

**NEWH**  
REGIONAL  
**TRADESHOW**  
**DENVER**

**EXHIBITOR INFORMATION**  
NEWH Denver Regional Tradeshow  
Hilton Denver City Center  
1701 California Street  
Denver, Colorado 80202

• **BOOTH SETUP:**

**Day of show: Thursday, June 2<sup>nd</sup> from 8 am – Noon**

- All booths are 6ft x 6ft, with an 8ft high back drape and 3ft high draped sides.
- Tall panels and/or other large items cannot block the view of the next exhibitor. **Tall items should be placed against the back of the booth and should not extrude more than 2 feet out.** You will be asked to remove any items outside of this area.
- **Booths must be set up no later than 12:00pm.** After this time any unpacking or set up will not be allowed as the room will be being prepared for the start of the show at 1:00pm.
- NEWH staff & volunteers will check in registered exhibitors outside the show room and will provide exhibitor badges, exhibitor material, and show you to your booth location if needed.

• **PARKING:**

- Discounted self-parking available at the Plaza Garage, located at 1820 California Street. Day of only, valet parking rate of \$30 if you mention NEWH.

• **CARRYING ITEMS TO YOUR BOOTH:**

- **Local Exhibitors hand-carrying in:** You may self-park and **hand carry** items into the show, but you **may not use moving equipment including dollies, hand trucks, wagons or moving carts** as we are contracted for shipping and show handling through Alliance. You may use a small, collapsible 2-wheel cart or a rolling duffle bag/suitcase. If your items are too heavy to carry by hand or if you must make numerous trips to carry items in, you **must** order cart service through Alliance Exposition. Carry in will be closely monitored and **violators will not be allowed entrance to showroom floor.**
- If you need assistance carrying items to your booth or have large items, contact Alliance for cart service fees and assistance.
- Please account for sufficient employees, reps and/or factory staff to carry in, set up and take down your booth.
- Bell hops may be able to assist you if not already helping overnight hotel guests, but they may not enter the show floor with their carts.
- **Exhibitors that have hired Alliance for cart service move in/out via unloading dock:** This means you have pre-ordered car service through Alliance Exposition. If you have not already ordered, contact Alliance Expo to order cart service; Exhibitor Kit link: <https://alliance-exposition.boomerecommerce.com>. Alliance Exhibitor Services Team: (703) 528-2001; email [exhibitorassistance@alliance-exposition.com](mailto:exhibitorassistance@alliance-exposition.com).
- If you shipped through Alliance Expo or ordered cart service, items will be in your booth. If they are not, please find an Alliance Expo representative on site.

• **BADGE COLORS:**

- Badges are color coordinated according to attendee type. The NEWH volunteer staff will do their best to distribute the correct colors. Badge colors are as follows:
- **Exhibitors:** black with black string.
- **Students/Educators:** yellow with yellow string.
- **General Attendees (A&D/Procurement/Hotel Related):** red with red string.

- **LUNCH:**

- Complimentary lunch provided to all exhibitors starting at 12:30pm, and to all attendees from 1:00pm until 2:00pm to encourage early show attendance.

- **TRADE SHOW:**

- Show hours: **1:00pm – 6:00pm**
- Attendees will be given a shoulder bag during check-in to carry brochures and handouts. Be sure to bring sufficient company handouts to give away.
- Candy giveaways in your booth are permitted; however, any other food or beverage giveaways must be arranged in advanced through catering. Contact Kate Nesbitt [kate.nesbitt@newh.org](mailto:kate.nesbitt@newh.org) or 866-935-6394

- **PANEL DISCUSSION – Collaboration, Connection & Community- Noon to 1:00 pm**

NEWH Rocky Mountain chapter has gathered a distinguished panel of professionals in the hospitality industry for an in-depth conversation on fostering effective partnerships and establishing connections in our community.

Our panelist include **William Balinbin**, Principal of Development, Sage Investments; **Karen Havelka**, Procurement Project Manager, DH Companies; **Chelsea Hershelman**, Director of Design & Development, CoralTree Hospitality; **Candice Spicer**, Principal, Shift Design Studio; **Cindy Senger**, NCIDQ, LEED AP, Principal, Senger Design Group. Moderated by **Brittany Spinner**, Senior Manager, Architecture Design & Construction – Full Service – Hilton

- **DOOR PRIZES:**

- A blank door prize card will be given to each attendee during check-in.
- Each exhibitor is requested to mark any of the 45 numbered blank spaces on the card with a colored permanent marker as attendees visit their booth– markers available at the NEWH Registration Desk.
- When the card is fully marked, attendees may drop off their card at the NEWH Registration Desk to be entered for the drawing. Two cards will be drawn: one at 3:30pm and the other during the cocktail food reception, approximately 5:45pm. \$500 cash prize each, must be present to win.
- Exhibitors are not eligible to enter drawing.

- **BREAK DOWN AND MOVE OUT:**

- Break down begins at 6:00pm; **early break down is not permitted and in doing so may result in exclusion from future shows. This will be monitored on-site.**
- Alliance will immediately begin returning empties and breaking down booths at 6:00pm. Exhibitors must pack up and hand in shipping forms to Alliance or remove items from the show room immediately following the receipt of empty boxes after the show.
- Any other arrangements made need to be communicated to NEWH staff and Alliance.
- If you choose to leave items behind, such as crate or furniture, there will be a disposal fee if someone local does not want to take these items home. You will need to inform both NEWH and Alliance that you'll be leaving items.
- Exit locations: Hilton, Alliance and NEWH staff will be on hand to direct you.
- You are allowed to hand carry or use small collapsible 2-wheel carts to move your items out.
- Outbound crates or skids are handled by Alliance; you may use their advance forms for drayage and shipping. Please coordinate with them directly.
- **Exhibitors must have everything packed and moved out by 9:30pm.**

*If you have any additional questions or concerns, please feel free to contact us.*

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