

FAQs for SPARKLE & JOY Exhibitors

September 18th – 21st 2021



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

Status: June 20, 2021
Please look for frequent updates on website

For potential SPARKLE & JOY exhibitors

1. When does the event take place?

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

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; and

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.

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 SHD registration desk. Exhibitors are requested to bring their booth-invoices for identification purposes.

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3. Who can visit the shows?

Sparkle & Joy buyers need to register, with a valid business license, and other typical 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 that are between 14 up to 18 years old 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**.

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.

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

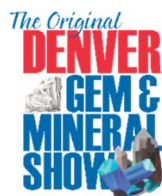
Sparkle & Joy is dedicated to fine gemstones, fine jewelry and single pieces. The American Gem Trade Association and the International Colored Gemstone Association will both be participating in **Sparkle & Joy** inside their own pavilions.



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.



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/>

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

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 **Sparkle & Joy** booth prices range from \$ 4,504 for a 3x3 meter (10x10 feet) corner booth to \$ 8,768 for a 6x3 meter (20x10 feet) corner booth.

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 is my basic equipment in the Sparkle & Joy booth?

An example of basic booth construction (varies with the booth size and additional details found in the participation request):

- 1 Adult/Room for 6 Nights @ Sheraton Denver Downtown
- 3 m x 3 m (10 ft x 10 ft)
- white hardwall
- 500 watts of electricity
- 2 light bars, 4 lights
- header with company name
- 2 chairs
- 1 table
- wastebasket
- WiFi

Important note: please be sure to order additional rental equipment directly from our service providers (see next page item 1 & 2).

8. 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.

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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. (available for download right after July 4th weekend)

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:

Shepard Exposition Services (Shepard)

Contact: Customer Service Representative
Phone: 404-720-8600
E-mail: customerservice@shepardes.com
Website: www.shepardes.com

Services to include full booth set up, additional equipment, furniture, lighting, material handling, signage & graphics and logistics shipping.

Showcases:

Atlantic Rentals and Sales, Corp. (ARS)
Phone: 732-922-8958
E-mail: info@atlanticshowcases.com
Website: www.atlanticshowcases.com

Safes:

! Coming soon !

Brink's Global Services

showUS@brinksinc.com
T.212-704-9524 / C. 917-689-9444

3. Additional electrical:

For an additional fee, **Shepard** can provide additional electrical capacity, drops & plugs in addition to the basic electrical set up that is included with each booth package.

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 **SHD** and shipments cannot be received by **Shepard**.

Shipping and storage can be arranged through **Shepard**. Please find contact details and “show information” on the HRS Website. Their “**Exhibitor Services Manual**” reflects all the detailed cost and will be available for download right after July 4th weekend.

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

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Set-up, show time and dismantling – SPARKLE & JOY

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

Exhibitors may arrive on Thursday, September 16 starting at 4:00 pm and may set up until 10:00 pm. Set-up then continues on Friday, September 17 from 8:00 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 Saturday, September 18 at 10:00 am (exhibitors can enter at 8:00 am on the first day) and closes on Tuesday, September 21 at 5:00 pm. Dismantling will begin immediately after the close of the show at 5:00 pm and may continue the following day, September 22. All dates subject to change.

Set-up

Wednesday for booth construction and related 3rd party vendors only

Thursday, September 16 from 4:00 pm – 10:00 pm

Friday, September 17 from 8:00 am – 10:00 pm

Saturday, September 18 from 8:00 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 August 1

Show Time

Saturday, September 18 from 10:00 am – 5:00 pm

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

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

Tuesday, September 21 from 10:00 am – 5:00 pm

Dismantling

Tuesday, September 21 from 5:00 pm – 7:00 pm

Wednesday, September 22 from 8:00 am – 12:00 pm

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

The booths will be set up by **Shepard at the SHD** on September 15 and September 16 along with showcases and safes by the respective vendors.

Although the **SHD** is not a union facility, **Shepard** and **ARS** only employ union personnel for the work they perform. Exhibitors may of course hand-carry material into the exhibit space, but will need to contact **Shepard** for the event that any type of large shipments require special handling. Such special requests from exhibitors wanting to unload their material will need to be managed and invoiced by **Shepard**.

Exhibitors are encouraged to hand-carry, their material, use a wheeled suitcase or dolly as much as possible.

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3. What are the unloading possibilities?

- Ship to **Shepard**, who will store and then bring material to the booth on set up day.
- Park vehicle at **SHD** or other nearby parking facilities and hand-carry your inventory to your booth inventory in any type of bag, boxes, or container to your booth. Wheeled suitcases or bags with wheels are also allowed (no arrangement with **SHD** for time slot necessary).
- Unload at **SHD** dock within your time slot to be determined by **Shepard**, only available on September 17.

Important to note:

Exhibitors to register at SHD Show Registration to pick up badge before arriving at dock!

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

After parking your car or arriving individually, follow the signs at the **SHD** entrance area to the Show Registration, 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 July 15, 2021
25% of license fee will be due on August 15, 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 e-mail to: exhibit@hardrocksummit.com

Exhibitors must pick up their badges upon arrival at SHD. **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 Sheraton Hotel has parking available at a current special event rate of \$ 12 (day) and \$ 20 (overnight).

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 Sheraton and Colorado Convention Center?

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HRS will contract with a shuttle service during the days of September 18/19 when the **Sparkle & Joy** and **Evolution** 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. Additional, special secure internet connections can be ordered prior to the event with details to be provided shortly.

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 **SHD**.

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.

14. Is smoking permitted?

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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 **SHD** or **Colorado Convention Center** as they may designate.

15. Are pets allowed inside?

Pets are not allowed at the Summit or on the premises of the **SHD** nor at the **Colorado Convention Center**. 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>

Each exhibitor who has licensed a booth space for **Sparkle & Joy**, will receive one complimentary room for a 6 night duration (September 16-22, 2021) as part of the booth package price. That reservation will be made by HRS for each exhibitor, who has licensed a booth space. Such reservation will be made under the same name as it appears on the license agreement, unless instructed differently by the exhibitor. Exhibitor will still be required to provide personal credit card info upon check for covering incidental charges (other than room rate + applicable tax).

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.