



We are very happy to have you on board as an exhibitor at the 2021 VeloSwap Bike Expo. Below are details pertaining to your Expo Activation Kit. The intention of the kit is to confirm items you need at the event and get the word out about VeloSwap. Let's get started!

### **Logistics & Dates**

You will receive a final weekend itinerary in your operations manual as we get closer to the event. Until then, please add the following details and dates to your calendar:

#### Location

National Western Complex  
4655 Humboldt St. Denver, CO 80216

#### Friday, November 5th

- 1:00 p.m. to 7:00 p.m. - Exhibitor Load-In
- Vehicles are allowed inside the National Western Complex during this time.
- Check-In & Vendor Packet: We will send you correspondence with the updated vendor check in gate prior to the event. Your vendor packet will include: 2 wristbands, a VeloSwap expo map, the vendor sales tax document and directions to your booth placement. Only vendors/exhibitors wearing wristbands will be allowed into the building.

#### Saturday, November 6th

- 7:00 a.m. to 9:00 a.m. - Exhibitor load-In
- 8:30 a.m. Our entrance gate will close - details for which gate will come in the coming month.
- No vehicles are allowed in the building on Saturday morning.
- Check-In & Vendor Packet: We will send you correspondence with the updated vendor check in gate prior to the event. Your vendor packet will include: 2 wristbands, a VeloSwap expo map, the vendor sales tax document and directions to your booth placement. Only vendors/exhibitors wearing wristbands will be allowed into the building.

#### **Vendors must be set up by 9:00 a.m.**

- 10:00 a.m. - 4:00 p.m. - VeloSwap Expo
- 4:00 p.m. - 6:00 p.m. - Exhibitor strike and submit tax paperwork to Bicycle Colorado booth

#### **Wristbands**

Wristbands will be distributed to all vendors and exhibitors during check in. Wristbands are your only pass to VeloSwap and must be worn at all times during setup, VeloSwap event and teardown. If you remove or lose your wristband overnight or at any time, you must purchase a new wristband for \$20 or leave VeloSwap. NO EXCEPTIONS.

#### **Parking On-Site**

We are working with the National Western Stock Show to confirm exact details. This information will be included in your Operations Manual that will be sent the week of the event. Stay tuned!

**Tax Requirement**

Colorado law requires all vendors to collect 8.81% sales tax on all sales made at VeloSwap. As a vendor, you are responsible for keeping track of your sales and collecting the 7.65% sales tax. A VeloSwap sales tax payment form is attached to this email for you to look over and will be included in your vendor packet to pick up during vendor load-in. Vendors will need to submit their taxes and paperwork to the Bicycle Colorado booth by the end of the day on Saturday.

**Lodging**

More information to come soon.

**Overnight Security**

We will have security on-site overnight, but we are not responsible if anything is lost or stolen. We suggest you lower your tent and put all items under your tables and hold off on bringing valuable items until Saturday morning.

**COVID-19 Safeguard Practices**

Event organizers will continue to monitor Denver County's COVID-19 recommendations. We will provide further information a couple weeks prior to the event.

**Social Media**

Let's get social! Be sure to follow VeloSwap on Facebook to receive up to date information. Please encourage your friends and family to do the same.

We are here to answer any questions you have regarding the Expo. Thank you again for being an exhibitor! Looking forward to this year.

Colin Barry  
Expo Operation Manager  
[cbarry@outsideinc.com](mailto:cbarry@outsideinc.com)