



March 16 – 18, 2018

I-X Center

Cleveland, Ohio

FINAL V1: 8/31/17

Vendor Package

Only 90 10' x 10' vendor spaces available along a CARPETED aisle!!!

IF A PISTON MAKES IT GO, IT'S IN "THIS" SHOW!!!!

The Summit Racing Equipment I-X Piston Powered Auto-Rama Presented by Rad Air Complete Car Care and Tire Centers is one of the largest indoor showcases of cars, bikes, trucks, and aircraft in the world boasting over **600 cars, 125 motorcycles, and aircraft** inside the I-X Center. No piston is left behind as the show also includes military vehicles, boats, construction and agricultural equipment, and much more.

With over **one million square feet** of space, the I-X Center is one of the largest convention and exhibition centers in the country. Its diverse event schedule includes some of the biggest consumer shows as well as many trade shows that attract over 1.5 million visitors each year. The I-X Piston Powered Auto-Rama will draw tens of thousands of people from Northern Ohio and beyond.



ABOUT THE SHOW

Theme: The 2018 show will take place March 16 – 18, 2018 at the I-X Center with ‘Auto-Rama Rolls Then Cleveland Rocks’ as the theme. The Auto-Rama will go bumper to bumper with the Rock and Roll Hall of Fame Induction Ceremony by welcoming the event back to Cleveland when it returns on April 14, 2018.



- ATTENDANCE HAS GROWN 23% SINCE 2015
 - 2017: 46,102 (March 17 – 19, 2017): I-X Piston Powered Auto-Rama: 3% Increase
 - 2016: 44,760 (March 18 – 20, 2016): I-X Piston Powered Auto-Rama: 8% Increase
 - 2015: 41,445 (March 20 – 22, 2015): I-X Piston Powered Auto-Rama: 12% Increase
 - 2014: 37,000 (March 14 – 16, 2014): I-X Piston Powered Auto-Rama
 - 2013: 35,000 (March 15 – 17, 2013): I-X Piston Powered Auto-Rama
 - 2011: 17,000 (September 30 – October 2, 2011): I-X Piston Power Show
- Owned, produced and marketed by the I-X Center
- The return of the Model Car Contest. Trophies will be given for 1st, 2nd and 3rd place in each of the 10 classes of competition. Every entrant will receive an entrant's ribbon.
- Theme: If a piston makes it go, it's in THIS show! Includes various types of cars, trucks, motorcycles, aircraft, boats, military vehicles, construction and agricultural equipment, and more.
- Theme: Forged in Cleveland, Made in the USA
- Judged competition with awards ceremony on Saturday and Sunday via the ISCA and Hot Rod Asylum
- Size matters: Spans the entire I-X Center show floors including the main floor and the Concourse and also is the **largest indoor showcase of piston-powered vehicles in the world.**
- The motorcycle pavilion is dedicated entirely to motorcycles with national and local Bike Builders, displays, merchandise and is judged by the ISCA in 20 distinct classes.
- Vendor Alley with multiple and diverse vendors ranging from 10' x 10' booths to semi-truck displays
- Car Club Display Competition pitting all of the car clubs participating in the show against each other for cash prizes
- Multiple bars and restaurants included on the show floor
- Family-friendly pricing with Children 12 and under FREE admission

THE FOLLOWING TURN-KEY PACKAGE WILL BE PROVIDED FOR THE 2018 I-X PISTON POWERED AUTO-RAMA FOR VENDORS

- **Exhibit Space:** Vendor will receive exhibit space on the Main Floor along a carpeted aisle. This area can be used to display and/or Interact with attendees, showcase sponsored assets, and much, much more. Services and provisions included in exhibit space:
 - Pipe and Draped exhibit area
 - Four (4) exhibitor badges with three-day show access
 - Two (2) of all-event parking permits with three-day parking
 - Drive-In Loading / Unloading fees
 - Opportunity to order any additional services not included in this package at a 20% discount off advanced rates through I-X Customer Service Center

- **Burger Bash Tickets:** On Thursday, March 15, 2018, the Burger Bash is a private event for participants, vendors, and sponsors to kick off the show in the Fill'r Up Station.
 - Vendors will receive 4 passes (per 10' x 10' area) to Burger Bash that include entry, a burger, and two drinks

- **Registration Bag Inclusion:** Vendor will have the right to include promotional items, marketing materials, or other collateral for all show participants, both car and motorcycle, in registration bags.

- **Terms and Conditions:** The term of this Vendor Package will be from signing of an agreement until March 31, 2018. The investment in this turnkey package is \$500. Bulk rates are available. Payment terms are 50% upon signing and 50% due on or before February 16, 2018. 100% deposit due with agreement after February 16, 2018.

Thank you for the consideration and we look forward to this Vendor Package. To reserve your space contact:

Mike Halloran / Exhibit Sales Representative
Direct (216) 265-2541 Fax: (216) 265-7476
TF: (800) 795-9690
mhalloran@ixcenter.com
International Exposition Center
One I-X Center Drive
Cleveland, Ohio 44135
www.ixcenter.com





2018 I-X Piston Powered Auto-Rama - March 16th - 18th

Rev 6/30/17

I-X Piston Powered Auto-Rama
I-X Center
One I-X Center Drive
Cleveland, Ohio 44135

Email: mhalloran@ixcenter.com
Fax: (216) 265-7476
Phone: (216) 265-2541
www.ixpistonpoweredautorama.com

Event Hours

Friday: 3:00 pm - 10:00 pm
Saturday: 10:00 am - 10:00 pm
Sunday: 10:00 am - 6:00 pm

VENDOR APPLICATION MAIN FLOOR

Please complete and return this application to fax or mailing address listed above.

<u>Company</u>	<u>Phone</u>	<u>Ext.</u>
<u>Contact</u>	<u>Mobile Phone</u>	
<u>Address</u>	<u>E-mail</u>	
<u>City, State, Zip</u>	<u>Web Site</u>	
<u>Country</u>	<u>Vendor License #</u>	

Description of product(s) & booth activity:

I intend to (please check all that apply): Sample Product Sell Product Use a Microphone Have one or more cars/bikes in exhibit

Booth Request (Refer to floor plan)	
Booth # Preference (If Available)	
1st _____	2nd _____ 3rd _____
Booth Size _____	Sq. Ft. _____

Exhibit Space Rates	
<input type="checkbox"/> 10'x10' Booth = \$500	<input type="checkbox"/> 20'x20' Booth = \$1,800
<input type="checkbox"/> 10'x20' Booth = \$1,000	<input type="checkbox"/> 30'x20' Booth = \$2,400
<input type="checkbox"/> 10x10 Food Booth = \$1,450	<input type="checkbox"/> Other _____

10x10 booth Includes: pipe & drape, (4) vendor badges, (2) all-event parking permits, (4) Burger Bash tickets & Drive-In Loading / Unloading fees.

Deposit / Payment Schedule

50% Due with signed agreement and 50% remaining balance by 2/16/18 (On or Before February 16th, 2018) 100% Deposit Due with Agreement (After February 16th, 2018)

Payment Must Accompany Signed Agreement

1) Check Payable to: I-X Center Amount Enclosed \$ _____ Check # _____

2) Credit Card Payment Amount \$ _____ MasterCard Visa Discover American Express

Account Number: _____ Expiration Date: _____ Code: _____

Cardholder's Name (as appears on card): _____

Authorized Signature: _____ Date: _____

I the undersigned, give the I-X Center, dba I-X Piston Powered Auto-Rama, authorization to charge exhibit space for the I-X Piston Powered Auto-Rama to the credit card above. I understand that this card will be charged with the balance due, if no other form of payment is received by the I-X Center by February 16, 2018.

I/We hereby apply for exhibit space in the I-X Piston Powered Auto-Rama. If accepted, I/We acknowledge and will abide by the show terms and conditions listed on all pages of this contract, in addition to all I-X Center Building Rules and Regulations that can be found at www.ixpistonpoweredautorama.com.

Accepted by Exhibitor _____ Title _____ Date _____

Accepted by Show Management _____ Title _____ Date _____

Remittance Address: I-X Piston Powered Auto-Rama c/o I-X Center, One I-X Center Drive, Cleveland, OH 44135

Show Management Use Only: _____ 2018 Space Assignment: _____