



ROCKY MOUNTAIN AUDIO VIDEO EXPO

Dear AVX 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 our show is a Thursday and Friday format, October 3-4. The show has also moved to the Colorado Convention Center in Downtown Denver after the closing of the Crowne Plaza. We will periodically be sending you updated information by email. Keep additional information with 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 and Lynn Cramer  
AVX Event Managers

Email: [lcramer@expomasters.com](mailto:lcramer@expomasters.com)

Enclosures

### EXHIBITOR FORMS CHECKLIST

<b>FORM</b>	<b>DUE DATE</b>	<b>RETURN TO</b>
<input type="checkbox"/> Show Program Advertising	<b>Sept. 14</b>	<a href="mailto:mcramer@expomasters.com">mcramer@expomasters.com</a>
<input type="checkbox"/> Booth Equipment Rental (advance rates)	Sept. 9	Freeman Online
<input type="checkbox"/> Shipping & Drayage Information (advanced orders)	Sept. 9	Freeman Online
<input type="checkbox"/> Electrical Service Form (advance rates)	Sept. 9	Colorado Convention Center
<input type="checkbox"/> Phone/Internet Order Form (advance rates)	Sept. 9	Colorado Convention Center
<input type="checkbox"/> Exhibitor Badges	<b>Sept. 27</b>	<b><a href="#">REGISTER HERE</a> by Sept27</b>
<input type="checkbox"/> Marketing Materials Order Form	<b>No deadline</b>	<a href="mailto:lcramer@expomasters.com">lcramer@expomasters.com</a>
<input type="checkbox"/> Hotel Reservations (\$185 or \$199 single)	<b>Sept. 8</b>	2 Hotels-see below
<input type="checkbox"/> Lead Retrieval	Sept 15 (EB)	<a href="https://www.grsleads.com/avx24">https://www.grsleads.com/avx24</a> (623) 236-4989

## GENERAL INFORMATION

### Tips

Try to incorporate some Corporate IT AV solutions into your display. We are making a push this year to bring in more of this market into the show.

### Electrical and Internet

Forms included in the Freeman Exhibiting information.

### Move-In

Exhibitors are requested to move in the bulk of their equipment Wednesday, Oct. , from 10 am to 6 pm. If there is a problem with the move-in hours, or additional time is required, please call Mark Cramer at (303) 771-2000 ext. 10 immediately to make arrangements in advance. The CCC has given us a very tight move-in schedule.

### Your Response Requested

**We have designed a checklist to help you with ordering deadlines and to whom you must submit your orders.**

The most of the enclosed forms will require your attention by a specific date for a discount. The material enclosed includes forms for your electrical needs, decorating, 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.

### Show Floor

**The Exhibit Hall is completely carpeted so there is no need to order booth carpet. If, however, your company is still inclined to use carpet, Freeman order forms are located at the end of this kit.**

### Freight Change

**Be advised-The Colorado Convention Center is a Union facility and does not accept freight.** Please consign direct shipments to Freeman. Further, Freeman will then store and return your crates as part of their drayage charge.

### Booth Package Option

This year we have negotiated a special rate with Freeman for a 6' black draped table, 2 chairs and a waste basket for \$215.00 (no special orders please). This cost represents a 30% savings off of list price and offers you the convenience of writing one check instead of two. It is not possible to modify the package (i.e.exchange the 6' table for an 8', change the color of the table, trade the chairs for another table etc.) The package is the package. If you are not certain if you have ordered the package or would like to order the package please find your confirmation that was sent from [avx@expotracker.net](mailto:avx@expotracker.net) You may add and pay directly with your email and password by logging in here: <https://avx2024.expotracker.net/floorplan.aspx> **Orders will only be taken until Sept 24** Questions? Contact Lynn Cramer [lcramer@expomasters.com](mailto:lcramer@expomasters.com) at 303-771-2000 15

### Booth Rep Policy at AVX

Integrators and resellers of your products are not allowed to exhibit at AVX. All exhibits must be manned with manufacturer employees only. Any manufacturers' booth that is manned by anybody other than an employee or certified manufacturers representative of that company will be asked to vacate the booth immediately. Your booth fee will be forfeit and Freeman will be asked to package and ship your booth back to you COD.

# EXHIBITOR SCHEDULE

## Location

Colorado Convention Center  
700 14th St, Denver, CO 80202  
303-228-8000

## Expo Calendar and Hours

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

Wednesday, Oct 2, 2024

10:00 a.m. - 6:00p.m.

Thursday, Oct 3, 2024

8:00 a.m.-9:00 a.m.

### ALL EXHIBITS MUST BE COMPLETED BY:

Thursday, Oct 3, 2024

9:00 A.M.

### **Exhibit Hours**

Thursday, Oct 3 2024

10:00 a.m. - 5:00 p.m.

Friday, Oct 4, 2024

10:00 a.m. - 3:00 p.m.

### **Move-Out**

Friday, Oct 4, 2024

3:00 p.m. - 9:00 p.m.

## 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**

Colorado Convention Center  
Four Seasons Ballroom  
700 14th St, Denver, CO 80202  
(303) 228-8000

### **Decorating & Drayage**

Exhibitor Services  
Freeman  
4493 Florence Street.  
Denver, CO 80238-2479  
Ph (303) 320-5100  
Fax (303) 329-6710  
E-mail [FreemanDenverES@freemanco.com](mailto:FreemanDenverES@freemanco.com)

## Headquarters Hotels

Tru by Hilton Denver Downtown Convention Center  
801 15<sup>th</sup> Street Denver Colorado 80202  
Rate \$199 (single occupancy incl breakfast)  
Book by either calling 303 759-1301 reference code: 90U  
or [Booking Link:](#)

**Home 2 Suites by Hilton Denver Downtown Convention Center**  
801 15<sup>th</sup> Street Denver Colorado 80202  
**Rate \$185**  
Book by either calling 303 759-1301 reference code: 90V  
or [Booking Link:](#)

*Book by Sept 8 to receive guaranteed rate*

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). Further, you should wait for your freight carrier to pick up your shipment at the close of the show or get with Freeman and devise a plan to insure your shipment will safely be given to the carrier. If it becomes necessary to leave your exhibit unattended during show hours, articles of special value should be given the same consideration.

Although adequate guard service is provided by the show management after hours on Wednesday and Thurs after the show, 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.

## EXHIBITOR BADGES

Please register your personnel through the website [REGISTER HERE](#) We've made it easy for you this year – just enter first name, last name, company and email. You may also email your list to [lcramer@expomasters.com](mailto:lcramer@expomasters.com) **NO later than Sept 27.**

## SHOW PROGRAM ADVERTISING

This year we will again produce a show program specifically designed for AVX 2024. The program will contain a floor plan, exhibitor listings, and information on the conference, general welcome, and other important information needed by AVX attendees.

The estimated size of the program is 30 pages. 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	\$400	8" x 11"
Half Page	\$300	5" x 5.5"
Business Card Size	\$150	3" x 2" (attach ad)

Deadline for camera-ready art is Sept. 14, 2024. Send it electronically to [mcramer@expomasters.com](mailto:mcramer@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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**AVX 2024 Show Program Advertising Form**

Yes, we would like to reserve a:

Full-page ad space                       Half-page ad space  
 Business card ad space

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

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

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

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

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

Return to ExpoMasters, 8003 South Oneida Court, Centennial, CO. 80112 or [lcramer@expomasters.com](mailto:lcramer@expomasters.com)

**AVX**  
**ExpoMasters, Inc.**  
**Ad Specifications**

Colors:

All ads can be in color or black and white.

Format:

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

- Adobe Illustrator EPS with fonts outlined
- Macintosh formatted TIFF (**300+ dpi**)
- Acrobat PDF-Version 4 only (1.3 spec)
- Generic EPS (output resolution of 300 dpi)

Email to: [mcramer@expomasters.com](mailto:mcramer@expomasters.com)

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 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)

# FREE Exhibitor Promotional Tools

[\(see website link for direct access\)](#)



**Invite your customers to see you at AVX 2024 with a FREE Exhibit Hall Pass**

Enter your company name and booth number, then re-save your file. Contact [Lynn Cramer](#)) if you have questions.

- Send your unique invitations digitally via mail or both!

## TAKE ADVANTAGE OF THESE OTHER FREE OPPORTUNITIES TO PROMOTE YOUR BOOTH

Add the AVX Exhibitor email signature in your messages

- Post our **generic web banners** on your website. OR customize our pre-made **web banners templates** with your company and Booth Number to promote your booth online. After entering your information in the pdf file, save it and export as a jpg.
- Include your company listing on the AVX show website
- Use the **AVX show logo** in your own print or digital marketing materials

## LOOKING FOR THE PRE-REGISTRATION LIST?

Because our attendees register late, we do not make the pre-registration list available. But instead you can Take Advantage of Sponsoring a Pre-Event Blast to our email list of 15,000+ for Either **\$1000 Exclusive Option** or **\$350 to be included with our other Attendee Highlights**.

**Have questions about any of the above or need more specialized assistance? Contact us! We're here to support your marketing goals and help you have a productive, successful show.**

Lynn Cramer [lcramer@expomasters.com](mailto:lcramer@expomasters.com) 303-771-2000 ext 15