

■ **ADVANCE FREIGHT:**

Early shipments consigned to the Advance Freight Warehouse may begin arriving on Wednesday, December 19, 2013 and must be received no later than Wednesday, January 22, 2014. Take advantage of this opportunity to cut down on set-up expenses and time. Using the Advance Freight Warehouse ensures no missed target times.

NOTE: If your shipment arrives at the Warehouse between Thursday, January 23, 2014 and the first day of your targeted move-in you will be charged a 30% (\$50.00 minimum) Late to Warehouse fee.

SEND ADVANCED FREIGHT TO:

Exhibiting Company Name and Booth Number
SIA SNOW SHOW
C/O GES at UPS TERMINAL
5300 E. 56th Ave.
Commerce City, CO 80022-3237

■ **AUDIO VISUAL SERVICES:**

AV for meetings and/or exhibit booths can be ordered through PRG Exhibit Services. An order form is included in this manual. Visit www.prg.com for additional information and services. You may also contact them at 888-844-4225.

■ **BADGE MAILING:**

All badges for the SIA Snow Show will be able to be picked up at the Colorado Convention Center beginning Monday, January 27, 2014. No badges will be mailed in advance.

All badges for the On-Snow Demo/Ski-Ride Fest will be available for pick up at the Colorado Convention Center or either of the on-snow locations.

For information on lost badges, see "Lost Badges."

■ **BEER:**

All alcoholic beverages, including Beer, must be ordered from the official SIA Snow Show caterer (Centerplate Catering). Orders can be placed online at denverconvention.com. No food or beverage is allowed to be brought into the exhibit hall from outside sources. Food or drink that is found in an exhibit booth not ordered from the official SIA Show caterer will be subject to removal and/or appropriate usage fees.

Please be aware that the official Show Rules and Regulations state: "Alcoholic beverages may not be served by Exhibitors in the exhibit area prior to 5PM."

■ **BOOTH CLEANING:**

All booth and aisle carpet is vacuumed by SIA on Wednesday night, January 29, 2014, in preparation for the opening of the Snow Show on Thursday. In addition, daily booth cleaning will be provided complimentary to each exhibitor. Aisle and booth carpets will be vacuumed as well as trash cans emptied each night after the close of the Show. Common areas will also be attended to by the cleaning company.

If an Exhibitor hosts an event that creates more than a normal amount of debris, that Exhibitor will be responsible for the extra cleaning charges.

■ **BOOTH PAYMENTS:**

Initial space invoicing will begin mid-September. Final booth fees are due by Friday, October 31, 2013.

■ **BOOTH SET-UP:**

Please refer to the targeted move-in information for specifics. General move-in hours (after your targeted move-in) are as follows:

Monday, January 27	8AM -10PM
Tuesday, January 28	8AM -10PM
Wednesday, January 29	8AM -10PM

Any booth not occupied by 3PM on Wednesday, January 29, will be presumed a no-show. If there is a display in the booth and we believe that the exhibiting company will be late in arriving, then GES will set up the display (at the Exhibitor's expense) as best it can with the information available.

If SIA does not believe that the Exhibitor will arrive or if there is no display in the booth, it will be reassigned to another company or made into a carpeted lounge. There will be **NO REFUNDS** to companies that do not show.

■ **BREAKDOWN:**

Exhibitors conduct business up until the final moments before the Show closes. Early dismantling of exhibits during official Show hours is disturbing and unprofessional and **will not be tolerated by Show Management**.

Any Exhibitor breaking down before the 1PM closing of the Show on Sunday, February 2, will be penalized with loss of exhibit space priority and a fine of \$500 to \$10,000.

What constitutes early breakdown?

- Removing product from display cases, fixtures or mannequins during official Show hours.
- Dismantling of booth structure, fixtures or signage during official Show hours.
- Having visible boxes, crates or rolling racks in the booth during official Show hours.

■ **BUSINESS CENTER:**

A full service business center is located just off Lobby A in the red-carpeted corridor. The business center has workstations with high-speed Internet as well as office supplies, copy, fax and printing services. You can also upload your artwork to the business center's website for expedited service!

Contact the business center in advance for special printing, signage services and rentals of copiers and fax machines. Hours are 7:30AM-5:30PM on show days.

Phone: 720-904-2300

Fax: 720-904-0796

Website: www.myofficeco.com/

■ **CARAVAN FROM OUTDOOR RETAILER TO SIA SNOW SHOW:**

GES Logistics has coordinated transportation for Exhibitor's freight from the Outdoor Retailer Winter Market show to the SIA Snow Show. Contact Victoria Brown for complete details and to reserve your space.

Victoria Brown, GES

Phone: 775-332-7700

Fax: 775-789-6052

Email: VBrown@ges.com

You must reserve your space in the caravan prior to January 6, 2014, to ensure on time delivery to Denver.

Your shipment with the caravan must be ready to load no later than 8:00 AM on January 26, 2014. Your exhibit booth and material will be at SIA ready for setup by 5:00 PM on January 27, 2014 – weather permitting. GES has not liability for claims arising from acts of God, including delays or loss due to inclement weather.

Please contact Victoria Brown on or before January 6, 2014 at 775-332-7029 or via email: vbrown@ges.com for quote.

■ **CARTLOAD SERVICE:**

SIA is offering a complimentary cartload service to exhibitors with small amounts of product. The complimentary cartload service is limited based upon the following parameters:

**AVAILABLE DURING MOVE-IN ON JANUARY 28 & 29, 8AM – 5PM
AND MOVE-OUT FEBRUARY 2, 4PM – 9PM.**

- All vehicles must check in at the front of the Colorado Convention Center, off 14th Street
- Product only
- Exhibitors only (EAC's and/or contracted carriers do not qualify)
- Personal vehicles (not intended for truckloads)
- Limited to one cartload per 10' X 10' booth space (a cartload is approx. 30 cubic feet, the amount that would fit into the trunk of a car)

Additional cartloads are available at a charge of \$45 each.

■ **CRATE REMOVAL/CLEAN FLOOR POLICY:**

ALL CRATES MUST BE REMOVED FROM THE BUILDING BY 8PM ON TUESDAY, JANUARY 28.

All crates, cases and boxes will be moved to storage once they are empty and marked with an “EMPTY” sticker. Pick up empty stickers from the GES Servicercenter®. Indicate your Exhibitor booth number on the empty sticker to facilitate return. These EMPTY stickers alert the labor crew that your empties are ready for removal.

If you require access to one or more of your crates after 8PM on Tuesday, January 28, make arrangements for access at the GES Servicercenter®.

■ **CLEAR AISLES:**

During the move-in and move-out period, the Fire Marshal will mark certain aisles as “NO-FREIGHT AISLES.” Any material found in a no-freight aisle, including empty crates or cartons, will be removed immediately by Show Management. Labor, forklift charges and appropriate fines are billed to the offending Exhibitor.

During Show hours, all aisles are the property of all Exhibitors. Any disruption of free movement through the aisles is an infringement of the rights of other Exhibitors and will not be tolerated. Exhibitors who conduct fashion shows or demonstrations are responsible for keeping the audience within the limits of their assigned booth space.

In the event that an Exhibitor fails to keep the aisle around their booth clear, Show Management will assign as many security personnel as is necessary to keep the aisles clear at the expense of the Exhibitor responsible.

■ COLORADO CONVENTION CENTER (CCC):

700 14th Street, Denver, CO 80202

Phone: 303-228-8000; Website: denverconvention.com

■ COLORADO CONVENTION CENTER ORDERS:

The Colorado Convention Center is the exclusive contractor for the following services:

- Telecommunications
- Internet & Data Services
- Lighting, Rigging/Stagehand
- Food & Beverage, including keg service
- Electrical, Air and Water

Orders can be placed online at denverconvention.com or by calling their Order Processing Department at 303-228-8027. **Save 20% on many of the exclusive services by placing your order online before January 8, 2014.**

■ COLUMNS:

The Colorado Convention Center has columns on the exhibit floor. The columns may be covered up to a height of 12 feet (12') unless you get prior approval from Show Management (see Height Restrictions). Each column has four (4) fire strobes located at a height of 10 feet (10'). These must remain visible. If the base of the column has a fire extinguisher, it must be accessible by a 5 foot (5') aisle.

These columns vary in size and purpose. Please check with Show Management on the specifics of the columns in your booth.

■ DAY CARE PROVIDERS:

The CCC is proud to be the first convention center in the nation to designate a special area in the Convention Center for the provision of childcare. Rooms 610 and 612 are approximately 2,000 square feet and are equipped with toys and furniture appropriate for children between six weeks to ten years old. Adjacent to room 612 is a kiddie toilet, sink and changing table area.

SIA has contracted with New Thomas Learning Centers to provide this service. Activities are age appropriate with a balanced, relaxed atmosphere. While parents are enjoying the Show (they must stay on site) the children are enjoying and exploring arts and crafts, stories, games, puzzles and toys. Providing a nutritious food program throughout the day and enough rest are also part of their quality care. They are alert to safety procedures and are quick to comfort an adjusting child.

For reservations and further information, call Kelly at 303-639-5977, email kelly.boerder@gmail.com.

Children under age 16 are permitted on the Show floor during official show hours. However, they are required to have a hold harmless agreement relieving SIA of any and all liability due to the death or injury of the child or the child's actions. This agreement, which can be picked up at the SIA Show Registration booth, is signed by the child's parent or guardian and submitted to Show Management prior to entry. Each child must have a badge.

■ DOUBLE-DECKED BOOTHS:

Double-decked (multi-level) booths are permitted. Any exhibit that has a double deck is required to submit plans of the structure for Denver Fire Prevention (DFP) approval.

For multi-level booths, smoke detectors must be installed on the lower level and a 2A10BC extinguisher must be readily available and visible. DFP will discuss the possibility of using overnight booth Security in lieu of overnight fire watch for multi-level and oversize booths.

Please contact Mark Brisse for additional questions and information:

Mark Brisse
Operations Manager
Colorado Convention Center / SMG
700 14th Street
Denver, CO 80202
303-228-8013 office
mbrisse@denverconvention.com

Double-decked (multi-level) booths are subject to the same 12 foot (12') height restrictions as single-level booths. The Show Management requires written approval from DFP and copies of the booth plans and drawings before final approval can be granted.

■ ELECTRICAL:

Electricity is not provided for your booth. The hall itself is not wired for electrical services. All electrical service is provided by the CCC and is pulled from the ground to the requested locations. Electrical service should be ordered through the CCC online at denverconvention.com. **Save 20% on your electrical ordering needs by placing your order online before January 7, 2014.**

Electrical outlets in your booth will be energized between 7:30AM and 9PM from the day of installation until 9PM on Saturday, February 1. On Sunday, February 2, power will be available from 7:30AM to 2PM ONLY. Please indicate power distribution on the Colorado Convention Center's Service Locator Plan.

Special arrangements may be made to maintain power in your booth beyond 2PM on Sunday, February 2, at the Exhibitor's expense. **If your exhibit requires power 24 hours a day, arrangements must be made in advance.**

■ EXCLUSIVE CONTRACTORS:

The Official Support Services Contractors have information and/or forms provided in this Manual, listed under the types of services that they provide. The following are EXCLUSIVE SERVICES. No other company other than companies designated as "Official Contractors" may perform the following services:

- | | |
|--------------------------|------------------------------------|
| • Catering, Food Service | Centerplate Catering |
| • Electrical | Colorado Convention Center (CCC) |
| • Plumbing | CCC |
| • Telephone Lines | CCC |
| • Theatrical Lighting | CCC |
| • Freight Handling | Global Experience Specialist (GES) |
| • Fork Lifts, Cranes | GES |
| • Sign Hanging | GES |
| • Stagehands | GES |

Order forms for the above services are included in this Manual. To guarantee the best possible prices for your company from service contractors, see the critical date checklist for product and service deadlines.

SIA will not be held responsible for additional charges due to un-submitted, late, lost or misplaced order forms from Exhibitors to official contractors. Keep copies and documentation of all submitted order forms as well as confirmation of receipt for your records.

■ EXHIBITOR MANUAL:

This year the Manual will be available online. Printed copies will NOT be sent to each exhibiting company. Hard copies will be sent upon request. Call 703-556-9020 for more information.

■ EXHIBITOR-APPOINTED CONTRACTORS:

Any Exhibitor at the SIA Show that plans to use the service of a company that is not designated as an "Official Service Contractor" in this Manual must complete a "Notice of Intent to Use an Exhibitor-Appointed Contractor" form. The Notice of Intent form is located in the SIA Order form section. Exhibitors do not have to complete this form if the Exhibitor's own full-time employees will be installing the booth.

When SIA receives the Notice of Intent from an Exhibitor, the Exhibitor-appointed contractor will be sent a packet of information. This packet includes SIA's Rules and Regulations and Exhibitor-appointed contractor regulations, a copy of the Colorado Convention Center fire safety regulations, Exhibitor-appointed contractor's requirements and the necessary SIA registration forms.

Each Exhibitor-appointed contractor must submit the necessary information with GES and SIA prior to being allowed access to the facility for set-up and take-down.

■ FEDEX

FedEx will be present at the 2014 SIA Snow Show to help with your shipping or tracking needs. Drop off your packages at the FedEx booth with completed shipping labels and an account number or credit card number.

Take advantage of your FedEx shipping discounts if you are already enrolled in the FedEx savings program. Days of operation: January 30- February 2, 2014.

The FedEx Office® Print and Ship Center in the Hyatt Regency Denver at Colorado Convention Center offers you virtually everything you need to meet your convention exhibiting needs – from flyers, signage, copying, to last-minute office supplies. For your convenience, submit your print orders online and they will have them waiting for you at the Hyatt Regency Denver at Colorado Convention Center. Access FedEx Office® Print Online at fedex.com/printonline. Don't forget to use your FedEx Office account number to obtain your FedEx Office discounts.

To enroll in the FedEx savings program for discounts on FedEx Express®, FedEx Ground® services and FedEx Office® business services, contact Pat Grenke, SIA Membership Manager at PGrenke@snowsports.org or call 703-556-9020.

■ FLOOR MANAGERS:

Floor Managers are on duty during move-in, official Show hours and move-out. They are available to help Exhibitors with any difficulties or questions. Floor Managers are also responsible for resolving disputes concerning the Show Rules and Regulations.

If it becomes necessary for you to contact a Floor Manager, please contact any SIA staff member on the Show floor, at the SIA Information Booth in the main lobby or in the SIA Show Management Office.

■ FOOD AND BEVERAGE:

Catering services for meetings and/or exhibit booths must be supplied by the Centerplate Catering. Orders can be placed online at denverconvention.com. Please be aware that the official Show Rules and Regulations state: "Alcoholic beverages may not be served by Exhibitors in the exhibit area prior to 5PM. All food/beverages (including after-hour parties) must be ordered through the CCC."

If you require a product or service that is not listed on the menu, please contact the Centerplate Catering directly at 303-228-8050. They will work with you to provide the necessary items or create a custom menu.

Any food and beverage not ordered through and provided by Centerplate Catering will be removed from the offending Exhibitor's booth. Centerplate Catering will also impose fines on these Exhibitors.

■ **FREE BOOTH CARPET/EQUIPMENT:**

In an effort to assist Exhibitors, SIA provides free standard (13 oz.) booth carpet in an amount equal to the square footage of the Exhibitor's booth in the official color of RECYCLED BLACK.

- **If the Exhibitor does not want the free carpet, it must be noted on the Equipment Order Form.**
- If GES is not notified that the Exhibitor does not want the free carpet, the Exhibitor will be charged for carpet removal.
- Free carpet cannot have any form of floor covering on top of it. If this happens, the Exhibitor will in fact be responsible for the incurred chargeable fee associated with this rule regulation.

Exhibitors are welcomed to order padding from GES for underneath the SIA provided carpet, as well as upgraded carpet or different colored carpet, at the Exhibitor's expense. The discount deadline for ordering carpet and/or padding is January 6, 2014.

SIA provides Exhibitors free standard eight-foot (8') back-wall and three-foot (3') side-rail draping in an amount equal to the linear measurement of the booth's perimeter in the official color of BLACK if the Exhibitor submits the Free Booth Equipment Order form. This is the only drape configuration and color that SIA provides free of charge. There are no exceptions.

Additional 8'h drape may be ordered through GES, at the Exhibitor's expense. GES offers many colors, as well as custom hard-wall booths. The GES ordering discount deadline is January 6, 2014.

The Free Booth Equipment Order Form will be sent to all Exhibitors separately in late October. Please respond to this e-mail promptly to secure SIA provided booth equipment.

■ **GLOBAL EXPERIENCE SPECIALISTS (GES) OFFICIAL SHOW CONTRACTOR:**

In order to ensure an orderly and efficient installation, cleaning and dismantling of the show SIA has appointed GES as the "Official Services Contractor."

Global Experience Specialists - GES National Servicer[®]

7050 Lindell Road
Las Vegas, Nevada 89118

Phone: 702-515-5970
Fax: 702-263-1520

Int'l Phone: 800-475-2098
Int'l Fax: 866-932-1437

To place all orders for booth furniture and accessories, booth carpet, custom exhibits, rental exhibits, installation and dismantling services, graphics, shipping, and rigging please place your order through Expresso.

SIA holds GES responsible for quality service and fair prices and is prepared to intercede on behalf of any Exhibitor in the event of faulty work or unfair charges. We request that you place your orders with GES, unless you have a permanent arrangement with a display house to handle your exhibit. In any event, be certain to place your orders for the services and materials that you require as far in advance as possible to avoid any out-of-stock delays.

■ **HALL LIGHTING:**

Reduced density lighting (work lights) is provided during move-in and move-out. General hall lighting is provided between 2PM and 4PM on January 29 and between 7:30AM and 8PM January 30–February 2.

Exhibitors requiring lights at other times may make appropriate arrangements with the CCC and will be billed for the additional power.

■ **HAND-CARRY REGULATIONS:**

Exhibitors choosing to self-unload must go to the designated hand-carry area. The hand-carry area is accessed from 14th Street at the Colorado Convention Center. Due to the limited area and Show site work rules, Exhibitors that wish to self-unload are subject to the following parameters:

- Space is available on a “first come, first served basis”
- 10 minute time frame for unloading
- An Exhibitor must remain with the vehicle at all times
- Vehicle must leave the area upon completion on off load
- Limited to personal vehicles
- Exhibitors only (EAC's and/or contract carriers are not permitted)
- Hand-carry only, includes rolling racks with clothes - dollies and/or hand trucks are not allowed

■ **HANGING SIGNS/TRUSS:**

GES is responsible for assembly, installation, and removal of all hanging signs.

1. All signs must be designed to comply with Show Organizer rules and regulations and facility limitations.
2. Make sure all signs, with the exception of cloth banners and signs under 100 lbs., have structurally engineered rigging points as well as blueprints displaying a current structural engineer's stamp.
3. If your sign requires electricity, make sure it is in working order and in accordance with the National Electric Code. Place your order for electrical services and electrical labor on the Electrical Service Order Form.
4. Include Exhibitor contact information with the order.
5. **Include engineer-stamped assembly and hanging instructions with the order. GES accepts no liability for any work completed without such instructions, when required. Work is done at Exhibitor's risk and Exhibitor shall indemnify and defend GES and Show Organizer from any claims arising out of or related to the installation or dismantle of any sign without approved drawings.**

GES is responsible for assembly, installation, and removal of all truss.

1. All truss must be designed to comply with Show Organizer rules and regulations and facility limitations.
2. All truss must be from a recognized manufacturer. Manufacturer load specifications for your truss must be at show site prior to rigging.
3. **Climbing on truss is strictly prohibited.**
4. All lamps and fixtures to be attached to truss must be in good working order and in compliance with the National Electric Code. Place your order for electrical services and electrical labor on the Electrical Service Order Form.
5. All hoists must be from a recognized manufacturer and must be in good working order.
6. Hoist maintenance records should be available for inspection by GES.

To receive the Discount Price, you must complete and return the Hanging Sign / Assembly Labor Order Form with Hanging Sign instructions and the Payment & Credit Card Charge Authorization by January 6, 2014. In addition, the hanging sign must arrive at the GES Warehouse by January 22, 2014, to ensure that the sign is hung prior to show opening. THERE IS NO GUARANTEE THAT YOUR SIGN WILL BE HUNG IF IT IS NOT RECEIVED BY THE DEADLINE DATE. By sending us this information and shipping the sign in advance, you will help assure your sign is properly assembled and installed.

■ **HARD WALL EXHIBITS:**

Exhibitors using a hard wall booth must submit booth plans to the Denver Fire Department for approval. The drawings must include the actual structure as well as items placed within the booth. You can submit plans to CCC Operations Manager, Mark Brisse at mbrisse@denverconvention.com.

The fire regulations require that many hard wall booths have multiple exits in case of emergency. To determine if your booth needs more than one exit, divide the total square footage by 15. This will give you the occupancy level. If the booth can accommodate fewer than 50 people (750 sq. ft. or smaller), one 3' opening is required. For booths accommodating 50 or more people, two 3' openings are required.

Please contact Mark Brisse for additional questions and information:

Mark Brisse', Operations Manager
Colorado Convention Center / SMG
700 14th Street, Denver, CO 80202
303-228-8013 office email: mbrisse@denverconvention.com

■ **HEIGHT RESTRICTIONS:**

Height restriction is a matter of considerable concern to the Show Management and will be closely monitored during both set-up and the Show. Violations must be corrected immediately. If a violation cannot be corrected immediately, that booth will be draped off from public view until the correction is accomplished. No work may be done during Show hours.

Banners, hanging signs or walls extending above 12 feet (12') may not cover more than 50% of the booth dimension it faces, except in perimeter booths (along the exterior walls of the building) where they may cover 100% of the booth dimension.

Exceptions to this rule may be granted subject to the Show Management's discretion, to the maximum of 20 feet (20'). Please consult the CCC Fire Safety Regulations and the SIA Snow Show Rules and Regulations before booth design begins.

Exhibitors wishing to exceed the 12-foot (12') height limit with any part of their exhibit or decorations must submit a written request to SIA (8377-B Greensboro Drive, McLean, VA, 22102; SIAMail@snowsports.org or F: 703-821-8276), including a sketch of the proposed exhibit no later than Friday, December 13, 2013. Written authorization to exceed the 12-foot (12') limit will be sent to Exhibitors where appropriate. Time permitting, requests to exceed the 12-foot (12') height limit received after December 13, 2013 will be considered, and if approved, are subject to a \$100 late filing fee.

■ **HOTEL RESERVATIONS:**

To reserve a room at the special contracted rates, please visit: SIAsnowshow.com. For any additional questions or information about housing in Denver, please contact the SIA Housing Bureau directly. They can be reached at housing@visitdenver.com.

■ **INFORMATION BOOTH:**

There will be a General Information Booth set up in the lobby of the Colorado Convention Center during Show days. Staff in the booth will be able to answer questions for all attendees concerning the Show in general including booth locations, directions and information on meetings and daily activities. The Information Booth is staffed during all official Show hours.

■ **INSURANCE:**

According to the official SIA Show Rules and Regulations, each Exhibitor in the SIA Show is required to carry liability insurance to cover all exhibit and product, which names SIA as additionally insured. To help all Exhibitors meet this requirement, SIA has obtained liability insurance for each Exhibitor in the amount of \$1,000,000 for the modest premium of \$30 per Exhibitor.

Each Exhibitor is billed for this premium along with space fees. This is a mandatory fee that must be paid in full in order to exhibit.

■ **INTERNET SERVICES:**

SIA will provide complimentary unsecured wireless internet access throughout the exhibit hall.

Any additional internet service for exhibit booths must be supplied by the Colorado Convention Center (CCC). Orders can be placed online at denverconvention.com.

■ **LABOR UNION JURISDICTION:**

All decorating, display, drayage, theatrical, rigging, production, audio visual, commercial presentations as well as all material handling for conventions, trade shows, promotional displays, and consumer shows are performed by the Denver Theatrical Stage Employees Union, IATSE, Local No 7.

Full time employees of an exhibiting firm may install and dismantle their own respective company display*, if such work can be completed in less than sixty minutes and without the use of mechanized tools. Any outside or additional labor required for installation, dismantle or decorating of displays is to be performed by the official General Service Contractor or by any other contractor signatory to the IATSE. Local 7 labor agreement.

*Product display and placement is not included in these work rules and is the exclusive right of full time employees of an exhibiting firm.

If full-time company personnel are utilized to set up an exhibit, they should carry positive company identification, such as medical ID card or payroll stub.

Union rules prohibit the use of workers hired from a non-union agency or company.

An Exhibitor may hand-carry material into or out of the exhibit booth through specified entrances during move-in and move-out days provided they do not use material handling equipment to assist them. This material must be able to be carried by one person, not two or three and may not be wheeled or be assisted by the use of a dolly. No Exhibitor personnel will be permitted access to the loading dock/freight door areas.

All questions arising with regard to the Union jurisdiction or practices must be directed to the SIA Show Management Office. Craftsmen of all levels have been instructed to refrain from expressing any grievance or to directly challenge the practice of any Exhibitor. Any grievances are reported to the shop steward who contacts the SIA Show Management Office.

■ **LOST BADGES:**

Duplicate badges are available in the registration area upon presentation of proper identification and a \$50 lost badge fee. The lost badge fees collected at the Show are put toward SIA's programs and growing the snow sports industry.

■ MARSHALING YARD:

Global Experience Specialists, Inc. (GES) has established a Marshaling Yard to ease congestion in the vicinity of Colorado Convention Center and to better utilize the available dock space at the convention center.

The Marshaling Yard will be located at the following location:

Pepsi Center Parking Lot
5th Street and Wazee Street
Denver, CO 80204

It is important that you advise your carrier of this Marshaling Yard information to better facilitate your direct shipment to showsite.

The Marshaling Yard process is as follows:

- All delivering carriers and privately owned vehicles (POVs) must check in at the Marshaling Yard prior to show site deliveries.
- All inbound shipments, other than POVs, will be weighed at the Marshaling Yard to obtain the gross or heavy weight.
- All inbound shipments, other than POVs, must be accompanied by a certified weight certificate and Bill of Lading.
- At the Marshaling Yard, drivers will be assigned a number and will be dispatched to the appropriate dock at Colorado Convention Center as space is available. Waiting time at the Marshaling Yard should be anticipated by your carrier. Every effort is made to keep this waiting time at a minimum. However, the waiting time depends on many factors, including the number of vehicles arriving to unload/load, the type of loads being unloaded at the Colorado Convention Center, the number of booths on a truck, etc.
- After unloading, all vehicles must return to the Marshaling Yard with a completed copy of the GES Receiving Report to be weighed to obtain the light weight. This determines the total weight of your shipment. In the event of weight discrepancies or shipments received without a certified weight certificate, a \$15.85 fee will be charged per shipment. Drivers who fail to return to weigh-out may face having their shipment billed at the heavy weight.
- All drivers are expected to adhere to GES' policies and procedures with respect to the loading and unloading of trailers.

If GES can answer any questions or be of assistance with your inbound freight arrangements, please contact GES's National Servicer at www.ges.com/chat.

■ MATERIAL HANDLING/SHIPPING:

Definition of "Material Handling": *the transport of goods over a short distance, often as part of a longer overall move and is typically completed in a single work shift.*

Material Handling, in regards to the SIA Snow Show, is one informal name for the movement, processing and organization of nearly 2,000 crates, boxes and pallets of booth materials for the nearly every exhibitor at the 2014 Show.

Material Handling includes this and more, and is the name of the package of steps and processes to get SIA Show exhibitors materials into and out of the convention center and specifically their booth.

What some perceive as the simple movement of a crate from point A to B, the **Material Handling Package** really consists of the following steps:

BEFORE THE SIA 2014 SNOW SHOW

- Advanced Freight received at the SIA Denver
- Warehouse, December 19, 2013 – January 17, 2014

AT SIA 2014 SNOW SHOW – MOVE-IN

- Unloading of exhibit materials from the truck
- Delivery of your exhibit material to your booth location on the Show floor
- Removal (by forklift) of empty crates for storage during the Show
- Truck delivers empty crates for storage during the show to the SIA Marshaling Yard

AFTER SIA 2014 SNOW SHOW – MOVE-OUT

- Truck is returned to CCC with empty crates
- Forklift unloads crates and returns them to booths
- Exhibitor returns bill of lading (BOL- instructions on how to ship exhibit materials) to GES service desk
- Exhibitors Shipping carrier checks in at Marshaling Yard
- Shipping carrier's truck is sent to CCC for loading of crates
- Forklift loads freight onto truck

Material Handling Package is complete.

Included in the Package are often overlooked items, such as:

- Equipment operators/truck drivers
- Equipment – trucks, forklifts, fuel, storage trailers
- Marshaling Yard, scale & staff
- Communications, computers, internet
- Insurance
- Uncrated items require more handling, cost, time
- One month free storage for Advanced freight Dec/Jan

OPTIONS FOR POST-SHOW 2015:

1. Shipping back to any warehouse in the country or in Denver. Billed by exhibitors choice of carrier/storage.
2. Store all/part of crates in SIA Denver Warehouse. GES bills for Transportation and Warehouse Handling Fee.

Please see Information forms R1 and R2 in the SIA Show Exhibitor Service Manual for a more detailed summary of this info.



Early shipments consigned to the Advance Freight Warehouse must be received no later than Wednesday, January 22, 2014. Please take advantage of this opportunity to cut down on set-up expenses and time. By shipping in advance, you are guaranteed to meet your targeted move-in.

SEND ADVANCED FREIGHT TO:

Exhibiting Company Name and Booth Number
SIA SNOW SHOW
C/O GES – Global Experience Specialists at UPS TERMINAL
5300 E. 56th Ave, Commerce City, CO 80022-3237

Direct shipments may NOT arrive before the first targeted move-in date (Friday, January 24, 2014). The Colorado Convention Center has no facility to accept or store shipments prior to January 24, 2014. Please be aware of your targeted move-in date and time.

SEND DIRECT SHIPMENTS TO:

Exhibiting Company Name and Booth Number
SIA Snow Show c/o GES – Global Experience Specialists
Colorado Convention Center
700 14th Street, Denver, CO 80202

Avoid common shipping problems by following these tips:

- Select a carrier that regularly services trade shows. Unlike most shipments, exhibit material is time-sensitive.
- Remove old labels from crates and cartons to avoid confusion.
- Make certain to obtain adequate insurance for your shipments. All Exhibitors should make certain that their merchandise is properly insured while in transit to and from the Show as well as during the Show itself.
- On the bill of lading, make sure that it includes dimensions, color and other significant identifying marks.
- Give the shipper clear instructions on how the freight is to be shipped and fill out all forms completely and accurately.
- Do not leave shipments unattended on the trade show floor. Remain with your freight until the shipper arrives and signs for the shipment.
- Pack materials in non-descript containers.
- Place a business card in each container to help identify a piece that may not be labeled.

Please note that SIA, GES and Colorado Convention Center do not accept responsibility for any material left unattended on the exhibit floor. All Exhibitors should make certain that their merchandise is properly insured while in transit to and from the Show as well as during the Show itself.

Be aware that any material you leave on the exhibit floor remains your responsibility until the designated carrier actually picks up the shipment

AVOID DAMAGED FREIGHT:

- Make the investment in proper shipping containers. This may seem costly now, but it won't be as costly as repairing damaged exhibit materials.
- Take the time to label each piece – even if palletized.
- Remember to inspect your shipment for damages as soon as it arrives and before you sign the materials off in good condition.
- Make sure to label all containers that contain fragile pieces. If a container has to be upright, put an arrow on the piece indicating this. Remember, the paperwork is not always with the freight when being loaded on the trailer or airplane.
- Check with your company to see if your materials are covered with your insurance provider. If they are, then you do not need to purchase insurance from the shipper. If not, then ask the shipper what is provided.

SHOW HOURS:

Thursday, January 309AM - 6PM
Friday, January 319AM - 6PM
Saturday, February 19AM - 6PM
Sunday, February 29AM - 1PM

RESTRICTED HALL HOURS:

The Exhibit Halls are officially closed between 8PM and 7:30AM daily. No one will be admitted to or allowed to remain in the Exhibit Halls during these hours without a Restricted Hours Pass. Restricted Hours Passes are available at the SIA Show Management Office.

■ MERCHANDISE PASSES:

Beginning at 8AM on Thursday, January 30 and continuing on a 24-hour basis until 4PM on Sunday, February 2, a Merchandise Pass will be required to remove any samples and/or equipment from the exhibit area. These passes are available at the SIA Show Management Office and at the SIA Information Booth and must be signed by the person removing the equipment.

No samples of merchandise may be removed from the Show floor during Show hours. In cases of hardship, permission may be granted. In these instances, removal must be through a pre-assigned hand-carry door only. If merchandise is removed, the Exhibitor must fill any bare spots in his/her booth with other merchandise. No early breakdown will be tolerated.

■ MODELING SERVICES:

Donna Baldwin Talent is a great source for models in the Denver area. Arrangements can be made by calling: 303-561-1199.

■ MOVE-IN:

SIA is once again using a targeted move-in process. This will allow for a better coordinated move-in. Each company is assigned a specific date and time for materials to arrive. This assignment is based on your exhibit floor location. **If you are planning to ship your freight in advance or if you take advantage of the SIA Warehouse, your exhibit will be delivered to your booth at your assigned targeted time.**

If you order I & D labor through GES, they will extend to your company eight hours of straight-time labor on your first day of set-up during move-in. Overtime charges begin at 4:30PM Monday-Friday, and all day Saturday and Sunday, as well as on holidays.

You will be sent your targeted move-in date in early November. To avoid all off-target charges, please be ensure that your shipment is delivered on the assigned date/time.

■ MOVE-OUT:

Dismantling and packing of displays may begin at 1PM on Sunday, February 2. No Exhibitor may begin to dismantle an exhibit or pack display merchandise prior to the official close of the Show at 1PM on Sunday, February 2. Straight time for labor (ordered through GES) will be honored until 9PM on February 3.

Make prior arrangements with GES to ensure that sufficient labor is available to complete your move-out by the designated time.

Empty cases, crates and boxes are returned to your exhibit space at the end of the Show by GES once the aisle carpet is removed. More detailed information regarding move-out and empty crate return will be included in the move-out memo distributed onsite to your exhibit booth.

■ OFFICIAL CONTRACTORS:

In order to maintain quality services for Exhibitors, SIA has taken the time to verify the qualifications of certain firms supplying various support services. These firms have been designated "Official Support Services Contractors." Please use only these firms for their respective areas of service, as they have been selected by SIA to ensure you have the highest quality service.

■ ON-SITE REGISTRATION:

SIA on-site registration hours are:

Monday, January 27	8:00AM - 5:30PM
Tuesday, January 28	8:00AM - 5:30PM
Wednesday, January 29	8:00AM - 5:30PM
Thursday, January 30	7:30AM - 5:30PM
Friday, January 31	8:00AM - 5:30PM
Saturday, February 1	8:00AM - 5:30PM
Sunday, February 2	8:00AM – 12 Noon

A member of the Exhibitor's management (that is listed in the SIA Member Directory) may register employees and guests onsite at the registration desk.

If an individual is required to register onsite, he/she must present either:

- A business card imprinted with their name and the exhibiting company name, or
- Written authorization from the exhibiting company on company letterhead and signed by a member of management that is listed in the Show directory.

■ PHOTOGRAPHER:

Photography services will be provided by Cronin Photography. Please contact Bill Cronin for complete details on pricing and ordering information. Email Bill at: bill@croninphot.com or by phone at: 303-458-0883.

■ PLANT RENTALS:

Plant rentals will be provided by Bouquets. Please visit the website www.Bouquets.com or contact them at: bj@bouquets.org for details, pricing and ordering information. Bouquets can also be reached at: 303-333-5500.

■ PRESS ROOM:

Highlight and promote your brands directly to the media through our Digital Press Room on the SIA Snow Show website, SIAsnowshow.com. There is also a Press Room on-site at the Show that dedicated for working media. Staffed throughout the Show, members of the press utilize this area to find the latest products and trends, write articles, blog and review materials. Upload your digital press kits to promote your brands and the snow sports industry. No paper press kits or USBs are allowed in the Snow Show Press Room. Upload your press kit materials to the SIA Supplier Dashboard at SIAsnowshow.com/supplierdashboard.

■ PUBLICATION DISTRIBUTION:

All publications distributed at the SIA Show must be approved by SIA. Requests for approval must be received by SIA at least thirty (30) days prior to the opening of the SIA Show. Specific rules governing publication distribution are as follows:

- Distribution of Exhibitor publications will be made only from publication distribution areas designated by SIA.
- Trade publications or consumer publications will be distributed upon payment of appropriate fees set by SIA. Contact SIA's Henry Cho for details at 703-506-4219 or HCho@snowsports.org.
- Digital press kits produced by members of SIA will be distributed online in our [Digital Press Room](#) at no charge. Printed press kits and USB drives will not be distributed in the SIA Press Room.

Any Exhibitor may distribute business-related publications from their exhibit booth throughout the Show.

■ REGISTRATION:

All persons participating in the SIA Show are required to register for a name badge. Please review the following, note the deadlines, follow the instructions and use the official forms provided to ensure that your registration information is processed correctly. SIA identification badges, with names prominently displayed, must be worn around each attendee's neck. Badges suspected of being forged will be confiscated by security. Security has the right to require the presentation of a photo ID from the badge holder to prove his/her identity.

Exhibitors are responsible for the conduct of their employees, models, athletes, service personnel, representatives, agents and guests; and all such persons shall conduct themselves in an ethical and dignified manner at all times.

Exhibitors and their employees, representatives, agents, contractors and guests shall comply with the applicable laws, regulations and ordinances of the United States, the State of Colorado and the City of Denver and shall comply with the applicable rules and regulations of the Denver Police Department, the Denver Fire Department and the Colorado Convention Center.

The possession, distribution or use of DRUGS or FIREARMS at the SIA Show by an Exhibitor or any of its employees, representatives, agents or guests shall result in the immediate removal of the violator(s) and notification to the local Police Department.

Pre-register online at: SIAsnowshow.com. Once you are on the website, click on the block for "Registration". Select the Exhibitor registration type and you are ready to go. Online registration forms must also be received by Monday, January 13, 2014.

Other important registration information:

DO NOT include independent manufacturer representatives in your employee badge request. Independent reps register themselves online or via the Independent Rep Pre-Registration Form available to them from SIA. Since many reps represent more than one company, the Exhibitor's name does not appear on their badge. Only the individual's name will appear on their badge.

Each exhibiting company is allowed one (1) complimentary guest badge per 100 square feet of exhibit space that it occupies at the Show, with a maximum of 10 complimentary badges per company. Any request for guest badges that exceed the quantity limitations will be charged at the rate of \$20 per guest if pre-registered by January 14, 2013 and \$40 per guest after January 14 and onsite. The principal of the exhibiting company or his/her designated representative must properly register all guests of Exhibitors. Guests are permitted in the Exhibit Hall during official Show hours only. Exhibitors are fully responsible for the conduct of their guests.

All pre-registered individuals including employees, guests and manufacturer representatives' badges are canceled when an Exhibitor cancels their contracted booth space.

■ **SECURITY:**

General perimeter security (primarily for the purpose of badge and parcel checking) is provided by SIA beginning Monday, January 27, 2014 through Exhibitor move-out.

Because various personnel require access to the exhibit hall, it is not possible to provide guaranteed security regardless of the number of security officers. Exhibitors are responsible for the security of their displays, product and personnel at all times. SIA recommends private booth security.

DO NOT leave your booth unattended, especially during move-in and move-out.

Neither Show Management, the facility, the drayage contractor, the security contractor nor the decorating contractor will accept any responsibility for lost or stolen merchandise.

Lock up or take with you small portable products (especially prototypes) when you leave the exhibit hall. Please order security in advance to ensure availability.

SECURITY TIPS

- Do not assume that the building is secure...it is not!
- Do not leave small, attractive items where others can pick them up...they will!
- Do not store material behind the booth walls or drapes---guards can't see them!
- Do not hide merchandise under tables or in unlocked cabinets...thieves know where to look!

■ **SECURITY - EXHIBIT & PRODUCT SAMPLE:**

SIA makes every reasonable effort to provide adequate protection for exhibitors' merchandise and displays. However, Exhibitors should be aware that a building cannot possibly be made fully secure when it is being used for an exposition. There is no way that the thousands of people involved can be checked for personal honesty and integrity.

Each Exhibitor must take responsibility for the security of all items in the booth display. Reasonable effort is made to guard against theft, damage, industrial espionage, picture taking, and other undesirable occurrences, but the ultimate burden falls on the Exhibitor.

Above all, be certain that your exhibit and all of the merchandise displayed in it are protected by adequate insurance. Check with your insurance company to be sure that your property is covered from the time it leaves your premises en route to the Show until it reaches your premises upon return from the Show. If your normal insurance does not cover your property off the premises, a rider can usually be added at relatively little expense.

Security officials are available to come to your booth to offer tips on what other precautions you should take to safeguard your display and products. If you would like to make an appointment, please contact the SIA Trade Show Department at 703-556-9020.

During move-out, it is recommended that:

- Someone remain in your booth until your merchandise is picked up by your freight carrier.
or
- You hire a guard from Show security to remain in your booth until your freight carrier picks up your merchandise. (Security forms are available in this manual in the *"Other Official Contractors"* section).

■ **MORE ON SECURITY:**

With your assistance, your company can be assured of a successful Show if a few simple precautions are followed:

- Ship your products and/or booth structure in locked trunks or crates. Make sure all labels are properly filled out on your trunks or crates to be shipped or stored to ensure prompt delivery.
- If cartons are used, be sure they are securely taped or banded. Do not list the contents on the outside of the carton.
- Ship with a qualified trucker or forwarder. Be sure to furnish your shipping company with the accurate and complete bills of lading.
- Do not leave your booth unattended during the set-up period and NEVER leave your exhibit unmanned even for a short time during Show hours.
- Run locking wire/cable through as many items as possible and lock the items.
- Utilize security cages, the Overnight Storage Area, private booth security or carry valuable items back to the hotel with you each day. A Merchandise Pass, available at the SIA Show Management Office, is required to remove product from the exhibit hall.
- Report any suspicious person(s) or activities immediately.
- Report any thefts immediately to the Security Office.
- Pack quickly at the close of the Show. Under NO circumstances should you leave your space unattended during this time. This is the greatest danger period.
- Do not carry large amounts of cash to the Show. Use the safety deposit box or a safe provided by your hotel. Bring only what cash you need each day.
- Make arrangements for a secure location within your booth for your staff to store their personal belongings (i.e., briefcases, handbags and laptops).

■ **SELF UNLOAD (POV - PRIVATELY OWNED VEHICLE):**

Due to extremely limited staging areas at the Denver Convention Center all exhibitors wishing to self unload may do so at POV areas. All privately owned vehicles (POVs) must check in at the GES Marshaling Yard prior to unloading. Privately owned vehicles are defined as automobiles, pick-up trucks, and SUVs. Bobtails, rental trucks or trailers DO NOT QUALIFY.

All exhibit material is subject to published material handling charges and procedures.

■ **SERVICE DESKS:**

Both GES and the Colorado Convention Center will have staffed service desk(s) open during move-in and Show days. The GES Servicer[®] will be located directly outside of the Show floor. The Colorado Convention Center will operate a desk within the GES Servicer[®].

Problems to bring to the attention of the Trade Show Management office include: Show rules violations; space infringements; unreasonable distractions by individuals or Exhibitors; union labor disagreements; security concerns; names of bogus retailers, suppliers or press representatives; phony badges.

Problems with carpet, drapes, rental furniture, equipment or freight should be directed to the staff at the GES Servicer[®].

Problems with electrical or food & beverage services should be directed to the staff of the CCC within the GES Servicer[®].

■ **SHOW MANAGEMENT OFFICE:**

Please direct any problems, questions or concerns to the Trade Show Management office. The office will be staffed beginning Monday, January 27, and will continue throughout the entire Show and move-out period.

■ SIA SALES + MARKETING MANAGERS:

Eastern Region

Ed Wray
401-743-8089
EWray@snowsports.org

Central & Rockies Region

Reddy Kennedy
303-554-9154
RKennedy@snowsports.org

Western Region

Dave Wray
503-708-1947
DWray@snowsports.org

Supporting Members

Tom Davis
703-506-4202
TDavis@snowsports.org

■ SIA DIRECTORY:

The SIA Directory will be available on Thursday, January 23 for the Show opening. The Directory is also available to be mailed to your office by request and it is also available in an on-line version. The last day for Exhibitors to update their information is **October 31, 2013**. Log in on the homepage (Snowsports.org) to update your listing.

■ SIGNAGE:

The SIA Snow Show is one of the most attractive trade shows in the country and we intend to maintain that reputation. Because our Exhibitors take great pride in the appearance of their displays, hand-lettered or amateur signs of any type are strictly prohibited in any booth, meeting room, aisle or hallway. All signs at the Show must be professionally prepared.

We realize, of course, that there are times when the need for a sign does not become apparent until you arrive onsite. In those instances, GES, will make every effort to deliver the signs you order as quickly as possible.

■ SMALL PACKAGE ROOM:

In order to provide you with the opportunity to avoid the 200-pound minimum charge for the onsite delivery service, SIA will again maintain a Small Package Room in Denver. Single packages, weighing less than 50 pounds, are accepted in the Small Package Room. Volume is restricted to a maximum of five (5) packages per company per day. All packages addressed to the Small Package Room that exceed these limits are automatically diverted to the receiving dock and delivered to the appropriate booth by the official contractor at the Exhibitor's expense. The 200-pound minimum charge for delivery will apply.

Our procedures are as follows: SIA will receive and sign for small package shipments in the Small Package Room. It is the responsibility of the addressee to come to the Small Package Room and pick up the package.

SEND SMALL PACKAGE ROOM SHIPMENTS TO:

Individual Addressee, Exhibiting Company Name and Booth Number
SIA Snow Show c/o GES – Global Experience Specialists
Colorado Convention Center
700 14th Street
Denver, CO 80202

Onsite shipments may not arrive before your targeted move-in time. The Colorado Convention Center has no facility to accept or store shipments prior to January 24, 2014.

Packages sent for the WSM must be shipped according to the instructions in the Manual for that show. Shipments sent otherwise will most likely be delayed.

■ STICKERS:

In addition to the \$50 per sticker fine, any actions necessary for the protection, cleaning and/or repair of the structure, equipment or furnishings belonging to the facility, Show Management or another Exhibitor will be at the expense of the offending Exhibitor.

A full description of the \$50 sticker fine is located in the SIA Terms of Agreement/Rules and Regulations.

■ **TRADE SHOW DEPARTMENT:**

The SIA Trade Show Department staff is available to answer any questions you have about the Show. Contact us at 703-556-9020. We are here to help.

■ **UNFINISHED BACK WALL:**

Please note that any exposed unfinished portion of your exhibit booth (including back-walls and signage) must be draped or masked from view. At 3PM Wednesday, January 29, Show Management will scout the hall and drape any visible unfinished exhibits at the Exhibitor's expense. These last-minute charges are expensive. Please plan ahead to drape or mask these portions of your exhibit.

If you are unsure whether your booth requires draping, please contact the Show Management Office or your Area Floor Manager prior to 3PM on Wednesday, January 29.

■ **WEBSITE: SIASNOWSHOW.COM:**

SIA's website, SIASnowshow.com, is a great Show resource. Information on travel, registration, schedules, special events, Exhibitor services and conceptual floor plans are readily available on this interactive site.