



The 27th Annual
Rocky Mountain Book & Paper Fair
August 5 - 6, 2011
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 bookfair2011@rmaba.org.

A contract for the fair is available at www.rmaba.org. This year you can complete the form online using Microsoft Excel then print and mail with your payment to the address below. If you don't use Excel, there is a printable PDF of the contract that you can print, complete, and mail.

Dana Cain - Coordinator
Rocky Mountain Book & Paper Fair
P.O. Box 481391
Denver CO 80248
303-347-8252
Email: bookfair2011@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 5 & Saturday, August 6, 2011. It will be open to the public from 5 PM until 9 PM on Friday August 5, and 10 AM until 5 PM on Saturday August 6.

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 5. Take down will be from 5 PM until 8 PM on Saturday, August 6. 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.

****Lower Room Rates this Year:** The Fair has blocked rooms at the Comfort Inn Central, 303-297-1717, which is located at the Merchandise Mart. \$75 for one queen bed and \$84 for two queen beds or one king. (No limit on the number of people in the room.)

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.

Receive a \$25 discount by paying your booth rental in full by April 1, 2011. Dealer signs will be provided. Table drapes are required, and exhibitors should plan to bring their own. Glass display cases are available for rent through Dynamic Events of Denver 720-432-8801. This is a new showcase vendor. (See Showcase Rental Application at www.rmaba.org.) Electric power is available for \$65.00 per booth. Wi-Fi internet access is available through the Merchandise Mart for \$9.95 a day.

New Exhibitors: ***New exhibitors to the RMBPF, who are not a member of a book, map or ephemera professional organization will need to complete an Application to Exhibit. Copy of Application to Exhibit available at www.rmaba.org under 2011 RMBPF Exhibitor Info.

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 by check anytime before July 15, 2011. Pay in full by April 1, 2011 and receive a \$25.00 discount. A \$50 late fee may be assessed for payments made after July 15. Refunds for cancellations before July 15, 2011 will be subject to a \$50 processing fee. Refunds for cancellations after July 15, 2011 are at the discretion of the organizers.

Promotional Material: Postcards 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 2010 Featured Items at:

http://www.rmaba.org/rmbpf/2010/2010_FeaturedItemsOverview.html

Shipping: Exhibitors who wish to ship items, at no additional charge, should label and send as follows:

Your Company Name & Booth Number
Book and Paper Fair
Denver Merchandise Mart
451 E. 58th Ave.
Denver CO 80216

Information and Contact: Details and information will be available on our web-site www.rmaba.org or by contacting:

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