date of loss.

All policies must provide coverage from January 13-25, 2027. All insurance policies must meet all applicable requirements. The corresponding Certificate of Insurance or policy must be received by the Association no later than **December 11, 2026.**

Access to the building may be denied to Exhibitors that have not provided a complying Certificate of Insurance or policy to Show Management.

SHOW SERVICES

COMPLIMENTARY TICKETS

Complimentary tickets will be awarded as follows:

Small space: 25 tickets / **Medium space:** 50 tickets / **Large space:** 75 tickets / **XL space:** 100 tickets

Tickets are good any public show day. Instructions for accessing and distributing your electronic tickets will be provided once your space is paid in full.

CARPETING

Exhibit space carpeting is NOT included in your space fee, but can be purchased at an additional cost. All aisles will be carpeted by Show Management.

ELECTRICAL

If you have purchased electrical service through the Show, you must mark your desired drop location(s) on your floor plan and submit to Jenn Jackson by **December 1**. Electric will be installed before you arrive for move-in. Any changes to drop locations after installation are additional and will be billed back to the exhibitor.

If you did NOT purchase electric through the Show or have advanced electrical needs, you must order service through the Pennsylvania Convention Center. Order forms are available online at www.phillyautoshow.com/exhibitors/exhibitor-info/. All orders should be placed by **January 2** to receive the best rates and avoid delays on-site.

NOTE: PCC electrical service rates DO NOT include labor or materials. You will be charged the service fee when you place your order and then will be charged for labor and any materials after installation is completed onsite. The labor and material cost is often higher than the service cost. **Please budget accordingly** or contact Jenn Jackson to purchase flat-rate electrical service through the Show.

INTERNET

New for 2027: Complimentary wireless internet is available for all Custom Alley exhibitors. Contact Jenn Jackson onsite for the SSID and password. **Please note:** this is a public network and should not be used for transmitting sensitive information. Speeds may be limited.

SECURITY

Show Management will provide roaming 24-hour guard service in Hall F beginning Wednesday, January 13 at 8AM and concluding Monday, January 25 at 12pm.

During public hours, please do not leave your display/booth unattended. If your display contains something of particular value, it is strongly recommended that you secure it overnight by contacting Imperial Events Security Services to hire overnight security. No personal items or portable electronics should be stored in displays overnight.

NOTE: All exhibitors should check their space every morning and evening for damage, theft, trip hazards, etc. and report incidents immediately to the Show Office, Room 304. Show Management shall not be held liable for any loss by theft or other means. (For more information, please see Conditions of Exhibit Space Contract.)