

32nd Annual Rocky Mountain Book & Paper Fair

Exhibitor Information Guide

Friday, August 5, 2016 – 2:00 pm to 8:00 pm
Saturday, August 6, 2016 – 10:00 am to 5:00 pm

The Rocky Mountain Antiquarian Booksellers Association (RMABA), sponsor of the 32nd Annual Book and Paper Fair, invites you to participate in the 2016 Book Fair, Friday and Saturday, August 5 and 6, 2016 at The Denver Mart.

Recap of 2015 Fair and our Exhibitor and Attendee Surveys:

- Nearly 1,000 visitors attended the Fair.
- 81 Exhibitors from 19 States exhibited their books, maps and ephemera in 2015.
- Exhibitors responded by a 2-to-1 margin that Sales at the 2015 Fair exceeded their expectations.
- Exhibitors responded by a nearly 3-to-1 margin that their Purchases at the 2015 Fair exceeded their expectations.
- About 96% of the attendees rated their experience at the 2015 Fair as either “Excellent” or “Very Good”.

- 2015 Exhibitors were offered the chance to submit Featured Items which were promoted through the Fair website. This service will be offered again this year.
- We were able to secure a new catering service to provide more appetizing food and beverages in 2015.
- 83% of the attendees responded that they usually buy their books from Independent Sellers (as opposed to chains, etc.).

Contact Information:

Rocky Mountain Book and Paper Fair
PO Box 9252

Denver, CO 80209

Eric Mayer, Chairman, Fair Committee:
(303) 912-4559

Email: bookfair2016@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.
- Healthy attendance; loyal visitors/buyers.
- Great buying opportunity.
- Affordable booth rates.
- Easy load in and out.
- Free lunch during Friday set-up.
- Pizza Party Friday for exhibitors.
- 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.

Exhibitor Information: 32nd Annual Rocky Mountain Book & Paper Fair

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 will be promoting the Fair through various online outlets and websites including Facebook. Additionally, we will advertise in newspapers, local and national magazines, radio stations, and through direct mailings and flyers distributed through other book- and paper-related events. 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: The Fair will provide as many color postcards as requested by exhibitors for distribution to customers. **Please help increase attendance by sending postcards.** We also will provide 10 (or more) free passes per exhibitor.

Date and Hours: The 32nd Rocky Mountain Book & Paper Fair will take place on Friday, August 5 & Saturday, August 6, 2016. Hours open to the public: 2 PM to 8 PM on Friday August 5, and 10 AM until 5 PM on Saturday August 6.

Set-up: Set-up is from 2 PM to 6 PM Thursday, August 4 & 8 AM to 2 PM on Friday, Aug. 5. Tear down will be from 5 PM to 8 PM on Saturday, August 6. Doors open for exhibitors at 8:30 on Saturday. 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: Once again, the Fair is partnering with the Doubletree Hotel in Westminster for rooms at advantageous rates. For more information about this (and other hotels), please see the web page at this link:

<http://www.rmaba.org/rmbpf/2016/HotelInformation2016RMBPF.pdf>

Booths: Our most popular booth is a "3-Table Booth", measuring 10.5' x 13'. Other options are available: 2-Table through 6-Table and larger. (Larger booths are generally arranged along the walls.) See our Booth Fees form for details. Once issued, our Floor Plan is an approximation only of the layout of the Floor. **Final booth**

numbers will be assigned shortly after the payment deadline of July 1, 2016.

Booth Contracts: Contracts are required for all exhibitors, and are available at tinyurl.com/RMBPF2016. Contracts can be completed online using the Microsoft Word version before printing, or alternatively, printed out and completed using the PDF version. Either way, the contract should be mailed with the booth fees form and payment to our address (below).

Display Cases: Glass display cases & table covers are available for rent through **Dynamic Events of Denver 720-295-8807.** (See **Showcase Rental Application** at tinyurl.com/rmbpf-cases.) Show case rental does **NOT** include electrical hook-up fees. Electrical hook-up fees must be paid separately.

Electric Power: Electric power hook-up is an additional charge, and is not included in the booth fees or display case rental fees. If desired, the cost is \$65 per booth.

Fire Department Restrictions: The Fire Department does not allow any sort of tent, canopy or covering above the booths, as this would interfere with the fire sprinklers in the hall.

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 TinyURL.com/RMBPF-App

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, or others who wish 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: The Fair allows exhibitors to receive a discount if booth fees are paid in full on or before Monday, February 15, 2016. Please refer to the Booth Fees Schedule on the **Booth Fees Form** available at <http://tinyurl.com/RMBPF-fees>. Our **final deadline** is Friday, **July 1, 2016**. All booth payments must be paid in full by that date. Refunds for cancellations after July 1, 2016 are at the discretion of the Fair Committee.

Shipping: Exhibitors are welcome to ship inventory 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
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