



SID Vehicle Displays and Interfaces Symposium
September 9– 10, 2025
Huntington Place
1 Washington Blvd.
Detroit, MI

BOOTH EQUIPMENT

10x10 Booth Package w/ Furniture package:

- 8' high back wall drape and 3' high side rail drape
- One (1) 6'x30" skirted table + Two (2) chairs + One (1) wastebasket + One (1) 7"x44" exhibit ID sign to include company name and booth number
- 10-amp power – exhibitor is permitted to bring their own power strip

Registration Benefits (10x10 booth)

- One (1) full conference registration
- Two (2) exhibit hall only staff registrations
- Unlimited: \$25 discount on exhibit hall only registration

6x10 Booth Package w/ Furniture package

- 8' high back wall drape and 3' high side rail drape
- One (1) 4'x30" skirted table + One (1) plastic chair + One (1) wastebasket + One (1) 7"x44" exhibit ID sign to include company name and booth number
- 10-amp power – exhibitor is permitted to bring their own power strip
- **Benefits (6x10 booth)**
- One (1) exhibit hall only staff registration
- Unlimited: \$25 discount on exhibit hall only registrations

EXHIBITOR MOVE-IN

Monday	September 8, 2025	1:00 PM - 4:00 PM
Tuesday	September 9, 2025	7:00 AM - 8:30 AM

EXHIBIT HOURS – NEW HOURS

Tuesday	September 9, 2025	9:00 AM - 5:30 PM
Wednesday	September 10, 2025	9:00 AM - 5:00 PM

EXHIBITOR MOVE-OUT

Wednesday	September 10, 2025	5:00 PM - 9:00 PM
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LOCATION

Vehicle Display will once again be held at the Huntington Place, 1 Washington Blvd in Downtown Detroit on Level 2. Once you arrive at the Huntington Place, you will find the exhibit hall in Grand Riverview Ballroom A & B. Exhibit staff and conference attendees are both required to be registered and have their badge visible at all times. Badge pick-up and on-site registration will be located outside of the Grand Riverview Ballroom(s). The technical conference ([click here](#) to view the program) will be located in room(s) 250A-C. A map of the Huntington Place can be [found here](#).

FREIGHT – PERSONAL VEHICLES

Unloading and loading your own privately owned vehicles (POV's) such as passenger cars, SUVs, vans or pick-ups using their own employees and/or volunteers is permitted in designated parking areas only. There must be a driver who stays with the vehicle at all times and is immediately available to move the vehicle while a second person does the unloading/loading. Transport items (hand carry or by using luggage carts or rolling in pop-up booth crates with built-in wheels) to and from their booths via the public entrances of the exhibit hall is

permitted (no carts, dollies or material handling equipment will be supplied by Huntington Place, show services contractor or show management,.)

FREIGHT – ADVANCED WAREHOUSE

Huntington Place has no facilities for receiving exhibit materials prior to a specified move in date; therefore, advance warehousing is available. CSS will receive and store freight at our warehouse beginning Monday, July 14th, 2025 through Friday, September 5th, 2025, by which all advanced freight must be received. Warehouse receiving hours are Monday through Friday, 8:30 a.m. to 4:00 p.m. EST. Freight will be transported to show site on the first scheduled day of move-in. Service includes delivery of freight to booth space, on-site storage of empties, and loading out outbound freight.

FREIGHT – DIRECT TO SITE

Direct (Show Site) Shipping: Monday, September 8th, 2025 from 1:00p.m.- 4:00p.m. & Tuesday, September 9th, 2025 from 7:00 a.m. -8:30 a.m. Exhibits must be ready to open at 9:00 a.m on Tuesday, September 9th.

CSS will receive freight during the posted above scheduled exhibitor move-in date and times. Service includes delivery of freight to booth space, on-site storage of empties, and loading out outbound freight. Freight that arrives prior to the specified move-in date and times will be refused by Huntington Place and may result in being charged a redirect fee by your freight carrier.

AV RENTAL

Premier Creative Group is the exclusive AV rental company for the Vehicle Displays and Interfaces Symposium. Information and rental order form can be found in the [Exhibitor Service Kit](#).

To access the 2025 Vehicle Displays & Interfaces Symposium go to www.convshow.com

- Click the yellow “Order Show Services” link at the top right corner of the page.
- Scroll to Postal in the schedule and click the red “Show Services Available!” link.
- Enter your email address and **VEHICLE25** for the “Show ID” & **DETROIT** for the “Security Code” to log in to the show.

LEAD RETREIVAL INFORMATION

Enhance your experience at Vehicle Display 2025 with an easy-to-use lead retrieval tool! We have, once again, partnered with Cvent to provide lead retrieval services through their LeadCapture product.

How it works:

- Scan badges to gather lead information
- Score leads and takes notes
- Export leads to any database on demand

[Click here](#) to set up your LeadCapture account.

Event Code: **S2NRNPV3D3H**

SHOW DIRECTORY

A printed exhibitor directory will be available to all attendees. Please add your company description no later than August 15, 2025. Remember, your description will be included in the official SID Vehicle Displays & Interfaces Exhibit Guide. [Click here](#) to update your record.

BEST IN SHOW AWARD

As in the past, the attendees will vote for the Vehicle Display Best in Show award. All exhibitors are automatically entered. Voting will take place Tuesday, September 9th from 9:00 AM - 5:30 PM and the award will be presented on the show floor Wednesday morning, September 10th.

HOTEL INFORMATION

There is no hotel block for the 2025 Vehicle Displays & Interfaces Symposium. [Click here](#) for a list of hotels convenient to the conference center.

PARKING INFORMATION

The fee to park at the Huntington Plane is \$20 a day. See [map](#) for parking garage options and directions.

WHATS INCLUDED

All registered attendees (conference and exhibit only badges) will have access to the following:

- Breakfast: September 9 and 10 (outside of the exhibit hall)
- Lunch and snack breaks: September 9 and 10 (inside the exhibit hall)
- Welcome Reception – (5:30-7:00 pm): September 9 (light hors d'oeuvres provided, hosted bar for one (1) hour and cash bar after). The reception is located outside the exhibit hall.

REQUEST FOR EXHIBITOR PRESENTATIONS

LIMITED SLOTS: The Symposium will once again feature a session of presentations by exhibitors during the technical program. The exhibitor presentations will take place on Tuesday, September 9, beginning at 10:40 am and ending at 11:40 am. Lunch in the exhibit hall will follow the presentations. [Click here](#) to view the conference program.

EVENT SPONSOR PRESENTATION DETAILS:

- Event Sponsors will present first, in alphabetical order
- Two (2) slides and 3 minutes (slides due by September 4th to drocco@sid.org)
- Confirm your participation by August 15th to drocco@sid.org

EXHIBITOR PRESENTATION DETAILS:

- Limited slots available.
- Exhibitors will begin presentations, in alphabetical order, after the Event Sponsors
- 1-minute presentation - no slides
- Confirm your participation ASAP. Slots will be confirmed by August 22, 2025, to drocco@sid.org

Your presentation will give you time to introduce your company and invite the attendees to visit your booth to learn more about your products and/or services. We look forward to seeing you in Detroit. Please let me know if you have any questions.

