



Dear Exhibitor:

We would like to take this opportunity to thank you for your participation in the 2011 Denver Home Show to be held at the National Western Complex on March 18 – 20, 2011

As the primary contact for your company as indicated on your Exhibit Space Application/Contract, this and all subsequent information related to your participation in the Denver Home Show will be sent directly to your attention. If you prefer that this information be sent to a different person at your company, please notify your Marketplace Events sales representative and we will update our records accordingly.

Attached in this Exhibitor Service Kit you will find important information that will help to ensure that you enjoy a successful show. While we recommend that you review all of this information at your earliest possible convenience, the following is a brief list of the key items that you should pay particular attention to in order to maximize your positive experience in the Denver Home Show:

1. EXHIBIT SPACE PAYMENT: Final payment for your exhibit space is due by January 15, 2011.
2. DISCOUNTS FOR SHOW SERVICES: Please be advised that by ordering products or services from any of the Denver Home Show preferred vendors listed in this Exhibitor Service Kit by March 1, you will receive substantial price discounts.
3. MARKETING/PROMOTION/PUBLICITY: As part of our marketing and promotion activities, we would like to inform the media about new and exciting products and services that will be on display by all exhibitors. To that end, please contact Brent Keller (contact information below) with this information as soon as possible and they will communicate it to the appropriate media. Also, if you advertise your company in radio or print, we recommend that you mention the Denver Home Show in your ads.
4. OFFICIAL SHOW GUIDE – **The show guide will be produced by *The Denver Post*.** In addition to being distributed at the show, the guide will be inserted into the Sunday, March 13 issue of *The Denver Post*. For information how your business can place advertising in the show guide, contact Denver Post.
5. HOTEL ACCOMMODATIONS: The Courtyard Cherry Creek – 1475 S Colorado Blvd, Denver CO 303/757-8797 has been designated as the official host hotel for the Denver Home Show and is offering a special rate. To obtain this low rate, call 303-757/8797 for reservations and ask for the special Denver Home Show rate. Make your reservations early as the hotel will fill up fast.

Should you have any questions at all, please contact anyone listed below. And again, thank you for your participation in the 2011 Denver Home Show!

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INSTRUCTIONS, RULES AND REGULATIONS FOR ALL EXHIBITORS

SHOW HOURS:

Friday, March 18 10:00 a.m.- 9:00 p.m.

Saturday, March 19 10:00 a.m.- 9:00 p.m.

Sunday, March 20 10:00 a.m.- 5:00 p.m.

FRIDAY – SUNDAY: EXHIBITORS ARE ALLOWED TO ENTER ONE HOUR BEFORE THE
SHOW OPENS TO THE PUBLIC

Move-In/Out Schedule			
DATE	BEGINNING	END	EXHIBITOR DESCRIPTION
Tuesday, March 15 Move-In	8:00 a.m.	6:00 p.m.	All Exhibitors Vehicles allowed on show floor to unload
Wednesday, March 16 Move-In	8:00 a.m.	6:00 p.m.	All Exhibitors Vehicles allowed on show floor until 6:00 p.m. for unloading.
Thursday, March 17 Move-In, Limited	8:00 a.m.	6:00 p.m.	All Exhibitors No vehicles allowed on show floor HAND CARRY in ONLY.
Sunday, March 20 Move-Out	5:00 p.m.	10:00 p.m.	All Exhibitors Vehicles allowed on floor to load at approximately 5:30 p.m. After aisle carpet has been removed.
Monday, March 21	8:00 a.m.	12 Noon	All Exhibitors Vehicles allowed on show floor to load

Enter the loading dock area at E. 47th Avenue & Humboldt Street. East 16th Street. Major cross streets are Brighton Blvd. & East 47th Avenue. Vehicles must be removed from the Expo Hall and loading docks within 15 minutes of entering. There is no permanent parking allowed in the Expo Hall or loading docks.

Exhibitors requiring forklifts or drayage services should make arrangements with the Show Decorator prior to move-in. Call Brede at 303-399-8600 for verification of the rate for your particular need and any other questions.

Persons responsible for moving in exhibits must know their booth number(s) and all exhibit material should be labeled with that number(s).

Dock doors will close at 6 p.m. on Thursday, March 17th. All exhibit materials must be within the exhibit "space" by 6 p.m. so that facility personnel can clean the aisles and Show Management can make final preparations for show opening on Friday. Exhibitors are responsible for cleaning their own areas. All exhibits must be installed and show ready by 10:00 p.m. on Thursday

No exhibits may be dismantled or removed until Show closing on Sunday, March 20, at 5:00 p.m.

Because of the many events taking place at the National Western Complex, it is imperative that all exhibits and freight be removed from the Expo Hall by 12 Noon on Monday, March 21, 2011.

DURING THE MOVE-OUT PERIOD - BE PACKED UP AND READY TO MOVE OUT BEFORE BRINGING YOUR VEHICLE TO THE DOCK.

GENERAL INFORMATION

1. **EXHIBITOR PARKING PASSES**: Parking passes can be purchased from the National Western Complex for \$18.00. These parking passes are good for all show days and include in and out privileges. They may be purchased during the move-in days from the NWC service desk.
2. **SHOW DECORATOR**: Brede Exposition Services, 5140 Colorado Boulevard, Denver, CO 80216, (303) 399-8600. Carpet, tables, chairs as well as carpentry work and labor for unpacking may be obtained from Brede. Their exhibitor kit is available online at www.homeshowdenver.com
3. **BOOTH CONSTRUCTION**: Marketplace Events will provide an exhibitor identification sign and number, 8' back drape and 3' side curtains (where applicable). No signs, apparatus, shelving, or equipment may extend above 8' in exhibitor's booth space without permission from Marketplace Events. VEHICLES and Tents are not permitted.

The exterior of any part of your display or structure facing an adjacent booth or aisle must be finished or suitably decorated (you may order masking drape from the Show Decorator) at your expense.

There is one common back drape shared by exhibitors on either side of the drape. Exhibitors must remain on their own side of the drape. Your carpet, bracing, etc. may not extend into the exhibit space behind you.

NO SIGNS OR BANNERS MAY BE ABOVE 8' IN EXHIBIT SPACE LESS THAN 20'X20'.

FLOOR COVERING: ALL BOOTHS IN THE SHOW MUST HAVE A FLOOR COVERING (preferably carpet). All exhibitors must provide their own floor covering (it can be rented from the Show Decorator or brought in by exhibitors). Call Marketplace Events with any questions. Materials such as table draping, cut trees, wood chips and mulch used in the construction of displays must be fire resistant.

All tables must be professionally skirted; i.e., skirting that is pleated or shirred and of floor length (no paper or sheets or tablecloths). The only exception is fine, designer furniture.

Signs must look professional—no handwritten signage. **Nothing can be attached to NWC walls, pillars etc.** No signs above 8'.

4. **SAWING OF STONE AND BRICK**: Dry sawing of rock, brick, concrete, etc. is not allowed inside

the NWC. No cutting directly on floor or dragging across floor. This is a very strict rule. Dry cutting is permissible outside the building only. Wet sawing is permissible inside, and wet saws can be set up at your construction site. Be aware, however, that the slurry created has to go somewhere after your pan fills up; it can't spill over onto the floor, and most importantly, wet saws **CANNOT BE SET UP TO DRAIN INTO THE NWC DRAINS**. They clog them. Empty pans into buckets and empty the buckets outside.

5. **OUTSIDE CONTRACTORS:** Any independent contractor/display house which contracts to assemble and/or dismantle an exhibit at the Show must notify Brede, the Show Decorator, of the exhibiting company's name and booth number, in writing, at least 30 days prior to the first day of move-in. The display house must also provide a certificate of insurance to Brede at the time the letter is sent and also to Show Management.

6. **PLANT MATERIAL:** Flowering plants and foliage are effective, low-cost booth improvements that add color, warmth and interest to your display. Plants can be used as an ingredient in the total setting of your booth and should be placed so they are noticed but not in the way. Mums, kalanchoe and cineraria are good flowering plants; ferns, philodendrons, dracaena and dieffenbachia are possible foliage plants; and palms and ficus are good varieties of trees. We encourage exhibitors to include plant material in their displays.

7. **WATER/DRAIN/GAS:** An NWC order form is included in the Brede service kit. Orders with payment must be received by the NWC by March 1, 2011 to receive discount rates.

Reminder, if you use water in your exhibit and need to drain following the Show, order water and drain service from the NWC. **DRAIN SERVICE MUST BE ORDERED FROM THE NWC.**

8. **ELECTRICAL:** Sturgeon Electric (303/286-8000) is the official Electrical provider for the Denver Home Show. An Electrical Order Form is included in this Exhibitor Service Kit. Basic electric is included in your booth space. If you need additional power in your booth, complete the form and return it to Sturgeon Electric according to the instructions on the order form. (see order form at end of the packet)

9. **CLEANING SERVICE:** A cleaning order form is included in the Brede service kit. NWC personnel do not clean individual booths. Keep your booth clean. If you require cleaning service, complete the form and return it to Brede Exposition Services; deadline for the discounted rate is March 1, 2011

10. **TELEPHONE SERVICE:** If you need a telephone line, credit card machine line or a DSL connection in your booth, please contact Steve Polson with the National Western Stock Show Complex at 303-299-5510. Telephones and DSL Routers are issued at the NWC service desk. Deposits for telephones and routers must be paid prior to issuance. Refunds will be made for equipment returned. If you are considering bringing in your own phone, it will need to be an analog phone in order to be compatible with the line provided. Telephone service and credit card lines require dialing 9 prior to entering the number. Credit card machines need to be programmed to dial 9 before using the service.

11. **ADMISSION TO THE SHOW:** Booth attendants must have wallet cards for admission to the Show. Wallet cards will be available for pick up at the Show Office during the move-in period. We provide 6 exhibitor badges for each 10' x 10' booth (12 badges for a 20' x 10' and larger.)

12. **DEMONSTRATIONS/DISTRIBUTION:** Displays, demonstrations or distribution of advertising material are not permitted outside the confines of the exhibitor's booth(s). In other words: **NO "WORKING THE AISLES."** No loudspeakers will be permitted on the Show floor. Small sound amplification systems for captive-audience demos may be used. However, sound levels must be kept at a volume that management deems reasonable. Violators will receive on warning. If there are more problems with volume, Show Management reserves the right to prohibit the exhibitor from using sound equipment for the remainder of the show.

No stickers, pressure adhesive, etc. can be used or given away by exhibitors; no helium-filled balloons may be distributed at any time. No food (including popcorn) or beverages may be distributed by exhibitors inside the NWC unless approved by Marketplace Events and the NWC.

13. **MATERIALS SUBJECT TO LICENSE OR RESTRICTION:** The playing, performing or other use of any copyrighted music in television or radio transmission, videotape, audio-visual material, or any other work, whether live or recorded, by exhibitor or its agents, representatives or employees is expressly prohibited. Exhibitor agrees to indemnify the NWC and Marketplace Events (and their respective officers, directors, owners, employees, insurers, agents, representatives and assigns) against any and all claims and costs of defense, or fees paid by Marketplace Events to ASCAP or BMI, arising from any unauthorized use of any work by exhibitor or any of its agents, representatives or employees.

14. **DRAWINGS AND GIVEAWAYS:** If you plan to use a drawing for prizes during the Show, you must fill out and return the Drawing Registration form that you are using to Marketplace Events before the Show opens. The prize drawing must be held before the Show closes, and you are required to turn the name of each winner in to the Show Office. State regulations require that we have the names of all winners.

15. **ANIMALS/PETS:** Animals/pets are not permitted in the NWC without prior approval of Marketplace Events and NWC management *including* move-in and move-out. Approval of animals/pets in the NWC is based on whether the animal or pet is part of an exhibit legitimately requiring use of animals. Handicap companion animals are exceptions to this regulation.

16. **SALE OF MERCHANDISE AT THE SHOW:** All exhibitors are reminded that to sell products "cash and carry" during the show, you must comply with all rules and regulations as required by the City of Denver and the State of Colorado. Exhibitors are responsible for obtaining any such permits as required. Only merchandise approved by the show may be sold. No food or drinks may be sold without the approval of the show and KM Concessions.

17. **FIRE REGULATIONS:** Material used in exhibits (such as drape and table coverings, banners, props, wood chips and mulch) must be constructed of flameproof material. Certification for the flame proofing must be available, upon request, to Fire Prevention and Investigation Division personnel.

Precautions must be taken to prevent the general public from coming in contact with anything that may cause burn or injury. Any product that will be WARM—WARMER—OR HOT to the touch must be placed at the back of your booth, away from the aisle. For those with bulk 20'x20' peninsulas, islands or larger, these products must be positioned in the middle/center area of your space, again, as far away from the aisle(s) as possible. Warning signs ("CAUTION! HOT SURFACE") must be placed prominently on all such surfaces, horizontal and perpendicular.

No machine, engine nor automobile using gasoline may be in operation on the floor during the Show. Gasoline must be drained from the tank of any equipment and vehicles must be between 1/2 and 3/4 full. Tape or a lock-cap must be affixed to the gas tank, and all batteries disconnected. A large absorbent pad must be placed under the engine to catch any leaking oil. PROPANE IS NOT ALLOWED INSIDE THE NWC.

Exhibitors ordering natural gas or operating any heater, barbecue, heat-producing or open-flame devices must obtain written authorization from NWC management and D.F.D. Fire Prevention Bureau and obtain an open-flame permit from the Denver Fire Department. The permit must be kept at the exhibit space. Candles may not be burned in the NWC. Single-level exhibit booths having over 300 sq. ft. of roofed area shall be protected by automatic sprinklers. (*NFPA Life Safety Code Section 9-7.5.3.7*)

Canopies and other similar lightweight structures having over 300 square feet of covered/roofed area shall apply, through the NWC facility management, to the Fire Prevention and Investigation Division for "permission to exhibit." Upon receipt of all pertinent information, Fire Prevention plans review officials will stipulate those fire safety requirements needed to grant the "permission to exhibit" which shall be specific to that exhibit only.

Single level booths having over 100 square feet of roofed area shall be provided with smoke detectors acceptable with the Denver Fire Department.

18. **SMOKING REGULATIONS:** No smoking is permitted within the NWC. Anyone caught smoking in the NWC by the Fire Inspector will be tagged and removed from the facility.

19. **UNION REGULATIONS:** An exhibiting firm's employees may set up and take down their exhibit and carry their own exhibit materials to and from the loading docks. If extensive work is required on the exhibit that involves the hiring of outside labor, or if help is needed in moving heavy objects, arrangements for such work must be made through Brede Exposition Services. Brede maintains a service desk during all set-up and tear-down times.

20. **SECURITY:** Security guards will be on hand during Show hours and during move-in and move-out. They are there to safeguard your interests. Exhibitors are asked to give them full cooperation in the performance of their duties. DO NOT LEAVE VALUABLES UNGUARDED. Remove all small articles (calculators, radios, saws, tools, etc.) from the booth at night and at closing. The most dangerous times for stealing are during move-in and move-out. DURING SHOW HOURS you must get a carryout pass from the Show Office to remove any materials from your exhibit. Show attendees must have a sales slip from an exhibitor to carry out merchandise.

21. **LIABILITY AND INSURANCE**: Show Management has taken reasonable precautions to safeguard exhibits. However, Show Management, Show Decorator nor the NWC will assume responsibility for losses to the exhibitor from theft, fire, damage, or any other cause. Exhibitor is to maintain liability insurance with respect to both property damage and personal injury. As agreed in the Exhibit Space Application/Contract, exhibitors agree to indemnify and hold harmless Show Management, Show Decorator or the NWC against any and all complaints, suits, or liabilities arising out of acts of the exhibitor or his/her representatives, or out of activities within the exhibitor's booth area. Verify with your insurance company if you're uncertain about your coverage.

Exhibitors are responsible for damage they cause to the NWC including walls and floors and for labor charges to remove stains or adhesives from the walls or floors. Exhibitors will be billed for such damage with the dollar amount of the damage determined by the NWC.

22. **PAYMENT OF EXHIBIT SPACE**: ALL BOOTH SPACE MUST BE PAID IN FULL *BEFORE* AN EXHIBIT MAY BE SET UP ON THE SHOW FLOOR. ***ALL FINAL PAYMENTS ARE DUE ON OR BEFORE January 15, 2011 AS STATED ON THE EXHIBIT SPACE APPLICATION/CONTRACT.*** Contact your Marketplace Events sales representative if you think your exhibit is in jeopardy due to non-payment.

23. **NOTICE TO EXHIBITORS**: What is listed on your signed Exhibit Space Application/Contract is what you may exhibit in the Show.

National Western Complex
4655 Humboldt St
Denver, CO 80216

Official Show Hotel

Courtyard by Marriott Denver Cherry Creek

1475 S Colorado Blvd
Denver, CO 80222

**The Home Show is Coming!
March 18-20, 2011**



**As an Exhibitor of the show, you receive Our Special Guest Room
Rate: \$99.00**

By Making your Reservation By:
Thursday, March 4th, 2010
Reservations: 1-303-757-8797
www.marriottcherrycreek.com

Simply mention the Denver Home Show when
making your reservation to receive special rate.

DENVER HOME SHOW
March 18-20, 2011

Special Discount
Ticket Application

Exhibitors are entitled to special discounted tickets. Regular admission is \$11.00. Fill out the application below and enclose the appropriate cost of the tickets.

Company _____

Name _____

Address _____

City _____ State _____ Zip _____

Number of Tickets Requested: _____ X \$5.00 = \$ _____

_____ *Check Enclosed*
_____ *Charge My Credit Card:* _____

CIRCLE ONE:

MC | VISA | AMEX Expiration Date _____

Print Name _____

Signature _____

FAX LINE 317-705-8720 -- TELEPHONE 317-705-8719 x11
MAIL: 12900 N. Meridian Street, Carmel, IN 46032