

EXHIBITOR PROSPECTUS



MARCH 21 & 22, 2023
COLORADO CONVENTION CENTER



PREMIER SALES
& MARKETING EVENT



JOIN US
FOR THE 2023



The Colorado Restaurant & Bar (CRB) Show is a premier sales and networking event that enables suppliers to connect with leading restaurateurs, chefs, and restaurant and bar managers.

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

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

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

BECOME AN EXHIBITOR

Reach Your Target Audience Easily And Directly

Connect personally with existing and new customers in one convenient location. Strengthen your business relationships with valuable customer feedback.

Build Relationships With Key Decision-Makers

Meet with leading restaurateurs, chefs, and restaurant and bar managers – the people who make decisions about products and services. Put your product or service in front of the industry's most influential leaders to maximize marketing dollars and ROI!

Strengthen Your Brand Awareness

This event provides a concentrated, cost-effective opportunity to reach your target market and share your brand. Establish highly qualified sales leads in just two days!

Your Competition Is Already There

Analyze the competition! To see which companies have already contracted for exhibit space at the 2023 CRB Show, visit the Virtual Exhibit Hall at CORestaurantShow.com



12,500+
EATING & DRINKING
ESTABLISHMENTS
IN COLORADO

RESERVE YOUR SPACE
TODAY & SAVE!

CONTACT: Kelsey Berglund

Events & Sponsorship Director
kberglund@corestaurant.org // 541.953.5323

OVERVIEW

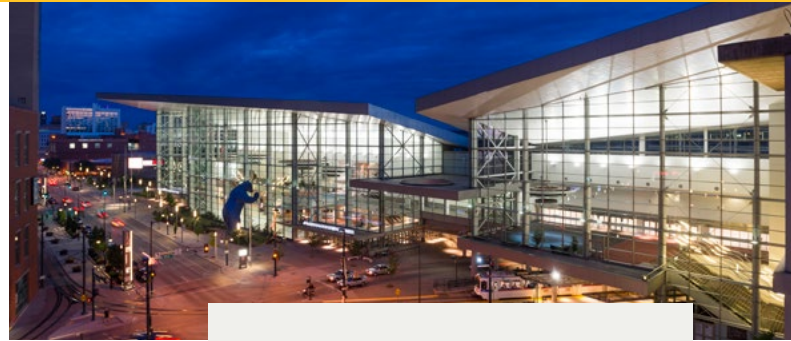
& SHOW INFORMATION

DATES & VENUE

Tue, Mar 21 10a - 4p

Wed, Mar 22 10a - 4p

Colorado Convention Center
700 14th St | Denver, CO 80202



2023 CRB SHOW SCHEDULE

Preshow Move-In MONDAY, MARCH 20

1-6p Hall Open to Exhibitors for Set Up

Show Day 1 TUESDAY, MARCH 21

7-9a Hall Open to Exhibitors for Set Up

10a-4p Exhibit Hall Open to Attendees

10:30a-2:30p Vendor Demonstrations
Location: Center of the Plate

11a-3p Educational Sessions

11a-3p Ask the Expert Counters Open
Location: CRA/CRF Lounge

3p Beverage Break
Location: Center of the Plate

4p Hall Closes to Exhibitors & Attendees

Show Day 2 WEDNESDAY, MARCH 22

7-9a Hall Open to Exhibitors for Set Up

10a-4p Exhibit Hall Open to Attendees

10:30a-2:30p Vendor Demonstrations
Location: Center of the Plate

11a-3p Educational Sessions

11a-3p Ask the Expert Counters Open
Location: CRA/CRF Lounge

3p Beverage Break
Location: Center of the Plate

4p Hall Closes / Exhibitor Move-Out Begins

9p Move-Out Ends / Booths Must Be Vacant

Prime Opportunities

Market to Restaurant
& Foodservice Buyers

Speak Directly with
Purchasing Decision-Makers

Collect Targeted Leads

Showcase New Products

Network with Industry Leaders

Establish Yourself as
an Industry Resource

Increase Sales & ROI

Exhibit Hall Highlights

Keynotes & Educational Sessions
on Show Floor

Center of the Plate
Vendor Demonstrations

**GUARANTEED \$500 PRIZE
WINNER EACH DAY!**

80%

OF ATTENDEES ARE
**PURCHASING
DECISION-
MAKERS**

REGISTER EARLY

FOR FEE DISCOUNTS & ADD-ONS

Featured Promotions	Booth Fee Discount	Marketing Add-Ons
October Special <i>Ends 10/31/22*</i>	\$400	2 Add-Ons
November Special <i>Ends 11/30/22*</i>	\$300	1 Add-Ons
December Special <i>Ends 12/31/22*</i>	\$200	1 Add-On
Early Bird Special <i>Ends 1/31/23*</i>	\$100	

Select Your Marketing Add-Ons

- Complimentary Bag Insert
\$500 value
- Quarter-Page Ad in Show Onsite Guide
\$250 value
- 15% off CRB Show Sponsorship
- Facebook Story / Instagram Story
\$500 value for non-members, \$350 for members
- Complimentary Vendor Demo Timeslot
\$500 value - LIMITED AVAILABILITY
- Feature in eBlast to CRB Show Attendee List
\$1,000 value for non-members, \$800 for members

Additional CRB Show Discounts

Can be combined with any Featured Promotion discount

CRA Member Discount	\$100 per booth**
Multiple Booth Discount	5% off entire order
Returning Vendor Discount	\$200 off entire order

Important Dates

DEC 15, 2022

Exhibitor kits emailed

JAN 31, 2023

5p deadline for full payment for reserved booths

Failure to remit full payment by this deadline will result in forfeiture of booth assignment(s) and deposit(s).

AFTER JAN 31, 2023

Forfeited booths will be reassigned.

If booths are still available, FULL payment will be required for a booth assignment.



* A minimum deposit of \$500/booth space must be received by promotion end date in order to receive discounts and add-ons.

** Limit \$300 discount

RESERVE YOUR SPACE
TODAY & SAVE!

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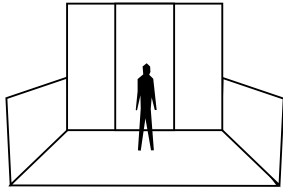
Events & Sponsorship Director
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EXHIBITOR

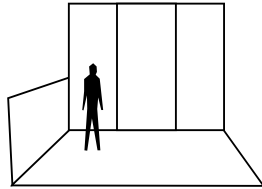
DETAILS & LOGISTICS

STANDARD BOOTH FEES

Inline Booth (10' x 10')	\$1,795
Corner Booth (10' x 10')	\$1,895



INLINE BOOTH
(10' x 10')



CORNER BOOTH
(10' x 10')

ALL BOOTHS INCLUDE

**Unlimited Staff Badges
for Exhibit Hall Access**

One 8' x 2' Table
(per booth)

2 Chairs

1 Small Trash Can

8' High-Back Drape

3' High-Side Drape

7" x 44" ID Sign

Carpeted Space

(The Exhibit Hall floor is carpeted. If exhibitor would like their choice of carpet, it can be ordered for an additional fee.)

Ice for Food & Beverages in Booth
(if applicable)

Trash Pick-Up

EXHIBITOR MOVE-IN

Mon, Mar 20 1 - 6p
Tue, Mar 21 7 - 9a

Please note: This is the ONLY time available for exhibitors to set up booths; the schedule is very tight. Please plan accordingly.

EXHIBITOR MOVE-OUT

Wed, Mar 22 4 - 9p

EARLY DISMANTLE / VACATING EXHIBIT SPACE POLICY

Exhibits must remain intact during the open hours of the CRB Show. Dismantling and/or removal of exhibit materials from the Show floor during open hours may result in the loss of opportunity to exhibit at future events. Show Management will have sole discretion over decisions to renew exhibitors found in violation of this policy.

BOOTH ASSIGNMENT & REGISTRATION

The CRA cannot guarantee booth location or reserve booth space without a completed online registration form and \$500 deposit per booth, which can be made at CORestaurantShow.com.

Booth assignments are made on a first-come, first-serve basis, so the sooner an online form is completed, the greater the chance your ideal space will be confirmed.

EXHIBITION REGULATIONS

Visit CORestaurantShow.com for complete exhibition regulations. You can also reference the Terms & Conditions on pages 11 - 15.

ORDER TAKING

Exhibitors will be allowed to take orders on the exhibit floor. However, exchange of merchandise for payment will not be permitted.

CRB SHOW LOGO USE

Exhibitors are encouraged to use the CRB Show logo in advertising or direct mailings that promote their participation in the CRB Show.

Contact the Events & Sponsorship Manager for usage guidelines and a copy of the CRB Show logo. Logo use will be granted only to contracted exhibitors.

Use of the CRA or CRF logo(s) is prohibited.

72% OF ATTENDEES HAVE AN
**ALCOHOL
LICENSE**

AT THEIR ESTABLISHMENT

MARKETING & INDUSTRY SUPPORT

2023 Exhibitor Benefits

Company Listing in Official 2023 CRB Show Onsite Guide

Online Exhibitor Resource Access

Puts all the necessary forms and deadlines at your fingertips!

6 Free Passes for CRB Show Educational Sessions

Partner in Promotion Marketing Toolkit

Invite your network to the Show! We've created tools for you!

69%
OF COLORADO
RESTAURANTS ARE
**INDEPENDENTLY
OWNED
& OPERATED**

ON THE SHOW FLOOR

In addition to the exhibits, attendees will be engaged through the following activities:

Vendor Demonstrations

**Keynotes & Educational Sessions
on Show Floor**

**Free Legal Advice
from Attorneys**

**"Ask an Expert" Counters
for Business Assistance**

• PLUS •

**One guaranteed cash prize of
\$500 will be given away EACH DAY!**

Must be an attendee to enter/participate.



**DRIVE TRAFFIC
TO YOUR BOOTH!**




RESERVE YOUR SPACE
TODAY & SAVE!

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Events & Sponsorship Director

kberglund@corestaurant.org // 541.953.5323

EXCLUSIVE EXHIBIT PACKAGES

	PLATINUM SPONSOR \$10,000	GOLD SPONSOR \$5,000	SILVER SPONSOR \$2,500	BRONZE SPONSOR \$1,000
Presence in CRA's Weekly <i>Hospitality News</i>** <i>Complimentary ads announcing participation</i>	Ads in 4 Issues			
Sponsored Email Announcement** <i>Sponsor-made email sent to 5,000+ members</i>				
Press Release Mention <i>Recognition in press release announcing event</i>				
Session Introductions <i>Opportunity to introduce one featured session</i>	Educational Session	Educational Session		
Onscreen Logo Placement* <i>Company logo onscreen before featured sessions</i>	Educational Session	Educational Session		
Promotional Literature Placement** <i>Opportunity to place promotional literature</i>	Educational Session Room	Educational Session Room		
Discounted Exhibit Space <i>Valuable 10'x10' exhibit space on tradeshow floor</i>	1 Complimentary Booth Space	50% Discount	25% Discount	10% Discount
Discounted CRA Advertising <i>Opportunities to promote show participation</i>	75% Discount	50% Discount	25% Discount	10% Discount
Event Tickets	10 tickets	7 tickets	5 tickets	3 tickets
Logo on Event Materials* <i>Logo on all promotional materials</i>				
Logo on Onsite Guide* <i>Logo displayed in Show Onsite Guide</i>				
Logo on Sponsor Signage* <i>Logo displayed on event sponsor signage</i>				

CRA ADVERTISING

Broaden your brand exposure by purchasing advertisements in select CRA/CRF publications. Space is limited and reserved on a first-come, first-served basis. For more information, contact:

Devany McNeill, VP of Strategic Partnerships
Colorado Restaurant Association
430 E. 7th Ave. | Denver, CO 80203
P: 303.830.2972 x 133
E: dmcneill@corestaurant.org

Onsite Program Advertisements

**1/2 PAGE AD
(HORIZONTAL)**
7"W x 4.875"H
\$525

FULL PAGE AD
7"W x 10"H
\$925

* Logo to be included based on when sponsorship is confirmed. To be included on all promotional mailings, sponsorship needs to be confirmed by Nov 30, 2022.

** Subject to final CRA approval.

EXCLUSIVE EXHIBIT PACKAGES



ASK THE EXPERT SPONSOR **\$2,000**

- Company logo on feature counters
- Company logo on all promotional materials and Show website*
- 4 tickets to the Colorado Restaurant & Bar Show
- Company logo in the Show Onsite Guide, distributed to 1,000+ attendees

CRA is solely responsible for securing and scheduling experts.

LANYARD SPONSOR **\$1,500**

Plus production & shipping cost of lanyards

Supplied to every attendee, these lanyards deliver highly visible, eye-level brand recognition. With your company name and logo on the lanyard, attendees will wear your name for the duration of the Show, ensuring maximum visibility.

- Logo on lanyards, distributed to 1,000+ attendees
- Opportunity to design Show lanyards and choose color**
- Company logo on all promotional materials and Show website*
- 4 tickets to the Colorado Restaurant & Bar Show
- Company logo included on all Show sponsorship signage
- Company logo in the Show Onsite Guide, distributed to 1,000+ attendees

Lanyards will be ordered by sponsor. A preproduction proof must be provided to Show Management for approval NO LATER than 60 days prior to the Show.

CRB SHOW ONSITE GUIDE SPONSORSHIP **\$4,000**

The CRB Show Onsite Guide offers you concentrated exposure to 1,000+ attendees. The Onsite Guide features the complete listing of educational sessions, presenters, Show events, and exhibit activities.

- Full-page ad on the internal front cover of the Show Onsite Guide, distributed to 1,000+ attendees
- 30% discount on any 10'x10' exhibit space and on any CRA advertising opportunities
- 5 tickets to the Colorado Restaurant & Bar Show
- Company logo on all promotional materials, Show website, and all Show sponsorship signage*

SIGNAGE SPONSOR **\$2,000**

- Company logo in bottom right corner of all Show sponsor and session signage
- Company logo on all promotional materials and Show website*
- 4 tickets to the Colorado Restaurant & Bar Show
- Company logo in the Show Onsite Guide, distributed to 1,000+ attendees



CUSTOMIZE YOUR SPONSORSHIP TO ACHIEVE YOUR GOALS

There are many ways to increase your brand's visibility; we can customize any sponsorship to directly align with your goals.

Whether you want attendees to visit your website, watch a demonstration of your product, or remember your company's name, there's a sponsorship that will help you achieve that!

RESERVE YOUR SPACE
TODAY & SAVE!

CONTACT: Kelsey Berglund

Events & Sponsorship Director
kberglund@corerestaurant.org // 541.953.5323

BAG SPONSOR

\$1,500

Plus production & shipping cost of bags

Each attendee will receive a top-quality Show bag for their materials. With your logo on the bag, you'll enjoy heightened visibility.

- Logo on bags, distributed to 1,000+ attendees
- Opportunity to design Show bags and choose color**
- Company logo on all promotional materials and Show website*
- 4 tickets to the Colorado Restaurant & Bar Show
- Company logo included on all Show sponsorship signage
- (1) Bag insert in the Show bag**

WATER STATION SPONSOR

\$1,000

Plus cost of stations

Branded water stations throughout the Show provide all-day visibility for your company. The stations will be located throughout the Exhibit Hall.

- Logo on signage at 6+ water stations around Show floor
- Company logo on all promotional materials and Show website*
- 2 tickets to the Colorado Restaurant & Bar Show
- Company logo included on all Show sponsorship signage

Logo must be provided by the sponsor and approved by Show Management by December 2022.

BAG INSERT SPONSOR

\$500

Plus production & shipping cost of bag insert

Include an insert in the Show bag given to every CRB Show registrant to provide a lasting message to 1,000+ attendees.

All inserts must be submitted and approved by Show Management NO LATER than February 4, 2023.



DEDICATED EBLAST TO CRB SHOW ATTENDEE LIST

\$1,000 - NON/MEMBERS | \$800 - MEMBERS

Feature your product/service in a custom, dedicated eBlast to the CRB Show registration list.

All content must be approved by Show Management.

FACEBOOK / INSTAGRAM STORY

\$500 - NON/MEMBERS | \$350 - MEMBERS

Our social media channels reach 8,000+ restaurateurs and counting. Reach our Facebook and Instagram followers to promote your presence at the CRB Show!

Includes a \$100 paid boost.

Direct reach: 8,000+ | Boosted reach: 20,000+

VENDOR DEMO

\$500

Feature your product/service on the Center of the Plate demo stage! You will have the stage for a 20-minute presentation.

Limited availability

* Logo to be included based on when sponsorship is confirmed. To be included on all promotional mailings, sponsorship needs to be confirmed by November 30, 2022.

** Subject to final CRA approval.



EXHIBITOR

GENERAL INFORMATION

CRB SHOW SERVICE CONTRACTORS

All services to exhibitors within the CRB Show exhibit hall and other CRB Show meeting space, other than supervision, must be provided by the CRB Show official service contractors listed below.

Exhibit Hall Decorator

Freeman Exhibitor Services

Phone: 303.320.5100

FreemanDenverES@freemanco.com

Audio Visual Provider

Inspire Audio Visual

Karen Veith

Account Executive

Office: 303.792.5588 | Cell: 303.513.3809

karen.veith@inspiresolutions.com

Venue

Colorado Convention Center

Phone: 303.228.8000

Food & Beverage Contractor

Centerplate

Kate Rizzo

Director of Catering Sales

Phone: 303.228.8053 | Cell: 303.598.8764

Kate.Rizzo@Centerplate.com

Internet Contractor

Smart City

Phone: 303.228.8056

GENERAL INQUIRIES

show@corerestaurant.org

SPECIFIC EXHIBITING QUESTIONS

Kelsey Berglund

EVENTS & SPONSORSHIP DIRECTOR

541.953.5323

kberglund@corerestaurant.org

Giveaways, Contests, & Raffle Drawings

Exhibiting companies are permitted and encouraged to distribute giveaways at their booth.

Please contact Kelsey Berglund if you are interested in supplying any giveaways relevant to the entire Show floor.

Use of the CRB Show Name, Insignia, Logo, & Acronym

The CRB Show name, insignia, logo, and acronym are proprietary marks and may not be used in signs, advertising, or promotions in any media or product literature inside or outside of the exhibit area before, during, or after the Show without prior written approval from CRB Show.

Booth Design

STANDARD BOOTHS

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

ISLAND EXHIBITS

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

Booth Size & Rental

Exhibit space is comprised of booths that are approximately 10' x 10' unless otherwise indicated in the Exhibit Space Floor Plan. Dimensions of all exhibit areas are believed to be accurately stated on the floor plan, but any discrepancies shall not be considered the fault of the sponsoring organization. Standard booths will be uniformly constructed with drape-type backing material on 8' high aluminum frames, side rails or dividers will be 30" high, and all aisles will be carpeted. Show Management reserves the right to make the final determination of all space assignments in the best interests of the Show. Further, Show Management reserves the right to relocate Exhibitors should it become necessary in the judgment of Show Management for the best interests of the Show. Exhibitor's materials must not exceed 8' in height. Any exhibit materials or backgrounds in excess of 4' in height must be kept within 6' of the back line of Exhibitor's booth space except when Exhibitor has an island space. See Exhibit Design Guidelines on page 5 for acceptable booth design parameters. A Peninsula Exhibit of four or more booths or an Island Exhibit of four or more booths with aisles on all four sides, will have a height restriction of 12'.

RESERVE YOUR SPACE
TODAY & SAVE!

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GENERAL TERMS & CONDITIONS



Installation & Removal

Exhibitors will be permitted access to the exhibition area for the purpose of setting up displays and unloading display materials on Monday, March 20, 2023, from 1pm to 6pm and Tuesday, March 21, 2023, from 7am to 9am. **Hand carryable materials may be moved directly to the exhibit space by hand.** Vehicles are not allowed inside the Exhibition Hall for the purpose of move-in or move-out but can be pulled up to the loading dock. Vehicles (for use in displays) must be moved in prior to the decorators' commencement of work, and arrangements for such move-in must be made in advance with Show Management. In order to display a vehicle at the 2023 Colorado Restaurant & Bar Show, prior approval must be granted and the vehicle can have no more than 1/4 tank of gas, the battery must be unhooked, and a fire extinguisher must be present in the booth space.

Exhibits may not be dismantled before the closing of the Show. Exhibitors will have from 4pm to 10pm on Wednesday, March 22, 2023, to remove all exhibits. Exhibitor shall comply with all move-in/move-out rules of Exhibition Hall and Show Management. Move-in/move-out activities shall not be conducted except during the times established for such activities. For their own safety and protection, minors under 16 years will not be permitted in the Exhibition Area during move-in or move-out.

Refund Policy

Deposits for booth space are not refundable under any circumstances, including upon cancellation. A refund of any amount paid in excess of the applicable deposit (up to the full price of the booth space) is subject to the determination of the Executive Committee of the Colorado Restaurant Association in its sole discretion on a case-by-case basis.

Any refund request must be submitted to Show Management in writing NO LATER than Friday, February 3, 2023, and the determination with respect to such request will be made at a meeting held no sooner than following completion of the Show.

Health & Safety

To the extent Exhibitor representative(s) will be participating onsite at the venue or location of the Show, Exhibitor agrees that its representative(s) will comply with all applicable health and safety laws, rules, regulations, and governmental recommendations while participating in the Show. Exhibitor understands that if its representative(s) do not comply with the foregoing, then Management reserves the right to remove said representative(s) who are participating in the Show and such removal shall not entitle Exhibitor to any refund, credit, rebate or offsets for the fees paid or payable by Exhibitor for participation in the Show.

CRA SHOW FLOOR PASSPORT

The CRB Show includes a Show floor passport to increase engagement and drive traffic to your booth!

How it works: Attendees are given a passport to fill with stamps from each booth they visit.

Each attendee who fills their passport and returns it to the CRA area is entered to win a guaranteed \$500 prize each day at the Show!

Must be an attendee to enter/participate.

DEFINITIONS

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

EXHIBITOR—AUTHORIZED REPRESENTATIVE

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

SHOW SERVICES

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



GENERAL TERMS & CONDITIONS

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

OPERATION OF EXHIBIT AND USE OF EXHIBIT SPACE

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

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

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

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

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

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

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

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

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

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

Helium balloons are not allowed in Exhibition Hall.

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

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

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

All packing materials, waste, or debris of Exhibitor shall be deposited by Exhibitor in the designated area(s) within the Exhibition Hall and shall not be left in the corridors or common areas not so designated. No alteration, addition, or attachment (including signage) to the Exhibition Hall's building, premises, or property shall be made unless the express written consents of Exhibition Hall and Show Management are obtained first.

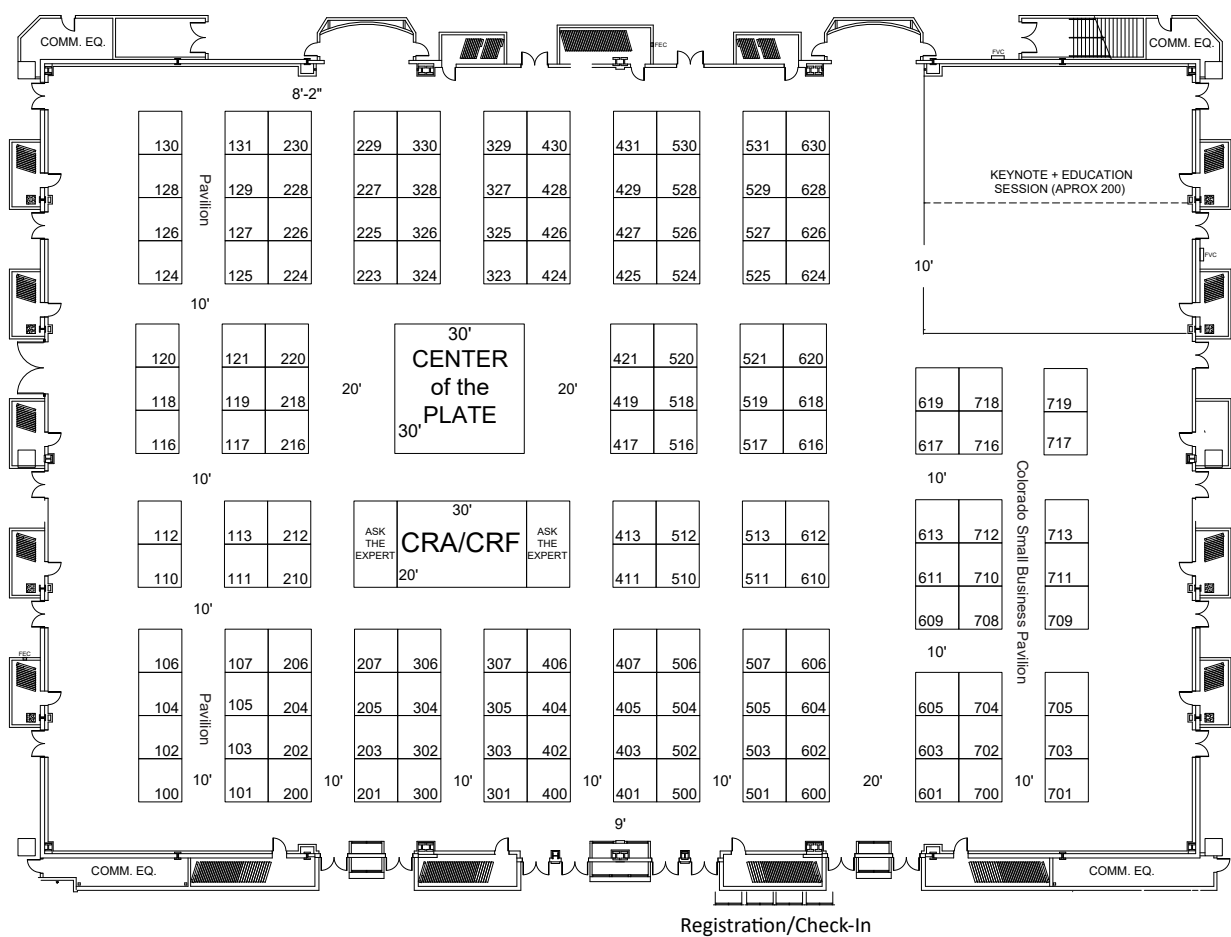
Exhibitor and its personnel, representatives, and invited guests shall use and occupy its booth space and all other parts of the Exhibition Hall and its premises in a safe, careful, and proper manner. Exhibitor shall not permit to occur any nuisance over which it has control nor bring or keep anything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

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



SHOW FLOOR MAP & BOOTH LOCATIONS

Colorado Convention Center MILE HIGH BALLROOM



CONTACT: Kelsey Berglund

Events & Sponsorship Director
kberglund@corerestaurant.org // 541.953.5323

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GENERAL TERMS & CONDITIONS

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

LICENSES

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

MECHANICAL FAILURE—ACTS OF GOD

Exhibitor expressly waives any and all claims for compensation for any and all loss or damage sustained by reason of any defect, deficiency, failure, or impairment of the roof or any water supply system, drainage system, heating system, steam system, electrical system, ventilation system, refrigeration system, or other mechanical system leading to or on the Exhibition Hall's premises. In the event the Exhibition Hall's premises, or any part thereof, is damaged by fire or if for any other reason, including, but not limited to, strikes, lockouts, failure of utilities, acts or potential acts of terrorists or demonstrators, acts of war or God, order or directives of any governmental official, agency or authority, failure of Exhibition Hall to perform any obligation or duty to or for the benefit of Show Management, or the occurrence of any other event or circumstance not within the reasonable control of Show Management which in

the opinion of Show Management renders fulfillment of this Exhibit Contract by Show Management impossible, Exhibitor hereby expressly waives, releases, and discharges Show Management and the owner or manager of the Exhibition Hall, and their agents, from any and all demands, claims, actions, and cause of action, in law or in equity, arising from any such causes.

COPYRIGHTED MATERIAL

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

LIABILITY AND INSURANCE

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

Show Management shall not be responsible for any damage or injury that may happen to Exhibitor or its personnel, representatives, agents, servants, employees, invited guests, or property from any cause whatsoever, except the gross negligence or willful misconduct of Show Management, its servants, or employees, arising out of Show Management's duties and responsibilities under this Exhibit Contract. Exhibitor expressly releases Show Management, its directors, officers, agents, employees, and/or servants from any such loss, damage, or injury. Show Management and Exhibitor agree to waive the right of subrogation by their respective insurance carriers to recover loss sustained under the respective insurance contracts for real and personal property. Show Management, its staff, employees, or agents assume no responsibility or liability whatsoever in matters relating to restrictions imposed on any Exhibitor by any governmental agency. Exhibitors hereby expressly waive any right and all claims, actions, or demands for damages, costs, and expenses, including legal fees, against Show Management, any Show producer and any Show sponsor, and their respective directors, officers, agents, employees, and/or servants for such restriction or removal. IN NO EVENT SHALL SHOW MANAGEMENT,



ANY SHOW PRODUCER, ANY SHOW SPONSOR, OR EXHIBITION HALL BE LIABLE FOR LOSS OF PROFITS OR FOR OTHER SIMILAR OR DISSIMILAR COLLATERAL OR CONSEQUENTIAL DAMAGES WHETHER BASED ON BREACH OF CONTRACT, TORT, WARRANTY, OR OTHERWISE, WHETHER OR NOT THEY WERE INFORMED OF THE POSSIBILITY OF SUCH DAMAGES.

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

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

It is recommended that Exhibitor obtain adequate insurance coverage, at its sole cost and expense, for property loss or damage and liability for personal injury. Show Management may require Exhibitor to obtain any insurance required to comply with the requirements of the Exhibition Hall. Any funds advanced by Show Management to cover costs required to be borne by Exhibitor under this Exhibit Contract shall be promptly reimbursed to Show Management on demand.

ACCESS CONTROL

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

BAGS OR CONTAINERS LIMITED

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

KNOWLEDGE OF RULES AND REGULATIONS

Exhibitor is charged with knowledge of and compliance with all



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

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

BADGES REQUIRED FOR EVERYONE

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

OFFICIAL SHOW PROGRAM

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

NON-EXCLUSIVE USE

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

CONTACT: Kelsey Berglund

Events & Sponsorship Director
kberglund@corerestaurant.org // 541.953.5323

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