

PROGRESSIVE ROCKY MOUNTAIN
SNOWMOBILE
EXPO

October 12 - 14, 2012

Denver Merchandise Mart

Denver, CO

EXHIBITOR
KIT

PROGRESSIVE ROCKY MOUNTAIN **SNOWMOBILE EXPO**

EXHIBITOR CHECKLIST

- ☐ **Immediate** Room reservations at area hotels
- ☐ **Immediate** Balance due for exhibit space
- ☐ **September 19** Treasure Hunt Participation Deadline
- ☐ **September 21** Exhibitor Booth Form due
- ☐ **September 24** Exhibitor Special Orders must be placed with Brede (i.e., skirting on tables) to get discount price.
- ☐ **September 26** Vendor Demo Deadline
- ☐ **September 28** Acquire Sales Tax Licenses
- ☐ **September 28** Additional Punch Card form due
- ☐ **September 28** Return all forms (electrical, Internet, etc.) to Denver Merchandise Mart

NOTE: All forms for ordering electric, telephone, internet, etc. are located in the **Brede Services kit** on the show website at:

<http://www.gsevents.com/shows/display.cfm?showid=57&action=exhibitorKit>

- ☐ **October 9-10** All freight being shipped directly to the show **must** arrive on these dates only
- ☐ **October 11-12** Move-in for the show begins
- ☐ **October 12** Show opens at 3:00 pm

If you have any questions please call the show hotline at 1-800-848-6247 ext. 2427



FREQUENTLY ASKED QUESTIONS

1) What does my standard exhibit space include:

- a. 8' high back drape and 3' high side drape
- b. One sign with company name (for ID purposes only)
- c. One unskirted table - Please specify 6' or 8'
- d. Two folding chairs
- e. One wastebasket
- f. Expo Halls are carpeted

Important: To ensure the above items are placed in your booth, exhibitors MUST fill out the bottom portion of this sheet and fax back to Lori Hackett, Events Administrator, at 763-383-4498 by September 21, 2012.

2) What if I want my table skirted/draped?

- a. All special orders MUST be ordered through Brede, the official show contractor. Please see show website for Brede order information or contact Brede directly at 303-399-8600 or via email at cscolorado@brede.com

3) What about internet access and electric?

- a. Standard internet service is free through the Denver Merchandise Mart
- b. Electric MUST be ordered directly through the Denver Merchandise Mart (please see attached form)

Exhibitor Name: _____

Booth Number: _____

Primary Contact: _____

Telephone Number: _____

PROGRESSIVE ROCKY MOUNTAIN SNOWMOBILE EXPO

GENERAL INFORMATION

Show Dates: October 12 -14, 2012

Show Location: Denver Merchandise Mart---Expo Halls
451 E 58th Ave
Denver, CO 80216
www.denvermerchandisemart.org

Show Times: Friday 3:00 pm – 9:00 pm
Saturday 9:00 am – 6:00 pm
Sunday 10:00 am – 2:00 pm

Move-In: Booth set-up time is from 12:00 p.m. to 7:00 p.m. on Thursday, October 11. Additional set-up time will be available from 8:00 a.m. until 2:00 p.m. on Friday, October 12, prior to the opening of the show.

Move-Out: Booth teardown is not to start until close of the show at 2:00 pm on Sunday, October 14. Move-out must be completed by 10:00 pm on Sunday, October 14.

Hotel Reservations: See area hotels on page 8 in this kit.

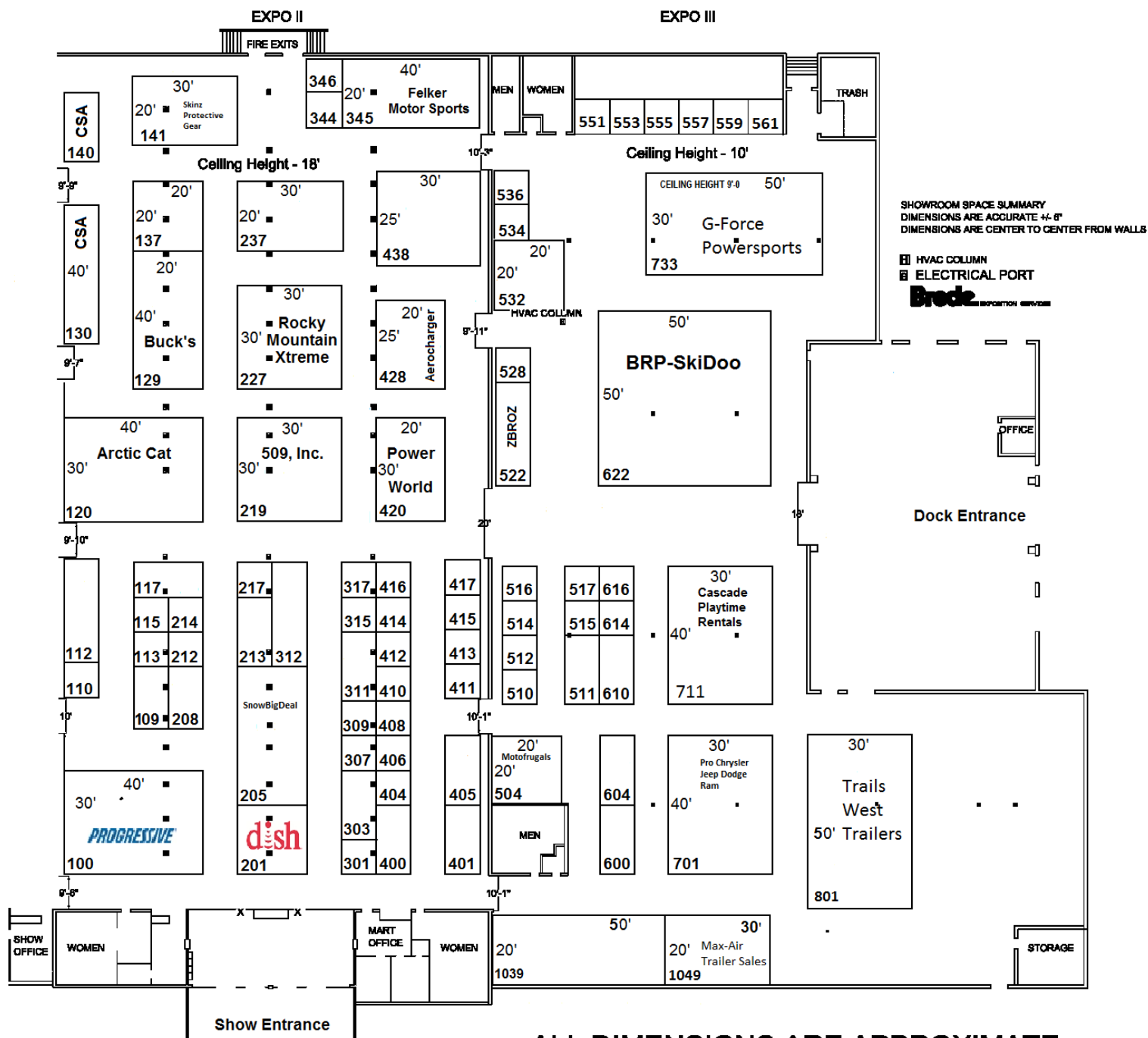
Forms: All forms for ordering electric, telephone, internet, etc. are located on the Show website at:
<http://www.agievents.com/shows/display.cfm?showid=57&action=exhibitorKit>

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

Promoter: GS Events
3300 Fernbrook Ln N, Suite 200, Plymouth, MN 55447
Telephone: 800-848-6247 ext. 2427, Fax: 763-383-4498
www.gsevents.com

EXHIBITOR HOTLINE: 800-848-6247 ext. 2427

**27th Annual Rocky Mountain Snowmobile Expo
October 12 - 14, 2012
Denver Merchandise Mart, Expo Building
Denver, CO**



PROGRESSIVE[®] ROCKY MOUNTAIN SNOWMOBILE EXPO

SHOW CREDENTIALS

- 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 the following allotment:

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>15 cards</u>
601-800 sq. ft.: <u>12 cards</u>	

Note: The maximum cards an exhibitor will receive is 15. 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. Signature is required on your company form at the time of pick-up.
- 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 wallet 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. Please fax this form to Lori Hackett, Events Administrator, at 763-383-4498 no later than **September 28, 2012.**



RETAIL SELLING/CERTIFICATE OF COMPLIANCE

Retail selling is allowed and is a major benefit to exhibitors at the Rocky Mountain Snowmobile Expo. If you are selling retail products from your exhibit, you must acquire a Colorado Sales Tax Event Application. Sales tax rate is 4.85%.

Please call 303-238-7378 or visit www.taxcolorado.com to download the application

OFF PREMISE PERMIT

An Off-Premise Permit must be obtained prior to the event to avoid late payment fee. A dealer's license is required to sell RV's intended for use on the public highways. This includes snowmobile trailers and camping trailers.

Off-Premise Permits are required for all vehicle dealers selling at the show. To acquire a permit, please use the information below:

Colorado Motor Vehicles Dealers' Administration
303-205-5604
www.revenue.state.co.us/dlr/pdfs/dr2045.pdf

CERTIFICATE OF INSURANCE

It is strongly recommended that each exhibitor carry insurance for the duration of the event (see attached form)

*****All forms must be on display at exhibitor's booth throughout the show*****

CERTIFICATE OF INSURANCE (Attachment A)

ISSUE DATE _____

Producer: _____

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

Phone: _____

Insured: _____

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

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 () COMMERCIAL GENERAL LIABILITY () Claims Made () Occurrences () Owners & Contractors Protective () Contractual Liability () X, C, U Coverage				GENERAL AGGREGATE	\$
					PRODS-COMP OPS AGGREGATE	\$
					PERSONAL & ADVERTISE INSURY	\$
					EACH OCCURRENCE	\$
					FIRE DAMAGE-ANY FIRE	\$
					MEDICAL EXPENSE PER PERSON	\$
	AUTOMOTIVE LIABILITY () Any Auto () All Owned Vehicles () Scheduled Autos () Hired Autos () Non-Owned Autos () Garage Liability () Contractual Liability () Garage Keepers Liability () _____				COMBINED SINGLE LIMIT	\$
					BODILY INJURY - PER PERSON	\$
					BODILY INJURY - PER ACCOUNT	\$
					PROPERTY DAMAGE	\$
	EXCESS LIABILITY () Umbrella Form () 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

() Contractual Liability covers all written and oral contracts between the insured and the City of Denver

() The General Liability and Excess Liability policies name the City of Denver, 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 Denver

CERTIFICATE HOLDER

CITY OF Denver

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 _____



SHOW REGULATIONS

Booth Size: Standard booths are 10' x 10' unless otherwise noted. All booths are draped with an 8' high back drape and 3' high side drapes. Booths must not have sides that exceed 4' in height at the front half and must not exceed 8' in height in the back. No booths will be allowed to block neighboring booth. If you have special needs or sizes, please address with show management in advance.

Booth Materials: All booth decorations must be fireproofed to comply with fire regulations. Gasoline and propane tanks must be empty and a locking fuel cap must be installed or the tanks must have their filler caps secured with duct tape. Storage is not allowed in booth space. If you need additional storage, please see show manager. No decals ("stickers") will be allowed on walls or tables. The City of Denver takes fire safety VERY SERIOUSLY.

Booth Staffing: Booths must be open and staffed at all times during show hours. Only staff members with the proper show credentials are to work booths. This is for your security! Exhibitors may enter the show floor one hour prior to show opening. Do not try to enter the show floor at any time during the weekend when the show is not in progress. This rule is for the security of your display and equipment.

Use of Space: Distribution of advertising or promotional material will be restricted to the exhibitor's booth. No part of the booth or product may extend into the aisle. No exhibitor shall assign or sublet any portion of his/her space to another exhibitor. No business or individual not assigned space will be permitted to distribute materials or solicit business during show hours. Show management reserves the right to decline, limit or prohibit an exhibit or part of an exhibit, which, in its judgment, is out of keeping with the character of the show.

PROGRESSIVE ROCKY MOUNTAIN **SNOWMOBILE EXPO**

SHOW REGULATIONS

- Liability:** Exhibitor must carry general liability coverage as outlined on the show contract. Exhibitor assumes all responsibility for damages to exhibit area caused by their negligence. The exhibitor agrees to keep and hold harmless GS Events, the Denver Merchandise Mart, Brede Exposition Services, their management, agents and employees from any and all claims, liabilities and losses for injury to persons or damage to property arising in connection with the exhibitor's use of the exhibit space. Neither GS Events nor the service contractor (Brede Exposition Services) nor the Denver Merchandise Mart nor any staff member of the above will be responsible for the safety of the exhibits from theft, damages by fire, water, vandalism or other causes. However, all reasonable precautions will be taken by show management to protect the exhibits from such losses.
- Security:** Security will be onsite during the duration of the show. Exhibitors will be allowed in the hall one hour before the opening of the show with an exhibitor punch card. If an exhibitor needs to be on the show floor prior to or after published times, please see show management.
- Labor:** Exhibitors will be allowed to assemble and dismantle their booths on their own (no union regulations or charges are in effect at the Denver Merchandise Mart). If an exhibitor needs assistance, the hire of labor is available through Brede Exposition Services.
- Sound Level:** Any devices that produce sound must be operated at a level that does not disturb other exhibitors. Show management reserves the right to determine acceptable sound levels. If you have any special sound needs, check with show management in advance.
- Cancellation:** In the event of a cancellation of exhibit space by the exhibitor, exhibition management shall retain as a cancellation fee, all amounts paid by the exhibitor (and those fees due from the exhibitor) to the time of cancellation. All cancellations must be in writing. In the event the exhibitor has no representation on the show floor by the stated opening time of the show, exhibition management reserves the right to re-sell the exhibit space or to move another exhibitor into that space.



HOTEL/ EXHIBITOR (Vendor) PARKING INFORMATION

Headquarters Hotel

Comfort Inn Central
401 East 58th Avenue
Denver, CO 80216
Phone: 303-297-1717
Fax: 303-292-9096-fax
Email: reservations@comfortinn-central.com

Please specify that you are with the *Rocky Mountain Snowmobile Expo/CSA* to receive the special show rate.

Rate is \$79.00/night single or double room – Continental breakfast is included

For more hotel information visit www.denver.org

Exhibitor Parking

Overnight EXHIBITOR (vendor) parking will be located at the North-East parking lot of the facility. Representatives from GS Media & Events and the Colorado Snowmobile Association will be available on Thursday and Friday to assist you in locating parking. CSA will provide complimentary shuttles on Friday and Saturday to assist you in getting to your trailers quickly to accommodate your sales.

PROGRESSIVE[®] ROCKY MOUNTAIN SNOWMOBILE EXPO

Vendor Info / Opportunities

Friday Luau ---

Please think about having special decorations etc!
and be sure to wear your Hawaiian Print shirts!
Offer a special treat or give away luau oriented swag
Think about doing a Special for Friday only (maybe buy something get something discounted – don't wait for Sunday to make that sale!)
You don't need to tell us you will be participating BUT if you want us to promote your Special be sure and let us know!

Vendor Demo Opportunities

We have demo space available on Saturday and Sunday in our new Seminar Space!
This is a great opportunity for **aftermarket suppliers in particular** but any vendor can participate!
Opportunity to show off how-to's, new equipment, or a video of your product in action
90 minute slots to use or share – first reserved first served!
– Must contact Carrie at 719-293-1234 to reserve slot NO LATER THAN Sept 26

Treasure Hunt Map Quest

New this year!!! This is a floor map and an opportunity to get people to find you in your new location! Up to 8 vendors will have the opportunity to “play”. Your booth will be indicated on the map and attendees will be directed to it – then you punch their special Treasure Hunt playing card showing that the attendee was there and talked with you. The attendee then turns in their fully punched card for a chance to win a special prize from one of the 8 participating vendors. (You can also use a special sticker or other unique way of indicating that they were there – this is up to you, just make sure it is something not easily duplicated so people can't “cheat”)

In order to participate you must donate at least one prize worth a minimum of \$50. BUT the Hunt will take place all three days of the show ONLY IF we receive enough participation so PLEASE consider donating THREE prizes!!! Otherwise the hunt will be Saturday only!

You must contact Carrie at 719-293-1234 NO LATER THAN Sept 19 to confirm participation! Prizes should be brought to the Snow Show on Friday October 12.

Colorado Snowmobile Association Membership Drive / Fund Raiser

CSA needs your help to continue our efforts to protect our sport and promote this Snow Show!!! Please consider becoming a member (personal \$22, business \$32). You can join at the show by stopping by our booth (#411 next to the NEW Theater and Seminar Rooms!) or by checking out our website – www.snowmobilecolo.com

We also would be thrilled to accept donations for our silent auction!!!! Please call KAREN at 970-596-5756 for details and to tell her what you have to donate! You may drop your donations off at booth #411 on Friday. This is a great opportunity for YOU too! Let people know about your product and that you support the organization that supports YOUR business!!!!

See page 2 please.....



And last but not least: VENDOR PARKING // SHUTTLE SERVICE

Due to the move to our new location this year the vendor parking area has CHANGED.... It is very important that you note the new parking location and restrictions:

Vendor TRAILERS and RVs will now be required to park in the NORTH EAST parking area of the mart behind the Expo Center – this location is EAST of the old location. No vendor trailer or RV parking will be allowed on the South side of the building.

You are allowed to move-in using either the raised loading dock on the NORTH side of the building or the ground-level dock on the EAST end of the building..

The **Colorado Snowmobile Association** will provide SHUTTLE SERVICE as needed from the back loading dock area to your trailers to assist in getting your back-stock merchandise as quickly as possible! This service is on a first-come, first-served basis and will be provided during show open hours only. This service is provided as a complimentary one and is being paid for by the Colorado Snowmobile Association and staffed by volunteers! ***If you wish to make a donation or a gratuity for use of this service it would be graciously accepted but not necessary.***

Vendor car and van parking – or the “day park” area - is to the EAST of the building ONLY. This area will be blocked off from attendee parking for your use only so PLEASE use this area only and leave the attendee parking area for the attendees.



**DENVER
MERCHANDISE MART**

Electrical Service Order Form

Event Name _____ Event Date _____ Booth Number _____

Company _____ Phone Number _____ Fax Number _____

Address _____ City _____ State _____ Zip _____

Ordered by _____ Title _____

Signature _____ Date _____

Service Requested	Amps. Max.	Watts Max.	Quantity	Advance Rate	Floor Rate*	Total
110 Volts	5	500		\$60.00	\$85.00	
110 Volts	10	1,000		\$70.00	\$90.00	
110 Volts	15	1,500		\$80.00	\$95.00	
110 Volts	20	2,000		\$90.00	\$100.00	
208v Single Phase	10	----		\$130.00	\$230.00	
208v Single Phase	20	----		\$160.00	\$260.00	
208v Single Phase	30	----		\$190.00	\$290.00	
208v Three Phase	10	----		\$170.00	\$270.00	
208v Three Phase	20	----		\$200.00	\$300.00	
208v Three Phase	30	----		\$230.00	\$330.00	
					TOTAL DUE:	

IMPORTANT POLICY

DUE TO ELECTRICAL REGULATIONS, ALL ELECTRICAL HOOKUPS MUST BE PERFORMED BY A QUALIFIED ELECTRICIAN. The Denver Merchandise Mart DOES NOT supply extension cords. All extension cords MUST BE three-prong grounded type.

When ordering 208-volt service, the exhibitor must provide the male and female connectors. The electrical service is provided to a disconnect box and includes ONLY wiring of the female plug with pigtail to the disconnect. Any additional wiring to the equipment or elsewhere will be charged as labor at current rates with a one-hour minimum by our electrical contractor. Payment must be made at the time of service.

Any special requirements, such as electrical service not listed above, etc., must be ordered immediately upon receipt of this form. Please include the specific information as to 1) VOLTAGE, 2) AMPERAGE, and 3) TOTAL NUMBER OF LINES REQUESTED. Also include a copy of the electrical specifications for the machine(s) you wish to be connected. For large booths, please include a sketch illustrating the location desired for each outlet. Although every effort will be made to comply with your exact requirements, the Mart reserves the right to make modifications in the location to be compatible with the overall electrical system.

The Denver Merchandise Mart reserves the right to limit, reduce and/or discontinue electrical service to any exhibitor or booth(s) to prevent electrical hazard and/or maintain human safety.

CHECK OR MONEY ORDER (MADE PAYABLE TO THE DENVER MERCHANDISE MART) OR CREDIT CARD INFORMATION MUST ACCOMPANY THIS FORM.

RETURN NO LATER THAN 15 BUSINESS DAYS PRIOR TO EVENT

<input type="checkbox"/> VISA	<input type="checkbox"/> MASTERCARD	<input type="checkbox"/> AMERICAN EXPRESS	AMOUNT \$ _____
Cardholder Name _____		CVS# _____ (3-4 digit security code)	
Card# _____		Exp. Date _____	
Billing Address _____		City _____	State _____ Zip _____
Signature _____		Date _____	
I, the cardholder, authorize the amount specified above be charged to my credit card.			

RETURN TO:

Denver Merchandise Mart
Attn: Coordinator of Building Operations
451 East 58th Avenue, Suite 4270
Denver, CO 80216-8470
FAX FORM TO: 303/531-6976

PLEASE NOTE:

Electrical service other than listed above will be priced on request, please contact DEBBIE REED at 303/292.6278 ext. 5202 or DAVE MILOTES at ext. 5226.

THE DENVER MERCHANDISE MART IS CONVENIENTLY LOCATED AT I-25 AND 58TH AVENUE

451 East 58th Avenue | Denver, Colorado 80216 | phone 303/292.6278 800/289.6278 | fax 303/297.8473 | email sales@denvermart.com | www.denvermart.com
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