



The 29th Annual
Rocky Mountain Book & Paper Fair
August 2 - 3, 2013
Denver Merchandise Mart – Denver CO
Exhibitor Information

Location: The RMBPF will once again occupy the Expo Building with its great lighting and easy access load in and out. **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.

Promotions: We continue to step 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. Exhibitors 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 Featured Items you may be bringing. We mail post cards preceding the fair and are glad to list your Featured Items on the web page, postcards, and fliers. Send your list of Featured Items to bookfair2013@rmaba.org as soon as possible.

Featured Items: This year to assure that your Featured Items are properly displayed and described on the RMABA website, we have designed a form with all the information you will need to assure that everything is prepared properly and that there is no delay in getting your materials up and exposed to the public. The information form is available at www.rmaba.org. Featured Items will also be listed on e-mails and progress reports going out to the public, if they are received early enough.

Promotional Material: Postcards will be available. Request as many of each as you can use. Each exhibitor will receive ten (10) free passes to distribute as they wish. **Help increase attendance by distributing postcards and flyers.**

Date and Hours: *The Rocky Mountain Book & Paper Fair* is sponsored by the Rocky Mountain Antiquarian Booksellers Association (RMABA). The fair will take place on Friday, August 2 & Saturday, August 3, 2013. It will be open to the public from 5 PM until 9 PM on Friday August 2, and 10 AM until 5 PM on Saturday August 3.

Set-up: Set-up time is from 9 AM until 5 PM on Friday, August 2. Take down will be from 5 PM until 8 PM on Saturday, August 3. 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: A 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.

Affordable Hotel Room Rates: The RMBPA has blocked rooms at the **Comfort Inn Central, 303-297-1717**, which is located at the Merchandise Mart. \$109 for one queen bed and \$119 for two queen beds or one king. (No limit on the number of people in the room.) Other area restaurant and hotel recommendations are available on request.

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 (page 2 of 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.

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. If you don't use Word, 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 are available for rent through **Dynamic Events of Denver 720-432-8801**. (See **Showcase Rental Application** at www.rmaba.org.)

Other Booth Necessities: Electric power is available for \$65.00 per booth. Wi-Fi internet access is available through the Merchandise Mart for \$9.95 a day. Exhibitor signs will be provided. Table drapes are required, and exhibitors should plan to bring their own.

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 under 2013 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: New this year for the exhibitors, and any others that want to participate, are program book and e-mail banner ads available at very reasonable rates. The Advertising Rate sheet is available at www.rmaba.org.

Deadlines: Reserve booth space with a \$100.00 deposit. This deposit must be received by **Jan. 31, 2013**. You may pay in full by check anytime **before July 08, 2013**. Pay in full **by April 1, 2013** and receive a \$25.00 discount. A \$50 late fee may be assessed for payments made after July 08. Refunds for cancellations before July 08, 2013 will be subject to a \$50 processing fee. Refunds for cancellations after July 08, 2013 are at the discretion of the organizers.

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

Contact Info:
Linda Nelson – Event Coordinator
Rocky Mountain Book & Paper Fair
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www.rmaba.org