



The 26<sup>th</sup> Annual  
**Rocky Mountain Book & Paper Fair**  
August 6 - 7, 2010  
Denver Merchandise Mart – Denver CO

## Exhibitor Information

The Merchandise Mart has proven to be the winning location for us. We are pleased to occupy, again this year, the Expo Building: large booths, great lighting and easy access load in and out. Buyers and exhibitors all enjoy this spacious and professional hall and its very agreeable and professional support staff.

This year, we are stepping up our promotion - especially our online and email efforts. Promotion will also include ads and write-ups in local, regional and national publications, direct mail cards, fliers to other shows and more. Dealers at the RMBPF are promoted on our website as well.

We can promote the fair and your business even more effectively when we know what special items you may be bringing, your availability for interviews, quotes we could use in our publicity packets, web pages on which you'd be willing to mention the fair and your participation in it. We mail post cards preceding the fair and are glad to list you and your specialties on the web page. Send information you think may be useful to [bookfair2010@rmaba.org](mailto:bookfair2010@rmaba.org).

A contract for the fair is available at [www.rmaba.org](http://www.rmaba.org). Just print the contract, complete it, and mail with your payment to the address below.

Dana Cain - Coordinator  
Rocky Mountain Book & Paper Fair  
P.O. Box 481391  
Denver CO 80248  
303-347-8252  
Email: [bookfair2010@rmaba.org](mailto:bookfair2010@rmaba.org)

## More Details

**Date and Hours:** Originally the Rocky Mountain Antiquarian Book Fair, *The Rocky Mountain Book & Paper Fair* is sponsored by the Rocky Mountain Antiquarian Booksellers Association (RMABA). The fair will take place on Friday, August 6 & Saturday, August 7, 2010. It will be open to the public from 5 PM until 9 PM on Friday August 6, and 10 AM until 5 PM on Saturday August 7.

**Location:** The Denver Merchandise Mart Expo Hall is located at 451 E. 58th Ave, just east of Interstate 25 at Exit 215. The loading dock is located at the east end of the complex just north of 58th Ave. on Washington St. All access to the building will be through the loading dock when the fair is not open to the public.

**Set-up:** Set-up time is from 9 AM until 5 PM on Friday, August 6. Take down will be from 5 PM until 8 PM on Saturday, August 7. Only pre-registered dealers and helpers will be allowed inside the building during set-up and take down. Helpers, working for tips, will be available during set-up and take down.

**Hotels and Food:** An improved food and beverage cart will be on site. For our dealers a sandwich lunch will be provided on Friday afternoon as well as a reception after the fair closes on Friday evening.

The Fair has blocked rooms at the Comfort Inn Central, 303-297-1717, which is located at the Merchandise Mart, offering rooms for \$80.99 – \$85.99.

Area restaurant or other hotel recommendations are available on request.

**Booths:** A standard booth consists of three eight-foot tables in a 10 x 13 center space. Other options include two, four, five and six table booths that are arranged along the walls. Rates are listed on the contract. Be aware that the floor plan is not an exact rendition. Depending on the needs of the exhibitors there may be a slight alteration in locations of the booth.

**New This Year:** We now offer an option to pay online at [www.rmbookfair.eventbrite.com](http://www.rmbookfair.eventbrite.com) and we also offer an option to add pegboard walls to your booth. See contract and website for details!

Receive a \$25 discount by paying your booth rental in full by April 1, 2010. Dealer signs will be provided. Table drapes are required, and exhibitors should plan to bring their own. A limited number of white table covers (sheets) will be available at no charge. Glass display cases are available for rent through Tebo Store Fixtures 303-292-2426 or Toll Free at 1-800-525-2646. Electric power is available for \$65.00 per booth. Wi-Fi internet access is available through the Merchandise Mart for \$9.95 a day.

**Security:** All exhibitors and helpers must wear badges provided by RMBPF. Security will be provided at the door. Bags and stickers will be provided to all exhibitors and must be used. Itemized receipts must be issued for all purchases. Thieves will be prosecuted.

**Deadlines:** You may pay in full (online or with a check) anytime before July 15, 2010. Deadline for booth deposits (\$150 standard "Hold My Space" deposit), and deadline for early pay discounts is April 1, 2010. A \$50 late fee may be assessed for payments made after July 15. Refunds for cancellations before July 15, 2010 will be subject to a \$50 processing fee. Refunds for cancellations after July 15, 2010 are at the discretion of the organizers.

**Promotional Material:** Postcards, posters, and flyers will be available. Request as many of each as you can use. All postcards are good for \$1.00 off admission. Each exhibitor will receive four free passes to distribute as they wish.

**Featured Items:** Again this year, all exhibitors will have the opportunity to showcase special items that they will be bringing to the fair. See 2009 Featured Items on [www.rmaba.org/bookFair.php](http://www.rmaba.org/bookFair.php).

**Shipping:** Exhibitors who wish to ship items directly to and from the Merchandise Mart should contact Dana Cain, Fair Coordinator, for specific arrangements.

**Information and Contact:** Details and information will be available on our web-site [www.rmaba.org](http://www.rmaba.org) or by contacting:

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