



**Colorado RV, Sports, &
Travel Show**

March 2 - 5, 2017

**National Western Complex
Denver, CO**

**EXHIBITOR
KIT**



Exhibitor Fast Facts

Below are the answers to a few "frequently asked questions:"

When is final payment due for exhibit space?

Final payment is due prior to show opening. All balances on accounts must be paid in full before exhibitors will be allowed to enter or set up in the exhibit hall-**NO EXCEPTIONS.**

Am I allowed to share a booth with another exhibitor?

No. Booth sharing is absolutely not allowed.

Does the show provide free parking?

Show Management does not provide parking. There are various pay lots in the vicinity of the venue.

Does Show Management handle electric, internet, etc.?

No. Show management does not provide phone or internet service. For **electric** needs contact Sturgeon Electric Company please use the form inside this kit or call 303-286-8000 with questions. For **internet** questions contact Steve Polson at 303-291-2561 or via email at spolson@nationalwestern.com

What about shipping freight to the show?

We strongly suggest all freight be delivered by Brede, the official show decorator. For more information contact them directly at 303-399-8600 or via email at cscolorado@brede.com. If shipping directly to the facility, please include name, company name and booth number on the shipping label. Facility address is: National Western Complex, 4655 Humboldt Street, Denver, CO 80216. Show Management is not responsible for any freight shipped to the facility.

What comes with my exhibit space?

Each space is designated with pipe/drape (4' high side rails, 8' high backdrop). Tables, chairs, etc. are available through the show decorator for an additional charge.

May I bring my own tables and chairs?

Yes. No additional charge will apply.

Do I need to present my Punch Card for the duration of the show?

Yes. Each exhibitor **MUST** present their Punch Card credentials in order to be admitted on the show floor. These are non-transferable and no one will be admitted onto the show floor without proper credentials.

Do I need to charge sales tax on purchases made at the show?

Yes. Appropriate sales tax must be charged on items sold during the show.

We appreciate your support of this year's show. Please remember that this is a family show and all exhibitors should reflect this in their displays.



EXHIBITORS' TIMELINE

- January 1** Balance due for exhibit space
- February 10** Telephone and internet service orders due to facility
- February 10** Electrical order form due to Sturgeon Electric
- February 10** Punch Card form due if ordering additional cards
- February 10** Colorado sales tax forms and certificate of insurance due to show office
- February 13** Discount hotel reservation deadline
- February 14** Exhibitor services order must be place with Brede (show decorator) to receive discount prices
- February 21** Deadline for advance shipments to Brede Warehouse
- February 28** Start move-in for show
- March 2** Show opens at noon (12:00pm)

Questions?

For sales: Chris Hamilton 847-229-6731 or chris.hamilton@goodsam.com

or

For operations/logistics: Tomi Hansen 702-419-0327 thansen@goodsam.com



GENERAL INFORMATION

Show Dates: March 2-5, 2017

Show Location: National Western Complex
4655 Humboldt Street
Denver, CO 80216
www.nationalwesterncomplex.com

Show Times:
Thursday: Noon - 8:00pm
Friday: Noon - 8:00pm
Saturday: 10:00am - 8:00pm
Sunday: 10:00am - 5:00pm

Move-In:
Tuesday, February 28: 9:00am - 6:00pm - dealers only
Wednesday, March 1: 9:00am - 6:00pm - dealers only
Thursday, March 2: 8:00am - 11:00am - 10 x 10's, etc.

*****Note: Larger exhibits will be allowed to move-in only if arrangements are made prior to move-in with Show Management.**

****Note: Dealers will be contacted individually and also receive separate move-in instructions with assigned times*****

Move-Out: Booth teardown is not to start until close of the show at 5:00pm on Sunday, March 5 and runs until 9:00pm. Move-out will resume on Monday, March 6 from 8:00am - 11:00am.

Security: Show security will be in force during move-in and show hours.

Promoter: GS Events
250 Parkway Drive, Suite 270
Lincolnshire, IL 60069
Telephone: 800-848-6247, Fax: 270-438-4723
www.gsevents.com

Questions?

For sales: Chris Hamilton 847-229-6731 or chris.hamilton@goodsam.com

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For operations/logistics: Tomi Hansen 702-419-0327 thansen@goodsam.com



SHOW REGULATIONS

- Show Location:** National Western Complex
4655 Humboldt Street
Denver, CO 80216
www.nationalwesterncomplex.com
- Our Office:** GS Events
250 Parkway Drive, Suite 270
Lincolnshire, IL 60069
Phone: 800-848-6247
Fax: 270-438-4723
www.gsevents.com
- Exhibitor Credentials:** Please refer to the “Exhibitor Admission Form” in this kit. **Authorized exhibitors only** will be allowed into the show one hour prior to show opening.
- Parking:** Parking is available onsite: See a parking attendant to purchase parking permits.
- Insurance:** A sample insurance form is included with this kit. Each exhibitor **must** submit a current CO1 in order to exhibit at the show. For out-of-state exhibitors, a Colorado Sales and Use form is also required.
- Off-Premise Permits:** A dealer’s license is required to sell RV’s intended for use on public highways, including camping trailers. Off-Premise Permits are required for all dealers selling at the show. For more information call 303-205-5600 or check www.revenue.state.co.us/dlr/pdfs/dr2043.pdf
- Liability:** It is agreed that exhibitors shall assume all responsibility for damage to the exhibit hall and they shall indemnify and exempt the Colorado Convention Center, the City of Denver and GS Events from liability which may ensue from any cause whatsoever.
- Directions:** The National Western Complex has informed us that helium balloons are **NOT** permitted in the building for sale or distribution. All decorations must be flame proof to comply with fire code regulations.



- Security:** GS Events will provide 24-hour security in the show area throughout the official period of installation, show hours and dismantling. Each exhibitor must have an attendant in charge of his or her exhibit each day during official show hours. Only authorized service and exhibitor personnel will be permitted in the exhibit area before or after show hours.
- Stickers & Tape:** The use of tape, adhesives, staples or nails to secure signs or other objects to the Convention Center walls is prohibited. The distribution to the public of stickers, such as static, pressure, adhesive, etc., which may be intentionally or accidentally stuck to walls or floors is prohibited.
- Electrical Services:** Electricity needed for your exhibit is handled directly by Sturgeon Electric Company. Form is included in this kit. Please contact them directly at 303-286-8000. Extension cords must be 3-wire with ground.
- Vehicle Fuel/Propane:** No more than ¼ of a tank of fuel may be in any vehicles. **All propane tanks must be removed from all units to be exhibited. No propane tanks are allowed in the building per the Fire Marshal's orders – NO EXCEPTIONS.** All gas caps must be locked and/or taped. **Battery cables must be disconnected.**
- Smoking/Food:** There is NO SMOKING in the Exhibit Halls. No outside food/beverages can be brought into the Exhibit Halls.
- Exhibit Height:** Standard booths: Back wall can be a maximum of 8' high. Exhibitors who wish to use already existing display materials that exceed the 8' height limitation must submit booth design plans to show management prior to the show for approval. Island exhibit spaces are permitted up to 16' in height.
- Freight:** There are no facilities at the National Western Complex for the hauling and storage of freight prior to the show. Arrangements must be made through Brede Exposition Services. An order form is enclosed in the Brede portion of the Exhibitor Services kit.
- Telephone:** Phone and internet service needed for your exhibit is handled directly by the National Western Complex. Contact Steve Polson at 303-291-2561 or via email at spolson@nationalwestern.com. Exhibitors pay the facility directly for this service.



Drayage/Handling:

Except for your company employees and your supervisory personnel at the exhibit site, exhibitors will be required to utilize the official drayage contractor (BREDE) to unload and load display materials and to move materials to and from exhibit booth.

Empty Crates:

Empty crates, will be stored by the official drayage contractor (BREDE) for a fee and returned to the exhibit booth at the close of the show. Small pieces and small crates must be placed inside the larger crates to the full capacity of the unit. Open crates will not be accepted for storage – all must be securely closed. Crate tags should be securely attached to each storage unit. Obtain tags from the Exhibitor Service Desk immediately upon arrival at exhibit area. If an exhibitor's representative is not present during the set-up of the booth, empty crates will be tagged by the official decorator (BREDE) for removal and storage. A company distinguishing mark (i.e., logo) on all crates will expedite their return at the close of the show.

ASCAP-BMI:

Per information we have received, the following applies to all show exhibitors:

Playing of copyrighted music at the show – it is a violation of federal copyright laws to play copyrighted music in the exhibition area during the public show hours, UNLESS:

- 1) You have a signed and properly executed contract with either ASCAP or BMI, which releases the show from liability.
- 2) Your music is original and written solely for your use and you have a letter from the composer.
- 3) You are playing music that has entered the public domain (it has been 50 years since the death of the composer).
- 4) You have a signed and properly executed contract with 3M for their Cantata System.
- 5) We will require letters from exhibitors, artists and/or composers, which will hold harmless the Show Management from Claims of ASCAP or BMI.



ASCAP-BMI cont.:

Penalties: Any violations of any of the terms and conditions of these rules and regulations on the part of any exhibitor will be cause to terminate the agreement to occupy space. All monies paid (and owed) will be forfeited to show management. In case of violation of the terms and conditions of these rules and regulations on the part of the Exhibitor, right is hereby given to the Promoter to terminate the agreement to occupy space. The Promoter may re-enter and take possession of the space occupied by the Exhibitor and remove all persons, goods at the Exhibitor's own risk, without liability to the Promoter.

Any matters not covered by these rules are subject to the sole discretion of the sub lessor.

This agreement shall bind the parties hereto, their successors, heirs, executors and administrators.

This clause is part of the original space contract for this show.

Display Materials:

BREDE, Inc. is the official drayage contractor for the show. In addition to booth set-up (pipe/drape), they also handle any furnishing you may need to order (tables, chairs, etc.) Please contact customer service at 303-399-8600 or via email at cscolorado@brede.com.



EXHIBITOR MOVE-IN/OUT INFORMATION

Please read carefully

Exhibit Locations: We will be utilizing the Expo Hall, Events Center and the Arena for the show.

Parking: Dock masters will be on hand to direct you to specific unloading areas. Once your vehicle is unloaded, it must be removed from the building and parked in one of the surrounding parking lots.

Move-In: Move-in of exhibits will begin on the following days:
Tuesday, February 28: 9:00am - 6:00pm - dealers only
Wednesday, March 1: 9:00am - 6:00pm - dealers only
Thursday, March 2: 8:00am - 11:00am - 10 x 10's, etc.

Note: Larger exhibits will be allowed only if arrangements are made prior to move-in with Show Management.

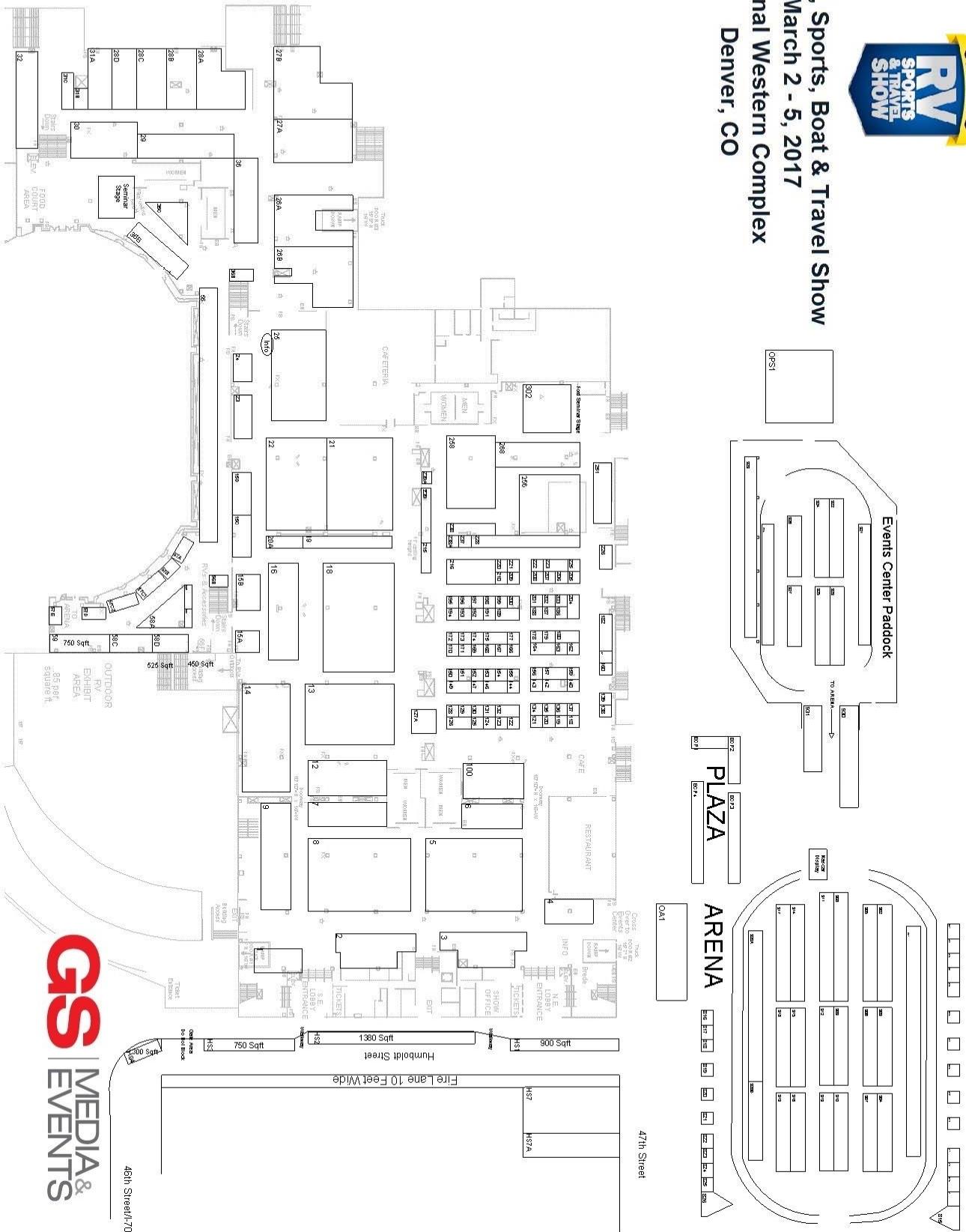
Important: ALL exhibits must be set and ready by 11:00am on Thursday, March 2. The show opens at 12:00pm

Move-Out: Move-out will begin at 5:00pm on Sunday, March 5 and ends at 9:00pm. Move-out resumes on Monday, March 6 at 8:00am and ends at 11am. **ALL HALLS MUST BE CLEARED BY 11AM.**

National Western Complex regulations require that exhibits may not be dismantled while the public is in the building. **PLEASE DO NOT DISMANTLE** until 5:00pm on Sunday, March 5.

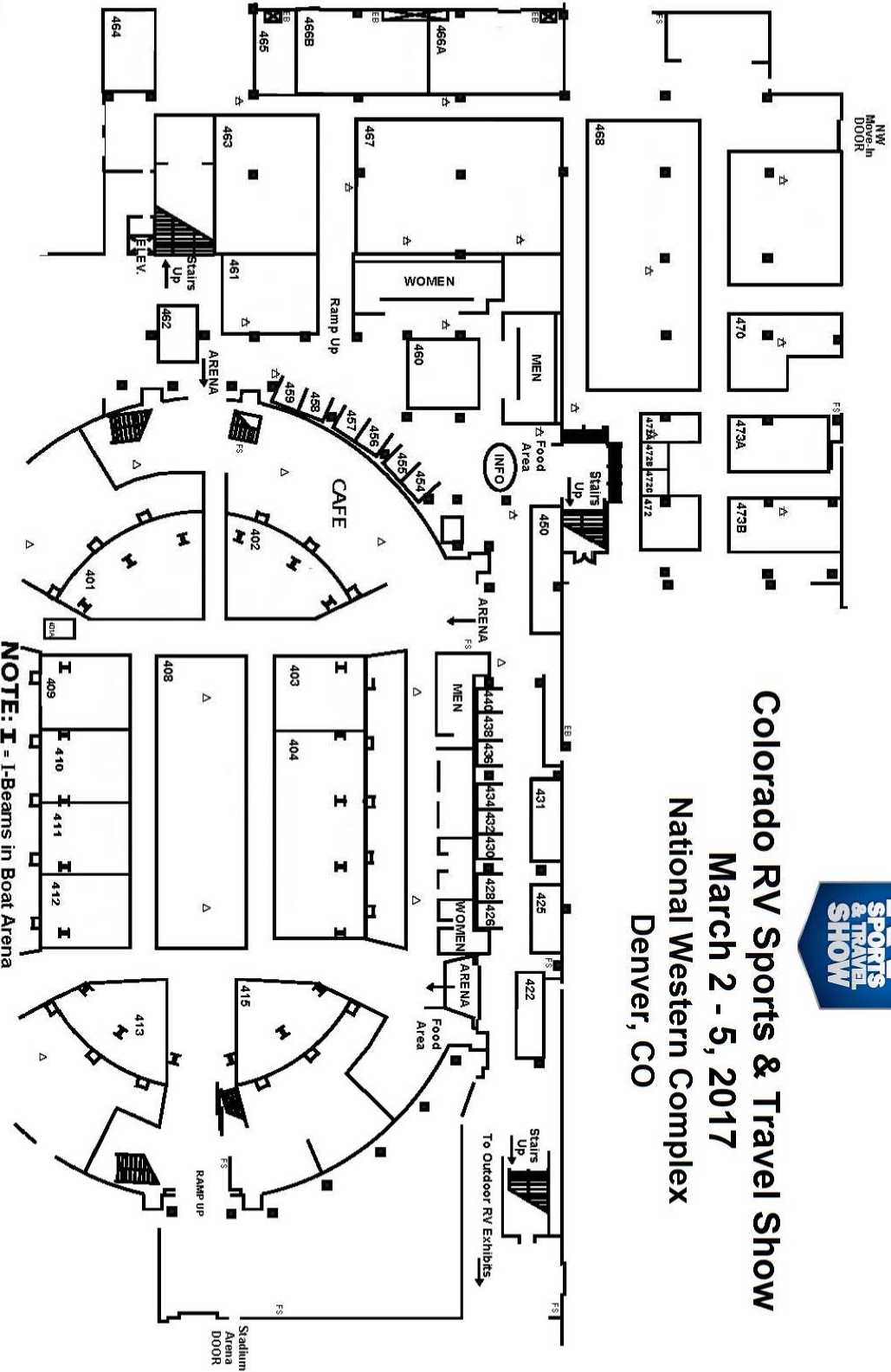


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EXHIBITOR ADMISSION FORM

In order to expedite admission to the show for exhibitors, we will be using PUNCH CARDS. Here is how the program works:

- 1) Each 10 x 10 exhibitor will be provided 6 cards
- 2) For each additional 10 x 10 space (i.e. 10x20, 10x30, etc.), exhibitors will receive an additional 2 cards (see breakout below):

200-400 sq. ft.: <u>8 cards</u>	801-1000 sq. ft.: <u>14 cards</u>
401-600 sq. ft.: <u>10 cards</u>	1001+ sq. ft.: <u>16 cards</u>
601-800 sq. ft.: <u>12 cards</u>	

Note: The maximum cards an exhibitor will receive is 16. If you need more cards than your allotment, you may buy additional cards for \$10.00 each or purchase a \$5.00 one-day discount ticket. Punch Cards are good for all days of the show.

- 3) Punch Cards and one-day discount tickets will be available for pick-up/purchase at the Show Office during move-in and show hours.
- 4) Exhibitors **must** sign their Punch Cards. Cards cannot be transferred to others. If an exhibitor plans to leave the show during the day, they must have their hand stamped at the door.
- 5) Punch Cards are punched one time only each day at the show entrance. If an exhibitor comes to the show without the punch card, they can either purchase another card or buy a one-day discount ticket to the show. Cards are non-transferrable.

To purchase additional cards/discount tickets please fill out the form below:

Company Name: _____

Contact Name: _____

Number of additional Punch Cards: _____ @ \$10.00 each Total: _____

Number of one-day discount tickets: _____ @\$5.00each Total: _____

****Credit Card Payment Options****

Visa MasterCard Discover American Express

Credit Card #: _____ Exp. Date: _____

Name on Card: _____ (please print)

Signature: _____

PLEASE NOTE: Punch Cards are to be used only by personnel working the exhibit. Misuse will jeopardize participation in future shows. To purchase additional Punch Cards, please fax this form to GS Events. The fax number is 270- 438-4723 no later than **February 10, 2017**.



LICENSE INFORMATION

Retail selling will be allowed and is a major benefit to exhibitors at the show. To sell from the show you must have sales tax licenses as well as a certificate of insurance. **It is the exhibitor's responsibility to obtain these licenses and verify sales tax rates.** Please note contact information below to obtain sales licenses:

State of Colorado: 303-866-5643
City and County of Denver: 720-865-7046
www.TaxColorado.com

Insurance Information

Certificate of Insurance (see sample form)

Please mail/fax both forms to: GS Media & Events
250 Parkway Drive, Suite 270
Lincolnshire, IL 60069
Fax: 270-438-4723

**IMPORTANT! Both forms must be received in our office no later than
February 10, 2017**

CERTIFICATE OF INSURANCE (Attachment A)

ISSUE DATE _____

Producer: _____

THIS CERTIFICATE IS A REPRESENTATION OF THE COVERAGE AFFORDED BY THE POLICIES REFERRED TO BELOW

COMPANIES AFFORDING COVERAGE	
COMPANY LETTER A	
COMPANY LETTER B	
COMPANY LETTER C	
COMPANY LETTER D	

Phone: _____

Insured: _____

COVERAGES

THIS IS TO CERTIFY THAT THE INSURANCE POLICIES LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED AND THAT THE POLICIES MEET THE MINIMUM COVERAGE REQUIREMENTS OF THE APPLICATION LEASE, PROJECT SPECIFICATIONS, REQUESTED FOR PROPOSALS, CONTRACT, REQUIREMENTS, LICENSE, PURCHASE ORDER REQUIREMENTS, OR CITY ORDINANCES.

CO LTR	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YY)	POLICY EFFECTIVE DATE (MM/DD/YY)	ALL LIMITS IN THOUSANDS
	GENERAL LIABILITY <input type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> Claims Made <input type="checkbox"/> Occurrences <input type="checkbox"/> Owners & Contractors Protective <input type="checkbox"/> Contractual Liability <input type="checkbox"/> X, C, U Coverage				GENERAL AGGREGATE \$ PRDCTS-COMP OPS AGGREGATE \$ PERSONAL & ADVERTISE INSURY \$ EACH OCCURRENCE \$ FIRE DAMAGE-ANY FIRE \$ MEDICAL EXPENSE PER PERSON \$
	AUTOMOTIVE LIABILITY <input type="checkbox"/> Any Auto <input type="checkbox"/> All Owned Vehicles <input type="checkbox"/> Scheduled Autos <input type="checkbox"/> Hired Autos <input type="checkbox"/> Non-Owned Autos <input type="checkbox"/> Garage Liability <input type="checkbox"/> Contractual Liability <input type="checkbox"/> Garage Keepers Liability <input type="checkbox"/> _____	SAMPLE			COMBINED \$ SINGLE \$ LIMIT \$ BODILY INJURY - PER PERSON \$ BODILY INJURY - PER ACCOUNT \$ PROPERTY DAMAGE \$
	EXCESS LIABILITY <input type="checkbox"/> Umbrella Form <input type="checkbox"/> Other Than Umbrella Form				EACH OCCURRENCE \$ AGGREGATE \$
	WORKERS COMPENSATION AND EMPLOYER'S LIABILITY				STATUTORY STATUTORY \$ EACH ACCIDENT \$ DISEASE POLICY LIMIT \$ DISEASE - EACH EMPLOYEE \$
	OTHER				

DESCRIPTION OF OPERATIONS/LOCATIONS/VEHICLES/RESTRICTIONS/SPECIAL ITEMS

SHOW NAME & DATES INCLUDING MOVE-IN AND MOVE-OUT
SHOW LOCATION

- Contractual Liability covers all written and oral contracts between the insured and the City of Minneapolis
- The General Liability and Excess Liability policies name the City of Minneapolis, its officers, agents and employees as additional insureds and provide for severability of interest (cross liability) between the named insured(s) and the City of Minneapolis

CERTIFICATE HOLDER

SHOW VENUE NAME & GS MEDIA & EVENTS
 250 Parkway Drive, Suite 270
 Lincolnshire, IL 60069

- Certificate For:
- Contract Number:
 - License Type:
 - Purchase Order Number:
 - Official Publication Number:
 - Lease:

City Department/Division For Which Goods or Services Provided _____

Cancellation

NOTWITHSTANDING THE EXPIRATION DATES SET FORTH IN THIS CERTIFICATE, SHOULD ANY OF THE HEREIN DESCRIBED POLICIES BE CANCELLED, CHANGED, OR NOT RENEWED, THE ISSUING COMPANY WILL MAIL 30 DAYS WRITTEN NOTICE BY REGISTERED MAIL TO THE CERTIFICATE HOLDER NAMED TO THE LEFT.

ISSUING REPRESENTATIVE CARRIES ERRORS AND OMISSIONS COVERAGE
 YES NO

AUTHORIZED REPRESENTATIVE _____



4655 Humboldt Street, Denver, CO 80216-2818

LOCAL PHONE LINE AND DSL REQUEST

Show Name: _____

Show Dates: _____

Business Name: _____

Contact Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Business Phone: _____ Cell Phone: _____ Fax: _____

Building: _____ Booth #: _____

Date Service Connected: _____ Disconnected: _____

Please check the phone services requested:

- _____ \$150 Phone line for incoming/outgoing service with assigned phone number
- _____ \$100 Phone line for outgoing service only (i.e., credit card machine)
- _____ \$150 Internet DSL line (per line, per show)
- _____ \$100 Modem Deposit
(there is a \$300 replacement cost for damaged or unreturned modems)

Wireless Internet Service in the Main Building, Stadium Arena, and the barn is automated and users may subscribe to the service on their own device. The Events Center has wireless available but needs to be ordered upon arrival at the show by phone or on a form available at the Shows Check- In Counter.

_____ Total Due

Paid By: Cash Check Credit Card #: _____

Exp. Date: _____ CVV #: _____

Please fax ((303)292-1708) this form to Steve Polson at least 2 weeks prior to your event. Please contact Steve with any questions or concerns, his telephone number is (303)299-5510 Office or 720-254-4349 Cell Phone, and his email address is spolson@nationalwestern.com.



Wireless Access

Vendors and Patrons may now order and pay for WIFI Services directly from their device in the Main Expo Building, Expo Barn, and the Stadium Arena. Follow the steps below to complete your order.

- 1. Open your wireless connection locator on your device and select "NW Complex WIFI" and click on it.**
- 2. Open your web browser and go to any web site. Our login screen will appear, and you will be able to select the type of service you desire. If you desire more than one day please select the number of days of service you need. Multi device options are also available.**
- 3. Follow the directions on each page to complete the order and then submit your payment.**
- 4. Close and then reopen your browser to any web site and the system turns your service on for the specified time frame that you have selected.**

Apple Products: Apple has a known issue with Safari that causes the login page not to load in a timely manner. If your device does not complete the page load you will need to hit the X on the right hand side of the URL bar. This will display the page and you can proceed with the steps above.

For those loading the service onto tablets or cell phones, you will be able to travel throughout the above listed coverage areas without losing your service or having to re-login.

Should you have any issues or questions, please contact Steve Polson at 303-299-5510 for assistance.

Invoice _____
 Date _____

INVOICE FOR ELECTRICAL SERVICES



ALL CORRESPONDENCE TO THE ATTENTION OF JASON WILLIS
 12150 EAST 112TH AVENUE HENDERSON, CO 80640 PH: (303) 286-8000 FAX: (303) 227-6978

PAYMENT MUST BE WITH THIS APPLICATION / INVOICE

CURRENT AVAILABLE

110 Volt, AC, Single phase (Ø) 60 cycle
 208 Volt, AC, Single phase 60 cycle
 208 Volt, AC, Three phase 60 cycle

GENERAL CONDITIONS

All wiring and other electrical installations must conform to the City and County of Denver Building Code, Chapter 53 (Electrical) and National Electric Code, with special attention to the grounding of equipment (this also requires all extension cords to be 3-wire). Each exhibit will be inspected by the City Convention Complex inspector and/or the Denver Building Department.

All material furnished is on Rental Basis Only.

ELECTRICAL CONDITIONS

To prevent overloading of circuits, exhibitors will not be permitted to connect into the building's electrical system. All electrical current must be previously ordered through, and connected by, Sturgeon Electric.

RATES

The charge for outlets include installation of service to the rear of the booth, current used, proper fusing, and removal at the close of the show. Other wiring will be on a time-and-material basis.

24 hour service - Double Regular Rates

All connections are priced per single plug in.

Refunds will be issued only on cancellations received in writing 24 hours prior to show opening.

Orders received less than 24 hours before show opening are subject to double regular rates.

MASTERCARD VISA AM. EXPRESS
 MONEY ORDER COMPANY CHECK

Credit Card # _____

Print cardholder's Name _____

Authorized Signature _____

Exp. Date _____ Date of Order _____

CCN SECURITY CODE ON BACK

110 VOLTS (Amps X 110 Volts = Watts)

Quantity _____
 (Number of Outlets)
 _____ up to 500 watts @ \$45.00 ea. _____
 _____ up to 1000watts @ \$50.00 ea. _____
 _____ up to 2000 watts @ \$55.00 ea. _____
 _____ up to 3000watts @ \$70.00 ea. _____
 _____ above 3000 watts-\$70.00 + \$15.00 per 1000 watts _____

208 VOLTS (Same Rate as Above)

208 Volts 1Ø (Amps X 208 Volts = Watts) _____
 208 Volts 3Ø (Amps X 208 Volts X 1.732 = Watts) _____
 _____ amps _____
 _____ watts _____ 1Ø _____ 3Ø _____
 _____ amps _____
 _____ watts _____ 1Ø _____ 3Ø _____
 _____ amps _____
 _____ watts _____ 1Ø _____ 3Ø _____

24 Hour Service Required (freezers, refrigerators, etc.)

_____ amps _____
 _____ watts _____ volts _____ phase _____
 _____ Extension Cord (3 wire) @ \$20.00 ea. _____

FLOOD LIGHTS

_____ 150 Watt (Installed) @ \$95.00 ea. _____
 _____ 300 watt (Installed) @ \$105.00 ea. _____

Replacement Lamps & Special Lighting
 (Provided at cost + 50%)

_____ Floor Order _____

Labor - (Minimum - 1 Hr. per Man)

_____ Number of Labor Hours @ \$70.00 per hour _____

_____ Number of Labor Hours
 Overtime Friday 4:30PM- Monday 8:00AM @ \$95.00 per hour. _____

TOTAL

Firm Name _____

Attention _____

Address _____

City, State, Zip _____

Name of Convention / Trade show _____

Booth No. _____

Phone No. _____

Authorized by _____



HOTEL/TRAVEL INFORMATION

We have reserved special rates and room blocks for the show at the Embassy Suites Stapleton. When making your reservation, please make sure to mention you are with the *Colorado Sports, Boat & Travel Show*.

Embassy Suites Stapleton
4444 North Havana Street
Denver, CO 80239
303-375-0400—phone
303-303-373-9236-fax

Rate: \$139.00 night (king); \$149.00/night (double)

****Reservation cut-off date is Monday, February 13, 2017****