



Dear Exhibitor:

Enclosed is your Exhibitor Service Kit, which contains information necessary to complete arrangements for your exhibit at the upcoming event. Several of the enclosed order forms have specific deadline dates that require your attention. Please carefully read the information.

Please note that the Crowne Plaza DIA/John Q. Hammons Convention Center is a non-union facility so you have the right to carry in your own gear and build your own display.

We will periodically be sending you updated information by email. Keep additional information in this file for easy access.

Please let us know if we can be of further assistance. We look forward to working with you.

Positive regards,

Mark Cramer  
Show Manager

Enclosures

## EXHIBITOR FORMS CHECKLIST

<b>FORM</b>	<b>DUE DATE</b>	<b>RETURN TO</b>
<input type="checkbox"/> Show Program Advertising	<b>Aug. 29</b>	<a href="mailto:mcramer@expomasters.com">mcramer@expomasters.com</a>
<input type="checkbox"/> Electrical Service Form	Aug. 24	Crowne Plaza DIA
<input type="checkbox"/> Booth Equipment Rental (advance rates)	Aug. 23	Freeman
<input type="checkbox"/> Shipping & Drayage Information (advanced orders)	Sept 6	Freeman
<input type="checkbox"/> Exhibitor Badges	Sept. 7	<a href="#">CLICK HERE</a> or <a href="mailto:lcramer@expomasters.com">lcramer@expomasters.com</a>
<input type="checkbox"/> Exhibits Pass Order Form	No deadline	<a href="mailto:lcramer@expomasters.com">lcramer@expomasters.com</a>
<input type="checkbox"/> Door Prize Notification	Sept. 7	ExpoMasters, Inc
<input type="checkbox"/> Ceavco Audio Visual Rental	No deadline	Ceavco A/V
<input type="checkbox"/> Phone and WiFi	Aug. 24	Crowne Plaza DIA
<input type="checkbox"/> Order Comp Passes to invite Your clients and guarantee your Success at AFEC	Sept. 8	<a href="mailto:lcramer@expomasters.com">lcramer@expomasters.com</a>
<input type="checkbox"/> Deadline for hotel reservations	Aug. 22	Crowne Plaza DIA

## GENERAL INFORMATION

### Move In Carts and Dollies

You will need to bring in your own carts and dollies to move things in or you can hire Freeman to assist you.

### Conference Session Training for Exhibitors

Each exhibitor will be given 2 conference passes for their booth. Please consider training some of your people with these passes. The conference passes we provide are for use by exhibitors only.

### Your Booth Includes

All exhibitor booths will include a draped 6 ft. table, 2 chairs and a waste basket. The floor is carpeted. Also included in the booth fee are:

- Unlimited Complimentary passes for your clients (Order form enclosed)
- ID sign for the booth
- Draped 8' backwall and 3' sidewalls
- Listing on our web site ([WWW.AFEC2016.com](http://WWW.AFEC2016.com))
- Listing in our Show Program
- Final Attendance List
- 2 Conference Sessions Pass
- 1 6ft. table & 2 chairs & wastebasket
- Free gourmet coffee

### Move-In

Exhibitors are requested to move in the bulk of their equipment Tuesday, Sept. 13, 2016 from 12:00 pm - 5 pm. There is also move in time on Wednesday, Sept. 14 from 8 am –9 am. If there is a problem with the move-in hours, or additional time is required, please call Mark Cramer at (303) 771-2000 immediately to make arrangements in advance.

### Your Response Requested

Enclosed you will find a number of forms that will require your attention by a specific date. Some of these forms need to be returned to ExpoMasters and some to the event sub-contractors or hotel facility to avoid late charges. The material enclosed includes forms for your Exhibitor badge request, decorating, electrical, etc. *Please check the return address on each of the forms to make sure you are sending them back to the proper company.* Please call if you need assistance.

### Complimentary Exhibits Passes Available in Both Hard Copy and Electronic Formats

All exhibitors at AFEC 2016 are encouraged to invite their clients and prospects to the exhibition. Although the show management mails information to thousands of prospective attendees, it is impossible to reach every prospect of every exhibiting company. All exhibitors may order an unlimited number of hard copy or electronic complimentary exhibition entrance tickets at no charge. See the order form contained in this kit. Do your part to ensure the **success** of your exhibit and of AFEC.

### Show Floor Carpet

The Exhibit Hall has carpet so there is no need to order booth carpet. If, however, your company is

still inclined to use carpet, Freeman order forms are available in this kit.

## **LET YOUR CLIENTS KNOW ABOUT THESE COOL OPPORTUNITIES** (see sponsorship opportunities on next page)

### Happy Hour Daily

AFEC will have a daily Happy Hour during the last hour of the exhibit daily. Beer, wine and light munchies will be served.

### Lounge

We will have a lounge on the floor to relax and get caught up with the office. Charging stations will be available as well as light refreshments.

### Free Latte Cart

Enjoy free lattes and espresso on-site again this year and let your clients know that the gourmet coffee is available to them. Sponsorship for this popular feature is still available for \$2,500.

### Booth Bingo is Back

Fabulous prizes will be available for those attendees that participate. Previous prizes included BBQ grills, power tools, chain saws, lawn mowers, large screen TVs, cameras, iPads, etc. This year the grand prize will be the Mobile Shop Express kit;



\*Ladder not included

### Golf Lessons

Scott Durett will be back to help everyone hone their swings for that next golf outing!

We are trying to give your clients every reason to make the decision to come down to the AFEC. Do your part by letting them know about everything we have organized for them. Be sure to send them to our web site, [www.afec2016.com](http://www.afec2016.com), for information on the great seminars and speakers we have assembled. It is the best facilities management and engineering conference this area has annually!



## EXHIBITOR SCHEDULE

### New Move In Hours

#### Location

Crowne Plaza Convention Center  
15500 E. 40th Ave.  
Denver, CO 80239  
303-371-9494

#### Expo Calendar and Hours

##### Move-in: **Main Exhibit Hall**

Tuesday, Sept. 14, 2016  
Wednesday, Sept. 15, 2016

noon -5:00 p.m.\* New hours  
8:00 a.m. 9:00 a.m.

ALL EXHIBITS MUST BE COMPLETED BY:  
Wednesday, Sept. 14, 2016 9:00 A.M.

##### **Exhibit Hours**

**Keynotes begin daily at 9 am in the exhibit hall.**

Wednesday, Sept. 14, 2016  
Thursday, Sept. 15, 2016

9:30 noon. - 4:00 p.m.  
9:30 noon . - 3:30 p.m.

##### **Move-Out**

Thursday, Sept. 15, 2016

3:30 p.m. - 7:00 p.m.

(Please let your staff know that breaking down early is prohibited and is a poor reflection on your company.)

# EXHIBITOR SERVICE KIT

Please examine the forms in this service kit and return those applicable as soon as possible to the respective addresses. Early orders avoid delay, disappointment and possible late charges. For additional information not included in this kit, please contact the following:

## **Exhibition & Conference Management**

Mark Cramer  
ExpoMasters, Inc  
8003 South Oneida Court  
Centennial, CO 80112  
Ph (303) 771-2000  
Fax (303) 843-6232

## **Exhibit Hall**

Crowne Plaza DIA  
15500 E. 40<sup>th</sup> Ave.  
Denver, CO 80239  
303-371-9494

## **Decorating & Drayage**

Denver Exhibitor Services  
The Freeman Companies  
4493 Florence St.  
Denver, CO 80238  
Ph (303) 320-5100

## **Lodging**

Crowne Plaza DIA  
15500 E. 40<sup>th</sup> Ave.  
Denver, CO 80239  
303-371-9494

EXHIBITORS ARE URGED TO TAKE ALL ITEMS OF VALUE WITH THEM ANY TIME AN EXHIBIT AREA IS LEFT UNATTENDED!! This procedure applies to exhibition closing hours, as well as to the final close of the exhibition (if valuable equipment cannot be removed until the following day). If it becomes necessary to leave your exhibit unattended during show hours, articles of special value should be given the same consideration.

Although guard service is provided by the show management, past experience has shown that it is impossible to completely prevent pilfering of items which can be hand carried from the exhibition hall. It is important to keep in mind that although the hall is locked each night, a variety of maintenance personnel have access to the exhibit floor after hours. Also, there is no "safe" hiding place within the exhibit area. All places of concealment contrived by exhibitors are widely known to potential thieves.

EXHIBITORS SHOULD CONSULT THEIR INSURANCE COMPANIES FOR PROPER COVERAGE OF ANY MATERIAL FROM THE TIME IT LEAVES THE COMPANY UNTIL THE TIME IT IS RETURNED.

**FREE EXHIBITS PASS**  
Hard copy or Electronic PDF file  
(RESPONSE REQUESTED)

Being a part of a trade show is much more than just buying a booth and showing it up to man the booth during show hours. Although show management sends out thousands of invitations, it is up to you to invite your clients to insure your success! Please order the complimentary exhibit passes your company will need for your client database. Do your part to ensure your success at AFEC and to ensure the success of AFEC, a marketing event that your company can rely upon now and in the years to come for sales, market research, new lead development, business networking and list enhancement.

Your methods of distributing these passes include:

- Produce a special mailing or email blast to all your clients and prospects informing them about the exhibition, and the specific products and services you will be displaying.
- Include passes with all outgoing sales correspondence and proposals between now and the show.
- Insure that all sales agents and field representatives are provided with an adequate supply of passes to distribute when calling on clients.
- Distribute passes at all professional gatherings attended by your personnel.

Even if those you invite are unable to attend AFEC 2016 they will appreciate the gesture and may pass the complimentary pass on to a colleague.

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AFEC 2016

**FREE EXHIBITS PASS ORDER FORM**

I would like to order \_\_\_\_\_ FREE EXHIBITS PASSES to invite our clients and prospects to Expo

\_\_\_Please send me the electronic (PDF file) complimentary pass for email distribution

NAME: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_

Email \_\_\_\_\_

Return to: ExpoMasters, 8003 S. Oneida Court, Centennial, CO. 80112 or **FAX (303) 843-6232 OR**  
you may email your request to [lcramer@expomasters.com](mailto:lcramer@expomasters.com)

# EXHIBITOR BADGES

List below the names of all personnel who need badges. Badges are to be picked up at the Exhibitor Registration Counter during move-in and/or during the show. Please complete this form accurately, include any variations in company name or address for each employee listed. If booth personnel staffing the exhibit is different than the exhibiting company (ie dealer, distributor, rep group, etc), please list their separate company and address. Type this form or attach business cards.

**Deadline: September 7, 2016.** Return to ExpoMasters at address below [REGISTER HERE](#) OR email to [lcramer@expomasters.com](mailto:lcramer@expomasters.com) Please photocopy this form if you need space for additional names.

Company \_\_\_\_\_  
Contact Person \_\_\_\_\_  
Phone Number \_\_\_\_\_

## Booth Personnel:

Name \_\_\_\_\_  
Company \_\_\_\_\_  
City/State/Zip \_\_\_\_\_

Name \_\_\_\_\_  
Company \_\_\_\_\_  
City/State/Zip \_\_\_\_\_

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Company \_\_\_\_\_  
City/State/Zip \_\_\_\_\_

Return to: ExpoMasters, 8003 S. Oneida  
Court, Centennial, CO. 80112 or  
**FAX (303) 843-6232**

Name \_\_\_\_\_



## SHOW PROGRAM ADVERTISING

This year we will again produce a show program specifically designed for AFEC 2016. The program will contain a floor plan, exhibitor listings, and information on the conference, general welcome, and other important information needed by AFEC attendees.

**Please note: this year we are going to an 8 ½ x 11 program size.** We are currently accepting color ads for the program. The costs for advertising are as follows:

<u>Display Choice</u>	<u>Cost</u>	<u>Ad Size</u>
Full Page	\$350	8" x 10"
Half Page	\$200	8" x 5"

**Deadline for camera-ready art is August 29, 2016.** Send it electronically to [mrcramer@expomasters.com](mailto:mrcramer@expomasters.com)

If you are interested in advertising in the Official Show Program, please contact Mark Cramer at (303) 771-2000 or fill out the form at the bottom of this letter and return it with your camera-ready art and payment.

Thank you for your consideration, and have a great show.

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**AFEC 2016 Show Program Advertising Form**

Yes, we would like to reserve a:

\_\_\_\_\_ Full-page ad space

\_\_\_\_\_ Half-page ad space

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Signature: \_\_\_\_\_

Return to ExpoMasters, 8003 S. Oneida Court, Centennial, CO. 80112 or  
FAX (303) 843-6232 or email [mrcramer@expomasters.com](mailto:mrcramer@expomasters.com)

## ExpoMasters, Inc. Ad Specifications

### Colors:

Your option-color or black and white this year.

### Format:

Ads must be submitted in digital format in one of the following formats:

- Adobe In Design with fonts out lined
- Adobe Illustrator EPS with fonts outlined
- Acrobat PDF Generic EPS (output resolution of 300 dpi)
- Tiff (300 plus DPI)

ADS may be submitted via CD, zip. Email can be arranged dependent upon file size.

If paper positives are submitted, it will result in an additional \$50 charge to the advertiser. Ads submitted in formats different than those listed will be printed as is, and quality of printing cannot be guaranteed.

### Notes:

Please be sure to include the name and phone number of the person to contact with questions regarding your advertising.

All graphics must have a resolution of **300 dpi** or higher. Web-based graphics do not meet these specifications.

Advertising design and layout is available at a charge of \$75/hour. It is recommended that professional design services be engaged to create your advertising.

Mark Cramer  
ExpoMasters, Inc.  
8003 South Oneida Court  
Centennial, Co 80112  
303-771-2000  
fax 303-843-6232  
[mcramer@expomasters.com](mailto:mcramer@expomasters.com)