

A photograph of the Colorado Convention Center at dusk. The building is a large, modern structure with a prominent glass facade that is illuminated from within, showing multiple levels and interior spaces. A large, blue, bear-shaped sculpture is visible in the foreground, partially obscuring the building. The sky is a deep blue with some light clouds. In the foreground, there is a street intersection with traffic lights, street signs, and a few cars. The overall scene is a vibrant urban night scene.

COLORADO  
CONVENTION CENTER

# EVENT PLANNING GUIDE



# Colorado Convention Center Event Planning Guide

## Welcome

The Colorado Convention Center (CCC), an ASM GLOBAL-managed facility, is not just your next event venue; it's your next great experience.

## Facility Highlights

### Exhibit hall

- 577,000 sq. ft. (6 Halls)

### Ballrooms

- Four Seasons Ballroom: 35,000 sq. ft
- Mile High Ballroom: 50,000 sq. ft
- Bluebird Ballroom: 80,000 sq. ft

### Terraces

- Bluebird Terrace: 20,000 sq. ft

### Bellco Theatre

- 5,005 seats
- Can Divide into 3 Rooms

**Meeting Rooms:** 63 rooms (800 - 2,700 sq. ft)

**Loading Docks:** 42

**Parking Spaces:** 772

**Rocky Mountain Conference Room:** 30

We extend a warm, mile-high welcome to the Colorado Convention Center (CCC) and eagerly anticipate the opportunity to serve your event with the highest level of professionalism. Our mission is to facilitate the seamless planning and execution of your convention, trade show, or special event ensuring its success.

**UPDATED 6/2024**



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# Meet the Team

**Discover the wealth of talent, experience, and knowledge embodied by our staff, essential ingredients for ensuring the success of your event. Our expertise is just one of the numerous advantages awaiting you when you choose the Colorado Convention Center for your next event.**

*"Uncompromising service and impeccable attention to detail is what clients receive when they work with the Colorado Convention Center staff. Our state and industry is fortunate to have a dedicated group of professionals running the center."*

*Rob Venus - General Manager - Freeman*

## EVENT MANAGEMENT

Your Event Manager is the linchpin of your team, dedicated to collaborating with you and your staff from the initial planning stages through the event's conclusion. They are instrumental to the success of your convention, trade show, or event, akin to any vital member of your team. Utilize your Event Manager as your primary source of information throughout the planning process and on-site. They will address your inquiries, coordinate with our operations department, and ensure the seamless execution of your activities within our facility.

Contained within this guide is an Event Planner's Checklist, detailing a critical timeline for providing your Event Manager with necessary information. At least thirty days before your arrival, your Event Manager should receive your complete event setup requirements. Adherence to crucial deadlines outlined in your contract will result in financial discounts being applied.

Your Event Manager serves as the key player at our facility, acting as the primary link to all of our operating departments. Your Event Manager effectively communicates your needs and event requirements to the following departments: Exhibitor Services, Engineering, Electrical, Technology, Security, Guest Services, Housekeeping, Sustainability, Building Services, Technical Services, Food and Beverage/Catering, Sales, and Facility Services. Learn about our Event Management team at:

<https://denverconvention.com/about-us/meet-our-team/event-management-team/>

## SECURITY

You will be choosing a security contractor to furnish event security services for your lobby, meeting room, and exhibit hall areas from move-in through move-out. Our main duty is to maintain a secure building perimeter twenty-four hours a day. Additionally, CCC Security staff will collaborate closely with your contracted event security company to ensure smooth coordination and comprehensive security coverage. [Refer to Event Security Staffing Protocol.](#)

## EXHIBITOR SERVICES

The Exhibitor Services staff collaborates with the Electrical, Engineering, and Telecommunications departments to coordinate your utility needs, ensuring prompt and cost-efficient processing of your requirements. Additionally, the Exhibitor Services Department is available to assist with any special features needed, ranging from satellite uplinks to customized phone configurations.

Exhibitors have the option to pre-order Electrical, Engineering, or Telecommunications services before their arrival on-site. This can be done either through the Utility Service Order Forms provided in the exhibitor service kits or via our website at:

<https://denverconvention.com/exhibit-at-an-event>.

For further assistance, exhibitors can contact Exhibitor Services at (303) 228-8027.

## ENGINEERING

Our Engineering Department is dedicated to ensuring the proper functioning of essential building systems, including heating, ventilation, air conditioning, and other critical components, to guarantee the comfort and safety of your staff, attendees, and exhibitors. Additionally, they are responsible for providing air and water drops as needed throughout the event.

## ELECTRICAL

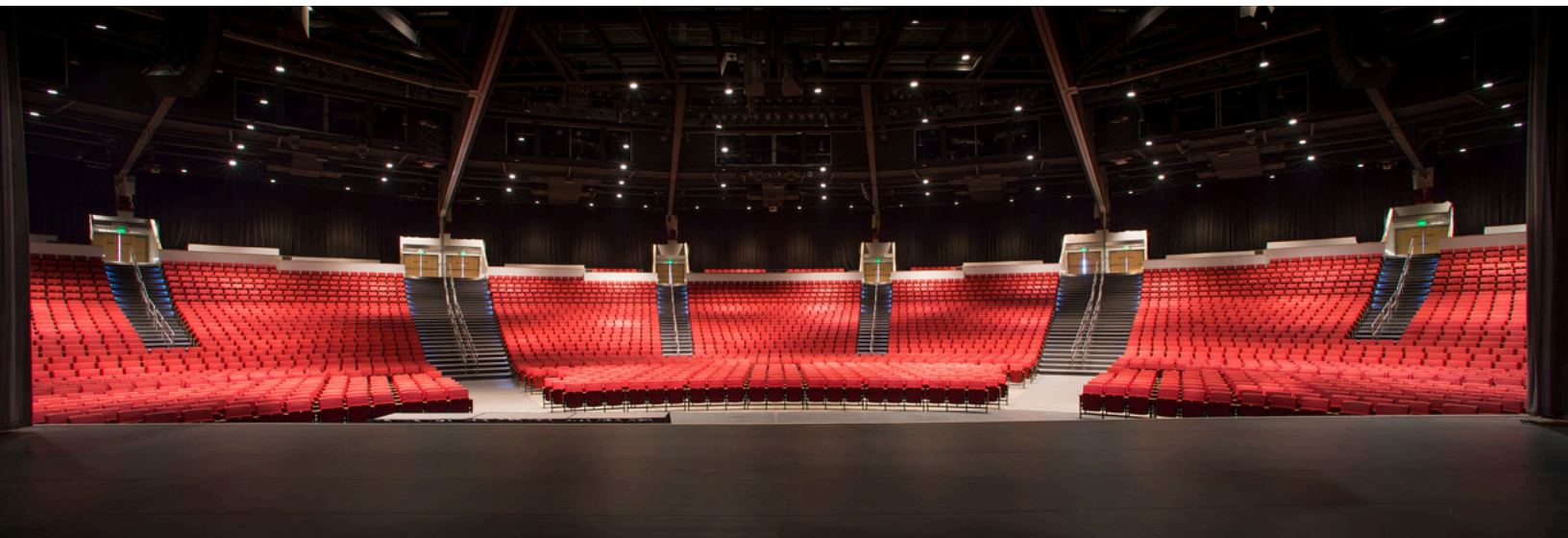
Our Electrical Department manages all facility lighting requests and provides power for all clients and exhibitors. Our electricians collaborate directly with the Event Manager and Exhibitor Services staff to ensure that your event's electrical requirements are met.

## INTERNET

As the exclusive event technology provider for the CCC, Smart City Networks offers high-speed internet and turnkey data networking services, including local area networks, wide area networks, and private networks utilizing the latest technology. Smart City has deployed a robust wireless network throughout the Center, providing internet access to both exhibitors and attendees. To place orders and review available services, please visit:

<https://denverconvention.com/exhibit-at-an-event/order-internet>





## SALES

Our Sales Department has been assisting you since the initial booking of your event and throughout the administration of your contract. The contract represents our legal commitment to each other, and our partnership is not considered complete until it is signed by you and executed by us. If you are less than eighteen months from your event and have not yet executed your contract, please contact your Sales Manager to discuss its status.

In most cases, your contract has already been executed, and you are now working with your Event Manager. However, it's crucial to inform your Sales Manager of any changes to your event that may affect the contract. In such cases, an amendment will be prepared for your signature.

Our Sales Department collaborates with VISIT DENVER in booking our facility. If you are interested in exploring dates within the next eighteen months at the CCC, please contact us directly at (303) 228-8000. For plans further into the future or if you require hotel room accommodations, please reach out to VISIT DENVER at (303) 892-1112.

Learn more about our Sales team at:

<https://denverconvention.com/about-us/meet-our-team/sales-team>

## BUILDING SERVICES

Our Building Services Department is responsible for arranging tables, chairs, risers, and other equipment within the limits of our inventory. They also manage partitioning walls and address your changeover requirements. Some services may incur a labor charge, so please consult your Event Manager regarding any changeover fees.

Additionally, Building Services provides water for your podiums and/or head tables at no extra cost. However, there is a minimal charge for water at hollow square and conference sets.

[Refer to Flat Rate Changeover Explanation](#)

## SUSTAINABILITY

Our Sustainability Department is dedicated to assisting our clients in hosting conferences and events that prioritize the triple bottom line of economics, environment, and community. Through the implementation of sustainable practices, we aim to help you minimize the environmental impact of your event while also raising awareness among your attendees and stakeholders. Be sure to inquire with your Event Manager about the CCC's sustainability practices and how we can collaborate to integrate them into your event.

## GUEST SERVICES

To welcome your attendees, our Guest Services Department will arrange for a complimentary greeter at either the A or F Atrium entrance. These greeters not only assist attendees in finding the correct event space but are also knowledgeable about the facility's logistics and amenities. Should you opt to utilize the people-mover cart service during your event, a Guest Services representative will operate the cart. We aim to ensure that your attendees feel like honored guests during their visit to CCC.

[Refer to Guest Services Information](#)

## HOUSEKEEPING

Our Housekeeping Department diligently maintains the cleanliness and presentation of restrooms, lobbies, corridors, and other public areas throughout your event. Meeting rooms are monitored and refreshed in accordance with the event schedule. Trash generated at registration areas and individual exhibitor booths is handled by your general service contractor. Please inform your Event Manager of any special requirements or considerations.

[Refer to Event Housekeeping Procedures](#)

# AMENITIES AND VENDORS

The Colorado Convention Center offers a range of on-site services aimed at ensuring a seamless event planning experience. Explore our preferred on-site services and vendors to enhance your event planning process.

*"Pop Culture Classroom and Denver Comic Con have relied upon the SMG management team at the Colorado Convention Center for nearly 8 years, during which time we have forged trust and a solid working relationship that we deeply value. We consider them a true partner in our nonprofit mission, and instrumental in our continued success from year to year. We couldn't do what we do without them."*

*Christina Angel, PHD - Convention Director, Denver Comic Con - Board of Directors, Pop Culture Classroom*

## DIGITAL DISPLAY MONITORS

The CCC provides digital display monitors outside each meeting room and the main entrance to both ballrooms. These monitors allow you to showcase a custom logo, meeting name, and itinerary. Please inquire with your Event Manager about this complimentary service and the process to input your event's data into a website database. With this system, you'll have the convenience of updating and correcting monitor information at any time.

[Refer to Digital Display Client Package](#)

## AUDIO VISUAL

Image Audiovisuals is our preferred on-site audiovisual provider. However, if you have a multi-year contract with another audiovisual provider, your Event Manager can provide a list of approved local audiovisual providers. You are welcome to bring your preferred supplier as long as they utilize union labor when providing services. The IATSE, Local No. 7 union, maintains jurisdiction for this work in our facility.



<https://denverconvention.com/exhibit-at-an-event/order-audio-visual>

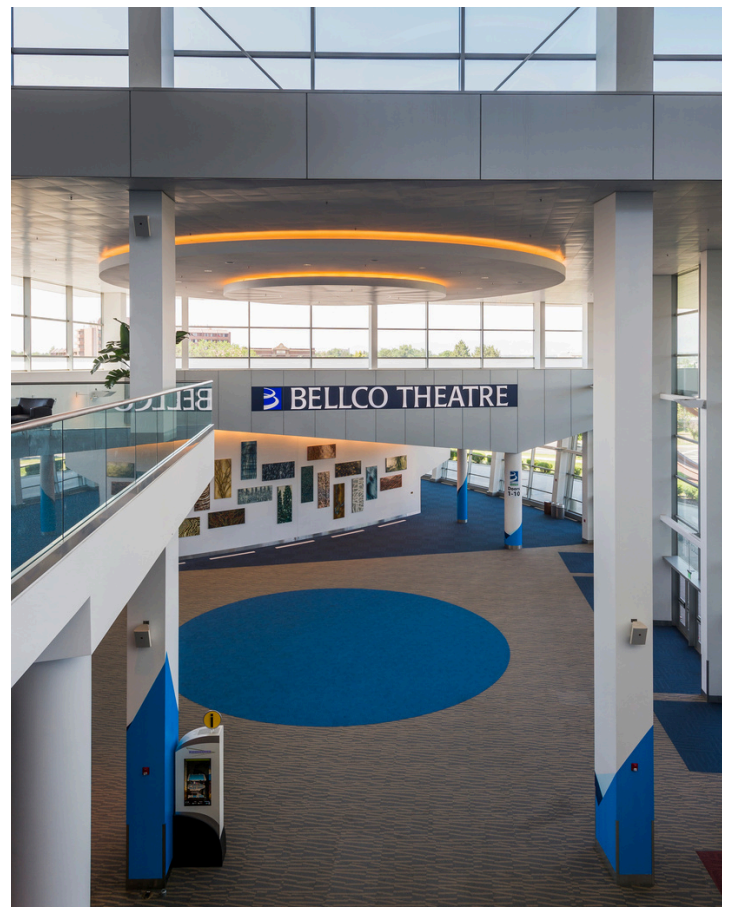
## DIMMABLE LIGHTING

Exhibit Hall A is the sole hall equipped with programmable lighting suitable for general sessions. Additionally, meeting rooms and ballrooms feature programmable lighting capabilities. These systems offer four distinct scenes to create various settings, including bar lights for a general wash on the podium and head table area.

## HOUSE AUDIO SYSTEM

The CCC operates a computer-controlled audio system that broadcasts to the ballrooms, meeting rooms, and exhibit floors. Volume levels are automatically adjusted to achieve optimal audio quality without feedback. Should you require audio control systems beyond those permanently installed, charges will apply for the use and operation of additional equipment.

Members of our Technical Services staff are the sole authorized operators of our in-house system. Please consult your Event Manager for details regarding our initial room set policy. If you opt to contract an audio service company utilizing the house system, kindly notify your Event Manager so that we may arrange for staff to coordinate the interface with our system. This coordination will not incur additional basic costs for your setup, nor will it duplicate labor. Rather, it will ensure that only trained staff, knowledgeable in our system operation, handle this technically sophisticated equipment.







## LOADING DOCKS, FLOOR LOAD, FREIGHT RAMPS

The CCC boasts a total of forty-two usable loading docks. Trucks delivering freight to the Center must adhere to size restrictions, not exceeding seventy feet in length (including tractor and trailer) and fourteen feet in height.

The exhibit hall floors are rated for 350 pounds per square foot (psf), while the ramps are rated at 16,000 pounds per truck axle, meeting federal highway standards. For detailed statistical dimensions and measurements of our event spaces, [please refer to the Technical Information.

## HOURS OF OPERATION

Our administrative staff operates from 8:00 a.m. to 5:00 p.m., Monday through Friday. As per your contract, our standard operating hours for client-leased space are from 7:00 a.m. to midnight daily.

If you require services beyond these hours, please consult your Event Manager for details regarding building overtime applications and associated charges.

## PARKING

The CCC features an attached parking garage with 772 available spaces. For further details, please visit: <https://denverconvention.com/attend-an-event/parking>.

## ACCESSIBILITY

All areas of the facility are wheelchair accessible, with electronic doors situated at all main lobby entrances. Furthermore, all elevators feature Braille signage for enhanced accessibility. Restrooms and drinking fountains are also ADA-accessible. For more information, please refer to:

<https://denverconvention.com/attend-an-event/accessibility-services>

# FACILITY SERVICES & GUIDELINES

## ANIMAL POLICY

Pets or other animals are not permitted in the building, excluding service animals or those approved as part of an exhibit, activity, or presentation legitimately requiring the use of animals. Contact your Event Manager for details.

## UNMANNED AERIAL VEHICLES (UAV)

Aircraft are only permitted to be operated in the CCC with prior written approval from CCC Management. Contact your Event Manager for details.

## ChargeFUZE

Low phone battery? No worries – you're covered! The Colorado Convention Center has partnered with chargeFUZE, the largest provider of innovative phone charging solutions nationwide. ChargeFUZE powers a variety of venues, from sports stadiums and concert arenas to shopping malls and restaurants.

Similar to shared bikes or scooters, users can find charging stations anywhere in the network via the app or in person. Simply scan a QR code on the screen to easily rent a portable all-in-one charger that you can take on the go.

Rentals range from \$1-\$2 for every 30 minutes. \$40 maximum total charge if the charger isn't returned to the network. Non-returned power banks can be recharged and reused.

## MOTHER'S ROOM

Located in Lower Lobby A the CCC's Mother's Room offers private accommodations for nursing mother's

## SENSORY ROOM

The CCC offers a sensory room that is a specially designed space that aims to provide sensory stimulation and relaxation for individuals with sensory processing difficulties or sensory integration disorders. This room is equipped with various sensory equipment and materials such as soft lighting, comfortable seating, tactile surfaces, soothing sounds, colorful visuals, and objects with different textures. The goal of our sensory room is to create a therapeutic environment where individuals can engage their senses in a controlled and safe manner, helping them regulate their sensory experiences, reduce stress, promote relaxation, and improve focus and attention.

## AUTOMATED TELLER MACHINE

For your convenience, there are four twenty-four-hour ATMs located at the venue.

## CHILD CARE

The CCC is proud to be the first convention center in the nation to designate a special area for child care. Meeting Rooms 610-612, spanning approximately 2,000 square feet, are equipped with furniture suitable for children aged six weeks to ten years. Adjacent to room 612 is a kiddie toilet, sink, and changing table.

## SAFETY SERVICES

### PARAMEDIC/FIREFIGHTER DETAIL

Ensuring the health and safety of your attendees and exhibitors is a top priority for us. In compliance with the City of Denver's adoption of the Uniform Fire Code, off-duty firefighters are required to be assigned to public gatherings to oversee life safety enforcement and crowd management.

Both firefighter and paramedic services can be arranged through your Event Manager. For further details, please [refer to the Paramedic/EMS Coverage Information and Firefighter Coverage Information] provided.

## PAY-BY-APP LOCKERS

Rentable lockers of various sizes are available at the CCC for your convenience. Our lockers are now controlled via your cell phone's Bluetooth, making it easier than ever to store your items.

## GIFT SHOP

The Gift Shop offers a wide array of items, including sundry, office supplies, T-shirts, sweatshirts, and more. Additionally, it features a specialized collection of Colorado arts and crafts, as well as Native American, Aspen, and turquoise jewelry.

## AXS TICKETING

AXS is the City of Denver's exclusive ticketing agency. Refer to [AXS Ticketing Agency Quick Facts](#)



# FOOD AND BEVERAGE



Elevate your next event with the "WOW" factor by exploring our exclusive food and beverage options curated by Sodexo Live!

## SODEXO LIVE!

Sodexo Live! is honored to serve as the exclusive caterer at the CCC. Renowned for their fresh and innovative menus, impeccable food quality and presentation, professional and courteous staff, meticulous attention to detail, and exceptional service, Sodexo Live! has earned an outstanding reputation. Most importantly, their consistent ability to satisfy our guests ensures a memorable dining experience at the Colorado Convention Center.

## CULINARY PROFESSIONALS

Sodexo Live! culinary professionals offer a diverse selection of heart-healthy, vegetarian, international, American, and regional menus tailored for show management, exhibitors, and attendees. Their expertise extends to crafting custom menus, with highly trained catering specialists available to assist in developing culinary plans tailored to your specific needs. Additionally, our café-style restaurant and concession stands are strategically located throughout the facility, enhancing the overall event experience.

## CATERING REPRESENTATIVE

Your Catering Representative is your dedicated partner for all your food and beverage requirements. Collaborating closely with your Event Manager, they work together to meticulously plan and execute every detail essential for the success of your event.

## PLANNING PROCESS

During the planning process, it's essential to clarify the responsibilities of different team members. Just as the Event Manager requires information on facility space usage, the Catering Representative needs specific details to create your food and beverage program. These include:

- Menus
- Tasting and sampling arrangements
- Coffee and refreshment services
- Café-style restaurant and concession programs
- Booth catering requirements
- Water Service needs
- Cash cart arrangements

We encourage you to reach out to Sodexo Live! as soon as you're ready to begin planning any of your food and beverage needs.

<https://denverconvention.com/plan-your-event/onsite-services-vendors>



# EVENT PLANNER'S CHECKLIST

We'd like to provide you with this timeline of important dates and deadlines for your upcoming event. Please contact your Event Manager with any questions.

## Six Months Out

## Six Months Out

**DUE:** Preliminary floorplans including registration, lobby usage, exhibits, general session, etc.

**Provide Vendor Information to your Event Manger:**

General Service Contractor / Decorator Contact

Audio Visual and / or Production Company contact

Security Staffing Company Contact

Destination Management Company and / or Transportation contact

## Three Months Out

## Three Months Out

**DUE:** Updated floorplans for Fire Marshal review and approval, if applicable

**DUE:** Riggged plans for CCC review and approval, if applicable

## Six Weeks Out

## Six Weeks Out

**DUE:** Schedule of events overview

**Reminder:** Room set specifications due in two weeks

## Four Weeks Out

## Four Weeks Out

**DUE:** Complete chronological schedule of events

**DUE:** Room set specifications including diagrams, audio visual set-up, utilities and food and beverage requirements

**DUE:** Utility specifications including telephone, electrical, and internet requirements

Provide drawings indicating the locations for utilities

## Two Weeks Out

## Two Weeks Out

**DUE:** Digital billboard content / graphics, if applicable. Marketing Coordinator will be contacting you with this information.

**Conditional upon your Event Manager receiving the above requirements, you will be provided with a complete Colorado Convention Center resume of your upcoming conference and an estimate of the charges.**



## UNCOVERING ANCILLARY CHARGES

**By familiarizing yourself with these ancillary charges, you can better estimate the overall cost of hosting an event at the Colorado Convention Center and ensure that your budget adequately covers all necessary expenses. Additionally, consulting with your Event Manager can provide further clarity on specific charges and any potential cost-saving strategies.**

*"They have unique knowledge of the facility, since they were instrumental in the process of building and re-opening the current convention center. I believe that their input into that process has given Denver a jewel of a facility that will receive accolades from tenants and conventioners for years to come"*

*Jeffery C. Haughton - VP Regional Manager Affinity Events President  
/ CEO Industrial Expositions, Inc.*

### COAT AND BAGGAGE CHECK

Based on your preference, a coat and baggage check service can be provided for your event in one of three ways:

- **Attended by Sodexo Live:** This option allows for a cash or hosted coat check service. Please contact your Sodexo Live! representative for more information at (303) 228-8050.
- **Attended by volunteers:** With this option, a coat check is provided on a complimentary basis when volunteers are utilized. No fee can be charged to the guest, and no payment can be made to the volunteers for providing the service. Additionally, no coat check tickets will be provided.
- **Unattended:** This option offers an unattended coat check service on a complimentary basis. No fee can be charged to the guest, and no coat check tickets will be provided.

For each selection, we will provide the necessary equipment and setup as a complimentary service. The coat and baggage check services will be placed in the most suitable location based on your floor plans and available space for the event

### LABOR FOR ROOM SETS AND CHANGEOVERS

This information is crucial, especially if you're transitioning from hotel-based event planning to convention centers, or if you're new to working in such venues. We offer your initial standard setup at no additional charge, provided we receive your setup requirements in writing at least thirty days before your first move-in day. This standard setup covers all non-exhibit areas, including meeting rooms, offices, general sessions, and meal functions. For more details on what is included in the initial standard set, please consult your Event Manager.

Any additional equipment required beyond the initial standard set, as well as any changes to these setups, will incur charges. To facilitate your planning process, we provide a capacity sheet that outlines fire marshal-approved capacities. For reference, please [refer to the Dimensions and Capacities Chart](#).

It's important to keep in mind that your Event Manager requires your meeting space requirements at least thirty days before your first move-in day. As per your contract terms, failure to provide this information on time or requesting substantial changes after submitting your specifications will result in charges for the labor required to set up or change these areas. For further details, please [refer to the Flat Rate Changeovers Explanation](#). Keeping open communication and adhering to timelines will help ensure a smooth planning process and avoid additional charges.





## PARAMEDIC / EMERGENCY MEDICAL SERVICE COVERAGE

To ensure the safety and well-being of all attendees based on event space and attendance, emergency medical staff must be scheduled during your event hours. Mandatory staffing requirements are enforced for events with more than 1,200 people in attendance. While you may supplement facility emergency medical staff with indigenous medical personnel, you may not replace them entirely. Your Event Manager will handle the scheduling of these services and provide you with an estimate. Charges for these services will be included in your final event settlement. For details on current labor rates and coverage information, please consult your Event Manager and [refer to the Paramedic/EMS Coverage Information.](#)

## FIRE PREVENTION BUREAU / OFF-DUTY FIREFIGHTER COVERAGE

The CCC employs state-of-the-art fire alarm and life safety systems. In alignment with the International Fire Code (I.F.C.), the City of Denver mandates off-duty firefighters to be assigned to public gatherings, ensuring life safety code enforcement and crowd management. The Fire Prevention Bureau has set minimum off-duty staffing requirements for events held at the CCC.

Your Event Manager will coordinate these services based on your event needs and provide you with an estimate. Charges for these services will be included in your final event settlement. For details on current labor rates, please consult your Event Manager.

## INTERNET

Smart City Networks serves as the exclusive event technology provider for the CCC. For pricing inquiries, kindly reach out to their Customer Sales and Service Department at 303-228-8056. Additionally, you can find more here: <https://denverconvention.com/plan-your-event/onsite-services-vendors>







## ELECTRICAL AND MISCELLANEOUS UTILITIES

### Electrical

We provide two complimentary 20-amp circuits for audiovisual setup in each meeting room, ballroom, or group of rooms, as long as your equipment can be safely plugged into our standard outlets. However, all other power needs, including those for head table locations, computer labs, registration areas, and general office setups, must be purchased separately. Additionally, power must be ordered for public spaces.

If you require any additional equipment, power, or assistance from an electrician to fulfill your requirements, please coordinate these arrangements with your Event Manager. They will ensure that your power needs are met efficiently and effectively.

### Miscellaneous Utilities

Air, water, and drain services are available throughout the building. Please make these arrangements through your Event Manager.

## TRASH REMOVAL / RECYCLING

Trash removal is an essential service for most conventions and trade shows, and we offer it at a nominal fee to accommodate variations in volume. Each exhibit hall is equipped with one compactor, but if your trash needs exceed this provision, additional compactors and debris boxes can be arranged for an additional charge.



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## EXTRAORDINARY HOUSEKEEPING

Based on your decorating requirements, there may be instances where special cleaning is necessary during or after your event. The fee for this service is based on the labor required to restore the space to its original condition. It's important to note that only approved adhesives are permitted in our facility. If an unapproved adhesive is used and residue is left behind on the walls, columns, etc., a fee will be charged to return the space to its original condition. For more information about cleaning fees and adhesive guidelines, please consult your Event Manager. They can provide further details and assist you in ensuring compliance with our facility regulations.

## WATER SERVICES

Our Building Services team is pleased to offer water service at no charge for podiums and head tables. If you require water service at additional locations, please reach out to Sodexo Live! representative. They will assist you in arranging water service for these areas, ensuring that your hydration needs are met throughout the event.

# RULES AND REASONS

The CCC offers versatile services capable of accommodating a wide range of meeting activities, from large trade shows and exhibitions to small-group meetings and conferences. While some rules and policies apply generally to all events at our facility, others are specific to exhibit activities.

Lobbies, concourses, and food facilities are considered public areas and are not under Licensee control. For more detailed information, please refer to CCC's General Operating Policies and Procedures, specifically the "Answers to Most Frequently Asked Questions" section. If you have any questions or require further clarification regarding any of these rules, please don't hesitate to contact your Event Manager. They will be happy to assist you and ensure that your event runs smoothly within the guidelines of our facility.

*"Those who live and work in the City and County of Denver are all too familiar with the CCC and its consistent, professional, and quality customer service. Visitors will understand that they are not encountering a venue, but rather a memorable event. The CCC team are champions of the collaborative spirit working with City agencies and their commitment to promoting life safety of visitors and employees."*

Manny Almagure - Division Chief Fire Department - City and County of Denver

## BALLROOM EXHIBITS

Step by step, we guide you through the process of understanding and planning your exhibits in either of our ballrooms. These spaces require meticulous planning to ensure compliance with fire codes and utility requirements.

**Rule:** These elegantly carpeted spaces must be safeguarded against unnecessary damage.

**Reason:** Our objective is to assist you in showcasing your exhibits in a secure environment while preserving the integrity of the room for future events. Your Event Manager is available to provide guidance and clarification on our guidelines.

## BUILDING DAMAGE

It is our objective to maintain a facility with superior preventative maintenance methods to ensure that your contracted space remains presentable throughout your event.

**Rule:** As the Licensee who has contracted the use of the facility, you are accountable for any damage caused by your staff, contractors, exhibitors, or attendees. This policy aims to recover costs for repairing damage to the facility (beyond reasonable wear and tear) caused by anyone associated with your event. To ensure fair application of this rule, our Operations Manager will conduct a walkthrough on your first move-in day and another walkthrough after the event to compare pre-event and post-event facility conditions. This process helps determine if you should be responsible for any repairs or replacements. You will receive notification of any damage occurring during your event, along with written reports and photographic documentation if possible.

**Reason:** As the Licensee, we entrust you with responsibility. We aim to maintain our facility in good condition so that every client can equally enjoy its attractiveness and serviceability.

**Helpful advice:** It can be challenging to oversee everything happening on-site, and we understand that you cannot control all actions of your contractors. Here are two suggestions to minimize your risks:

- Ensure that your exhibitors and speakers are aware of the rules and regulations that apply to them.
- Inform your general service contractor that you will hold them accountable for any damages they cause during your event.

## FREIGHT DELIVERIES

**Rule:** We do not accept any freight or materials, including overnight freight services, directly from clients. All freight must be delivered by your general service contractor or freight carrier during the contracted move-in period. All shipments delivered to our facility during your move-in must be sent to the attention of your general service contractor.

**Reason:** The CCC prioritizes efficient logistics and safety protocols during event setup. By centralizing freight deliveries through designated channels, we ensure streamlined handling and accountability, minimizing disruptions and maintaining a secure environment for all attendees and exhibitors.

## HAND-CARRIED FREIGHT

**Rule:** Move-in and move-out through the CCC lobbies are strictly limited to hand-carried items. The use of dollies, flatbeds, and mechanical equipment is prohibited. Material requiring the use of wheeled or mechanical equipment for movement must be handled by IATSE, Local 7, and delivered to the exhibit floor via the loading docks.



**Reason:** The escalators and elevators connecting the lobbies to the exhibit level are designed for passenger use only and are not intended to carry heavier weights or withstand the damage caused by carts. Additionally, the loading docks are the only appropriate entry points for such deliveries due to applicable union rules. This policy ensures the safety of attendees, protects the integrity of our facilities, and complies with labor regulations.

## FLOOR PLAN APPROVAL

**Rule:** Before completing the sale of your exhibit space and signing contracts with your exhibitors, you must submit your floor plans for approval by the Denver Fire Department. Upon signing your contract with us, you have agreed to submit six copies of the exhibit hall and lobby floor plans in advance of finalizing space sales with your exhibitors. These plans should be prepared by your general service contractor and sent to our offices for further handling. This requirement also extends to floor plans for general sessions held in exhibit halls or ballrooms, as well as the use of pre-function areas, lobbies, and any public spaces.

**Reason:** Obtaining approval from the Denver Fire Department ensures compliance with fire and safety codes and prevents the sale of exhibit space that may later require modifications to meet regulatory standards. This proactive approach helps to maintain a safe environment for all attendees and exhibitors while avoiding potential disruptions or delays during event setup.

## SIGNAGE AND BANNERS

**Rule:** Before installation, a comprehensive signage/banner package must be submitted in writing to CCC Operations for approval. This protocol ensures adherence to our facility's guidelines and allows us to maintain control over event-related signage and decoration within interior spaces. Additionally, coordination is essential, especially during concurrent events, to ensure an orderly setting and prevent unauthorized advertising or messages from individual exhibitors or events.

**Reason:** Our facility retains complete control over its premises, necessitating approval for signage and banners to maintain a cohesive and organized environment. This process helps prevent conflicts between different events and ensures that all signage aligns with our standards and regulations. For further details, please [refer to the Banner and Signage Package guidelines](#).

## SMOKING POLICY

**Rule:** Smoking is prohibited in all City-owned facilities in accordance with State legislation.

**Reason:** This rule is mandated by State legislation to promote public health and safety by reducing exposure to secondhand smoke and preventing fire hazards within indoor spaces.







## CARPET INSTALLATION

**Rule:** When installing carpeting in the convention center, your general service contractor must use tape that has been approved by the facility.

**Reason:** Certain carpet tape can damage facility surfaces when removed. We have tested various types of tape and have identified those least likely to cause damage. Have your general service contractor contact your Event Manager.

## EXHIBITS IN PERMANENTLY CARPETED AREAS

**Rule:** When using permanently carpeted areas as exhibit space, your general service contractor must lay plastic or plywood over the permanent carpet before bringing freight or material-handling equipment into the area.

**Reason:** In areas such as meeting rooms, concourses, and ballrooms, protective measures are necessary to prevent damage caused by direct contact with equipment like lifts or pallet jacks.

**Rule:** There are specific limitations on exhibits in the ballrooms and meeting rooms. Electrical or telephone services to individual exhibits are limited, and there is no provision for plumbing.

**Reason:** When installing exhibits in these areas, general service contractors may not use tape to mark the carpeted floors, and all drapery systems must be supported using sandbags or similar weights. The movement of equipment and material is restricted to hand-carried items. No trucks, carts, or other devices are allowed on the floor.

## RIGGING AND HANGING

**Rule:** All rigging and hanging from the hang points throughout the facility, including both ballrooms, is subject to mandatory approval by facility management and is expected to meet generally accepted industry standards.

**Reason:** Safety is of paramount importance. We prioritize the safety of attendees and the maintenance of facility hang points and ceiling structures. Rigging and hanging pose significant liabilities, and it is our goal to eliminate any potential problems or hazards before they occur. These rules and regulations apply to everyone using the facility for hanging and rigging without exception. Failure to abide by these rules will result in the immediate removal of non-compliant items. Time and labor required for review or removal will be billed to the responsible party. If you have questions or concerns, please contact our Operations Department at (303) 228-8000.

[Refer to Rigging and Hanging Information](#)





## SECURITY PROTOCOL

**Rule:** You are responsible for selecting a contract security company that has been approved to work in our facility. Their personnel must be assigned to security posts at access points to all of your event areas. This includes your exhibit, meeting, food service, office, registration, and storage areas. Refer to the Event Security Staffing Protocol for more details.

**Reason:** Ensuring that you have been provided with adequate coverage is crucial for both parties when you bring your event to our facility. We each accept specific responsibilities for the security and safety of both people and property.

## DECORATIVE MATERIALS

**Rule:** Nothing may be taped, nailed, stapled, tacked, or otherwise affixed to ceilings, painted surfaces, fire sprinklers, columns, fabric, decorative walls or podiums. This includes all surfaces throughout the building, not just in the exhibit halls. Please distribute this information to your staff, speakers, and exhibitors. Check with your Event Manager for further information on approved adhesives.

**Reason:** To preserve the integrity of the facility for all users and to preclude any potential damage charges to you.

**Rule:** All decorative materials must be flameproof in accordance with the Fire Safety Rules and Regulations. This includes drapes, banners, and all decorative fabrics; poster paper and foam core board wall hangings, curtains, and drops; Christmas trees, projection screens, plastics, and all other decorative materials

**Reason:** We are all responsible for maintaining a fire-safe environment. Preventing an emergency through careful materials management may help us avoid an unnecessary crisis.

## FOOD AND BEVERAGE GUIDELINES

**Rule:** Our Food and Beverage Department requires a signed contract one month before your services begins. A 90% deposit and signed Catering Services Agreement is due 30 days before the start of your event(s). The remaining balance will be due five (5) business days before the start of your event.

**Reason:** Based on our discussions with you, we order products and labor and are well into planning your food service activities before your event. Speak with your Catering Representative about our guarantee and cancellation policies.

**Reason:** Based on our discussions with you, we order products and labor and are well into planning your food service activities before your event. Speak with your Catering Representative about our guarantee and cancellation policies.

**Rule:** You must inform us if you or your exhibitors plan any food or beverage sampling during your event. The sampling of alcoholic beverages is prohibited.

**Reason:** Sodexo Live! holds the Alcoholic Beverage License as well as insurance for food service for the facility. Therefore, Sodexo Live! is liable for compliance with Colorado's strict laws governing the use and consumption of alcoholic beverages on the premises, as well as adherence to strict health guidelines. You must secure authorization in advance from our Food and Beverage Department before planning any on-site promotions that involve food and beverage. Please speak with your Catering Representative regarding any exclusive vendors or sponsorships. Please visit: <https://denverconvention.com/plan-your-event/onsite-services-vendors> for more information.

**Rule:** Provisions must be made in advance for on-site food and beverage storage.

**Reason:** We have limited refrigerated storage space on site for food and beverage products.

## CRATE STORAGE

**Rule:** Crate storage is permitted only in designated areas and must be indicated on all floor plans submitted for approval to the Denver Fire Department. The dimensions must be marked on the exhibit hall floor to ensure aisle integrity and an orderly appearance. Ask your Event Manager for specific criteria surrounding this requirement. [Refer to General Service Contractor Guidelines.](#)

**Reason:** This rule comes directly from the Denver Fire Prevention Bureau, whose job is to guarantee the safety of everyone who exhibits or attends meetings in our facility.

## EXHIBITS

**Rule:** As specified in your contract, you are responsible for returning the exhibit floor to the same condition it was received. This condition is reviewed as part of the walkthrough that our Operations staff conducts with you and/or your general service contractor on your first move-in day. You are responsible for the removal of all tape, pallets, etc. Extraordinary cleaning charges will be assessed for the removal of large, unmanageable items. [Refer to General Service Contractor Guidelines.](#)

**Reason:** Every event expects to receive the facility clean, clear, and ready for the next event. Your cooperation in returning the exhibit floor to its original condition ensures a seamless transition for subsequent events and helps maintain the overall cleanliness and integrity of the facility. Failure to adhere to this rule may result in additional charges for cleaning and removal of large items, as outlined in the General Service Contractor Guidelines.

## UNION LABOR

**Rule:** All decorating, display, drayage theatrical, rigging, production, audio visual, and commercial presentations as well as all material handling for conventions, trade shows, promotional displays, and consumer shows are performed by the Denver Theatrical Stage Employees Union, IATSE, Local No. 7. Full-time employees of an exhibiting firm may install and dismantle their own respective company display if such work can be completed in less than sixty minutes and without the use of mechanized tools.

Product display and product placement is not included in these work rules and are the exclusive right of full-time employees of an exhibiting firm. Refer to Union Labor Requirements.

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Any outside or additional labor required for installation, dismantling, or decorating of displays is to be performed by the official general service contractor or by any other contractor signatory to the IATSE, Local 7 labor agreement.

**Reason:** This reasoning underscores the importance of adhering to established labor agreements and standards to ensure high-quality service delivery for events. By acknowledging and respecting the union contracts and associated work rules, the convention center aims to maintain consistency and fairness in labor practices. This approach not only benefits meeting planners, show managers, and exhibitors by providing reliable and standardized services but also contributes to the overall professionalism and effectiveness of event operations. Adherence to these agreements fosters trust and collaboration among all stakeholders involved in event planning and execution.

## VEHICLE | TRUCK STAGING

**Rule:** All event-related vehicles must be staged in assigned and designated portions of the service road or docks.

**Reason:** This rule is crucial for ensuring the safety of everyone attending events at the convention center. By staging event-related vehicles in assigned areas, the center can maintain clear and accessible fire lanes around the facility. These fire lanes are essential for providing clearance for emergency vehicles to respond swiftly in case of any incidents. Adhering to this rule helps prioritize emergency response and ensures the safety and well-being of all attendees and staff members.

**Rule:** Truck marshaling yard arrangements must be coordinated with your general service contractor.





**Reason:** This rule highlights the importance of coordinating truck marshaling yard arrangements with the general service contractor. With multiple events possibly happening simultaneously, it's crucial to maintain access to loading docks and lobby entrances for all clients. By mandating truck marshaling yard arrangements, the convention center ensures efficient vehicle management despite limited dock space. Preplanning dock assignments through facility operations helps streamline logistics and minimize disruptions, ultimately enhancing the overall event experience for everyone involved.

## SALES/USE TAXES AND LICENSES

**Rule:** All exhibitors selling merchandise from the show floor or taking orders on either a wholesale or retail basis must have a valid Colorado Sales Tax License and must also adhere to the local laws regarding sales/use tax collections for the City and County of Denver. Although it is the responsibility of the individual exhibitor to obtain their tax licenses, it is the responsibility of show management to notify exhibitors of this requirement and to be able to identify those exhibitors to whom the licensing requirement applies. Refer to Denver/Colorado sales and special event tax license information.

[State of Colorado Special Event Tax License](#)

[City and County of Denver Special Event Tax License](#)

**Reason:** The Standard or Special Event Tax License in Colorado permits the state and/or the City of Denver to collect sales taxes on merchandise transactions occurring during trade shows or consumer events. This recognizes the occasional or periodic nature of sales at such events. Additionally, Facilities Development Admissions (FDA) tax applies to events where an admission fee is charged unless an exemption is granted. Exhibitors seeking more information about FDA tax and eligibility for exemptions can refer to specific guidelines provided by the relevant tax authorities.

## FACILITIES DEVELOPMENT ADMISSIONS (FDA) TAX

The "FDA" tax, or Facilities Development Admissions tax, is applicable to events where an admission fee is charged, unless an exemption is granted. Event organizers or exhibitors seeking more information about this tax and how to determine eligibility for an exemption can visit the relevant tax authority's website or contact them directly for detailed guidance and assistance.

[https://www.denvergov.org/content/dam/denvergov/Portals/571/documents/TaxGuide/TaxGuideTopic26\\_FacilitiesDevelopmentAdmissionTax.pdf](https://www.denvergov.org/content/dam/denvergov/Portals/571/documents/TaxGuide/TaxGuideTopic26_FacilitiesDevelopmentAdmissionTax.pdf)

## AXS TICKETING AGENCY

[Refer to AXS Ticketing Agency Quick Facts](#)

## CERTIFICATE OF INSURANCE

**Rule:** Your contract requires you to carry liability insurance for your event. Refer to your contract for specific insurance requirements, including limits and additional insured requirements. [Refer to Insurance Information](#) for further details.

**Reason:** This rule is in place to protect both you as the organizer and us as the venue. Having liability insurance helps mitigate risks associated with the event and ensures that both parties are adequately covered in case of any unforeseen incidents or accidents.



# RESOURCES

*"The metro Denver Automobile Association has a wonderful working relationship with SMG in hosting the annual Denver International Auto Show. SMG has considerable strength through their continued relationships with the community, working with their clients and vendors."*

*Tim Jackson - CAE President - Colorado Automobile Dealers Association*

## Here are the additional resources referenced in the guide:

- **AXS Ticketing Agency Quick Facts:**
  - Quick facts about the AXS ticketing agency and its services for event ticketing and management.
- **Ballroom and Pre-function Exhibit Policy:**
  - Policy governing the use of ballrooms and pre-function areas for exhibits during events.
- **Banner and Signage Package:**
  - Guidelines and requirements for event signage and banners, including approval processes and placement rules.
- **Denver/Colorado Sales and Special Event Tax License Information:**
  - Information on sales and special event tax licenses required for events held in Denver and Colorado.
- **Digital Display Client Package:**
  - Information and guidelines for clients using digital displays for advertising or information dissemination during events.
- **Dimensions and Capacities Chart:**
  - The chart details the dimensions and capacities of various spaces within the event venue.
- **Event Housekeeping Procedures:**
  - Procedures for maintaining cleanliness and hygiene during the event, including trash removal and cleaning schedules.
- **Event Planner's Checklist:**
  - A comprehensive checklist for event planners to ensure all necessary tasks are completed.
- **Event Security Staffing Protocol:**
  - Guidelines for event security staffing, including the allocation of security personnel to different event areas.
- **Firefighter Coverage Information:**
  - Information on firefighter coverage and requirements for events held at the venue.
- **Flat Rate Changeover Explanation:**
  - Explanation of the flat rate changeover process for event setups and configurations.
- **General Operating Policies and Procedures:**
  - Policies and procedures governing the operation of the event venue, including rules for event organizers and attendees.
- **General Service Contracting Guidelines:**
  - Guidelines for general service contractors working at the event venue, including rules for setup, dismantling, and cleanup.
- **Guest Services Information:**
  - Information on the services available to guests attending the event, such as coat check, baggage storage, and assistance services.
- **Insurance Information:**
  - Information on insurance requirements and coverage for events held at the venue.
- **Paramedic/EMS Coverage:**
  - Information on paramedic and emergency medical services coverage available during events.
- **Rigging and Hanging Information:**
  - Information on rigging and hanging requirements, including safety regulations and procedures.
- **Sustainability Client Information:**
  - Information for clients on how they can participate in and support sustainability efforts during their events.
- **Sustainability Quick Facts:**
  - Quick facts about sustainability initiatives and practices implemented during events.
- **Sustainable Events Guide:**
  - A comprehensive guide to planning and organizing sustainable events, including tips and best practices.
- **Technical Information:**
  - Technical specifications and requirements for equipment and setups used during events.
- **Union Labor Requirements:**
  - Requirements and regulations regarding union labor for event setup, dismantling, and other services.

You can access each resource for more detailed information on the respective topics.



# CCC Facts

## History

- Groundbreaking: December 1990
- Grand Opening: June 1990

## Square Footage

- Total: 2,200,000 sq. ft. (50.5 acres)
- Public Space: 584,000 sq. ft.
- Exhibit Hall: 584,000 sq. ft.
- Pre-function: 100,000 sq. ft.
- Ballrooms
  - Four Seasons Ballroom: 35,000 sq. ft.
  - Mile High Ballroom: 50,000 sq. ft.
  - Bluebird Ballroom: 80,000 sq. ft.
- Meeting Rooms
  - 100,000 sq. ft. (63 rooms)
- Terraces
  - Bluebird: 20,000 sq. ft.

## Additional Space

- Show Manager Offices: 6 (200 sq. ft. each)
- Board Rooms: 2
- Green Rooms: 2

## Technology

- Free Wi-Fi
- Fiber Optic Capabilities
- Digital Advertising Options

## Loading Docks

- 32 Bays
- 4 Dock Levelers
- 5 Drive-In Ramps

## Transportation

- Parking Garage
  - 1,000 Spaces
  - Valet Availability
  - 24/7 security
- Shuttle Service Coordination
- Covered Pick-up/Drop-off Location

## Four Seasons Ballroom

- Square Footage: 35,000 sq. ft.
- Dimensions: 280 ft. x 125 ft.
- Ceiling Height: 28 ft.
- Divisibility: Can be divided into 18 sections

### Capacity:

- Banquet: Up to 2,260 guests
- Theater: Up to 3,472 guests
- Classroom: Up to 1,776 guests

### Features:

- State-of-the-art lighting and sound system
- Advanced AV capabilities
- Adjacent pre-function space
- Direct access to the kitchen for catering
- Fiber optic connectivity
- Wi-Fi availability
- Operable walls for flexible space configurations

### Location:

- Level 1 of the Colorado Convention Center

## Mile High Ballroom

- Square Footage: 50,000 sq. ft.
- Dimensions: 250 ft. x 200 ft.
- Ceiling Height: 30 ft.
- Divisibility: Can be divided into 5 sections

### Capacity:

- Banquet: Up to 3,380 guests
- Theater: Up to 5,452 guests
- Classroom: Up to 2,560 guests

### Features:

- State-of-the-art lighting and sound system
- Advanced AV capabilities
- Adjacent pre-function space
- Direct access to the kitchen for catering
- Fiber optic connectivity
- Wi-Fi availability
- Operable walls for flexible space configurations

### Location:

- Level 1 of the Colorado Convention Center

## **Bellco Theatre**

- Seating Capacity: 5,000 seats
- Square Footage: 36,000 sq. ft.

### **Stage Dimensions:**

- Proscenium Opening: 100 ft. wide
- Stage Depth: 50 ft.
- Stage Height: 40 ft.
- Ceiling Height: 95 ft.

### **Technology:**

- State-of-the-art sound and lighting systems
- HD digital video projectors
- Fiber optic connectivity
- Wi-Fi availability

### **Features:**

- Orchestra pit: Accommodates up to 100 musicians
- Dressing rooms: 10 dressing rooms
- Green rooms: 2 green rooms
- VIP lounges: 2 VIP lounges
- Loading docks: 2 dedicated loading docks for easy access

### **Accessibility:**

- ADA-compliant seating and access
- Assistive listening devices available

### **Additional Spaces:**

- Lobby: Large lobby area suitable for receptions and gatherings
- Concession Stands: Multiple concession stands available
- Merchandise Booths: Space for merchandise sales

## **Bluebird Ballroom**

- Square Footage: 80,000 sq. ft.
- Dimensions: 267 ft. x 294 ft.
- Ceiling Height: 30 ft.
- Divisibility: Can be divided into 19 sections

### **Capacity:**

- Banquet: Up to 4,600 guests
- Theater: Up to 7,900 guests
- Classroom: Up to 3,904 guests

### **Features:**

- Outdoor Terrace: 20,000 sq ft.
- State-of-the-art lighting and sound system
- Advanced AV capabilities
- Adjacent pre-function space
- Direct access to the kitchen for catering
- Fiber optic connectivity
- Wi-Fi availability
- Operable walls for flexible space configurations

### **Location:**

- Level 3 of the Colorado Convention Center

