



DENVER, CO
December 1 & 2, 2018
National Western Complex

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SPONSOR/EXHIBITOR CHECKLIST

- | | |
|---|----------------------------|
| <input type="checkbox"/> Secure your sponsorship/space | SEE PG. 4 |
| <input type="checkbox"/> Review your inclusions, if applicable | SEE PG. 7 |
| <input type="checkbox"/> Review SCA policies | CLICK HERE |
| <input type="checkbox"/> Book your hotel (COPY AND PASTE https://bit.ly/2xd4kUa) | SEE PG. 6 |
| <input type="checkbox"/> File your permit with the city, if applicable | CLICK HERE |
| <input type="checkbox"/> Order your Electrical, if needed (C&P https://goo.gl/forms/KTgNbT7q4Ximk3n23) | SEE PG. 3 |
| <input type="checkbox"/> Order your F&B, plants | SEE PG. 7 |
| <input type="checkbox"/> Send in your insurance (Exhibitors Only) | SEE PG. 3 |
| <input type="checkbox"/> Schedule your freight in, to arrive between November 26-29, 2018 | CLICK HERE |
| <input type="checkbox"/> Ensure use Shipping labels are properly completed | SEE PG. 3 |
| <input type="checkbox"/> Complete the shipping manifest (COPY & Paste https://goo.gl/forms/LvbtG7pxcBayFEKk2) | CLICK HERE |
| <input type="checkbox"/> Schedule your outbound freight | SEE PG. 3 |



GENERAL INFORMATION

Event Name: COFFEECHAMPS - Denver

Event Dates: Saturday & Sunday - December 1&2
Move In: November 28

Location: National Western Complex (Stadium Hall) [Move in Map](#)

Address: 4655 Humboldt St, Denver, CO 80216

EVENT SCHEDULE:

Warehouse National Western Complex will begin receive freight on NOVEMBER 26, 2018

Setup:

Exhibitor Set up: Friday, Nov 30: 10am – 5pm
Saturday, Dec 1: 7am – 8:45 am
All tables and booths need to be set by 9:45 a.m.

Competition Equipment set up: Friday, Nov 30: 3pm – 5pm

ATTENDEE HOURS: Saturday, Dec 1: 9am – 6pm
Sunday, Dec 2: 9am – 6pm

Tear Down: Sunday, Dec 2: 6 – 8pm
Monday, Dec 3: 8 - 12pm
All shipments must be out by 12 p.m.

Event Day Access Hours for Competitors, Judges and Exhibitors

Friday, Feb 2: 6:30am – 6pm
Saturday, Feb 3: 6:30am – 6pm



KEY CONTACTS:

CoffeeChamps Staff:

Melissa McGuinness, Sr. Event Manager
melissam@sca.coffee

Carllee Curran, Competition Coordinator
carrleeC@sca.coffee

Jennifer Gonzalez, Jr. Event Manager
jenniferg@sca.coffee

Susan Gates, National Account Executive, Sponsorship Sales
susang@sca.coffee

Danny George, Sales Coordinator
dannyg@sca.coffee

Food and Beverage Orders

Benjamin Garcia
Director of Special Events & Catering
4655 Humboldt Street | Denver CO | 80216
direct: 303.291.2565 | mobile: 303.519.1860 | fax: 303.292.1708
benjamingarcia@kmssa.com

Travel and Housing:

Par Avion
Phone: (310) 590-4711 Toll Free: (800) 826-0143
Fax: (310) 649-3554
Email: rescenter@paravion-inc.com
Host Hotel: Hampton Inn & Suites Denver Downtown (3 mile drive)
Rate: \$89.00 (Breakfast Included, shuttle service to venue available)
Deadline: November 15th

Plants and Floral:

Ladybird Poppy www.ladybirdpoppy.com
Sarah Tedford - 720-220-9654
sarah@ladybirdpoppy.com

Shipping carrier, Furnishings & Signage:

Freeman Exhibitor Kit: <https://drive.google.com/open?id=17UdarJ7iF54mqOQzCSgY5BqtoO3miMOu>
ORDER ONLINE: <https://www.freemanco.com/store/show/landing?showID=481267>



DELIVERY PROCEDURES:

INBOUND

ADVANCED WAREHOUSE: [CLICK HERE](#) for details

EXHIBITORS ARE RESPONSIBLE FOR ALL COSTS ASSOCIATED WITH MATERIAL HANDLING FROM FREEMAN

FREEMAN (COMPANY NAME)

4493 FLORENCE ST

DENVER, CO 90238

Exhibitors ONLY - May ship to Advance warehouse if they would like between November 1-November 27 using the address above. All shipments set to arrive after that date must use the information below:

TO SHOW SITE

NWC - Receiving freight on Monday, Novr 26 - Thur, Nov 29, 2018 between the hours of 9-4 p.m. at Loading dock 15. LIFTGATE REQUIRED. Label Freight according to instructions below and complete the shipping manifest: LIFTGATE REQUIRED <https://goo.gl/forms/LvbtG7pxcBayFEKk2>

SHOW SITE
SPONSORS who may also be EXHIBITORS ONLY PLEASE KEEP ALL EXHIBITOR ITEMS SEPARATE FROM SPONSOR ITEMS
NATIONAL WESTERN COMPLEX (STADIUM HALL) Attention: CoffeeChamps – Melissa McGuinness COMPANY:: _____ BOOTH: _____ SPONSOR AREA (IF APPLICABLE): _____ 4655 Humboldt St, Denver, CO 80216

OUTBOUND:

Pack up: December 2, 6 – 8 p.m. | Ship out: December 3, 8 a.m.-12 p.m.

Shipments: Shipments can be arranged directly via Freeman transportation, if you choose to. Sponsor/Exhibitors may use any company of their choosing, but all product must be picked up on Monday, December 3. Should you choose to contract Freeman, please see Freeman Exhibitor Kit. All items must be properly labeled with your shipping information and the NAME of the Carrier who is picking up your freight. Should you require assistance with shipments out, please contact Freeman, contact information listed above under Key CONTACTS



Exhibitor/Sponsor Information

Booth: Items included

- One (1) 8x8 booth
- One (1) 6' table, black drape
- Two (2) chairs
- Communal trash bins
- Communal Recycle bins
- (2) Exhibitor/Guest Passes
- Company listed on our website

All electrical and additional furniture are additional and to be arranged with Melissa McGuinness.

Roaster Village: Items Included

- One (1) 6' table, black drape
- Communal trash bins
- Communal Recycle bins
- (2) Exhibitor/Guest Passes
- Access to a Grinder & water tower
- Company listed on our website

Additional electrical required must be arranged directly with Melissa McGuinness

All Shipments sent to Freeman



Permits and Onsite Sales

Exhibitors: Permits (Please follow instructions as noted on the bottom of pg.1 of the form)

Per the City of Denver, forms are due as soon as participation in event is confirmed

- Temporary Special Event Business Licenses are available for special event vendors at a cost of \$5.00 per vendor, per event if you plan to retail.
 - [CLICK HERE FOR THE FORM](#)
 - OR COPY AND PASTE INTO BROWSER: <https://bit.ly/2Co2FjA> or [CLICK HERE](#)
- All applications are to be completed directly between the exhibitor and the city of Denver.
- Local Denver Businesses who currently carry a business license with the City of Denver will not need to obtain a temporary Business license.
- All Taxes from the sale of taxable products need to be arranged and paid directly to the city of Denver, CO.

Authorization Request: Sample Food and/or Beverage Distribution must be approved. All items are limited to the following sample sizes.

- Food items limited to 2 oz.
- Beverages limited to 2 oz. for non-alcoholic beverages and beer, 1 oz. for wine and .05 oz. for all other alcoholic beverages.
- Sampling of beer, wine and/or alcoholic beverages requires licensed bartender. Arrangements must be made through the catering office above.
- All costs associated with Bartender are the responsibility of exhibiting party.



SCA Policies and Procedures

Code Of Conduct - <https://sca.coffee/code-of-conduct/>

Participation in the form of an attendee, Exhibitor/Sponsor, Competitor, Vendor must agree to the SCA Code of Conduct. Failure to agree to these terms will forfeit your participation in the event at the discretion of the SCA and CoffeeChamps staff.

Video/Photo

SCA reserves the right to photograph, video the event including sponsor and exhibitor tables for the purposes of training or marketing.

Proof of Insurance

Certificate of Insurance

Exhibitors are solely responsible for the care, custody and control of their own exhibit space and material. Exhibitors should carry insurance for covering loss or damage to their exhibit material.

As a standard requirement for all of our show exhibitors, it is necessary for you to carry general liability coverage from an insurance company in good standing with minimum policy limits of \$1,000,000 per occurrence and \$2,000,000 aggregate.

This insurance must be in force during the lease dates of the event, December 1-2, 2018, naming Specialty Coffee Association (117 W. 4th Street, Suite 300, Santa Ana, CA 92701) as the certificate holder. Specialty Coffee Association, National Western Complex, as additional insured.

Proof of Insurance must be emailed to MelissaM@sca.coffee by November 16th.

Equipment/Merchandise/Display Insurance

All exhibitors are strongly urged to obtain full-coverage temporary insurance for their merchandise and display while in transit and while at the exposition.

If you need to purchase event insurance please use the online application: [CLICK HERE](https://drive.google.com/open?id=1z2KBG8e4ygh_jhFHFy3IRLaHJqkocDzb)
https://drive.google.com/open?id=1z2KBG8e4ygh_jhFHFy3IRLaHJqkocDzb

Questions: Melissa McGuinness at melissam@sca.coffee



Management of Booth

The exhibitor will not dismantle their display prior to the stated closing of the exhibition. No exhibit or any part thereof may be removed during the period of such exhibition, without the written consent of exhibition management. Exhibition space must be fully operational and staffed during published exhibition hours. Unstaffed exhibits, undecorated exhibits, including early breakdown, will be removed without the consent of the exhibitor

Age Restrictions

Anyone over the age of 16 must have a ticket. 16 and under are free with paid adult.

Animals:

Under the Americans with Disabilities Act (ADA), people with disabilities are welcome to bring their service animals into all areas of the facility. All service animals must wear proper Identification Cancellations

Cancellation policy:

Cancellations 30 days prior to event will receive a full refund. Cancellations 14 days prior to the event will receive a 50% refund. Cancellations less than 14 days prior to event will forfeit the full sponsorship/exhibitor fee.

Thank You – We'll see you in Denver, CO!