



Dear Exhibitor:

Enclosed is your Exhibitor Service Kit for the 2018 Denver Golf Expo. It contains the information necessary to complete arrangements for your exhibit. **Please read the following information carefully!**

- The Decorating Company for this year's show is Jim Handzel of Coast to Coast Trade Show Services, 4195 Oneida St., Unit I, Denver, CO 80216. **Ph. 303-991-2791, Fax. 303-991-2794.**
- Note that several of the enclosed order forms have a specific deadline which requires your attention.
- Call the Comfort Inn at the Mart to make your hotel reservation at (303) 297-1717. Make sure that you identify yourself as a Denver Golf Expo attendee to receive the special rate of \$109.00 single rate, \$119 double. Room rate includes breakfast and WiFi.
- **Your booth comes with a draped 6' table, two chairs and a wastebasket.** You are strongly encouraged to carpet your booth if you are in the Pavilion, either through the decorator or by bringing in your own carpet. The exhibit floor is uncarpeted concrete in the Pavilion, which is not only unsightly, but also extremely hard on your legs and feet after a few hours. The Plaza Hall is already carpeted, so carpet is not necessary.
- Electric is not included in a booth package. If needed, please order from available form found in this kit.
- **10' x 10' Tents are OK to set up this year!!! Tents larger than 10' x 10' will require a sprinkler system.**

It's our goal to make the Denver Golf Expo an "industry" event. If I can be of assistance in your preparations, please contact me at (303) 771-2000 or E-mail me at mcramer@expomasters.com

We look forward to working with you.

Sincerely,

Mark and Lynn Cramer
Event Managers

**Denver Golf Expo
EXHIBITOR FORMS CHECKLIST**

FORM	DUE DATE	RETURN TO
<input type="checkbox"/> Hotel Reservations	January 15, 2018	Comfort Inn at the Mart
<input type="checkbox"/> Booth Equipment Rental (advance rates)	Jan. 29, 2018	Coast to Coast TSS
<input type="checkbox"/> Exhibitor Badges	February 3, 2018	ExpoMasters
<input type="checkbox"/> Audio Visual Rental (advance rates)	Jan. 29, 2018	Coast to Coast TSS
<input type="checkbox"/> Shipping & Drayage Information	Jan. 29, 2018	Coast to Coast TSS
<input type="checkbox"/> Electrical Service Form	Jan. 29, 2018	Denver Mart
<input type="checkbox"/> Phone Line for Credit Card Processing	Jan. 29, 2018	Denver Mart
<input type="checkbox"/> Marketing Materials Order Form	No deadline	ExpoMasters

Tents Are OK this Year

Effective January 1, 2018, 10' x 10' tents will be allowed at the Denver Mart once again. However, tents larger than 10' x 10' will require an approved fire alarm system in place – (sprinkler system).

Divot Magazine Offer

Denver Golf Expo Exhibitors may receive up to a 40% discount on advertising in Divot Magazine (formerly GolfViews), the official show program of the Denver Golf Expo. Call 303-797-8700 for more information or see the enclosed offer sheet from Divot.

Denver Post Offer

Denver Post is producing a golf supplement that will appear in the Sunday, February 4 edition. Estimated circulation will be 750,000. Please see enclosed flyer and take advantage of this opportunity

Special Events

We have a bunch of them this year.

- This year's attendees will get a 12-month subscription to Golf Digest and a some free golf offers from South Suburban Parks and Recreation
- The PGA Foundation is sponsoring a PGA Instruction Area and the Swing Seminars at the Expo.
- We will have a special display area called the Junior Golf Central where youth will receive free instruction and parents can find out about the multitude of junior golf opportunity that are present in the state.
- Closest to the pin contest is back.
- More information on all these programs can be found at www.denvergolfexpo.com
- **Divot Magazine** is the Official Golf Publication for the Denver Golf Expo. Special print and email marketing discounts are available to all exhibitors. Please contact Karl O'Keefe at karl@divotmagazine.com for more information."

Denver Golf Expo
Exhibitor Service Kit

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
Phone (303) 771-2000
Fax (303) 843-6232
email: mcramer@expomasters.com
website: www.denvergolffexpo.com

Decorating & Drayage

Jim Handzel
Coast to Coast Trade Show Services
3999 Holly St., Unit 14
Denver, CO 80207
Ph. 303-991-2791
Fax. 303-991-2794

Electrical

Denver Mart
451 East 58th Ave. Ste 2490
Denver CO 80216
Phone 303-292-6278
Fax 303-297-8473

Headquarters Hotel

Comfort Inn
401 East 58th Ave.
Denver, CO 80216

Room Rates:

Reservations: (303) 297-1717
Single \$109.00 single, \$119 double
*Includes Breakfast and WiFi

EXHIBITOR SCHEDULE

Location

Denver Mart Pavilion and Plaza
451 East 58th Ave.
Denver, CO 80216-1421
Ph. 303-292-6278

Show Hours

Friday, February 9	10:00 am - 5:00 pm
Saturday, February 10	9:00 am - 5:00 pm
Sunday, February 11	10:00 am - 4:00 pm

EXHIBITS MUST REMAIN INTACT UNTIL 4:00 PM Sunday. PLEASE DO NOT BREAK DOWN YOUR DISPLAY EARLY!

Move-In

Thursday, February 8	8:00 am - 6:00 pm
Friday, February 9	8:00 am - 9:00 am

Important: All exhibits must be completed by 9:00 am on Friday. If there is a problem with the move-in hours, or additional time is required, please contact us immediately at 303-771-2000.

Move-Out

Sunday, February 11	4:00 pm - 9:00 pm
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Important: Decorator reserves the right to "force freight" from the floor if move-out is completed sooner than scheduled. For this reason, if you are using a different freight service than decorator's and need to leave the premises with any of your items remaining on the floor, please be sure they are crated and the bill of lading is securely attached to each piece. Exhibitors are responsible to incur the costs of forced freight returned to them.

Parking- Shuttle Service

We are opening the East parking lot (located directly across Washington St. on the east side of the complex) for additional parking. We will provide 2 shuttle buses, with stops in the east lot and on the south side of the building (in front of the Expo Hall), to transport your personnel working the booth. **WE ASK THAT ALL EXHIBITORS USE EITHER THE WEST AREA LOT (and use the Pavilion entrance) OR THE EAST LOT and use the shuttle THIS YEAR TO MAKE MORE ROOM FOR ATTENDEES WANTING TO COME TO THE EVENT. WE HAVE BEEN TOLD THAT MANY ATTENDEES JUST LEAVE WHEN THEY CAN'T FIND A SPOT TO PARK AND THAT IS LESS SALES FOR YOU AND US SO YOUR COOPERATION IS IMPORTANT.**

IMPORTANT SECURITY NOTICE

Exhibitors are urged to take all items of value with them any time the exhibit area is left unattended!! This procedure applies to exhibition closing hours as well as to the final close of the exhibition. **Exhibitors are required to consult with their insurance companies for proper coverage of any materials from the time they leave their company until they are returned and to make sure that adequate personal liability insurance is in place for them at the show.** Although adequate 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. Although the hall is locked each night, maintenance personnel often 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. The show management, hall management, contractors and sub-contractors cannot in any way be held responsible for the loss, damage or theft of any exhibit or show materials.

EXHIBITOR BADGES

6 badges per booth rented. \$8.00 per badge after that.

List below the names of all personnel who will be staffing your exhibit. Badges can be picked up during move-in or during show hours.

Please complete this form by typing or using business cards to ensure accuracy. Include any variations in company name for each employee listed. If the company name for the booth personnel staffing the exhibit is different than the exhibiting company (i.e., dealer, distributor, rep group, etc.), please list their separate company. [You may register HERE directly to database or](#) You may email these names to : lcramer@expomasters.com

Return to ExpoMasters, Inc. by February 3, 2018
8003 South Oneida Court, Centennial, CO 80112
Fax (303) 843-6232

Company: _____

Address: _____

Person for all contact: _____

Telephone: _____ Booth No: _____

Booth Personnel:

Name _____	Name _____
Company _____	Company _____
City/State _____	City/State _____

Name _____	Name _____
Company _____	Company _____
City/State _____	City/State _____

Name _____	Name _____
Company _____	Company _____
City/State _____	City/State _____

6 badges allowed per booth rented. \$8.00 per badge after that.

Visa/MC/AMEX _____ exp _____

Sec code _____ **Name on Card** _____

Denver Golf Expo
FREE MARKETING MATERIALS

PROMOTION IS PARAMOUNT!

Show management conducts an extensive advertising campaign each year. Some of the methods include TV, radio, newspaper, direct mail to thousands of prospective attendees through in-house, purchased, or and donated mail lists, a variety of display ads in publications, Internet advertising, email broadcast, fax broadcasting and more. Nonetheless, it's impossible for us to reach all prospects for every exhibiting company.

YOU CAN HELP!

Exhibitors are strongly encouraged to co-market Denver Golf Expo by personally inviting clients and prospects to the exhibition. This also helps to you get the maximum amount of traffic by your booth. *Co-marketed events enjoy greater success for you and us.*

HERE'S HOW:

Order an unlimited number of discount exhibits passes *at no charge*. Order camera-ready Denver Golf Expo logos, and use them when advertising your participation in the event. There is no deadline for these items. Your methods of distributing these materials might include:

- Produce a special mailing to all your clients and prospects informing them about the Expo, 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 reps are provided with an adequate supply of these items when calling on clients.
- Provide a hotlink to the Denver Golf Expo (www.denvergolfexpo.com) web page from your own.
- If someone you invite is unable to attend Denver Golf Expo, ask them to pass the information on to a colleague.
- Distribute handouts at all professional gatherings and association meetings attended.

Golf Expo

**FREE MARKETING MATERIALS
ORDER FORM**

PLEASE SEND ME: Discount EXHIBIT PASSES (#) _____
Denver Golf Expo LOGO, electronic file _____

NAME: _____

COMPANY: _____

ADDRESS: _____

CITY/STATE/ZIP _____ Email _____

**Return to ExpoMasters 8003 South Oneida Court, Centennial, CO 80112 Fax
(303) 843-6232**

or email your request to lcramer@expomasters.com

Promote Yourself On-Site

We will help to promote you on-site if you can give us a door prize(s) to give away to attendees. We are looking for any of the following items:

Door Prizes

Cameras
Binoculars
Camcorders
Stay and plays
Telephones
Golf Bags
Golf Vacations
Clubs
Tickets to sporting events

Golf Gifts

Balls
Bags for shoes
Pen sets
Umbrellas
Shirts
Hats
Jackets
Sweaters
any other ideas you might have

We will promote the participants of the door prize program by acknowledging your company and your booth number over the public address system at the time we are announcing the winners for the door prize. You will be announced every time we give away a door prize from you. **Please respond by February 1.**

Please Respond Below

_____ Yes, I will contribute a prize! Number to be donated? _____

Please describe the prize as you want it promoted _____

Name _____

Company _____

Phone _____ email _____

Return To: ExpoMasters, 8003 South Oneida Court, Centennial, CO 80112 Ph. 303-771-2000 Fax 303-843-6232

Please bring the prizes with you during move-in or send them to us at our address.



DIVOT

MAGAZINE

Your Guide to Golf in Colorado

The Official Golf Publication of the Denver Golf Expo!

**Everyone that walks through the door at the
show gets handed a copy of DIVOT Magazine!**

First time advertisers receive **50% Off on any 2018 advertising program.**

**All advertising programs include a complimentary e-mail blast
to our exclusive list of more than 75,000 Colorado golfers.**

**In addition to our regular 25k-30k printed circulation, the digital version of
the magazine gets e-mailed to our list of 75,000+ Colorado golfers.**

**Email info@divotmagazine.com for a custom 2018 golf marketing proposal utilizing our print,
email and website golf marketing services developed from more than 26 years experience.**

Dates & Deadlines

4 seasonal issues published each year

Denver Golf Expo Issue

Shelf Life: January - March
Deadline: December 20

Summer Issue

Shelf Life: July - September
Deadline: June 20

Spring Issue

Shelf Life: April - June
Deadline: March 20

Fall/Winter Issue

Shelf Life: October - December
Deadline: September 20

DIVOT Magazine

303-797-8700 • www.divotmagazine.com • info@divotmagazine.com • PO Box 620999, Littleton CO 80162

DIVOT

MAGAZINE

Your Guide To Golf In Colorado

Advertising Specs:

2 Page Spread - PDF or JPEG

Trim: 19" wide X 11.5" high
 Image: 18.5" wide X 11" high
 Bleed: 19.5" wide X 12" high

Full Page - PDF or JPEG

Trim: 9.5" wide X 11.5" high
 Image: 9" wide X 11" high
 Bleed: 10" wide X 12" high

1/2 Page - PDF or JPEG

Vertical: 4.425" wide X 10.825" high
 Horizontal: 9" wide X 5.25" high

1/4 Page - PDF or JPEG

Vertical: 2.137" wide X 10.825" high
 Horizontal: 4.425" wide X 5.25" high

Custom sizes are available per request.

Dates & Deadlines:

4 seasonal issues published each year. 25-30K printed and 75,000+ digital circulation per issue.

Denver Golf Expo Issue

Shelf Life: January - March
 Deadline: December 20

Summer Issue

Shelf Life: July - September
 Deadline: June 20

Spring Issue

Shelf Life: April - June
 Deadline: March 20

Fall/Winter Issue

Shelf Life: October - December
 Deadline: September 20

Stories and Press Release Specs:

1/2 Page Story:

No image = 250 - 300 words
 With Images = 150 - 200 words

Full Page Story:

No image = 700 - 800 words
 With Images = 500 - 550 words

Demographics:

Statistics gathered from promotions and contests.

Male	77.5 %	50-59	22 %
Female	22.5 %	60-69	16 %
Married	68 %	70+	12 %
Graduated College	67 %	Own a home	67 %
Under 30	10 %	Own or lease 2+ vehicles	32 %
30-39	16 %	Dine out at least once a week	73 %
40-49	24 %	Household Income	\$95,000

O'Keefe Publishing, Inc.

DENVER GOLF EXPO

February 9-11, 2018

Tee up with The Denver Post this year as we publish a special section for the 25th annual Denver Golf Expo. The Expo attracts golf enthusiasts looking to warm up their swing, get new clubs, or learn something new about the game. Leave the right impression on and off the course. Kick off the green season by placing your message in the hands of Colorado Golf Enthusiasts.

89,200 OF OUR SOCIAL AUDIENCE HAS AN AFFINITY FOR GOLF TRAVEL IS THE #1 CATEGORY WHERE OUR READERS ARE SHOPPING

REACH: NEARLY 700,000 SUNDAY DENVER POST READERS + 4,000 COPIES AT THE EVENT

ADVERTISING OPPORTUNITIES

FULL PAGE	\$5,000
HALF PAGE	\$3,000
QUARTER PAGE	\$1,750

All packages include the choice of a targeted email blast sent to 50,000 recipients

OR

125,000 targeted display impressions on DenverPost.com

DIGITAL ADD-ON

Facebook & Instagram Post SOCIAL CONTEST OR QUIZ

Generate buzz and excitement for your brand with a sponsored Facebook and Instagram post from The Denver Post main pages

\$1,300

SPECS & DEADLINES

PUBLISH DATE February 4, 2018
CAMERA READY ART DUE January 25, 2018
AD RESERVATIONS DUE January 15, 2018

Full Page: 8.222"x9.610"
½ Page: 8.222"x4.750"
¼ Page: 4.045"x4.750"

Contact us for more information:

Chris Dolge | 303.954.3380 | cdolge@adfaxi.com



get **GOLFING!**



451 East 58th Avenue, Suite 2490 | Denver, Colorado 80216-8470 | denvermart.com | 303.292.6278 | 800.289.6278
 fax 303.531.6976 | accountingdept@denvermart.com

Electrical Service Order Form

Event Name _____ Event Date _____ Booth Number _____
 Company _____ Phone Number _____ Fax Number _____
 Address _____ City _____ State _____ Zip _____
 Ordered by _____ Title _____ Email _____
 Signature _____ Date _____

Service Requested	Amps. Max.	Watts Max.	Quantity	10 Business Days Before Event	Less than 10 Business Days Before Event	Day of/On Site Floor Rate	Total
110 Volts	5	500		\$60.00	\$85.00	\$120.00	
110 Volts	10	1,000		\$70.00	\$90.00	\$140.00	
110 Volts	15	1,500		\$80.00	\$95.00	\$160.00	
110 Volts	20	2,000		\$90.00	\$100.00	\$180.00	
208v Single Phase	10	---		\$130.00	\$230.00	\$260.00	
208v Single Phase	20	---		\$160.00	\$260.00	\$320.00	
208v Single Phase	30	---		\$190.00	\$290.00	\$380.00	
208v Three Phase	10	---		\$170.00	\$270.00	\$340.00	
208v Three Phase	20	---		\$200.00	\$300.00	\$400.00	
208v Three Phase	30	---		\$230.00	\$330.00	\$460.00	

Total Due:

IMPORTANT POLICY

DUE TO ELECTRICAL REGULATIONS, ALL ELECTRICAL HOOKUPS MUST BE PERFORMED BY A QUALIFIED ELECTRICIAN. **The Denver Mart DOES NOT supply extension cords.** All extension cords MUST BE three-prong grounded type.

When ordering 208-volt service, the exhibitor must provide the male and female connectors. The electrical service is provided to a disconnect box and includes ONLY wiring of the female plug with pigtail to the disconnect. Any additional wiring to the equipment or elsewhere will be charged as labor at current rates with a one-hour minimum by our electrical contractor. Payment must be made at the time of service.

Any special requirements, such as electrical service not listed above, etc., must be ordered immediately upon receipt of this form. Please include the specific information as to 1) VOLTAGE, 2) AMPERAGE, and 3) TOTAL NUMBER OF LINES REQUESTED. Also include a copy of the electrical specifications for the machine(s) you wish to be connected. For large booths, please include a sketch illustrating the location desired for each outlet. Although every effort will be made to comply with your exact requirements, the Mart reserves the right to make modifications in the location to be compatible with the overall electrical system.

The Denver Mart reserves the right to limit, reduce and/or discontinue electrical service to any exhibitor or booth(s) to prevent electrical hazard and/or maintain human safety.

CHECK OR MONEY ORDER (MADE PAYABLE TO THE DENVER MART) OR CREDIT CARD INFORMATION MUST ACCOMPANY THIS FORM.

RETURN NO LATER THAN 10 BUSINESS DAYS PRIOR TO EVENT

VISA MASTERCARD AMERICAN EXPRESS AMOUNT \$ _____

Cardholder Name _____ CVV# _____
(3-4 digit security code)

Card# _____ Exp. Date _____

Billing Address _____ City _____ State _____ Zip _____

Signature _____ Date _____

I, the cardholder, authorize the amount specified above be charged to my credit card.

RETURN TO:
 Denver Mart
 451 East 58th Avenue, Suite 2490
 Denver, CO 80216-8470
FAX FORM TO: 303.531.6976
EMAIL FORM TO:
 accountingdept@denvermart.com
QUESTIONS? 303.292.6278
PLEASE NOTE:
 Electrical service other than listed above will be priced on request, please call 303.292.6278 for more information.



451 East 58th Avenue, Suite 2490 | Denver, Colorado 80216-8470 | denvermart.com | 303.292.6278 | 800.289.6278
fax 303.297.8473 | sales@denvermart.com

Telephone Service Order Form

- > **service must be ordered in advance (15 business days prior to move-in).**
- > telephone service is available in your booth at the Mart Pavilion building, Expo building and Plaza buildings.
- > floor orders will not be available.
- > all long-distance calls must be placed by using your phone card, credit card, collect or third-party billing.
- > all telephone orders must be accompanied by payment with a separate check or credit card information.

request for telephone service:	advance	less than 15 business days
Install Single Line Service (Expo Building)	\$200	\$350
Install Single Line Service (Plaza Building)	\$250	\$400
Install Single Line Service (Pavilion Building)	\$250	\$400
Total check or money order enclosed*	\$ _____	\$ _____

*Forms received without a check or money order or credit card information will be returned

event name _____ event date _____

company name _____ booth number _____

address _____

city _____ state _____ zip _____

phone number _____ fax number _____ email _____

ordered by _____

title _____

signature _____ date _____

CHECK OR MONEY ORDER (MADE PAYABLE TO THE DENVER MART) OR CREDIT CARD INFORMATION MUST ACCOMPANY THIS FORM.

RETURN NO LATER THAN 15 BUSINESS DAYS PRIOR TO EVENT

<input type="checkbox"/> VISA	<input type="checkbox"/> MASTERCARD	<input type="checkbox"/> AMERICAN EXPRESS	AMOUNT \$ _____
Cardholder Name _____		CVV# _____ <i>(3-4 digit security code)</i>	
Card# _____		Exp. Date _____	
Billing Address _____	City _____	State _____	Zip _____
Signature _____		Date _____	
<i>I, the cardholder, authorize the amount specified above be charged to my credit card.</i>			

RETURN TO

The Denver Mart
Attention: Event Sales Department
451 East 58th Avenue, Suite 2490
Denver, CO 80216-8470
FAX FORM TO: 303.297.8473
Traci@denvermart.com

QUESTIONS?

Call 303.292.6278

DENVER MART OFFICE USE ONLY

phone # assignment _____

Shipping Instructions

Shipping to the Denver Mart

Mart Dock Staff will deliver all freight to the building and booth on day of move-in.

- › **Freight will be accepted 10 business prior to the event**, stored and locked on the Denver Mart Dock—
Freight delivered MORE than 10 business days before the event may be refused.
- › **Shipping label MUST include the following information**
 - Name (personnel on site to receive freight)
 - Denver Mart
 - 451 East 58th Avenue
 - Denver, Colorado 80216

 - Name of Event
 - Date of Event
 - Building
 - Company Name & Booth Number

Shipping Out of the Denver Mart

At conclusion of the show to ship freight out of the Mart:

- › **All freight must be packed and ready to ship.**
- › **All freight must be labeled.**
- › **All freight must have shipping labels.**
- › **Shipping labels/paperwork must be completed.**
- › **Payment must be arranged** (credit card, corporate account #, pre payment etc.).
- › **Exhibitor must notify their carrier for pick up, from the Denver Mart for the following business day** (possibly Monday) **after the show.**
- › **Exhibitor will leave all freight and paper work in booth.**
- › **Denver Mart Dock staff will come by the booth and pick up all freight and ship out of Denver Mart Dock.**

Incomplete freight shipments will not be shipped.

The Denver Mart is not responsible for incomplete freight shipments.

WIRELESS INTERNET SERVICE

Available throughout:

TERRACE GARDENS > PAVILION
EXPO > PLAZA > FORUM ROOMS

\$4.99/per hour | \$9.99/per day | \$49.99/per week

Payment and service is per device.

HOW TO CONNECT:

1. In your device's wireless settings choose the *dmmwireless* network.*
2. Launch your internet browser (Internet Explorer, Firefox, Safari, Chrome)

If the payment page does not appear, open Google or Yahoo, and you will be redirected to the DMM Wireless payment page.

On the login page, click on **START HERE**.

3. Select the plan you would like (*hour, day, week*) and enter quantity desired. Click **SUBMIT**. *Payment and service is per device.*

Service starts at the time of purchase and is per 24 hours. For example, if you choose a 2 day package and pay on Friday at 1:12 pm the service will end on Sunday at 1:12 pm.

4. Click **PURCHASE** and fill out billing information, then click **SUBMIT**.

You should now be connected.

If your device goes into *sleep mode*, it may disconnect service. Simply open your internet browser and the device will reconnect.

* SSID (Service Set Identifier) will be set to *dmmwireless*.

