

COLORADO
CONVENTION CENTER

EVENT PLANNING GUIDE



Colorado Convention Center

EVENT PLANNING GUIDE

Welcome

We extend a warm Mile High welcome to the Colorado Convention Center (CCC) and look forward to partnering with you on your upcoming event. Our team is dedicated to providing a smooth, efficient, and enjoyable planning experience — from your earliest conversations with our Sales team through your final move-out.

Our mission is simple: to support the seamless planning and successful execution of your event through exceptional service, clear communication, and a commitment to your goals.

Facility Highlights

Exhibit Halls

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.**

Belco Theatre

- 5,005 seats
- Divisible into three seating sections

Meeting Rooms

63 rooms (800–2,700 sq. ft.)

Loading Docks

42

Parking Spaces

772

Rocky Mountain Executive Conference Room

Seats 30



Table of Contents

MEET THE TEAM 4

Event Management
Security
Exhibitor Services
Engineering
Electrical
Internet
Sales
Building Services
Sustainability
Guest Services
Housekeeping

AMENITIES & VENDORS 6

Digital Display Monitors
Audio Visual
Dimmable Lighting
House Audio System
Loading Docks, Floor Load, Freight Ramps
Hours of Operation
Parking
Accessibility

FACILITY SERVICE & GUIDELINES 8

Animal Policy
Unmanned Aerial Vehicles (UAV)
ChargeFUZE
Mothers Room
Sensory Room
Child Care
Gift Shop
AXS Ticketing

FOOD & BEVERAGE 9

Sodexo LIVE!
Culinary Professionals
Catering Representatives
Planning Process

EVENT PLANNERS CHECKLIST 10

UNCOVERING ANCILLARY CHARGES 11

Coat and Baggage Check
Room Sets and Changeovers
Paramedic / Emergency Medical Service Coverage
Fire Prevention Bureau / Off-Duty Firefighter Coverage
Internet
Electrical and Miscellaneous Utilities

- Electrical
- Miscellaneous Utilities

Trash Removal / Recycling
Extraordinary Housekeeping
Water Services

POLICIES & PROCEDURES 13

Ballroom Exhibits
Building Damage
Freight Deliveries
Hand-Carried Freight
Floor Plan Approval
Signage and Banners
Smoking Policy
Carpet Installation
Exhibits in Permanently Carpeted Areas
Rigging and Hanging
Security Protocol
Decorative Materials
Food and Beverage Guidelines
Crate Storage
Exhibits
Union Labor
Vehicle | Truck Staging
Sales / Use Taxes and Licenses
Facilities Development Admissions (FDA) Tax
AXS Ticketing Agency
Certificate of Insurance

Meet the Team

Discover the wealth of talent and experience available to support your event. Each department plays a vital role in ensuring your success, and our team is committed to delivering exceptional service from planning through final move-out.

EVENT MANAGEMENT

Your Event Manager is the linchpin of your team and your primary point of contact throughout the planning process. They will work closely with you and your staff—from initial planning through the final phases of your event—to understand your objectives, anticipate your needs, and coordinate details across all facility departments.

Your Event Manager will:

- Guide you through timelines, requirements, and logistics
- Communicate your event needs to internal teams
- Ensure operational departments are aligned
- Help you navigate policies, procedures, and deadlines
- Support you in creating a smooth, successful event experience

When questions arise, your Event Manager is your most valuable resource. Their insights and coordination help ensure accuracy, efficiency, and consistency as your event develops.

<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

Exhibitor Services collaborates with Electrical, Engineering, and Telecommunications departments to coordinate utility orders and ensure smooth and cost-effective processing of exhibitor requirements. This team works directly with exhibitors to provide electrical services, internet and telecommunications, plumbing, and other specialized support.

Exhibitors are encouraged to place utility orders online before arriving at the facility. Services can be purchased through the Exhibitor Services Online Ordering System.

Exhibitor Services: **(303) 228-8077**

<https://www.denverconvention.com/exhibitor-architect/exhibitor-services>

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 Colorado Convention Center, Smart City Networks supplies high-quality wired and wireless internet services. Smart City Networks can assist with bandwidth assessments, dedicated connections, streaming support, and exhibitor or production needs.

For help determining your event's technology requirements, please contact your Event Manager or Smart City directly.



SALES

The Sales Department is your first point of contact at the Colorado Convention Center. Your Sales Manager helps you secure dates and space, guides you through the contract, and finalizes your agreement. Your event is officially confirmed once the contract is signed by you and executed by us.

After your contract is complete, your Event Manager becomes your main partner. Please inform your Sales Manager of any changes that may affect contracted space, dates, or terms. If needed, they'll prepare an amendment for your review.

Our Sales team works closely with VISIT DENVER to book citywide meetings and conventions. To explore new dates within the next eighteen months, contact our Sales Department at **(303) 228-8000**. For long-range planning or hotel room block assistance, contact VISIT DENVER at (303) 892-1112.

Learn more about our Sales team:

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

BUILDING SERVICES

Building Services handles the setup and rearrangement of tables, chairs, risers, staging, and room partitions within our inventory. They also manage room changeovers, some of which may require additional labor and result in fees. Your Event Manager will advise you in advance if charges apply. Complimentary water service is provided for lecterns and head tables; a small fee applies for hollow square or conference-style setups.

For more details on changeover fees, please refer to the **Flat Rate Changeover Explanation** or consult your Event Manager.

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.

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 equipped with programmable lighting suitable for general sessions. Meeting rooms and ballrooms also feature programmable lighting with four preset scenes, 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 covers the ballrooms, meeting rooms, and exhibit halls. Volume levels are automatically optimized to ensure quality sound without feedback.

Only Technical Services staff may operate the house audio system. If you plan to use an outside AV company and want them to interface with the house system, please notify your Event Manager so coordination can be arranged. This ensures proper setup and protects the integrity of the equipment.

Charges may apply for any use beyond standard in-room audio service. Your Event Manager can help determine what is needed for your program.





LOADING DOCKS, FLOOR LOAD, FREIGHT RAMPS

The CCC has 42 usable loading docks. Trucks delivering freight must not exceed 70 ft. in length (tractor + trailer) or 14 ft. in height.

Exhibit hall floors are rated at 350 psf, and freight ramps are rated at 16,000 lbs. per axle, consistent with federal highway standards.

For detailed technical dimensions, please refer to **Technical Information** section or consult your Event Manager.

HOURS OF OPERATION

All contracted event space is provided on a 24-hour basis. Standard building access hours are 7:00 a.m.–midnight daily. Access or services requested outside these hours may incur building overtime charges. Please consult your Event Manager for details.

PARKING

The CCC offers an attached parking garage with 772 spaces.

For further details, please visit:

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

ACCESSIBILITY

All areas of the facility are wheelchair accessible. Main lobby entrances feature electronic doors, and all elevators include Braille signage. Restrooms and drinking fountains are ADA-accessible.

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

FACILITY SERVICES & GUIDELINES

ANIMAL POLICY

Pets and other animals are not permitted in the building, except for service animals or those approved in advance for an exhibit, activity, or presentation. Contact your Event Manager for details.

UNMANNED AERIAL VEHICLES (UAV)

Drones and other UAVs may only be operated in the CCC with prior written approval from CCC Management. Additional insurance requirements and a signed UAV addendum are required. Please consult your Event Manager for details.

ChargeFUZE

The CCC partners with ChargeFUZE to provide portable phone charging units throughout the facility. Users can rent chargers via QR code, the mobile app, or designated kiosks. Rentals range from \$1–\$2 per 30 minutes, with a maximum \$40 charge if the unit is not returned. Power banks may be recharged and reused throughout the network.

Branding and sponsorship opportunities with ChargeFUZE are also available—please inquire with your Sales Manager.

MOTHERS ROOM

A private Mothers Room is located in Lower Lobby A and offers accommodations for nursing parents.

SENSORY ROOM

The CCC offers a designated Sensory Room providing calming space for individuals with sensory sensitivities or processing differences. The room includes soft lighting, comfortable seating, tactile surfaces, and various sensory tools to create a soothing environment. For access, please coordinate with your Event Manager.

CHILD CARE

The CCC offers designated meeting space that clients may use for third-party child care services, if desired. The CCC does not operate or provide child care programs.

Meeting Rooms 610–612 (approx. 2,000 sq. ft.) include furnishings suitable for licensed child care providers serving children ages six weeks to ten years. Room 612 also features a child-size toilet, sink, and changing table.

Clients are responsible for hiring a licensed provider and ensuring full compliance with all applicable state and local regulations.

GIFT SHOP

The Gift Shop offers event essentials, souvenirs, snacks, office supplies, apparel, and regionally crafted goods, including local art, jewelry, and Native American crafts.

AXS TICKETING

AXS is the exclusive ticketing agency for the CCC. Refer to the **AXS Ticketing Agency Quick Facts** for more information.

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 the exclusive caterer at the CCC, known for innovative menus, exceptional presentation, and professional service. Their consistent quality ensures a memorable dining experience for your attendees.

CULINARY PROFESSIONALS

Sodexo Live!'s culinary team offers a wide variety of heart-healthy, vegetarian, international, American, and regional menus tailored for show management, exhibitors, and attendees. They specialize in custom menu development and offer café-style and concession options throughout the facility to enhance the overall event experience.

CATERING REPRESENTATIVE

Your Catering Representative is your primary partner for all food and beverage planning. Working closely with your Event Manager, they coordinate menus, service needs, and every detail required for a successful food and beverage program.

PLANNING PROCESS

To design your food and beverage program, Sodexo Live! will work with you to finalize details, including:

- Menus
- Tastings and sampling arrangements
- Coffee and refreshment service
- Café and concession programs
- Booth catering requirements
- Water service needs
- Cash/credit arrangements
-

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

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



EVENT PLANNER'S CHECKLIST

Use this checklist to stay on track with key deadlines. Your Event Manager can assist with any questions.

SIX MONTHS OUT

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

Provide Vendor Information to your Event Manager:

- 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

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

DUE: Rigged plans for CCC review and approval, if applicable

SIX WEEKS OUT

DUE: Schedule of events overview

Reminder: Room set specifications due in two weeks

FOUR WEEKS OUT

DUE: Final chronological schedule of events

DUE: Room set specifications (diagrams, AV needs, utilities, F&B requirements)

DUE: Utility specifications (telephone, electrical, internet)

DUE: Floorplan drawings showing utility locations

TWO WEEKS OUT

DUE: Final chronological schedule of events

DUE: Room set specifications (diagrams, AV needs, utilities, F&B requirements)

DUE: Utility specifications (telephone, electrical, internet)

DUE: Floorplan drawings showing utility locations

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.

COAT AND BAGGAGE CHECK

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

- **ATTENDED BY SODEXO LIVE!**

A cash or hosted coat check operated by Sodexo Live! Contact your representative at (303) 228-8050 for details.

- **ATTENDED BY VOLUNTEERS**

Volunteers may staff a coat check at no charge. Guests cannot be charged, and volunteers cannot accept payment. No tickets will be provided.

- **UNATTENDED**

An unattended coat check may be offered at no charge for guests. No tickets will be provided.

The CCC will provide necessary equipment and setup as a complimentary service. Coat check locations will be placed according to your floor plans and available space.

ROOM SETS AND CHANGEOVERS

Your initial standard room setup is provided at no additional charge when requirements are submitted at least 30 days before your first move-in day. The standard set applies to all non-exhibit spaces, including meeting rooms, general sessions, and meal functions.

Additional equipment or changes made after specifications are submitted may incur labor charges. Timely, accurate information helps ensure proper staffing, avoids delays, and minimizes additional costs.

For details on setup requirements, approved capacities, and standard equipment, please refer to the [Dimensions and Capacities Chart](#) and the [Flat Rate Changeovers Explanation](#).

PARAMEDIC / EMERGENCY MEDICAL SERVICE COVERAGE

Emergency medical staff are required during event hours based on space use and attendance. Events with more than 1,200 attendees must have on-site EMS coverage. You may supplement—but not replace—facility medical staff with your own personnel.

Your Event Manager will schedule the required coverage and provide an estimate. Charges will appear on your final settlement. For labor rates and coverage details, please refer to the [Paramedic/EMS Coverage Information](#) or consult your Event Manager.

FIRE PREVENTION BUREAU / OFF-DUTY FIREFIGHTER COVERAGE

The CCC complies with the International Fire Code, which requires off-duty firefighters to be assigned to public gatherings for life safety enforcement and crowd management. The Fire Prevention Bureau determines the minimum staffing requirements for events held at the Center.

Your Event Manager will coordinate these services and provide an estimate. Charges will appear on your final settlement. For current labor rates, please consult your Event Manager.

INTERNET

Smart City Networks is the exclusive event technology provider for the CCC. For pricing and service inquiries, contact their Customer Sales and Service team at **303-228-8056** or visit:

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





ELECTRICAL AND WATER / DRAIN SERVICES

ELECTRICAL

The CCC provides two complimentary 20-amp circuits for audiovisual use in each meeting room, ballroom, or staff office, and a 50-amp circuit in general session spaces. Additional electrical services for exhibit halls, computer labs, registration areas, and other functions must be ordered separately. If you need additional equipment, power, or dedicated circuits, please coordinate with your Event Manager. They will communicate your requirements to the Exhibitor Services Department to ensure your power needs are met safely and efficiently.

If you require additional equipment, power, or dedicated circuits, please coordinate these arrangements with your Event Manager to ensure your power needs are met safely and efficiently.

WATER & DRAIN SERVICES

Air, water, and drain services are available throughout the building. Please make 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.

EXTRAORDINARY HOUSEKEEPING

Depending on your event's needs, additional housekeeping may be required. Charges may apply for:

- Excessive debris in meeting or exhibit spaces
- Extensive overnight cleaning
- Resetting areas due to heavy use

Your Event Manager will help determine if extra housekeeping is required and coordinate the services needed.

WATER SERVICES

Our Building Services team will provide complimentary water service to lecterns and head tables once in the morning and once in the afternoon, based on your break schedule, using recyclable cups and pitchers. For additional locations or enhanced service options, such as recyclable water bottles or glassware, please contact your Sodexo Live! catering representative.

POLICIES AND PROCEDURES

The CCC accommodates a wide range of meetings and exhibitions. These rules help ensure safety, protect the facility, and support smooth event operations. Lobbies, concourses, and food outlets are public areas and are not under Licensee control. For additional information, please refer to CCC's **General Operating Policies and Procedures** or consult your Event Manager.

BALLROOM EXHIBITS

Exhibits installed in ballroom spaces must be planned and executed with care to protect carpeted surfaces and room finishes. These areas require special attention due to fire code and utility considerations, and your Event Manager can provide guidance throughout the planning process.

To help minimize damage or non-compliance issues:

- Ensure exhibitors and speakers are familiar with applicable rules.
- Advise your general service contractor that they are responsible for any damage caused by their crews.

BUILDING DAMAGE

Licensees are responsible for any damage to the facility caused by staff, contractors, exhibitors, or attendees. Charges may apply for repairs beyond normal wear and tear.

An Operations Manager will conduct a walkthrough before and after your event to document room conditions. Any damages identified will be communicated to you in writing, along with photographs and repair details. These procedures help keep the facility safe, clean, and consistent for all events.

FREIGHT DELIVERIES

The CCC does not accept freight directly from clients. All shipments must be delivered by your general service contractor or approved freight carrier during your contracted move-in period. Freight arriving outside those parameters must be redirected to your contractor.

This process ensures controlled access, maintains safety protocols, and improves accountability in freight handling.

HAND-CARRIED FREIGHT

Lobbies are limited to hand-carried items only. Wheeled equipment—including carts, dollies, flatbeds, and mechanical devices—is not permitted in lobby areas. Any materials requiring wheels must be delivered via the loading docks to the exhibit floor.

This maintains safe, accessible public spaces and protects lobby flooring and finishes.

The escalators and elevators connecting the lobbies to the exhibit level are designed for passenger use only and cannot support the weight or rolling impact of carts or mechanical equipment.

All wheeled deliveries must enter through the loading docks, which are equipped for this purpose and comply with applicable union requirements. This policy helps protect lobby finishes, ensures attendee safety, and maintains compliance with labor regulations.

FLOOR PLAN APPROVAL

Before selling exhibit space or finalizing contracts with exhibitors, all floor plans must be submitted for approval by the Denver Fire Department. Your general service contractor should prepare these plans and provide copies to the CCC for processing.

This requirement applies to exhibit halls, ballrooms used for general sessions, and any pre-function, lobby, or public spaces utilized for event activities. Early submission ensures compliance with fire and life safety regulations and prevents the need for layout changes after exhibit space has already been sold.

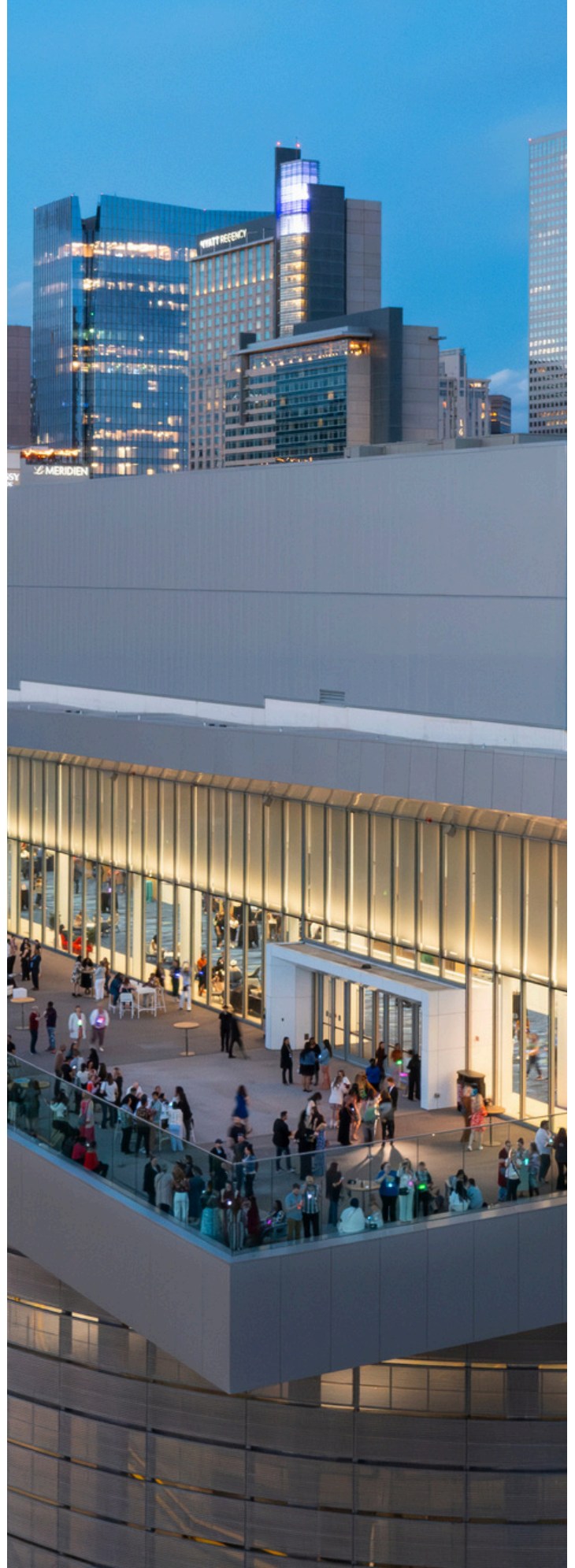
SIGNAGE AND BANNERS

All event-related signage and banner plans must be submitted in writing to CCC Operations for approval before installation. This process ensures consistent presentation throughout the facility, prevents conflicts between overlapping events, and maintains control over advertising and décor in public areas.

The CCC offers a variety of signage and banner opportunities throughout the building. For available locations, pricing, and design guidelines, please contact your Sales Manager or refer to the **Signage and Banner Program Brochure**.

SMOKING POLICY

Smoking is **not permitted** in any City-owned facility, including the Colorado Convention Center, in accordance with State law. This includes cigarettes, e-cigarettes, vaporizers, and all similar products.





CARPET INSTALLATION

When installing carpet within the CCC, your general service contractor must use tape products approved by the facility.

Certain tapes can damage floor surfaces when removed; the CCC has tested and identified acceptable options. Please coordinate with your Event Manager to ensure the correct materials are used.

EXHIBITS IN PERMANENTLY CARPETED AREAS

When using permanently carpeted spaces for exhibits, your General Service Contractor must lay protective plastic or plywood before moving in freight or material-handling equipment. These precautions help prevent damage in meeting rooms, concourses, ballrooms, and other carpeted areas.

Protective measures are required because electrical and telephone drops are limited in these spaces, and plumbing is not available. Movement of equipment must be restricted to hand-carried items. Trucks, carts, pallet jacks, lifts, and similar wheeled devices are not permitted on carpeted floors.

When installing exhibits, contractors may not use tape that could damage carpet, and all drapery systems must be supported using sandbags or similar weights.

RIGGING AND HANGING

All rigging and hanging from ceiling points within the CCC—including both ballrooms—requires advance approval from facility management and must meet accepted industry safety standards. Rigging labor is performed under the jurisdiction of the facility's designated rigging provider through your General Service Contractor (GSC).

These requirements help ensure safe installation, protect facility infrastructure, and maintain compliance with labor and safety regulations. Non-compliant items will be removed immediately, and associated labor costs will be billed to the responsible party. For questions or guidance, please contact your Event Manager.



SECURITY PROTOCOL

You are responsible for hiring a contract security company approved to work in the CCC. Security personnel must be positioned at all required access points for your event, including exhibit halls, meeting rooms, food service areas, offices, registration, and storage areas.

These requirements help ensure the safety of attendees, staff, and property. For approved providers and staffing guidelines, please refer to the **Event Security Staffing Protocol** or consult your Event Manager.

DECORATIVE MATERIALS

Decorative items may not be taped, nailed, stapled, tacked, or otherwise attached to ceilings, walls, painted surfaces, fire sprinklers, columns, fabric, or decorative walls and podiums. This applies throughout the facility. Your Event Manager can provide information on approved adhesives and attachment methods.

All decorative materials must comply with the Fire Safety Rules and Regulations, including flameproof requirements for drapes, banners, posters, curtains, projection screens, plastics, and similar items. Proper materials management and fire safety practices help prevent unnecessary hazards and event disruptions.

FOOD AND BEVERAGE GUIDELINES

A signed Catering Services Agreement is required no later than 30 days before your event, with a 90% deposit due at that time. The remaining balance is due five (5) business days before service begins. Early submission allows Sodexo Live! to order product and schedule staffing appropriately. Please consult your Catering Representative regarding guarantees and cancellation policies.

If you or your exhibitors plan any food or beverage sampling, prior approval is required. Sampling of alcoholic beverages is prohibited.

Sodexo Live! holds the facility's Alcohol Beverage License and is responsible for compliance with state and local regulations. Authorization must be obtained in advance for any onsite promotions involving food or beverages. Your Catering Representative can assist with coordinating exclusive vendors and sponsorship opportunities.

Additional information is available at:

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



CRATE STORAGE

Crate storage is permitted only in designated areas and must be shown on all floor plans submitted for Fire Department approval. Storage locations must be marked on the exhibit hall floor to maintain safety, clear aisles, and an orderly appearance. Please consult your Event Manager regarding specific crate storage requirements.

Refer to the **General Service Contractor Guidelines** for more information.

EXHIBITS

You are responsible for returning the exhibit floor to the condition it was in at the start of your event. This is verified during the pre- and post-event walkthrough conducted with you and/or your general service contractor on your first move-in day. All tape, pallets, freight, and materials must be removed. Large or unmanageable items may incur additional cleaning or removal charges.

Maintaining clean floors ensures a smooth transition to subsequent events and helps preserve the facility's overall condition. Failure to follow these requirements may result in charges as outlined in the **General Service Contractor Guidelines**.

UNION LABOR

IMPORTANT NOTICE:

The Colorado Convention Center is a union facility. Decorating, display installation, rigging, production, audiovisual, and other show-related labor are performed under the jurisdiction of IATSE Local No. 7. Please review these requirements carefully, as they impact planning, budgeting, and exhibitor compliance.

Decorating, display installation, drayage, theatrical work, rigging, production, audiovisual services, and commercial presentations are performed under the jurisdiction of the Denver Theatrical Stage Employees Union, IATSE Local No. 7. These work rules apply to conventions, trade shows, consumer shows, and promotional events.

Full-time employees of an exhibiting firm may install and dismantle their own display if the work can be completed in less than six minutes and without the use of mechanized tools. Product display and product placement are considered exhibitor work and are excluded from union labor requirements.

All other installation, dismantling, or decoration must be performed by the official general service contractor or another contractor signatory to IATSE Local No. 7. These standards ensure consistency, fairness, and professional delivery of event services.

Please refer to **Union Labor Requirements** for complete guidelines.

VEHICLE | TRUCK STAGING

All event-related vehicles must be staged in assigned areas outside the facility. Staging in designated zones helps maintain clear fire lanes, ensures safe access for emergency vehicles, and supports efficient traffic flow during move-in and move-out.

Adhering to staging requirements helps protect attendees, staff, and contractors while maintaining compliance with safety protocols.



SALES / USE TAXES AND LICENSES

Exhibitors selling merchandise or taking orders on-site must obtain a valid Colorado Sales Tax License and comply with all City and County of Denver sales/use tax regulations. Show management is responsible for informing exhibitors of these requirements and for identifying which exhibitors must obtain the appropriate tax licenses.

For details, please refer to:

- State of Colorado Special Event Tax License
- City and County of Denver Special Event Tax License

The state and City of Denver require tax collection on merchandise sales during trade shows and consumer events. Additionally, the Facilities Development Admissions (FDA) Tax applies to events where an admission fee is charged unless an exemption is granted. Exhibitors and organizers should consult the relevant tax authorities for guidance on eligibility and compliance.

FACILITIES DEVELOPMENT ADMISSIONS (FDA) TAX

The Facilities Development Admissions (FDA) Tax applies to events where an admission fee is charged, unless an exemption is approved. Event organizers and exhibitors should consult the appropriate tax authority for guidance on eligibility, filing, and payment requirements.

Additional information can be found here:

https://www.denvergov.org/content/dam/denvergov/Portals/571/documents/TaxGuide/TaxGuideTopic26_FacilitiesDevelopmentAdmissionTax.pdf

AXS TICKETING AGENCY

For information regarding ticketing services, please refer to:

[AXS Ticketing Agency Quick Facts](#)

CERTIFICATE OF INSURANCE

Your contract requires you to carry liability insurance for your event. Please refer to your License Agreement for specific coverage limits, additional insured requirements, and documentation deadlines.

Carrying adequate insurance protects both you and the venue by mitigating risks associated with unforeseen incidents.

More information is available under **[Insurance Information](#)**.



RESOURCES

Below are the additional resources referenced throughout this guide. Each provides detailed guidance on policies, procedures, and services related to hosting your event at the Colorado Convention Center.

Event Planning & Operations

- Event Planner's Checklist
- General Operating Policies and Procedures
- Technical Information
- Dimensions and Capacities Chart
- Flat Rate Changeover Explanation

Exhibits, Signage & Floorplans

- Ballroom and Pre-function Exhibit Policy
- Banner and Signage Package
- General Service Contracting Guidelines
- Rigging and Hanging Information
- Digital Display Client Package

Health, Safety & Security

- Event Security Staffing Protocol
- Firefighter Coverage Information
- Paramedic/EMS Coverage
- Insurance Information

Guest & Exhibitor Services

- Guest Services Information
- AXS Ticketing Agency Quick Facts
- Event Housekeeping Procedures
- Denver/Colorado Sales and Special Event Tax License Information
- Union Labor Requirements

Sustainability

- Sustainability Client Information
- Sustainability Quick Facts
- Sustainable Events Guide

Your Event Manager can help you identify which resources apply to your event and provide direct links as needed.

CCC At-a-Glance

Belco 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





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

Meeting Rooms

- Square Footage: 728 – 2679 sq. ft.
- Ceiling Height: 15'–23' depending on room series.
- Standard Set: Rooms include an 8' x 12' riser unless noted
- Classroom Based On: 8' x 18" or 6' x 18" tables, depending on level

Capacity:

- Room 201 — 2,451 sq. ft., ceiling 23'
Theater: 280 | Banquet: 160 | Classroom: 112 |
Hollow Square: 68
- Room 205 / 207 — 2,679 sq. ft.
Theater: 308 | Banquet: 160 | Classroom: 112 |
Hollow Square: 68
- Rooms 301–307 / 401–407 / 501–507 — approx. 1,653 sq. ft. each
Theater: 174 | Banquet: 80 | Classroom: 90 |
Hollow Square: 60
- Rooms 702–703 — 1,496 sq. ft.
Theater: 140–154 | Banquet: 80 | Classroom: 60 |
Hollow Square: 52

Features:

- Integrated digital signage
- Full AV, sound reinforcement, and lighting capabilities
- Each corridor includes nearby restrooms and escalator access

Location:

- Level 3 of the Colorado Convention Center



Exhibit Halls

Total Exhibit Space: 577,000 sq. ft.

The Colorado Convention Center features six contiguous exhibit halls located on Level 2, all offering large open floorplans, high load-in flexibility, and direct access to freight elevators and loading docks.

Exhibit Hall Specifications

- Hall A – 105,000 sq. ft.
- Hall B – 89,200 sq. ft.
- Hall C – 95,000 sq. ft.
- Hall D – 91,900 sq. ft.
- Hall E – 89,600 sq. ft.
- Hall F – 106,000 sq. ft.

Combined Options

- A + ½ B: 147,000 sq. ft.
- C + ½ B: 142,200 sq. ft.
- D + ½ E: 143,900 sq. ft.
- F + ½ E: 144,600 sq. ft.

Upper Lobby Square Footage (Public Concourse Outside Halls)

- Hall A Lobby: 5,600 sq. ft.
- Hall C Lobby: 4,800 sq. ft.
- Hall D Lobby: 16,000 sq. ft.
- Hall F Lobby: 10,200 sq. ft.
- CCC Spiral Brochure UPDATED 3.2...

Loading Docks

- 27 docks on Welton Street (22 usable)
- 22 docks on Champa Street (20 usable)
- CCC Spiral Brochure UPDATED 3.2...

Standard Features

- Open column-free exhibit spaces
- High-capacity electrical and data distribution
- Direct freight access and multiple dock points
- Adjacent lobby and registration areas (varies by hall)
- Concession areas positioned at multiple lobby points
- Full building Wi-Fi and fiber connectivity