

THE 2011 WASHINGTON  
**AUTO SHOW**  
[CHANGE HAPPENS HERE]

Dear Washington Auto Show Exhibitor:

The 2011 Washington Auto Show is scheduled for January 28 – February 6, 2011. With these prime and expanded dates, and our successful model from past Washington Auto Shows, along with scores of new features, celebrities, introductions and innovations, the upcoming Washington Auto Show is poised to exceed all expectations.

The Public Policy Days are Wednesday, January 26<sup>th</sup> on Capitol Hill and Thursday, January 27<sup>th</sup> on the exhibit floor at the Walter E. Washington Convention Center. The successful Government Sneak-Peek and Preview Reception will immediately follow the Thursday's events at the convention center. Capitalizing on last year's success where The 2010 Public Policy Day and Sneak-Peek hosted two cabinet-level officials from the Obama administration who made news-worthy announcements from the show floor, many national legislators and policymakers, as well as national and international press, we are expecting an even greater turnout for the much anticipated 2011 Washington Auto Show.

Our Show team has heard from several manufacturers who are looking to strongly impact the D.C. show's prestigious audience. Along with providing access to Washington powerbrokers and policymakers, the D.C. metro area is home to one of the largest consumer markets in the world.

On the heels of last year's extremely successful event and the many changes to the upcoming show, including our expanded dates, automakers have expressed their intention to upgrade their exhibits and increase the square footage of their exhibit space in this year's show. The rate for exhibit space only is \$7.50 per square foot, still the lowest rate and best value among the top-tier national Auto Shows. We have also negotiated the general contractor rates and are happy to announce that the maximum the labor rates can increase is by one and one-half percent (1.5%) from the 2010 levels.

The next step is to design the floor plan so every automaker can appropriately begin the planning of their displays for the show. To set this process in motion, we invite you to join us on **Thursday, July 22<sup>nd</sup>** for a "space draw" meeting at the Walter E. Washington Convention Center.

We will be conducting an "Open Space Draw," to give each automaker the opportunity to select their desired floor location in any exhibit halls on both levels. The order of selection will be based upon the amount of exhibit space each manufacturer requests, with priority given to those requesting the largest space. A full set of draw procedures is enclosed.

We will need your final square footage request E-mailed, faxed or mailed to my office by the close of business on **July 19, 2010**. All space requests must be received on or before **July 19<sup>th</sup>**. Also, every automaker requesting exhibit space in The Washington Auto Show must be represented at the space draw meeting in order to select and acquire their desired location.

Specific arrangements for the space draw meeting are as follows:

Day: Thursday  
Date: July 22, 2010  
Time: 10:30 a.m.  
Place: Walter E. Washington Convention Center  
801 Mount Vernon Place, N.W.  
Washington, DC 20001  
Room 102

Please direct all correspondence to me as follows:

Yoffe Exposition Services, Inc.  
P.O. Box 719  
28 Pickwick Road  
Marblehead, MA 01945-0719  
Phone: (781) 639-5200 Fax: (781) 639-2477 E-mail: [YoffeExpo@aol.com](mailto:YoffeExpo@aol.com)

Please be sure to complete and return all the enclosed forms by **July 19<sup>th</sup>** so we can make all the appropriate arrangements.

On behalf of The 2011 Washington Auto Show and its producer, The Washington Area New Automobile Dealers Association, I look forward to working with you again.

Sincerely yours,

Bob Yoffe  
Show Director

# 2011 WASHINGTON AUTO SHOW

WASHINGTON CONVENTION CENTER

JANUARY 28 – FEBRUARY 6, 2011

## EXHIBIT SPACE APPLICATION FORM

Please consider our application for exhibit space in the 2011 Washington Auto Show as follows:

EXHIBIT SPACE REQUEST \_\_\_\_\_ SQUARE FEET

AUTOMAKER: \_\_\_\_\_

LINE(S) REPRESENTING (if multi-lines): \_\_\_\_\_

Submission of this exhibit space allocation, when accepted by the show producer, commits the aforementioned automaker to the amount of space requested if it is received on or before the July 19<sup>th</sup> deadline for The 2011 Washington Auto Show's space draw meeting on July 22, 2010. Space rental is \$7.50 per square foot, 50% of which is due on or before August 31, 2010 with the balance being due on or before January 1, 2011. Failure to submit payment for space rental in accordance with this schedule may, among other things; result in forfeiture of exhibit space without notice.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Name/ Title \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

**Return to:**

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P.O. Box 719, 28 Pickwick Road  
Marblehead, Massachusetts 01945-0719  
(781) 639-5200 • **Fax: (781) 639-2477**  
E-mail: YoffeExpo@aol.com

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Washington Area New Automobile Dealers Association

# 2011 WASHINGTON AUTO SHOW

WASHINGTON CONVENTION CENTER

JANUARY 28 – FEBRUARY 6, 2011

## SPACE DRAW PROCEDURES

July 22, 2010

- 1) All lines requesting exhibit space in *The 2011 Washington Auto Show* are invited to be represented at a space draw meeting which be held on Thursday, July 22<sup>nd</sup>. All lines attending this meeting are assured of exhibit space in the show so long as their written space request has been received *in advance* of the meeting.
- 2) Every exhibitor must complete the exhibit space application form and return it to Yoffe Exposition Services *no later than July 19, 2010*. In order to expedite the meeting, your exhibit space application form will be your *only* opportunity to request exhibit space in the show. *No requests for exhibit space or changes can be accepted after July 19<sup>th</sup>*.
- 3) If the space requests exceed the total space available in the Washington Convention Center, then all space requests will be decreased in proportion to the percentage oversold.
- 4) The order of selection of exhibit space will be determined by the amount of square footage requested by each automaker, beginning with the largest space request and proceeding to the smallest. Each participant will be called in order of their ranking to select their location on the floor plan.
- 5) Every automaker requesting exhibit space in The 2011 Washington Auto Show *must* be represented at the space draw meeting, in order to select their desired location in their turn.
- 6) Space requests will be grouped in specific increments (e.g., exhibit space requests for 10,000 - 10,500 square feet may be treated the same). There will be a tie-breaking procedure to determine the order of the space allocation within each increment. Priority will be given to exhibitors who occupied a larger space in the preceding year's Washington Auto Show.
- 7) The dimensions of a space as shown on the floor plan may be changed with the understanding that any space remaining must be such that the producer can sell it to another line group. If the remaining space is not deemed sellable, then the line(s) may be relocated or given the option of absorbing the remaining space as part of their chosen location.
- 8) The aisles are approved by the Washington, D.C. fire marshal and typically cannot be modified.
- 9) Multi-line automakers that wish to contract for their group may, at their option, request that all or a portion of their lines be grouped together to represent the totality of an exhibit that such automaker is attempting to assemble. Individual lines within such a group will be set forth as though they were standing on their own. No request for multi-line grouping necessarily will gain an automaker priority in location of exhibits, nor will such a request be considered in the absence of a readily known and bona-fide corporate connection between the lines where a common grouping is requested.
- 10) Each automaker can only be exhibited in one location (e.g., Ford vehicles can be shown only in the Ford space, etc.).
- 11) The producer reserves the right to review all space applications and to adjust requested space size, as they deem appropriate for the betterment of the entire show.
- 12) Exhibit spaces allocated to the floor plan at the meeting are subject to modifications upon final review of show management on behalf of the producer. WANADA's Auto Show Committee may become involved if necessary.
- 13) Second stage manufacturers, such as van conversions, RVs and limousines, will not be offered space until all participating automaker lines have been placed on the floor plan.

**Show Manager:** Yoffe Exposition Services  
P. O. Box 719  
28 Pickwick Road  
Marblehead, MA 01945  
(781) 639-5200  
Fax: (781) 639-2477

**Show Producer:** Washington Area New  
Automobile Dealers  
Association (WANADA)  
5301 Wisconsin Avenue, NW  
Washington, DC 20015

# 2011 WASHINGTON AUTO SHOW

WASHINGTON CONVENTION CENTER

JANUARY 28 – FEBRUARY 6, 2011

## SPACE DRAW MEETING RESPONSE FORM

Thursday, July 22, 2010

10:30 a.m.

The Walter E. Washington Convention Center

801 Mount Vernon Place, N.W.

Washington, DC 20001

Room 102

The following automaker line group representative(s) will be in attendance at the upcoming space draw meeting for the 2011 Washington Auto Show:

**NAME**

**COMPANY**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Submitted by: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Fax : \_\_\_\_\_

Line Group: \_\_\_\_\_

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