



CO L O R A D O  
20 17

# Restaurant

S H O W  
D N V R

MON OCT 9 & TUES OCT 10 | 2017  
Colorado Convention Center

CO L O R A D O

# Restaurant

S H O W

Colorado Foodservice & Restaurant Conference  
[WWW.CORESTAURANTSHOW.COM](http://WWW.CORESTAURANTSHOW.COM)



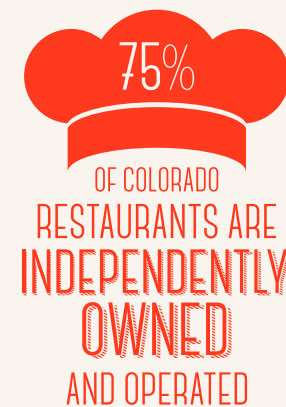
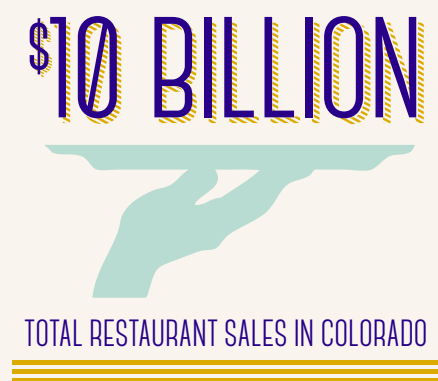
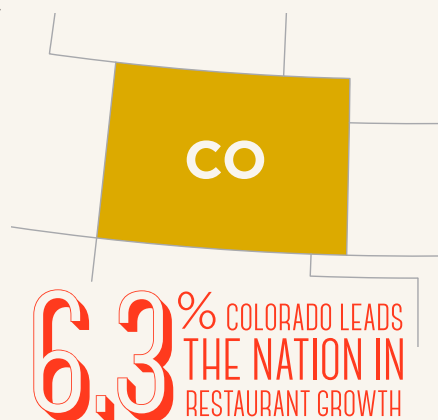
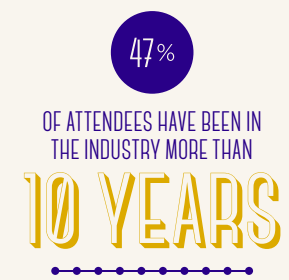
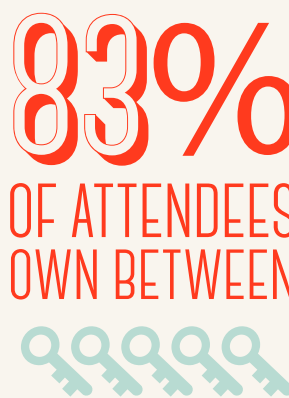
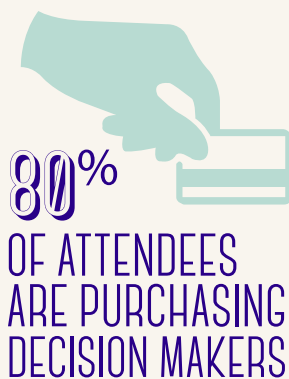
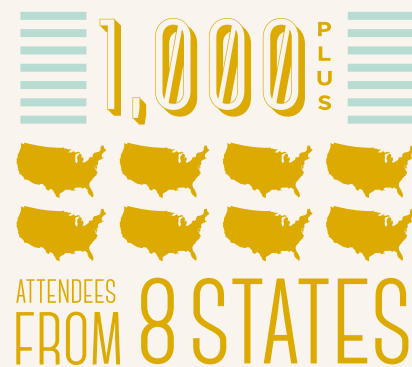
**COLORADO  
RESTAURANT  
ASSOCIATION**

Colorado Restaurant Association  
430 E. 7th Avenue, Denver, CO 80203

# COLORADO Restaurant SHOW

## WHY EXHIBIT?

COLORADO CONVENTION CENTER • OCTOBER 9 & 10, 2017



Presented by the Colorado Restaurant Association, the Colorado Restaurant Show is a premier sales and networking event, enabling suppliers to connect with leading restaurateurs, chefs and restaurant and bar managers.

Over the course of the two-day event, the top foodservice suppliers in Colorado and the nation will have the opportunity to showcase their products, services and technologies. Secure your face-time with key restaurant industry decision makers, generate leads and build brand awareness by becoming an exhibitor!

Attendees are looking to YOU to introduce them to the newest trends, ideas and products in the business, through one-on-one interactions, tastings, technology demonstrations, new products, specials and more.

RESERVE YOUR BOOTH TODAY, AND SAVE!

CONTACT NICOLLE THOMPSON  
Director of Sponsorship and Event Strategy

303.830.2972 ext. 147  
nthompson@corestaurant.org

Colorado's restaurant scene continues to boom—make sure your brand is a part of it!

### EXHIBITORS CAN EXPECT TO:

- Market to restaurant and foodservice buyers
- Speak directly with purchasing decision makers
- Collect targeted leads
- Showcase new products
- Network with industry leaders
- Increase sales and ROI

## EXHIBIT FEES - RETURNING 2016 EXHIBITORS:

### INLINE BOOTH (10' X 10')

Early Bird (Before August 4) - \$1,300  
Regular (After August 4) - \$1,400

### CORNER BOOTH (10' X 10')

Early Bird (Before August 4) - \$1,400  
Regular (After August 4) - \$1,500

## EXHIBIT FEES - NEW EXHIBITORS:

### INLINE BOOTH (10' X 10')

Early Bird (Before August 4) - \$1,600  
Regular (After August 4) - \$1,700

### CORNER BOOTH (10' X 10')

Early Bird (Before August 4) - \$1,700  
Regular (After August 4) - \$1,800

Colorado Restaurant Association members receive a \$100 discount off of the booth pricing. Purchasing more than two booths? Contact Nicolle Thompson for special pricing.

## BOOTHS INCLUDE:

- Unlimited staff badges for the expo floor
- 6 free passes for the Colorado Restaurant Show Educational Sessions (to be given to clients and potential clients)
- Listing in Colorado Restaurant Show 2017 Show Directory (as deadlines permit)
- One 8' x 2' table (per booth)
- 3' high back and side drapes in show colors
- 7" x 44" ID sign and wastebasket
- Carpeted space (Exhibit Floor is carpeted)
  - If exhibitor would like their choice of carpet, it can be ordered for an additional fee
- Trash pick-up
- Dishwashing services

## EXHIBIT SCHEDULE:

### SUNDAY, OCTOBER 8

9 AM - 5 PM Exhibitor Move-In

### MONDAY, OCTOBER 9 :: SHOW DAY #1

9 AM - 12:30 PM Colorado Restaurant Show Educational Sessions  
11:30 AM Hall open to exhibitors  
12:30 - 5 PM Exhibit Hall open to attendees  
5 PM Hall closes to exhibitors and attendees

### TUESDAY, OCTOBER 10 :: SHOW DAY #2

9 AM - 12:30 PM Colorado Restaurant Show Educational Sessions  
11:30 AM Hall open to exhibitors  
12:30 - 5 PM Exhibit Hall Open  
5 PM Hall closes to attendees/ Exhibitor Load Out Begins  
10 PM Exhibitor load out ends—All booths must be vacant

**BUY 2 BOOTHS, GET A DISCOUNT!**  
Purchase two booths and receive a 5% discount off your total order.



## IMPORTANT DATES:

### AUGUST 4, 2017

Discounted pricing ends. A minimum deposit of \$500 must be received to qualify for the Early Bird discount.

### AUGUST 11, 2017

Exhibitor kits emailed

### SEPTEMBER 1, 2017

5 p.m. deadline for full payment for reserved booths. Failure to remit full payment by this deadline will result in forfeiture of booth assignment(s) and deposit(s).

### AFTER SEPTEMBER 1, 2017

Forfeited booths will be reassigned. If booths are still available, full payment will be required for a booth assignment.

### EARLY DISMANTLE/VACATING EXHIBIT SPACE POLICY

Exhibits must remain intact during the open hours of the Colorado Restaurant Show. Dismantling and/or removal of exhibit materials from the show floor during open hours may result in the loss of opportunity to exhibit at future events. Show management will have sole discretion over decisions to renew or not renew exhibitors found in violation of this policy.

### BOOTH ASSIGNMENT & REGISTRATION

The CRA cannot guarantee booth location or reserve booth space without a completed online registration form and \$500 deposit per booth (payment in full), which can be done at [www.corestaunshow.com](http://www.corestaunshow.com). Booth assignments are made on a first-come, first-serve basis so the sooner an online form is completed the greater the chance the ideal space will be confirmed.

## SPONSORSHIP OPPORTUNITIES

The show provides sponsors with a unique opportunity to generate exposure and awareness about their offerings to restaurateurs and industry professionals throughout the state.

Wanting to sponsor and exhibit?

Please contact Director of Sponsorship, Nicolle Thompson at [nthompson@corerestaurant.org](mailto:nthompson@corerestaurant.org) or (303) 830-2972 x147 to discuss package opportunities.

## ONSITE PROGRAM ADVERTISEMENTS

- Advertisement will be featured in onsite show program for 4,000+ attendees
- All finished artwork must be sent to CRA by Friday, Sept. 22

**1/2 PAGE HORIZONTAL AD**  
**\$400**  
**7"W x 4.875"H**

**FULL PAGE AD**  
**\$750**  
**7"W x 10"H**

### PRESENTING SPONSOR | \$8,000

- Complimentary 10' x 10' exhibit space in tradeshow
- Opportunity to offer an educational session as part of the show schedule
- Company logo on all promotional material and show website\*
- Complimentary ad in 4 issues of Hospitality News, weekly CRA electronic newsletter
- Company logo in the onsite show program distributed to 1,000+ attendees
- Company logo included on all show sponsorship signage
- Dedicated email, created by sponsor, sent to 4,500+ members to advertise participation in show\*\*
- Recognition in event press release

### EDUCATION SESSION SPONSOR | \$5,000 EA. (Limited to 2 sponsors)

- 50% discount on any 10'x10' exhibit space in tradeshow
- 50% discount on any CRA advertising opportunities to promote participation in the show
- Opportunity to offer an educational session as part of the show schedule
- Company logo on all promotional material and show website\*
- Company logo in the onsite show program distributed to 1,000+ attendees
- Company logo on all show sponsorship signage

### GOLD SPONSOR | \$4,000

- 25% discount on any 10'x10' exhibit space in tradeshow
- 25% discount on any CRA advertising opportunities to promote participation in the show
- Company logo on all promotional material and show website\*
- Company logo in the onsite show program distributed to 1,000+ attendees
- Company logo included on all show sponsorship signage

### KEYNOTE SPEAKER SPONSOR | \$2,500 EA. (Limited to 2 sponsors)

- 10% discount on any 10'x10' exhibit space in tradeshow
- Opportunity to introduce one of the 2 conference keynote speakers
- Opportunity to have company promotional slides on screen before the keynote session begins
- Company logo on all promotional material and show website\*
- Company logo in the onsite show program distributed to 1,000+ attendees
- Company logo included on all show sponsorship signage

### SILVER SPONSOR | \$2,000

- 10% discount on any 10'x10' exhibit space in tradeshow
- Company logo on all promotional material and show website\*
- Company logo in the onsite show program distributed to 1,000+ attendees
- Company logo included on all show sponsorship signage

### SIGNAGE SPONSOR | \$1,500

- Company logo and link on show website
- Company logo in bottom right corner of all show sponsor and session signage
- Premium logo placement on entrance and directional signage for conference

### BRONZE SPONSOR | \$1,000

- Company logo on all promotional material and show website\*
- Company logo in the onsite show program distributed to 1,000+ attendees
- Company logo included on all show sponsorship signage

### BAG SPONSOR | \$1,000 (plus cost of bags)

- Company logo and link on show website
- Logo on bags that are distributed to 1,000+ attendees
- Opportunity to design show bags and choose color\*\*
- Company logo included on all show sponsorship signage

### LANYARD SPONSOR | \$1,000 (plus cost of lanyards)

- Company logo and link on show website
- Logo on lanyards that are distributed to 1,000+ attendees
- Opportunity to design show lanyards and choose color\*\*
- Company logo included on all show sponsorship signage

### WATER STATION SPONSOR | \$500 (plus cost of water stations)

- Company logo and link on show website
- Logo on signage at 6+ water stations around show floor
- Company logo included on all show sponsorship signage

### CONFERENCE SUPPORTER | \$500

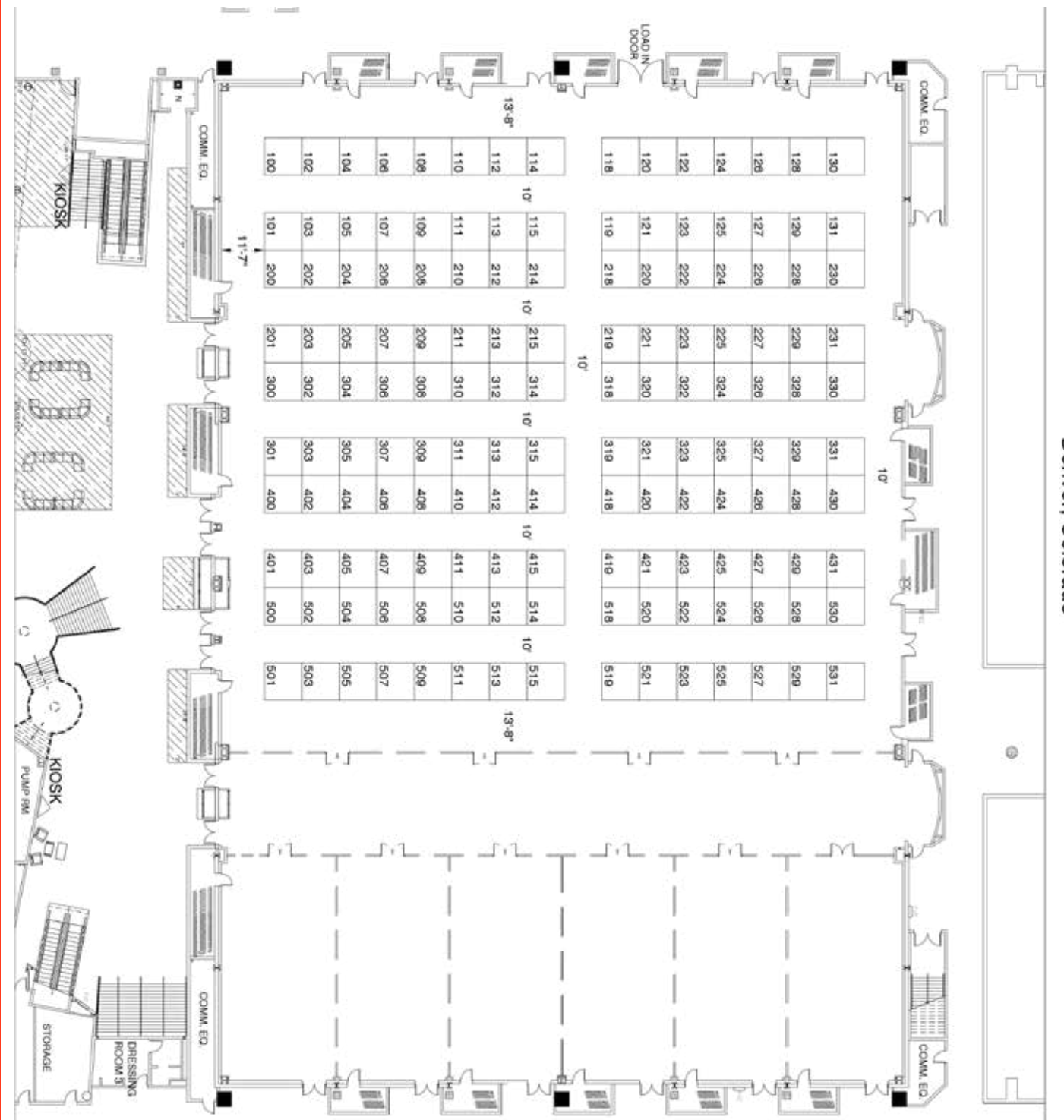
- Company logo and link on show website
- Company logo included on all show sponsorship signage

\* Logo to be included based on when sponsorship is confirmed. To be included on all promotional mailings, sponsorship needs to be confirmed by April 30, 2017.

\*\* Subject to final CRA approval

# 2017 COLORADO RESTAURANT SHOW CATEGORY LIST

- |   |   |  |
|---|---|--|
| <b>1001</b> Accounting Services                         | <b>1061</b> Fire Protection                   | <b>1124</b> Poultry, Frozen                |
| <b>1002</b> Advertising/Marketing/Social Media Services | <b>1062</b> Flatware                          | <b>1125</b> Printing                       |
| <b>1003</b> Alcohol / Spirits                           | <b>1063</b> Flooring                          | <b>1126</b> Produce                        |
| <b>1004</b> Apparel, Disposable                         | <b>1064</b> Food Safety                       | <b>1127</b> Promotional Items              |
| <b>1005</b> Appetizers/Hors d'Oeuvres                   | <b>1065</b> Food Wraps                        | <b>1128</b> Real Estate                    |
| <b>1006</b> Associations                                | <b>1066</b> Footwear                          | <b>1129</b> Recruitment / Staffing         |
| <b>1007</b> Audio/Visual Equipment                      | <b>1067</b> Fountain Items                    | <b>1130</b> Refrigeration Equipment        |
| <b>1008</b> Bags  | <b>1068</b> Franchises                        | <b>1131</b> Rice and Grains                |
| <b>1009</b> Bakery Product                              | <b>1069</b> Fruit, Canned                     | <b>1132</b> Salad Dressing/Mayo            |
| <b>1010</b> Baking Needs                                | <b>1070</b> Fruit, Dried                      | <b>1133</b> Salads, Prepared               |
| <b>1011</b> Banking and Financial Services              | <b>1071</b> Fruit, Fresh                      | <b>1134</b> Sales/Service/Parts/ Equipment |
| <b>1012</b> Bar/Under Bar Equipment                     | <b>1072</b> Fruit, Frozen                     | <b>1135</b> Sauces                         |
| <b>1013</b> Beef, Fresh                                 | <b>1073</b> Furniture                         | <b>1136</b> Seafood                        |
| <b>1014</b> Beef, Frozen                                | <b>1074</b> Glassware                         | <b>1137</b> Security Equipment & Svcs      |
| <b>1015</b> Beer  | <b>1075</b> Gluten-Free Products              | <b>1138</b> Shellfish, Fresh               |
| <b>1016</b> Beverage Equipment                          | <b>1076</b> Gourmet and Specialty Foods       | <b>1139</b> Shellfish, Frozen              |
| <b>1017</b> Beverage Mixes                              | <b>1077</b> Gravies & Bases                   | <b>1140</b> Shelving/Storage Equipment     |
| <b>1018</b> Beverage, Carbonated                        | <b>1078</b> Grease Removal Service            | <b>1141</b> Shortening/Oil                 |
| <b>1019</b> Breading/Stuffing                           | <b>1079</b> Guest Management System           | <b>1142</b> Signs                          |
| <b>1020</b> Butter                                      | <b>1080</b> Hand/Body Cleaning                | <b>1143</b> Snacks                         |
| <b>1021</b> CO2 Systems                                 | <b>1081</b> Heating & Air/Ventilation         | <b>1144</b> Software                       |
| <b>1022</b> Candy and Nuts                              | <b>1082</b> Human Resources                   | <b>1145</b> Soup/Chowder/Bases             |
| <b>1023</b> Cash Register                               | <b>1083</b> Ice Cream Equipment               | <b>1146</b> Spice/Seasoning                |
| <b>1024</b> Cereal, Breakfast                           | <b>1084</b> Import Specialty                  | <b>1147</b> Straws                         |
| <b>1025</b> Cheese                                      | <b>1085</b> Incentive Programs/Gift Cards     | <b>1148</b> Sugar                          |
| <b>1026</b> Chocolate                                   | <b>1086</b> Insurance/Workers' Comp           | <b>1149</b> Syrups                         |
| <b>1027</b> Cleaning Equipment                          | <b>1087</b> Inventory Control                 | <b>1150</b> Tables / Table Equipment       |
| <b>1028</b> Cleaning Services/Supplies                  | <b>1088</b> Jelly/Jam                         | <b>1151</b> Tea                            |
| <b>1029</b> Coffee                                      | <b>1089</b> Juice                             | <b>1152</b> Technology                     |
| <b>1030</b> Communications                              | <b>1090</b> Kitchen Supplies                  | <b>1153</b> Tissues                        |
| <b>1031</b> Condiments                                  | <b>1091</b> Lamb, Fresh                       | <b>1154</b> Towels                         |
| <b>1032</b> Confectionary                               | <b>1092</b> Lamb, Frozen                      | <b>1155</b> Trade Publications             |
| <b>1033</b> Construction/Real Estate                    | <b>1093</b> Laundry Cleaning                  | <b>1156</b> Trays, Carriers                |
| <b>1034</b> Consultant Services                         | <b>1094</b> Lids                              | <b>1157</b> Uniform Supplies & Service     |
| <b>1035</b> Containers/Pans                             | <b>1095</b> Lighting                          | <b>1158</b> Universities                   |
| <b>1036</b> Containers/Cartons/Boxes                    | <b>1096</b> Linen Supplies & Service          | <b>1159</b> Utensils/Knives                |
| <b>1037</b> Convenience Products                        | <b>1097</b> Liners, Trash                     | <b>1160</b> Utilities                      |
| <b>1038</b> Cookies/Crackers                            | <b>1098</b> Maintenance Supply                | <b>1161</b> Veal, Fresh                    |
| <b>1039</b> Cooking Area Cleaning                       | <b>1099</b> Margarine                         | <b>1162</b> Veal, Frozen                   |
| <b>1040</b> Cooking Equipment                           | <b>1100</b> Meat Specialty Frozen             | <b>1163</b> Vegetable, Canned              |
| <b>1041</b> Cream                                       | <b>1101</b> Menus-Nutrition Labeling, Signage | <b>1164</b> Vegetable, Fresh               |
| <b>1042</b> Credit Card Services                        | <b>1102</b> Mexican Foods                     | <b>1165</b> Vegetable, Frozen              |
| <b>1043</b> Cups  | <b>1103</b> Milk                              | <b>1166</b> Vending Equipment              |
| <b>1044</b> Cutlery, Plastic                            | <b>1104</b> Napkins                           | <b>1167</b> Warewash Cleaning              |
| <b>1045</b> Cyber Security                              | <b>1105</b> Natural Gas Services              | <b>1168</b> Website Development            |
| <b>1046</b> Dairy Specialties                           | <b>1106</b> Office Equipment                  | <b>1169</b> Wild Game                      |
| <b>1047</b> Décor/Interior Design                       | <b>1107</b> Olives                            | <b>1170</b> Window Coverings               |
| <b>1048</b> Dietary Foods                               | <b>1108</b> Online Ordering Systems           | <b>1171</b> Wine                           |
| <b>1049</b> Dining Room Supply                          | <b>1109</b> Organic, All-Natural              | <b>1172</b> Yogurt                         |
| <b>1050</b> Dinnerware                                  | <b>1110</b> Oriental                          |  |
| <b>1051</b> Dishware/Tableware                          | <b>1111</b> Pasta                             |  |
| <b>1052</b> Eggs  | <b>1112</b> Pest Control                      |  |
| <b>1053</b> Electronic Cigarettes                       | <b>1113</b> Pickle/Relish                     |  |
| <b>1054</b> Employment, Benefits & Payroll Services     | <b>1114</b> Pizza Crusts, Frozen or Fresh     |  |
| <b>1055</b> Entertainment/Music/Satellite & Cable       | <b>1115</b> Plates/Bowls                      |  |
| <b>1056</b> Entrée, Prepared                            | <b>1116</b> Pork, Fresh                       |  |
| <b>1057</b> Environmental Services                      | <b>1117</b> Pork, Frozen                      |  |
| <b>1058</b> Equipment                                   | <b>1118</b> Portion Control                   |  |
| <b>1059</b> Filtration Supplies & Services              | <b>1119</b> POS Equipment & Supplies          |  |
| <b>1060</b> Filtration Systems                          | <b>1120</b> Pot and Pan Cleaning              |  |
|   | <b>1121</b> Potatoes, Dehydrated              |  |
|   | <b>1122</b> Potatoes, Frozen                  |  |
|   | <b>1123</b> Poultry, Fresh                    |  |



Colorado Convention Center / Mile High Ballroom Halls 1, 2 & 3  
Denver, Colorado

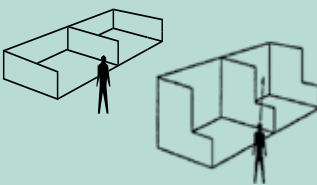
## COLORADO RESTAURANT SHOW

October 9 - 10, 2017

## BOOTH SIZE AND RENTAL

Exhibit space is comprised of booths that are approximately 10 x 10 feet unless otherwise indicated in the Exhibit Space Floor Plan. Dimensions of all exhibit areas are believed to be accurately stated on the floor plan, but any discrepancies shall not be considered the fault of the sponsoring organization. Standard booths will be uniformly constructed with drape-type backing material on aluminum frames, eight feet high: side rails or dividers will be 30-inches high and all aisles will be carpeted. Show Management reserves the right to make the final determination of all space assignments in the best interests of the Show. Further, Show Management reserves the right to relocate Exhibitors should it become necessary in the judgment of Show Management for the best interests of the Show. Exhibitor's materials must not exceed eight feet in height. Any exhibit materials or backgrounds in excess of four feet in height must be kept within six feet of the back line of Exhibitor's booth space except when Exhibitor has an island space. See Exhibit Design Guidelines below for acceptable booth design parameters. A Peninsula Exhibit of four or more booths or an Island Exhibit of four or more booths with aisles on all four sides, will have a height restriction of twelve feet.

## BOOTH DESIGN

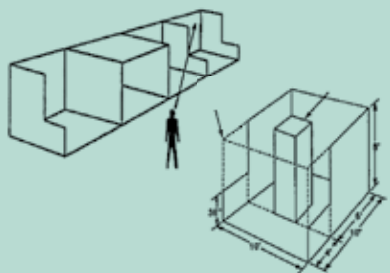


### STANDARD BOOTHS

Standard booths are 10' x 10' with a 3' or 8' backdrop. Display fixtures may not exceed 8' unless booth is located against a wall or booth is approved by show management. All fixtures over 4' in height must be confined to that area of the booth within 6' of the back of the booth. Booths located along the perimeter of any of the buildings may go to 16' in height, but must observe the 4' limitation in the front 4' of the booth. Maximum 3" dia. supports at corners permitted for canopies or false ceiling. If over 48" high to be confined to area within 6' of back line.

### ISLAND EXHIBITS

Island exhibits are four or more booths with aisles on all four sides. Identification signs, canopies and two-story exhibits will be permitted to a maximum height of 12'. Since an island booth is automatically separated the width of an aisle from all neighboring exhibits, full use of the floor space and the 12' height rule is permitted provided plans meet with the Denver Fire Department regulations.



## REFUND POLICY

Deposits for booth space are not refundable under any circumstances, including upon cancellation. A refund of any amount paid in excess of the applicable deposit (up to the full price of the booth space) is subject to the determination of the Executive Committee of the Colorado Restaurant Association in its sole discretion on a case-by-case basis. Any refund request must be submitted to Show Management in writing and the determination with respect to such request will be made at a meeting held no sooner than following completion of the Show.

## INSTALLATION AND REMOVAL

Exhibitors will be permitted access to the exhibition area for the purpose of setting up displays and unloading display materials on Sunday, October 8, 2017 from 9 a.m. to 5 p.m. Hand-carriable materials may be moved directly to the exhibit space by hand. Vehicles are not allowed inside the Exhibition Hall for the purpose of move-in or move-out but can be pulled up to the loading dock. Vehicles (for use in displays) must be moved in prior to the decorators' commencement of work, and arrangements for such move-in must be made in advance with Show Management. In order to display a vehicle at the Colorado Restaurant Show 2017, prior approval must be granted and the vehicle can have no more than 1/4 tank of gas, the battery must be unhooked, and a fire extinguisher must be present in the booth space.

Exhibits may not be dismantled before the closing of the show. Exhibitors will have from 5 p.m. to 10 p.m. on October 9, 2017 to remove all exhibits. Exhibitor shall comply with all move-in/move-out rules of Exhibition Hall and Show Management. Move-in/move-out activities shall not be conducted except during the times established for such activities. For their own safety and protection, minors under 16 years will not be permitted in the Exhibition Area during the move-in or move-out.

## GENERAL TERMS & CONDITIONS

### DEFINITIONS

As used herein, "Exhibit Contract" means this Application and Contract for Exhibit Space for the Show executed by the Exhibitor, including all of the terms and conditions set forth herein. "Exhibition Hall" means the site and premises at which the Show is to be conducted, including its management, security personnel, representatives and agents. "Exhibitor" shall mean the company or entity requesting exhibit space in such Exhibitor's Exhibit Contract for the Show, its officers, employees, representatives, or agents; and in the case of a company or entity with separate subsidiaries, divisions, or affiliates, each related company or entity submitting a separate Exhibit Contract for the Show shall be considered an Exhibitor. "Rules" means the rules, regulations and other terms set forth in this Exhibit Contract, including these General Terms and Conditions and the specific event terms and conditions set forth above. To such term at the beginning of Part A. "Show Management" means the Show, the Show producer(s) (Colorado Restaurant Association) and their directors, officers, agents, representatives, employees, and/or designees acting for them in the management of the Show.

### EXHIBITOR—AUTHORIZED REPRESENTATIVE

Each Exhibitor must designate at least one person as the authorized representative of Exhibitor in connection with installation, operation and removal of Exhibitor's exhibit and exhibition materials. Unless otherwise agreed in writing, Exhibitor's authorized representative for this purpose is the person designated as the "Key Contact Individual" on the first page of the Exhibit Contract. Such representative shall be authorized to make decisions on behalf of Exhibitor and enter into certain necessary service contracts related to the Show for which Exhibitor shall be responsible. Exhibitor shall assume responsibility for such representative being in attendance throughout the Show. Such representative shall be responsible for keeping Exhibitor's exhibit manned, neat, clean and orderly at all times, and shall act so as to comply with all Rules and any rules and regulations imposed by the Exhibition Hall.

### SHOW SERVICES

Show Management will make available daily janitorial services in all aisles, provide (or cause to be made available) security personnel to protect the Exhibition Hall perimeter and exhibit floor and provide doormen to inspect admission badges and bar admission to unauthorized persons, but Show Management shall have no responsibility for any loss or theft of property located in the booths or elsewhere inside or outside of the Exhibition Hall premises. Any janitorial services furnished by the Exhibition Hall are subject to the control and supervision of the Exhibition Hall.

Show Management will provide a list of all Exhibitors to the official decorator and other contractors for the Show. Show Management will make utility services available at a cost to all Exhibitors who desire them through service companies authorized by the Exhibition Hall or Show Management. Charges for utility services beyond normal lighting may include any charge for waste of electrical current or other utilities, including water hookup.

### OPERATION OF EXHIBIT AND USE OF EXHIBIT SPACE

Show Management reserves the right to restrict the operation of, or completely restrict, any exhibit which, in its opinion, detracts from the general character of the Show.

Show Management has the right to reject an application for exhibit space for any reason in the exclusive discretion of show management.

No exhibit will be permitted to interfere with the lighting, space or view of another, and the volume of sound emanating from Exhibitor's exhibit shall not be so loud that it is objectionable or interferes with nearby exhibits. Live music is not permitted in any booth. All exhibit materials and demonstrations of Exhibitor are required to be kept within the actual booth area rented by the Exhibitor. Show Management may require Exhibitor to provide a description of required utility services at any time prior to the first move-in date for the Show.

The decorating plan of Exhibitor must be submitted to and approved in advance by Show Management and Exhibition Hall. Exhibitor shall submit Exhibitor's decorating plan in a timely manner as directed by Show Management. Show Management and Exhibition Hall reserve the right to immediately remove or dismantle any decoration(s), staging, curtains or other paraphernalia which is considered hazardous, violates applicable laws or governmental regulations or which detracts from, defaces or otherwise impairs or interferes with the Show or normal operations of the Exhibition Hall premises or permanent tenants of exhibition hall.

Exhibitor is responsible for familiarizing its personnel, representatives and invited guests with all Exhibition Hall safety and emergency procedures and for their compliance with all such procedures. If any threat is received or suspicious device is discovered by Exhibitor or its personnel or representatives, Exhibitor shall report it to the Exhibition Hall, the security personnel for the Show or Show Management whichever may be available at the time.

Any person on the Exhibition Hall premises at the invitation of or authorized by Exhibitor is subject to removal by authorized security personnel for any conduct considered disorderly or which interferes with the Exhibition Hall's operations or premises or Show or Show Management operations. Exhibitor is responsible for any damages beyond normal wear and tear to Exhibition Hall's premises which are caused by Exhibitor's personnel, representatives or invited guests.

All aisles established by Exhibitor will be carpeted. All exhibit materials must be kept within Exhibitor's booth space, and may not be in or bridge across any aisle, except in an island space.

Exhibitor, its personnel, representatives and invited guests, shall not bring onto the Exhibition Hall premises any material, substance, equipment or object which is likely to endanger the life of, or to cause bodily injury to, any person on such premises or which is likely to constitute a hazard to property without the prior written approvals of Exhibition Hall and Show Management. All decorating materials, drapes and cloth must be flameproof according to the applicable local fire code, rules and regulations. Any use of pyrotechnic devices (including fireworks and flash powders) within or about the Exhibition Hall is strictly prohibited. All rules and procedures of the local fire marshal and fire department must be obeyed.

Show Management reserves the right to close and cover any exhibit which is considered in willful violation of the Rules without necessity of making any refund.

Any proposed deviation from the Show's Exhibit Space Floor Plan or Show Rules and Regulations must be submitted in writing to the Show Management for approval at least 8 weeks prior to the Show's commencement date. Approval may be withheld for any reason considered to be in the best interests of the Show.

Helium balloons are not allowed in Exhibition Hall.

Exhibitor may not sublet Exhibitor's booth space, nor any part thereof, nor exhibit, offer for sale, or advertise articles not manufactured or sold by Exhibitor or the exhibiting company, except if such articles are necessary to the proper demonstration or operation of such display, in which case the identification shall be limited to the manufacturer's normal, regular name plate. Exhibitor may not permit non-exhibiting company representatives to operate from Exhibitor's booth space. Rulings of the Show Management shall, in all instances, be final with regard to use of booth space.

Exhibitor shall not sell, or cause to be sold, programs, pamphlets, novelties or similar items, or single serving items of food or drink at or within the Exhibition Hall. Exhibitor shall not use booth space, or any other premises within the Exhibition Hall for the purpose of broadcasting or television productions.

Exhibitor shall not obstruct access to any portion of the sidewalks, entrance, passageways (including doors, stairways, hallways, corridors, passageways or other openings into any place in the structure), vestibules, and all ways of access to public utilities pertaining to the Exhibition Hall premises, and they shall not be used by Exhibitor for any purpose other than ingress or egress to and from such premises.

All packing materials, waste or debris of Exhibitor shall be deposited by Exhibitor in the designated area(s) within the Exhibition Hall and shall not be left in the corridors or common areas not so designated.

No alteration, addition or attachment (including signage) to the Exhibition Hall's building, premises or property shall be made unless the express written consent of Exhibition Hall and Show Management are obtained first.

Exhibitor and its personnel, representatives and invited guests shall use and occupy its booth space and all other parts of the Exhibition Hall and its premises in a safe, careful and proper manner. Exhibitor shall not permit to occur any nuisance over which it has control nor bring or keep anything onto the Exhibition Hall's premises that may in any way vitiate or endanger the validity of or cause cancellation of any insurance of the Exhibition Hall or any insurance of Show Management with respect to the Show. Animals are not permitted except for seeing eye dogs or with prior written permission. Giveaway items that may annoy or cause injury to others are not permitted.

Exhibition Hall has the right to examine and inspect all operations and property of Exhibitor for the purpose of ensuring Exhibitor's and Show Management's continued adherence to all Exhibition Hall rules and regulations pertaining to the Exhibition Hall complex and the Show.

All property and materials of Exhibitor shall be removed at the end of the Show. IN THE EVENT THE EXHIBITOR'S EXHIBIT SPACE IS NOT TIMELY VACATED BY EXHIBITOR, SHOW MANAGEMENT, AND ITS AGENT, IS AUTHORIZED TO REMOVE FROM SAID SPACE, AT THE EXPENSE OF EXHIBITOR, ALL GOODS, MERCHANDISE AND PROPERTY OF ANY AND ALL KINDS WHICH ARE THEN LOCATED ON ANY PORTION OF SAID SPACE FOR WHICH THE TERM OF THIS EXHIBIT CONTRACT HAS EXPIRED. SHOW MANAGEMENT SHALL NOT BE LIABLE FOR ANY DAMAGE OR LOSS TO SUCH GOODS, MERCHANDISE, OR OTHER PROPERTY LEFT BY EXHIBITOR AFTER THE TIME SET FOR REMOVAL THEREOF BY EXHIBITOR, AND THEY SHALL BE DEEMED ABANDONED BY EXHIBITOR, SHOW MANAGEMENT, AND ITS AGENT, IS HEREBY EXPRESSLY RELEASED FROM ANY AND ALL SUCH CLAIMS FOR DAMAGES OF WHATSOEVER KIND OR NATURE ARISING FROM SUCH REMOVAL. Any abandoned property or property determined by Show Management to be abandoned may be sold or otherwise disposed of without notice to Exhibitor and the proceeds thereof used for any purpose of Show Management.

### LICENSES

Exhibitor is responsible for and agrees to promptly pay all taxes, including property taxes, excise or license fees or other governmental charges or assessments of whatever nature applicable to occupancy of a booth or conduct of exhibition activities undertaken by Exhibitor pursuant to this Exhibit Contract and shall obtain all permits and licenses, municipal, state or federal, required for the usage herein permitted. Exhibitor further agrees to furnish Show Management, upon request, duplicate copies of such permits and licenses and satisfactory evidence showing prompt payment of all such taxes and fees. Any Exhibitor that is incorporated or otherwise required to be so registered shall be registered with the office of the Colorado Secretary of State.

### MECHANICAL FAILURE—ACTS OF GOD

Exhibitor expressly waives any and all claims for compensation for any and all loss or damage sustained by reason of any defect, deficiency, failure or impairment of the roof or any water supply system, drainage system, heating system, steam system, electrical system, ventilation system, refrigeration system or other mechanical system leading to or on the Exhibition Hall's premises. In the event the Exhibition Hall's premises, or any part thereof, is damaged by fire or for any other reason, including, but not limited to, strikes, lockouts, failure of utilities, acts or potential acts of terrorists or demonstrators, acts of war or God, order or directives of any governmental official, agency or authority, failure of Exhibition Hall to perform any obligation or duty to or for the benefit of Show Management or the occurrence of any other event or circumstance not within the reasonable control of Show Management which in the opinion of Show Management renders fulfillment of this Exhibit Contract by Show Management impossible, Exhibitor hereby expressly waives, releases and discharges Show Management and the owner or manager of the Exhibition Hall, and their agents, from any and all demands, claims, actions and cause of action, in law or in equity, arising from any such causes.

### COPYRIGHTED MATERIAL

Exhibitor warrants that all copyrighted materials (including music and dramatic materials), trademarks or service marks used by Exhibitor are owned by Exhibitor or have been duly licensed to Exhibitor or their use has been otherwise authorized by the owner thereof, and Exhibitor agrees to defend, indemnify and hold Show Management and the Exhibition Hall harmless from any and all claims, losses, expenses or costs arising therefrom. Exhibitor shall have valid, properly executed and compatible contracts with all performers whose services are used by Exhibitor at the Exhibition Hall.

### LIABILITY AND INSURANCE

All property of Exhibitor shall be deemed to remain under Exhibitor's custody and control while in transit to and from the Exhibition Hall or in the confines of the loading docks or adjacent streets, alleyways, or loading areas surrounding the Exhibition Hall. All property of Exhibitor of any kind located on the Exhibition Hall's premises shall be so located at the sole risk of Exhibitor irrespective of the source of loss or damage, including, but not limited to, as a result of construction or other activities within or at the Exhibition Hall complex or by others with the permission or consent of Exhibition Hall. Neither Show Management nor Exhibition Hall, or their respective service contractors, management or owners of the same are responsible for the safety of the property of Exhibitor or its invited guests, personnel or representatives from theft, damage by fire, accident, vandalism, acts or potential acts of terrorists or demonstrators, acts of war or God, or other causes, and Exhibitor expressly waives and releases any claim or demand Exhibitor may have against any of them by reason of any damage to or loss of any such property.

Show Management shall not be responsible for any damage or injury that may happen to Exhibitor or its personnel, representatives, agents, servants, employees, invited guests or property from any cause whatsoever, except the gross negligence or willful misconduct of Show Management, its servants or employees, arising out of Show Management's duties and responsibilities under this Exhibit Contract. Exhibitor expressly releases Show Management, its directors, officers, agents, employees, and/or servants from any such loss, damage or injury. Show Management and Exhibitor agree to waive the right of subrogation by their respective insurance carriers to recover loss sustained under the respective insurance contracts

for real and personal property. Show Management, its staff, employees, or agents assume no responsibility or liability whatsoever in matters relating to restrictions imposed on any Exhibitor by any governmental agency. Exhibitors hereby expressly waive any right and all claims, actions, or demands for damages, costs, and expenses, including legal fees, against Show Management, any Show producer and any Show sponsor, and their respective directors, officers, agents, employees, and/or servants for such restriction or removal. IN NO EVENT SHALL SHOW MANAGEMENT, ANY SHOW PRODUCER, ANY SHOW SPONSOR OR EXHIBITION HALL BE LIABLE FOR LOSS OF PROFITS OR FOR OTHER SIMILAR OR DISSIMILAR COLLATERAL OR CONSEQUENTIAL DAMAGES WHETHER BASED ON BREACH OF CONTRACT, TORT, WARRANTY OR OTHERWISE WHETHER OR NOT THEY WERE INFORMED OF THE POSSIBILITY OF SUCH DAMAGES.

Exhibitor is responsible for any and all demands on account of any injury or death, or damage to property occurring in or upon any portion of the Exhibition Hall leased or used by Exhibitor which are caused by the acts or omissions of Exhibitor, or its employees, representatives, servants, agents, licensees, invitees, patrons, guests, or contractors. Exhibitor shall defend, indemnify and hold harmless Show Management, its officers, directors, employees, and agents from and against any and all claims, demands, actions, causes of actions, penalties, judgment, and liability of every kind and description (including court costs and reasonable attorneys fees) for injury to and death of persons, damage to or any loss of property which are caused by, arise from or grow out of Exhibitor's use or occupancy of the premises or from any breach by Exhibitor of any condition of this Exhibit Contract, or from any act or omission, negligence or misconduct of Exhibitor, or its employees, representatives, servants, agents, invitees, patrons, guests, licensees, or contractors. Exhibitor is encouraged to purchase both insurance to protect Exhibitor, the booth space and its contents against loss due to physical damage.

Exhibitors or their agents shall not injure or deface any part of the Exhibition Hall, the booths or booth contents of others, Exhibition Hall property or décor. When such damage is sustained, Exhibitor shall be liable to the owner of the property so damaged.

It is recommended that Exhibitor obtain adequate insurance coverage, at its sole cost and expense, for property loss or damage and liability for personal injury. Show Management may require Exhibitor to obtain any insurance required to comply with the requirements of the Exhibition Hall.

Any funds advanced by Show Management to cover costs required to be borne by Exhibitor under this Exhibit Contract shall be promptly reimbursed to Show Management on demand.

### ACCESS CONTROL

Twenty-four (24) hour access control will be provided from the beginning of move-in for setup to the end of tear down at move-out. All freight, merchandise and other materials directed by Exhibitor to Exhibition Hall for use in the Show must be clearly marked with the name of Exhibitor, the Show and assigned booth number or space. All such materials must be prepaid. Neither Show Management nor Exhibition Hall shall have any obligation to accept delivery of any such materials not in compliance with this paragraph. Receipt of delivery shall not impose any obligation on either Show Management or Exhibition Hall to ascertain contents or damage to contents of any package or container received. All hazardous materials must be stored in approved containers and clearly labeled and reported to Exhibition Hall security or safety personnel as required by Exhibition Hall. Cansisters containing compressed gases shall be secured so as to prevent them from being accidentally knocked over. Show Management or Exhibition Hall may reject or exclude any hazardous materials. Bulky or heavy equipment or objects may require special handling and shall be subject to Exhibition Hall's rules, regulations and requirements.

### BAGS OR CONTAINERS LIMITED

Show Management will have sole discretion to determine the size and method of distribution of bags or containers allowed in the Show's exhibition area. Shopping bags or containers, which could be used for carrying large quantities of samples, are prohibited.

### KNOWLEDGE OF RULES AND REGULATIONS

Exhibitor is charged with knowledge of and compliance with all applicable federal, state, and local laws, ordinances, rules and regulations pertaining to health, fire prevention, public safety, liquor service, and use of the Exhibition Hall premises by Exhibitor, its personnel, representatives and invited guests. Compliance with such laws, ordinances, rules and regulations is mandatory for Exhibitor and is the sole responsibility of Exhibitor. Exhibitor shall comply with all rules and regulations imposed by Exhibition Hall, as such may be modified from time to time. Should Exhibitor have any questions as to the application of such laws, ordinances, rules and regulations to any activity, exhibit or display, Show Management will endeavor to answer them or direct Exhibitor to persons having knowledge thereof, but Show Management shall have no responsibility for any errors with respect thereto.

It is understood that Show Management and the officials of Exhibition Hall and local governmental officials reserve the right to control and manage the Show and the Exhibition Hall premises and to enforce, or seek enforcement, of all laws, ordinances, rules and regulations applicable for the management and operation of same. The right, but not the duty, through duly authorized representatives or officials is reserved to eject or remove any objectionable person from the Exhibition Hall and surrounding premises, and Exhibitor hereby expressly waives any and all claims for damages against such persons, or their employer, resulting from the exercise of this authority.

### BADGES REQUIRED FOR EVERYONE

Every registrant of the Show will be furnished a badge, which will indicate the person's name and association. Such badge will be required for entrance to the Exhibition Hall or Show premises, as applicable. Every person associated with Exhibitor must wear an exhibitor's badge at all times during the Show. Badges will be provided at no cost and will be prepared in advance for each Exhibitor who furnishes a list of its Show attendees.

### OFFICIAL SHOW PROGRAM

A list of all Exhibitors' names, products and/or services will be published by Show Management at no cost to the Exhibitor. NOTE - DEADLINE FOR LISTING OF EXHIBITORS' NAMES, PRODUCTS OR SERVICES WILL BE GIVEN IN THE EXHIBITOR KIT. Every effort will be made for Exhibitors arranging for space after such date to be included in the Program, but cannot be guaranteed.

### NON-EXCLUSIVE USE

Exhibitor acknowledges and understands that the Show may not have the exclusive use of the Exhibition Hall during the Show or during move-in or move-out. Exhibitor, its personnel, representatives and invited guests will act accordingly.

