

31st Annual Rocky Mountain Book & Paper Fair

Exhibitor Information Guide

Friday, July 31, 2015 – 2:00 pm – 8:00 pm

Saturday, August 1, 2015 – 10:00am– 5:00pm

The Rocky Mountain Antiquarian Booksellers Association (RMABA), sponsor of the 31st Annual Book and Paper Fair, invites you to participate in the 2015 Book Fair, Friday and Saturday, July 31 and August 1, 2015 at The Denver Mart.

Recap of 2014 Fair and our Exhibitor and Attendee Surveys:

- Over 1050 people attended the fair, an increase of 10 % over 2013.
- Hours of fair expanded; opened at 2:00 pm on Friday, closed at 9:00 pm.
- Hall opened on Thursday for set-up (from 2 to 6 p.m.), and Friday (dock opened at 8 a.m. on Friday, same as 2015).
- 90% of the attendees liked the expanded hours.
- Exhibitors suggested an earlier closing, and we listened. New Friday closing time: 8:00 pm.
- Exhibitors concerned that we sent too many emails; we intend to adjust our communication schedule.

- 30% of the exhibitors submitted Featured Items, and almost 50% of those sold one or more of those items before or during the fair.
- We acknowledge that the food service needs improvement; we pledge to do so this year.
- 90% of the exhibitors were very satisfied with the logistics of moving in and out.
- Over 90% of our attendees continue to buy from Independent Sellers.

Contact Information:

Rocky Mountain Book and Paper Fair
PO Box 9252

Denver, CO 80209

Chairman, Fair Committee:

Eric Mayer (303) 912-4559

Email: bookfair2015@rmaba.org

www.rmaba.org

We look forward to seeing you in Denver. Let us know if you have any questions.

RMBPF Committee

If you need a reason to come to the Rockies this summer, consider these facts.

- You will be part of one of the country's longest running fairs.
- Exhibitors are vetted, so you will be among some of the nation's top sellers.
- Growing attendance.
- Great buying opportunity.
- Affordable booth rates.
- Easy load in and out.
- Free lunch during Friday set-up.
- Treat yourself to a Rockies vacation.
- Fly into a major airport hub.
- Enjoy the company of your fellow dealers.
- Free Parking at the Expo Building.

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Exhibitor Information

All Exhibitor Forms are on the Web:

www.rmaba.org

Location: The Denver Mart Expo Hall, located at 451 E. 58th Ave, just east of Interstate 25 at Exit 215. 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.

Promotions: We plan to expand our promotion - especially our online out-reach. Promotions will also include ads and write-ups in local, regional and national publications, direct mail cards, fliers to other shows and more. Exhibitors at the RMBPF are promoted on our website as well. We can promote the fair and your business when you submit Featured items for display on the Web.

Featured Items: Once again, we will provide exhibitors with a Featured Item Submission Form to ensure that your Featured Items can be created by you and swiftly processed by us in record time. Our goal is to get maximum exposure for the special items you are bringing to the fair. We will be sending the form link in an email message.

Promotional Material: Postcards will be available. Request as many of each as you can use. Each exhibitor will receive at least ten (10) free passes (2 people each) to distribute as they wish. **Help increase attendance by sending postcards to your customers.**

Date and Hours: *The Rocky Mountain Book & Paper Fair* is sponsored by the Rocky Mountain Antiquarian Booksellers Association (RMABA), will take place on Friday, July 31 & Saturday, August 1, 2015. Hours open to the public: 2 -8 PM on Friday July 31, and 10 AM until 5 PM on Saturday August 1.

Set-up: Set-up is from 2-6 PM Thursday, July 30 and 8 AM until 2 PM on Friday, July 31. Tear down will be from 5 PM until 8 PM on Saturday, August 1. Doors open for exhibitors at 8:30 on Saturday. 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.

Food: Food and beverages will be available on site. A sandwich lunch will be provided for dealers on Friday. The Fair will be hosting a pizza party for exhibitors after the doors close on Friday.

Hotel Rooms: Special hotel rates have been arranged at the Doubletree Hotel in Westminster. Information is available at <http://www.tinyurl.com/rmabahotel2015>.

Booths: A standard booth is a 10.5' X 13' (3 tables) center space. Other options include 10.5' X 8' (2 tables), 10.5' X 21' (4 tables), 10.5' X 29' (5 tables), and 10.5' X 37' (6 tables) booths which are arranged along the walls. The larger booths are in limited quantities. Rates are listed on the Booth Fees form. 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.

Booth Contracts: A contract for the fair is available at www.rmaba.org. You can complete the form online using Microsoft Word then print and mail with your payment to the address below. There is a printable PDF of the contract that you can print, complete, and mail to the new address below.

Display Cases: Glass display cases & table covers are available for rent through **Dynamic Events of Denver 720-432-8801**. (See **Showcase Rental Application** at www.rmaba.org) Show case rental does NOT include electrical hook-up fees. Electrical hook-up fees must be paid separately.

Electric Power: Electric power is available for \$65.00 per booth when paid with your booth registration. If you do not pay ahead for the power hook-up, day-of-show charges will be considerably higher from the Denver Mart. Renting a display booth does NOT include electrical hook-up fees.

Other Booth Necessities: Wi-Fi internet access is available through the Denver Mart for \$9.95 a day. Exhibitor signs will be provided. Table drapes are required, and exhibitors should plan to bring their own, or they can be rented from Dynamic Events.

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**. A copy of **Application to Exhibit** is available at www.rmaba.org 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.

Exhibitor Advertising: Once again this year exhibitors, and any others who want to participate, have the opportunity to place reasonably priced ads in our program book. The Advertising Rate sheet is available at www.rmaba.org.

Deadlines: - Payments made on or before Monday, March 16, 2015 will be less than those made after this date. Refer to the Booth Fees Schedule on the Booth Fees form available at www.rmaba.org. You may pay in full by check anytime **before Wednesday, July 1, 2015**. A \$25 late fee may be assessed for payments made after July 1. Refunds for cancellations after July 1, 2015 are at the discretion of the Fair Committee.

Shipping: Exhibitors can ship items to:
Your Company Name & Booth Number
Book and Paper Fair c/o Denver Mart
451 E. 58th Ave. - Denver CO 80216

Contact Info: RMBPF, PO Box 9252, Denver CO 80209
Eric Mayer (Chair, Fair Committee): (303) 912-4559;
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