



2019 INDOOR RIDE & DRIVE EVENT INITIAL AGREEMENT

*(*** Please Note: This agreement secures your space. Official contract to follow***)*

CHARLOTTE AUTO SHOW WILL PROVIDE:

- Space for all vehicles and event inside the Charlotte Convention Center
 - Please Note: Each space available designates limitations on total number of vehicles
- Registration space on the showroom floor of the Charlotte Convention Center
- Full page ad promoting the Ride & Drive in our Official Auto Show Program Guide (not to be included in any other manufacturer ad). Also provided digitally at www.charlotteautoshow.com
 - Value of \$3800
- Special section at www.charlotteautoshow.com dedicated to promoting Ride & Drives Event
- Social media posts throughout the show on Facebook, Instagram and Twitter
- Mention in our Saturday morning "Look live" TV commercials
- Additional Signage in lobby and on show floor
- (50) promo tickets good for any day of the show

MANUFACTURER WILL PROVIDE/BE RESPONSIBLE FOR:

- All vehicles
- Registration desk & staffing
- Registration and disclaimers for participants
- Additional insurance coverage if necessary
- Materials for program guide ad
- Staging & storage of vehicles
- Any additional security as needed for the Ride & Drive Event

Investment: \$4.95 per square foot

*50% payment due by 5/31/19 & Final payment due 8/31/19

DUE TO LIMITED SPACE, RIDE & DRIVES WILL BE ON A FIRST COME/FIRST SERVE BASIS

Brand(s) represented in the Ride & Drive Event: _____

Name of Company: _____

Name of Signing Representative: _____

Address: _____

Phone: _____ Email: _____

Ride & Drive Approved (sign here) _____ Date: _____