



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 Wednesday and Thursday format October 18-19. 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

Enclosures

EXHIBITOR FORMS CHECKLIST

FORM	DUE DATE	RETURN TO
<input type="checkbox"/> Show Program Advertising	Sept. 21	mcramer@expomasters.com
<input type="checkbox"/> Booth Equipment Rental (advance rates)	Sept. 19	Freeman
<input type="checkbox"/> Shipping & Drayage Information (advanced orders)	Sept. 19	Freeman
<input type="checkbox"/> Electrical Service Form (advance rates)	see freeman online	Image/Crowne Plaza
<input type="checkbox"/> Phone/Internet Order Form (advance rates)	see freeman online	Image/Crowne Plaza
<input type="checkbox"/> Exhibitor Badges	Oct. 13	REGISTER HERE by Oct 13
<input type="checkbox"/> Marketing Materials Order Form	No deadline	lcramer@expomasters.com
<input type="checkbox"/> Hotel Reservations (\$146 single or double)	Sept. 26	DIA/Crowne Plaza Crowne Plaza Room Rental Link
<input type="checkbox"/> Lead Retrieval		support@event-capture.com 208-913-0193

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

We will send electrical and internet order forms separately.

Move-In

Exhibitors are requested to move in the bulk of their equipment Tuesday, Oct. 17, from 8 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.

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, please order thru Freeman.

Freight Change

Be advised- the hotel is doing a handling charge of \$65/100 weight. Please investigate consigning direct shipments to Freeman. The cost may be better and you will probably get your shipment quicker and in secured condition. 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 \$195.00 (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 You may add and pay directly with your email and password by logging in here: <https://avx2023.expotracker.net/floorplan.aspx> **Orders will only be taken until Oct 1.** Questions? Contact Lynn Cramer 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

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

Expo Calendar and Hours

Move-in: **Main Exhibit Hall**

Tuesday, Oct 17, 2023

8:00 a.m. - 6:00p.m.

Wednesday, Oct 18, 2023

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

ALL EXHIBITS MUST BE COMPLETED BY:

Wednesday, Oct 18, 2023

9:00 A.M.

Exhibit Hours

Wednesday, Oct 18 2023

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

Thursday, Oct 19, 2023

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

Move-Out

Thursday, Oct 19, 2023

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 & Electrical

Crowne Plaza DIA
15500 E. 40th Avenue
Denver, CO 80239
(303) 371-9494

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

Headquarters Hotel

*Please state you are with the
AVX 2023 to receive the AVX rate*
Crowne Plaza DIA
15500 E. 40th Avenue
Denver, CO 80239

[Crowne Plaza Room Rental Link](#)

\$146 room rate

303-371-9494

Reservations: **\$146 single**

(please report any problems you have with reservations to show management at 303-771-2000)

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 Tuesday and Wednesday 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 **NO later than October 13.**

SHOW PROGRAM ADVERTISING

This year we will again produce a show program specifically designed for AVX 2023. 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	\$500	8" x 11"
Half Page	\$350	5" x 5.5"
Business Card Size	\$150	3" x 2" (attach ad)

Deadline for camera-ready art is Sept. 21, 2023. Send it electronically to mcramer@expomasters.com

If you are interested in advertising in the Official Show Program or Digitally, 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.

AVX 2023 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

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- (1.3 spec)
- Generic EPS (output resolution of 300 dpi)

Email to: mcramer@expomasters.com

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

FREE Exhibitor Promotional Tools

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



Invite your customers to see you at AVX 2023 Registration is FREE until Oct 13

Use this link to invite attendees: https://www.eventleaf.com/e/AVX2023_Attendees

- Exhibits Hall Pass - coming
- 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 303-771-2000 ext 15

2023 AVX Marketing Opportunities



Digital Advertising

REGISTRATION SPONSOR \$5,000/limit 1

- Become the exclusive registration sponsor and be seen by every single registrant. Your logo will be included on each page of online registration as well as the confirmation email and ticket sent to attendees.

EBLAST EXCLUSIVE SPONSOR 1 x \$1,000 ea

- Reach our potential attendance list directly (15,000+) in an exclusive blast with only our show banner at the top of each email. Your offer or message will be the sole content of the blast.

EBLAST PRE SHOW HIGHLIGHT \$350 ea

- Announce your show offer or incentive to stop by your booth in our pre-show eBlast to our potential attendance list.
- This will be included with our weekly attendance blast.

EXCLUSIVE WEB AD EXCLUSIVE

45-60 DAYS PRIOR TO EVENT \$500 ea

- Reach thousands of attendees while they are researching the event and/or registering.
Please provide banner ad: 192 px (w) x 300 px (h)

SHARED WEB AD

45-60 DAYS PRIOR TO EVENT \$350 ea

- Reach thousands of attendees while they are researching the event and/or registering.
Please provide banner ad: 192 px (w) x 300 px (h)

~~800.800.8000~~
contact Lynn or Mark
Cramer, President,
ExpoMasters, Inc.,
303-771-2000

~~EMAIL~~

or sign up on the

~~WEBSITE~~