



CEDIA<sup>®</sup>  
EXPO

NEW EXHIBITOR  
REFERENCE GUIDE

Introducing a new program for FIRST Time Exhibitors! Shepard will offer any 1st time CEDIA Expo Exhibitor a 15% discount off their Shepard order. *\*Discount to be applied to invoice within 10 days prior to show open.*

## INFORMATION

As a first-time exhibitor, we want to make sure your exhibiting experience is as successful as possible. Below are some important show information, schedules and key details to help navigate the preplanning process for exhibiting at CEDIA Expo.

## FACILITY

Colorado Convention Center  
700 14th Street  
Denver, Colorado 80202  
Phone: (303) 228-8000

Questions: [info@denverconvention.com](mailto:info@denverconvention.com)

## SHOW DATES/TIMES

Thursday, September 12  
9:00am – 6:00pm

Friday, September 13  
9:00am – 6:00pm

Saturday, September 14  
9:00am – 5:00pm

The Exhibitor Console does require a log in. The username will be the email address associated with your exhibit booth contract. The individual password is located on your booth exhibit contract. If you cannot locate this, please reach out to your sales manager to retrieve or you can click "retrieve password" and the password will be sent to the email address on the exhibit booth contact.

## FLOOR PLAN

To access, the exhibit hall floor plan [Click Here](#)

## EXHIBITOR RESOURCE CENTER

Need assistance? The Exhibitor Resource Center is your one stop to find all show related information. To access key show information, schedules, vendor order forms, deadline check list and the [Exhibitor Console](#), please visit the [Exhibitor Resource Center](#).

## EXHIBITOR SERVICE MANUAL

To access a quick reference index of all Exhibitor Service Manual forms and documents, [Click Here](#)

## EXHIBITOR CONSOLE

The [Exhibitor Console](#) is your resource to all below items and more!

- Update company profile for online listing and directory listing
- Search attendee list
- Purchase sponsorship opportunities
- Register Exhibitor Badges
- View the Exhibitor Service Manual
- Upload company insurance documents, EAC forms, chair and wastebasket requests

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### HOTELS

OnPeak is the official housing provider for CEDIA Expo. To book all hotel rooms/blocks with CEDIA Expo at discounted hotel rates, [Click Here](#). If you have any special requests or need further assistance booking a hotel room, please contact onPeak. onPeak : Phone: 855-202-7214 [Send an e-mail](#)

### EXHIBITOR SERVICES

#### ORDER EXHIBITOR SERVICES

To order show services, all forms and important exhibitor information can be found in the [Exhibitor Service Manual](#). PLEASE NOTE: To browse the full CEDIA Expo Exhibitor Service Manual and place orders using Shepard Online, you are required to create a unique username and password. This username/password is NOT your Customer ID number/password you use for registering your staff. If you have previously exhibited at CEDIA Expo or ordered Shepard equipment and services for another show, you can use the same username and password for CEDIA Expo. Whether a new or previous user of Shepard Online, you'll need to add CEDIA Expo under the "My Shows" section under "My Account". For assistance, please contact Shepard Customer Service at 866-366-7428.

#### TARGETED FREIGHT MOVE-IN /OUT SCHEDULES

Due to the size of CEDIA Expo, a [scheduled freight move-in plan](#) ensures an orderly and efficient booth set-up based on the location of your booth. Each exhibitor is assigned a target time. The [targeted freight move-in](#) indicates the earliest day your freight can arrive if being shipped directly to the Colorado Convention Center. If being shipped in advance to the Shepard warehouse, your freight will be at your booth by your scheduled day. Please take in to account delays when planning your shipment direct to show site and when you will be able to start setting up your booth, as there can be a wait time for carriers depending on the volume of carriers delivering at any certain time/date as well as limited dock space available to unload shipments.

## LABOR

Colorado is NOT a “right-to-work” state. Exhibitor personnel may set up their own exhibits if so desired using their own non mechanized tools and company personnel. Union Labor is available to assist in the installation and dismantling of exhibit booths. Exhibit labor, freight and rigging labor, electricians and plumbers can be arranged for at established rates, using the enclosed order forms, [Click Here](#)

Full time employees of an exhibiting company may install and dismantle their own display provided the work can be completed in under 60 (sixty) minutes without the use of mechanized tools. Any outside or additional labor required for install, dismantle or decorating of display is to be performed by union labor.

## ELECTRICAL

All electrical must be ordered through Denver Convention Center, the exclusive electrical provider of the Colorado Convention Center. Booths may have outlets pre-dropped in the booths. Please be advised that if you plug into these electrical outlets, you will be charged for your power usage at a higher rate than if you had ordered it in advance. For your safety and the safety of other show participants, all electrical work including floor distribution must be performed by DCC. Electrical equipment shall be operated and maintained in a manner that does not create a hazard to life or property. Sufficient access and working space must be provided for all electrical equipment and must comply with current N.E.C. standards. See the [Exhibitor Service Manual](#) to view the detailed electrical services and guidelines.

## SHIPPING AND HAND CARRY

For information on Shipping and Hand Carry, refer to the Shipping Information section of the [Exhibitor Kit](#) starting on page 11.

## INSURANCE

Show management requires each exhibiting company and exhibitor appointed non-official contractor to carry general liability insurance, automotive liability insurance and workmen’s compensation coverage. Please refer to the “Insurance Requirements Policy” in the [Exhibitor Kit](#) for specifics on insurance requirements.

## BOOTH CONSTRUCTION AND GUIDELINES

Refer to the [Exhibitor Service Manual](#) for all items included in your specific booth space and for construction rules and regulations.

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### MARKETING TOOLS

A marketing program is key to your overall success at the event. CEDIA Expo offers resources from exhibitor education, webinars display offerings and Public Relations, [Click Here](#) to learn more.

### ADVERTISING AND SPONSORSHIPS

[Click Here](#) for more information on Advertising & Sponsorship opportunities.

### EXHIBITING TIPS

- Create a budget for the event
- Book a hotel room in the CEDIA Expo hotel block
- Review important dates and deadlines to take advantage of vendor early order discounts
- Decide what you will put in your booth space. Design your booth layout prior to arrival at the show and don't ship more than you need to allow you to conduct business in your booth
- Review your schedule with the targeted freight move-in/move-out schedules
- Consider the services and equipment you need to order for the show; electrical, labor, booth furnishings, etc., pre-show
- Login and update the Exhibitor Console
- Set calendar reminders for order discount deadlines to ensure you are saving money and have a smooth set-up
- To maximize your success at the event train booth staff to meet attendee expectations when they come to your booth
- Submit a floor plan with your electrical order indicating electrical placement
- Review work rules prior to arriving at the show
- Bring a credit card to show site to process last minute orders and services

### FREQUENTLY ASKED QUESTIONS (FAQS)

If you haven't found what you are looking for here, check the CEDIA Expo [Frequently Asked Questions \(FAQ's\)](#)

### WIFI

The Colorado Convention Center has complimentary Wi-Fi throughout the building for light browsing and email. If you would like to order enhanced internet for your booth, please see the [Colorado Convention Center online ordering system](#).