



# Exhibitor Services Information

**Denver**

**January 9-12, 2020**

## Important Dates

Please note the important dates and deadlines below.

Action Item / Discount Cut-Offs	Due Date	X
Final Payment Due to ISE	Dec 1, 2019	
Review Exhibitor Display Regulations & Limitations	Dec 1, 2019	
Obtain Food Sale & Sampling Permit if Selling Food	Dec 1, 2019	
Send ISE Food Sampling Insurance Information	Dec 1, 2019	
Obtain Seller Permit & Tax License if Selling Tangible Goods	Dec 9, 2019	
Product Restocking Trailer Request to ISE	Dec 15, 2019	
Hotel Discount Deadline	Dec 20, 2019	
Electrical Discount Deadline – Bulk Space & Additional Booth Power	Dec 22, 2019	
Order Internet Services	Dec 22, 2019	
Decorator Discount Deadline – Order Carpet, Chairs & Tables	Dec 26, 2019	
Freight Handling Order if Required	Jan 3, 2020	
Review Exhibitor Information for Move-In Time	Jan 3, 2020	
Print Copies of Seller Permit, Tax License & Food Handler's Permit	Jan 6, 2020	
Start Show Move-In	Jan 7, 2020	

## General Show Information

### Show Management

International Sportsmen's Expositions  
Phone: (800) 545-6100  
Email: [Service@SportsExpos.com](mailto:Service@SportsExpos.com)  
Web: [www.SportsExpos.com](http://www.SportsExpos.com)

### Facility

Colorado Convention Center  
700 14th Street  
Denver, CO 80202  
([Click here](#) to view on Google Maps)  
Phone: (303) 228-8000  
Email: [info@denverconvention.com](mailto:info@denverconvention.com)  
Website: [www.DenverConvention.com](http://www.DenverConvention.com)

## **Public Show Hours**

Thursday	Noon - 8:00pm
Friday	Noon - 8:00pm
Saturday	10:00am - 7:00pm
Sunday	10:00am - 5:00pm

Exhibitor entrance is in Hall F lobby.

Credentials are required for entry on all days the show is open to the public.

Exhibitor credentials allow for show floor access at 8:00am on Thursday and one-hour prior to show open on Friday, Saturday and Sunday.

## **Exhibitor Requirements**

### **Payment**

Payment in full for all exhibit space is required by December 1st. No exhibitor credentials will be issued at registration unless full payment has been made.

### **Terms & Conditions of Exhibiting in ISE Shows**

The Terms and Conditions on the Application/Contract for Exhibit Space will be enforced at ISE Shows. Please review and contact ISE if you have any questions.

### **Local Laws and Regulations**

To ensure public safety, exhibitors must follow local and facility regulations. We are required to comply with all federal, state and municipal laws and administrative rules, including but not limited to those relating to licenses and permits, property protected by copyright, work hours, work conditions, safety standards and payment of wages and taxes.

### **Booth Staffing**

- Staffing your exhibit during all public show hours is a requirement in the terms and conditions of your exhibit space contract.
- Exhibits must remain in place until 5pm on Sunday.
- Any unstaffed exhibits or removal of exhibits before 5pm on Sunday may result in the loss of exhibit space at future shows.

### **Animal Policy**

Animals that are necessary to exhibit space must be confined to the exhibit space or kept in a portable kennel. During transit, animals must be on a leash or rein. No pets are allowed.

### **Child Safety**

For safety purposes, ISE requests children under the age of 15 not participate with show move-in and move-out.

### **Alcohol Consumption**

Alcohol distribution to the public is state license controlled and not permitted by exhibitors. Consumption of alcohol in exhibit space is prohibited. In the event an exhibitor would like to provide food or beverages, please contact show management and arrangements will be made for these services.

### **Building Security Staff**

Security staff are employed to protect exhibitor property and to ensure show rules are enforced. Adequate security staff is scheduled during the hours that the building can be accessed; please observe these hours.

### **Security**

24-hour show security is provided for the duration of the event. ISE and Facility Management are not responsible for losses of any kind. Exhibitors are responsible for carrying general liability insurance for their exhibit and business.

Potential theft can be greatly reduced by:

- Avoid leaving small items of value in booths.
- Cover display with a flameproof drop cloth overnight.
- Run wire or cable through exhibit and lock at night.
- Report any theft immediately to ISE Registration/Information staff.

### Emergency Procedures

- Please do not call 911. Emergencies are responded to by Facility Emergency Services Staff.
- In the event of an emergency please contact ISE staff on the floor or at the ISE Registration/Information desk. We will direct services to the location of the emergency.

## Display Regulations & Limitations

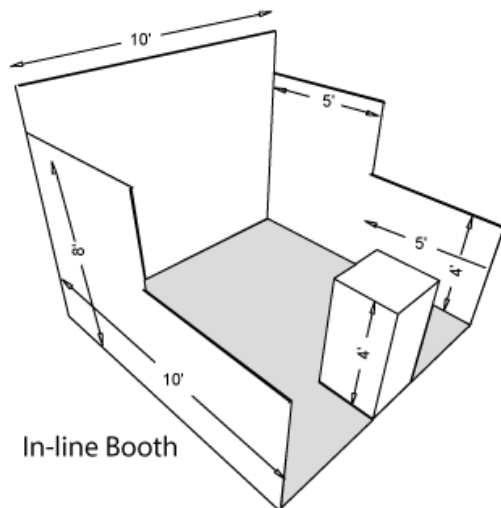
### In-line Exhibit Space Amenities

- Assigned booth location
- Drive-in and drive-out setup and teardown
- Scheduled move-in and move-out
- 8-foot-high backdrop and 3 foot side-rail drape
- 500 watts of electricity (standard booths only)
- Exhibitor credentials
- Discounted parking and guest passes
- Online exhibitor listing (with web link) and show program listing

### In-line Booths

Exposed to aisle on the front side with neighboring booths to left, right and typically behind.

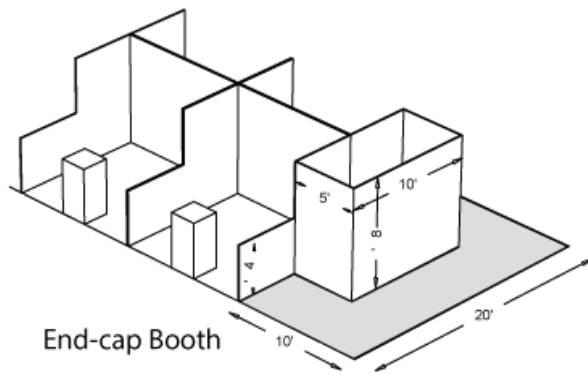
- Maximum height of 10 feet in back of booth.
- Maximum height of 4 feet for front of booth.
- No rear facing signage. Signs should only be viewable from the aisle in front of booth.
- No canopies or canopy frames allowed.
- Do not hang items on or damage drape fabric.
- Merchandise must be hung on a solid back wall or stand.
- All displays are subject to management approval.



### Endcap Booths

Exposed to aisles on three sides and composed of two standard in-line booths.

- Maximum height of 10 feet in back center of booth and within 5 feet of the two side aisles. (See diagram.)
- Maximum height of 4 feet for front of booth.
- No rear facing signage.
- No canopies or canopy frames are allowed.
- All displays are subject to management approval.



### **Bulk Space**

Indoor/outdoor space with no drapes, dividers or electricity provided - exhibitor must order.

- Maximum height of 4 feet within 3 feet of the aisle.
- No canopies or canopy frames that impede or block line of sight.
- All signage must be hung securely. When secured to building, signs must be approved by ISE and hung by Decorator.

### **Fire Marshal Summary of Rules**

- ISE and all exhibitors are required to follow the event facility Fire Marshal rules. See the information packet from the Show Decorator for a list of Fire Marshal requirements.

### **Electrical Cord Requirements**

- All electrical devices with three-wire supply cords shall utilize "UL" ground receptacles.
- All extension cords must be of heavy-duty three-wire construction.
- All power cords must be kept behind display with nothing placed on top of cords.

### **Indoor Display Vehicles or Motorized Display Items**

- Before you drive in the building ISE must verify that the following tasks have been completed:
  - Fuel level must not exceed  $\frac{1}{4}$  tank and/or less than 3 gallons.
  - Once inside exhibit area, negative battery terminal must be disconnected and fuel tank cap taped/locked.
- Upon inspection of these items, ISE will provide the vehicle/display with an inspection tag.

### **Propane and Helium**

- Used propane tanks are not allowed indoors.
- New propane tanks must have original factory seal.
- Helium is not allowed indoors.

### **Flammable and Combustible Materials**

- All materials used indoors for display or decoration should be made of flame retardant materials and certified as flame retardant. This includes booth decorations such as vegetation, straw, grass, etc.
- Fire regulations prohibit excess literature and product or empty packing containers from being stored behind back drapes or display wall.

### **Aisles, Exits and Obstructions**

- Aisles must be kept clear of all displays and equipment.
- Entrance and exit doors are required to remain unobstructed at all times.
- Facility fire extinguishers and firehose cabinets are required to remain visible and accessible at all times.

### **Tent Demos**

Constructed tents used for demo and display must be approved by show management prior to show. All covered exhibits require a battery-powered smoke detector and fire extinguisher in exhibit space. When required, the Fire Marshal will inspect for these safety items.

## Sound

- Maintain audio volumes that are not disruptive to other exhibits.
- Game calling exhibitors must follow ISE game calling policy, available at Registration/Information.
- Exhibitors should be aware that pre-recorded music is subject to copyright laws and fees as per ASCAP, BMI and SESAC.

## Firearm Display Requirements

- All gun displays of any type must have prior written approval from ISE.
- No firearms sales and no ammunition, powder or primer are allowed on site.
- All firearms must be deactivated by removal of the firing pin or other alteration so they are rendered incapable of firing. Firearms must be secured with a lock. Locks must remain installed for the duration of the show.

# Move-in, Registration, Move-out Procedures

## Move-In Procedures

Move-in will begin Tuesday prior to the show at 1:00pm with drive-in and carry-in access. To avoid congestion, move-in is encouraged for Tuesday afternoon if possible. Please read the following information and contact your Account Representative with any questions.

**NOTE:** ISE does not provide fork lifts, hand trucks, dollies, brooms or vacuums during move-in. Please contact the decorator before or during set-up to arrange scheduling and payment.

## Bulk Exhibits

- Bulk spaces are designated by a "B" in your exhibit space number, such as B3550.
- Bulk drive-in set-up is on Tuesday only. Please see schedule.

## LIFO (Last in, First out) Exhibits

- LIFO spaces are designated by an "L" in your exhibit space number, such as L2424.
- These spaces block drive-in access and must be the last to set-up and first to move-out.
- LIFO spaces can set-up only on Wednesday after 3:00pm.

## Carry-in Access

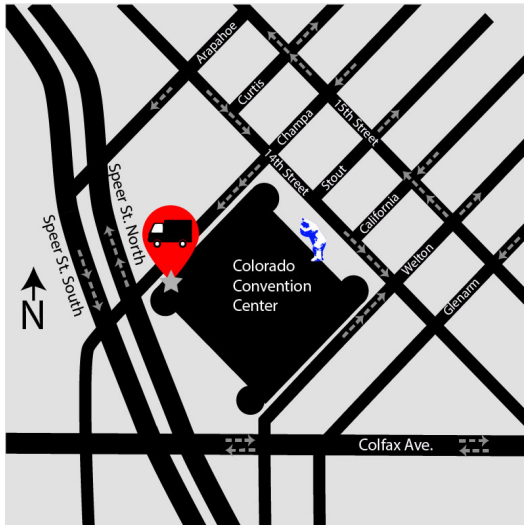
- Carry-in access from the street or Colorado Convention Center parking garage is available. City parking fees apply. Please see schedule below.
- Freight elevators "T" and "U" from the parking garage are available for move-in on Tuesday and Wednesday. They are available on Sunday evening for move-out.

Type of Display	Bulk Exhibit (Space number begins with "B")	Standard Booth (All in-line and corner booths)	LIFO Booths (Booth number begins with "L")
<b>Tuesday - 1/07/20</b>			
Drive In	1pm - 6pm	1pm - 6pm	None
Carry In	1pm - 7pm	1pm - 7pm	None
<b>Wednesday - 1/08/20</b>			
Drive In-Hall F	None	9am - 12pm	3pm - 5pm
Drive In-Hall E	None	10am - 2pm	3pm - 5pm
Drive In-Hall D	None	11am - 3pm	3pm - 5pm

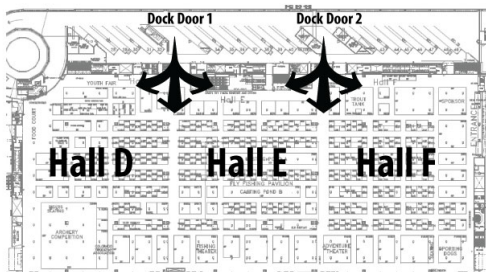
Carry In	9am - 8pm	9am - 8pm	3pm - 8pm
<b>Thursday - 1/09/20</b>			
Drive In	None	None	None
Carry In	8am - 10am	8am - 10am	8am - 10am

### Drive-in Access

- Vehicle access to the exhibit floor is from the Champa Street dock entrance.
- Champa Street dock entrance address for navigation devices:
  - 1223 Champa Street, Denver, CO, 80204 (approximate)
  - GPS Coordinates 39.743154, -104.998300 (approximate)
- [Click here](#) to view dock entrance on Google Maps.
- [Click here to watch a short video](#) of Champa Street and dock entrance.



- Check in at the dock entrance guard station and proceed up to the second level of the convention center.
- Enter through the Dock Door on the second floor that corresponds with your booth location.



- To avoid congestion, unload, get your exhibitor credentials from Registration/Information and remove your vehicle from the building before setting up your display.
- Dock freight fees do not apply to drive in and unload.
- Drive-in for standard in-line booths ends at 3:00pm on Wednesday. No exceptions.

### Exhibitor Registration

Registration is required before setting-up your exhibit space. ISE Registration/Information is located in the north end of Hall F between the restrooms and is staffed all days. ISE staff will confirm your exhibit space location, payments, applicable licenses, permits and provide your required exhibitor credentials. Discounted parking and guest passes are available for purchase at Registration.

### Credentials

- Exhibitors will receive wristbands at Registration.
- Standard inline booths receive up to 4 wristbands. Contact your Account Representative to discuss your

needs.

- Wristbands are designed to be worn on the wrist for the duration of the show; they must be fastened to the wrist, no looser than two fingers and are void if removed.
- Wristbands can be exchanged for exhibitor one-day passes to accommodate shift workers.

### Guest Passes

Invite your customers! Discounted guest passes can be purchased at the ISE Registration/Information Desk during the show or in advance. To order in advance, [Click Here](#) to complete form and email to ISE at [Service@SportsExpos.com](mailto:Service@SportsExpos.com) by December 1.

### Move-Out Procedures

Sunday/Monday tear-down and move-out schedule:

Sunday 5:10pm - 10:00pm

Monday 8:00am - Noon

**NOTE: No early tear-down!** As advertised to the public, all exhibits must stay intact and fully staffed until 5:00pm. Failure to do so may result in the loss of exhibit space at future shows.

### Tear-Down

- Tear-down can begin as soon as all the public have exited the building.
- During tear-down, please keep displays off the aisle carpet.
- No vehicles will be allowed on the show floor until aisle carpet has been removed.

### Move-out Vehicle Access

Due to dock congestion, exhibitors wanting drive-in access to the exhibit hall are requested to line up at the Marshaling Yard Parking Lot from 5:10pm to 8:00pm. See the ISE Registration/Information desk for directions.

### Carry-out Access

Freight elevators "T" and "U" will be available to carry-out to the Colorado Convention Center parking garage and street level. ISE Registration/Exhibitor Services Desk can direct you to the elevators.

## Tax License & Permits

### Taxes

Exhibitors selling tangible items are required to obtain a Special Event Sales Tax license before the event, collect 8.31% taxes and submit tax returns to the State of Colorado and the City of Denver. ISE must provide government representatives with exhibitor lists.

### City and County of Denver

Tax Rate: 4.31%

Apply for Special Event Sales Tax License 30 days in advance (by December 09, 2019). You must have the license or copy of completed application available at the show for inspection by the authorities. Licensed Denver vendors do not need to apply for a Special Event Tax License. To apply:

- Visit the [Denver City Treasury Division website](#).
- Register and apply online, or print and fill out the [Special Event Application/Registration](#).
- Make a photocopy of the form and payment check to have with you on show site.
- Send in application with \$5.00 fee to the City and County of Denver address located on the form.
- Following the event, file tax return/payment before February 20, 2020.

For questions contact:  
City & County of Denver  
Phone: (720) 913-9446

### State of Colorado

Tax Rate: 4.0%

Apply for the Sales Tax Special Event Application 30 days in advance (by December 09, 2019). You must

have the license or copy of completed application available at the show for inspection by the authorities. To apply:

- Use [Form DR0589](#) for filing the application.
- Paper filing in person or through the mail will require a copy of photo identification of the owner.
- Make a photocopy of the form and payment check to have with you on show site.
- Use [Form DR0098](#) for filing returns. You can also file returns [online](#).
- For more information visit the [Special Event Sales Tax section of the Colorado Department of Revenue](#).

For questions contact:

Jamie Nicolelli

Phone: (303) 866-5643

Email: [dor\\_SpecialEvents@state.co.us](mailto:dor_SpecialEvents@state.co.us)

### **Food Sales & Sampling Requirements**

Centerplate is the exclusive food services contractor for the Colorado Convention Center.

- To provide samples, a Food Handler's Card is required.
- Please read the [Centerplate Food Sampling Policy](#).
- Fill out the [Sampling Form](#) & [Liability Waiver](#), and return to Centerplate.

For questions contact:

Centerplate

Meagan Perks

Phone: (303) 228-8150

Email: [Meagan.Perks@Centerplate.com](mailto:Meagan.Perks@Centerplate.com)

Additionally, email to ISE by December 1, 2019:

- A copy of the Sampling Form.
- A copy of the Certificate of Insurance for \$1,000,000 Liability Insurance naming International Sportsmen's Expositions as additionally insured.

### **Special Permits & Notification**

As an exhibitor, you must obtain prior written approval from ISE and apply for a special permit (submitted 15 business days in advance of show) if you intend to display, operate or use any of the below items:

- Internal-combustion engines.
- Flammable liquids, compressed gasses or dangerous chemicals.
- Electrical, mechanical or chemical devices deemed hazardous by the Fire Department.
- Fuel-powered heaters, barbecue, heat-producing or open-flame devices, candles, fuel-powered lamps, lanterns, etc.

## **Decorator, Electrical, Internet & Freight Services**

### **Decorator**

Table, chairs and carpet are not provided in your booth - you can bring your own, or order through the decorator, Brede Exposition Services, which will be emailing each exhibitor information for online ordering access. If you do not receive this email, please contact Brede directly for log-in information.

### **Brede Exposition Services**

5140 Colorado Blvd.

Denver, CO 80216

Customer Service

Phone: (303) 399-8600

Email: [cscolorado@brede.com](mailto:cscolorado@brede.com)

[Click Here to download the full Decorator Information and Order Forms](#). Discounts apply before December 26, 2019.

### **Electrical, Phone & Water Services**

- ISE provides one 500-watt outlet for each standard inline booth space.
- ISE does not provide power for bulk space exhibits.



Additional electrical, phone and water services can be ordered online through the [Colorado Convention Center](#).  
**Discount apply before December 22, 2019.**

### **Colorado Convention Center**

For questions contact:

Anne Casaus

Phone: (303) 228-8152

Email: [acasaus@denverconvention.com](mailto:acasaus@denverconvention.com)

### **Internet Services**

Wireless internet at the Colorado Convention Center is provided by Smart City. [Wireless services](#) can be purchased onsite by turning on your device, selecting "Exhibitor Internet" and following the prompts. Your device must connect to Smart City's 5.8GHz frequency.

Dedicated wireless networks and hardwire lines are available by [ordering online](#). **Orders need to be placed by December 22, 2019.**

For questions contact:

Smart City

Thomas Beltz

Phone: (303) 228-8256

Email: [TBeltz@smartcity.com](mailto:TBeltz@smartcity.com)

### **Freight Transportation Services**

#### **My Trucking Company - ISE Show-to-Show Palletized Freight Service**

ISE's new hassle-free, convenient freight service is available to improve your exhibiting experience going show to show. My Trucking Company will palletize and shrink wrap your freight on the show floor when the show closes. It will be shipped to your next ISE show and offloaded into your booth. You will receive an email confirmation notice once it has been delivered. Use [This Form to sign up](#), or inquire below.

For questions contact:

My Trucking Company

Steve Major

Phone: (423) 223-8308

### **YRC Freight**

YRC Freight provides freight services at a special rate to all ISE shows. Get the best rates by asking for a quote of the "YRC Show Contract 81200 Standard Ground" or "YRC Time Critical Show Tariff 8P0163" pricing.

YRC Freight

Exhibitor Hotline (800) 531-3976

For questions contact:

YRC Freight

Todd Cline

Phone: (801) 201-8376

Email: [Todd.Cline@yrcfreight.com](mailto:Todd.Cline@yrcfreight.com)

## **Hotels, Lodging & RV Parks**

The following accommodation have special group rates for ISE Exhibitors. Rooms are limited and special rates are on a first-come, first-serve basis. For all hotels, ask for special group pricing for "International Sportsmen's Exposition."

**NOTE: ISE does not contract with any third-party accommodation service and does not authorize any accommodation service to contact you on ISE's behalf. For ISE special pricing, contact the hotel directly or use the reservation links below.**

Airport Transfers: Shuttle service from the airport to all hotels is available through Super Shuttle (303) 370-1300 or [SuperShuttle.com](#)

**Embassy Suites Denver Downtown**

1420 Stout Street

Denver, CO 80202

Phone: (303) 592-1000

Reservations: Phone or [Click Here for reservations](#)

Parking: Valet parking \$47 per night, \$28 per day.

Pets: Service animals only

Amenities: Across from the convention center, complimentary breakfast and Wi-Fi, fitness center and pool.

ISE Group Rate: \$129.00 plus tax for single/double occupancy

**Rate Expires: December 22, 2019**

**Hyatt Place – Denver Downtown**

440 14th Street

Denver, CO 80202

Phone: (303) 893-3100

Reservations: Phone or [Click Here for reservations](#)

Parking: Valet Parking \$30 per day

Pets: Yes, with non-refundable deposit

Amenities: 2 blocks from Convention Center, complimentary breakfast, fitness center, cafe, free Wi-Fi.

ISE Group Rate: \$129.00 plus tax for single/double occupancy

**Rate Expires: December 20, 2019**

**Staybridge Suites Denver - Cherry Creek**

4220 E. Virginia Avenue

Glendale, CO 80246 ([map, directions](#))

Phone: (303) 321-5757

Reservations: Call or [Click Here for reservations](#)

Pets: Yes, with non-refundable deposit and daily fee

Amenities: Complimentary, parking, breakfast and Wi-Fi, fitness center, guest laundry.

ISE Group Rate: \$109.00 - \$126.00 plus tax depending on room type.

**Rate Expires: December 24, 2019**

**Hilton Garden Inn – Denver Downtown**

1400 Welton Street

Denver, CO 80202

Phone: (303) 603-8000

Reservations: Phone or [Click Here for reservations](#)

Parking: Valet Parking \$29 per day

Pets: Service animals only

Amenities: One block from convention center, complimentary Wi-Fi, fitness room & pool, and \$10 breakfast buffet.

ISE Group Rate: \$129.00 plus tax

**Rate Expires: December 20, 2019**

**Dakota Ridge RV Park in Golden**

(Located 12.6 miles west of the Convention Center)

17800 West Colfax Ave

Golden, CO 80401

Phone: (303) 279-1625

Reservations: Phone or [Click Here for reservations](#)

Website: [www.dakotaridgerv.com](http://www.dakotaridgerv.com)

Standard Published Rates - see website.