CHARLOTTE MOTOR SPEEDWAY 2019 MONSTER ENERGY NASCAR ALL STAR RACE WEEKEND MAY 17-18 2019 COCA-COLA 600 RACE WEEKEND MAY 23-26

SET-UP & BREAKDOWN

All Star Weekend Setup Monday, May 13th through Thursday, May 16th
All Displays MUST be set up prior to close of business Thursday, May 16th

Coca-Cola 600 Weekend Setup Monday May 20th through Wednesday May 22nd
All Displays MUST be set up prior to close of business Wednesday, May
22nd

- The Fan Zone will be open at 8:30am each day for setup.
- Upon your arrival to the Speedway, please <u>contact Bob Barron at 919-349-</u>
 <u>5498</u> and Bob will direct you where to go.
- If you are setting up on Tuesday or Wednesday, we ask that you please be
 patient as there could be a short wait due to the volume of displays
 needing to be placed.

Breakdown may begin after either All-Star/Coca-Cola 600 races start. You will have one hour from the start of the All Star Race and two hours from the start of the Coca-Cola 600 to move vehicles in and out of the Fan Zone. After the designated timeframe, vehicle access will be limited until AFTER the crowds have exited the grandstands and left the parking areas. Open access to the Fan Zone area will be available to you in the days immediately following the race for additional tear down. CMS WILL NOT BE RESPONSIBLE FOR THE RETURN OR SAFEKEEPING OF ANY EQUIPMENT YOU HAVE RENTED.

<u>OPEN / CLOSE</u> – Our event is a <u>Friday/Saturday (All Star)</u> and <u>Thursday through Sunday</u> (Coca-Cola 600) event. Please make sure that the crew bringing the display to the Speedway is aware of this. Your display must be open every day at or before the designated times listed below. Closing time corresponds to the

start of the main event for the day, but this is up to your discretion if you would like to stay open longer.

SCHEDULE FOR FAN ZONE – Below are the opening times for the Fan Zone, if you would like to open earlier than the time below, please do so. These times will give you an idea of when your staff that is working the display should arrive every morning. Please note that there is a road that runs through the display area and it will close every day at the times listed below. After it has closed, it will be controlled by a police officer who will no longer allow vehicles to drive through. Please make your staff aware of these times so they can plan enough time to service the display that morning to avoid any difficulties. If special arrangements are absolutely necessary, please make them ahead of time with your Business Development Director. These times have also been incorporated into the Event Schedule included in this packet.

All-Star	
Friday, May 17	1:00 pm – 8:00 pm
Saturday, May 18	10:00 am – 7:00 pm

Coca-Cola 600	
Thursday, May 23	3:00 pm – 7:30 pm
Saturday, May 25	9:00 am – 1:00 pm
Sunday, May 26	10:00 am – 6:30 pm

DISPLAY FOOTPRINT

CMS strives to create a fan zone experience that is highly engaging and easy to navigate. In order to accomplish this, the overall layout of display spaces is critical. When submitting your Display Information Form, please include a detailed diagram of your footprint and a general orientation of display (i.e. opens on right side) overhead diagram is preferred and photos of your display. Also, please include a detailed description of your display components. For

example, a description of display components will prevent displays designed to back up to another display from being placed as an "Island". We also will include your display activation in a guide that we make available to our fans (i.e. times for driver appearances, games, autograph sessions, etc.)

<u>CREDENTIALS</u> – Two (2) Vendor Parking passes are included with your display space; your authorized contacts (you will note this on the display forms) will check them out from Bob when they arrive for set-up. PLEASE DO NOT LOSE THE PASSES AS THEY WILL NOT BE REPLACED.

PLEASE NOTE that Worker Credentials and Vendor Parking passes are not necessary to access and work your display as the Fan Zone is outside of all ticketed gates. They are provided as a courtesy to allow vehicles carrying supplies to unload closer to the display. Concessions and restroom facilities are available outside the gates for workers.

<u>PARKING</u> – During the event weekend, parking will be <u>STRICTLY ENFORCED</u>. CMS cannot provide Vendor Parking passes to all of your workers, due the large amount of display customers and workers/volunteers. For those with a Vendor Parking pass, they are permitted to park on the Party Island in the designated areas or in the lot outside of turn 2 (see attached map). Those workers without Vendor Parking passes can park in the free general parking areas. Beginning Thursday, please make sure parking passes are <u>affixed</u> to the window.

Once the Fan Zone is open, any vehicle that is not a permanent part of the display must leave and park in its designated area. All vehicles that <u>are</u> part of the display space must be pre-approved and noted on the display Information form. PERSONAL VEHICLES ARE NOT ALLOWED TO BE PARKED INSIDE OR BEHIND THE DISPLAY SPACE FOR ANY REASON. Vehicles will receive an initial warning that they need to move. If they choose not to, they will be towed or security will be notified.

Parking for large trucks, semis and trailers is available in the gravel parking lot across from zMAX Drag way. If the vehicle does not fit in a standard parking space, it cannot be parked in the vendor parking area. Please make sure these

vehicles receive Vendor parking passes to avoid difficulties.

<u>DISPLAY ACCESS / GOLF CARTS</u> – Once the event starts, vehicle access to the Fan Zone is very limited, and only available for those vendors who need to remove large items for security or weather reasons from their display in order to close down for the night. If you need this special access, it <u>must be pre-arranged</u> through your Business Development Director. Starting Thursday, any supplies that your display may require during the times the Fan Zone is open must be transported via hand truck or golf cart.

Golf carts and credentials are available from SMI Properties (SMIP) by accessing SMIP's website at https://www.smiproperties.com/ under the Golf Cart tab on the top right. Please make sure you also read the rules and regulations on the website as well. The golf cart compound is located outside of the track behind Turns 1 and 2 across from Gate 12. Golf carts allow vendors to access the display during the times the Fan Zone is open. For the safety of people in the Fan Zone, please do not drive carts up and down the Fan Zone, but use the closest point of entry to your display from the road.

If golf cart(s) are rented from SMIP, please make sure you return them on time or you may be charged a late or towing fee.

MERCHANDISE GIVEAWAYS/SALES — Fill out the giveaway form completely and submit it along with a photo of the item(s) you wish to hand out. Please refer to the updated giveaway guidelines below for a list of approved and unapproved giveaway items. Product sales, product sampling, couponing and database information collection, are not allowed from the display space unless these rights are specifically granted in the agreement, and/or if the appropriate additional fees have been paid to CMS. Should you elect to distribute souvenir and novelty items, they must be approved by CMS prior to the event weekend. Any items that are not pre-approved will not be allowed.

Restricted Give Away Items:

Can Coolies Tee Shirts Lanyards/Credential

Ear Plugs Seat Cushions Holders

Sunscreen Rain Ponchos

Cooling/Rally/Golf Hats

Towels Sunglasses

If however, any of the above restricted items must be given away – the following will apply.

- Item does not contain event or track logos- Only contain sponsor logo
- SMIP produces or sells the item to sponsor/track or track pays SMIP a buyout price (listed below)
 - Tee Shirts limit to 1000 to give away (\$5 each buy out price) Lead time
 3 weeks from approved art
 - Hats limit to 250 to give away (\$8 each buy out price) Lead time 12 weeks from approved art. Lesser lead times via air.
 - Can Coolies limit to 500 (\$3 each buy out price) Lead time 3 weeks from approved art.
 - Lanyards/Credential Holders limit to 1000 (\$4 each buy out price) Lead time 6 weeks from approved art.
 - Golf/Rally Towels limit to 2500 (\$2.50 each buy out price) Lead time 3 weeks from approved art.
 - Ear Plugs limit to 1000 (.50 cents each buy out price)
 - Rain Ponchos limit to 500 (\$2 each buy out price)
 - Seat Cushions limit to 100 (\$5 each buy out price) Lead time 12 weeks from approved art.
 - Sunscreen limit to 500 (\$2 each buy out price)
 - Sunglasses limit to 100 (\$5 each buy out price)
 - Winter Items limit to 100 (\$3 each buy out price)

SMIP requests the opportunity to quote on any give away items at track, whether it is an item SMIP sells or does not sell.

<u>TENTS</u> – CMS does not supply tents. If you need a tent please refer to the Helpful Phone Numbers page for the contact information of a rental company.

- Tents must be weighted as **CMS does not allow staking** due to utility lines being located under the pavement.
- A Tent/Canopy Permit must be obtained by the City of Concord
 Department of Fire & Life Safety if the following criteria is met:
 - o 400 SF 699 SF "canopies" **DO NOT** require a permit; and
 - 400 SF > "tent w/3 sides+" **DOES** require a permit.
- Tent/Canopy shall NOT be located within "20 Feet" of any lot line, buildings, other tent/canopies, fuel powered generators, parked vehicles or combustibles engines.
- Exit Signs and Emergency Lighting required in Tent/Canopies with an occupant load of 50 people or more.
- Fire Extinguishers required within all Tent/Canopies (one 5lb ABC Fire Extinguisher required per every 1500 square feet or travel distance every 75 feet)
- "NO SMOKING" Signs required in all Tent/Canopies
- An inspection shall be conducted by a Concord Fire Inspector upon construction of Tent/Canopy requiring a permit.
- All structures must be approved by the Concord Fire Marshal

<u>UTILITIES</u> – All displays must be self-contained, no electricity or water is available. Please refer to the Helpful Phone Numbers page for a listing of rental companies for generators and other equipment. If you rent a generator or other equipment, it is your responsibility to make arrangements for it to be picked up when the event is over. If you will be using a generator, please note this on the display forms so we can make sure we stay within fire code regulations.

• If you have any questions regarding telecommunications or data services on the CMS property, or for ordering that service, please contact:

Windstream
Darren Nixon
Direct: 704-900-9165

Charter- Spectrum
Mike Combs
704-608-1240

mike.combs@charter.com

GENERAL ITEMS – You are responsible for the security, set up, staffing and tear down of your display.

- Approved signs, banners and inflatables may be a part of your display.
- You may not expand beyond the assigned display space.
- Advertiser does not have the right to use CMS' trademarks, service marks, artwork and other symbols associated with CMS without the prior written approval of CMS.
- If a display is found to be offensive, in bad taste, an illegal scheme, or in any way associated with an illegal scheme, then CMS reserves the right to remove the display. If a vendor is removed no refunds will be given.
- Use of loudspeakers or any other equipment generating music or noise is limited and must be kept at a reasonable level.
- Subletting is prohibited without written consent from CMS.

INSURANCE – Per your display agreements, you are required to keep comprehensive general liability insurance. You must supply CMS with a copy of this certificate evidencing the coverage. If you have not already done so, please have a copy sent to CMS.

SECURITY – CMS does not provide security specific to the display area and is not responsible for direct protection of your display.

- If you wish to have additional security for your display, you may make arrangements filling out the security request form.
- If you choose to hire your own private security, please provide CMS with the company name, the guard's name(s) and a number they can be reached at while on property.

TRASH – Please do not put large items like boxes in the trash barrels along the Fan Zone. Please breakdown all cardboard and leave in a neat pile behind your Display, and a crew will come along at night and remove the garbage. If you have large trash items that cannot be broken down, please leave them behind your display and a crew will pick them up that night.

<u>SHIPPING & HANDLING</u> – If you need to ship items to the track, please do so as close to the event as possible. Space is limited and pallets of items may need to be stored outside so please make sure that pallet packaging is waterproof. You will be responsible for picking up and storing items throughout the rest of the event. When you have items shipped, please use the following address:

Charlotte Motor Speedway Operations
c/o (Your Company Name)
(Your Display's On-Site Contact Person & Cell #)
5511 Morehead Road
Concord, NC 28027
CMS Business Development Director & Phone Number

Due to the high volume of items we receive, it is very important that your company, a contact name and phone number are marked on the package. Please notify your representative of what is being shipped and when it should arrive so that we can confirm spacing needs and timely arrival.

Please be aware that the warehouse cannot store your items throughout the event. If you need to send product samples or other items that you will want to access daily, you need to make arrangements prior to the event.

HELPFUL PHONE NUMBERS

CMS Corporate Sales
Department(704)455-3203
Fax(704)455-2272
EMS DISPATCH – On-Site(704)455-3220
CMS Security(704)791-8236
Fan Assistance (704)455-4357
Lost and Found is located at 1 st Floor Security of the Smith Tower(704)455-3214
Auto / Trailer Detailing – On-Site
Coastal Mobile Detailing, John Harris (704)361-3694
City of Concord, NC
Fire Chief's Office(704)920-5516
Public Health Department(704)920-1000
Generator Rentals
United Rentals, Brian Thomas(803)448-9759
United Rentals, Forrest Rickman(803)522-4069
Fuel Delivery (Diesel)
Barefoot Oil, Larry Fink(704)782-3196
Table, Chair, and Tent Rentals
Party Reflections, Kathryn Meyer(704)927-9718
kmeyer@partyreflections.com

Storage Containers

Pack Rat, James Greenwww.PODS.com	
Water	
H2O2 You	(806)789-8613
ICE- delivery 8:00 am – 8:00 pm	
Brenda or Bill	(423)967-2037
Portable Toilet Rental	
United Site Services	(704)718-5483