



EXHIBITOR GUIDE 2024

WEDNESDAY, SEPTEMBER 25, 2024 | 9:00AM – 4:00PM
COLORADO 2024 EXPO
COLORADO CONVENTION CENTER
700 14th St. | Denver, CO 80202

Shamrock Foods Colorado Contact: Erin Dewey (302) 373-0053
Erin_Dewey@shamrockfoods.com

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GENERAL INFO

Welcome to the Shamrock Foods EXPO Exhibitor Services Manual! The information in the pages below is designed to help guide exhibitors through the planning process of exhibiting at EXPO. Schedules and deadlines as well as links to additional information, online ordering sites, and downloadable printable order forms are included for your convenience.

The set of green linked tabs at the top of each page is your Main Menu. These are designed to transport you to that section of the manual when you click on the tab. Each page includes these linked tabs at the top to help you navigate back to the Main Menu or another section of the manual.

We encourage you to thoroughly review this document, especially those areas that pertain to you and your booth and ask questions for any areas you need further clarification on.

ESTIMATED ATTENDANCE

We are expecting 2950 accounts or 4,200 people. Our primary customer segments are Bar & Grill, Pizza, Mexican and Family Style restaurants.

DATES & TIMES

MOVE-IN DAY

Tuesday, September 24, 2024 12:00pm – 6:00pm

SHOW DAY

Wednesday, September 25, 2024 9:00am - 4:00pm

ALLOWANCE PERIOD

Product allowances start with invoices shipped on October 6, 2024 and continues for 12 weeks ending December 28, 2024.

LOCATION

COLORADO CONVENTION CENTER – HALL A

700 14th St. | Denver, CO 80202 | (303) 228-8000 | <https://denverconvention.com/>

GENERAL INFO

PARKING

Parking is available in the surrounding downtown parking garages. The convention center parking garage is reserved for customers only on show day. All suppliers are responsible for their parking fees. There is no trailer parking available. There are no in/out privileges. The parking garages are managed independently.

PARKING MAP



GENERAL INFO

VENDORS & CONTACTS

Heritage Exposition Services

exhibitor.services@heritagesvs.com
1-800-360-4323
heritagesvs.com/ordering

Shamrock Foods - Home Office

Kristine Brown - Sr. Marketing Manager

Kristine_Brown@shamrockfoods.com
(602) 680-9911

Electrical Services

Colorado Convention Center

denverconvention.com/exhibit-at-an-event
(303) 228-8027

Shamrock Foods - Home Office

Angela Monier - VP Marketing

Angela_Monier@shamrockfoods.com
(925) 382-3025

Shamrock Foods - Colorado

Erin Dewey - Marketing Manager

Erin_Dewey@shamrockfoods.com
(302) 373-0053

Shamrock Foods - Colorado

Amanda Kruczynski -
Associate Marketing Manager

Amanda_Kruczynski@shamrockfoods.com
(303) 304-6995

GENERAL INFO

HEALTH & SAFETY

FOOD SAFETY

Exhibitors are required to wear food-safe gloves when handling food and will be provided with supplies. Samples must be served by a booth representative. Customers should not be serving themselves. Exhibitors should use tongs or other serving utensils and be gloved to serve food and handle food and not hand touching food items. Refer to hand washing station set up in the next section. A three-compartment sink will be available in the concessions areas to keep your dishes clean and sanitary.

If there is cooking/reheating/cold holding or any temperature control of food items, a thermometer should be used to determine internal temperature of potentially hazardous food items.

Exhibitors must keep stations clean and sanitary. Sanitizing solutions will be made available. Please wash your hands throughout the day, including after using the restroom or smoking, and replace your gloves after you touch raw meat or seafood before touching anything else. Please wear kitchen appropriate footwear when cooking – no sandals.

A three-compartment sink will be available to keep your dishes clean and sanitary.

FIRST AID

A limited first aid kit is available at the Exhibitor Check-In Booth. We recommend you also have a first aid kit at your booth.

HAND WASHING STATIONS

Exhibitors serving open food are required to have a hand washing station in their booth and will be provided. Exhibitors are required to wear food-safe gloves when handling food. Please wash your hands throughout the day, including after using the restroom or smoking, and replace your gloves after you touch raw meat or seafood before touching anything else.

Always follow food safety guidelines – hand washing, temperatures, gloves, etc. Do not allow cross contamination of any products. Health inspectors will be present at the show.

FIRE SAFETY

Per fire code requirements, canned fuel must be secured to the chafing dish and it must have a slide on lid to extinguish the flame. If you are cooking with Butane, the bottles will need to be 8oz or less. Floor protection is required if cooking in the booth and will be provided. If cooking with fryers, a K fire extinguisher will be required in the booth or within 30 feet of the fryer. Exhibitors will need to provide a list of electrical and open frame equipment used to prepare samples in booth to Colorado Marketing (Amanda_Kruczynski@shamrockfoods.com). Failure to submit electrical and open flame equipment to Colorado Marketing may result in a fee assessed by the fire marshal on day of show as well as filing a fire permit application.

The Fire Marshall will conduct a walk-through inspection on September 25, 2024 at 8:00am.

GENERAL INFO

CHECKLIST AND IMPORTANT DATES

ITEM

- Sponsorship Request
- Exhibitor Registration
- Product Allowances
- Early discount Booth Rental additions with Heritage
- Samples and Point of Sale material
- Early discount for Electrical
- Booth Rental additions with Heritage
- Electrical needs
- Move-In
- EXPO doors open to Exhibitors by 6:00am

DUE DATE

Due May 31, 2024

Due June 21, 2024

Due July 26, 2024

Due September 5, 2024

Due September 6, 2024

Due September 9, 2024

Due September 17, 2024

Due September 23, 2024

September 24, 2024

September 25, 2024

SPONSORSHIP OPPORTUNITIES

OPPORTUNITIES AWAIT YOU!

Put your brand in front of the thousands of buyers at EXPO 2024.

EXPO SPONSORSHIP – \$25,000

Included in the sponsor package:

LOGO RECOGNITION

See your brand celebrated on printed signage, collateral and digital communications for the EXPO.

SPIN & WIN SPONSORSHIP

Your booth will be a required stop for 15,000 attendees across 5 shows looking to participate in Spin & Win, where they will have a chance to win prizes, gifts cards and a grand prize of \$5,000.

ShamrockORDERS SPOTLIGHT

Select 2 items to be featured in our highest-traffic, custom-curated EXPO ecommerce page, featured on ShamrockORDERS for two weeks.

RECIPE FEATURE

Submit a custom recipe and photo to be featured in our EXPO Inspiration Guide with product backlinks. Featured on shamrockfoodservice.com and sent to 25,000 customers after the show.

Sponsorship packages are limited and only available until May 31, 2024 – so don't miss this amazing opportunity.

For more information, please email:
Kristine Brown - Senior Marketing Manager
Kristine_Brown@shamrockfoods.com

ONLINE REGISTRATION

BOOTH REGISTRATION

Booth registration is by invitation only.

Each EXPO event will have its own registration site. On April 29, 2024 each invited exhibitor will receive an invite to the specific EXPOs they have been invited to attend. Booth Registrations must be completed by June 21, 2024. We offer 2 different booth sizes.

Full Booth – Includes a 10 x 10 area, carpeted, booth identification sign, one 8ft table and one 6ft topped/draped table. Fee is \$7,500.

Half Booth – Includes a 5 x 5 area, carpeted, booth identification sign, one 8ft table or one 6ft topped/draped table. May be shared with another vendor. Fee is \$4,250.

Specific booth sizes may vary if exhibitor has been assigned to a specific show segment area. Notification will be sent if a supplier will be part of one of these areas.

Booth Fees will be billed in September 2024.

ALLOWANCES

Each EXPO features a post EXPO ship period where customers who attend the EXPO can receive item allowances on new and existing business purchases. Allowances may be given on any open coded and stocked items. All items shown at the EXPO must have a new and existing business allowance assigned to it.

Registered exhibitors will receive an email on June 24, 2024 with a link to our allowance entry site. We will have one allowance entry site for all EXPOs. The allowance entered by the exhibitor will be the same across all branches where the product is open coded and stocked. On the allowance site, you will be able to see the branches where the product is stocked in order to enter allowances.

The deadline to enter allowances will be July 26, 2024. You will also be able to order product samples and load POS content on this site.

Exhibitors will be assessed a 25% admin fee on all EXPO allowed items purchased at the end of the ship period. Allowances will be billed to suppliers unless otherwise noted in your Vendor Merchandising Agreement (VMA). Allowances billings will take place in January 2025.

ONLINE REGISTRATION

POINT OF SALE CONTENT

For our EXPOs, we offer registered exhibitors the opportunity to load Point of Sale content to be viewed by our customers at the EXPO using our mobile app and on our exhibitor tablets at the EXPO.

On the EXPO tablets, exhibitors are also able to email POS content to our customers.

On June 24, 2024 registered exhibitors will receive an email to login into our allowances entry site that allows for POS content to be loaded. The deadline to load POS content will be September 6, 2024. You will also be able to order product samples and enter allowances on this site.

Exhibitors featuring Shamrock Exclusive Brands will have POS loaded for them by Shamrock.

ORDERING SAMPLES

Product Samples for the EXPOs can be ordered on the allowances entry site.

All products served at the EXPOs must be stocked, open coded and have an allowance on it. All samples ordered must be full cases only. Do not ship samples to our warehouse.

Shamrock will deliver the samples to the EXPOs and provide frozen/refrigerated storage during the EXPO. All samples ordered will be billed to the supplier. The billing will include the cost of the case and the standard handling fee. No samples will be returned to the warehouse.

On June 24, 2024 registered exhibitors will receive an email to login into our allowances entry site to order samples. The deadline to order samples will be September 6, 2024.

ONSITE CHECK-IN AND MOVE-IN

CHECK-IN ON SHOW FLOOR

MOVE-IN DAY – TUESDAY, SEPTEMBER 24, 2024

1:00pm – 6:00pm	Supplier/Broker Check-In & Set-Up. Pick up badges, show floor map, tablet pick up, and EB Point of Sale – see move-in details
	Perenso will be available to answer allowance questions. Heritage will be available to answer booth questions.
2:00pm – 2:30pm or 4:00pm – 4:30pm	Mandatory Perenso Tablet Review for Suppliers/Brokers in GSM Room 406 & 407

SHOW DAY – WEDNESDAY, SEPTEMBER 25, 2024

6:00am – 8:15am	Set-Up Ice is available in the Shamrock truck on the dock
8:15am – 9:00am 9:00am – 4:00pm	Sales Reps will start to walk the show floor Show floor is open to customers
4:00pm – 6:00pm 4:00pm – 7:00pm	Donation pick up Move Out

MOVE-IN DETAILS

MOVE-IN DETAILS

DOCK MOVE-IN SCHEDULE & MAP

Tuesday, September 24, 2024

BROKER/SUPPLIER	DATE	TIME
ARTISINAL PROVISIONS	Tuesday, 9/24	1:00PM — 5:00PM
BELLA BELLO	Tuesday, 9/24	1:00PM — 5:00PM
FOUR LEAF ROASTERS	Tuesday, 9/24	1:00PM — 5:00PM
GOLD CANYON MEAT CO/PIER 22 SEAFOOD CO	Tuesday, 9/24	1:00PM — 5:00PM
JENSEN FOODS	Tuesday, 9/24	1:00PM — 5:00PM
MARKON	Tuesday, 9/24	1:00PM — 5:00PM
SHAMROCK FARMS	Tuesday, 9/24	1:00PM — 5:00PM
ACCESS PARNTERS	Tuesday, 9/24	1:00PM — 5:00PM
AFFINITY GROUP	Tuesday, 9/24	2:00PM — 5:00PM
ACXION FOODSERVICE	Tuesday, 9/24	2:00PM — 5:00PM
CORE FOODSERVICE	Tuesday, 9/24	2:00PM — 5:00PM
HORIZON SALES	Tuesday, 9/24	2:00PM — 5:00PM
LAKELAND MARKETING	Tuesday, 9/24	2:00PM — 5:00PM
OMEGA MARKETING	Tuesday, 9/24	2:00PM — 5:00PM
TCM	Tuesday, 9/24	2:00PM — 5:00PM
TOTAL SOURCE	Tuesday, 9/24	2:00PM — 5:00PM
DIRECT VENDORS AND ALL OTHER BROKERS	Tuesday, 9/24	3:00PM — 5:00PM

During move-in, exhibitors may pull into the loading dock area until they have finished unloading their vehicle. When unloading is complete, please move your vehicle. Do not leave your vehicle unattended for any extended amount of time. Exhibitors should then move to park in the convention center parking garage. The convention center parking garage is reserved for customers only the day of the show.

EXHIBITOR BADGES

EXHIBITOR BADGES

Exhibitors can enter in names for their exhibitor attendees on the EXPO registration site. Exhibitors are able to enter in additional names after exhibitor registration has closed up to set-up day.

We strongly recommend you print your email confirmation with barcode before you arrive at the show to help expedite the badge printing process. You will receive it via email.

Exhibitor badges must be picked up on EXPO setup day at the Shamrock exhibitor booth.

Official show badges must be worn at all times by exhibitor personnel while in the exhibit hall during move-in, move-out and official show hours. No one will be allowed on the exhibit floor at any time without a badge.

ADMISSION POLICY

Exhibit hall admittance is restricted to registered exhibit staff and attendees displaying the EXPO 2024 show badge. All personnel representing the exhibitor, or its authorized agents, must be properly identified with an official EXPO 2024 show badge. Once the show has opened, all persons must enter and exit only through designated entrances.

EARLY APPOINTMENTS

No exhibitors will be allowed access to the exhibit hall prior to posted move-in and move-out days/hours. On show days without scheduled move-in prior to show opening, exhibitors will be allowed access at (3) three hours before show opening and (4) hour after posted official show hours. Additional access may be arranged solely at the discretion of Show Management.

ONSITE CHECK-IN AND MOVE-IN

SAMPLES AND SAMPLING

Shamrock Foods EXPO is a source for culinary inspiration. Please work to create a culinary experience for our attendees.

Only 2oz portions for food, 4oz portions for beverages and 1oz portions for snacks can be sampled. All items must have a product card with Shamrock item numbers and descriptions next to them.

Samples must be served by the booth rep. Customers should not be serving themselves. EXAMPLE: if sampling chips and salsa, place a single serving of salsa chips in 1oz sample cups. Do not leave a bowl of chips out for a customer to serve themselves.

Gloves must be used at all times for food prep and serving. Food must be kept at the correct temperatures. All utensils and non-prepackaged food must be covered or wrapped to protect from contamination.

SAMPLES PRE-ORDERED

If exhibitors are unable to hand carry items to the booth, then our event service provider (Heritage) will need to take your items to the booth. Any pre-ordered dry samples ordered through the allowance site will be delivered to your booth on Tuesday, September 24, 2024 during setup by Heritage. Frozen or chill samples ordered through the allowance site will arrive on Wednesday, September 25, 2024 upon request from Heritage. REVIEW ALL YOUR SAMPLES ON SET UP DAY!

Please do not ship samples to our warehouse – they will not be loaded on our trucks going to the show.

COOLER/FREEZER SPACE

Samples will be stored on the truck. The truck will remain on the dock overnight on September 24, 2024.

SUPPLIES

Shamrock is providing limited supplies (plates, cutlery, napkins, cups, foil pans, gloves, etc.). They will be available on set-up day from 9:00am – 6:00pm. Supplies are limited. Please don't take full cases. Open the boxes and only take what you need. Remember, no competitor distributor labels are allowed.

ICE

Shamrock will be supplying limited quantities of ice. The ice will be stored on the Shamrock truck and available at 6:00am on Wednesday, September 25, 2024. Exhibitors will be responsible for supplying ice after Shamrock has depleted its inventory. Ice can be purchased through the Colorado Convention Center.

ICE & OIL DUMP

Ice can be dumped on the back dock IN THE DRAIN PROVIDED. Oil can be dumped in a designated barrel at the back dock. Any used oil left in the cook shack or booth may result in additional fines from the convention center.

ONSITE CHECK-IN AND MOVE-IN

COOK SHACK

There is no kitchen access at the Convention Center – any food preparation must be done at your booth or cook shack. Exhibitors will need to supply all cooking equipment and utensils needed to prepare samples. If utilizing the cook shack to prepare samples, a cook shack area will be assigned to you or your corresponding broker. All electrical specifications from the cooking equipment needed to prepare samples in the cook shack should be sent to Colorado Marketing (Amanda_Kruczynski@shamrockfoods.com). Please use only the cooking equipment for which you requested electrical.

Exhibitors will need to provide a list of electrical equipment and equipment specifications needed to prepare samples in your booth. Electrical request information is available under the Utilities section of the guide. Exhibitors will need to provide a K fire extinguisher if cooking with oil in the booth.

Please ensure all health guidelines are met.

FACILITY KITCHEN

Exhibitors will not have access to an onsite kitchen at the Colorado Convention Center.

BOOTH INFORMATION

Please ensure exhibitor booths are fully staffed to capture leads generated for the expected number of attendees per show. Exhibitors are expected to staff the booth with associates trained on your product lines prepared to sell and consult. Each booth must have at least one manufacturer representative. Depending on the intricacies of the product line, we recommend at least 3 people for a full booth and at least 2 for a half booth to fully capture the leads available. Exhibitors must have booths staffed at all times during the show. Exhibitors should avoid the use of cell phones at the booth during the show. Booths may not be torn down prior to the 4:00pm end time of the show.

Exhibitors may use pull-up banners and table signage to market your booths, however please do not place high banners on the tables. Any back walls will need to be pre-approved. No broker signage of any kind is allowed at the EXPO.

BOOTH LAYOUT

Standard full booths will be a 10x10 area with one 6ft table and one 8ft table. Standard half booths are 5x10 with one 8ft table or one 6ft table. Tables will be set in an “L” shape, back and sides of the booth space to allow customers to enter the booth area and engage with the exhibitor. Please do not move tables or block the front of your booth. Booths will include 3ft pipe and drape to allow for an open floor feeling and format. Booth tables will include black tablecloths matching the pipe and drape. Exhibitors can supplement tablecloths with professional branded tablecloths. Broker logos or signage is prohibited in the booth.

Exhibitors assigned to a specific show segment area will have a booth with one 6ft table and one 8ft table. The 6ft table is along the front of the booth and the 8ft table is at the back of the booth. Exhibitors sharing these show segment booths will have access to 1/2 of the front table and 1/2 of the back table. Please do not move these tables. Booths will include segment pipe and drape. Booth tables will include segment tablecloths. Exhibitors can supplement tablecloths with branded tablecloths. Broker logos or signage is prohibited in the booth. Notification will be sent to exhibitors assigned to these specific show segment areas.

Exhibitor booth numbers and floor plans will be released at a later date.

BOOTH INFORMATION



exhibitor.services@heritagesvs.com
 1-800-360-4323
 Fax: 314-534-8050
 Order online at: heritagesvs.com/ordering
 Please contact us for assistance if needed

See the following pages for items available to order.

ORDER SUMMARY



exhibitor.services@heritagesvs.com
 1-800-360-4323
 Fax 314-534-8050
 Order online at: heritagesvs.com/ordering

ORDER SUMMARY FORM SHAMROCK FOODS EXPO 2024 DENVER

Discount Deadline:
9/5/2024

Order Services Early and SAVE!

Complete and submit necessary order forms listed below before the deadline date to take advantage of Advance Pricing.

Heritage Order Forms	Order Total
<input type="checkbox"/> Method of Payment & Credit Card Authorization	<u>Submit With First Order</u>
<input type="checkbox"/> Furniture	\$ _____
<input type="checkbox"/> Accessories	\$ _____

TOTAL AMOUNT DUE \$ _____

Please see the Terms and Conditions page for full explanation of our policy on cancellations and changes.

Exhibiting Company _____

Contact Name _____ Booth # _____

Phone # _____ Email _____

Please fax or email this form promptly to HERITAGE using the information at the top of the page - retain one copy for your files.

BOOTH INFORMATION

METHOD OF PAYMENT



HERITAGE™

exhibitor.services@heritagesvs.com

1-800-360-4323

Fax 314-534-8050

Order online at: heritagesvs.com/ordering

METHOD OF PAYMENT & CREDIT CARD AUTHORIZATION FORM

Must be completed and submitted with any HERITAGE order forms

Name of Convention SHAMROCK FOODS EXPO 2024 - DENVER Booth# _____

Exhibiting Company _____

Phone # _____ Fax # _____

Address _____

City _____ State _____ ZIP _____

Contact Email _____

Print Name _____ Signature _____

Credit Card Payment

Cardholder's Name (Please print) _____

Credit Card Billing Address _____

City _____ State _____ ZIP _____

Credit Card # _____ V-Code _____ EXP _____

Charge to: American Express MasterCard Visa Discover

If for any reason the submitted credit card or check is declined or returned, a \$50.00 processing fee will be added to the final invoice. For your convenience, we will also process your card for payment of any additional charges incurred at show site. We will automatically provide this service unless informed otherwise by you.

CARD HOLDER'S SIGNATURE

By signing the above, I acknowledge and understand that all services rendered will be billed to this credit card. I agree to be bound by all terms and conditions in this service manual.

Company Check

Make Check Payable to: HERITAGE
620 Shenandoah Ave
St. Louis, MO 63104
Attn: Exhibitor Services

Please include a copy of this order form with your check.

Bank Wire Transfer

Enterprise Bank and Trust
St. Louis, MO 63127
ABA# 081006162
ACCT# 0040520 HERITAGE
Swift Code - Entrus44

Please reference name of show & booth number to credit your account. Customers are responsible for any bank processing fees. Please add \$25.00 to your invoice total for each wire to cover inbound bank processing fees.

Please note: In some instances equipment or services may be handled by other contractors.

All orders received on site at the Exhibitor Service Desk will be charged at standard rates. All outstanding balances must be paid by the close of the show. Adjustments to your invoice will not be made after the close of the show. For your convenience, we will use this authorization to charge your credit card account for your advance orders, and any additional amounts incurred as a result of show site orders placed by your representative. These charges may include all Heritage companies, including but not limited to HES Logistics, Inc., or any charges which Heritage may be obligated to pay on behalf of the Exhibitor, including without limitation, any shipping charges. By submitting this form or ordering materials or services from Heritage, you agree to be bound by all terms & conditions included in your service manual.

Please fax or email this form promptly to HERITAGE using the information at the top of the page - retain one copy for your files.



HERITAGE™

TERMS AND CONDITIONS

SHAMROCK FOODS EXPO 2024 DENVER

exhibitor.services@heritagesvs.com

1-800-360-4323

Fax 314-534-8050

Order online at: heritagesvs.com/ordering

YOU ARE ENTERING A CONTRACT WHICH LIMITS YOUR POSSIBLE RECOVERY IN CASE OF LOSS OR DAMAGE.

The terms and conditions set forth below become a part of the contract between HERITAGE exposition services and you, the exhibitor. Exhibitor is deemed to have accepted these terms and conditions when any of the following conditions are met:

- The material handling service agreement is signed;
- Exhibitor's materials are delivered to the HERITAGE warehouse or to a show or exposition site for which HERITAGE is the official show contractor, or
- An order for labor and/or rental equipment is placed by exhibitor with HERITAGE.

1. **DEFINITIONS.** For purposes of the Contract, "HTG" means HERITAGE Exposition Services, Inc., d.b.a. HERITAGE Trade Show Services, HERITAGE, Heritage Exposition Services, HES Logistics, and their respective employees, directors, officers, agents, assigns, affiliated companies, and related entities including, but not limited to, any subcontractors HTG may appoint. The term "EXHIBITOR" means the Exhibitor, its employees, agents, representatives, and any Exhibitor Appointed Contractor ("EAC"). Cold Storage: Holding of Goods in a climate controlled area; Accessible Storage: Holding of Goods in an area from which Goods may be removed during shows; Services: Warehousing, transportation, drayage, un-supervised labor, supervised labor and/or related services; Show Site: The venue or place where an exposition or event takes place; Supervised Labor (OK TO PROCEED): Union labor that is provided to a Customer to install or dismantle a booth or exhibit space, and is supervised and/or directed by HTG; Un-Supervised Labor (do not proceed): Union labor that is provided to a Customer to install or dismantle a booth or exhibit space and pursuant to Customer's election is not supervised and/or directed by HTG. Customer assumes the responsibility and any liability arising therefrom, for the work of union labor when Customer elects to use un-supervised labor.

2. **SCOPE.** These Terms and Conditions shall be binding upon Exhibitor, HTG, and their respective Agents and representatives, including but not limited to Exhibitor contracted labor, EAC's or Installation and Dismantle Companies, and any other party with an interest in the Goods. Each shall have the benefit of and be bound by all provisions stated herein, including but not limited to time limits and limitations of liability.

3. Payments are due prior to delivery of services or equipment to EXHIBITOR unless other credit arrangements have been made. All payments shall be in U.S. currency, MasterCard, VISA, American Express or Discover credit cards, debit cards, or check, provided there is sufficient customer credit in EXHIBITOR's form of payment to completely satisfy the amount owed by EXHIBITOR to HTG. Undersigned authorizer acknowledges and agrees that all applicable charges for services rendered to the EXHIBITOR will be applied to the credit card on file in the event other form of payment is not tendered prior to the close of the trade show. In no instance shall any Exhibitor be extended credit beyond 30 days after the close of the Show. If there are any outstanding balances owed by EXHIBITOR to HTG which have not been paid after 30 days following the close of the Show, then these unpaid balances shall bear interest at the rate of 1-1/2% per month (18% per annum).

4. Any discrepancy in items ordered and items received or any complaint or question concerning services, etc., must be reported to the HTG Service Center at the show, in writing, immediately upon noting same. Problems will be resolved and/or any valid adjustments in EXHIBITOR's account will be made at that time, and approved by the HTG Project Manager in charge. Credits and adjustments will not be made based on information received after the Show. Exhibitors who cancel prior to Exhibitor Move-In will be refunded 100% of their advance payment. No refunds will be made for cancellations received once Exhibitor move-in begins or at show site, unless otherwise noted on the specific service form. In the event the exposition or event is cancelled or postponed, HTG reserves the right to charge for services rendered in preparation of the event or exposition as well as non-refundable costs incurred by HTG. Prior to any refunds being paid to EXHIBITORS, these cancellation and/or postponement charges will be determined in good faith by HTG and withheld from any amounts previously paid by EXHIBITOR to HTG in proportion to receipts from all exhibitors with the excess being refunded. EXHIBITOR should be advised that routine audits of Exhibitor booths for service usage are conducted during the Convention. Should the result of such an audit indicate that equipment or services is in fact being used that has not been paid for, the Exhibitor will be charged for the equipment or service at the applicable rate.

5. HTG reserves the right to discontinue one or all services or equipment delivery to EXHIBITOR for non-payment of one or more outstanding bills should such bill not be paid before the close of the first day of the Show. Payment for any one or more of the services rendered does not in anyway release EXHIBITOR from payment of the other remaining services upon presentation of an invoice. Should it become necessary after all discrepancies are resolved to employ a collection agency, then EXHIBITOR agrees that all reasonable and customary collection fees shall be borne by EXHIBITOR.

6. **CHOICE OF LAW & VENUE.** Any dispute between HTG and EXHIBITOR shall be governed by the laws of the State of Missouri (without regard to Missouri's conflicts of laws principles). Venue of any action between HTG and EXHIBITOR shall lie exclusively in the state or federal courts located in St. Louis, Missouri and HTG and EXHIBITOR agree that all reasonable attorney's fees shall be borne by the prevailing party.

7. **LIMITATION OF LIABILITY & INDEMNITY.** HTG shall not be liable to any extent whatsoever for any actual or potential loss of profits or revenues, or for any collateral costs or consequential damages, which may result from (1) any loss, injury or damage to EXHIBITOR's materials or (2) EXHIBITOR's ability to carry-on in its normal business practices. Additionally, HTG shall not be liable for (1) any loss, damage or delay as a result of fire, lightning, strikes, riot or civil commotion or any other cause or condition beyond the control of HTG, (2) damage to uncrated materials, materials improperly packed, or (3) concealed damage, or loss, theft or disappearance of EXHIBITOR's materials while at the show or EXHIBITOR's materials are in EXHIBITOR's possession or are located within or near the confines of EXHIBITOR's booth. HTG's liability shall be limited to any loss or damage which results solely from HTG's negligence in the actual physical handling of EXHIBITOR's materials and not from any other type of loss or damage. HTG does not assume any liability for any loss or damages to electronics, monitors, or devices. HTG's maximum liability for any cause shall be limited to \$0.30 per pound per article with a maximum liability of \$50.00 per item or \$1,000.00 per shipment. HTG shall not be responsible for loss, theft, or disappearance of materials before they are picked up from EXHIBITOR's booth or for reloading after the show. Bills-of-lading covering outgoing shipments, which are furnished to HTG by EXHIBITOR, will be checked at the time of actual pickup from the booth and corrections made where discrepancies occur. Any claims for loss, injury or damage must be submitted to HTG within thirty (30) days of the close of the show in which the loss, injury or damage occurred, or such claims shall be waived. No suit or action for the recovery of any claims arising out of or related to bodily injury, death, or property damage shall be brought against HTG more than one year after the accrual of the cause of action. EXHIBITOR agrees to indemnify and hold harmless HTG against any and all claims, suits, liabilities, or damages, including reasonable settlements and reasonable attorney's fees, arising out of negligence or any other cause on the part of the EXHIBITOR, subcontractors, suppliers, employees

or any individual or company under the control directly or indirectly of the EXHIBITOR at the show.

a. **Cold Storage.** Goods requiring cold storage are stored at Customer's own risk. HTG assumes no liability or responsibility for Cold Storage. b. **Accessible Storage:** HTG assumes no liability for loss or damage to Goods while in Accessible Storage. Storage charges are for the use of space and are not a form of insurance, or a guarantee of security. c. **Unattended Goods:** HTG assumes no liability for loss or damage to unattended Goods received at Show Site at any time from the point of receipt of inbound Goods until the loading of the outbound Goods, including the entire term of the respective show or exhibition. Customer is responsible for insuring its own Goods for any and all risk of loss. d. **Empty Storage:** HTG assumes no liability for loss or damage to Goods or crates, or the contents therein, while containers are in Empty Storage. It is Customer's sole responsibility to affix the appropriate labels available at the HTG Service Desk for empty container storage, and ensures that any pre-existing empty labels are removed. e. **Forced Freight:** HTG is not liable for Customer Goods left on the show floor after the show closing deadline, with or without a Material Handling Services/Straight Bill of Lading signed by Customer. It is Customer's responsibility to complete accurate paperwork for shipping to ensure Customer Goods are properly labeled. f. **Concealed Damage:** HTG shall not be liable for concealed loss or damage including but not limited to glass, electronic equipment, prototypes, original art, uncrated Goods, or improperly packaged or labeled Goods. g. **Unattended Booth:** HTG shall not be liable for any loss or damage occurring while the Goods are unattended in Exhibitor's booth at any time, including, but not limited to, the time the Goods are delivered to the dock until the time the Goods are received by Exhibitor's selected carrier. h. **Labor:** HTG assumes no liability for loss, damage, or bodily injury arising out of Exhibitor's supervision of HTG provided union labor. i. **Notice of Loss or Damage:** In order to have a valid claim, notice of loss or damage to Goods must be given to HTG or its agent within 24 hours of occurrence (as evidenced in an Incident Report completed at Show Site by HTG) or delivery of outbound Goods.

8. **ADVANCED WAREHOUSING/TEMPORARY STORAGE:** HTG assumes no liability or responsibility for loss or damage to Goods delivered to the Advance Warehouse or other similar Temporary Storage facilities.

9. EXHIBITOR recognizes that HTG provides services as EXHIBITOR's agent and not as bailee or shipper. If any employee or subcontractor of HTG shall sign a delivery receipt, bill-of-lading, or other document, EXHIBITOR agrees that these signatories will do so as EXHIBITOR's agent, and EXHIBITOR accepts the responsibility thereof. HTG or its subcontractors are authorized to note the quantities or condition of items on the EXHIBITOR's bill-of-lading when the actual count or condition of such items do not conform to the amount or amounts recorded by EXHIBITOR. Correct weights with Weight Certificate must be provided, otherwise HTG's or its subcontractor's estimate will prevail in the event of any weight discrepancy.

10. Exhibitor permits all contact information provided to HTG to be used by HTG and shared with other entities assisting in the production of the event in question. Email communications may include show information, promotional materials, advertising statements and other commercial notices. Permission may be revoked by the EXHIBITOR in writing.

11. In the case of bills submitted to parties other than the EXHIBITOR (i.e., Third Parties), such arrangements in no way release EXHIBITOR from any and all of the terms and conditions outlined herein.

12. **REFUNDS:** EXHIBITOR shall receive a full and complete refund of any overpayments following final audit after the close of the Show. HTG will remit refunds to EXHIBITOR at the name and address indicated on the Exhibitor Data Sheet. EXHIBITOR will receive a refund for any extra overpayment above and beyond the amount which EXHIBITOR owes to HTG. Also provided for the EXHIBITOR with the final refund shall be a final accounting showing the services or equipment ordered.

13. **CREDIT CARD:** HTG is pleased to accept orders for services, with payment being made by a credit card. By paying for these services in advance, and adhering to the deadline date, you have taken advantage of the discount offered. However, if a payment is subsequently made by check with the intention of reversing the initial credit card payment, there will be a fee assessed for each subsequent transaction following the initial transaction. The fee to reverse the credit card payment and replace it with a check or an alternate credit card is as follows: If the credit card charge is \$1.00 to \$500.00 the fee is \$25.00, \$501.00 to \$1,000.00 the fee is \$30.00, \$1,001.00 to \$2,000.00 the fee is \$60.00, \$2,001.00 to \$5,000.00 the fee is \$150.00, \$5,001.00 to \$10,000.00 the fee is \$300.00, \$10,001.00 to \$20,000.00 the fee is \$450.00. Amounts over \$20,000.00 the fee is 4% of the amount owed.

14. **Insurance:** It is understood that HTG is not an insurer. Insurance should be obtained by the EXHIBITOR. It is highly recommended that exhibitors arrange All Risk coverage which usually can be done by endorsements to existing policies. EXHIBITOR's materials should be insured from the time they leave their firm until they are returned after the close of the show. Insurance and liability against theft or property damage to equipment or exhibit material owned or rented by EXHIBITOR, or bodily injury occurring within the confines of EXHIBITOR's booth, remain the sole and complete responsibility of EXHIBITOR. Except where prohibited by law, the EXHIBITOR and its insurers waive all rights of recovery or subrogation against HTG and their respective directors, officers, employees, and agents.

15. By completing and submitting the service forms, Exhibitor hereby authorizes HTG as its Exhibitor Appointed Contractor to process and pay for those services on behalf of the Exhibitor as a third party.

16. HTG Reserves the right to adjust the price charged for any item in the event of a sudden and unexpected price increase. By way of example without limiting the foregoing, in the event fuel prices escalate in a rapid manner, the price of any individual item may be adjusted to reflect the impact of higher fuel prices. Additionally, HTG reserves the right to pass through to Exhibitor any incremental charges or fees levied by the facility, suppliers or other third parties.

BOOTH INFORMATION

FURNITURE AND ACCESSORIES RENTAL



HERITAGE™

FURNITURE RENTAL ORDER FORM SHAMROCK FOODS EXPO 2024 DENVER

exhibitor.services@heritagesvs.com

1-800-360-4323

Fax 314-534-8050

Order online at: heritagesvs.com/ordering

**Discount Deadline:
9/5/2024**

	Item	Quantity	Discount Rate	Standard Rate	Total
Furniture	F60 Plastic Side Chair (Gray)	_____ x	\$ 137.30	\$ 178.50	= _____
	F50 Padded Sled Base Chair (Gray)	_____ x	\$ 179.21	\$ 232.97	= _____
	F9 Padded Chair (Gray)	_____ x	\$ 179.21	\$ 232.97	= _____
	F10 Padded Arm Chair (Gray)	_____ x	\$ 194.26	\$ 252.53	= _____
	F20 Custom Padded Arm Chair (Gray)	_____ x	\$ 229.46	\$ 298.30	= _____
	F30 Padded High Stool (Gray)	_____ x	\$ 219.38	\$ 285.20	= _____
	F40 Custom Padded High Stool (Gray)	_____ x	\$ 288.07	\$ 374.49	= _____
	F75 Executive Chair (Black)	_____ x	\$ 280.80	\$ 365.04	= _____
Draped Display Tables	Circle your color choice:				
		Red Blue Teal Burgundy Hunter Green Plum Silver Black White Gold Expo Green			
	F110 4' Table – 30" High	_____ x	\$ 247.90	\$ 322.26	= _____
	F120 6' Table – 30" High	_____ x	\$ 298.15	\$ 387.60	= _____
	F130 8' Table – 30" High	_____ x	\$ 348.34	\$ 452.84	= _____
	F140 4' Table – 42" Counter High	_____ x	\$ 308.16	\$ 400.61	= _____
	F150 6' Table – 42" Counter High	_____ x	\$ 358.42	\$ 465.94	= _____
	F160 8' Table – 42" Counter High	_____ x	\$ 408.67	\$ 531.27	= _____
	F170 4th Side Table Drape - 30" High	_____ x	\$ 103.82	\$ 134.97	= _____
	F180 4th Side Table Drape - 40" High	_____ x	\$ 103.82	\$ 134.97	= _____
Undraped Display Tables	F190 4' Table – 30" High	_____ x	\$ 159.12	\$ 206.86	= _____
	F200 6' Table – 30" High	_____ x	\$ 194.26	\$ 252.53	= _____
	F210 8' Table – 30" High	_____ x	\$ 231.12	\$ 300.46	= _____
	F220 4' Table – 42" Counter High	_____ x	\$ 172.51	\$ 224.27	= _____
	F230 6' Table – 42" Counter High	_____ x	\$ 204.34	\$ 265.64	= _____
	F240 8' Table – 42" Counter High	_____ x	\$ 249.55	\$ 324.42	= _____
	F80 30" Diameter Pedestal (Gray) 18" H	_____ x	\$ 345.02	\$ 448.53	= _____
	F90 30" Diameter Pedestal (Gray) 30" H	_____ x	\$ 345.02	\$ 448.53	= _____
	F100 30" Diameter Pedestal (Gray) 42" H	_____ x	\$ 345.02	\$ 448.53	= _____
	Table Risers Covered White	F250 4' Long Riser	_____ x	\$ 109.51	\$ 142.37
F260 6' Long Riser		_____ x	\$ 134.64	\$ 175.03	= _____
F270 8' Long Riser		_____ x	\$ 162.79	\$ 211.63	= _____
Special Drape Products	Circle your color choice:				
		Red Blue Teal Burgundy Hunter Green Plum Silver Black White Gold Expo Green			
	F280 Drape - 3' H	_____ x	\$ 21.27	\$ 27.65	= _____
F290 Drape - 8' H	_____ x	\$ 33.48	\$ 43.52	= _____	

Please see the Terms and Conditions page for full explanation of our policy on cancellations and changes.

Method of Payment & Credit Card Authorization Form REQUIRED to be submitted with this form.

SUBTOTAL \$ _____
TAX 8.81% \$ _____
TOTAL DUE \$ _____

Exhibiting Company _____

Contact Name _____ Booth# _____

Phone # _____ Email _____

Please fax or email this form promptly to HERITAGE using the information at the top of the page - retain one copy for your files.

BOOTH INFORMATION

Chairs



Plastic Side Chair

F60
(Gray)



Padded Sled Base Chair

F50
(Gray)



Padded Chair

F9
(Gray)



Padded Arm Chair

F10
(Gray)



Custom Padded Arm Chair

F20
(Gray)



Padded High Stool

F30
(Gray)



Custom Padded High Stool

F40
(Gray)



Executive Chair

F75
(Black)

Skirted Tables



4' Display Table

F110
30" High



4' Display Table

F140
42" Counter High



6' Display Table

F120
30" Counter High



6' Display Table

F150
42" High



8' Display Table

F130
30" High



8' Display Table

F160
42" Counter High

Table Skirt and Drape Color Options



Red



Teal



Hunter Green



Silver



White



Blue



Burgundy



Plum



Black



Gold



Expo Green

BOOTH INFORMATION

Undraped Display Tables



4' Display Table
F190
30" High



4' Display Table
F220
42" Counter High



6' Display Table
F200
30" High



6' Display Table
F230
42" Counter High



8' Display Table
F210
30" High



8' Display Table
F240
42" Counter High



30" Diameter Pedestal
F80
18" H (Gray)



30" Diameter Pedestal
F90
30" H (Gray)



30" Diameter Pedestal
F100
42" H (Gray)

BOOTH INFORMATION



HERITAGE™

exhibitor.services@heritagesvs.com

1-800-360-4323

Fax 314-534-8050

Order online at: heritagesvs.com/ordering

ACCESSORIES RENTAL ORDER FORM

SHAMROCK FOODS EXPO 2024 DENVER

Discount Deadline: 9/5/2024

	Item	Quantity	Discount Rate	Standard Rate	Total
Accessories	A10 Wastebasket	x	\$ 48.24	\$ 62.71	=
	A20 Tripod Easels	x	\$ 80.42	\$ 104.55	=
	A30 Chrome Stanchion	x	\$ 60.26	\$ 78.34	=
	A40 Velour Rope 6' Black	x	\$ 60.26	\$ 78.34	=
	A50 Coat Tree	x	\$ 174.89	\$ 227.35	=
	A60 Chrome Bag Rack	x	\$ 174.89	\$ 227.35	=
	A70 Literature Rack	x	\$ 341.64	\$ 444.13	=
	A80 Garment Rack 5'	x	\$ 187.56	\$ 243.83	=
	A90 2 Way Straight Arm Rack	x	\$ 257.26	\$ 334.43	=
	A100 4 Way Slant Arm Rack	x	\$ 288.07	\$ 374.49	=
	A106 Raffle Ticket Drum	x	\$ 115.20	\$ 149.76	=
	A107 Fishbowl	x	\$ 36.00	\$ 46.80	=
	A110 6' Tensabarrier	x	\$ 273.31	\$ 355.31	=
	D130 1M Straight Shelf	x	\$ 151.77	\$ 197.30	=
	D131 1M Angle Shelf	x	\$ 151.77	\$ 197.30	=
	D210 Acrylic Holder*	x	\$ 50.26	\$ 65.33	=
	D220 Arm Light*	x	\$ 107.21	\$ 139.37	=
	<i>*For use with Heritage Rentals Only</i>				
D250 Chrome Sign Holder	x	\$ 296.42	\$ 385.35	=	

Tackboard	D20 Tackboard Panels (4'x8') Vertical	x	\$ 361.80	\$ 470.34	=
	D30 Tackboard Panels (4'x8') Horizontal	x	\$ 361.80	\$ 470.34	=
	D31 Fabric Modular Panel 1 Meter x 8'	x	\$ 884.30	\$ 1149.60	=
	Circle your fabric modular only panel color choice:				
	Gray Black Blue				

Method of Payment & Credit Card Authorization Form REQUIRED to be submitted with this form.

SUBTOTAL \$ _____

TAX 8.81% \$ _____

TOTAL DUE \$ _____

Please see the Terms and Conditions page for full explanation of our policy on cancellations and changes.

Exhibiting Company _____

Contact Name _____ Booth# _____

Phone # _____ Email _____

Please fax or email this form promptly to HERITAGE using the information at the top of the page - retain one copy for your files.

BOOTH INFORMATION

ACCESSORIES



Wastebasket
A10



Tripod Easels
A20



Chrome Sign Holder
D250



Chrome Stanchion
A30



Velour Rope 6' Black
A40



Coat Tree
A50



Chrome Bag Rack
A60



Literature Rack
A70



Garment Rack 5'
A80



2 Way Straight Arm Rack
A90



4 Way Slant Arm Rack
A100



Raffle Ticket Drum
A106



Fishbowl
A107



6' Tensabarrier
A110

BOOTH INFORMATION



HERITAGE™

EXHIBIT ACCESSORIES - GONDOLAS & PANELS RENTAL ORDER FORM

exhibitor.services@heritagesvs.com

1-800-360-4323

Fax 314-534-8050

Order online at: heritagesvs.com/ordering

SHAMROCK FOODS EXPO 2024 DENVER

Discount Deadline: 9/5/2024

	Item	Quantity	Discount Rate	Standard Rate	Total
Pegboard	D10 Pegboard Panels (4'x8')	_____ x	\$ 482.33	\$ 627.03	= _____
	D09 Pegboard 4" Single Hook	_____ x	\$ 11.96	\$ 15.55	= _____
	D11 Pegboard 6" Single Hook	_____ x	\$ 20.59	\$ 26.77	= _____
	D12 Pegboard 8" Single Hook	_____ x	\$ 24.05	\$ 31.26	= _____
Gondolas	D800 Single Sided 1M x 4' High	_____ x	\$ 957.14	\$ 1244.29	= _____
	D801 Double Sided 1M x 4' High	_____ x	\$ 1340.00	\$ 1742.00	= _____
	D802 Single Sided 1M x 8' High	_____ x	\$ 1340.00	\$ 1742.00	= _____
	D803 Double Sided 1M x 8' High	_____ x	\$ 1914.29	\$ 2488.57	= _____
Gridwall	D40 Gridwall 2'x8' Black <i>*Legs & Connectors required below</i>	_____ x	\$ 329.62	\$ 428.50	= _____
	D80 4" Gridwall Single Hook	_____ x	\$ 11.96	\$ 15.55	= _____
	D60 6" Gridwall Single Hook	_____ x	\$ 20.59	\$ 26.77	= _____
	D70 8" Gridwall Single Hook	_____ x	\$ 24.05	\$ 31.26	= _____
	D81 Grid Legs (Black)* <i>*Legs & Connectors required below</i>	_____ x	\$ 51.62	\$ 67.11	= _____
	D82 Grid Connectors*	_____ x	\$ 28.25	\$ 36.72	= _____
	D83 3-Ball Waterfall Arm	_____ x	\$ 43.76	\$ 56.89	= _____
	D84 5-Ball Waterfall Arm	_____ x	\$ 47.08	\$ 61.21	= _____
	D85 7-Ball Waterfall Arm	_____ x	\$ 51.29	\$ 66.68	= _____
Slatwall	D50 Slatwall 1 Meter x 8'	_____ x	\$ 442.15	\$ 574.80	= _____
	D120 Slatwall Waterfall Hooks	_____ x	\$ 72.36	\$ 94.07	= _____
	D121 Slatwall 8" Bracket	_____ x	\$ 24.05	\$ 31.26	= _____

Method of Payment & Credit Card Authorization Form REQUIRED to be submitted with this form.

SUBTOTAL \$ _____

TAX 8.81% \$ _____

TOTAL DUE \$ _____

Please see the Terms and Conditions page for full explanation of our policy on cancellations and changes.

Exhibiting Company _____

Contact Name _____ Booth# _____

Phone # _____ Email _____

Please fax or email this form promptly to HERITAGE using the information at the top of the page - retain one copy for your files.

BOOTH INFORMATION

DISPLAYS



Pegboard Panels (4'x8')
D10



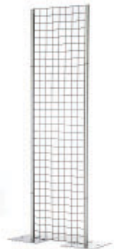
Pegboard 6" Single Hook
D11



Tackboard Panels (4'x8')
D30



Fabric Impact Panel 1 Meter x 8'
D31



Gridwall 2'x8' Black
D40



Gridwall 6" Single Hook
D60



Slatwall 1 Meter x 8'
D50



Slatwall Waterwalls Hooks
D120



Slatwall 8" Bracket
D121



Shelf 1 meter wide
D130



Acrylic Holder
D210



Arm Light
D220

BOOTH INFORMATION

RULES AND REGULATIONS

LABOR RULES

There are specific labor requirements at the Colorado Convention Center. Heritage will be our service provider for the show and will coordinate with the convention center. Exhibitors can coordinate material handling request with Heritage or hand carry items.

BOOTH INFORMATION



HERITAGE™

EXHIBIT HALL FIRE REGULATIONS

exhibitor.services@heritagesvs.com

1-800-360-4323

Fax 314-534-8050

Order online at: heritagesvs.com/ordering

The information contained in this brief outline does not by any means cover completely the ordinances and regulations contained in the local Fire Prevention Code.

The following are basic rules governing concessions, exhibits, and shows in any building open to the public:

1. All curtains, drapes and decorations must be constructed of flameproof material, or treated with an approved flameproofing solution. (Treatment shall be renewed as often as may be necessary to maintain the flameproofing effect.)
2. No combustible materials, merchandise or signs shall be attached to, hung from, or draped over flameproofed side and rear divider draperies of booths or attached to table skirting facing aisles, unless flameproofed.
3. All exits, hallways and aisles leading from buildings or tents are to be kept clear and unobstructed at all times.
4. No exit door shall be locked, bolted or otherwise fastened or obstructed at any time an exhibit building is open to the public. Moreover, it shall be unlawful to obstruct, or reduce in any manner, the clear width of any doorway, hallway, passageway or other means of egress. Additionally, all required exits shall be so located as to be discernible and accessible with unobstructed access thereto.
5. Access through turnstiles, gates, rails or similar devices shall not be permitted unless such a device is equipped to swing readily in the direction of exit travel under a total force of not more than 15 pounds and/or prior approval of the Fire Marshal.
6. All sawdust, shavings, hay and straw shall be flameproofed, stored and maintained in a manner approved by the Fire Marshal.
7. Automobiles, trucks, tractors, machinery and other motor vehicles utilizing flammable fuels, which are placed on display inside any building shall have no more than two (2) gallons of fuel in the tank; all fuel tanks shall be locked or effectively sealed and battery cables shall be disconnected from the ignition system. Ignition keys for vehicles on display shall be kept by a responsible person at the display location for removal of such vehicles from the building in the event of an emergency.
8. There shall not be any gasoline powered forklifts or carts allowed in a place of assembly. Exceptions: Propane or electric vehicles are allowed.
9. The use of liquefied petroleum gases inside buildings, tents or other areas is strictly prohibited, except for demonstration purposes when approved by the Fire Marshal. Maximum LPG allowed for exhibition purposes is a six (6) pound cylinder.
10. "No Smoking by Order of Fire Marshal" signs shall be posted and maintained in areas designated by the Fire Marshal.
11. Provide for daily removal and disposal of trash and rubbish from buildings and tents.
12. All electrical wiring shall be installed in a manner approved by the City Chief Electrical Inspector.
13. Provide and maintain approved fire extinguishing equipment in all areas as designated by the Fire Marshal.
14. All standpipe and hose cabinets shall be kept clear and unobstructed at all times.
15. All appliances fired by natural gas shall be approved by the City Chief Mechanical Inspector and Fire Marshal before being used.
16. The use of welding and cutting equipment for demonstration purposes must be by permit from the Fire Marshal.
17. Cylinders of compressed gases are prohibited unless approved by the Fire Marshal, and shall be secured in a vertical or horizontal position depending on the tank use and design.
18. The operator or the person in charge of operation or use of any place of assembly or education shall check egress facilities before such building is occupied for any use. If such inspection reveals that any element of the required means of egress is obstructed, inaccessible, locked, fastened or otherwise unsuited for immediate use, admittance to the building shall not be permitted until necessary corrective action has been completed.
19. There shall not be any obstructions blocking exit doors from the outside of any building such as autos parked in doorways or barricades across sidewalks.
20. No curtains, drapes or decorations shall be hung in such a manner as to cover any exit signs.
21. No vehicles shall be parked in fire lanes outside of buildings.
22. No flammable liquids shall be used or admitted inside of buildings except by approval of the Fire Marshal.
23. Artificial lighting such as lanterns and candles are prohibited.
24. The use of all gas-fired heating units, either portable or stationary, shall meet the approval of the City Chief Mechanical Inspector and the Fire Marshal. The use of the so-called "salamander" stove is strictly prohibited.
25. All cooking appliances shall be equipped with ventilating hoods and equipment as deemed necessary by the Fire Marshal, but in any instance such equipment shall be installed in accordance with provision of the City Building and Fire Codes. However, countertop fryers not exceeding 15 lbs. of oil may be used without the necessary ventilating hood and surface protection requirements. Additionally, the exhibitor shall be allowed no more than one (1) fryer per booth and shall provide two (2) ten (10) pound B.C. extinguishers, positioned on both sides of said fryers. All cooking appliances shall be listed by a National Testing Agency: i.e. Underwriters Laboratory or Factory Mutual
26. Booth and seating plans must be approved by the Fire Marshal. Submit plans to the Fire Marshal no later than 15 days before set-up date.
27. There shall not be any ticket booths, tables or any other display setup in the lobby without the prior approval of the Fire Marshal.
28. All aisles shall be maintained at a minimum of ten (10) feet clearance.
29. All covered structures in excess of ninety (90) square feet in area shall be protected by an automatic fire detection system approved by the Fire Marshal.
30. All floor plans submitted shall be totally representative of the halls, rooms and/or areas in which the events are held in, such as the location of manual pull stations, fire hose standpipe closets, exits, aisles and man doors in air walls, etc.

BOOTH INFORMATION

FREIGHT AND DELIVERIES

DIRECT SHIPMENTS

Please be aware that the Colorado Convention Center does NOT receive exhibitor freight, literature or supplies through the venue package room. The package room is too small to handle exhibit materials and the venue's everyday receiving. All exhibit materials, being shipped directly to show site must be addressed as listed below to insure unloading and delivery to your booth area.

NOTE: Direct shipments will only be received beginning at 12:00pm, Tuesday, September 24, 2024. Any materials sent to the venue prior to this date may be returned to sender and/or may be turned over to Heritage and will be billed according to the Show's Shipping & Receiving Rates, and will be subject to venue assessed fees.

All shipments should be accompanied with a Bill of Lading or Packing List indicating the total weight of shipment and piece count.

See the enclosed Shipping Information/Material Handling Order Form for detailed service descriptions, rates and limits of liability.

WE APPRECIATE YOUR COOPERATION. HERITAGE EXPOSITION SERVICES

EXHIBITOR COMPANY NAME _____

BOOTH NUMBER _____

C/O HERITAGE
COLORADO CONVENTION CENTER
700 14TH ST.
DENVER, CO 80202

FOR: SHAMROCK FOODS EXPO 2024 – COLORADO

BOOTH INFORMATION



DO NOT DELAY!

DO NOT DELAY!

DIRECT SHIPMENT TO SHOW SITE

DIRECT SHIPMENT TO SHOW SITE

MUST NOT ARRIVE BEFORE: TUES. SEPT. 24TH

MUST NOT ARRIVE BEFORE: TUES. SEPT. 24TH

TO: _____
EXHIBITOR NAME

TO: _____
EXHIBITOR NAME

BOOTH NUMBER: _____

BOOTH NUMBER: _____

C/O HERITAGE
COLORADO CONVENTION CENTER
700 14TH STREET
DENVER, CO 80202

C/O HERITAGE
COLORADO CONVENTION CENTER
700 14TH STREET
DENVER, CO 80202

FOR: **SHAMROCK FOODS EXPO 2024 DENVER**

FOR: **SHAMROCK FOODS EXPO 2024 DENVER**



DO NOT DELAY!

DO NOT DELAY!

DIRECT SHIPMENT TO SHOW SITE

DIRECT SHIPMENT TO SHOW SITE

MUST NOT ARRIVE BEFORE: TUES. SEPT. 24TH

MUST NOT ARRIVE BEFORE: TUES. SEPT. 24TH

TO: _____
EXHIBITOR NAME

TO: _____
EXHIBITOR NAME

BOOTH NUMBER: _____

BOOTH NUMBER: _____

C/O HERITAGE
COLORADO CONVENTION CENTER
700 14TH STREET
DENVER, CO 80202

C/O HERITAGE
COLORADO CONVENTION CENTER
700 14TH STREET
DENVER, CO 80202

FOR: **SHAMROCK FOODS EXPO 2024 DENVER**

FOR: **SHAMROCK FOODS EXPO 2024 DENVER**

UTILITIES

ELECTRICIAL

Exclusive Brand or Family of Brand exhibitors must fill out your booth electrical needs and mark “Shamrock Funded” on the exhibitor kit electrical form. Shamrock will fund electrical for all Exclusive Brands and Family of Brands booths, and reserves the right to modify electrical needs.

Additional electrical ordering information will be released at a later date.

ELECTRICAL SERVICE



EXHIBITOR SERVICES ORDER FORM

For Electrical, Telephone, Cable TV, Air, Water and Drain.

AVOID 20% SURCHARGE BY PLACING YOUR ORDER ONLINE!!!

For Advanced Rate, orders must be placed no later than two weeks prior to first show move-in date at:

www.denverconvention.com/exhibit-at-an-event



ELECTRICAL SERVICE

WELCOME TO THE COLORADO CONVENTION CENTER



In this kit, you will find orders for:

Electrical services, Telephone services, Air/Water/Drain and Natural Gas services, Internet services, Audio Visual services, and Catering services.

To help you with a successful show, we offer you these tips and checklist:

1. The Colorado Convention Center (CCC) is responsible for all utility services, including power, telephone, air, water and drain.
2. ALL exhibitor utility orders should be ordered on-line, faxed, emailed or mailed directly to the CCC. **All payments should be submitted directly to the CCC for utility orders — NOT TO SHOW MANAGEMENT OR THE GENERAL SERVICE CONTRACTOR.**
3. Orders for Internet, Audio Visual Services, Business Center Services and Catering should be sent to their respective companies.
4. For your security, we do not accept orders over the phone. All forms must be mailed, faxed, emailed or ordered on-line at: www.denverconvention.com.
5. Read all the Forms and Guidelines carefully. You may find something specific to your booth that will reduce on-site complications.
6. Save money by ordering prior to your arrival. The onsite surcharge of 30% will be applied to all orders placed onsite, during the first move-in date of the event.
7. The CCC reserves the right to update or amend these forms as needed. If you have questions, please call before ordering.

To save time and even more money, order on-line at www.denverconvention.com. These rates are available only on the web and will avoid the 20% surcharge on the listed rates in this kit.

Checklist Requirements/Reminders:

- ◇ Individual orders are required for each booth you will occupy.
- ◇ If you have any questions, call us direct at 303.228.8027 before you order.
- ◇ All 10X10 and in-line booth services will be installed in the center back of the space.

Please submit a properly oriented booth floor plan for booth exhibits in which services **are not to be** installed in the center back of the space. Please include adjacent booth numbers surrounding the booth, to ensure proper installation and also to prevent postponement.

NOTE: If a booth floor plan is not provided, services will be placed in the most convenient location. Floor plans that include multiple service drop locations must identify exact placement for each individual drop which must be indicated on the Service Locator Plan, including electric, telephone, cable TV, compressed air, drain and water services. Special placement, testing and/or changes after the initial set will require additional labor and material charges.

Orders with multiple service drops submitted without a floor plan, will be installed on-site, on a first come first serve basis and labor charges will be assessed if the service drop must be relocated.

We look forward to seeing you in Denver!

ELECTRICAL SERVICE



PAYMENT POLICIES

1. **PAYMENT IN FULL** must be rendered on **all** orders when order is placed. **NO EXCEPTIONS!** No service order will be processed without full payment. Exhibitors with outstanding balances from prior shows must satisfy the payment requirement or services will not be provided.
 - All on-line orders must be received 15 days prior to the first contracted show move-in date to qualify for the discount price. All orders placed after this deadline will be charged at the standard rate.
 - All order forms and payments in U.S. Dollars or credit card, must be received 15 days prior to the first contracted show move-in date, in order to utilize the standard rate. The on-site rate will be applied to forms received after this deadline.
 - The date received by the **CCC** will determine the applicable rate.
 - All charges incurred during the show must be rendered in full at the time of service.
 - Any outstanding balance will be charged to the exhibitor credit card on file, after the event closing.
 - If for any reason because of default on the part of the exhibitor it becomes necessary to engage an attorney, the exhibitor agrees to pay all costs, expenses, and attorney fees expended or incurred by **CCC/ASM Global** in connection therewith.
 - Unpaid balances are subject to a late charge of 1.5% per month thereafter.
2. Only Cash, credit cards, company checks and money orders, made payable to **Colorado Convention Center/ASM**, will be accepted for advanced payments.
3. Colorado Convention Center requires an approved credit card to be on file for all orders, regardless of the method of payment you select. Please be sure to submit this information when placing your order to prevent any processing delays.
4. Your on-site representative must be aware of this payment policy and be prepared to make payment upon installation of services.
5. There is a \$25.00 service charge for all returned payments.
6. Rates quoted for all services include installing the requested services to the booth in the most convenient manner but do not include connecting equipment or special equipment. All island booths require a scaled diagram with proper orientation. Larger power orders may require additional labor and materials for precise placement of services.
7. Material and equipment furnished by the Center, for this service order, shall remain **CCC** property unless otherwise specified and shall be removed **ONLY** by the CCC employees at the close of the show.
8. Booth utilities are to be ordered by each exhibitor separately and are not to be shared with other exhibitors.
9. Changes to original orders will require a service order to be signed by the exhibitor acknowledging receipt of service.

CANCELLATION POLICIES

- There is a minimum \$100 or 10% Cancellation Fee (whichever is higher) plus any applicable taxes and surcharges that may apply. Cancellations must be in writing prior to the opening of the show. Additional cancellation charges will apply for orders that have already incurred labor, material, and / or engineering costs.
- Canceled services within an order will not incur cancellation charges if other services are ordered from the Convention Center provided the canceled services have not already incurred any costs.
- Credit will not be given for service(s) installed and not used.
- If a show or event gets canceled by show management, no refunds will be given after 2 weeks of cancellation notice. All cancellations must be in written form.

ELECTRICAL SERVICE



SUBMITTING YOUR PAYMENT/ORDER

ALL PAYMENTS MUST BE IN U.S. FUNDS DRAWN ON A U.S. BANK. MAKE CHECK PAYABLE TO : COLORADO CONVENTION CENTER/ASM

1. Online at www.denverconvention.com
2. US Mail/ First Class Mail/Couriers or Overnight Express:
Colorado Convention Center
Attn: Exhibitor Services
700 14ths Street, Denver CO 80202
3. Fax To: 303.228.8101
You may fax your complete order information. The Exhibitor Services Department will return a confirmation notice of receipt of your faxed order confirmation.
4. Wire Transfer:
1st Bank of Denver • Denver, CO 80202-1370 • ABA# 977-127-1711 • Routing# 107005047
Attn: Exhibitor Services
All wire transfers must include the following information:
•Your Company Name • Event/Show Name • Your Booth/Space Number
5. Federal Tax ID Number : 23-2511871

CONDITIONS AND REGULATIONS

GENERAL

1. Wall, column and permanent building utility outlets or sockets are not a part of booth space and are not to be used by exhibitors unless specified otherwise.
2. All equipment must comply with Federal, State, and local safety codes.
3. **Under no circumstances shall anyone other than CCC Employees enter floor ports to connect to any convention center utility including power, phone or internet lines. A fine of \$200 will be added to individual orders for each occurrence.**
4. **CCC/ASM** will not be responsible for any cutting or altering of any floor covering necessary to bring utilities to a booth.
5. Exhibit equipment requiring exhibitor engineers or technicians for assembly, servicing, and operation may be installed by qualified exhibit staff.
6. All ground/building connections to such equipment must be installed by CCC/ASM staff only.
7. All onsite changes will be charged a (1) one-hour minimum. The fee is \$75/hr.
8. **CCC/ASM** reserves the right to disconnect any service for failure to adhere to these published policies.

ELECTRICAL

1. **CCC/ASM** conducts an audit of power supplied to all exhibits. Exhibitors will be required to pay onsite rates for additional or unauthorized use of services. Services may be disconnected pending full payment.
2. **CCC/ASM** employs licensed electricians who are legally obligated to verify that exhibitor owned electrical material or equipment, including power distribution systems used during an event, comply with the **National Electrical Code** or are **U.L. approved**. Special attention is given to the grounding of equipment. **The electrical department will make the final determination in allowing the use of any electrical material or equipment.**
3. All equipment must be properly tagged and wired with complete information as to type of current, voltage, phase, cycle, wattage, horsepower, etc. If NO information is available, **CCC/ASM** electricians will compute a rating for the minimum electrical service required.
4. **CCC/ASM** reserves the right to refuse connection to any exhibitor whose equipment is deemed unsafe by the electrical department.
5. All exhibitors' 120-VOLT cords must be of the 3 wire, grounded type. All exposed non-current carrying metal parts of fixed equipment, which are liable to be energized, shall be grounded.
6. Electrical service for exhibitor needs shall be available one (1) hour prior to opening time and until one (1) hour after show close daily. **Equipment requiring continual power supply must order 24-hour power.**
7. The CCC is not responsible for voltage fluctuations or power failure. If your equipment has strict tolerances for voltage you must provide your own regulating device.
8. All electrical equipment exposed to water/liquids must have ground fault circuit interrupters.

ELECTRICAL SERVICE

AVOID 20% SURCHARGE BY ORDERING ONLINE ONLY, IF ORDERED AT LEAST 15 DAYS PRIOR TO FIRST SHOW MOVE - IN DATE.

denverconvention.com/exhibit-at-an-event

STANDARD 120V ELECTRICAL ORDER FORM



Email Orders to: eorders@denverconvention.com

Order Online, Fax, or Mail at:

Colorado Convention Center

Attn: Exhibitor Services

700 14th Street

Denver, CO 80202

303.228.8027 Ph

303.228.8101 Fx

www.denverconvention.com

Event Name: _____

Booth # _____ Booth Dimensions _____

Event Dates _____

Company Name _____

Address _____

City _____ St _____ Zip _____

Phone _____

E-mail _____

Account Contact _____

ELECTRICAL SERVICES	QTY	STANDARD RATE	TOTAL
5 AMPS OR 500 WATTS		\$145.00	
10 AMPS OR 1000 WATTS		\$165.00	
20 AMPS OR 2000 WATTS		\$180.00	
TOTAL PAYMENT			
See Special 120V order form for 24-hour power and overhead drop pricing and ordering.			
ADDITIONAL ITEMS (Electrical Service must be ordered first)	QTY	STANDARD RATE	TOTAL
SIX PLUG STRIP		\$30.00	
25' EXTENSION CORD		\$30.00	
TOTAL PAYMENT			

ONSITE SURCHARGE — ALL SERVICES, WITH THE EXCEPTION OF LABOR, WILL BE ASSESSED A 30% LATE FEE IF ORDERED ON/AFTER THE FIRST SHOW MOVE-IN DAY.

CREDIT CARD NUMBER: AMEX MC VISA

EXPIRATION DATE:

PRINT CARDHOLDERS NAME:

CARDHOLDERS SIGNATURE:

SIGNATURE ACKNOWLEDGES PAYMENT POLICIES, ALL CONDITIONS & REGULATIONS

- **Services are provided in the most convenient manner for CCC Electricians** UNLESS booth floor plan is submitted prior to first **show** move-in date. Services must be ordered and individually identified on a booth floor plan. Services are for the **duration of the show**.
- **BOOTH LAYOUT DIMENSIONS**—Please submit booth floor plans with exact placements of each service drop, for spaces larger than 10x10.
- **LABOR**: Labor is included in the initial set of the service. Special placement, testing and/or changes after the initial set will require additional labor and material charges. Labor will be charged in 1 hour increments.
- CCC Electricians **will not split/branch** service to achieve multiple locations. Services must be ordered for each individual location requested. Exhibitors may bring personal UL approved 3-wire cords and equipment to distribute if desired.
- **FOR 120V SERVICE LARGER THAN 20A or special needs PLEASE CALL 303.228.8027 or email eorders@denverconvention.com.**

ELECTRICAL SERVICE



SERVICE LOCATOR PLAN

Event Name:	Event Dates:
Company Name:	Booth Number:

All 10X10 and in-line booth services will be installed in the center back of the space. Larger booth exhibitors (i.e. Islands and Peninsulas,) **must submit a properly oriented booth floor plan**, including the adjacent booth numbers surrounding the booth, to ensure proper installation and also to prevent postponement.

NOTE: If a booth floor plan is not provided, services will be placed in the most convenient location. For booth spaces with multiple service drop locations, exact placement for each individual drop must be indicated on the Service Locator Plan, including electric, telephone, cable TV, compressed air, drain and water services. Special placement, testing and/or changes after the initial set will require additional labor and material charges.

Multiple service orders without a booth floor plan, will be serviced on a first come, first serve basis.

Electrical Services:

- E**— Indicates each amp/watt (Will not be split or branched)
- O**— Indicates overhead drop (Include height information)

Telephone Services:

- T**— Indicates Telephone Lines
- F**— Indicates Data/Fax Lines

Compressed Air / Water / Drain:

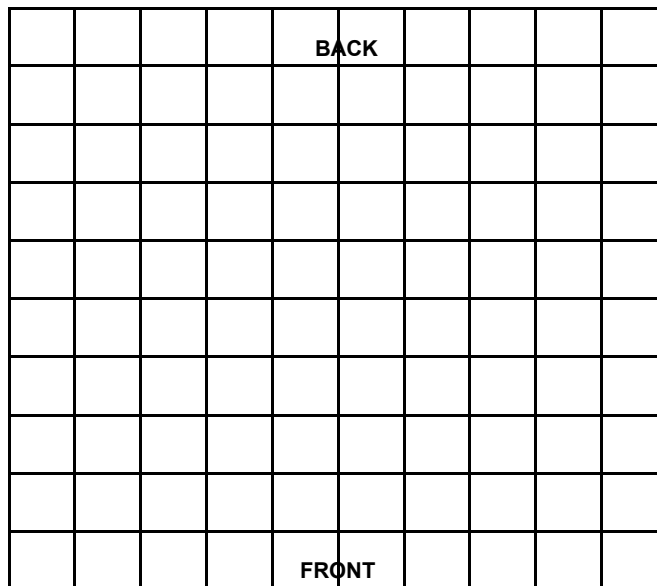
Indicate each drop by writing **Air / Water / Drain**

Please also indicate overhead or hanging utilities and all height information pertinent to each.

Please indicate scale: 1 square = _____ Feet. Booth Size: _____

In-Line Booth Island Booth

Note adjacent booth # to left side of your booth



Note adjacent booth # to right side of your booth

Note adjacent booth # to front side of your booth



ELECTRICAL SERVICE

AVOID 20% SURCHARGE BY ORDERING ONLINE ONLY, IF ORDERED AT LEAST 15 DAYS PRIOR TO FIRST SHOW MOVE - IN DATE.

denverconvention.com/exhibit-at-an-event

STANDARD 120V – 24 HR & OH ELECTRICAL ORDER FORM



Email Orders to: eorders@denverconvention.com

Order Online, Fax, or Mail at:

Colorado Convention Center
 Attn: Exhibitor Services 303.228.8027 Ph
 700 14th Street 303.228.8101 Fx
 Denver, CO 80202 www.denverconvention.com

Event Name: _____
 Booth # _____ Booth Dimensions _____
 Event Dates _____
 Company Name _____
 Address _____
 City _____ St _____ Zip _____
 Phone _____
 E-mail _____
 Account Contact _____

ELECTRICAL SERVICES	QTY	24-HOUR POWER	TOTAL
5 AMPS OR 500 WATTS (Single outlet)		\$215.00	
10 AMPS OR 1000 WATTS (Duplex box)		\$240.00	
20 AMPS OR 2000 WATTS (Quad box)		\$275.00	
ELECTRICAL SERVICES	QTY	OVERHEAD POWER	TOTAL
5 AMPS OR 500 WATTS (Single outlet)		\$290.00	
10 AMPS OR 1000 WATTS (Duplex box)		\$340.00	
20 AMPS OR 2000 WATTS (Quad box)		\$380.00	
ELECTRICAL SERVICES	QTY	24-HOUR OVERHEAD	TOTAL
5 AMPS OR 500 WATTS (Single outlet)		\$360.00	
10 AMPS OR 1000 WATTS (Duplex box)		\$410.00	
20 AMPS OR 2000 WATTS (Quad box)		\$465.00	
TOTAL PAYMENT			

ONSITE SURCHARGE — ALL SERVICES, WITH THE EXCEPTION OF LABOR, WILL BE ASSESSED. A 30% LATE FEE IF ORDERED ON/AFTER THE FIRST SHOW MOVE-IN DAY.

CREDIT CARD NUMBER: AMEX MC VISA EXPIRATION DATE:

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PRINT CARDHOLDERS NAME:	CARDHOLDERS SIGNATURE:
SIGNATURE ALSO ACKNOWLEDGES PAYMENT POLICES, ALL CONDITIONS & REGULATIONS	

- **Services are provided in the most convenient manner for CCC Electricians** UNLESS booth floor plan is submitted prior to first **show** move-in date. Services must be ordered and individually identified on a booth floor plan. Services are for the **duration of the show**.
- **BOOTH LAYOUT DIMENSIONS**—Please submit booth floor plans with exact placements of each service drop, for spaces larger than 10x10.
- **LABOR**: Labor is included in the initial set of the service. Special placement, testing and/or changes after the initial set will require additional labor and material charges. Labor will be charged in 1 hour increments.
- CCC Electricians **will not split/branch** service to achieve multiple locations. Services must be ordered for each individual location requested. Exhibitors may bring personal UL approved 3-wire cords and equipment to distribute if desired.
- **Overhead power** is not intended for theatrical lighting fixtures. All Lighting must be built to the floor by an approved lighting contractor.
- **FOR 120V SERVICE LARGER THAN 20A** or special needs PLEASE CALL 303.228.8027 or email eorders@denverconvention.com.

Rates effective through 12/31/24

ORDER ONLINE AT WWW.DENVERCONVENTION.COM

ELECTRICAL SERVICE



SERVICE LOCATOR PLAN

Event Name:	Event Dates:
Company Name:	Booth Number:

All 10X10 and in-line booth services will be installed in the center back of the space. Larger booth exhibitors (i.e. Islands and Peninsulas,) **must submit a properly oriented booth floor plan**, including the adjacent booth numbers surrounding the booth, to ensure proper installation and also to prevent postponement.

NOTE: If a booth floor plan is not provided, services will be placed in the most convenient location. For booth spaces with multiple service drop locations, exact placement for each individual drop must be indicated on the Service Locator Plan, including electric, telephone, cable TV, compressed air, drain and water services. Special placement, testing and/or changes after the initial set will require additional labor and material charges.

Multiple service orders without a booth floor plan, will be serviced on a first come, first serve basis.

Electrical Services:

- E**— Indicates each amp/watt (Will not be split or branched)
- O**— Indicates overhead drop (Include height information)

Telephone Services:

- T**— Indicates Telephone Lines
- F**— Indicates Data/Fax Lines

Compressed Air / Water / Drain:

Indicate each drop by writing **Air / Water / Drain**

Please also indicate overhead or hanging utilities and all height information pertinent to each.

Please indicate scale: 1 square = _____ Feet. Booth Size: _____

In-Line Booth

Island Booth

				BACK				
				FRONT				

Note adjacent booth # to left side of your booth

Note adjacent booth # to right side of your booth

Note adjacent booth # to front side of your booth



ELECTRICAL SERVICE

AVOID 20% SURCHARGE BY ORDERING ONLINE ONLY, IF ORDERED AT LEAST 15 DAYS PRIOR TO FIRST SHOW MOVE - IN DATE.

denverconvention.com/exhibit-at-an-event

INDUSTRIAL 208V ELECTRICAL ORDER FORM



Email Orders to: eorders@denverconvention.com

Order Online, Fax, or Mail at:

Colorado Convention Center
Attn: Exhibitor Services
700 14th Street
Denver, CO 80202

303.228.8027 Ph
303.228.8101 Fx
www.denverconvention.com

Event Name: _____

Booth # _____ Booth Dimensions _____

Event Dates _____

Company Name _____

Address _____

City _____ St _____ Zip _____

Phone _____

E-mail _____

Account Contact _____

SINGLE-PHASE SERVICES	QTY	STANDARD RATE	TOTAL
20 AMPS OR 3,300 WATTS		\$325.00	
30 AMPS OR 4,900 WATTS		\$370.00	
40 AMPS OR 6,500 WATTS		\$660.00	
50 AMPS OR 8,300 WATTS		\$870.00	
60 AMPS OR 10,000 WATTS		\$1,020.00	
100 AMPS OR 16,600 WATTS		\$1,570.00	
THREE-PHASE SERVICE	QTY	STANDARD RATE	TOTAL
20 AMPS OR 5,700 WATTS		\$430.00	
30 AMPS OR 8,600 WATTS		\$505.00	
40 AMPS OR 11,500 WATTS		\$815.00	
50 AMPS OR 14,400 WATTS		\$1,035.00	
60 AMPS OR 17,200 WATTS		\$1,260.00	
100 AMPS OR 28,800 WATTS		\$1,855.00	

****See Special 120V order form for 24-hour power and overhead drop pricing and ordering.****

TOTAL PAYMENT

**ONSITE SURCHARGE — ALL SERVICES, WITH THE EXCEPTION OF LABOR, WILL BE ASSESSED.
A 30% LATE FEE IF ORDERED ON/AFTER THE FIRST SHOW MOVE-IN DAY.**

CREDIT CARD NUMBER: AMEX MC VISA

EXPIRATION DATE:

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PRINT CARDHOLDERS NAME:

CARDHOLDERS SIGNATURE:

SIGNATURE ALSO ACKNOWLEDGES PAYMENT POLICES, ALL CONDITIONS & REGULATIONS

- For higher voltage call **Exhibitor Services** at 303.228.8027 or email eorders@denverconvention.com for **quoted power**, labor and materials. Prices for 208V service up to 100amps include delivery to the booth and do not include hardwire connection or special equipment. Unless noted, services are provided in the most convenient manner.
- LABOR:** Labor is included in the initial set of the service. Special placement, testing and/or changes after the initial set will require additional labor and material charges. Labor will be charged in 1 hour increments.
- Services are provided in the most convenient manner for center electricians** UNLESS booth floor plan is submitted prior to first **show** move-in date. **BOOTH LAYOUT DIMENSIONS**—Please submit booth floor plans with exact placements of each service drop, for spaces larger than 10x10. Special placement, testing and/or changes after the initial set will require additional labor and material charges.

ELECTRICAL SERVICE



SERVICE LOCATOR PLAN

Event Name:	Event Dates:
Company Name:	Booth Number:

All 10X10 and in-line booth services will be installed in the center back of the space. Larger booth exhibitors (i.e. Islands and Peninsulas,) **must submit a properly oriented booth floor plan**, including the adjacent booth numbers surrounding the booth, to ensure proper installation and also to prevent postponement.

NOTE: If a booth floor plan is not provided, services will be placed in the most convenient location. For booth spaces with multiple service drop locations, exact placement for each individual drop must be indicated on the Service Locator Plan, including electric, telephone, cable TV, compressed air, drain and water services. Special placement, testing and/or changes after the initial set will require additional labor and material charges.

Multiple service orders without a booth floor plan, will be serviced on a first come, first serve basis.

Electrical Services:

- E**— Indicates each amp/watt (Will not be split or branched)
- O**— Indicates overhead drop (Include height information)

Telephone Services:

- T**— Indicates Telephone Lines
- F**— Indicates Data/Fax Lines

Compressed Air / Water / Drain:

Indicate each drop by writing **Air / Water / Drain**

Please also indicate overhead or hanging utilities and all height information pertinent to each.

Please indicate scale: 1 square = _____ Feet. Booth Size: _____

In-Line Booth

Island Booth

Note adjacent booth # to left side of your booth

				BACK				
				FRONT				

Note adjacent booth # to right side of your booth

Note adjacent booth # to front side of your booth



ELECTRICAL SERVICE

AVOID 20% SURCHARGE BY ORDERING ONLINE ONLY, IF ORDERED AT LEAST 15 DAYS PRIOR TO FIRST SHOW MOVE - IN DATE.

denverconvention.com/exhibit-at-an-event

INDUSTRIAL 208V-24HR & OH ELECTRICAL ORDER FORM



Email Orders to: eorders@denverconvention.com

Order Online, Fax, or Mail at:

Colorado Convention Center
Attn: Exhibitor Services
700 14th Street
Denver, CO 80202

303.228.8027 Ph
303.228.8101 Fx
www.denverconvention.com

Event Name: _____
Booth # _____ Booth Dimensions _____
Event Dates _____
Company Name _____
Address _____
City _____ St _____ Zip _____
Phone _____
E-mail _____
Account Contact _____

SINGLE-PHASE SERVICES	QTY	24-Hour Power	Overhead Power	24-Hour Overhead	TOTAL
20 AMPS OR 3,300 WATTS		\$495.00	For overhead quotes please contact the Exhibitor Services Department at: 303.228.8027 or email eorders@denverconvention.com		
30 AMPS OR 4,900 WATTS		\$560.00			
40 AMPS OR 6,500 WATTS		\$995.00			
50 AMPS OR 8,300 WATTS		\$1,310.00			
60 AMPS OR 10,000 WATTS		\$1,535.00			
100 AMPS OR 16,600 WATTS		\$2,370.00			
THREE-PHASE SERVICES	QTY	24-Hour Power			TOTAL
20 AMPS OR 5,700 WATTS		\$650.00			
30 AMPS OR 8,600 WATTS		\$755.00			
40 AMPS OR 11,500 WATTS		\$1,230.00			
50 AMPS OR 14,400 WATTS		\$1,555.00			
60 AMPS OR 17,200 WATTS		\$1,905.00			
100 AMPS OR 28,800 WATTS		\$2,790.00			
TOTAL PAYMENT					

ON-SITE SURCHARGE — ALL SERVICES, WITH THE EXCEPTION OF LABOR, WILL BE ASSESSED. A 30% LATE FEE IF ORDERED ON/AFTER THE FIRST SHOW MOVE-IN DAY.

CREDIT CARD NUMBER: AMEX MC VISA EXPIRATION DATE:

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PRINT CARDHOLDERS NAME: _____ CARDHOLDERS SIGNATURE: _____

SIGNATURE ALSO ACKNOWLEDGES PAYMENT POLICES, ALL CONDITIONS & REGULATIONS

- Overhead power is not intended for theatrical lighting fixtures. All lighting must be built to the floor by an approved lighting contractor.
- **Services are provided in the most convenient manner for CCC Electricians UNLESS** booth floor plan is submitted prior to first **show** move-in date. **BOOTH LAYOUT DIMENSIONS**—Please submit booth floor plans with exact placements of each service drop, for exhibit areas or space larger than 10x10.
- **LABOR:** Labor is included in the initial set of the service. Special placement, testing and/or changes after the initial set will require additional labor and material charges. Labor will be charged in 1 hour increments.
- For higher voltage **call 303.228.8027 or email eorders@denverconvention.com for quoted power**, labor and materials. Prices for 208V service up to 100amps include delivery to the booth and do not include hardwire connection or special equipment.

Rates effective through 12/31/24

ORDER ONLINE AT WWW.DENVERCONVENTION.COM

ELECTRICAL SERVICE



SERVICE LOCATOR PLAN

Event Name:	Event Dates:
Company Name:	Booth Number:

All 10X10 and in-line booth services will be installed in the center back of the space. Larger booth exhibitors (i.e. Islands and Peninsulas,) **must submit a properly oriented booth floor plan**, including the adjacent booth numbers surrounding the booth, to ensure proper installation and also to prevent postponement.

NOTE: If a booth floor plan is not provided, services will be placed in the most convenient location. For booth spaces with multiple service drop locations, exact placement for each individual drop must be indicated on the Service Locator Plan, including electric, telephone, cable TV, compressed air, drain and water services. Special placement, testing and/or changes after the initial set will require additional labor and material charges.

Multiple service orders without a booth floor plan, will be serviced on a first come, first serve basis.

Electrical Services:

- E**— Indicates each amp/watt (Will not be split or branched)
- O**— Indicates overhead drop (Include height information)

Telephone Services:

- T**— Indicates Telephone Lines
- F**— Indicates Data/Fax Lines

Compressed Air / Water / Drain:

Indicate each drop by writing **Air / Water / Drain**

Please also indicate overhead or hanging utilities and all height information pertinent to each.

Please indicate scale: 1 square = _____ Feet. Booth Size: _____

In-Line Booth Island Booth

Note adjacent booth # to left side of your booth

				BACK				
				FRONT				

Note adjacent booth # to right side of your booth

Note adjacent booth # to front side of your booth



WATER SERVICE

AVOID 20% SURCHARGE BY ORDERING ONLINE ONLY, IF ORDERED AT LEAST 15 DAYS PRIOR TO FIRST SHOW MOVE - IN DATE.

denverconvention.com/exhibit-at-an-event

COMPRESSED AIR, WATER, & DRAIN ORDER FORM



Email Orders to: eorders@denverconvention.com

Order Online, Fax, or Mail at:

Colorado Convention Center

Attn: Exhibitor Services

700 14th Street

Denver, CO 80202

303.228.8027 Ph

303.228.8101 Fx

www.denverconvention.com

Event Name: _____

Booth # _____ Booth Dimensions _____

Event Dates _____

Company Name _____

Address _____

City _____ St _____ Zip _____

Phone _____ Fax _____

E-mail _____

Account Contact _____

COMPRESSED AIR SERVICES — ½" NPT Fitting	QTY	STANDARD RATE	TOTAL
Single Outlet —1/2" male or female schedule 40 pipe thread adaptor REQUIRED. No guarantees can be made of min./max. pressure. If pressure is critical, the exhibitor must arrange to have a pressure regulator valve or pump installed. If exhibitor needs an adapter, a \$35.00 charge will be assessed for parts.		\$300.00	
Branch to additional locations		\$200.00	
COLD WATER SERVICES — ½" NPT Fitting	QTY	STANDARD RATE	TOTAL
Single Outlet —1/2" male or female schedule 40 pipe thread adaptor REQUIRED. Building pressure is MIN 45 P.S.I. MAX 60 P.S.I.		\$300.00	
Branch to additional locations		\$200.00	
Fill—per 500 gal. (Pump out included if water contains no additives)		\$170.00	
DRAIN SERVICES — Gravity Flow—1 ½" Max outlet	QTY	STANDARD RATE	TOTAL
Standard Drain		\$300.00	
Additional Locations		\$200.00	
JACUZZI/HOT TUBS (Includes (1) 50A electrical service)	QTY	STANDARD RATE	TOTAL
200 to 400 Gallons		\$750.00	
401 gallons and Up		\$850.00	
Other Fill and Drain Services call 303.228.8027 or email eorders@denverconvention.com for quote and requirements.			
LABOR (Connections, changes and repairs are charged in 1 hour increments.)		\$75.00	
ON-SITE SURCHARGE — ALL SERVICES, WITH THE EXCEPTION OF LABOR, WILL BE ASSESSED. A 30% LATE FEE IF ORDERED ON/AFTER THE FIRST <u>SHOW</u> MOVE-IN DAY.			
TOTAL PAYMENT:			

CREDIT CARD NUMBER: AMEX MC Visa

EXPIRATION DATE:

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PRINT CARDHOLDERS NAME:

CARDHOLDERS SIGNATURE:

SIGNATURE ALSO ACKNOWLEDGES PAYMENT POLICES, ALL CONDITIONS & REGULATIONS

- Services are provided in the most convenient manner for CCC Electricians UNLESS booth floor plan is submitted prior to first show move-in date. **BOOTH LAYOUT DIMENSIONS**—Please submit booth floor plans with exact placements of each service drop, for exhibit areas or space larger than 10x10.
- **LABOR:** Special placement, testing and/or changes after the initial set will require additional labor and material charges. 1 Hour minimum of labor required for all water and air services. Labor will be charged in 1 hour increments.
- Natural Gas Service available in Exhibit Halls ABC only. PLEASE CALL 303.228.8027 or email eorders@denverconvention.com with any questions.
- **ALL CONNECTIONS TO TAP WILL REQUIRE A LICENSED CONTRACTOR WITH A BUILDING PERMIT.**
- Water fill features that require more than one fill & drain will require the purchase of two separate services.

Rates effective through 12/31/24

ORDER ONLINE AT WWW.DENVERCONVENTION.COM

WATER SERVICE



SERVICE LOCATOR PLAN

Event Name:	Event Dates:
Company Name:	Booth Number:

All 10X10 and in-line booth services will be installed in the center back of the space. Larger booth exhibitors (i.e. Islands and Peninsulas,) **must submit a properly oriented booth floor plan**, including the adjacent booth numbers surrounding the booth, to ensure proper installation and also to prevent postponement.

NOTE: If a booth floor plan is not provided, services will be placed in the most convenient location. For booth spaces with multiple service drop locations, exact placement for each individual drop must be indicated on the Service Locator Plan, including electric, telephone, cable TV, compressed air, drain and water services. Special placement, testing and/or changes after the initial set will require additional labor and material charges.

Multiple service orders without a booth floor plan, will be serviced on a first come, first serve basis.

Electrical Services:

E— Indicates each amp/watt (Will not be split or branched)
O— Indicates overhead drop (Include height information)

Telephone Services:

T— Indicates Telephone Lines
F— Indicates Data/Fax Lines

Compressed Air / Water / Drain:

Indicate each drop by writing **Air / Water / Drain**

Please also indicate overhead or hanging utilities and all height information pertinent to each.

Please indicate scale: 1 square = _____ Feet. Booth Size: _____

In-Line Booth Island Booth

Note adjacent booth # to left side of your booth

				BACK				
				FRONT				

Note adjacent booth # to right side of your booth

Note adjacent booth # to front side of your booth



WATER SERVICE



GENERAL OPERATING POLICIES AND PROCEDURES ANSWERS TO MOST FREQUENTLY ASKED QUESTIONS

GENERAL BUILDING POLICIES

1. Decorations, signs, banners, and similar materials may not be taped, nailed, stapled or otherwise fastened to ceilings, doors, walls, glass, columns, painted surfaces, fabric or decorative walls.
2. Helium balloons may not be sold or distributed inside the facility. Helium balloons may be approved through your Event Manager for permanent attachment to authorized displays. A deposit may be required prior to installation.
 - A. If helium balloons from an authorized display are released within the facility, labor costs to remove balloons from ceilings or ventilation fans will be charged.
 - B. Helium (or like) balloons distributed outside the **CCC** should not be brought into the facility.
3. No pressure-adhesive stickers or decals or similar promotional items may be distributed in the building. Labor costs to remove adhesive stickers and decals will be charged.
4. The **CCC** escalators and public elevators are not to be used to transport freight or equipment. All equipment and freight should be transported, utilizing the freight elevator and brought in on the docks.
5. The **CCC** does not provide furniture or equipment for exhibitors' booths. All arrangement for furniture and equipment for exhibitors should be handled by a general service contractor.

SMOKING POLICY

1. The **CCC** is a non-smoking facility.
2. If the function is open to the **general public**, there will be no designated smoking area within the facility.
3. Smoking is not permitted on the exhibit hall floor during move-in or move-out.
4. The Denver Fire Department will issue citations for violations of this rule.

FOOD AND BEVERAGE

1. Sodexo Catering has exclusive catering, concession and liquor privileges at **CCC**. It is not permissible to bring food and beverages into the **CCC**. Centerplate can be reached 303.228.8050 for in booth catering.
2. Food and beverage distributed by exhibitors are limited to products manufactured, processed or distributed by the exhibiting firm and are limited to sample size. Buy-out fees will apply. Please contact your Sodexo Catering representative at 303.228.8050 for more detailed information.

SECURITY

1. The **CCC** maintains twenty-four (24) hour security for building perimeter and internal patrols.
2. Hall Security and Individual booth security are the responsibility of Show Management and the Exhibitor.

DELIVERY PROCEDURES

1. The **CCC** **does not accept advance freight shipments for exhibitors or show management**. Freight must be consigned to the general service contractor or show manager during the event period.
2. Mail received on site should be addressed to the appropriate show or event. Mail will be held in the **CCC** offices until the first day of move in, at which time it will be delivered to show management.

PARKING

1. The **CCC** operates a 1,000 space parking garage connected directly to the facility. **CCC** does not operate any of the parking lots that surround our facilities. Please call 303.228.8070 for information and to request a parking map if needed.
2. Cars and/or trucks parked in marked fire lanes or in posted "no parking" areas will be ticketed and towed.

ONSITE GUIDELINES

Exhibitors should display products with culinary forward applications and all products displayed are required to have allowances loaded. Exhibitors should be prepared to engage customers about product features, benefits, allowance savings, and with solution-based consulting. Venues will open at 6:00am for exhibitors to prepare samples for show. Exhibitors are required to have booths set with samples by 8:15am. Exhibitors are required to use the show tablet to collect leads during the show. After the show, exhibitors will receive further information about the leads collected to follow-up with the sellers and customers.

ATTIRE

On show day, exhibitors should wear black slacks with either a manufacturer brand logo or a solid color shirt. Jeans are not permitted. Logos on shirts, aprons, banners, giveaways etc. should represent your manufacturer booth. Exclusive Brands should be represented on shirts where Exclusive Brands are shown.

All broker logoed apparel, aprons, banners, tablecloths, etc. are not permitted.

EXCLUSIVE BRANDS EXHIBITORS

Exhibitors representing exclusive brands should wear black slacks with exclusive brand logoed polo or dress shirt (current logos only). Exclusive Brand exhibitors are expected to bring EB branded table runners. Logo shirts, table covers, promotional materials, and pull-up banners can be purchased from the IMA merch portal (www.ebrandstoolkit.com). Leverage current exclusive brand signage, banners and table covers in and around your display space.

Digital exclusive brand point of sales material will be in the EXPO app, so please encourage customers to download the content from the app. Printed branch-specific point of sales material will still be available but in reduced quantities at exhibitor check-in.

SAMPLES AND SAMPLING

Shamrock Foods EXPO is a source for culinary inspiration. Please work to create a culinary experience for our attendees. Exhibitors are required to follow all food safety rules when preparing and serving product at your booth.

Only 2oz portions for food, 4oz portions for beverages and 1oz portions for snacks can be sampled. All items must have a product card with Shamrock item numbers and descriptions next to them. Samples must be served by the booth rep. Customers should not be serving themselves. EXAMPLE: if sampling chips and salsa, place a single serving of salsa chips in 1oz. sample cups. Do not leave a bowl of chips out for a customer to serve themselves.

Gloves must be used at all times for food prep and serving. Food must be kept at the correct temperatures. All utensils and non-prepackaged food must be covered or wrapped to protect from contamination.

Hand washing stations are required in booth.

ONSITE GUIDELINES

MOVE-OUT

Exhibitors must break down all boxes and place in the large trash container on the dock. No boxes are to be left on the show floor. Exhibitors will not need to empty the booth trash cans or the large trash cans on the show floor. Do not tear down your booth before an announcement is made – the show ends at 4:00pm. Exhibitors are responsible for breaking down the cook shack if used and properly disposing of any oil, ice, and water as outlined under check-in/move-in section

Exhibitors will need to return the EXPO lead tablet to the exhibitor check-in area and will receive reporting on all customer leads collected within days after the show.

Move-out must be completed by 7:00pm.

FOOD DONATIONS

Shamrock has partnered with We Don't Waste to donate all usable unopened products. Dry and perishable goods will be accepted. Donated items can be placed on designated pallets near the dock doors after the show floor closes.

Your booth should be completely empty before you leave the site. Anything left on the Shamrock truck will be donated – nothing will be returned to stock.



Shamrock Foods

EXPO

   #ShamrockFoodsEXPO