



COLORADO  
CONVENTION CENTER

# EVENT PLANNER'S GUIDE

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[Denverconvention.com](http://Denverconvention.com) | [Interactive Map](#)





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CONVENTION  
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SITE MAP

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VISIT DENVER TODAY





# Welcome

"ASM Global has shown a level of dedication and commitment that is rare in this business. They are, in short, the reason we enjoy working in the facility and make it easy for us to return again and again."

Jason S. Miller — Senior Vice President — Live Nation New York

BELLCO THEATRE



Welcome

# Welcome to the Colorado Convention Center

**The Colorado Convention Center, an SMG managed facility, is more than your next event venue, we are your next great experience.**

We extend a warm, mile high welcome to the Colorado Convention Center ("CCC") and look forward to servicing your event with utmost professionalism. It is our mission to assist in the successful planning and production of your convention, trade show or special event.

To deliver the kind of successful meeting and to demonstrate services that your attendees and exhibitors deserve, a smooth and well-coordinated relationship between our staff and yours is essential. In an effort to help establish this kind of collaboration, we have assembled this guide which is designed to make your job easier. It is designed on the premise that we can never provide too much information. It is our goal for this guide to answer your questions, provide timelines and deadlines, and offer definitions to help us speak the same language. In addition, it will introduce rules and policies to protect us both, and it will offer helpful advice for each step in the event-planning process.

Once the space in our facility has been reserved through our Sales Department and you have signed a license agreement ("contract"), our Event Management Department becomes your primary source of information. You will be assigned an Event Manager approximately two years prior to your event or as soon as you are issued a contract. Your Event Manager will work with you on every aspect of the planning process. If you have questions prior to that time, we encourage you to call our Event Management Department at (303) 228-8000, Monday through Friday, 8:00 am to 5:00 pm.







# Meet The Team

**"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 such a dedicated group of professionals running the center."**

**Rob Venus - General Manager - Freeman**



# Meet The Team

**Get to know our staff and all the talent, experience and knowledge behind your successful event. Our expertise is just one of the many benefits when planning your next event at the Colorado Convention Center.**

## EVENT MANAGEMENT

Your Event Manager is the number one player on the team. This individual is assigned to work with you and your staff from initial planning through move-out. Your Event Manager is as crucial to the success of your convention, trade show and/or event as any member of your own staff.

Use your Event Manager as the principal source of information during the planning

process and while on site. Your Event Manager will answer your questions, convey information to our operations department and take full responsibility for the smooth functioning of your activities in our facility.

In this guide, you will find an [Event Planner's Checklist](#), that lists an important timeline for providing your Event Manager with essential information.

A minimum of thirty days prior to your arrival, your Event Manager should receive the entire event set up requirements. In accordance with your contract, financial discounts will be applied when you meet crucial deadlines.

Your Event Manager is the key player at our facility and functions as the link to all of our operating departments. Your Event Manager







## Meet The Team

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 more about our Event Management team at [denverconvention.com/about-us/meet-our-team/event-management-team](https://denverconvention.com/about-us/meet-our-team/event-management-team).

### EXHIBITOR SERVICES

The Exhibitor Services staff coordinates your utility needs with the Electrical, Engineering and Telecommunications departments to ensure that your requirements are processed in a timely and cost-efficient manner. The Exhibitor Services Department will also assist you with any special features needed from satellite up links to special phone configurations.

All of your event utility orders should be included with the information to your Event Manager. Your Event Manager will work closely with our Exhibitor Services Department in communicating your needs.

Your exhibitors can order their Electrical, Engineering or Telecommunications services before they arrive on site, either through the Utility Service Order Forms in the exhibitor

service kits or via our website at [denverconvention.com/exhibit-at-an-event](https://denverconvention.com/exhibit-at-an-event). For more information, please call Exhibitor Services at (303) 228-8027.

The Exhibitor Services desk is staffed during your event move-in. It is necessary to coordinate your Exhibitor Services desk hours with your Event Manager to ensure adequate coverage.





## Meet The Team



### ENGINEERING

Our Engineering Department ensures that the heating, ventilating, air conditioning and other critical building systems work correctly for the comfort and the safety of your staff, attendees and exhibitors. They also provide air and water drops.

### ELECTRICAL

Our Electrical Department takes care of all facility lighting requests and power for all clients and exhibitors. The electricians work directly with the Event Manager and Exhibitor Services staff to ensure that your event needs are met in a timely and efficient manner.

### INTERNET

Smart City Networks is the exclusive event technology provider for the CCC and offers high-speed internet, turnkey data networking services including local area networks, wide area networks and private networks using the latest technology. Smart City has deployed a robust wireless network throughout the Center that offers internet access to exhibitors and attendees. You may place your order and review available services at [smartcity.com/orders/placeorder.asp](http://smartcity.com/orders/placeorder.asp).





## Meet The Team

### SECURITY

You will be selecting a security contractor to provide event security services for your lobby, meeting room and exhibit hall areas from move-in through move-out. Our primary responsibility is to provide a secure building perimeter on a twenty-four hour basis. CCC Security staff will also work closely with your contracted event security company to ensure that our security standards have been met. [Refer to Event Security Staffing Protocol.](#)



### GUEST SERVICES

In order to welcome your attendees, our Guest Services Department will schedule a complimentary greeter at either A or F Atrium entrance. The greeter will not only guide your attendees to the appropriate space for your event, but they are trained on the logistics and amenities of the facility. If you choose to utilize the people-mover cart service during your event, a Guest Services representative will operate the cart. It is their goal to make your attendees feel like a special guest during their visit to CCC. [Refer to Guest Services Information.](#)

### HOUSEKEEPING

Our Housekeeping Department keeps the restrooms, lobbies, corridors and other public areas clean and presentable during your event. Meeting rooms will be monitored and refreshed according to the event schedule. Trash generated at registration areas and individual exhibitor booths are serviced through your general service contractor. Please inform your Event Manager about special cleaning schedules or restricted areas. [Refer to Event Housekeeping Procedures.](#)

### SUSTAINABILITY

Our Sustainability Department is committed to helping our clients host conferences and events that consider the triple bottom line of economics, environment, and community. By implementing various sustainable practices, we can help you reduce the environmental impact of your event and raise awareness with your attendees and stakeholders.







## Meet The Team

Ask your Event Manager about the CCC sustainability practices and how we can work together. [Refer to Sustainability Quick Facts and Sustainability Client Info and Sustainable Events Guide.](#)

### BUILDING SERVICES

Our Building Services Department sets all tables, chairs, risers and other equipment, within the limits of our inventory. They also handle partitioning walls and your changeover requirements. Some services may involve a labor charge, please ask your Event Manager about changeover fees. Building Services provides water for your podiums and/or head tables at no additional charge; however, hollow square and conference sets are watered for a minimal charge. [Refer to Flat Rate Changeover Explanation.](#)

### TECHNICAL SERVICES

Our Technical Services Department handles staging, house lighting, and house audio. Again, some services may involve a labor charge, please ask your Event Manager about

changeover fees. Our Technical Services staff works in conjunction with your contractors. They review all rigging plans, operate house lifts/forklifts and can accommodate minor material handling.

### SALES

Our Sales Department has worked with you since the initial booking of your event and through the administering of your contract.

Your contract is our legal commitment to each other. Until it is signed by you and executed by us, the partnership is not complete. If you are less than eighteen months from your event and do not have an executed contract, call your Sales Manager to discuss the status of your contract

In most cases your contract has already been executed and you are now working with your Event Manager. However, it is very important to let your Sales Manager know if you have made any changes to your event that will affect your contract. An amendment will then be prepared for your signature. Our Sales Department works in partnership with Visit Denver in booking our facility. If you are interested in exploring dates within the next eighteen months at the CCC, please call us directly at (303) 228-8000. If your plans are for the more distant future, or if you need hotel room accommodations, please call Visit Denver at (303) 892-1112.

Learn more about our Sales team at [denverconvention.com/about-us/meet-our-team/sales-team](https://denverconvention.com/about-us/meet-our-team/sales-team).





# Amenities and Vendors

**"As a show producer in the Denver metro area for the past 20 years, I can express my deep appreciation for ASM Global management style and the personnel they have assembled to run the Colorado Convention Center."**

**-Jim Fricke, Executive Director, Colorado Garden Show, Inc.**





# Amenities and Vendors

The Colorado Convention Center has a variety of services on site that help to make your event planning experience seamless. Learn about our preferred on site services and vendors.

## DIGITAL DISPLAY MONITORS

CCC offers digital display monitors outside each meeting room and main entrance into both ballrooms. You may display a custom logo, meeting name and itinerary on the monitors. Ask your Event Manager about this complimentary service and the process to enter your event's data into a website data base. You will have the convenience of updating and correcting the monitor information at all times. [Refer to Digital Display Client Package.](#)

## AUDIO VISUAL

Image Audiovisuals is our preferred on site audio visual provider. However, your Event Manager can provide a list of other approved local audio visual providers. We recognize that many meeting planners have multi-year contracts with audio visual providers. You are welcome to bring your preferred supplier as long as they employ union labor while providing services. The IATSE, Local No. 7 union, maintains jurisdiction for this work in our facility.

Contact Image A/V  
[imageav.com](http://imageav.com)  
303-228-8047

## HOUSE AUDIO SYSTEM

The CCC operates a computer-controlled audio system. This system broadcasts to the ballrooms, meeting rooms and exhibit floors. Volume is automatically controlled to achieve the highest audio level without feedback. If you require audio control systems beyond the permanently installed, there will be charges associated for the use and operation of the







## Amenities and Vendors

additional equipment. Members of our Technical Services staff are the only authorized operators of our in-house system. Ask your Event Manager for the specifics on our initial room set policy. If you choose to contract an audio service company utilizing the house system, please notify your Event Manager so we may have staff available to coordinate the interface with our system. This will neither add to the basic costs of your set up nor duplicate labor. It will guarantee that only trained staff, knowledgeable in our system operation, will be working with this technically sophisticated equipment.

### **DIMMABLE LIGHTING**

Exhibit Hall A is the only hall equipped with programmable lighting for use in general sessions. The meeting rooms and ballrooms also have programmable lighting. There are four separate scenes to create different settings including bar lights for a general wash on the podium and head table area.



### **LOADING DOCKS, FLOOR LOAD, FREIGHT RAMPS**

The CCC has a total of forty-two usable loading docks. Trucks delivering freight to the Center cannot exceed seventy feet in length (tractor and trailer) and fourteen feet in height. The CCC exhibit hall floors are rated for 350 pounds per square foot (psf) and the ramps are rated at 16,000 pounds per truck axle (federal highway standard). [Refer to Technical Information](#) for statistical dimensions and measurements of our event spaces.







## Amenities and Vendors

### HOURS OF OPERATION

The standard hours of operation for administrative staff are 8:00 a.m. to 5:00 p.m., Monday through Friday. Per your contract, our standard operating hours for client-leased space are 7:00 a.m. to midnight daily. Ask your Event Manager to explain building overtime applications and charges.

### ACCESSIBILITY

All areas of the facility are wheelchair accessible. Electronic doors are located at all main lobby entrances. All elevators are equipped with Braille signage. Additionally, restrooms and drinking fountains are ADA accessible. Refer to <http://denverconvention.com/attend-an-event/accessibility-services/>.

### PARKING

The CCC has an attached parking garage. For more information please visit: [denverconvention.com/attend-an-event/parking](http://denverconvention.com/attend-an-event/parking).







## Amenities and Vendors

### FACILITY SERVICES

#### AUTOMATED TELLER MACHINE

For your convenience, four twenty-four hour ATM machines are located throughout the facility.

#### THE UPS STORE

The UPS Store at the Colorado Convention Center is a full service business center which can help you with all your business preparations. Our on-site location allows us to be here for your convenience. Our experienced staff offer a wide variety of printing services which includes, but is not limited to: black and white, full color, business cards, brochures, letterhead, booklets, manuals, banners (any size), posters (any size), mounting and laminating. No need to carry items back to your hotel or the airport, we are

here to help! Attendees and exhibitors can take advantage of our packing and shipping guaranteed services. Having technology problems? We have workstations with high-speed internet. Additional products and services offered include: notary services, wheelchair and scooter rentals (limited supply), office supplies, color or black and white copier machine rental (limited supply).

Hours of operation: Monday-Friday 8am - 6pm, Saturday 9am - 3pm and Sunday Closed. Special hours of operation by request for events hosted at the Colorado Convention Center.

#### Contact Information

PHONE: 720-904-2300

FAX: 720-904-0796

EMAIL: [Store6611@theupsstore.com](mailto:Store6611@theupsstore.com)

<http://denverconvention.com/attend-an-event/ups-business-center/>





# Amenities and Vendors

## CHILD CARE

The CCC is proud to be the first convention center in the nation to designate a special area for the provision of child care. Meeting Room 610-612 is approximately over 1700 square feet and is equipped with toys and furniture appropriate for children between the ages of six weeks and ten years. Adjacent to room 612 is a kiddie toilet, sink and changing table area.

## SAFETY SERVICES - PARAMEDIC/FIRE FIGHTER DETAIL

The health and safety of your attendees and exhibitors is very important to us. The City of Denver has adopted the Uniform Fire Code, which requires that off-duty fire fighters be assigned to public gatherings to provide for life-safety enforcement and crowd management. Both fire fighter and paramedic services are arranged through your Event Manager. [Refer to Paramedic-EMS Coverage Information](#) and [Fire Fighter Coverage Information](#).

## GIFT SHOP

The Gift Shop carries a myriad of items (i.e. sundry, office supplies, T-shirts, sweat shirts, etc.) plus a specialized collection of Colorado arts and crafts and Native American, Aspen and turquoise jewelry. The Gift Shop tailors its availability to your event hours.

## IMAGE AUDIOVISUALS

Image Audiovisuals is our preferred on-site audio visual provider. They offer a complete inventory of state-of-the-art audio visual equipment, as well as the following services:

- On site staffing and inventory
- 24/7/365 availability
- CTS® Certified Technicians

- HDTV projectors, screens and displays
- Mediasite® Presentation Web-Streaming
- Video/Audio Conferencing
- DVD and HDTV production services
- Medical meetings specialists
- CAD diagramming
- Audience response systems

Contact Image A/V  
[imageav.com](http://imageav.com)  
 303-228-8047

## AXS TICKETING AGENCY

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







# Food and Beverage

**Centerplate Catering is the exclusive food and beverage provider  
at the Colorado Convention Center.**



# Food and Beverage

**Put the “WOW” factor in your next event by learning about our food and beverage options provided exclusively by Centerplate Catering.**

## **CENTERPLATE CATERING**

Centerplate Catering is proud to be the exclusive caterer at the CCC. They have earned an excellent reputation for their fresh, innovative menus, the quality and presentation of their food, their professional and courteous staff, their attention to detail, the quality of service and most importantly, for their repeat performance in satisfying our guests.

## **CULINARY PROFESSIONALS**

Centerplate’s culinary professionals provide a wide selection of heart-healthy, vegetarian, international, American and regional menus for show management, exhibitors and attendees. They will specialize in the creation of custom menus; their highly trained catering specialists are also on hand to help you develop culinary plans based on your distinct food and beverage needs. In addition, our café-style restaurant and concession stands are conveniently located throughout the facility to enhance your event.







## Food and Beverage

### CATERING REPRESENTATIVE

Your Catering Representative helps you with all of your food and beverage needs. Together, the Event Manager and Catering Representative plan and execute all details necessary for the success of your event.

### PLANNING PROCESS

During the planning process, it is important to explain the responsibilities of the different team members. Just as the Event Manager requires information as to how and when you will use facility space, the Catering Representative







## Food and Beverage

requires the following details to create your food and beverage program:

Menus

Tasting and sampling

Coffee and refreshment services

Cafe-style restaurant and concession programs

Booth catering

Water service

Cash carts

We encourage you to contact us as soon as you are ready to start planning any of your food and beverage needs. Your Catering Representative is available to meet with you as early as your first contact with the facility. As your single source for planning food service needs, your Catering Representative should be included in your site tour to provide valuable information on the possibilities available to you.

Insurance liability does not permit us to allow any food or beverage to be removed from the facilities. All food must be consumed on the facility premises.

Please visit [denverconvention.com/plan-your-event/onsite-services-vendors](https://denverconvention.com/plan-your-event/onsite-services-vendors) for more information.





# Event Planner's Checklist

**"The CDMA Board of Directors has worked with ASM Global for many years during which we have developed a strong working relationship. The ASM Global staff is one of the most knowledgeable in the industry and will always strive to make our show a success."**

**-Steve J. Linton – CMDA President – Colorado Marine Dealers Association**







Event Planner's Checklist

# 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.

## NINE MONTHS

**DUE:** Provide event information and link for your event's website to be posted on CCC website at [www.denverconvention.com](http://www.denverconvention.com) (Information is posted nine months prior to your event).

☐

## SIX MONTHS

**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

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

☐

## SIX WEEKS

**DUE:** Schedule of events overview  
**Reminder:** Room set specifications due in two weeks

☐

## FOUR WEEKS

**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

**DUE:** Digital signage content/graphics, if applicable. Our 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.**

[Download Event Planner's Checklist](#)





# Uncovering "Ancillary" Charges

"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."

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





# Uncovering "Ancillary" Charges

**Learn about the Colorado Convention Center's "ancillary" charges to help in the budget planning process.**

We suggest contacting your Event Manager during your budget planning process to help you identify possible charges based upon your event needs. To help you plan your budget, ask your Event Manager to prepare an estimate for services and the provisioning of equipment that you plan to use. By working closely with your Event Manager, you will know in advance your "ancillary" charges.

The information on the next few pages is intended to help you understand the purpose of each of these services and associated charges.

## COAT AND PARCEL CHECK

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

1. Attended by Centerplate; cash or hosted: Please contact your Centerplate Catering Representative for more information at (303) 228-8050.
2. Attended by volunteers: To provide coat check on a complimentary basis when volunteers are used, no fee can be charged to the guest or be paid to the volunteers for

providing the service. No coat check tickets will be provided.

3. Unattended: To provide an unattended coat check on a complimentary basis, no fee can be charged to the guest. No coat check tickets will be provided.

We will provide the equipment and the setup for each selection as a complimentary set. All coat and baggage check services will be placed in the most appropriate location based on your floor plans and space available for the event.

## LABOR FOR ROOM SETS AND CHANGEOVERS

This is one topic that we encourage you to read carefully - especially if you are a meeting planner who has worked primarily in hotels or if you are new to working in convention centers.

We provide your initial standard set up at no charge, as long as we receive your set up requirements in writing thirty days prior to your first move-in day. Your initial standard set includes all of your non-exhibit areas (meeting rooms, offices, general sessions, meal functions, etc.). Ask your Event Manager for more details





## Uncovering "Ancillary" Charges

on what is included in an initial standard set. You will be charged for the provisioning of any additional equipment outside of the initial standard set and for any changes to these initial set-ups. For the ease of your planning, we have a capacity sheet that reflects capacities that have been fire marshal approved. [Refer to Dimensions and Capacities Chart.](#)

If your event is taking place simultaneously with other events, first priority for available equipment is awarded to the licensee with the earliest signed contract date. Our supply is rarely depleted, but should it happen, we will assist you in locating another source for equipment rental.

Please remember that your Event Manager needs to know your meeting space requirements at least thirty days before your first move-in day. Per your contract, if this information is not received on time or if substantial changes are requested after we receive your specs, you will be charged for the labor to set and/or change these areas. [Refer to Flat Rate Changeovers Explanation.](#)

## PARAMEDIC/EMERGENCY MEDICAL SERVICE COVERAGE

Depending upon your event space and attendance, emergency medical staff must be scheduled during your event hours. For events with more than 1,200 people in attendance, mandatory staffing requirements are enforced.

You may supplement, but you may not replace, facility emergency medical staff with indigenous medical personnel. Your Event Manager will schedule these services and provide you with an estimate. You will be billed for these services on your final event settlement. Ask your Event Manager about the current labor rate. [Refer to Paramedic/ EMS Coverage Information.](#)







## Uncovering "Ancillary" Charges

### FIRE PREVENTION BUREAU/ OFF-DUTY FIRE FIGHTER COVERAGE

The CCC utilizes state-of-the-art fire alarm and life-safety systems. The City of Denver, understanding that even the most sophisticated technology is not fail safe, has adopted the International Fire Code. The I.F.C. requires that off-duty fire fighters be assigned to public gatherings to provide for life-safety code enforcement and crowd management.

The Fire Prevention Bureau has established minimum off-duty staffing requirements for functions held at the CCC. Your Event Manager will schedule these services and provide you with an estimate based upon your event needs. You will be billed for these services on your final event settlement. Ask your Event Manager about the current labor rates. [Refer to Fire Fighter Coverage Information.](#)

### AUDIO EQUIPMENT

Work directly with your Event Manager regarding usage of microphones. Your Event Manager will also advise you on labor to operate any additional sound equipment.

### INTERNET

Smart City Networks is the exclusive event technology provider for the CCC. Please contact our Customer Sales and Service Department at 303-228-8056 for pricing. For more information, please visit [denverconvention.com/plan-your-event/onsite-services-vendors](http://denverconvention.com/plan-your-event/onsite-services-vendors).







## Uncovering "Ancillary" Charges

### ELECTRICAL AND MISCELLANEOUS UTILITIES

#### Electrical

We supply two complimentary 20 amp circuits for audio visual set up in each meeting room, ballroom and/or group of rooms, provided your equipment safely plugs into our standard outlets. All other power including head table locations, computer labs, registration and general office set up must be purchased individually. Power must be ordered for public spaces. If you need any additional equipment/power or an electrician to help with your requirements, please make these arrangements with your Event Manager.

#### 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 inescapable cost for most conventions and trade shows. Due to variations in volume, we provide trash removal at a nominal fee.

One compactor is provided for each exhibit hall. In some cases, your trash needs will exceed what is provided. For additional compactors and debris boxes, the charges will be billed to you. Trash removal is not a profit center for us. We charge for each completely filled compactor of dry waste only. If you only use a portion of the

compactor, you will be billed for the percentage used. Standard charges have been based on the use of compactors for normal trash and debris. Please ask your Event Manager about specific charges.

The CCC is committed to recycling and provides receptacles throughout the common areas for your event recycling needs. CCC participates in a single-stream recycling program. We encourage all contractors to participate in our recycling program as it has proven its effectiveness at reducing trash costs. Please ask your Event Manager about details.

### EXTRAORDINARY HOUSEKEEPING

Based upon your decorating needs, there may be an occasion where special cleaning is required during or after your event. The fee is based on the labor it takes to return the space to the original condition.

Please also be advised that only approved adhesives are permitted in our facility. If an approved adhesive is not used and residue is left behind on the walls, columns, etc., a fee is charged to return the space to the original condition. Ask your Event Manager for the list of approved adhesives.

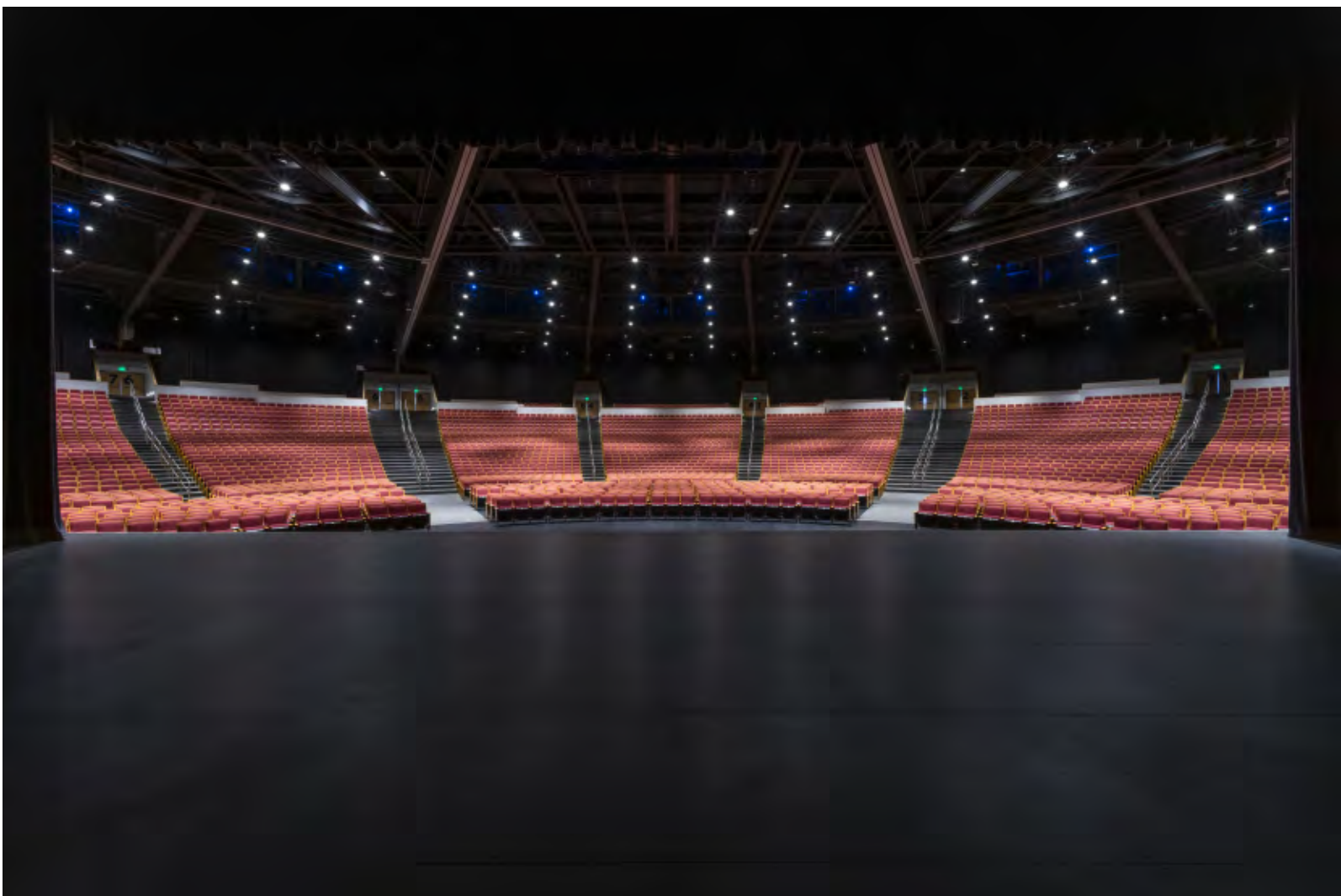




## Uncovering "Ancillary" Charges

### WATER SERVICES

Our Building Services staff will provide water service to podiums and head tables at no charge. Please contact your Centerplate Catering Representative for water service at additional locations.







# Rules and Reasons

**"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 in 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**



## Rules and Reasons

# Rules and Reasons

Take a moment with our Director of Event Management to learn the "reasons behind the rules" as you plan your event.

The CCC has the capability to service a wide variety of meeting activities ranging from large trade shows and exhibitions to small-group meetings and conferences. The requirements for production of trade shows and exhibitions differ from those of other types of shows. Some of the following rules and policies apply in a general sense to all of the events occurring at our facility, while others apply primarily to

exhibit activities. Lobbies, concourses, and food facilities are considered public areas and not under Licensee control. [Refer to CCC's General Operating Policies and Procedures, "Answers to Most Frequently Asked Questions".](#)

Please contact your Event Manager if you have any questions or would like further clarification regarding any of the following rules.







## Rules and Reasons

### BALLROOM EXHIBITS

"Step by step, we help you to understand and plan your exhibits in either of our ballrooms. These rooms require careful planning to meet fire code and utility requirements."

**Rule:** These beautifully carpeted space need to be protected from unnecessary damage.

**Reason:** It is our goal to help you showcase your exhibits in a safe environment and help you preserve the room so it is ready for the next event. Your Event Manager can help you understand our guidelines. [Refer to Ballroom and Prefunction Exhibit Policy.](#)

### BUILDING DAMAGE

"It is our goal to provide you with a facility that has superior preventative maintenance methods to ensure that your contracted space is presentable."

**Rule:** As the Licensee who has contracted the use of the facility, you are responsible for any damage caused by your staff, contractors, exhibitors or attendees. This policy is intended to help us recover costs for repairing damage to the facility (exceeding reasonable wear and tear) caused by anyone associated with your event.





## Rules and Reasons

To make certain this rule is applied fairly, our Operations Manager will schedule a walk-through on your first move in day as well as a second walk-through at the conclusion of the event in order to compare pre-event and post-event facility conditions. This will help to determine if you should be responsible for any repairs or replacements. You will be informed of any damage occurring during your event, with both written reports and photographic accounts if possible.

**Reason:** Since you are the Licensee, we turn to you for responsibility. Our goal is to keep our facility in good repair so every client may equally enjoy the attractiveness and serviceability of the center.

**Helpful advice:** It is difficult to oversee everything that happens when you are on site and we know that you cannot control all of the actions of your contractors. Here are two suggestions to minimize your risks:

1. Make sure your exhibitors and speakers know the rules and regulations that apply to them.
2. Inform your general service contractor that you will hold them responsible for any damages they cause during your event.

### FREIGHT DELIVERIES

**"Your Event Manager can provide you with options for small deliveries prior to your contracted day."**

**Rule:** We do not accept any freight or materials

including overnight freight services. 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 does not have warehousing facilities on site.

### HAND-CARRIED FREIGHT

**"IATSE, Local 7 has union jurisdiction for the usage of material handling equipment. Discuss your event needs with your Event Manager so we can assist in a smooth move-in and move-out for your event."**

**Rule:** Move-in and move-out through the CCC lobbies is 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.

**Reasons:** 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. Also, the loading docks are the only appropriate entry points for such deliveries due to applicable union rules.







## Rules and Reasons

### FLOOR PLAN APPROVAL

**"We share in your goal to ensure that your attendees are in a safe environment. Your Event Manager will process your floor plans at no charge with the Denver Fire Department for final review and approval."**

**Rule:** Before you complete the sale of your exhibit space and sign contracts with your exhibitors, you must submit your floor plans and receive approval from the Denver Fire Department. In signing your contract with us, you have agreed to submit a digital version (PDF) of your 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 also includes floor plans for general sessions held in exhibit halls or the ballrooms and use of the ballrooms prefunction areas, lobbies and any public areas. [Refer to CCC's Venue Directory and Map](#) for a visual reference on fire marshal approved maximum sets.

**Reason:** By receiving approval from the Denver Fire Department, it will prevent you from selling exhibit space that must be later changed to conform to fire and safety codes.

### SIGNAGE AND BANNERS

**"The CCC offers turnkey, pre-approved locations for displaying your signage or banners."**

**Rule:** It is necessary to submit, in writing, a comprehensive signage/banner package to CCC Operations in order to conform to our protocol.



**Reason:** We retain complete control over our facility, which limits event-related signage and decoration to its interior spaces. Also, extensive coordination is necessary when multiple events are in the facility. This not only helps us in maintaining an orderly event setting, but also prohibits unauthorized advertising or other messages being installed by individual exhibitors or other events which may occupy different portions of the building. [Refer to Banner and Signage Package.](#)

### SMOKING POLICY

**"CCC supports a mandated smoke-free environment. We do offer designated outdoor smoking areas."**

**Rule:** Per State legislation, smoking in all City-owned facilities is prohibited. The CCC provides a smoke-free environment.





## Rules and Reasons

**Reason:** The State of Colorado has adopted a non-smoking policy in the interest of public health, recognizing the medical evidence as to the potential health hazards of second-hand smoke.

### CARPET INSTALLATION

**"CCC encourages your creativity in planning your event. We simply ask for your understanding to submit samples for our prior approval."**

**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

**"The appearance of our well-maintained facility speaks for this requirement to protect our assets."**

**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 such areas as the meeting rooms, concourses and the ballrooms, your general service contractor must take protective measures to avoid damage caused by direct contact with lifts, pallet jacks and/or other such equipment.

**Rule:** There are specific limitations on exhibits in the ballrooms and meeting rooms. There are limited provisions for installation of electrical or telephone services to individual exhibits and no provision for plumbing.

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 through the use of sandbags or similar weights. The movement of equipment and material in these areas is limited to hand-carried items. No trucks, carts or other devices are allowed on the floor unless protected by plastic or plywood.







## Rules and Reasons

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

### RIGGING AND HANGING

**"We share your concern for the safety of your attendees. Our standards are common practices in the industry."**

**Rule:** Rigging and hanging in the CCC is permitted in Exhibit Halls A, B, C, D, E, F and both Ballrooms. All rigging and hanging from the hang points throughout the facility is subject to mandatory approval by facility management and is expected to meet generally accepted industry standards.

**Reason:** Safety is of paramount importance. It is our job to be concerned with the safety of attendees and to maintain facility hang points and ceiling structures. Rigging and hanging carries significant liabilities for the responsible party. It is our goal to eliminate any potential problems or hazards before they occur. Without exception, these rules and regulations are applicable to everyone using the facility for hanging and rigging. Failure to abide by these rules and regulations will result in the immediate removal of noncompliant items. Time and labor required to review and/or remove such hanging or rigging will be billed to the responsible party. If you have further concerns or questions, please contact our Operations Department at (303) 228-8000. [Refer to Rigging and Hanging Information.](#)



### SECURITY PROTOCOL

**"Security is paramount for your event and CCC. Your Event Manager can assist you in understanding our current event security requirements."**

**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 can include your exhibit, meeting, food service, office, registration and storage areas. [Refer to Event Security Staffing Protocol.](#)

We are responsible for providing a secure building perimeter including freight ramps and driveways and a twenty-four hour control room, where the emergency response system is monitored. We review the staffing levels you establish with your security contractor to ensure





## Rules and Reasons

that you have been provided with adequate coverage.

**Reason:** When you bring your event to our facility, we each accept some specific responsibilities for the security and safety of both people and property.

### DECORATIVE MATERIALS

**"Decorative materials aesthetically add a unique look to your event. We understand their value and can assist you in selecting what is acceptable."**

**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; all 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

**"Your Event Manager can assist in introducing you to your assigned Catering Representative. Centerplate will educate you on their protocols and creative food and beverage options."**

**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 prior to the start of your event(s). The remaining balance will be due five (5) business days prior to the start of your event.

**Reason:** On the basis of 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 in reference to 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:** Centerplate holds the Alcoholic Beverage License as well as insurance for food service for the facility. Therefore, Centerplate is liable for compliance with Colorado's strict laws governing the use and consumption of alcoholic beverages on the premises, as well as







## Rules and Reasons

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 [denverconvention.com/plan-your-event/onsite-services-vendors](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

"CCC has an outstanding working relationship with the Denver Fire Department. By simply adhering to their requirements, it will allow for a smoother move-in and move-out."

**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 clearly 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

"We are proactive and work with your general service contractor so they understand our protocol for ensuring that the exhibit hall is ready for the next event."

**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 walk-through 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 installation by their general service contractor.

### UNION LABOR

"Although you are required to adhere to CCC's union labor requirements, your Event Manager will help you understand how these basic work standards benefit you."

**Rule:** All decorating, display, drayage theatrical, rigging, production, audio visual, 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.





## Rules and Reasons



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 is the exclusive right of full time employees of an exhibiting firm. [Refer to Union Labor Requirements](#).

Any outside or additional labor required for installation, dismantle 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:** We are proud of the quality of our labor force in Denver. We acknowledge the work rules as defined by the union contracts between the labor unions and the service contractors. These agreements provide uniform standards for labor and charges for services and are intended to encourage consistent levels of quality service for meeting planners, show managers and exhibitors.







## Rules and Reasons



### Vehicle/Truck Staging

**"It is our goal to work with your general service contractor to ensure the ease of your move-in and move-out for your exhibitors."**

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

**Reason:** There must be a clear and accessible fire lane around the CCC at all times to provide clearance for emergency vehicles. [Refer to Event Security Staffing Protocol.](#)

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

**Reason:** The facility may be hosting several events simultaneously, and we must maintain access to our loading docks and lobby entrances for all of our clients. Truck marshaling yard arrangements are mandatory since the facility does not have an on-site vehicle queuing area. Due to limited dock space, events using the lower level docks are required to pre-plan dock assignments through facility Operations.





## Rules and Reasons

### SALES/USE TAXES AND LICENSES

**"In order to minimize your research, the City and County of Denver has appointed experts to assist in the processes of obtaining necessary 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 own 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:**

[colorado.gov/cms/forms/dor-tax/dr0589.pdf](http://colorado.gov/cms/forms/dor-tax/dr0589.pdf)

**City and County of Denver Special Event Tax License:**

[Refer to the City of Denver Treasury](#)

[Website](#) and click on Special Event Sales Tax to get full information and a packet.

**Reason:** Whether it occurs on a show floor or in a store any sale may be subject to sales tax. The Standard or Special Event Tax License allows the State of Colorado and/or the City of

Denver to collect sales taxes on merchandise transactions, while recognizing the one-time or periodic nature of trade or consumer show sales.

### Facilities Development Admissions (FDA) Tax

"FDA" tax applies to those events in which an admission is charged, unless an exemption is granted. For more information about this tax and how to determine if you are eligible for an exemption, please go to:

<http://www.denvergov.org/treasury/business/taxes/tabid/440482/default.aspx> and click on FDA tax.

### AXS Ticketing Agency

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

### CERTIFICATE OF INSURANCE

**"The City and County of Denver requires specific verbiage in order to meet their requirements. Our sample form should make it an easy process."**

**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.](#)

**Reason:** To protect both you and us.







# Resources

**"The Metro Denver Automobile Dealers Association has a wonderful working relationship with ASM Global in hosting the annual Denver International Auto Show. They have considerable strength through their continued relationships with the community, working with their clients and their vendors."**

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



# Resources

Find additional resources and information that have been referenced in this guide.

## THE FOLLOWING RESOURCES HAVE BEEN REFERENCED IN THIS GUIDE:

- [Event Planner's Checklist](#)
- [Event Security Staffing Protocol](#)
- [Guest Services Information](#)
- [Event Housekeeping Procedures](#)
- [Sustainability Quick Facts](#)
- [Sustainability Client Information](#)
- [Sustainable Events Guide](#)
- [Flat Rate Changeover Explanation](#)
- [Paramedic/EMS Coverage Information](#)
- [Fire Fighter Coverage Information](#)
- [General Operating Policies and Procedures](#)
- [Technical Information](#)
- [Dimensions and Capacities Chart](#)
- [Ballroom and Prefunction Exhibit Policy](#)
- [Digital Display Client Package](#)
- [Banner and Signage Package](#)
- [Rigging and Hanging Information](#)
- [General Service Contractor Guidelines](#)
- [Union Labor Requirements](#)
- [Denver/Colorado Sales and Special Event Tax License Information](#)
- [Insurance Information](#)
- [AXS Ticketing Agency Quick Facts](#)

You may click on each resource above to be redirected to that document, or visit our [Event Planner's Guide](#) to access this full list of resources.







## 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.

### **NINE MONTHS**

prior to first move-in day

**DUE:** Provide event information and link for your event's website to be posted on CCC website at [www.denverconvention.com](http://www.denverconvention.com) (Information is posted nine months prior to your event).

☐

### **SIX MONTHS**

prior to first move-in day

**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**

prior to first move-in day

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

☐

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

☐

### **SIX WEEKS**

prior to first move-in day

**DUE:** Schedule of events overview

☐

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

☐

### **FOUR WEEKS**

prior to first move-in day

**LATE CHARGES MAY BE APPLICABLE AFTER THIS POINT**

**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**

prior to first move-in day

**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.**