

▪ **ADVANCE FREIGHT:**

Early shipments consigned to the Advance Freight Warehouse may begin arriving on Monday, December 19, 2016 and must be received no later than Tuesday, January 17, 2017. 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 Wednesday, January 18, 2017 and the first day of your targeted move-in you will be charged a 30% (\$50.00 minimum) Late to Warehouse fee.

NOTE: Listing your Exhibiting Company Name and Booth Number is imperative to ensure delivery.

SEND ADVANCE 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

▪ **ALCOHOLIC BEVERAGES:**

All alcoholic beverages must be ordered from the official SIA Snow Show caterer, Centerplate Catering. Menus and online ordering can be found at denverconvention.com by clicking on "EXHIBIT AT AN EVENT" and selecting "ORDER FOOD & BEVERAGE".

NOTE: 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.

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

CENTERPLATE CATERING P: +1 (303) 228-8050

▪ **AUDIO VISUAL SERVICES:**

AV for meetings and/or exhibit booths can be ordered through GES. An order form is included in this manual. Visit www.GES.com for additional information and services. You may also contact them at +1 (800) 475-2098.

▪ **BADGE PICKUP:**

All badges for the SIA Snow Show will be available for pick up at the Colorado Convention Center beginning Monday, January 23, 2017. No badges will be mailed in advance **UNLESS** the option to have them mailed has been selected and paid for in advance. Mailed badges will not include badge holders or lanyards. A dedicated badge holder pick up area(s) will be at the Colorado Convention Center and open during registration hours.

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.

▪ **BEER:**

All alcoholic beverages, including Beer, must be ordered from the official SIA Snow Show caterer, Centerplate Catering. Menus and online ordering can be found at denverconvention.com by clicking on "EXHIBIT AT AN EVENT" and selecting "ORDER FOOD & BEVERAGE". **CENTERPLATE CATERING**
Phone: +1 (303) 228-8050

NOTE: 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.

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

▪ **BOOTH CLEANING:**

All booths are vacuumed by SIA on Wednesday night, January 25, 2017, in preparation for the opening of the Snow Show on Thursday. In addition, daily booth cleaning will be provided complimentary to each exhibitor on Thursday, January 26, 2017 and Friday, January 27, 2017. Aisle and booth carpets will be vacuumed as well as trash cans emptied after the close of the Show. Common areas will also be attended to by the cleaning company. Exhibitors will be responsible for their own booth cleaning on Saturday, January 28, 2017.

NOTE: 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 30, 2016.

▪ **BOOTH SET-UP:**

All companies will receive an email outlining the target schedule. That schedule will be sent late fall. Please refer to the targeted move-in information for specifics. General move-in hours (after your targeted move-in) are as follows:

MOVE IN:

Sunday, January 22, 2017.....	8AM – 10PM
Monday, January 23, 2017.....	8AM – 10PM
Tuesday, January 24, 2017.....	8AM – 10PM
Wednesday, January 25, 2017.....	8AM – 10PM

NOTE: Any booth not occupied by 3PM on Wednesday, January 25, 2017 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.

NOTE: 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**.

NOTE: Any Exhibitor breaking down before the 1PM closing of the Show on Sunday, January 29, 2017, 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:**

The UPS Business Center provides services for convention exhibitors and attendees. It is located within Concourse A in the Colorado Convention Center. Services offered include copies, flyers, brochures, handouts and posters, computer workstations with printers, faxing, office supplies, notary, shipping, as well as wheelchair and medical mobility scooter rentals.

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.

UPS BUSINESS CENTER
P: +1 (720) 904-2300
FAX: +1 (720) 904-0796

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

The GES Caravan is the only SIA sponsored caravan from 2017 ORWM to the SIA Snow Show (SIA) show in Denver. GES Logistics has coordinated transportation for Exhibitor's freight from Salt Lake City to Denver. You must reserve your space in the caravan prior to the January 3, 2017 deadline date to ensure on time delivery at SIA. You can contact Lori Gleason or Iris Park at GES (Email: lgleason@ges.com or IPark@ges.com) to reserve your space.

Your freight will be loaded at the close of ORWM for direct shipping to SIA show. Your shipment with the caravan must be ready to load no later than Noon on January 13, 2017.

Advantages of using GES Logistics:

ALL GES Logistics shipments will be delivered to the GES ADVANCE Warehouse.

Cost Savings: Show Site Material Handling Rates vs. Warehouse Material Handling Rates will be applied to your GES invoice and up to an additional 10% discount off your material handling for round trip shipments. (Please refer to the Transportation Plus Material Handling form in the exhibitor's manual for details.)

Confidence: Your GES Logistics shipment will be in your booth prior to your assigned targeted move-in day/ time at SIA.

GES has no liability for claims arising from Acts of God, including delays or loss due to inclement weather.

▪ **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:

- All vehicles must check in at the GES Marshaling Yard
- This service is for movement of Product only. No exhibit elements such as furniture, signage, or displays may be moved with via cartload service.
- Exhibitors only (EAC's and/or contracted carriers do not qualify to use this service)
- Loading in/out from a Personal Vehicle (POV). This service is not intended for truckloads.
- This service is 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 \$48.25 each.

Cartload Service Hours:

Available during move-in on January 24 & 25, 8:00am – 5:00pm and move-out January 29, 4:00pm – 9:00pm

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

ALL CRATES MUST BE REMOVED FROM THE BUILDING BY 8PM ON TUESDAY, JANUARY 24.

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 Servicenter®. 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 8:00PM on Tuesday, January 24, make arrangements for access at the GES Servicenter®.

▪ **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):**

Colorado Convention Center
700 14th Street
Denver, CO 80202
P: +1 (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 +1 (303) 228-8027. **Save 20% on many of the exclusive services by placing your order online before January 7, 2017.**

■ **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:**

NO CHILDREN permitted (under 18) on the show floor during move-in and move-out, NO EXCEPTION. 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 +1 (303) 639-5977, email kelly.boerder@gmail.com.

Children under age 18 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
O: +1 (303) 228-8013
E: 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, 2017.**

Electrical outlets in your booth will be energized between 7:30AM and 9PM from the day of installation until 9PM on Saturday, January 28. On Sunday, January 29, 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, January 29, 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 | Colorado Convention Center (CCC) |
| • Telephone Lines | Colorado Convention Center (CCC) |
| • Theatrical Lighting | Colorado Convention Center (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.

NOTE: 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-APPOINTED CONTRACTORS:**

Any Exhibitor at the SIA Snow 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 Exhibitor Guidelines 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.

▪ **FOOD AND BEVERAGE:**

Catering services for meetings and/or exhibit booths must be supplied by Centerplate Catering. Menus and online ordering can be found at denverconvention.com by clicking on "EXHIBIT AT AN EVENT" and selecting "ORDER FOOD & BEVERAGE".

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

NOTE: 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.

CENTERPLATE CATERING

P: +1 (303) 228-8050

▪ **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. Requests must be sent in by December 12, 2016.

NOTE: 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 3, 2017.

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 3, 2017.

The Free Booth Equipment Order Form will be sent to all Exhibitors separately in late October.

▪ **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 Servicenter®

7050 Lindell Road

Las Vegas, Nevada 89118

P: +1 (702) 515-5970

Int'l Phone: +1 (800) 475-2098

FAX: +1 (702) 263-1520

Int'l FAX: +1 (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, <http://e.ges.com/016600014/esm>.

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 25 and between 7:30AM and 8PM January 26 – January 29.

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 (POV)
- 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 Exhibitor Guidelines 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 Exhibitor Guidelines 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 3, 2017. In addition, the hanging sign must arrive at the GES Warehouse by January 17, 2017, 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
O: +1 (303) 228-8013
E: mbrisse@denverconvention.com

▪ **HEIGHT RESTRICTIONS:**

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 Exhibitor Guidelines 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 Show Management (Contact information listed below). Included in the request, a sketch of the proposed exhibit no later than Friday, December 9, 2016. 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 9, 2016 will be considered, and if approved, are subject to a \$100 late filing fee.

SIA Show Management
Attn: Debbie Des Roches
1918 Prospector Ave
Park City 84060
e. DDesRoches@snowsports.org

▪ **HOTEL RESERVATIONS:**

To reserve a room at the special contracted rates, please visit: <http://siasnowshow.snowsports.org/Hotels-Travel/Hotels>.

▪ **IN-BOOTH MUSIC/ENTERTAINMENT:**

No parties and/or bands and/or dj's are permitted in an Exhibitor's Booth prior to 6PM.

Exhibitors in violation of this Exhibitor Guideline will be penalized with loss of exhibit space priority and a fine of \$500 to \$10,000.

Exhibitors may play music in their booth as long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Sound and noise should not exceed 75 decibels when measured from the aisle immediately in front of the booth. Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music.

■ **INSURANCE:**

According to the official SIA Show Exhibitor Guidelines, 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.

■ **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.

■ **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:

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 \$17.00 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 2017 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 2017 SNOW SHOW

- Advanced Freight received at the SIA Denver Warehouse December 19, 2017 to January 17, 2017.

AT SIA 2017 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 2017 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 Material Handling 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 2017:

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



Early shipments consigned to the Advance Freight Warehouse must be received no later than Tuesday, January 17, 2017. 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 ARRIVE BY JANUARY 17,2017:

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

SEND DIRECT SHIPMENTS TO ARRIVE NO EARLIER THAN YOUR TARGETED MOVE-IN:

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

Direct shipments may NOT arrive before the first targeted move-in date (Monday, January 23, 2017). The Colorado Convention Center has no facility to accept or store shipments prior to January 23, 2017. Please be aware of your targeted move-in date and time.

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.

▪ **MODELING SERVICES:**

Donna Baldwin Talent is a great resource for models in the Denver area. Arrangements can be made by calling +1 (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 1:00PM on Sunday, January 29. No Exhibitor may begin to dismantle an exhibit or pack display merchandise prior to the official close of the Show at 1:00PM on Sunday, January 29. Straight time for labor (ordered through GES) will be honored until 9:00PM on January 29.

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:

Monday, January 23.....	8:00AM – 5:30PM
Tuesday, January 24.....	8:00AM – 5:30PM
Wednesday, January 25.....	8:00AM – 5:30PM
Thursday, January 26.....	7:30AM – 5:30PM
Friday, January 27.....	8:00AM – 5:30PM
Saturday, January 28.....	8:00AM – 5:30PM
Sunday, January 29.....	8:00AM – 10:00AM

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@croninphoto.com or by phone at: +1 (303) 458-0883.

▪ **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 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.

Each exhibiting company is allowed (5) Staff badges per 100 square feet of exhibit space that they occupy at the Show. The principal of the exhibiting company or his/her designated representative must properly register all Staff.

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 Exhibitor Guidelines 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.

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 a maximum of (5) guest badges. Any request for guest badges that exceed the quantity limitations of (5) guest badges will be charged at the rate of \$50 per guest badge. 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.

▪ **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 approval from trade show management.

▪ **SECURITY:**

General perimeter security (primarily for the purpose of badge and parcel checking) is provided by SIA beginning Monday, January 23, 2017 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.

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 unattended even for a short time during Show hours.
- Run locking wire/cable through as many items as possible and lock the items.
- 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 Servicenter® will be located directly outside of the Show floor. The Colorado Convention Center will operate a desk within the GES Servicenter®.

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 Servicenter®.

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

▪ **SHOW HOURS:**

Thursday, January 269:00AM – 6:00PM
 Friday, January 279:00AM – 6:00PM
 Saturday, January 289:00AM – 6:00PM
 Sunday, January 299:00AM – 1:00PM

▪ **SHOW MANAGEMENT OFFICE:**

Please direct any problems, questions or concerns to the Trade Show Management office in Mezzanine A. The office will be staffed beginning Monday, January 25 and will continue throughout the entire Show and move-out period.

▪ **SIA SALES + MARKETING MANAGERS:**

<u>Central & Rockies Region</u>	<u>Western Region</u>
Reddy Kennety	Dave Wray
P: +1 (303) 554-9154	P: +1 (503) 708-1947
RKennedy@snowsports.org	DWray@snowsports.org

▪ **SIA DIRECTORY:**

The SIA Directory will be available on Thursday, January 26 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 30, 2016**. 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

NOTE: 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 23, 2017.

NOTE: 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/Exhibitor Guidelines.

▪ **TELEPHONE AND INTERNET SERVICES:**

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

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

▪ **TRADE SHOW DEPARTMENT:**

The SIA Trade Show Department staff is available to answer any questions you have about the Show. Contact us at +1 (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 25, 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 25.

▪ **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.