



SEPTEMBER 22-23, 2026 | Huntington Place | Detroit, MI.

EXHIBITOR SERVICE MANUAL MAIN MENU

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Use the **Main Menu** to jump to any section of the manual. Each page also has linked tabs at the top so you can return to the Main Menu or go to another section. Please review this document carefully—especially the sections that apply to you and your booth—and reach out if you have any questions.

Welcome to the Digital Dealer Conference & Expo 2026 Exhibitor Services Manual!

The information in the pages below is designed to help guide exhibitors through the planning process of exhibiting at Digital Dealer. Schedules and deadlines as well as links to additional information, online ordering sites, and downloadable printable order forms are included for your convenience. **Freeman is rolling out a new platform (Freeman Store) and you will be required to create a new sign-in. Here is an [FAQ](#) about the new platform.**

GENERAL INFO

DATES & TIMES

Move-In

Monday, September 21 8:00 AM – 6:00 PM

Contact Show Management should you have any special move-in requests. For policies and restrictions related to access, deliveries, dismantling, and early move-out, please see [INSTALL/DISMANTLE & LABOR REGULATIONS](#).

Registration

Monday, September 21 12:00 PM – 5:30 PM

Tuesday, September 22 7:30 AM – 5:30 PM

Wednesday, September 23 8:00 AM – 5:00 PM

Show Day

	Expo Open	Dedicated Expo Hall Hours
Tuesday, September 22	10:00 AM – 5:30 PM	10:00 AM – 1:30 PM
Wednesday, September 23	9:00 AM – 5:00 PM	9:00 AM – 1:30 PM 4:15 PM – 5:00 PM (Reception)

Move-Out

Wednesday, September 23	5:50 PM – 11:59 PM 4:00 PM Driver Check-in Starts 7:00 PM Drive Check-in Deadline
Thursday, September 24	Check with Freeman onsite before Wednesday, September 23 at 1:00PM Driver must be checked in by 8:00 AM

Please note – UPS and Fedex will need to be dropped off for outbound shipping. No Pick-up available.

EXHIBIT HALL LOCATION

Huntington Place - Hall D
1 Washington Blvd
Detroit, Michigan 48226

SHOW MANAGEMENT CONTACTS

Click [HERE](#) for a full list of Show Management.

SHOW VENDOR DEADLINE & INFORMATIONBook Hotel Rooms | [Discounted Rates Available](#)

Register Booth Personnel for onsite badge



Update Brand Profile



Thurs, Aug 20

Shipments Accepted at Advanced Warehouse (Beginning Date)
[Warehouse Shipping Label](#)

Fri, Aug 21

Hanging Sign Approval | [Form](#)

Mon, Aug 24

Freeman Discount Deadline to Order Carpet, Graphics Furnishings
and More | [Freeman](#)

Mon, Aug 24

Discount Deadline to Order Electrical, Mechanical Services and
Rigging | [Freeman](#)Exhibitor Appointed Contractor [Designation Form](#)Audio Visual | Premier AV [Online](#)

Fri, Aug 28

Internet / WiFi | Huntington Place | [Rate Card](#)
Rates go up less than 14 days from move-in and on-site

Thurs, Sept 10

Catering – entertain from you booth [Sodexo Live Online](#)

Fri, Sept 11


Deadline for Packages to be Received at Advanced Warehouse
Warehouse Shipping Label

Mon, Sept 14

Deadline to Upload Certificate of Insurance (COI) | [Form](#)

INSURANCE

Digital Dealer does not provide any type of insurance coverage for the property and/or personnel of exhibiting companies. Exhibitors must maintain insurance that meets the requirements below and provide proof to Digital Dealer before the show.



Submit your insurance documents [online](#). Be sure the name of the attachment reflects the name of the insured exhibiting company.

An exhibitor shall, at their own expense, secure and maintain through the term of this contract, including move-in and move-out days, the insurance listed below. All such insurance shall be primary of any other valid and collectible insurance of the exhibitor and shall be written on an occurrence basis. Claims-made policies are not acceptable and do not constitute compliance with the exhibitor’s obligations under this paragraph.

The following three types of insurance are required:

- **Workers’ Compensation** insurance unless you are the sole proprietor. A sole proprietor is a business entity that is owned and run by one individual. If you have even one other person in the booth working with you, you will need worker’s compensation coverage.
- **Comprehensive General Liability** insurance with limits not less than \$1,000,000 each occurrence, \$2,000,000 aggregate, combined single limit for bodily injury and property damage, including coverage for personal injury, contractual, and operation of mobile equipment, products, and liquor liability (if applicable).
- **Automobile Liability** insurance with limits not less than \$500,000 for each occurrence combined single limit for bodily injury and property damage, including coverage for owned, non-owned, and hired vehicles, including loading and unloading operators. Auto coverage is only required if there is a vehicle in your booth or if you are using a designated loading/unloading area i.e. POV area.

Comprehensive General Liability and Automobile Liability insurance policies shall name as additional insured, Emerald (Show Management), Huntington Place (Facility), and Freeman (General Service Contractor). If requested, copies of additional insured endorsements, primary coverage endorsements, and complete copies of policies satisfactory to Emerald, shall be furnished to Emerald sixty (60) days before the first day of the event. Certified copies of the Certificates of Insurance or policies shall provide that they may not be canceled without a 30-day advance written notice to Emerald.

Certificate Holder Information should be listed as:

Digital Dealer; 31910 Del Obispo, Ste 200, San Juan Capistrano, CA 92675

The following MUST be contained on the certificate: [CLICK HERE FOR AN EXAMPLE](#)

NEED GENERAL LIABILITY INSURANCE?
 Marsh/TotalEvent Insurance offers General Liability Insurance for \$65 plus tax.
[ORDER ONLINE](#)



- “Producer” – Name, Address, and Phone Number of Carrier
- “Insured” – Company Name, Address, Phone Number, and Booth Number
- “Description of Special Items” – “Emerald – Digital Dealer and each of its subsidiaries, affiliates, officers, employees, agents, and representatives” must be listed as additional insured for the dates [September 22-23, 2026]

REPORTING - In the event of damage or loss of property, or an accident or injury, it is your responsibility to contact your insurance broker or carrier immediately.

BOOTH REGULATIONS

CONSTRUCTION/DESIGN

Digital Dealer is a “Cubic Content” show. Booths must be constructed per the booth guidelines provided within this manual for the specific type of booth space being leased. Violations could result in a fine and/or loss of priority points.

All exposed parts of constructed displays must be finished to present an attractive appearance when viewed from aisles or other adjoining booths. Exposed back and sidewalls may not display copy, logos, graphics, artwork, or product if they adjoin a neighboring booth.

Show Colors

Backwall: Black

Sidewall: Black

Aisle Carpet: Midnight (Blue/Black speckle)

The following applies to all types of booths.

Use of Space

Exhibitors may build their exhibit within the entire width and depth of their booth and up to the maximum allowable height of the linear booth type/variation.

All exposed exhibit components extending above the 8’ high pipe and drape backwall must be finished, painted, and with no exposed wires or framing.

“Wiggle Room” Factor

The width and depth of your booth structure should be designed so any side adjacent to another exhibitor’s booth is 3 inches less than the dimensions of your booth space. This is to allow space for the dividing drape and utility cables/hoses that must be run between booths.

Fire Code

All exhibit materials (including chairs) must be kept out of the aisles. Booth materials must be flame-retardant to the satisfaction of the Fire Marshal by a flame-retardant certification or ability to pass on-site flame test.

Sound and Noise Levels

Exhibitors must keep noise levels in their booths below 85 dB to avoid disrupting other exhibits. Show Management will measure sound levels and has the authority to determine when noise becomes a disturbance, requiring it to be stopped.

Canopies

Canopies, including ceilings, umbrellas, and canopy frames, (upon approval) may be either decorative or functional (such as to shade computer monitors from ambient light or to allow for hanging products). Please contact Digital Dealer Show Management if your exhibit is composed of any ceiling treatment. Island booths must conform to cubic content requirements. The bottom of the canopy should not be lower than 7’ from the floor within 5’ of any aisle. Canopy supports should be no wider than three inches. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings, and other similar coverings.

Linear, Corner and Perimeter Booth Guidelines

See [Construction & Design](#) and [Onsite Booth Guidelines](#) for more information

Definition and/or Dimension

Linear booths, also called “inline” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle. Linear booths are commonly 10’ deep and 10’ wide.

What’s Provided / Included

- 8’ high pipe and drape back wall
- 3’ high pipe and drape side rails
- 11” x 17” booth identification sign with company name and booth number

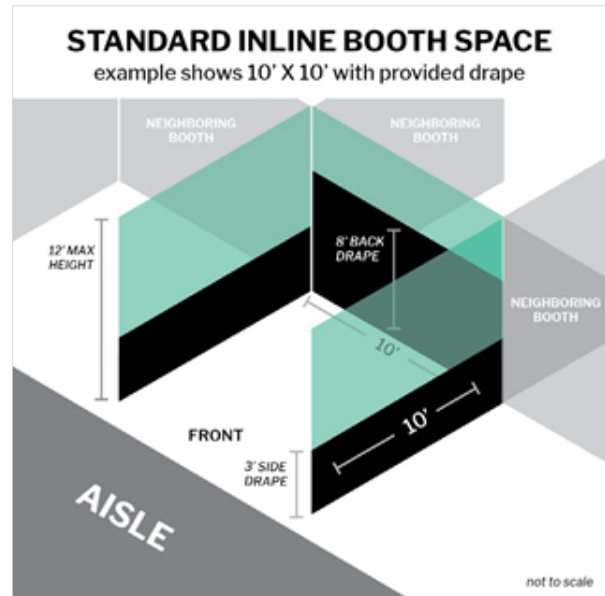
All other equipment and services are the responsibility of the exhibitor

Flooring will be required

Not Included: Tables, chairs, waste basket

Height Restrictions

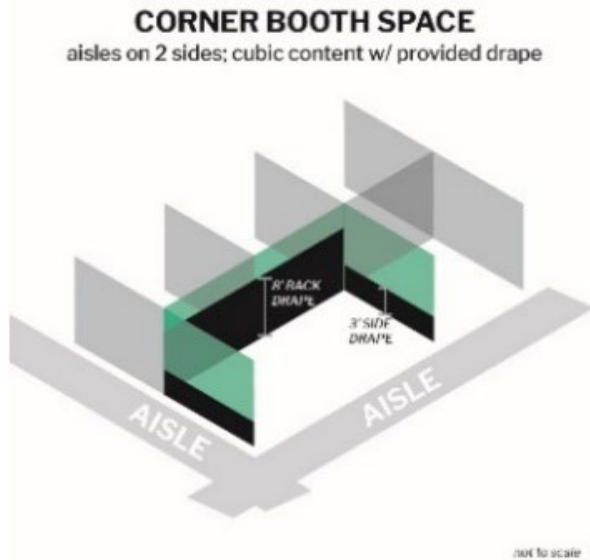
Exhibit fixtures, components and identification signs are permitted to a maximum height of 12’ (or 20’ for booths larger than 20’x20’). All logos and signs must face the inside of your booth space.



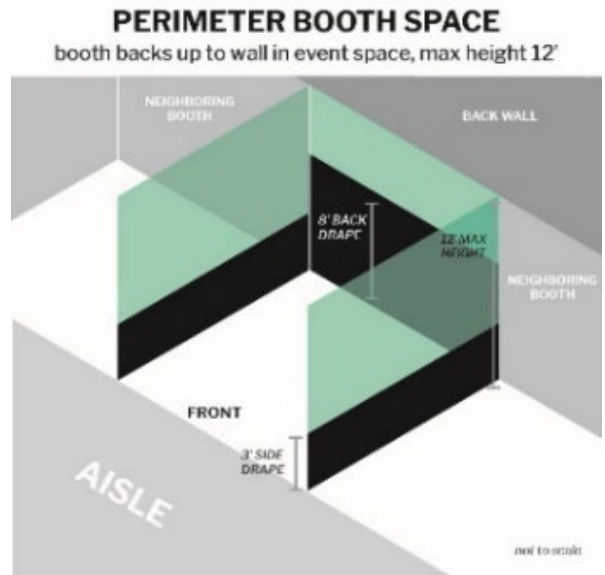
Hanging Signs

[Hanging Sign & Airborne Objects](#) section of the manual.

VARIATIONS to the standard



Corner booths must adhere to the same guidelines as linear booths with the exception that two sides will be exposed to an aisle. Maximum height of 12’ (or 20’ for booths 20’x20’ or larger).



Perimeter booths are linear booths that back up against a wall of the facility, not to another line of exhibits, and have a maximum height of 12’ (or 20’ for booths 20’x20’ or larger).

Peninsula and End Cap Booth Guidelines

See [Construction & Design](#) and [Onsite Booth Guidelines](#) for more information

Definition and/or Dimension

Peninsula booths are exposed to an aisle on three sides, comprised of a minimum of four booths, and typically back up to linear booths behind. Peninsula booths are usually 20'x20', or larger.

End Cap booths are exposed to an aisle on three sides and comprise two adjacent 10'x10' booth spaces and must adhere to the same guidelines as linear booths.

What's Provided / Included

- 8' high pipe and drape back wall
- 11" x 17" booth identification sign with company name and booth number

All other equipment and services are the responsibility of the exhibitor
Flooring will be required

Not Included: Tables, chairs, waste basket

Height Restrictions

Exhibit fixtures, components and identification signs are permitted to a maximum height of 20' for all 20'x20' (or larger) booths. **All logos and signs must face the inside of your booth space.** Please contact Show Management for any exceptions.

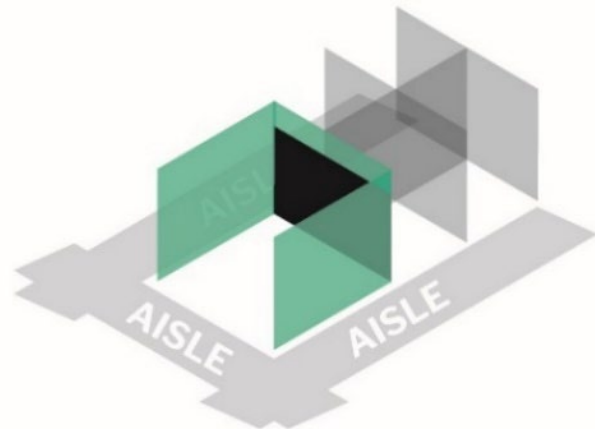
Hanging Signs / Booth ID

[Hanging Sign & Airborne Objects](#) section of the manual.

Please submit your [Hanging Sign Requests through online form.](#)

PENINSULA BOOTH SPACE

cubic content, aisles on 3 sides, with provided drape



END CAP PENINSULA BOOTH SPACE

cubic content, aisles on 3 sides



Split Island Booth Guidelines

See [Construction & Design](#) and [Onsite Booth Guidelines](#) for more information

Definition and/or Dimension

Split Island booths are exposed to an aisle on three sides, comprised of a minimum of four booths, and typically back up to another island booth behind. Split Island booths are typically 20'x20' or larger, although they may be configured differently.

What's Provided / Included

- 8' high pipe and drape back wall
- 11" x 17" booth identification sign with company name and booth number

All other equipment and services are the responsibility of the exhibitor

Flooring will be required

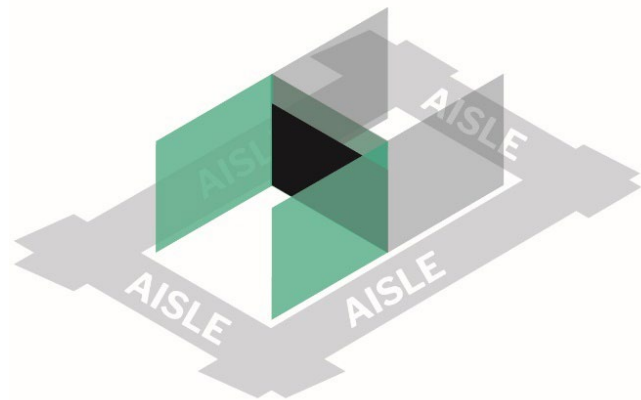
Not Included: Tables, chairs, waste basket

Height Restrictions

Exhibit fixtures, components and identification signs will be permitted up to a maximum height of 20'.

SPLIT ISLAND BOOTH SPACE

w/ provided drape



not to scale

Hanging Signs / Booth ID

[Hanging Sign & Airborne Objects](#) section of the manual.

Please submit your [Hanging Sign Requests through online form](#).

Island Booth Guidelines

See [Construction & Design](#) and [Onsite Booth Guidelines](#) for more information

Definition and/or Dimension

A 20'x20' (or larger) booth exposed to aisles on all four sides. There is no 8' draping provided for island booths. Walls may be installed in any portion of the booth and must be finished on both sides so as not to be unsightly to attendees and neighboring exhibitors.

What's Provided / Included

Island booths do not come with back drapes or ID signs. If desired, they may be ordered from Freeman. Flooring will be required.

Height Restrictions

Exhibit fixtures, components, and identification signs for 20'x20' booths will be permitted to a maximum height of 20'.

Multi-Level Exhibits

A multi-story exhibit is defined as any booth structure that includes two or more levels. Because it is considered a building "structure," all multi-story exhibits require prior approval from the exhibit facility, applicable local government agencies, and Show Management. All multi-level and covered exhibits must submit the following to both Show Management and the facility **at least 60 days in advance**

Guidelines from the Huntington Place Handbook

- All double-decker booths or structures with closed solid ceiling booths must have hardwired electric powered smoke detectors and sprinkler system installed in their display. A sprinkler system may not be required, subject to Fire Marshal approval if the exhibitor provides 24-hour security at their own expense.
- Electrically powered smoke detectors with a backup battery power source must be hardwired to a circuit that is powered 24 hours a day. It must be installed in the ceiling of all multi-level booths and all rooms or storage areas that have ceilings.
- One smoke detector is required for 900 square feet of continuous ceiling.
- The placement of smoke detectors must be 30 feet on center of your booth. Be sure to advise our exclusive electrical contractor that you will need 24-hour circuits when placing your electrical order.
- In the case where a double-deck booth is blocking the facilities fire pull stations or strobe lights, additional approval and measures to rectify such blockage of fire safety systems may be necessary.
- All double-deck booths' plans must have a stamped seal from a State of Michigan licensed Engineer. Egress Plan for emergency exit must be included.
- All plans must be submitted to the venue's Engineering department and Fire Marshal for approval. Please check regarding the prevailing fees.
- Maximum structure height for Hall D is 25 feet (19 feet for booths under the dividing line of each hall)

ISLAND BOOTH SPACE

aisles on 4 sides



not to scale

Hanging Signs / Booth ID

[Hanging Sign & Airborne Objects](#) section of the manual.

Please submit your [Hanging Sign Requests through online form](#).

Hanging Signs & Airborne Objects

Hanging Signs

The total ceiling height of the Huntington Place is 25'

Height of Structure + Height of Hanging Sign = Combined Max of 20'		
<p>Structure at a max height of 16' Sign at a max height of 4'</p>	<p>Structure at a max height of 10' Sign at a max height of 10'</p>	<p>Structure at a max height of 20' No hanging sign permitted</p>

<p><input checked="" type="checkbox"/> DO (ALLOWED & REQUIRED)</p>	<p><input checked="" type="checkbox"/> DON'T (PROHIBITED)</p>
<p>Use hanging signs only in:</p> <ul style="list-style-type: none"> Island, Split-Island, or Peninsula booths Booths 20' x 20' or larger <p><input checked="" type="checkbox"/> Keep total height (structure + hanging sign) at or below 20'</p> <p><input checked="" type="checkbox"/> Center hanging signs directly over your contracted space</p> <p><input checked="" type="checkbox"/> Maintain a 10' setback from all neighboring booths</p> <p><input checked="" type="checkbox"/> Use one-sided signage, facing inward toward your booth</p> <p><input checked="" type="checkbox"/> Submit the Hanging Sign Request Form as early as possible</p> <p><input checked="" type="checkbox"/> Submit stamped engineering drawings for approval</p> <ul style="list-style-type: none"> Licensed structural engineer signature Authorized exhibit builder sign-off <p><input checked="" type="checkbox"/> Use lightweight materials to reduce ceiling load</p>	<p>No hanging signs in:</p> <ul style="list-style-type: none"> Linear booths End-cap booths <i>(Regardless of size)</i> <p>Do not exceed 20' total height</p> <ul style="list-style-type: none"> If your structure is 20', no hanging sign is allowed <p>Do not hang lighting, truss, or signage outside booth boundaries</p> <p>Do not attach anything to:</p> <ul style="list-style-type: none"> Ceilings Walls Columns Drapes Floors Any facility surface <p>No helium balloons (at any time)</p> <p>Do not install unapproved hanging signs</p> <ul style="list-style-type: none"> Unapproved signs will be removed at your expense

FINAL REMINDER

Failure to comply with hanging sign or airborne object rules may result in:

- Forced removal onsite
- Additional labor or rigging charges
- Delays during move-in

FREIGHT & DELIVERIES

SHIPPING OPTIONS - Exhibitors may ship **either in advance to the Freeman warehouse or directly to show site** during designated move-in periods. Freeman is the **exclusive material handling provider**.

Advanced Warehouse Shipping (Option 1) (RECOMMENDED)

Warehouse Shipping Address

Exhibiting Company Name / Booth Number

Digital Dealer 2026

C/O TForce Freight / JW Cole / Freeman

6500 Mt Elliott

Detroit, MI 48211

Warehouse Hours

- Monday – Friday: **7:00 AM – 3:30 PM**
- **Closed Monday, September 7, 2026 (Labor Day)**

Delivery Deadline

- Materials must **ARRIVE no later than Thursday, September 10, 2026**
- Shipments received **more than 30 days prior** to move-in or **after the deadline** will incur **additional charges**

*Use the prepared shipping label
when possible*

- **ADVANCED**
- **DIRECT TO SHOW**

Direct to Show Site Shipping (Option 2)

Show Site Shipping Address

Exhibiting Company Name / Booth Number

Digital Dealer 2026

Huntington Place Convention Center

1 Washington Blvd

C/O Freeman

Detroit, MI 48226 USA

Direct Shipments – Important Rules

- Freeman will accept shipments **beginning Monday, September 21, 2026**
- Shipments arriving **before this date may be refused**
- Any costs for early freight accepted by the facility are **the exhibitor's responsibility**
- **Certified weight tickets are required** on all shipments
- Carrier phone (if requested): **888-508-5054**
- **All carriers must check in as directed.**

INBOUND FREIGHT REQUIREMENTS

- A **Bill of Lading (BOL)** is required for all shipments must list:
 - Number of pieces
 - Description (cartons, crates, skids, etc.)
- Freight may be **held for unpaid balances**, including booth fees, electrical and material handling. Freight will be released once balances are paid in full.

Move-in Procedures

Freight Arrival

- Direct shipments may arrive beginning **Monday, September 21**
- Marshalling Yard opens **Monday, September 21 at 6:00 AM**
- All carriers must follow **Marshalling Yard check-in procedures**
- Review **POV Self-Unloading Policy** before arrival

EXHIBIT HALL ACCESS & CREDENTIALS

Wristbands

- Until registration opens, **Exhibitors and EACs must obtain wristbands** at Security Check-In

Badges / Registration

- On-site registration opens:
 - **Monday, September 21 | 12:00 PM – 5:30 PM**
- Exhibitors must pick up **badges once registration opens**

BOOTH SET-UP SCHEDULE

- **Early Move-In:** Available upon request
- **Standard Move-In:** Monday, September 21 | 8:00 AM – 6:00 PM
- All booths must be **fully set and show-ready** by: Tuesday, September 22 | 10:00 AM

Hand Carry, POV & Self-Unloading Policies

Hand Carry

- Only small items that can be carried by hand
- **✗** No carts, pallet jacks, or motorized equipment
- **✗** No access to material handling areas
- **✓** Use designated hand-carry areas or main entrances

[Refer to POV & Cart Services guidelines](#)

Privately Owned Vehicles (POV)

- Defined as passenger cars, vans, and light pickup trucks no cargo or freight vehicles
- Loads **must not require mechanical assistance**
- Vehicles not qualifying for POV service will be sent to the Marshalling Yard

Cart Service (POV Assistance)

- Provided by freight staff using flat carts
- Max load: **3' W x 4' L x 3' H, 300 lbs max**
- Includes **complimentary storage of empty boxes** (Empty labels provided onsite)

Material Handling

Freeman is the **exclusive material handling provider** and services include:

- Unloading inbound freight
- Up to **30 days advance warehouse storage**
- Delivery to booth
- Empty container storage and return
- Outbound loading at show close

Material handling is separate from transportation costs to/from the venue.

Dismantle & Move-out Procedures

For general move-out restrictions (including removal during show hours and dismantle rules), please see [INSTALL/DISMANTLE & LABOR REGULATIONS](#).

Dismantle Deadline

- Exhibitors must be **fully cleared from the hall by**: Wednesday, September 23 | 11:00 PM

Carrier Check-In

- To ensure timely pickup, carriers must check in **by Wednesday, September 23 | 7:00 PM**
- If a carrier fails to arrive, Freeman may **re-route freight** onto another carrier

Outbound Shipping

Required Before Freight Release

- Completed **Outbound Shipping Form**
- **Material Handling Agreement (MHA)** available in the Freeman Store under Shipping & Handling
- Shipping labels

Freeman Convenience Service

- Complimentary pre-printed MHA and labels available
- Forms delivered to booths before show close
- Third-party carriers must collect paperwork at the **Freeman Service Desk**

Storage

Empty Containers

- Pick up “Empty Labels” at the Freeman Service Center. Once the container is completely empty, place a label on each container individually.
- Labeled empty containers will be picked up periodically and stored in non-accessible storage during the event.
- At the close of the show, the empty containers will be returned to the booth in random order. This process may take several hours.

Priority and Accessible Storage

Priority Empty Container Storage (Optional Service) allows your empty crates, cases, and boxes to be **returned to your booth first** after the close of the show.

Important Requirements

- Must be ordered before empties are taken to storage
- Cannot be ordered after your empties have been removed
- Special Priority Empty labels are required

How to Order

- Obtain Priority Empty Container labels from **Freeman**:
 - Online (recommended)
 - On site (if available)
- Clearly apply the Priority labels to all containers requiring priority return

Only containers properly labeled with **Priority Empty labels** will receive priority return status.

Accessible Storage for Samples & Literature

An **Accessible Storage Area** is available for exhibitors who need short-term access to materials during the show.

Access Times

- During **show hours**
- **One hour prior** to show opening
- **One-half hour after** show closing each day

How to Use Accessible Storage

- Arrangements must be made directly at the **Freeman Service Center**
- Storage space is **limited** and available on a first-come basis

End-of-Show Handling

- All materials remaining in Accessible Storage on the **final show day** will be **returned to the exhibitor's booth** at show close

International Freight

Phoenix International Business Logistics, Inc. offers International Freight Forwarding services. Please click [HERE](#) for U.S. Customs & International Shipping Instructions.

INSTALL/DISMANTLE & LABOR REGULATIONS

Installation & Dismantlement Information

- Materials for an exhibit display may not be delivered to the exhibition facility before the official move-in period.
- Under no circumstances will the delivery or removal of any exhibit or portion thereof be permitted during the exhibition without permission first being secured from Show Management.
- No displays may be dismantled prior to the official closing of the exhibition. Such activity will be considered a violation of these rules and regulations.
- All materials must be removed from the facility by the end of the official move-out period. Official move-in, move-out, and exhibition dates and times may be subject to change. Show management will notify exhibitors of official dates, times, and any changes.
- Show Management reserves the right to assign specific days to the exhibitor for delivery of equipment and/or display items. Failure by exhibitor to abide by such delivery schedule shall obligate that exhibitor to pay all charges incurred for labor as a result of the disruption of the delivery schedule.

Labor/Union Laws

To assist you in planning your participation in your show, we are certain you will appreciate knowing in advance that union labor may be required for certain aspects of your exhibit handling. To help you understand the jurisdiction the various unions have we ask that you read the following.

General Guidelines

Exhibitors with booths 400 square feet or less are permitted to perform the following tasks using their full-time employees:

- Assemble and decorate within their booths, using cordless hand tools and step stools (three steps or less).
- Assemble machinery, including unpacking, dismantling and re-packing, and calibrate and fine-balance machinery, components and equipment.

- Plug in 120-volt, 20A-circuits (once the service has been brought to the booth by the electrical contractor and with the exception of any concealed wiring), install up to twenty (20) UL approved clip-on lights and light bulbs and use their own UL-approved extension cords, power strips and surge suppressors.

Teamsters / Iron Workers / Riggers

Teamsters, Iron Workers and Riggers may perform the following tasks: material handling of freight, machinery installation, assembly and dismantling of steel for multi-level displays, and deliver set-up of contractor rental furniture.

Carpenters

Carpenters perform the following tasks: carpentry and the unpacking, erection and dismantling of exhibit booths which includes the layout of fabrication, assembling and erection of all displays made of wood, metal, plastics, composite board, or any other substitute material; the installation of pipe and drapery; the hanging of informational signage; the framing, erection and prefabrication of all roofs, partitions, floors and ceiling applications.

Electricians

Electricians perform the following tasks: all electrical work, which includes supplying power lines to booths, making connections when "hard" wiring or electrical harnesses are required, and installing static lighting that is not built into an integral part of the exhibit booth.

Tipping

Freeman requests that exhibitors do not tip our employees. They are paid an excellent wage scale denoting a professional stature, and we feel that tipping is not necessary. This applies to all Freeman employees. Any request for such should be brought to the attention of a Freeman representative.

Safety

Standing on chairs, tables, or other rental equipment is prohibited. This equipment is not engineered to support your weight. Freeman cannot be responsible for injuries or falls caused by the improper use of this equipment. If assistance is required in assembling your booth, please use the [Freeman Store](#) and the necessary ladders and/or tools will be provided.

Material Handling

Exhibitors may hand-carry their own materials into the exhibit facility. The use or rental of dollies, flat trucks, and other mechanical equipment, however, is not permitted. Freeman will control access to the loading docks to provide for a safe and orderly move-in / move-out.

Facility Rules/Guidelines

- It is understood that exhibitors shall neither injure, nor mar, nor in any manner deface the premises.
- Exhibitors will not be permitted to drive nails, hooks, tacks, or screws into any part of the building, put up decorations or adhesives that would deface the premises.
- All curtains, draperies and decorations made from textiles of combustible fibers or other flammable materials must be flame proofed in the manner approved by all applicable jurisdictions.
- Exhibitor shall promptly pay for any and all damages to the facility, booth equipment or the property of others caused by the exhibitor or any of its employees, agents, contractors, or representatives.

Safety

Fire Marshal Requirements & Permitting

All exhibit spaces must be in full compliance with all facilities, Fire Marshal, Show Management, and exhibit guidelines including all local, state, and federal laws.

Fire and Safety:

- The travel distance within the exhibit to an exit access aisle shall not exceed 50 feet (15.25 meters).
- Cardboard, crepe paper, corrugated paper or other combustible materials are prohibited.
- Exhibitors that have fire alarms, fire extinguishers, fire strobe lights or fire hose cabinets within the exhibit space must have them visible with an unobstructed path from the aisle to the fire device location.
- Spray painting is prohibited.
- Welding is allowed with written permission of Show Management, and provided exhibitor procures all necessary permits and licenses and provides evidence of the requisite permits to the facility prior to the event.
- Helium and gas cylinders used for refilling must be secured in an upright position on American National Standards Institute (ANSI) approved safety stands with the regulators and gauges protected from damage. Overnight storage of cylinders in the building is prohibited.
- Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency (EPA) and the facility.

Flammable & Toxic Materials:

- All materials used in display construction or decorating should be made of fire-retardant materials and be certified as flame- retardant.
- Samples should also be available for testing.
- Materials that cannot be treated to meet the requirements should not be used.
- A flame-proofing certificate should be available for inspection.
- Exhibitors should be aware of local regulations regarding fire/safety and environment which must be adhered to.
- Exhibitors should dispose of any waste products they generate during the exhibit.

Environmental Laws / OSHA Regulations

All exhibitors must be in compliance with environmental laws and OSHA regulations. To facilitate this compliance, the Organizer strongly urges all exhibitors who give samples of any chemicals, cleaners, or inks to include a Material Safety Data Sheet (MSDS) with each sample given.

Cleaning

For booths 400 square feet and smaller are able to use company employees to vacuum with in their own booth. Reminder: Your booth will not automatically be vacuumed the night before the show opens unless Cleaning Services are ordered. Please click [HERE](#) to order cleaning services.

Clean Floor Policy

All crates and skids must be packed and tagged and removed from the exhibit floor no later than 8:00 AM on Thursday, September 24, 2026. This will allow Freeman and the cleaning provider sufficient time to complete the overall cleaning of the exhibit hall as well as provide exhibitors with the space to complete their booth set up by keeping aisles clear. There will be no exceptions to this policy. Crates without empty or access storage stickers will be tagged by the area floor managers or Freeman and removed from the exhibit hall – whether full or empty. Exhibitors may request products to be returned to their booth at the exhibitor's expense. Depending on where the crates are located, it may not be possible to access the crates prior to move-out.

Excessive/Bulk Trash

Any exhibitors promoting giveaways from their booths which generate additional trash are required to order porter service for their booth. Exhibitors who require porter service for their booths, but do not order it, will automatically be billed for this service. Any wooden crates or large containers left on the show floor (not labeled as empty storage) will be subject to an additional fee for dismantling and disposal.

Booth & Material Abandonment

Exhibitors that leave excessive literature and/or display materials in their booth at the end of the published move-out time will be deemed to be guilty of "material abandonment". Any charges incurred on behalf of Show Management to remove the abandoned materials to ensure that Show Management can comply with the published move-out schedule of the facility as stated in their license agreement for the event will be billed to the exhibitor directly. Show Management & the facility will NOT be responsible for the recovery of abandoned materials that are left in an exhibitor's booth past the **move-out date of 8:00 AM on Thursday, September 24**

EXHIBITOR APPOINTED CONTRACTOR (EAC) PROCESS

An **Exhibitor Appointed Contractor (EAC)** is any non-official show contractor hired by an exhibitor to provide services such as installation, dismantling, supervision, audiovisual, photography, furniture, flooring, or other necessary functions.

EACs will NOT be allowed on the show floor unless all the requirements are satisfied:

- Exhibitors must submit EAC designations via the online EAC portal by **August 24, 2026**.
- Exhibitors must ensure their EAC meets all requirements or risk denial of floor access.
- After designation, EACs will receive an email with instructions to submit the required documents by **September 10, 2026**.
- EAC must pay an administrative fee which is required for each exhibiting company in each booth location; payment will be submitted via the online EAC portal
- Please review the [EAC Rules & Regulations \(LINK TO PDF\)](#)
- [Click Here to Designate An EAC](#)
- [Certificate of Insurance Sample](#)
- Check-In, Wristband Pick-Up, Move-In: EAC personnel must present valid identification (ESCA badge, company badge, business card, or branded apparel) to receive a daily wristband at the check-in desk. Details on move-in hours, wristband pick-up times and location(s) will be shared with EACs and onsite contacts via email before the event.

Should you have any questions regarding the process, please email DigitalDealer@EACMgmt.com

UTILITIES

ELECTRICAL

Electrical must be ordered from Freeman. Electrical is programmed for the amount of power you ordered. If an exhibitor is plugged into an unauthorized electrical outlet they will be disconnected and required to pay for electricity used. For more information check out the [Freeman Electrical Information](#)

LIGHTING

- No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit drawings to Show Management for approval.
- Lighting, including spotlights and gobos, should be directed to the inner confines of the exhibit space. Lighting should not project onto other exhibits or exhibition aisles.
- Lighting which is potentially harmful, such as lasers or ultraviolet lighting, should comply with facility rules and be approved by Show Management.
- Lighting that spins, rotates or pulsates and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the exhibition.
- Currently, some facilities do not allow quartz halogen lighting fixtures in exhibits due to potential fire hazards. Check with Show Management for rules specific to the event facility.
- Reduced lighting for theater areas should be approved by the event facility.
- Droplights or special lighting devices must be hung at a level or positioned so as not to prove to be an irritant or distraction to neighboring exhibit booths or guests.
- Use of halogen rules vary by facility and should be verified prior to booth construction. To ensure safety, halogen lamps are limited to 75-watts and must be of the sealed variety which prevents direct handling of the bulb. The use of any stem mounted halogen or other fixtures employing either a linear quartz bulb or a non-shielded halogen bulb is strictly prohibited.

INTERNET SERVICES

Complimentary Wi-Fi is available within the lobby and meeting rooms of the Huntington Place and is intended for light use. If you need Internet for anything mission critical or video streaming, we recommend purchasing additional connection from [Huntington Place](#).

ONSITE BOOTH GUIDELINES

DISPLAY

Animals

- All domesticated animals (cats, dogs, etc.) must be approved in advance by Show Management and then by the facility before being allowed on site. Requests for non-domesticated animals will be reviewed on a case-by-case basis.
- Animal/pet approvals are based on whether the animal is a required part of an approved exhibit, activity, or performance. Approved animals must be on a leash, in a pen, or otherwise under control at all times. The owner is responsible for obtaining all required permits and for all sanitary needs and cleanup.
- Under the Americans with Disabilities Act (ADA), Show Management must allow people with disabilities to bring their service animals into all areas of the facility where exhibitors and attendees are normally allowed to go. Service animals are animals that are individually trained to perform tasks for people with disabilities such as guiding people who are blind, alerting people who are deaf, pulling wheelchairs, alerting, and protecting persons having seizures, or performing other special tasks.

Booth Appearance

- All open or unfinished sides of an exhibit that may appear unsightly must be properly covered. If not, Show Management will arrange for coverings at the exhibitor's expense.
- Any portion of an exhibit that borders another exhibitor's space must have a finished backside and may not display identification signs, lettering, or graphics that detract from the adjoining exhibit.
- Peninsula, split island, and island exhibits must have a finished back wall and be fully finished on all sides.
- Plain drape or unfinished hard walls are not permitted.
- Floor covering is required in all booths. Exhibitors may bring their own flooring or order it through the General Service Contractor. Exhibitors without properly covered flooring will be required to purchase carpet from the General Service Contractor at their own expense.
- Bolts, screws, hooks, nails, or similar fasteners may not be driven into or attached to the exhibit hall walls or floors.
- No part of any display may be attached or secured to columns, drapery backdrops, or side dividers.
- Decals or adhesive materials may not be applied to the walls, columns, or floors of the exhibit or facility areas.
- No signs of any kind may be installed outside the boundaries of the assigned exhibit space.
- Fog, smoke, and steam machines are strictly prohibited.

Display of Product

- Exhibitors are prohibited from possessing, displaying, or depicting any products or components in their booth which could be interpreted as being a promotion of another company.
- No exhibit will be permitted, which interferes with the use of other exhibits or impedes access to them or impedes the free use of the aisles.

- Items located in the exhibit space must be in good taste or will be removed at the discretion of Show Management.
- Please note that Digital Dealer is a cubic content show and follows this rule for all booths.
- All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as forklifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures.
- Exhibitors should ensure that any display fixtures such as tables, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.
- All Multi-Level and Covered exhibits require a plan that is signed, sealed (with official seal) and dated by a registered architect or engineer and a certificate of flame-retardant materials submitted to Show Management and the facility at least 60 days in advance.

Trademarks/Copyright

Exhibitors shall obey copyrights and assume full and sole liability and responsibility for the use of copyrighted materials at the show. Exhibitors must obtain any and all necessary licenses and approvals from copyright owners and pay all required royalties and fees.

Vehicles on Display

All vehicles and combustion-operated machinery being exhibited shall contain a minimum amount of gasoline (approximately two gallons maximum) and shall further be equipped with a locking gas cap.

After the vehicle/machinery is placed in its display position, batteries shall be disconnected, gas caps locked, and the keys must remain with Show Management.

All vehicles on display will require written approval and a spotting service from Freeman, the General Service Contractor, at the exhibitor's expense. Please click [HERE](#) for the Mobile Unit and Vehicle Spotting Form.

- Display vehicles must have battery cables disconnected and taped, alarm systems deactivated, fuel tanks no more than two gallons and be equipped with a locking gas cap.
- Fueling or de-fueling of vehicles on the facility premises is prohibited.
- Display vehicles are permitted to occupy no more than 80 percent of the contracted exhibit space and must conform to cubic content rules.
- Tractor/Trailer/Rigs/RVs/Trailers and oversize vehicles are not permitted as exhibits in the exhibit hall unless on the perimeter of the exhibit hall exhibition floor and must be approved by Show Management.
- Booth vehicles must be set back 10 inches (.26 meters) from the aisle to prevent damage from aisle carpet installation.
- Once placed, display vehicles cannot be started or moved without the approval of Show Management and the direction of the general service contractor.
- Auxiliary batteries not connected to engine starting system may remain connected.
- External chargers or batteries are allowed for demonstration purposes; however, no charging is permitted.

DEMONSTRATIONS

Exhibitor Conduct /Good Neighbor Policy

- Exhibitors must keep all activities within the boundaries of their assigned booth space and must not interfere with aisle traffic flow or impede access to neighboring exhibits. All demonstrations, giveaways, and literature distribution must relate directly to the exhibiting company's products, services, or mission and must not be disruptive or offensive in any way.
- Exhibitors are expected to conduct themselves—and operate their exhibits—in a manner that does not annoy, endanger, or interfere with the rights of others at the event. Show Management reserves the right to deny or revoke exhibition floor access to any exhibitor not acting in a professional, ethical, and appropriate manner. Unsportsmanlike, unethical, illegal, or disruptive behavior—including tampering with another exhibitor's booth or engaging in corporate espionage—is strictly prohibited.
- Exhibitor personnel and representatives may not enter or linger in another exhibitor's booth area without that exhibitor's permission. At no time may anyone enter an exhibit space that is not staffed. Violators may be removed from the event and may be prohibited from participating in future Emerald events.

Food & Beverage Sampling

- The facility's exclusive food and beverage vendor has a responsibility to strictly regulate any food and beverage activity. All food must be prepared and served within the regulations of the city and county.
- Any exhibitor sampling products will need to request approval from Show Management and in alignment of Sodexo Live policy. Individual Exhibitors participating in a trade show or convention are permitted to distribute complimentary sample size product that must be manufactured by the company exhibiting at, subject to the preapproval of Sodexo Live!
- Sample sizes are required to be 2 oz. or less. Contact your Catering Sales Manager to receive a sampling form/kit which must be completed and returned at least 15 business days prior to the event date for approval from Sodexo Live! and the Health Department. To partake in the program, you will also need to provide a copy of your company's business license and insurance.
- Distribution of food and beverages: All sampling at the event must be within the exhibitor's allotted space. Demonstration areas must be organized within the exhibitor's space so as not to interfere with any traffic aisle. Sampling or demonstration tables must be placed a minimum of 2 feet (60cm) from the aisle line.

Hospitality & Networking Events

- No exhibitor, or any affiliate thereof, shall conduct any off-site activity during official event hours that would encourage attendees to leave the officially scheduled event activities. Hospitality suites shall not be open during event hours.
- Meeting and hospitality rooms – only exhibiting companies will be permitted to have meeting rooms or hospitality/business suites at any of the official hotels or exhibit facilities. Exhibitors must inform Show Management of any hospitality suites, functions, classes, seminars, or exhibits being held at venues other than the exhibition floor and must receive express written consent from Show Management for said activities prior to the show. Such activity must be for internal business or staff meetings.
- Show Management strictly prohibits solicitation of business in any public areas occupied by the event, including public areas in conference hotels. Such solicitations are limited to badged individuals within registered booths in the exhibit hall only.
- Companies who wish to host hospitality suites must apply in writing to Show Management using the form included in the Exhibitor Manual for permission and must agree that the suites not be open during any scheduled event. In addition, no exhibitor may hold any revenue-producing event, fundraising event, or event of any type targeted to the event attendees at any time during event without the advance written approval of

Show Management. If an activity is held without approval, Show Management reserves the right to exclude the exhibitor from future events.

Models / Staffing of Booth

- The exhibitor will not dismantle their display prior to the stated closing of the show. No exhibit or any part thereof may be removed during the period of such exhibition without the approval of Show Management. Exhibitors should make travel and staffing arrangements accordingly.
- Exhibition space must be fully operational and staffed during published exhibition hours.
- Unless arrangements are made prior to the event, any space not claimed and occupied by show open on Tuesday, September 22, may be resold, or reassigned by Show Management, without obligation on the part of Show Management for any refund to the exhibitor whatsoever.
- Any exhibitor that fails to occupy its assigned exhibit space by the end of published set-up hours, leaves its exhibit space unattended during event hours, or begins dismantling of exhibit space prior to the close of the event, may forfeit its right to the exhibit space and its eligibility to exhibit at future events.
- Exhibit personnel shall wear professional attire consistent with the event decorum.
- Attendants, models, and other employees must confine their activities to the contracted exhibit space.
- Exhibitor's personnel and representatives may not enter the exhibit space of another exhibitor without permission from that exhibitor, and at no time may anyone enter an exhibit space that is not staffed. Neither the exhibit area nor other areas of the facility shall be used for any improper, immoral, illegal, or objectionable purpose. All personnel of exhibitor, including personnel retained by exhibitor to be in or around its booth, must wear appropriate apparel at all times.
- Show Management reserves the right to make determinations on appropriate apparel and activities conducted by exhibitors. Violators may be escorted from the event and exhibitors may be subject to a loss of priority points.

Noise / Music

- In general, exhibitors may use sound equipment in their booths so long as the noise level does not, in the exclusive judgment of Show Management, disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned to direct sound into the booth rather than into the aisle.
- Sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth.
- Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI, and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music. Show Management does not have a license with any licensing agencies; therefore, exhibitor is responsible for obtaining licensing directly. Adherence to these federally mandated copyright licensing laws is of critical importance.

Raffles, Drawings, and Contests

Raffles, drawings, and contests, if permitted by law, are allowed in an exhibitor's booth but will be regulated by Show Management. Show Management reserves the right to limit the promotional activity anywhere on the exhibition floor as they see fit to ensure a professional and safe atmosphere. These activities include and are not limited to, handouts, contests, lotteries, promotional activities, entertainment, raffles, and drawings.

Show Management will restrict announcements to general show information. Announcements will not be made for exhibitor drawings, lost persons, or articles, etc.

ADDITIONAL

Advertising

- Exhibitors are not allowed to distribute advertising, promotional materials, or souvenirs outside their designated exhibit space or official promotional areas without written approval from Show Management. Signs, posters, or advertisements can only be displayed within their assigned exhibit area or other authorized spaces. Mobile ads around the venue or event hotels are prohibited during conference hours, even with permits
- Show Management defines advertising as any advertisement, sign (print or electronic) or message that promotes an activity taking place in the city to event attendees. Any indoor/outdoor advertisement placement around the “key” areas of the city, to include but not limited to: airport signage, street signage/banners, event venue, event hotels, etc., must include the prominently visible tagline: “Proud Supporter of Digital Dealer”. Exhibitors may not advertise in or on the sidewalks, ramps, entries, doors, corridors, passageways, vestibules, hallways, lobbies, stairways, elevators, escalators, aisles, or driveways of the facility without written permission from Show Management. These areas are considered private property.
- Exhibitors found to be in noncompliance with advertising guidelines will be subject to Show Management fines.

Americans with Disabilities Act (ADA)

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Scooter rentals are not available within the facility.

Distribution of Promotional Items

- Circulars, catalogs, magazines, folders, promotional, educational, or other giveaway matter may be distributed only at the exhibitor’s display and must be related strictly to the products and/or services on display or eligible for display and for products which are directly available from the exhibitor. Distribution from booth to booth or in the aisles is forbidden and exhibitors must confine their exhibit activities to the space for which they have contracted.
- No exhibitor may distribute or leave behind merchandise, signs, or printed materials in the registration areas, meeting rooms, or public areas of the event site, including hotels, shuttle buses, parking garages, etc., without written prior approval of Show Management.
- Only literature published or approved by Show Management may be distributed in the registration area, meeting rooms, exhibit hall (outside the individual displays) or on transportation provided by Show Management. Canvassing on any part of the facility property is strictly prohibited and any person doing so will be requested to leave the premises and their material will be removed at the same time. The only exception to this rule is for authorized survey organizations that have obtained Show Management approval.

Photography

- Conference sessions video/audio may not be recorded.
- No photography/videography of proprietary elements.

Sharing of Exhibit Space

Exhibitors may not share booth space with another non-contracted or unauthorized manufacturer or distributor.

Strolling Entertainment & Suit casing

Strolling entertainment or moving advertisements (robots, persons carrying or wearing signs, scooters, drones etc.) outside an exhibitor's space are not permitted. Repeat violations will result in the confiscation of materials/promotion items involved in the violations.

Suit casing refers to unauthorized selling or soliciting at an event, such as marketing to attendees without proper approval from Show Management. This includes soliciting in public spaces, other companies' booths, or outside approved areas. Only companies officially registered and in good standing may promote or sell within their assigned spaces or areas authorized by Show Management. Violators may be removed without a refund and could face further penalties.

SECURITY INFORMATION

Digital Dealer Show Management makes every effort to protect exhibitors' merchandise and displays. Show Management will provide perimeter guard service on a 24-hour basis to include move-in, show days, and move-out. While Show Management will implement security measures to safeguard your property, neither Show Management, the Huntington Place agents nor employees assume any responsibility for such property, loss, or theft.

Exhibitors are solely responsible for the care, custody, and control of their own exhibit space and material. Exhibitors should carry insurance for covering loss or damage to their exhibit material.

Small electronic equipment such as video players, monitors, cameras, etc., should never be left unattended. In cases where valuable equipment may not be removed to storage daily, the services of a private booth guard are available.

When shipping your equipment, do not list contents on the outside of crates or cartons. Do not ship computers, monitors, tablets, or other electronic equipment in the manufacturer's cartons. Place these cartons inside larger crates or have special packaging made, which does not indicate contents.

At the close of the show, when your materials have been packed and bills of lading have been prepared, turn in your completed bills of lading at the general service contractor's service desk. Do not leave bills of lading in your booth or attached to your crates.

Tips To Help Protect Your Product

- Monitor your booth when your product is being delivered.
- Hire a security guard to watch your booth overnight.
- Perform an inventory after your product has been delivered and note any damage or missing items.
- Do not list the contents on the outside of your shipping crates/boxes. Use a code to indicate contents.
- After show hours cover your displays with a tarp or other solid material to discourage potential theft.
- Do not leave valuable exhibit materials or proprietary information under tables or behind displays when the show is closed, or your booth is unattended.
- Always staff your booth during show hours (required).
- Staff your booth until your product and/or the floor is cleared during move-out. Once the show has closed, pack as quickly as possible and do not leave your display unattended.

REGISTRATION

EXHIBITOR BADGES

- Official show badges must be worn at all times by exhibitor personnel while in the exhibit hall during move in, move out and official show hours. To register for your exhibitor badges in advance, access the unique registration link sent to the contract contact on file.
- Each exhibiting firm receives staff badges based on their contracted booth size. Additional exhibitor registrations are available for a fee. Badges are the property of Show Management and are non-transferable. Lending/sharing of badges is prohibited and will result in confiscation.
- Exhibitor badges receive access to conference sessions and provided lunches.
- Please note that dealers and/or non-exhibiting manufacturers are not to be registered as exhibitors.

ADMISSION POLICY

Exhibit hall admittance is restricted only to exhibitor personnel and registered attendees displaying an official Show Management badge. All personnel representing the exhibitor, or its authorized agents, must be properly identified with an official Show Management badge. Once the show has opened, all persons must enter and exit only through designated entrances where security is posted. Digital Dealer is for the trade only.

Children

No infants or children under the age of 16 are permitted. Show Management reserves the right to request proof of age for any person and restrict minors from the exhibitions floor at any time on any day for safety and liability reasons.

Exhibitor Appointed Contractors (EAC)

All contracted personnel must pick up an EAC wristband at EAC Check In Desk before admission to the exhibit floor. Personnel must have proof of company affiliation and a photo I.D.

[Click Here for more information about registering an EAC](#)

Guests

All guests must have the proper Guest show badge and must be worn at all times while in the exhibit hall, seminar sessions or any function held by Digital Dealer during move-in, move-out or show hours. Please contact Show Management with questions.

GETTING THERE

Directions to Huntington Place

From North via I-75 (Chrysler Freeway)

- Take I-375 south, exit at westbound Jefferson. Proceed down Jefferson to Huntington Place straight ahead. Stay right to avoid going onto the freeway.
- To park in Huntington Place Garage: Cross Washington Blvd. into garage entrance.
- To park on Huntington Place Roof: Turn right on Washington Blvd. Go two blocks, then left on Congress. Stay right to avoid going onto the freeway. Past Second St., turn left into Huntington Place Roof Parking.

From downriver via I-75 (Chrysler Freeway)

- Exit at M-10 (Lodge Freeway) south, following signs to Civic / Huntington Place.
- To park in Huntington Place Garage: Exit (left exit) at Larned Street. At stop light, turn right on Washington Blvd., then right into garage entrance.
- To park on Huntington Place Roof: Exit at Howard Street and proceed straight until third stop light. Turn left on Fort Street for one block. Turn right on Third Street. Road curves to left, then turn right into Huntington Place Roof Parking.

From West via I-96 (Jeffries Freeway)

- Exit at M-10 (Lodge Freeway) south, following signs to Civic / Huntington Place and following directions above.

From I-94 (Ford Freeway)

- Take either I-75 or I-96 off of I-94 and follow directions above.

Visit [Huntington Place](#) for parking, loading docks, transportation, and other travel options.

HOTELS

Digital Dealer's official housing partner is EvolveCon powered by Hotel Map. Please book your hotel by visiting the Housing Website for Digital Dealer Conference & Expo [HERE](#).

RIDESHARE / TAXI

Taxis, Uber, and Lyft are available for anyone choosing to use their services.

CITY RESOURCES

Digital Dealer is hosted in Detroit, Michigan – More information on Detroit can be found [HERE](#).

SPONSORSHIP OPPORTUNITIES

Exhibiting, sponsoring, and advertising with Digital Dealer places your brand in front of the largest dealership buyer group of marketing, sales, and management solutions. To explore sponsorship opportunities, please visit the page [HERE](#) to access the Prospectus and/or submit an inquiry.

ONSITE EXHIBIT SPACE RENEWALS

Onsite booth sales for Digital Dealer Conference & Expo 2027 will take place at Digital Dealer Conference & Expo 2026. Please contact your Sales Account Executive, for more information.