

FAQs for EVOLUTION

Exhibitors

September 16th – 19th 2021

HARDROCK SUMMIT 2021

Evolution @ Colorado Convention Center
Sparkle & Joy @ PLAZA BALLROOM & EXHIBIT AREA at
Sheraton Downtown

Status: June 16, 2021
Please look for frequent updates on website

For potential EVOLUTION exhibitors

1. When and where does the event take place?

HardRock Summit is scheduled to be held from September 16 - 21, 2021 and will consist of **TWO** venues:

Evolution: The Colorado Convention Center (CCC) from September 16 - 19, 2021

- at the Four Seasons Ballroom &
- Level 1 exhibit rooms (The Denver Gem & Mineral Show)

Set-up will be on September 14 - 15 and dismantling on September 20; and

Sparkle & Joy: The Sheraton Hotel Downtown Denver (SHD) from September 18 - 21, 2021

- at the main exhibition LEVEL &
- the Plaza Ballroom (The AGTA Pavilion)

Set-up will be on September 16 (afternoon) and 17, dismantling on September 22.

There are two locations for our two venues:

EVOLUTION

Four Seasons Ballroom & Meeting Rooms
@ Colorado Convention Center
700 14th Street
Denver, CO 80202, USA
www.denverconvention.com

sparkle & joy

Plaza Ballroom & Exhibit Area
@ Sheraton Hotel Downtown
1550 Court Place,
Denver, CO 80202, USA
www.marriott.com/DENDS

For further information please visit our website: www.hardrocksummit.com

2. How many badges can an exhibitor get for staff and how much do they cost?

Exhibitors will receive show badges for the duration of the show. The number of complimentary badges will depend on the booth size licensed to the exhibitor as follows:

<u>Booth Size</u>	<u>Badges</u>
up to 9 sq meters	3
10-12 sq meters	4
13-18 sq meters	5
19-24 sq meters	6
24 + sq meters	7

(and \$ 50 per additional badge)

**Your badges will be prepared for pick up at the CCC registration desk.
Exhibitors are requested to bring their booth-invoices for identification purposes.**

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3. Who can visit the shows?

Evolution venue welcomes professionals and the public of all ages. There is a \$ 10 admission fee for all attendees. Children under 12 years have free admission.

Sparkle & Joy buyers need to register, with a valid business license, and other typically required documentation. Updates will be posted on the HRS website. Once registered, buyers may enter without paying an admission fee. If you do not meet the buyer admission requirements, you can purchase a ticket for \$ 30. Attendees between the age of 14 to 18 years must be accompanied by an adult. Due to the nature of the displayed merchandise, visitors under 14 years of age will not be permitted access to **Sparkle & Joy**.

4. Which shows are part of the HardRock Summit and what products can I expect to see at Evolution and Sparkle & Joy?

Evolution will focus on minerals, jewelry and semi-precious gemstones, fossils and meteorites. Many of the exhibitors in Evolution are among the highest-end dealers in their fields.

The Denver Gem & Mineral Show – known worldwide as Denver's original Gem & Mineral Show, the **DGMS** will continue their 54-year tradition of holding what has been known as the "Club Show". They will have dealers at all levels, competitive exhibits, special guest exhibits and activities for the kids. The **DGMS** will be located in a series of exhibit rooms - Level 1 at **CCC**.

Denver Fine Mineral Show – formerly at the Denver Marriott West, is now part of the HardRock Summit. Most of the dealers, who attended the Denver Fine Mineral Show are now located at the Four Seasons Ballroom.



Sparkle & Joy is dedicated to fine gemstones, fine jewelry and single pieces. The American Gem Trade Association and the International Colored Gemstone Association will both be participating in **Sparkle & Joy** inside their own pavilions.



5. How can I register for an exhibit space and get on the waiting list?

You can register as an exhibitor with the request forms on our homepage
<https://hardrocksummit.com/exhibitors/>

You can download the forms from there, fill them in, sign them and then send them to
exhibit@hardrocksummit.com

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6. Which different types of booths are available, what do they cost and what is included in the booth price?

You can find all the booth types, sizes and prices with detailed information on what is included in the pricing section on the request forms.

The **Evolution** booth prices range from \$ 335 per square meter for inline booths to \$ 385 for corner booths.

More information about items included in the booth price for each venue can be found on the participation requests on our homepage: <https://hardrocksummit.com/exhibitors/>

7. What are the registration deadlines?

The official deadline for the booth application is **June 30, 2021**. Remaining booths will then be allocated depending on availability.

8. What is my basic equipment in the Evolution booth?

Basic booth construction (varies with details found in the participation request), WiFi, 500 watts of electricity, 2 chairs, waste basket. The entire hall is carpeted.

Important note: please be sure to order additional rental equipment, such as lighting, tables, skirting, etc. directly from our service providers or you may furnish your own lighting and other items (see next page item 1 & 2).

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For registered exhibitors

1. Where can I order additional equipment for my booth?

For the booth equipment we cooperate with the companies listed below (item 2). The „**Exhibitor Services Manual**“ and order forms for each of the companies listed below are provided under: www.hardrocksummit.com.

Please make sure to have your booth number available before contacting the suppliers!

You can also get in touch with us via e-mail at exhibit@hardrocksummit.com at any time.

2. Who are the service providers and what are the deadlines for additional orders?

The deadline for ordering additional equipment such as showcases, graphics, furniture, safes and technical concerns, is **August 15**. Later orders may be subject to additional costs.

Show Service Contractor:

Coast To Coast Trade Show Services, Inc. (CTC)

Phone: 303-991-2791

E-mail: exhibitservices@coasttocoasttss.com

Services to include full booth set up, additional equipment, furniture, lighting, material handling, signage & graphics and logistics shipping as well as coordination of other vendors.

Showcases:

Tucson Store Fixtures (TSF)

Contact: Curt Cowley

Office: 520-623-0067 or

Cell: 520-982-4305

E-mail: curt@tucsonstorefixtures.com

Website: www.tucsonstorefixtures.com

Safes:

Rolland - Centuries of Security (RCS)

Phone: 214-845-6804

E-mail: saferentals@rslc.net

3. Additional electrical:

For an additional fee, the **CCC** can provide additional electrical capacity, drops & plugs in addition to the basic electrical set up that is included with each booth package. The order forms are available by **CTC** as part of their exhibitor kit.

4. Food & beverage:

Detailed F&B options/menus will be provided by **August 1**. To order other items not covered by contractors shown above, show management will provide a list of additional vendors by **August 1**.

Licensee recognizes that food and beverage service will only be provided through authorized caterers and that Licensee will not engage in selling food and beverage products. Licensee shall not bring in food or beverage from outside and consume it except within its licensed premises itself and by Licensee and its staff.

Please also contact us via e-mail at exhibit@hardrocksummit.com if you have specific requests or other questions.

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5. Where do I find information on shipping of goods and other material, storage options and the associated costs?

Storage facilities are **not available** at the **CCC** and shipments cannot be received by the **CCC**.

Shipping and storage can be arranged through **CTC**. Their “**Exhibitor Services Manual**” reflects all the detailed cost.

The official carrier for **CTC** is Event Service Solutions (**ESS**). Please contact **ESS** at 800-577-3929 or estimate@eventservicesolutions.com for inbound and outbound shipping needs.

Exhibitors also have the option of using third party vendors for shipping and storage services. Those third party vendors shall work with **CTC** to arrange for the offloading/loading and take down of the goods/material at the **CCC**. Time slots will be managed by **CTC**.

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Set-up, show time and dismantling – EVOLUTION

1. What are the set-up and dismantling times/dates?

Exhibitors may arrive on Tuesday, September 14 starting at 10:00 am and may set up until 10:00 pm. Set-up then continues on Wednesday, September 15 from 7:00 am - 10:00 pm, if necessary. Unfortunately, access to the exhibition area cannot be permitted after 10:00 pm for insurance reasons.

The trade show opens on Thursday, September 16 at 10:00 am (exhibitors can enter at 7:00 am on the first day) and closes on Sunday, September 19 at 4:00 pm. Dismantling is to occur immediately after the close of the show at 5:00 pm and may continue until 10:00 pm. Monday, September 20 will also be open for dismantling if needed. All dates subject to change.

Set-up

Monday, September 13 for booth construction and related 3rd party vendors only
Tuesday, September 14 from 10:00 am – 10:00 pm (Exhibitors)
Wednesday, September 15 from 7:00 am – 10:00 pm (Exhibitors)
Thursday, September 16 from 7:00 am – 10:00 am when show starts

- on all other show days exhibitors may enter at 9:00 am before the show opens at 10:00 am
- specific time slots will be provided and reserved for exhibitors at the loading/unloading docks in advance but not until July 15

Show Time

Thursday, September 16 from 10:00 am – 5:00 pm
Friday, September 17 from 10:00 am – 5:00 pm
Saturday, September 18 from 10:00 am – 5:00 pm
Sunday, September 19 from 10:00 am – 5:00 pm

Dismantling

Sunday, September 19 from 5:00 pm – 10:00 pm
Monday, September 20 from 8:00 am – 5:00 pm

2. How does the booth set-up and dismantling work?

The booth will be set up by **CTC** and the **CCC** on September 13 and September 14.

Showcase, safe and other third-party vendors will be able to drop-off their booth construction related products, such as showcases, lights, etc. late on September 13 and up to 10:00 am on September 14.

Exhibitors can enter the **CCC** on September 14 starting at 10:00 am. Special request for earlier exhibitor arrival (exhibition spaces larger than 25 sqm) must be submitted for HRS' consideration and approval.

The **CCC** is a union facility. Only union personnel, hired by **CTC**, or showcase vendors may unload, load and transport any booth construction material, product and related items provided by individual exhibitors. Special requests from exhibitors wanting to unload their material will need to be managed by **CTC** and be accompanied by union personnel. The charge for the required use of union labor is listed on the next page (item 3).

Exhibitors are encouraged to hand-carry, their material or use a wheeled suitcase as much as possible. Only **CTC's** hired union personnel are permitted to operate machinery, including carts, dollies, electronic pallets or forklifts.

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If an exhibitor chooses to handle his/her own material and wishes to push a cart, dolly, or electronic pallet, then they must still have a union employee present until the material is delivered to the booth or back to the loading dock.

Once in the booth, the exhibitor may unpack the display material and work to get it ready for display without the use of union labor during the specified set-up and dismantling times.

However, if the exhibitor wishes to set up in the booth (not including displayed material and merchandise!) without the help of approved vendors for positioning of lighting, display cases etc., the exhibitor can only do so without the use of power tools (small battery screwdrivers as an example are permitted). Furthermore, the exhibitor may only take up to 1 hour per booth to complete the booth setup.

Beyond this 1-hour limit, union labor will be required to be present (with the ratio of 1 union worker to 1 exhibitor staff person). Any costs incurred for such additional union labor **will be paid by HRS if that labor is deemed as necessary by both exhibitor and HRS.**

3. What are the charges for set-up/move-out labor?

The **CCC** is a union facility. This means that most of the set-up labor and dismantling labor must be performed by union labor. This includes the unloading and loading of material and products requiring a pushcart, dolly, pallet jack, cart, forklift and other equipment for transportation. **Material may be hand-carried and wheeled-in with a rolling suitcase without the presence of union labor!**

A flat charge to each exhibitor for the required union labor will amount to \$ 32 per square meter of licensed booth space. Any costs related to additional labor requirements will be paid by HRS!

As an example, a 3x3 meter booth equals total of 9 sq meters and therefore the cost would be \$ 32 x 9 = \$ 288.

This flat charge will be invoiced by **CTC** and payable directly to **CTC**. **CTC** will employ the union labor under their contract.

4. What are the unloading possibilities?

- Ship to **CTC**, who will store and then bring material to the booth on set up day.
- Park vehicle at **CCC** parking garage and hand-carry your inventory in any type of bag, boxes, or container to your booth. Wheeled suitcases or bags with wheels are also allowed (no arrangement with **CTC** for time slot necessary).
- Unload at **CCC** dock within your time slot to be determined by **CTC**.

Important to note:

Exhibitors to register at CCC entrance area to pick up badge before arriving at dock!

5. How do I access the exhibition space for set-up?

After parking your car or arriving individually, follow the signs to the registration desk at the **CCC** entrance area, where the exhibitors pick up their badges. From there you can easily get to the exhibition space.

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Payment

1. What payment methods are available?

You can pay by credit card (Visa, Mastercard and American Express), as well as wire transfer or checks. You can also find the payment methods and conditions in the Terms and Conditions of the License Agreements on page 4.

Payments must be made only in United States Dollars either with checks drawn on US branches of US based banks

payable to: HardRock Summit LLC

and sent to the following address: 7900 East Union Ave.
DTC Corporate Center III, Suite 1100
Denver, CO 80237

Credit card forms can be found on the HRS website and wire transfer instructions can be received upon request at exhibit@hardrocksummit.com.

2. When are the payments due?

25% of license fee will be due immediately upon signing,
50% of license fee will be due on June 30, 2021
25% of license fee will be due on August 1, 2021.

3. What are the General Terms and Conditions including cancellation policies?

HardRock Summit LLC is not liable if the show is delayed or cancelled for reasons beyond its control such as Acts of God and pandemics such as e.g. Covid-19 that make holding the show impossible.

If the show is delayed or cancelled for the reasons stated above, HardRock will credit 100% payments made for the 2021 show to the booth license fees due for the 2022 HardRock Summit.

For cancellations by an exhibitor, refunds are available in different amounts depending on when the cancellation notice is received by HardRock and if the booth space is resold. A cancelling exhibitor is responsible for the full License Fee if the booth is not resold. For a more complete and detailed explanation, we recommend all exhibitors review the exact language of the Terms and Conditions as part of the license agreement.

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General information

1. When will I receive my exhibit space allocation?

We are constantly working on the booth layout. You will receive a concrete exhibit booth offer no later than 2 weeks after your request.

2. How are the tax regulations of the State of Colorado and the City of Denver?

You can find all the information in our Tax Regulations Sheet and on the websites:
www.colorado.gov/revenueonline/#1 and <https://www.denvergov.org/ebiztax/#1>

3. Where do I get information regarding weighing scales?

For questions not answered on our website, please contact the Colorado Department of Agriculture, Inspection and Consumer Services, 305 Interlocken Parkway, Broomfield, CO 80021, or call (303) 869-9101 if you have any questions.

Detailed information is available on the website:

www.ag.colorado.gov/ics/measurement-standards/commercial-devices

4. When will I receive my exhibitor badges and how?

Exhibitors are encouraged to submit their badge info to HRS no later than August 15. Please provide the full names of all exhibitor staff via email to: exhibit@hardrocksummit.com

Exhibitors must pick up their badges upon arrival at CCC. **Please provide your booth invoice upon check-in for identification purposes.**

5. How can my clients get tickets in advance?

Tickets can be requested and purchased online beginning August 15. More info will be communicated for ticketing prior to that date.

6. Where can I park during the show and how much does it cost?

The CCC has 1,000 parking spaces at a current daily rate of \$ 12.

Important to note:

- vehicle clearance is 8'2" and the maximum vehicle length is 19'0"!
- no trailers or oversized vehicles allowed!

For more information's please check the website of the **Colorado Convention Center**:
<https://denverconvention.com/attend-an-event/parking>

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The following link has more info on additional nearby parking options with pricing:
<https://www.bestparking.com/denver-co-parking/> (after clicking on link, click on MAP – this link is only provided for convenient overview)

7. Is there a transport connection between the Colorado Convention Center and Sheraton?

HRS will contract with a shuttle service during the days of September 18/19 when the **Evolution** and **Sparkle & Joy** venues overlap.

8. What advertising options are there for exhibitors?

More information about your advertising options for each venue will be provided by July 15.

9. Is WiFi available and at what cost?

Yes, WiFi will be included in the booth price. Login instructions will be shared prior to the event.

10. Will WiFi be available to guests and at what costs?

Yes, with costs to be determined and communicated prior to the event.

11. Will security be provided?

Security will be handled by off-duty Denver Police on a 24/7 hour basis from the first set-up day to the last dismantling day at the **CCC**.

12. Are the exhibits insured?

Each exhibitor is responsible for their own insurance. Each exhibitor is required to indemnify and hold harmless HardRock Summit LLC from any claims arising from exhibitor's use and licensing of a booth space. HardRock is not liable for any direct or indirect losses incurred by any exhibitor from the use and licensing of a booth space, nor for any losses sustained by third parties, including invitees of an exhibitor and arising from an exhibitor's use or licensing of a booth space. Each exhibitor must maintain public liability insurance in an amount not less than \$ 1,000,000 as well as workers compensation insurance. HardRock has not purchased, nor is responsible for purchasing, any insurance coverage for an exhibitor or an exhibitor's materials or for any public liability insurance covering an exhibitor. Waiver of subrogation provisions are required for all insurance coverage required of an exhibitor. For a more complete and detailed explanation, exhibitors are encouraged to review the exact language of the Terms and Conditions in the agreement that is entered into with HardRock Summit LLC.

13. Am I allowed to take photos or film?

No photographs or filming may be taken on the HardRock Summit floor areas, without written authorization of HardRock Summit LLC ("Licensor"). Licensee agrees that Licensor may take photographs of Licensee's assigned exhibit space, exhibit and Licensee's personnel during, before or after the open hours of the Summit, for any promotional use by Licensor.

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14. Is smoking permitted?

Smoking in any exhibit space or common or public space on the premises of the HardRock Summit is not permitted. Smoking is restricted at other areas within the **CCC** or **Sheraton Hotel** as they may designate.

15. Are pets allowed inside?

Pets are not allowed at the Summit or on the premises of the **Colorado Convention Center** nor at the **Sheraton Hotel**. However, service animals are permitted as provided for by law.

16. What are my options for accommodation in Denver?

The Sheraton Hotel – Downtown is HRS' host hotel for the HardRock Summit 2021.

A block of guestrooms has been reserved by HRS at a favorable nightly rate of **\$ 149 + tax**, subject to availability. Exhibitors, buyers and other HRS guests may book sleeping rooms by clicking the following link:

<https://book.passkey.com/go/HardrockSummit>

The hotel offers a parking fee of \$ 20 for overnight and \$ 12 for daily.

17. Covid-19

We highly suggest checking our website www.hardrocksummit.com in advance of the HardRock Summit for continued updates on required and recommended safety measures and protocols related to Covid-19. We also suggest checking the **Colorado Health Department** site and the **Colorado Convention Center** and **Sheraton-Downtown Denver (Marriott)** website:

<https://cdphe.colorado.gov/>

<https://denverconvention.com/coronavirus-information>

<https://www.marriott.com/hotels/hotel-photos/dends-sheraton-denver-downtown-hotel/>

RULES AND REGULATIONS PERTAINING TO THE TWO VENUES, THE COLORADO CONVENTION CENTER AND SHERATON HOTEL MUST BE FOLLOWED BY EXHIBITORS AND GUESTS! Colorado Convention Center Operating Guide and Sheraton Rules and Regulations will be posted on the HRS site and sent separately to exhibitors shortly.

18. Further questions?

If you have any further questions, which are not answered through these FAQs, please call HRS under: +1 303 946-7965 or feel free to write us an e-mail to exhibit@hardrocksummit.com.