

HOSTING AN AUTO SHOW

Step-By-Step Guide to the Application Process

STEP 1: ESTABLISH A MARKET AREA

Establish a geographic market area (GMA). The GMA is simply the area you choose from which to invite dealers to participate in the event. The area must be reasonable, symmetrical, contiguous and inclusive in nature. The GMA must list contiguous counties. For example, if you are hosting an auto show display for Cuyahoga, Medina and Lorain counties, every new motor vehicle dealer in those areas must be invited to participate.

Instead of contiguous counties, you may provide a map clearly showing the mile radius of your GMA. For example, show a 20-mile radius around Devine Mall in Greene County. **No attempt shall be made to establish a GMA that excludes certain dealers from participation.**

STEP 2: PURCHASE A LISTING

Purchase or develop an up-to-date list of new motor vehicle dealers within in the GMA.

- The request must be in writing.
- Specify the type of motor vehicle dealers (e.g., APV or off-highway motorcycle, motorcycle, new car, truck, RV, manufactured home).
- Specify the desired format: labels, list or CD.

An invoice for payment will be mailed with the CD, list or labels. You may fax your request and ask that we call you with the cost prior to processing.

Ohio Bureau of Motor Vehicles
Dealer Licensing Section
P.O. Box 16521
Columbus, Ohio 43216-6521
Fax: (614) 752-7220

STEP 3: CREATE AND MAIL INVITATION

Create and mail a letter inviting all of the new motor vehicle dealers in the GMA to participate. Keep records in case a complaint is filed with the BMV that a dealer was NOT invited to participate. Attach a sample copy of the invitation letter with your application.

STEP 4: MAKE APPLICATION 45 DAYS BEFORE DATE OF THE SHOW

After receiving responses from two or more dealers of competitive makes of vehicles wishing to participate, complete your application and submit ALL required

information to the BMV at least 45 days before the planned opening date of the event.

1. Complete the Application - BMV Form 4445, Motor Vehicle Show Request

- a. This form must be completed by the sponsor conducting the motor vehicle show.
- b. The geographic market area (GMA) must be defined by attaching a clearly marked map, a listing of counties, or "State of Ohio."
- c. By signing the sworn statement on the application, the sponsor assumes responsibility and liability for any violations of Show Law ORC Section 4517.22 that may occur during or as a result of the event. The sponsor should establish and impose adequate controls, precautions and sanctions of participants that are sufficient to inhibit or limit violations of this law. By signing, the sponsor also swears that all applicable dealerships in the GMA have been invited to participate.

2. Submit a List of Participating Dealers - Complete BMV Form 4446, Participating Dealer List, naming all dealers that have agreed to display vehicles at the event. Include the dealers' permit numbers, dealership names and addresses. The list will be verified to determine whether the show is "competitive" in nature within the GMA, and that each dealer listed is properly licensed and franchised to sell and service certain makes.

Note: Single-dealer displays are prohibited; there must be at least two dealers displaying competitive makes and models of motor vehicles. Used motor vehicle dealers are prohibited from participating in an auto show. Additional participating dealerships may be filed up to three business days before the show begins.

3. Submit Sample Invitation – Include a sample copy of the letter used to invite dealers to participate in the event with your application. Mail or fax the application, list of participating dealerships and sample invitation to:

Ohio Bureau of Motor Vehicles
Dealer Licensing Section
P.O. Box 16521
Columbus, Ohio 43216-6521
Fax: (614) 752-7220

QUESTIONS? Call (614) 752-7637.

LEGAL INFORMATION

§ 4517.22. Motor vehicle shows; display at other than licensed location.

(A) Any group of licensed new motor vehicle dealers may display motor vehicles at a motor vehicle show within the general market area allocated to a licensed new motor vehicle dealer, whenever all of the following conditions are met:

(1) The primary purpose of the motor vehicle show is the exhibition of competitive makes and models of motor vehicles to provide the general public the opportunity to review and inspect various makes and models of motor vehicles at a single location;

(2) Not less than thirty days before the planned opening date of the motor vehicle show, the group requests and receives permission to hold the show from the registrar of motor vehicles.

(B) No contracts shall be signed, deposits taken, or sales consummated at the location of a motor vehicle show.

(C) Any sponsor of a motor vehicle show shall offer by mail an invitation to all new motor vehicle dealers dealing in competitive types of motor vehicles in the general market area to participate and display motor vehicles in the show. The sponsor may offer a similar invitation to manufacturers or distributors. A copy of each invitation shall be retained by the sponsor for at least one year after the show.

(D) No person except a manufacturer or distributor shall hold in any public place a motor vehicle show at which only one motor vehicle is displayed, and no such single unit show shall be held unless the manufacturer or distributor requests and receives permission from the registrar not less than thirty days before the show.

(E) The registrar shall not grant permission for any motor vehicle show to be held, unless it is proven to the registrar's satisfaction that no attempt is being made to circumvent the provisions of sections 4517.01 to 4517.45 of the Revised Code.

(F) Nothing contained in this section shall be construed as prohibiting the taking of orders for nonmotorized recreational vehicles as defined in section 4501.01 of the Revised Code at sports or camping shows.

(G) No motor vehicle dealer, motor vehicle leasing dealer, motor vehicle auction owner, or distributor licensed under sections 4517.01 to 4517.45 of the Revised Code shall display a motor vehicle at any place except the dealer's, owner's, or distributor's licensed location, unless the dealer, owner, or distributor first obtains permission from the registrar and complies with the applicable rules of the motor vehicle dealers board.

(H) Nothing contained in this section shall be construed as prohibiting the display of, the taking of orders for, or the sale of, livestock trailers at livestock and agricultural shows, including county fairs. Notwithstanding section 4517.03 of the Revised Code, livestock trailers may be sold at livestock and agricultural shows, including county fairs, as permitted by this division.

As used in this division, "livestock trailer" means a new or used trailer designed by its manufacturer to be used to transport horses or to transport animals generally used for food or in the production of food, including cattle, sheep, goats, rabbits, poultry, swine, and any other animals included by the director of agriculture in rules adopted under section 901.72 of the Revised Code.

(I) Notwithstanding division (B) of this section, contracts may be signed, deposits taken, and sales consummated at the location of a motor vehicle show where the motor vehicles involved are horse trailers or towing vehicles that are trucks and have a gross vehicle weight of more than three-quarters of a ton, the motor vehicle show is being held as part of or in connection with a major livestock show, the licensed new motor vehicle dealers involved have complied with the applicable requirements of this section, and the registrar has granted permission for the motor vehicle show in accordance with division (E) of this section.

As used in this division:

(1) "Major livestock show" means any show of livestock that is held at the Ohio state fairgrounds, is national in scope, and that continues for more than ten consecutive days.

(2) "Truck" has the same meaning as in section 4511.01 of the Revised Code.

(3) "Gross vehicle weight" means the unladen weight of the vehicle fully equipped.

(J) Whoever violates this section is guilty of a misdemeanor of the fourth degree.

HISTORY: 137 v S 264 (Eff 11-4-77); 138 v S 206 (Eff 3-14-80); 145 v S 191 (Eff 10-20-94); 145 v H 353 (Eff 11-9-94); 146 v H 117 (Eff 9-29-95); 147 v H 600. Eff 8-5-98; 149 v S 123, § 1, eff. 1-1-04.

The effective date is set by section 4 of S.B. 123.

See provisions, § 5 of S.B. 123 (149 v -), following RC § 4501.01.

Effect of Amendments

S.B. 123, Acts 2002, effective January 1, 2004, substituted "this division" for "division (I) of this section" in the second paragraph of (I); and added (J).



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OHIO DEPARTMENT OF PUBLIC SAFETY
BUREAU OF MOTOR VEHICLES

MOTOR VEHICLE SHOW REQUEST*

All blanks must be completed. Once completed, forward to the address listed below. **A sample of the invitation letter sent to all licensed dealers within the defined market area must be included.** All requests must be received forty-five days prior to the opening date of the show to allow time for processing.

PRINT LEGIBLY IN INK OR TYPE

NAME OF SPONSOR		TELEPHONE NUMBER ()	
CONTACT PERSON		FACSIMILE NUMBER ()	
ADDRESS			
CITY	STATE	ZIP CODE	EMAIL ADDRESS
DATE(S) OF SHOW			
SHOW LOCATION		CITY	

GEOGRAPHIC MARKET AREA

Provide the geographic definition of the market area used to invite all new motor vehicle dealers dealing in competitive makes and models, *or attach a clearly marked map showing radius or encircled market area.*

MARKET AREA NOTE

The market area specified by the show sponsor does not preclude any participating dealer from first complying with the defined market area stipulated contractually in their agreement with the manufacturer. Furthermore, any dispute arising due to the market area defined in such contract between dealer and manufacturer will be between them, and the Bureau of Motor Vehicles shall not intervene. The invitation shall be made in the same manner and at the same time to all dealerships within the established market area.

SWORN STATEMENT

As the sponsor of this new motor vehicle show, I understand that I assume full responsibility and liability for any violations of Section 4517.22 of the Ohio Revised Code which might occur during or as a result of this event, and that such violation is a misdemeanor, according to R.C. 4517.99. As sponsor, we have established and imposed adequate controls, precautions and sanctions of the participants that are sufficient to inhibit or limit violations of this section. I also affirm that all new motor vehicle dealers within the defined market area have been offered, by mail, an invitation to participate in this event.

SIGNATURE OF CONTACT PERSON X	DATE
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RETURN FORM TO: OHIO BUREAU OF MOTOR VEHICLES
DEALER LICENSING SECTION
P.O. BOX 16521, COLUMBUS, OHIO 43216-6521

Telephone number: (614) 752-7637
or, you may send by facsimile to: (614) 752-7220

www.OhioAutoDealers.com

