



## GENERAL EVENT INFORMATION

LOCATION:  
LOS ANGELES CONVENTION CENTER  
Los Angeles, Ca

DATE:  
MARCH 22<sup>nd</sup>, 2008



# TABLE OF CONTENTS

EXHIBITOR SHOW INFORMATION ..... 4

    Exhibitor Move-In ..... 4

    Display Vehicles ..... 4

    Exhibitor Tear-Down ..... 4

    Electrical/Rental Needs ..... 4

    Your Booth Space ..... 4

EVENT SCHEDULE ..... 5

CONTACT INFORMATION ..... 6

EXHIBITOR CHECKLIST ..... 7

Booth plan ..... 7

Getting to the Event ..... 7

Lighting ..... 7

Material Handling ..... 7

Union Labor: ..... 8

Electricity ..... 8

Vendor passes ..... 8

Rental needs ..... 8

Cars in your booth ..... 8

Last bit of advice ..... 8

STEP-BY-STEP CAR REGISTRATION ..... 9

POWERING YOUR VEHICLE ..... 10

MINIMUM REQUIREMENTS FOR COMPETITION ..... 11



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## TRAVEL INFORMATION

### Official Hotel

#### **Kyoto Grand Hotel**

120 S. Los Angeles St  
Los Angeles, Ca 90012  
Tel (213)629-1200  
Fax (213)622-0980

### Travel Agent

#### **Travel Destinations**

Chrisie Chetrit  
4320 N. Miller Rd.  
Scottsdale, AZ 85251  
480-941-1201-direct line  
800-443-4644  
480-659-1977-fax

### Hotel Information

This centrally-located downtown boutique hotel in LA provides easy access to freeways and is positioned in walking distance to government buildings and within 3 miles of Chinatown, Dodger Stadium, Staples Center, Fashion and Financial Districts, Los Angeles Civic Center and Los Angeles Convention Center.

### Directions to the Hotel

From LAX-Start out going EAST on WORLD WAY/ CENTER WAY, Merge onto S SEPULVEDA BLVD/ CA-1 S toward I-105. Take the IMPERIAL HWY WEST/ I-105 E ramp toward IMPERIAL TERMINAL. Merge onto I-105 E toward NORWALK. Merge onto I-110 N toward LOS ANGELES. I-110 N becomes CA-110 N. Take the US-101 N exit toward HOLLYWOOD/ I-5/ SANTA ANA/ I-10/ SAN BERNARDINO. Merge onto US-101 S toward I-10/ SAN BERNARDINO/ I-5/ SANTA ANA. Take the LOS ANGELES ST exit, EXIT 2B. Turn RIGHT onto N LOS ANGELES ST.



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## EXHIBITOR SHOW INFORMATION

### Exhibitor Move-In

Load-In for all exhibitors in on Friday from 12pm-6pm. There will be absolutely **NO THURSDAY OR SATURDAY LOAD-IN! NO EXCEPTIONS!** Failure to Load-In on Friday will constitute the elimination of booth without refund. Hot Import Nights will provide you with a number of credentials based on your booth size. When you check in, you will have two options to pick up your credentials:

1. Staff can pick up passes individually as they arrive at Will Call.

### Display Vehicles

Cars going IN YOUR BOOTH must roll in between 12pm and 6pm. If they are entering the show competition and have paid their registration, they will need to see the car show manager to get classified and entered. They can register online at [www.hotimportnights.com](http://www.hotimportnights.com). Please keep in mind that all display cars **MUST FIT ENTIRELY** inside your booth. As a rule, one car will fit per 10x20 booth. Any show vehicles **not** in a booth will need to follow the standard show roll-in procedures. Standard car roll in is on Friday between 3pm and 8pm. They must register on-line and show up on time or otherwise they will be turned-away. **All vehicles must have less than a ¼ tank of gas with the gas cap taped off and the batteries must be disconnected.** We are going to have to be strict on this due to fire codes! Please have hoods up w/ batteries disconnected by 3pm for Fire Marshal inspection. Failure to comply will result in disqualification and removal of the vehicle from the show.

### Exhibitor Tear-Down

The event is scheduled to end at 12am. **THERE WILL BE NO TEAR-DOWN OF BOOTHS ALLOWED PRIOR TO THAT TIME.** You cannot begin tear-down until 8am on Sunday unless otherwise posted on the HIN website. Small booths should have until 1am to vacate. Larger booths must wait until 8am.

### Electrical/Rental Needs

You must have lights! "Electrical" and "Decorator" order forms may be downloaded at: [www.hotimportnights.com](http://www.hotimportnights.com). No need to tell them your booth number, just your company name. Please keep in mind that all tables must be covered with table linens or table skirts. No projecting of images/lights on to the walls. Electrical & Decorator Service Desk will be open Friday 12-6 & Saturday 2-5.

### Your Booth Space

**All merchandise must remain within your assigned booth space at all times.** There is no selling of Hot Import Nights merchandise. You cannot bring in outside food or beverage into the halls. Sharing of space with other companies is strictly prohibited. Violations will result in full payment of space for each company and/or removal from the show.



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## EVENT SCHEDULE

### FRIDAY

- 12pm-6pm Exhibitor Load-In
- 12pm-6pm Exhibitor Booth Display Vehicles Load In
- 12pm-6pm Electrical/Decorator Services Desk Open
- 3pm-8pm Show Car Load-In

### SATURDAY

- 2pm Will Call Opens - Companies / Car owners allowed into building (hand carry only)
- 2pm-5pm Electrical/Decorator Services Desk Open
- 4pm Booths ready for the public, fire inspection
- 5pm Show open to the public
- 11pm Awards ceremonies begin
- 12am Awards ceremonies end / show ends
- 12:30am Exhibitor tear-down (After all show cars are cleared from the venue)
- 1am Venue closed- re-opens at 8am



## CONTACT INFORMATION

### APG Events

2200 Orangewood Ave Suite 230  
Orange, Ca 92868  
Tel: 949-789-7439  
Fax: 949-789-7444  
[www.hotimportnights.com](http://www.hotimportnights.com)

### Hot Import Nights

March 22<sup>nd</sup>, 2008  
Los Angeles Convention Center  
1201 S. Figueroa Street  
Los Angeles, Ca 90015  
(213) 741-1151

### Accounts Receivable:

David Dang X233 [dd@hinevents.com](mailto:dd@hinevents.com)

### Operations:

David Kim X217 [david.kim@apg-media.com](mailto:david.kim@apg-media.com)

### Sales:

Daniel Campbell X237 [dc@hinevents.com](mailto:dc@hinevents.com)  
Jayson Guzman X228 [goose@hinevents.com](mailto:goose@hinevents.com)  
Jack Young X219 [jack@hinevents.com](mailto:jack@hinevents.com)  
Mike Alejos X216 [ma@hinevents.com](mailto:ma@hinevents.com)  
Jason Dienhart X245 [Jason@hinevents.com](mailto:Jason@hinevents.com)  
Bob Apodaca X222 [bob@hinevents.com](mailto:bob@hinevents.com)

### Show Cars:

Thanh Phan X227 [thanh@hinevents.com](mailto:thanh@hinevents.com)  
Nathan Leon X207 [nate@hinevents.com](mailto:nate@hinevents.com)

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## TRAVEL

### Travel Destinations

Scottsdale, AZ 85251  
Tel: 800-443-4644  
Fax: 480-659-1977  
Contact: Chrisie Chetrit  
E-mail: [chetritc@att.net](mailto:chetritc@att.net)

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## EXPO SERVICES

(tent and furniture rental forms on HIN website)

### APG MEDIA

Orange, Ca 92868  
Contact: Cary Floyd  
(949)789-7439 x 218  
(949)789-7444 FAX  
Email: [cary@hinevents.com.com](mailto:cary@hinevents.com.com)



## EXHIBITOR CHECKLIST

Welcome to Boost Mobile's Hot Import Nights! We are glad to have you in this years show! HIN is a different style event from most other car show events, so there are some important things to know. We are committed to helping you understand our show and assist whenever possible! To ensure your attendance at HIN is a success, please take a moment and review this checklist that will help you through the process:

- Visit our **Exhibitor information** page on [www.Hotimportnights.com](http://www.Hotimportnights.com). Everything required for exhibitors, will be found in this information packet, as well as on our website under "Information packet"
- Booth plan**: Make sure your booth is set up to accomplish your show goals! The booth should be fun and inviting so people want to stop and see your products. Please contact your account representative for ideas and/or help.
- Getting to the Event**: Make plans in advance. Check our "Travel Section" of our information packet at [www.hotimportnights.com](http://www.hotimportnights.com) for official hotel and a great number to Chrisie (our local and favorite travel agent). She can help in all aspects of travel and most likely save you some money!
- Lighting**: All of the convention centers lights are turned "off" during the HIN show (with exception to light required by local fire marshals). This creates a nightclub feel within the venue from all the ambient lighting from booths, and specialized lights from car displays and stages. **YOU WILL NEED LIGHTING FOR YOUR BOOTH!** There is not enough light for your goods to be viewed unless you have light on them. Any type of lighting works; from Home Depot Halogen work lights to Staples desk lights that can pinpoint light at a certain product.
- Material Handling**: Cities vary on what you can bring in versus what you are forced to have local Union workers bring in. A general rule of thumb, one employee can bring in anything he can "carry" in one trip to the booth. "Carry" means actually picking it up – not using any type of dolly.

NOTE: the rule is vague on how many employees' you can have bringing in your booth goods. Also, it is vague on the use of luggage that has wheels that is used as a dolly. Lastly, the way in which you are charged is by the "hundred pounds". *For example, if all your goods weigh 1,000lbs (and they weigh them via a forklift) you will pay \$100 x hundred pound rate. We have negotiated to have a 20% break on our rates, but keep in mind how much your booth weighs.*



- ❑ **Union Labor:** Rules on labor also vary city by city. General rule of thumb is that if you can build your booth with your employee's, and use no tools in doing so – you don't need labor. Most small booths fly under the radar so you won't even have to worry about this. If your booth is questionable, you can always hire one (1) laborer and they will most likely leave you alone (again, this depends on the extent of your booth). Again, look at our show info website for more details as it gets closer to the show. Also, we highly recommend you contact the expo service company (e.g. Freeman, Triumph, etc...) for more answers to what is the minimum you'll need on labor, if any.
- ❑ **Electricity:** You will need electricity to power your lights and/or any other equipment in your booth. The electrical order forms can be found at [www.hotimportnights.com](http://www.hotimportnights.com) then click "electrical"
- ❑ **Vendor passes:** You are allotted a number of passes for people working your booth. Passes to the show are picked up upon check-in. We highly discourage you from taking all of your passes unless you know 110% you will see everyone. Once your passes are distributed, no other passes will be given out.
- ❑ **Rental needs:** If you need to rent tables, chairs, etc. you can do that through the expo service company. Their information is on the exhibitor section of the Hot Import Nights site. [www.hotimportnights.com](http://www.hotimportnights.com) and click on "Exhibitor Expo Information"
- ❑ **Cars in your booth:** Fuel requirement vary for each venue. If you will have a car in your booth, please make sure you read the fuel requirements located at: [www.hotimportnights.com](http://www.hotimportnights.com) in our show packet. Cars (and your booth contents) must stay within the booth footprint and cannot stick into the aisles. General rule of thumb is one (1) car fits into a 10x20 with no display. For a car and small display, 10x30. For a car and good size display 20x20 minimum.
- ❑ **Last bit of advice - HAVE FUN AT THE EVENT! Please... don't hesitate to call us, ask us questions or advise!** Our purpose is to make your experience at HIN a huge success for your company!!



## STEP-BY-STEP CAR REGISTRATION

1. Please ensure your vehicle meets the 'Minimal Requirements for Competition'
  - *Vehicles must be in a completed show quality status. Show management reserves the right to extract a vehicle for any reason off the show floor.*
2. Log onto [www.hotimportnights.com/events](http://www.hotimportnights.com/events) and select the 'Register Car' or 'Register Bike' tab in the 'Hot Import Nights' or 'Night Shift' event you would like to attend. This tab will take you to a new page for registrations.
  - *If the link is not present then the event may be SOLD OUT.*
  - *In the event of a Sold Out show, you can still have the opportunity to show if you send in 1-3 pictures of your vehicle to [cars@hinevents.com](mailto:cars@hinevents.com) (the following info is required in this email: 1-3 pictures, Full name, Contact info, and which event you are trying to get in)*
3. Proceed to fill out online registration form
  - *Each Car Registration purchase will automatically include 2 wrist band passes for you and a passenger to enter into the show.*
  - *Wrist bands will be available at Registration booth on the day of roll in.*
4. Once registration is complete you will be provided with a Transaction ID # for your records and an email will be sent to the email provided. Please make sure our emails are not sent to Junk folders.
5. Show Car Roll In for competitors will take place on Friday, the day before the event takes place usually between the hours of 2 pm – 7 pm. Please make plans to ensure you will be able to make it to the venue in time.
  - *If you are unable to make it during the allowed time please contact us at [cars@hinevents.com](mailto:cars@hinevents.com) 2 weeks in advance. We will do our best to accommodate.*
6. On the day of Roll In you will pick up your competition package, dock pass, and Roll Out Procedures. Please make sure these forms are clearly displayed on your windshield at all times. Your wristbands will also be given to you at the CAR REGISTRATION BOOTH located at the marshalling yards / parking lot.
  - *Make sure you have your confirmation letter, transaction ID#, and / or photo ID.*
7. Various venues usually have strict guidelines regarding fuel regulations, so please make sure you are familiar with the event details to ensure you are cleared for entry into the venue. It is safe to assume you must have less than 1/8 tank.



8. Show Car parking will be based on a first come first serve unless coordinated in advance with HIN Management in a timely fashion. Onsite staff will have ultimate decision on vehicle placement.
9. Once the vehicle is staged competitors MUST disconnect car batteries and comply with Fire Marshals rules.
  - *Please familiarize yourself with 'Dock Pass Procedures'*
  - *Power can be purchased thru the venue via the Exhibitor info page.*
10. Once all spectators have exited the building you may begin to Roll Out.

## POWERING YOUR VEHICLE

Dear HIN / Night Shift Competitor,

Due to fire safety regulations all batteries must be disconnected when participating in one of our events. We do ask that you please disconnect your battery terminals and tape them off. You will need to bring the appropriate tool(s) and tape, so please keep this in mind and be prepared for this necessary requirement in advance.

We know many of you would like to play your music or keep your accessory lighting on to enhance your vehicles presence at our event. This is completely doable and is not difficult if you follow the below steps.

1. In order to achieve this within fire safety regulations you will need to purchase standard 120v power this can be done either in advance through the Nightshift registration website at: <http://www.hotimportnights.com> or at the event on Friday set up day between the hours of 3pm and 5pm at the electrical booth.
2. Besides needing the power you will need an inverter to convert the 120v electric to the necessary 12volt power your vehicle requires. Companies such as Pyle and Cadence offer several different model numbers to work with you necessary power requirements. We do suggest you speak with a professional MECP Certified Audio specialist to determine the power requirements necessary for your vehicle. Each vehicles power requirements will vary based on how much equipment you wish to power, and how much voltage each component draws through the inverter.

The inverter will plug into the power cord you purchased from the venue and connect to you battery terminals in your vehicle, giving you the desired power to function your vehicles electronics for the duration of our event.



## MINIMUM REQUIREMENTS FOR COMPETITION

Hot Import Nights would first like to thank you for being interested in participating in our events. We require a vehicle to be complete display form. The exterior must be fully painted and all interior panels must be in place. Vehicles modified for full race applications (lacking interior panels) may qualify to enter into competition provided the exterior of the vehicle still meets the display requirements.

We also require a minimum of five modifications to showcase your vehicle. The only mandatory modification is that your ride must have a set of aftermarket wheels and tires. Other modifications we would like to see but not limited to include lip kits or body kits, lowered suspension, and aftermarket lighting.

There are a few situations to look out for such as if your vehicle is in primer or has noticeable body damage, even with the minimum requirements; you will not be accepted for showcasing. We understand that certain vehicles and themes may call for a flat non-reflective paint look, these vehicles will be taken on a case by case basis. If you are unsure about the current state of your vehicle please send honest pictures to [cars@hinevents.com](mailto:cars@hinevents.com) to see if you will qualify.

Again thank you for your interest and hope to see you there!!!!!!!!!!!!!!

Thanh Phan  
Automotive Director  
Hot Import Nights | Night Shift | VIP Auto Fashion