

PRE-OWNED VEHICLE SHOWCASE — RULES & REGULATIONS —



SILICON VALLEY INTERNATIONAL
AUTO SHOW
2 0 1 0

JANUARY 7–10, 2010
SAN JOSE McENERY CONVENTION CENTER

- Pre-owned vehicles being displayed **must be models from the brands of your new car franchise.**
- Pre-owned vehicles being displayed **must also be a brand participating in the NEW vehicle space at the auto show.**
- **2007-model-year or newer may be displayed** including any type of coupe, sedan, hybrid, crossover utility, sport utility, minivan, or small to large pickup. *(No full size vans or commercial vehicles.)*
- **All vehicles must be thoroughly detailed** inside and out, under the hood, in the trunk and all door jams. Vehicle condition needs to be equal to or better than what is on your own showroom floor.
- **Scratches, dents, missing or damaged panels or trim must be repaired.**
- **Dealer may display their company name on the vehicle in the following areas:**
 - License plates (front and rear)
 - License plate frames
 - Trunk tag
 - Private window sticker (Manufacturer Certification, list of standard equipment, options, etc. Additional information stickers must be typed).
- Vehicles **must have all appropriate legal disclosures.** *Buyer's Guides* must be typed. Handwritten disclosures will not be accepted.
- **Hang tags are allowed** but must show accurate and legal disclosures for payment terms, etc. These may be handwritten in *black ink only.*
- **No merchandising stickers, window clings, banners or paint on the vehicle windows or sheet metal are allowed.**
- **Battery terminals must be disconnected,** wrapped in tape and secured. **Locking fuel caps are also required. Vehicles may not have more than 1/4-tank or 5 gallons of fuel in them** (whichever is less). Any removable items should be cleared from the vehicle (cigarette lighters, shift knobs, etc.).
- As a non-selling show, customers should be referred to your dealership to finalize sales transactions. However, **“Reserved” signs are permitted for vehicles going under contract.**
- **Salespeople staffing the space are prohibited from approaching attendees in the aisles,** or anywhere other than within the confines of your exhibit space. You can post a phone number on the vehicle for a potential customer to contact your dealership. Both methods have proven successful at other shows.

I have read and understand the rules and regulations above and agree to abide by them.

I acknowledge **NO SALES CONTRACTS** will be negotiated or signed anywhere on convention center property. Sales will only be conducted at my dealership.

PRINT NAME _____ DATE _____

SIGNATURE _____

DEALERSHIP _____