

Rock'n'Roll

HALF MARATHON

D E N V E R

TO: ALL EXHIBITORS
FROM: Ryan Davis
Expo Manager
DATE: September 14, 2018
SUBJECT: Exhibitor Letter

Welcome to the 2018 Rock 'n' Roll Denver Health & Fitness Expo!

We are pleased to have you with us, and we are looking forward to an exciting and successful show. To help you plan, please review the useful information below.

EXHIBITOR KIT

The exhibitor kit for The Expo Group (Formally Known as Xpert), our decorating company, is included in your booth confirmation email. The kit contains information and order forms for freight handling, labor, booth cleaning, optional furnishings, electricity, phones, etc.

EXPO DATES & HOURS

Exhibitor Setup:	Thursday	October 18th	10am – 5pm
	Friday	October 19th	8am – 12:30pm
Expo Hours:	Friday	October 19th	1pm – 6pm
	Saturday	October 20th	10am – 5pm
Move Out:	Saturday	October 20th	5pm – 10pm

- **Please contact me in advance if you need additional time for setup**
- All booths should be set up and staffed by 12:30pm on opening day
- Please arrange to have staff in your booth at all times during show hours
- All materials must be removed from the Expo hall by 10pm on Saturday

Exhibitors with badges may enter the hall at 8:00 am on show days. For safety reasons, **children under 18 years of age** will not be permitted on the exhibit floor during set-up and dismantling hours.

HOTELS

If you have not already made your hotel reservations, we urge you to do so **ASAP**. For hotel information please see our website <http://www.runrocknroll.com/denver/the-weekend/travel/>.

BOOTH FEES AND FORMS

Exhibitors may not occupy their booths until their booth fees are paid, and forms submitted to IRONMAN.

Exhibitors are required to submit their Exhibitor Agreement and Certificate of Insurance before the expo commences. Exhibitors are required to maintain one million dollars (\$1,000,000.00) Comprehensive Liability Insurance and to name IRONMAN. as an Additional Insured to the policy. A Waiver of

Subrogation is also required.

PARKING FOR EXHIBITORS

Paid parking is available at the National Western Complex parking lots.

EXPO CREDENTIALS

Please pick up your exhibitor's packet and badges at the Exhibitor Information booth during setup hours. This material cannot be mailed to you. To enter the hall, simply identify yourself as an exhibitor to the security guard. **To avoid theft, badges must be worn during all hours when the hall is closed to the public, especially during setup and move out. During show hours, wearing the badge is optional.**

BOOTH FURNISHING

Each 10'x10' booth is furnished with one 6' black draped table, two chairs, carpeting, a wastebasket, pipe and drape. If you would like any additional furnishings, you can rent them from The Expo Group (Formally Known as Xpert).

BOOTH APPEARANCE

- Displays and merchandise should have a neat and professional appearance consistent with the quality standards of the National Western Complex and IRONMAN.
 - For example, handwritten signs or the use of cardboard cartons for display fixtures are not permitted
- Merchandise should be displayed in appropriate display containers, and not simply piled on tables
- There should be no overflowing trash visible in your booth

BOOTH DISPLAY HEIGHT

- Maximum height for all booths is 8 feet. Display fixtures, signs or merchandise may not be placed above the standard 8' height of the booth backdrop (10' for constructed displays)
- Maximum height for constructed displays may extend to 12 feet only with prior approval from show management
- Tents may be used if they do not block visibility of adjacent booths. Fire Department regulations also require that they be made of fire-retardant material, and exhibitor must have available at the expo a document certifying that the tent fabric is fire-retardant
- Only major event sponsors may hang banners or fixtures from the ceiling

JANITORIAL SERVICES/BOXES/TRASH

- Show management provides aisle cleaning only - additional janitorial services, including booth vacuuming, are available at exhibitor's expense through Xpert.
- Companies sampling food or beverage must arrange for porter service through The Expo Group (Formally Known as Xpert).
- During show hours, exhibitors who have not ordered porter service must empty their wastebaskets in the dumpster provided, and **not** in the public trash bins
- Please break down your boxes before discarding them - Thank you!

YOUR PROMOTION AND YOUR NEIGHBORS

IRONMAN strives to offer all exhibitors the conditions most favorable to promoting their products or services. Therefore we ask that all aspects of your promotion be limited to your booth area, so that you

do not interfere with your neighbors' ability to attract and speak with expo attendees. For example, **loud music or flashing lights** intrude on neighboring booths, and are prohibited. Similarly, if your promotion attracts long lines that block access to neighboring booths or clog the aisles, we will ask you to limit or suspend some aspects of your promotion. This frequently happens with **wheels to spin for prizes**.

FREIGHT & LABOR

The National Western Complex does **not** require the exclusive use of union labor. However, experienced labor is available through The Expo Group (Formally Known as Xpert) for drayage, freight, decorating services, booth installation and dismantling, etc. Please see the The Expo Group (Formally Known as Xpert) Exhibitor Kit for price lists, order forms, and other information.

Advance Shipping

- The National Western Complex will not accept advance shipments. All advance shipments must be sent to the The Expo Group (Formally Known as Xpert) warehouse by Monday, October 2nd.
- Freight shipped in advance to the The Expo Group (Formally Known as Xpert) warehouse will be delivered directly to your booth prior to setup hours on Thursday, October 12th. Using this service avoids lines at the loading dock and ensures early delivery of freight to your booth, so we encourage you to consider this option.

Arriving Freight

- Please label all freight clearly with your Booth Number, c/o The Expo Group (Formally Known as Xpert), and "Rock 'n' Roll Denver Health & Fitness Expo." For specific labeling instructions, please see the Xpert Exhibitor Kit.
- If you are shipping freight directly to the Expo, please note that deliveries will only be accepted during expo setup hours (see above for setup hours).
- The National Western Complex **will not** accept and store deliveries before this time.

Drayage (moving freight between your vehicle and your booth)

- Please see The Expo Group (Formally Known as Xpert) Exhibitor Kit for more information. If you are bringing freight to the expo, please note drayage charges by weight for larger quantities of materials.

Return Freight

- All materials must be removed from the hall by 10pm on Saturday, October 20th.
- The National Western Complex will not hold materials for a later pick-up.
- The Expo Group (Formally Known as Xpert) representatives will be on site to assist exhibitors with return freight.

SAMPLING OF FOOD & BEVERAGES

- The National Western Complex does not permit exhibitors to sell food and/or beverage.
- **All sampling vendors will need to get approval from the venue prior to expo setup.**
- Exhibitors sampling food or beverage **must** order porter services through The Expo Group (Formally Known as Xpert).

SECURITY

- Twenty-four hour security service is provided by the Expo. Although we cannot guarantee the

security of articles left in your booth overnight, we have enhanced security with this policy: When the Expo is closed, no venue or exhibitor personnel will be allowed in the exhibit areas unless accompanied at all times by Security.

- We suggest that you take small valuables with you at night.

STORAGE OF FREIGHT AND EXHIBIT MATERIALS

- Your freight and exhibit materials must be stored within your booth.
- The National Western Complex has no facilities for secure or open storage space before, during or after the Expo.
- If you have special storage needs, please contact Ryan Davis **before** the Expo.

AISLE SAFETY

Fire Department safety regulations require that aisles be kept clear at all times. Please be sure that your table and other booth furnishings do not go past the **edge of your carpet**. We must ask that your promotions remain within the confines of your booth. **Please do not leaflet or distribute products in the aisles or near the doors.**

HELIUM BALLOONS

Helium-filled balloons may not be given out to expo visitors, or used for booth decoration.

TRADEMARK

Rock 'n' Roll DenverTM is a registered trademark. Use of its name or logos on written materials, products or publicity must be approved and authorized in writing by IRONMAN.

EXPO OFFICE

Expo Staff members from IRONMAN will be available at the show to be of assistance to you. Please feel free to call on us.

Please contact Ryan Davis by phone or e-mail with any questions about booth space, display policies, or the convention center. Please call The Expo Group (Formally Known as Xpert) with any questions about furniture, labor or freight handling.

We look forward to seeing you in Denver!

-Ryan Davis