

Dear Exhibitor:

Thank you for exhibiting in the 2021 Colorado Roofing Association Trade Show. The show will be held Friday, June 4 at Empower Field at Mile High in the Sport Legends Mall. Public Show hours are 10:00 am to 3:00 pm.

We are excited about this year's outdoor show format. The vendor response has been terrific and the show is close to being sold out. Please share the following information with anyone involved with your exhibit.

### \*\*CENTRAL LOCATION \*\*



### Empower Field – Sports Legend Mall

1701 Bryant Street | Denver, CO

(South end of stadium)

>> **Vendor parking is located in Lot A/B.** See attached driving instructions included with packet.

### MOVE-IN

Move-in will be June 4, 2021 from 9:00 am to 10:00 am.

*If your exhibit requires additional time, please contact the CRA office to make other arrangements.*

**Table & Chairs:** We provide 1-6ft table and two chairs per 10x10 space. Tables will not have linens/covers. We suggest you bring your own or we will have blue plastic ones with elastic available. Signs will not be included.

**Tent:** you are responsible for your own pop-up tent for shade. We recommend a logo tent if you have one. You may not use any stakes or other items that penetrate the grass, as it would damage Empower's irrigation system and potential damage fee. You are required to bring sandbags or canopy tent weights to cover all 4 corners of the tent.

Table assignments are made the end of the week of May 24 and not given in advance. **Upon your arrival, please check with the registration desk for your space assignment.**

### DOLLIES AND FLATBEDS

If you need a dolly or flatbed, there will be a few dollies and flatbeds from Empower Field available for first come first serve use. To expedite the load-in process, we suggest that you bring your own.

### ELECTRICAL SERVICE

Electrical service is not available. You will need to rent a generator from Wagner, Sunbelt or bring your own.

### OUTSIDE FOOD & BEVERAGE

The venue has a strict no outside food and beverage policy (alcohol or non-alcoholic - including gift baskets and raffles, etc.). Candy or the like is ok if under 4 ounces.

### HANGING ITEMS

You may not affix any items to any surface (walls, fences, gates, etc.) of the stadium by any means (tape, nails, tacks, etc.).

### SHIPPING

Please contact the [CRA office](#). We will connect you with the Empower Field special events staff team who will provide you shipping options to/from for this event. If you have a rental car, *you might also consider shipping to your hotel as an alternative option.*

### WIRELESS INTERNET

Connect to network: **BroncosWiFi**. (No password needed). The stadium is a 5GHz compatible facility. *Empower's wireless internet does not support any devices that require 2.4GHz wireless internet.*

### DRONES

Drones are not to be flown on-site without permission. You will not be able to fly over the stadium. Contact [CRA staff](#) to be connected with Empower Field. You will be required, at least one week in advance, to provide a pilot's license, drone registration, drone-specific insurance (general liability is not accepted).

**QUESTIONS?** Contact Debbie Hathorne at the CRA Office at (303) 484-0549 or by email at [debbie@coloradoroofing.org](mailto:debbie@coloradoroofing.org).

### MOVE-OUT

Move-out will immediately follow the close of the show, 2:00 - 3:00 pm. All exhibits must be removed by 3:00 pm, June 4, 2021. WE ALSO ASK THAT YOU PLEASE RESPECT SHOW HOURS and OUR ATTENDEES WHO COME LATER IN THE DAY. PLEASE DO NOT TEAR DOWN YOUR EXHIBITS BEFORE 2:00 PM.

### TRASH & RECYCLING

Please dispose of all trash and recycling in the designated trashcans and recycle bins throughout the event space. All exhibitors are responsible for taking all items brought into the venue space out with them. The venue will dispose of any items left. No lost and found.

### BUFFET LUNCH/CASH BAR

A box lunch will be provided for all show vendors at no charge. If you or a staff member has special dietary needs, please let CRA staff now in advance of the show. Just show your vendor wristband to Aramark staff at The Grille. Two cash bars will be available for alcoholic refreshments.

### ARE YOU DOING A GIVE-AWAY AT YOUR SPACE?

Please let us know if you are doing a give-away at your space and we will post it on our attendee registration page. Send [Debbie](#) a note with company name and description of your give-a-way item(s).

### EXHIBITOR REGISTRATION FORM

Enclosed please find the Pre-Registration Form. Be sure to include the names of all employees who will be working in your exhibit and send it back to the CRA office today. *Exhibitor wristbands will be used instead of badges and will be a different color than the attendees.* Send form by end of day June 2nd.

### DENVER BRONCOS LOGO

The Denver Broncos logo is not allowed on any promotional materials, emails, brochures, or non-licensed NFL materials.

### SHOW FLYERS – ATTENDEE PROMOTION

Online attendee registration is open at [ColoradoRoofing.org](http://ColoradoRoofing.org). Please share this address or use the enclosed attendee registration flyer to promote this event. **Email PDF to your customers, associates,**

**prospects, etc. inviting them to visit you at the show.**

To request a PDF of flyer, send a note to [CRA staff](#).

### COVID-19 PRECAUTIONS

CRA is committed to maintaining all appropriate sanitary, health, and safety measures and encourage attendees to our events and Training Center to follow guidelines recommended by the Centers for Disease Control and Prevention.

Our Preparedness Plan for the CRA Trade Show: \*

- For all vendors and attendees, please stay home if sick or exhibiting COVID-19 symptoms or you have been in close contact with a person suspected or confirmed to have COVID-19.
- As of May 19, Masks will still be REQUIRED for both vendors and attendees. Trade Show environments naturally will have all of us in contact with many people. We know we are outdoors, but in order to mitigate the risk of all of us involved (CRA, Vendors and Attendees), we request that all attendees wear face coverings unless doing so would inhibit the individual's health, in which case reasonable accommodations should be pursued to maintain the safety and health of all parties.
- Please maintain a social distance of 6ft at all times with vendors and other attendees.
- Hand Sanitation Stations will be available and located throughout the show.

*\* Updates to our COVID-19 policy will be posted on the website and shared if changes are made.*

## SPONSORSHIP OPPORTUNITIES



We do have some sponsorship options still available. Entrance bags, Food, etc.

[Check out the available sponsorships here.](#)

**QUESTIONS?** Contact Debbie Hathorne at the CRA Office at (303) 484-0549 or by email at [debbie@coloradoroofing.org](mailto:debbie@coloradoroofing.org).

If you have not already done so or if you have any new names or changes to those working your table, please fill out the exhibitor registration form and return by May 28, 2021.



## CRA Trade Show

Friday, June 4, 2021 ▪ 10:00 am - 2:00 pm  
Empower Field ▪ Sports Legends Mall ▪ 1701 Bryant St, Denver CO 80204

### Pre-Registration Form Exhibitor Badges

Have your badge waiting for you at the registration desk by faxing/emailing this registration form to the CRA Office by May 28, 2021.

Company \_\_\_\_\_

List prepared by \_\_\_\_\_ Date: \_\_\_\_\_

**TYPE OR PRINT CLEARLY** (Type "Company" only if different from the one listed above. If you need more space, please attach sheet).

Name _____	Company _____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

**Scan/Save & email to: [debbie@coloradoroofing.org](mailto:debbie@coloradoroofing.org)**

**FAX TODAY to (720) 633-9776**

CRA  
PO Box 740550  
Arvada, CO 80006-0550  
Phone: (303) 484-0549

# ROOFERS... YOU'RE INVITED. TAKE ONE!

## CRA TRADE SHOW

Friday, June 4, 2021

Show Hours: 10:00 a.m. to 2:00 p.m.  
Empower Field | SPORTS LEDGEND MALL  
1701 Bryant St, Denver CO



### WHY ATTEND:

#### New Roofing Products & Services

Whether you are new to roofing or just trying to keep abreast of the new products and services available in Colorado, you'll want to attend our annual trade show. Come see new roofing materials, installation techniques, solar and PV products/ applications, safety products, and business management solutions (i.e. roofing software/tech products, insurance, trash removal, etc.)

#### Face-to-Face Interaction with Vendors

Talk face-to-face with suppliers and manufacturers. Find solutions for your roofing questions and needs.

#### Free Trade Show Admission

Register online at [ColoradoRoofing.Org](http://ColoradoRoofing.Org).

Due to Covid-19 restrictions we are not able to provide lunch for all attendees. Please eat before coming to show. There will be limited snacks and non-alcoholic beverages available – first come first serve until gone.

#### Covid-19 Restrictions & Safety Precautions

Masks and social distancing required. Please stay home if sick or exhibiting COVID-19 symptoms or you have been in close contact with a person with COVID-19.

*Come find out what's new in Colorado's ROOFING Industry ...*

### Highlights:

- New roofing materials
- New installation techniques
- Fall Protection & Safety Equipment
- Solutions to roofing questions
- Energy saving products
- **Chance to win a door prize!**

PrimeSource  
Drones  
◆  
Eagleview  
Free  
Reports  
◆  
And more!

### Empower Field Complex Map



#### LOCATION!

Empower Field  
Sports Legends Mall  
South End of Stadium  
1701 Bryant St.  
Denver, CO

REGISTER TO ATTEND  
ONLINE AT ▶▶▶

[ColoradoRoofing.Org](http://ColoradoRoofing.Org)



PO Box 740550 | Arvada CO 80006  
303.484.0549 | fx: 720.633.9776  
[www.coloradoroofing.org](http://www.coloradoroofing.org)



## What to Expect as an Exhibitor

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The Special Events team at Empower Field at Mile High welcomes you and we look forward to a memorable event! In this packet, you will find resources to ensure your success as an exhibitor in the building.

**Event Name:** Colorado Roofing  
**Event Date:** Friday, June 4<sup>th</sup>, 2021  
**Event Space:** Sports Legends Mall

### Prior to Event Day

#### Shipping and Receiving

Please connect with your Colorado Roofing contact on shipping options for the event. If your point of contact has not secured shipping options for the event, your contact can connect you with our Special Events team to provide options.

#### Electrical Needs

Power is limited on the Sports Legends Mall so if you have any electrical needs, please reach out to your Colorado Roofing contact to confirm plans for this event. Power might not be available to be added on-site, pending your booth location.

### Arrival and Load In

Included in the packet, you will find driving directions and a map to park in Lot A/B and load into the Sports Legends Mall. When you arrive, park in A or B and check in with your exhibitor contact. From there, they will direct you where to park should you need to unload items; they will also direct you to your designated area.

#### Dollies and Flatbeds

Any flatbeds or dollies at the venue are at a first come first serve basis. If you need a dolly or flatbed for load in, please bring your own to expedite the load in process.

### Policies and Procedures

The following is a condensed list of the venue's policies and procedures. If you have any questions, please contact the event manager.

#### Outside Food and Beverage

- ∅ The venue has a strict no outside food and beverage policy. If you would like to pass out candy or the like at your booth, all items must be under 4 ounces and cannot compete with any venue partners such as Coca Cola. If found at your booth, you will be asked to sign a food waiver with our in house caterer or will be asked to remove the outside food from the premises.
- ∅ Outside alcohol, including gift baskets, raffles, etc., cannot enter the venue. If found at your booth, you will be asked to remove the outside alcohol from the premises or the alcohol will be confiscated.

#### Hanging Items

*(continued on the back)*

You may not affix any items to any surface (walls, fences, gates, etc.) of the stadium by any means (tape, nails, tacks, etc.). Any hanging of items will result in a damage assessment and potential damage fee.

### Tents & Staking

You may not use any stakes or other items that penetrate the grass. This may result in a damage assessment to the irrigation system and a potential damage fee. If you need to weigh down any tents or other items, sandbags and weights are acceptable.

### Use of Denver Broncos Logo

The Denver Broncos logo is not allowed on any promotional material, brochures, or non-licensed NFL materials.

### Lights and Rigging

The event manager must approve the use of any lights, rigging, etc.

### Drones

Drones are not permitted to be flown on-site without specific approval prior to your event date from our Special Events team. To receive this approval, the following items are required at least 1 week in advance:

- Pilot License
- Drone Registration
- Drone-specific Insurance (General Liability is not accepted)

At the event, drones can only be flown above the area of the Sports Legends Mall. Flying above or near the stadium is not permitted. If a drone is detected in an unapproved area, Security will contact the event manager to shut drone operations down.

## Wireless Internet Access

1. Connect to network: **BroncosWiFi**  
\*\*No password needed.
2. The stadium is a 5GHz compatible facility. Our wireless internet **DOES NOT** support any devices that require 2.4GHz wireless internet.

## Post Event and Load Out

### Trash and Recycling

Please dispose of all trash and recycling in the designated trashcans and recycle bins throughout the event space. All exhibitors are responsible for taking all items brought into the venue out with them. The venue will dispose of any items left in the event space.

### Load Out

All exhibitors exit the same way they entered the venue. The venue allows (1) hour for exhibitor load out. Should you need more time to load out, please reach out to your exhibitor contact.



## Directions to Lot A/B, Sports Legends Mall

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### Heading South on I-25

- ∂ Take Exit 211 toward 23<sup>rd</sup> Avenue/20<sup>th</sup> Avenue
- ∂ Go straight through the traffic light
  - It will seem as though you are getting back on I-25
- ∂ Keep right at the fork and take a left at the stop sign onto Bryant Street
- ∂ Go straight along Bryant Street as it turns into Mile High Stadium Circle
- ∂ At the stop sign go straight, just past the Xfinity building on your right, and take a right into Lots A and B
- ∂ Drive straight until you see the sidewalk in front of you and park as you see available parking spaces

### Heading North on I-25

- ∂ Take Exit 210C toward 17<sup>th</sup> Avenue and follow the loop around until you reach a stop sign
- ∂ Take a left at the stop sign onto Mile High Stadium Circle
- ∂ Just past the Xfinity building on your right, take a right into Lots A and B
- ∂ Drive straight until you see the sidewalk in front of you and park as you see available parking spaces

### From Federal Blvd (heading both North or South)

- ∂ From Federal, turn East onto W. Howard Place (towards the Denver skyline)
- ∂ Take a left onto Morrison Road/Decatur Street and then after about 600 feet turn right onto Old West Colfax Avenue
- ∂ At the stop sign turn left onto Mile High Stadium Circle
  - You will pass under the Colfax viaduct here
- ∂ Just before the Xfinity building on your left, take a left into Lots A and B
- ∂ Drive straight until you see the sidewalk in front of you and park as you see available parking spaces

### Once you Park in Lot A/B

- ∂ Walk toward the Sports Legends Mall, a large lawn jutting out from the South Fountain and located on the south end of the Stadium.

### Questions

For any questions regarding parking and/or entry, please call the main Stadium Management Company offices at 720.258.3000 (only available Monday - Friday 8:00am - 5:00pm).