

DENVER  
HOME  
SHOW

# EXHIBITOR MANUAL

National Western Complex



**March 20-22, 2020**

This Exhibitor Manual has been compiled to help you and your staff with complete details about all phases of the exhibition process at the Denver Home Show.

Enclosed you will find helpful information to make your participation in our show successful.

**We strongly urge that you give this manual to those having responsibility for your participation in the show.**

[DenverHomeShow.com](http://DenverHomeShow.com)

**MARKETPLACE | EVENTS**  
Largest Home Show Producer | in North America

# SHOW MANAGEMENT

The Denver Home Show is produced and managed by:

## Marketplace Events

6955 S. Union Park Center Ste. 320  
Cottonwood, UT 84047  
P: 720.230.6266

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# SHOW FACILITY

The Denver Home Show is held at:

## National Western Complex

4655 Humboldt Street | Denver, CO 80216  
P: 303-299-5515  
Kyle Baun, VP Event Sales  
[kbaun@nationalwestern.com](mailto:kbaun@nationalwestern.com)

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# SHOW DECORATOR

**Booth Furnishings: rental of tables, chairs, booth carpeting, signs, & labor**

## Hale Expo Services

828 E Ferry St | Buffalo, NY 14211  
P: (716) 896-6170  
Toll Free: (800) 333-4253  
[csr@haleexpo.com](mailto:csr@haleexpo.com)  
[www.haleexpo.com](http://www.haleexpo.com)

**ADVANCE ORDER DISCOUNT DEADLINE: Friday, March 6, 2020**

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# UTILITIES

**Plumbing, Compressed Air, Natural Gas, Telephone & Internet**

Parking: National Western Complex  
Phone/Internet: National Western Stock Show | Steve Polson 303-299-5510  
Water/Drain/Gas: National Western Complex

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# QUESTIONS?

**Contact Lupe Merino | Operations Coordinator or Natalie Vallone | Show Office Administrator**

Prior to Show: (801).456.7469 | On-Site (801) 577.3327 | Email: [LupeM@MPEShows.com](mailto:LupeM@MPEShows.com) or [NatalieV@MPEShows.com](mailto:NatalieV@MPEShows.com)

# MOVE-IN | MOVE-OUT DAYS AND HOURS

## MOVE-IN DAYS AND HOURS

**\*\*\*SEE [MOVE-IN SCHEDULE](#) POSTED ON THE EXHIBITOR KIT SECTION OF OUR WEBSITE FOR YOUR SECTION'S TIME TO MOVE IN\*\*\***

Monday <b>LANDSCAPERS ONLY</b>	March 16, 2020	8am - 5pm
Tuesday	March 17, 2020	8am - 5pm
Wednesday	March 18, 2020	8am - 5pm
Thursday <b>DRIVE ON ACCESS ONLY UNTIL 12PM</b>	March 19, 2020	8am - 5pm

Vehicles must enter the loading dock area at E. 47th Avenue & Humboldt Street and E. 16th Street. Major cross streets are Brighton Blvd., and East 47th Avenue.

**If you need to drive your vehicle on to the show floor to off load your materials, please refer to the [MOVE-IN SCHEDULE](#), posted in the Exhibitor Kit section of our website. YOU WILL NOT BE ABLE TO DRIVE ON TO THE SHOW FLOOR AFTER THURSDAY, MARCH 19<sup>th</sup> at 12PM.**

Exhibitors requiring forklift or drayage service should make arrangements with the Show Decorator prior to move in. Call Hale Expo Services at (800) 333-4253 for verification of the rate for your particular need any other questions.

Move-in must be completed by 5:00pm on Thursday, March 19, 2020

## MOVE-OUT DAYS AND HOURS

Sunday	March 22, 2020	5:30pm - 9:00pm
Monday	March 23, 2020	8:00am - 12 Noon

**WARNING - Any exhibit materials and debris must be removed by 12 Noon on Monday, March 23, 2020. If any materials are left behind, your company will be subject to a removal and cleaning fee. Marketplace Events is not responsible for any materials or displays that are left in the building after 12 noon.**

## SHOW HOURS

Friday	March 20, 2020	12:00pm - 9:00pm
Saturday	March 21, 2020	10:00am - 9:00pm
Sunday	March 22, 2020	10:00am - 5:00pm

**\*You must man your booth each day from show open to show close. Leaving early is a violation of your signed contract.**

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## ACCOUNT BALANCES

Final payment for exhibit space must be made by January 23, 2020. Show management reserves the right to refuse entry to any exhibitor whose account has not been paid in full. **Badges and complimentary tickets will not be available until the account has been paid in full.**

## PARKING

Parking passes can be purchased from the National Western Complex for \$20.00. These parking passes are good for all show days and include in and out privileges. The parking passes can be purchased at Gate # 1.

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## EXHIBITOR BADGES

Exhibitor badges are required to identify yourself as an authorized exhibitor. Exhibitors will not be allowed access during show days without a badge. Exhibitor badges are not required during move-in.

Six (4) exhibitor badges' are provided for each 100 square feet of space purchased, with a maximum allotment of 10 badges per company.

You are encouraged to drop off your badge each night in the Show Office, so that your company does not run out of badges.

**EXHIBITOR BADGES MUST NOT BE USED AS ADMISSION TICKETS AND CANNOT BE LEFT AT WILL CALL.**

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## SHOW OFFICE

Our show office will open on Monday, March 16th at 1:00pm. When you arrive to move-in, please check in and pick up your exhibitor badges. The Show Office will remain open through the end of the Show, on Sunday, March 22th. The office is located to the left of the entrance, behind the ticket windows.

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## COMPLIMENTARY TICKETS

Each exhibitor will receive 25 complimentary tickets. These will be mailed out three weeks prior to the show. Tickets will only be mailed out if your account has been settled in full.

If you need additional tickets, these can be purchased at a discounted price in increments of 15. Please contact your Sales Consultant to purchase additional tickets.

**COMPLIMENTARY TICKETS ARE NOT PERMITTED TO BE DISTRIBUTED AT THE ENTRANCE TO THE SHOW.** Use your tickets to invite potential customers to the show, as a thank you to good customers and for friends and family.

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## WILL CALL

Will Call will be located in the Show Office to the left of the entrance (please look for the sign).

Please leave your tickets in INDIVIDUALLY marked envelopes with FIRST AND LAST NAME for your guests.

**EXHIBITOR BADGES ARE FOR EXHIBITORS, THEY ARE NOT TICKETS TO THE SHOW. THEY SHOULD NOT BE LEFT AT WILL CALL TO BE PICKED UP BY ATTENDEES OR PEOPLE WORKING IN YOUR BOOTH.**

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## DECORATOR SERVICES

Hale Expo Services is the show decorator and provides carpet, tables, chairs, cleaning, signage etc. Please order directly with them. These forms are available on our website [www.denverhomeshow.com](http://www.denverhomeshow.com) Look for the "EXHIBITOR KIT" link at the bottom of the page.

## FLOORING

Flooring is not included in the cost of your exhibit booth. **It is mandatory that all exhibit booths are carpeted or have some type of clean, professional-looking floor covering that covers 100% of the booth's square footage.** Carpeting, Astroturf, hardwood, tile, vinyl flooring etc., may be used.

Visqueen must be placed on the floor before laying bricks, patios, mulch, etc. Do not drill holes, nail glue or affix flooring to the NWC flooring. Any damage to the NWC flooring will be repaired at the exhibitor's expense.

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## TABLE COVERINGS

It is mandatory that all tables are properly skirted. Skirting must go from the edge of the table to the floor on all VISIBLE sides. All skirting must be pressed and neat. **Use of plastic table cloths, sheets, shower curtains or any type of "makeshift" table cloths is not permitted.** We strictly enforce this and will skirt all incorrectly skirted tables at the exhibitor's expense.

All inventory and personal items must be stored COMPLETELY OUT OF SIGHT. Your booth should look professional and inviting to the attendee.



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## VEHICLES IN EXHIBITS

If you plan on having a vehicle in your booth as part of your display, please contact Show Management for approval and move-in instructions.

- Visqueen must be put down on the floor before the vehicle is driven into place.
- All vehicles must have a locking gas cap or gas cap sealed with tape and no more than 1/4 tank of gas in the vehicle.
- A set of keys must be left with Show Management for the duration of the show.
- All vehicle batteries must be disconnected and cables taped.

# BOOTH INFORMATION, RULES & REGULATIONS

Exhibit booths will have an 8' draped back wall. On each side, a draped side rail will extend from the back of the booth to the front of the booth at a height of 32". The drape color is black. Tables, chairs, electricity etc. **are not included** with the cost of your exhibit booth.

## Staffing Your Booth

All exhibitors are expected to be in their booths during all published show hours, as we do receive consumer complaints about un-manned displays. Our visitors pay an entrance fee and expect to be able to do business with our exhibitors at any time during show hours. If you are in violation of this rule, your company may not be permitted to exhibit with us in the future.

## Demonstrations and handouts

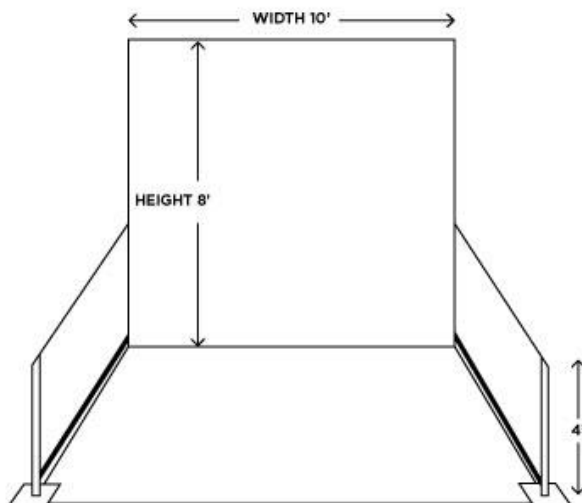
Exhibitors demonstrating products and/or distributing marketing materials, product samples or souvenirs are not permitted to do outside the confines of their rented exhibit area. Working in the aisle is strictly prohibited and will be enforced by show management.

## Booth Guidelines

Exhibitors are allowed to build their booth to the maximum height of 8 feet. This includes back wall and sidewalls. If your display includes a sign attached to the back wall, you must get approval from show management and the following rules apply:

- TOTAL HEIGHT OF SIGN MUST NOT EXCEED 2 FEET FROM TOP OF DRAPE LINE
- Sign must be single sided, professionally finished on the back side and no PVC pipe allowed.
- No tent, canopies or pop-ups are permitted.

If you are using side walls as part of your display they must be completely finished on BOTH sides. No exposed wires or frames must be visible to your neighbor. Unfinished sides will be covered at the exhibitor's expense.



## SECURITY

Show Management provides 24 hour security with a reputable security provider, for the show floor during move-in, move-out, show hours and overnight. However, neither Show Management nor the National Western Complex is responsible for lost, damaged or stolen articles. We encourage you to take all valuables with you when the show closes each evening. A tarp/sheet covering your booth after show hours goes a long way in securing your belongings.

Most thefts happen during move-in, move-out and within 30 minutes of show closing. Staff your booth accordingly and when the show does close, wait for the attendees to clear out.

**Report anything of a suspicious nature to Show Management and/or Security.** Leads can be followed up to avoid incidents of theft.

**Ensure you are adequately insured.**

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## INSURANCE

Show Management is insured against public liability and property damage claims arising out of the conduct of the show. This insurance does not cover exhibitors' property, which is placed on display at the exhibitor's risk. Every reasonable precaution will be taken to protect exhibitors' properties, but Show Management assumes no responsibility for any losses due to fire, theft, robbery, damage, accident or other causes. Please refer to items #4 and 5 on your exhibitor contract/application or contact Show Management if you have questions.

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## SHIPPING INFORMATION

Exhibit materials being shipped before move in should be marked as follows:

ABF Freight  
c/o Hale Northeastern, Inc. / Denver Home Show  
5871 N. Broadway  
Denver, CO 80216

**Exhibiting Company Name - Booth # \_\_\_\_\_**

Exhibit materials being delivered direct to Show Site - **DO NOT DELIVER PRIOR TO MARCH 2, 2020**

**TO: Exhibiting Company Name and Booth #**

FOR: Denver Home Show  
c/o Decorator  
National Western Complex  
4655 Humboldt Street, Denver, CO 80216

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## NWC BUILDING REGULATIONS

### Smoking Regulations

No smoking is permitted within the NWC.

### **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.

### **Sawing of Stone & 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.

### **Water, Drain, Gas**

An NWC order form is posted on the Exhibitor Kit section of our website. Orders with payment must be received by the NWC by March 1, 2019 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.**

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. Service animals are exceptions to this regulation.

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*)

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

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.



## **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.

## **Health and Safety**

As an exhibitor, you must ensure the health, safety and welfare of your employees, contractors and visitors as far as is reasonably practical throughout the Show. You should also check that any contractors, suppliers, agents, etc. that you may be using have a Health & Safety Policy, suitable to the exhibitor environment.

- Maintain emergency aisles through and to the center of the hall during move-in, show, and move-out.
- All materials must be flame resistant. This includes, but is not limited to, drapes, curtains, table coverings, etc.
- The building's fire extinguishers, fire hoses and sprinkler closets must be visible and accessible at all times even if they are located in your booth.
- Ensure portable electrical tools are used with the minimum length of trailing leads and that such equipment is not left unattended with a live power supply to it.
- Forklifts are not to be used by anyone other than fully trained operators.
- Chemicals and flammable liquids must be removed from the exhibition venue after use by the user or, in exceptional circumstances, brought to the attention of the venue cleaning department for safe and proper disposal. Such products must not be placed in general garbage bins.
- All electrical work within the Hall to be carried out by the Organizers' nominated contractor. Compliance with the OSHA Electricity at Work Regulations is mandatory.