



# Exhibitor Kit

[ Revised 08/17/2009 ]

# WELCOME!

Your Exhibitor Kit contains information to assist you in planning for your participation in the Colorado Springs Women's Living Expo. Should you have any questions please call the office at 203-259-3351. We welcome your participation and look forward to working with you.

## **Invoice**

The final balance due for your exhibit space must be received by Donnell Productions by **September 5, 2009**. There are no credits or refunds and your company is responsible for full payment of the Exhibit space.

## **Advance Ticket Form**

To order advance tickets complete the form on our website and return. Check or credit cards payment can be sent with the form by mail to our office at 450 Center Street, Unit 6 Southport CT 06890 or fax with credit card information to 203-259-3354.

## **Electric Service Order Form**

To order electric service, go to the website exhibitor kit page, Electrical Service Order Form is listed under Building Forms. Complete and return to the Phil Long Expo Center.

## **Telephone/Internet/CableTV Connection**

Listed under Building Forms. Complete the Communication form and return to the Phil Long Expo Center.

## **Furnishing Form**

To receive the pre-show discount, orders must be placed with the AAa Expo & Event Services by October 6, 2009. All orders must have credit card information or a check.

## **Hotel Reservations**

The Residence Inn by Marriott North, our Show Hotel, is located at 9805 Federal Drive, Colorado Springs, CO 80921. To make reservations call 719-388-9300 and to receive the special rate state that you are with the Colorado Springs Women's Expo or go to our website and book on line.

## **Stage Schedules**

Stage schedules are shown on our website. Presentations have been scheduled on a first come, first served basis. Your presentation will be advertised in the Official Show Program and on Show signage.. Please note that times and titles cannot be changed once they are confirmed.

## **Hanging Signs & Graphics**

Approval for the use of hanging signs and graphics **from the ceiling** should be received from Show Management prior to move-in. It is your responsibility to retrieve your banners or signs when they are dismantled. Booth signs may be hung on the pipe in the booth.

# **GENERAL INFORMATION**

## **SHOW LOCATION**

The Colorado Springs Women's Living Expo will be held at the Phil Long Expo Center located at 1515 Auto Mall Loop, Colorado Springs, CO 80929. The Event Coordinator at the Expo Center is Elizabeth Griego: (Phone) 719-867-1650, (Fax) 719-867-6631 and (Email) [egriego@phillong.com](mailto:egriego@phillong.com).

## **MOVE-IN**

Move-in will be conducted from 9:00am to 8:00pm on Friday, October 9<sup>th</sup>. All exhibits must be moved in by 8:00pm unless prior arrangements have been made with Show Management. If you will require a fork-lift, complete the form and return it to the Phil Long Expo Center. You may drive your vehicle on the show floor. Once your vehicle is unloaded, please park outside in a designated parking space.

## **BOOTH PAYMENT**

ALL FINAL BALANCES ARE DUE IN FULL BY SEPTEMBER 5<sup>th</sup>. Companies must have a zero balance to set up their booth. For companies that commit to the Expo after September 5<sup>th</sup> payment must be made with a credit card, cashiers check or money order, checks will not be accepted.

## **CONTRACT FOR EXHIBIT SPACE**

We need to have an executed copy of your Exhibit Space Contract for you to set up your exhibit space. You may mail it or fax it back to us.

## **LOCATION OF EXHIBIT**

All measurements and exhibit space layouts shown on the floor plan are as accurate as possible. Donnell Productions reserves the right to make modifications and change exhibit space assignments as may be necessary and to adjust the floor plan at anytime to meet the needs of the sponsors, exhibitors, exhibits, and traffic flow.

## **CANCELLATION POLICY**

All cancellations must be in writing. Facsimiles and emails are acceptable. Cancellations received three months prior to the show date will be refunded the full amount paid at the time of cancellation, less a \$50 cancellation fee. Cancellations received at any time during the three months of the show date will receive no refund. Exceptions are cancellations that occur within 24 hours of space request and confirmation. Exhibitors will receive full refund of monies with no cancellation fee.

## **FAILURE TO SET UP**

Failure to set up within specified move-in times will result in forfeiture of exhibit space and all monies paid to date. Exhibit space can be reassigned at Show Managements discretion.

## **SHOW HOTEL**

The Residence Inn by Marriott North, our Show Hotel, is located at 9805 Federal Drive in Colorado Springs. The special rate for Exhibitors are: \$89 for a studio or one bedroom and \$135 for a two bedroom. You must book by October 8, 2009 to receive this special rate. All rooms include a complete kitchen, complimentary hot breakfast, free parking, free internet access, indoor pool, hot tub and exercise room.

## **SHOW DECORATOR**

AAa Expo & Event Services is the decorator for the Expo. If you need assistance or additional information call: 719-593-8911, fax: 719-593-0381, email: [info@aaaexpo.com](mailto:info@aaaexpo.com)

To qualify for discount pricing, orders and payments must be received on or before the deadline date(s) on the order forms.

## **EXHIBITOR BADGES/VIP TICKETS**

Each company will be allocated 5 badges and 5 VIP tickets per 10'x10' booth, 3 badges and 3 VIP tickets per 5'x10' booth, 8 badges and 6 VIP tickets for a 10'x20' showcase and 12 badges and 10 VIP tickets for a 20'x20' showcase. Your VIP tickets will be mailed to you but your badges are to be picked up at Exhibitor Registration when you check in at move-in. Additional badges can be purchased for \$10 each.

## **PARKING**

Exhibitor parking is at Chapel Hills Mall closest to the Phil Long Expo Center. There are two Phil Long Expo shuttle buses offering continuous shuttle service throughout the weekend. Parking for attendees is free for the attendees at the Phil Long Expo Center. It is in your best interest to use the parking lot at Chapel Hills Mall

## **EXHIBITOR HOURS**

<b>Friday (Move In)</b>	<b>October 9</b>	<b>9:00 am</b>	<b>to</b>	<b>8:00 pm</b>
<b>Saturday</b>	<b>October 10</b>	<b>8:00 am</b>	<b>to</b>	<b>6:15 pm</b>
<b>Sunday</b>	<b>October 11</b>	<b>10:00 am</b>	<b>to</b>	<b>5:00 pm</b>
<b>Sunday (Move-Out)</b>	<b>October 11</b>	<b>5:00 pm</b>	<b>to</b>	<b>8:00 pm</b>

## **EXPO HOURS**

<b>Saturday</b>	<b>October 10</b>	<b>10:00 am</b>	<b>to</b>	<b>6:00 pm</b>
<b>Sunday</b>	<b>October 11</b>	<b>11:00 am</b>	<b>to</b>	<b>5:00 pm</b>

## **MOVE-OUT**

The Expo closes Sunday at 5:00 pm and as soon as all attendees have left the building we will begin move-out. Early removal of exhibits and displays is strictly forbidden and subject to a fine equivalent to Exhibitor's total show rental.

## **SECURITY**

Security is provided for your protection, however we are not responsible for theft. We suggest that you take precautions and not leave valuable items in your booth overnight. Door guards and perimeter guards are on duty during the hours that the doors are open, with overnight guards throughout the duration of the event. As a safety precaution your exhibit space should not be left unattended.

## **INSURANCE**

Exhibitors are required to provide an insurance certificated covering liability for exhibit contents, personnel and show guests within the Exhibitors assigned space. This Certificate of Insurance should list Barbara Donnell Inc. as an additional insured. The insurance limits on the certificate should be a minimum of \$1,000,000 for each occurrence and \$2,000,000 in the aggregate.

## **PRESENTATIONS**

Please note that if your company has been confirmed to conduct presentations over the weekend we will be printing the schedules in the special tab section of the Military Newspapers and the Business Journal Oct.2-3 edition. This program will also be distributed to attendees at the Expo and listed on Stage Signage. We will be not be able to make changes or deletions to the schedule once it is printed. Each stage has a Stage Manager to assist you in preparation for your presentation.

## **STANDARD BOOTH EQUIPMENT**

Standard booth equipment is furnished to all Exhibitors occupying linear booth configurations. Contents include: 8' high back drapes, 3' high side drapes, (1) 8' skirted table, (2) chairs, a 7"H X 44"W black & white Company ID sign and wastebasket.

## **SHOWCASES**

Island Showcases will not be equipped with drapes but Connecting Showcases will be divided by backdrapes and side drapes. None of the showcases are equipped with any furnishings. It is your responsibility to furnish all booth contents including tables, chairs, wastebasket and signage for Showcase Spaces.

## **FOOD SAMPLING**

There is no charge for sampling as long as the samples are no more than 1 oz. There will also not be a charge for selling food as long as it is prepackaged and not for immediate consumption. Companies wishing to serve more than 1 oz of food will need to have an El Paso County Temporary Use Permit that costs \$155 and pay a \$40 coordination fee. Drink samples must be no more than 2oz. If your company is sampling wine you will need to contact James Snodgrass at the Phil Long Center. Exhibitors sampling any food products must follow our Sanitation Guidelines.

## **BOOTH COLORS**

Booths will have red and white back and side drapes; red skirted tables with white tops.

## **ELECTRIC ORDERS**

Exhibitors requiring electrical outlets are responsible for placing their orders prior to the Expo. Please complete the Electrical Form included in Building Forms and return it to the Phil Long Expo Center prior to September 24th in order to receive the pre-Show discount.

## **WATER HOOK-UPS**

Please let us know if you will need water and we will assign your company a booth allowing for easy access. Contact our office at (203) 259-3351.

## **TELEPHONE /INTERNET SERVICE**

To order service, please fill out the Communication Order Form listed under Building Forms and return to the Phil Long Expo Center by September 24<sup>th</sup>.

## **SHIPPING**

Exhibit materials, drayage and product may be shipped direct to the Phil Long Expo Center and must arrive during move-in hours only, October 9<sup>th</sup> between 9am-8pm. To ship your materials in advance, please ship your materials to AAa's Expo's warehouse using the Material Handling form.

(more)

# SHOW REGULATIONS AND REQUIREMENTS

1. Exhibit booths must be staffed and fully operational during published show hours.
2. Exhibitors must wear badges to gain entry and on the floor during Show hours.
3. Exhibits that include sound equipment or audio/visual equipment must be arranged so the noise level does not disrupt the activities of neighboring exhibitors. Show management reserves the right to lower all sound equipment.
4. Exhibit space must be large enough to contain a reasonable audience if presentations are planned within your exhibit space. The aisles cannot be blocked.
5. Only promotional materials or merchandise approved on your "Application for Exhibit Space" may be displayed or sold in your booth.
6. Promotional materials may not be distributed outside your exhibit space.
7. Lighting should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or show aisles.
8. The sale, sampling or distribution of food for consumption on the premises must be approved by Donnell Productions.
9. Stage shows or seminars using products or services of a non-exhibiting company must have written approval from Show Management.
10. All exposed parts of displays must be finished so they do not present an unsightly appearance when viewed from adjoining booths or aisles. Side walls taller than the 3' side drape of exhibit booths may not come out past 5' from back drape.
11. Signs in inline booths will not be permitted to extend more than 8' above the floor. Signs in island showcases will not be permitted to extend more than 16' above the floor.
12. Exhibitors may not share booth space without the approval of Show Management.
13. Exhibit space should be kept in good order with storage boxes placed under tables or in designated storage areas.
14. Helium balloons can only be used when they are permanently affixed to the physical booth display. Helium tanks must be stored in an approved stand.
15. Fire regulations prohibit the use of sterno or an open flame including candles.
16. Your booth must be equipped with at least one 20BC fire extinguisher if you are using any cooking or food warming appliances.
17. Booth decorations must be flame-retardant and electrical wiring and displays must conform to the National Electrical Code safety rules.
18. No LP gas, bottled gas or bottled gas tanks are permitted in the building.
19. All display vehicles must have less than ¼ tank of gas, at least one battery cable disconnected from each set of batteries, and the gas tank sealed or locked. A set of keys must to be given to Show Management.
20. It is expressly understood and agreed by the Exhibitor that no claim of any kind against Show Management for loss, damage, theft or destruction of goods or exhibit; nor any injury that may occur to himself or his employees while at the show; The exhibitor shall be solely responsible to his own agents and employees and to all third persons, including invitees and the public for all claims, liabilities, actions, costs, damages and expenses arising out of or relating to the custody, possession, operation, maintenance or control of leased space or exhibit. Exhibitor is also held responsible for agents and employees performing on show Stages. Exhibitor's insurance shall indemnify and hold harmless Show Management against any and all claims as may be asserted against it.