



February 2019

TEMPORARY EXHIBITOR PACKET ONE

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EXPO EXHIBITORS:

Move In:	Wednesday - Thursday	February 20 - 21:	8 am - 7 pm
Show Times:	Friday - Sunday	February 22 - 24:	9 am - 6 pm
	Monday	February 25:	9 am - 3 pm
Move Out:	Monday	February 25:	3 pm - 9 pm

MART TG EXHIBITORS:

Move In:	Wednesday	February 20:	8 am - 7 pm
Show Times:	Thursday- Sunday	February 21 - 24:	9 am - 6 pm
	Monday	February 25:	9 am - 3 pm
Move Out:	Monday	February 25:	3 pm - 9 pm

BOOTH EQUIPMENT:

All exhibits will be provided with the following equipment as part of your space rental:

The Expo Building is a "multi-color" carpet. 8'-high drape

Equipment/Furnishings: Undraped tables/risers, chairs and wastebaskets are provided by the Mart at no additional charge when ordered by established deadline. This equipment when ordered on the "Equipment Order Form", will be placed in the exhibit spaces prior to move-in. Table and riser coverings will not be furnished. Exhibitors may furnish their own fireproof material or order it through the Show decorator. Exhibitors may order table drape, "customized" signs/banners and different colors of booth drape through the Show decorator (at exhibitor expense).

Dynamic Events:

Dynamic Events, the official service contractor, provides grids, lighting, cross beams and poles/bases table draping, additional equipment and services. Order forms are included in this mailing. Exhibitors who desire booth drape colors other than those provided will be charged at the rates indicated on their order form. Dynamic Events located at the Expo Dock.

FIRE CODES:

All building and fire codes will be strictly enforced. Local building and fire codes prohibit the use of candles and other open-flame devices, unless you obtain a fire permit. If you are in need of a fire permit, please call Traci Anderson at 800-289-6278 or 303-292-6278, Ext. 5290. The fire code also requires that all display materials be non-combustible, flame resistant or treated with a flame retardant.

TEMPORARY SPACE PACKAGE

For First Time Exhibitors Only: Receive a \$300 discount.

The standard booth/room includes:

24-Hour Security	Wastebasket	Unlimited Undraped Tables & Risers
Mailing List sorted to your specifications	Listing in the Show Directory	(when ordered by deadline)
Copy of Registration List	Carpet	Limited Electricity
Folding Chairs	Listing on Denver Mart Website	(when ordered by deadline)
Exhibitor Identification Sign	Daily Cleaning of Space	Material Handling/Drayage
	Promotional Stickers	



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SPACE ASSIGNMENTS

Show Management has sole discretion in space assignment, which assignment shall be final. Notification of space assignment shall be mailed to Exhibitor in the form of a copy of the Exhibit Space Contract after space assignment is complete. After assignment, space location may not be changed, transferred or cancelled by Exhibitor except by written request and with the subsequent approval of Show Management. Space assignment may be revoked or changed by Show Management if Exhibitor fails to meet payment deadlines. The size and location of Exhibitor's space may, at Show Management's election, differ from show to show.

In assigning exhibit space, Show Management shall carefully consider at its sole discretion, weigh collectively such factors as: (NOTE: Factors are **not** presented in priority order, nor to be construed to be weighted or prioritized).

- A. The size of exhibit space requested versus the overall space available for allocation to eligible Exhibitors;
- B. The need to accommodate a range and variety of products which are representative of the best the gift industry has to offer for the benefit of the buyers;
- C. The need to accommodate and encourage the introduction of new products for the buyers' benefit;
- D. The quality and creativity of the product displays;
- E. The continuity and length of an Exhibitor's previous exhibit activity;
- F. The size and shape of the space need as it relates to the effective display of an applicant's products for the convenience and benefit of the buyers;
- G. The Exhibitor's commitment to aggressively promote buyer attendance both independently and in cooperation with Show Management; and
- H. The need to balance traffic and promote buyer activity in all exhibit areas.

DISPLAY/SPACE DIMENSIONS

Standard Booth: A standard booth is one 10' (wide) x 10'6" (deep) booth. All standard booths will be restricted to a maximum height of 8'. Only freestanding displays are allowed.

End Booth: An end booth is a standard booth bordered by aisles or openings on two sides. An end booth display will be restricted to a maximum height of 8' at the back and 4' on the side (unless otherwise approved by management). Only freestanding displays are allowed.

Booth Height: Exhibitors may extend the height of their exhibit up to 12' in height, provided: (1) graphics/signs are limited to company name/logo (no sample sale signs, discounts, show specials, etc.); (2) the exhibit is a professionally constructed display and does not present a safety hazard; (3) all sides of the additional height are finished and back side cannot include company name/product, etc. or anything that would interfere with neighboring exhibits; (4) no product allowed above 9'; (5) detailed photos and/or plans are submitted to show management (for their review and approval) upon signing of the show contract; (6) **show management has sole discretion to require any displays to be lowered at any time during the show move-in or during the show.**

Expo Showroom: The ceiling height is 7'10" tall. Most Expo Showrooms are 12' (wide) X 20' (deep) – 240 sq. ft. If hard wall displays are being used, call Show Management for exact measurements, as showrooms may vary by a few inches. Only freestanding displays are allowed. Nothing shall be attached to the walls. Use of nails, tacks, staples or tape on the walls is not permitted. **NOTHING IS ALLOWED TO HANG FROM THE CEILING!** Any damages must be paid by Exhibitor prior to move-out (see paragraph 15 of the exhibit space contract).

SHOW PROMOTION & ADVERTISING

- **Direct Mail** promotional pieces are sent to 15,000-20,000 stores each show.
- **Email Campaign** promotional emails are sent with relevant information to 8,000+ buyers email addresses each show.
- **Pre-Registration** is available for buyers.
- **Show Directory** listing exhibitors, product lines and merchandise by categories, along with exhibitor ads and show information is distributed at the show, and an online flipbook that is live 4 weeks pre-show until the next Gift Show.
- **Calling Campaign** Personal phone calls to buyers.
- **Website** listing of exhibitors, product lines and merchandise by categories on www.denvermart.com
- **Special Buyer incentives** will be featured to promote attendance.
- **Promotional Stickers are given to each exhibitor** to use as reminders on their mailing pieces, and to promote their presence at the show.
- **Full color postcards** are available to exhibitors to customize for their mailings.
- **Mailing list** the Denver Mart retail store mail list is available at no charge to exhibitors.



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TEMPORARY EXHIBITOR **MOVE-IN** INFORMATION

Mart: Tuesday-Wednesday, February 19 - 20 from 8 am – 7 pm

Expo: Wednesday -Thursday, February 20 - 21 from 8 am – 7 pm

Note: Expo exhibitors not checked in by 4:00 p.m. on **Thursday, February 21** will forfeit space and fees paid and your space may be assigned to someone else without further notice. This “check-in” deadline is necessary to facilitate the show opening on Friday.

Only people with move-in or exhibitor badges will be allowed in the Mart and Expo buildings.

All merchandise must be moved in through the freight dock. Enter off Logan Street for the Mart Building and off Washington Street for the Expo Building. Please store empty cartons in your exhibit area when possible. Limited storage is available outside the exhibit area. Ask for “Empty” labels at the Mart Show Service Desk for each box/carton. Use these labels to print your name and space number on each box/carton. Place empty boxes outside your exhibit area and Mart personnel will pick them up and return them at the end of the show.

Unlabeled cartons will be destroyed.

Exhibitors must remove all poly-packing material by 5:00 p.m. **Mart: Wednesday, February 20 | Expo: Thursday, February 21**

Key Deposit

There is a \$10 deposit per key for Expo I Suites required at check-in. The deposit is refunded at the end of the show when key(s) are returned. No refunds will be made after **February 25** at 9:00 pm. If you have purchased and paid for a security lock, the \$10 key deposit still applies. Prior payment of the key deposit is not accepted. You must pay the key deposit at the exhibitor check-in desk when you pick-up your key. Cash and checks are accepted.

TEMPORARY EXHIBITOR **MOVE-OUT** INFORMATION

- All exhibits must remain intact until: 3 pm Monday, February 25th. Move-out must be completed by 9 pm.
- Empty cartons/boxes will be delivered to exhibitors beginning: 3 pm on Monday, February 25th. Carts will not be available for exhibitor use until all empty boxes have been returned to exhibitors.
- Vehicles will not be permitted on the dock ramp until your merchandise is on the dock and ready to load. All merchandise is moved out through the dock. No freight will be allowed through the front doors.
- Move-out badges: All move-out personnel must pick up a move-out badge at the Expo Show office. Only those with Exhibitor badges or move-out badges will be allowed in the Expo Building after 3 pm on Monday.
- Please do not leave your space littered with trash. All unused packing material must be placed either in empty boxes or dumpsters. Please leave your sign(s) hanging.

EXHIBITOR SERVICES

Shipping/Material Handling:

YRC (800-610-6500) has been designated as the preferred freight carrier and will receive shipments at their warehouse up to 30 days prior to show move-in. They have established special pricing for Rocky Mountain Gift Show Exhibitors. The material handling rates – the fee charged for receiving, handling, storage and delivery of your freight to and from your exhibit space is **FREE!**

Service desk for Mart Show Services located at the Expo Lobby. Service questions should be directed as follows:

Mart Show Services Desk:

- Electrical, Dynamic Events rentals, equipment (tables, risers, chairs, racks and wastebaskets).
- Freight handling, storage, inbound/outbound freight, bills of lading, empty container labels and shipping labels.

Invoices:

Mart Show Services charges will be delivered to exhibitors during the show. All charges must be paid at the Mart Show Services desk prior to the conclusion of the show. No credits or adjustments will be made after the close of the show.

Cleaning of Exhibit Space:

Daily cleaning of exhibit space is provided. If you ordered a security lock, please go to the Mart Show Services Desk at the Expo Lobby and request that your room be cleaned prior to 6 p.m. on **Thursday, February 21**.



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GENERAL SHOW INFORMATION

Sample Sales

Show Management does not allow sample sales except on the last day of the show. Any Exhibitor violating this rule will be subject to forfeiting their right to exhibit in future shows. Permanent tenants must also adhere to this policy. **EXCEPTION:** If a retail store is interested in purchasing the entire line of samples or a substantial quantity of samples from an exhibitor, please contact the Exhibit Space Manager immediately, while your buyer is present, so that the merchandise can be inspected for approval and arrangements can be made for pick-up or shipping (after the show closes). Merchandise must be picked up by 12 noon on **Tuesday, February 27**. There will be no other exceptions to this rule.

One-Of-A-Kind Merchandise:

One-of-a-kind merchandise may be sold and removed from the Mart complex during the show with advance approval. Definition of one-of-a-kind: Any items that cannot be machine made, mass-produced or duplicated in any quantity. This can include Native American jewelry, pottery, rugs, etc; handcrafted items of any medium (wood, metal, glass, clay, sculptures, etc.); diamonds, gemstones, or pearls; antiques. All merchandise must be sold at wholesale—No retail sales will be permitted.

Cash and Carry

As this Show is primarily an order writing show, “cash and carry” or “immediate delivery” transactions are only allowed in a designated area of the Show. All merchandise must be sold at wholesale—No retail sales will be permitted.

Smoking Policy

The Denver Mart complex is a non-smoking facility. This includes all common areas and temporary exhibit space. Those who would like to smoke must do so outside. Thank you for your cooperation.

Buyer Registration List

A copy of our buyer registration list will be e-mailed to all exhibitors within 2 weeks after the show.

Helium Balloons

Helium Balloons of any kind are prohibited within the Mart facility.

Tents

Tents of any kind are prohibited within the Mart facility.