

# **COLORADO FARM SHOW**

## **EXHIBITOR MANUAL**

**JANUARY 23-24-25, 2024**



**PLEASE READ CAREFULLY**

C O L O R A D O F A R M S H O W

January 23-24-25, 2024

Island Grove Park

425 North 15th Avenue

Greeley, Colorado 80631

**EXHIBITOR INFORMATION**

**SHOW LOCATION AND INFORMATION**

Exhibition Building, 4-H Building, Events Center and the Farm Equipment Area (FEA)

425 North 15th Avenue, Greeley, Colorado.

Prior to the show, information may be obtained by calling Austin Angus, Tim Magnuson or Brad Craven at our office (970) 356-9426 (office hours are by appointment).

**SHOW DATES AND HOURS**

**COLORADO FARM SHOW - OPEN TO GENERAL PUBLIC:**

Tuesday	January 23, 2024	9:00 A.M. to 5:00 P.M.
Wednesday	January 24, 2024	9:00 A.M. to 5:00 P.M.
Thursday	January 25, 2024	9:00 A.M. to 4:00 P.M.

**SET-UP - INSTALLATION DATES AND TIMES:**

**FEA BUILDING and EVENTS CENTER Big equipment booths:**

Thursday, January 18, 2024 through Monday, January 22, 2024 from 8:00 A.M. to 5:00 P.M.

**NOTE:** Please contact BRAD CRAVEN (FEA) or TIM MAGNUSON (EC) for your specific move-in date and time.

**FEA BUILDING, EXHIBITION BUILDING, EVENTS CENTER AND 4-H BUILDING regular booths:**

Monday, January 22, 2024 from 8:00 A.M. to 6:00 P.M.

Please contact the show office if you need to make other arrangements for move-in.

**NOTE:** Vehicles are only allowed in the exhibition building with prior show management approval.

All buildings will be locked at 5:00 P.M. during set-up days.

**All exhibits must be registered and set up by 6:00 P.M. Monday, January 22<sup>nd</sup>, 2024.**

Please note: There will be no move-in after 6:00 P.M. Monday January 22, 2024

**MOVE OUT AND TEAR DOWN:**

Tearing down and moving out of exhibits **must not begin before 4:00 P.M. THURSDAY, JANUARY 25, 2024.**

**\*\*\*If a booth is dismantled before 4:00 P.M. the exhibitor will forfeit the refundable deposit and will not be offered a contract to exhibit in the future.**

**EXHIBITION, EVENTS CENTER AND 4-H BUILDINGS:** All exhibits from the Exhibition, Events Center and 4-H Buildings must be removed from the buildings by Thursday evening, January 25, 2024, unless prior arrangements are made. Please note: Vehicles will not be allowed in the Exhibition building during set-up or tear down.

**FEA BUILDING:** All exhibits must be removed from the buildings by 12:00 P.M. Friday, January 26, 2024. The large equipment can only move out as space is cleared out by the overhead door.

All outside exhibits must be removed from the grounds by 4:00 P.M. on Friday, January 26, 2024.

**SHIPPING EXHIBITS IN ADVANCE**

SHIPMENT DIRECT TO YOUR BOOTH:

All shipments must be labeled in the following manner:

YOUR COMPANY NAME  
Booth No. \_\_\_\_\_  
Colorado Farm Show  
ATTN: Tim Magnuson  
425 North 15th Avenue  
Greeley, CO 80631

**Shipments WILL NOT be received at the Show Grounds prior to Monday - January 15, 2024.**

All shipments must be sent prepaid. No collect shipments will be accepted.

The exhibitor is responsible for re-crating, preparing bills of lading, and arranging for shipping of all materials.

**EQUIPMENT AVAILABLE:**

FORKLIFTS - will be available during move-in and tear-down.

Forklift service will be provided without charge only as a convenience to exhibitors. Please contact the forklift operator with your needs before moving in. **FORKLIFTS ARE TO BE OPERATED BY SHOW PERSONNEL ONLY.**

**STORAGE:**

Empty packing crates will be removed and stored prior to the opening of the show and returned Thursday night after the show closes. Please contact the forklift operator if you need crates removed or returned. Exhibitors arriving early should contact the Show office during move-in for special crate handling instructions.

**SECURITY GUARDS:**

Security will be provided starting Monday - January 22, 2024 at 5:00 P.M. through Thursday - January 25, 2024 at 8:00 P.M.

**INSURANCE:**

Each exhibitor must carry property and liability insurance for protection against claims arising from the operation of the booth. A certificate of insurance must be returned with the contract or emailed to [info@coloradofarmshow.com](mailto:info@coloradofarmshow.com)

**PAINTING OF MACHINERY:**

All painting of machinery or displays must be done outside of the buildings as required by Fire Regulations.

**LABOR**

All labor necessary in setting up or removing exhibits must be supplied by the exhibitor.

**SHOW OFFICE:**

The Show office in the Events Center will be open Monday - January 22, 2024 through Thursday - January 25, 2024, from 8:00 A.M. to 5:00 P.M.

**REGISTRATION:**

**PLEASE REGISTER AT THE SHOW OFFICE IN THE EVENTS CENTER BEFORE YOU SET-UP ON MONDAY, JANUARY 22, 2024.** At this time, you will receive your EXHIBITORS PACKET which contains information and other items (parking passes, extra name badges, etc.) that you have ordered.

**NAME BADGES:**

Name badges will be available at no charge. Please list names on the Name Badge Order Form, found in your EXHIBITORS PACKET, and return it with your contract as soon as possible.

**EXHIBIT APPEARANCE:**

No signs, pennants, or other devices in any booth may extend more than eight feet above the floor, extend more than four feet from the back of the booth and cannot be strung across the aisles. No pins or tacks in the drapes, walls, posts, etc., are permitted. Height limit does not pertain to booths located along outside walls.

No nails or screws may be driven into the floor. No damage of any nature may be done to the booth structures or to any part of the building. Exhibitors will be held responsible for damages and/or excessive cleanup.

All structural work, such as extra shelving, standards, display racks, etc., must meet the approval of Show Management prior to set-up.

The Show Management reserves the right to refuse an exhibitor booth space which would in any way detract from the dignity of the Show.

City and County Building rules prohibit the use or distribution of balloons filled with lighter than air gasses in any exhibit area. Self-adhesive advertising stickers or labels may not be distributed by an exhibitor.

Show management reserves the right at any time to alter or remove exhibits or any part thereof which includes printed materials, product, signs, lights, or sound. Exhibitors and their personnel may be expelled, if in the opinion of the Farm Show Management, their conduct or presentation is either unsafe, or interferes with the rights of other exhibitors.

Exhibitors shall be professional and maintain their exhibit area to convey their professionalism.

**SPECIAL NOTE:**

**NO USED EQUIPMENT IS PERMITTED IN THE COLORADO FARM SHOW WITHOUT PRIOR APPROVAL BY THE MANAGEMENT.**

**ANTIQUÉ DISPLAYS MUST BE APPROVED BY THE COLORADO FARM SHOW COMMITTEE PRIOR TO DECEMBER 1, 2023**

**BOOTH EQUIPMENT:**

**TABLES/CHAIRS:**

All booths will be provided with a covered and skirted 30" table, either 6' or 8' long, depending upon what was requested on the Contract, and two (2) chairs. If the table is NOT needed, please indicate on the contract. All tables must be topped and skirted; additional charges will be assessed if necessary. All tables will be numbered for the booth they are ordered for. Please contact the Show Office for any table changes. Please do not take the table linens. They are property of the decorator.

All extra tables must be ordered from the decorator. Please plan your table needs carefully as during the show, additional tables are limited and the prices increase.

**CARPETING:**

Booth carpeting may also be ordered from the Decorator directly at the exhibitor's expense.

**SAFETY:**

Gasoline will be permitted in gasoline tanks. Please keep all fuel tanks as empty as possible. The gasoline or other fuel caps must be sealed with scotch or masking tape. The battery cable or other electrical source must be disconnected. Only new or previously unfilled butane or other flammable fuel tanks are allowed on mobile units. All flammable material such as baled straw or hay must be coated with a non-flammable material. Exhibitor must provide suitable stands or supports for equipment set up in the Farm Equipment Area and the Events Center Building.

**SMOKING IS NOT ALLOWED IN ANY OF THE BUILDINGS BY CITY AND COUNTY ORDINANCE NO. 616.36 Sub Sec. 85 - 106B.**

**SOUND DEVICES:**

Use of sound motion pictures and tape recorders will be permitted where appropriate to the display, provided sound is maintained at not more than "conversational" level. Show Management reserves the right to restrict exhibitor's use of sound and other devices which may interfere with the best interest of the Show.

**COFFEE AND FOODS:**

An exhibitor cannot distribute free coffee, food or soft drinks from their booth without the approval of Show Management. Any food or snack items (unless prepackaged) will also require a Weld County temporary event permit. Please contact Show Management well in advance of show dates for approval of your plans. Bulk Peanuts ARE NOT allowed to be given out during this show.

**FOOD OR SNACK ITEMS MAY NOT BE SOLD.**

**ASSIGNMENT OF SPACE:**

**SUBLEASING OF SPACE IS PROHIBITED!**

ONLY ONE FIRM OR COMPANY MAY BE CONTRACTED TO THE BOOTH SPACE.

Failure to comply with this rule will mean expulsion from the Show.

**CONFINEMENT OF EXHIBITOR:**

The exhibitor agrees to confine his presentation and distribution of materials entirely within the designated boundaries of the contracted space and to maintain a staff in his exhibit space during the show.

**EXHIBITOR LOUNGE:**

An Exhibitor Lounge has been established in the 4-H and Events Center buildings for the convenience of the exhibitor. Coffee and donuts will be provided with comfortable chairs and tables. Please do not bring customers or Show patrons into this room. This service is provided exclusively for the exhibitors only!

**DECORATING SERVICES**

**CARPETING:**

Booth carpeting may also be ordered directly from the decorator at the exhibitor's expense.

**RENTAL FURNITURE:**

Please refer to the order form included with your contract for special tables.

**EXTRA TABLES:**

Extra tables must be ordered from the Decorator. (Call the show office for order form.) Please submit your needs direct to the decorator, along with your credit card information or a check payable to the decorator.

**DECORATOR:**

The Colorado Farm Show decorating contractor:

An order form is included in this packet or if more information is needed they can be reached at:

Flexx Productions  
970-223-1195 or  
Kayla@flexxproductions.com

**SIGNS:**

Each booth will be identified by a booth number. The exhibitor will provide their own company sign for identification and advertising.

**ELECTRICAL SERVICES**

All booths will be provided with a 110-volt electrical outlet.

All electrical extension cords must be 14 - 3 or heavier to meet City and County electrical codes. Exhibitors must provide their own extension cords.

**PHONE LINE SERVICE**

Contact CenturyLink Communications at 1-800-603-6000 at least 30 days prior to the show.

**EXHIBIT CLEARANCES**

**EXHIBITION BUILDING/EVENTS CENTER:**

The overhead door on the south side of the building will be used exclusively for the move-in and the tear-down. This door measures 14' high and 22' wide.

**4-H BUILDING:**

The doors used for move-in and tear down are located on the east side of the building. These doors are a standard double door that has a center post removed. Please consider this when planning exhibits in this area.

**FEA BUILDING:**

The overhead door measures 14' high and 22' wide and is located on the east side of the building.

**PARKING**

**PARKING PASSES:**

Three parking permits will be included with the price of the booth and will be distributed in your packets at check in on Monday, January 25, 2024. Parking spaces will be available west of the Exhibition Building and north of the FEA Building; we are unable to accommodate all those who prefer to park in those spaces.

Parking permits must be visible to the security patrolling the park. Anyone without a parking permit will be charged \$5.00 per vehicle. Vendors may purchase additional passes to distribute to clients. Parking rules will be strictly enforced and vehicles violating regulations will be towed at the owner's expense, **WITHOUT ANY PRIOR NOTIFICATION.** Shuttle service will be provided from the outlying parking lots for those who prefer not to park next to the buildings. Special unloading permits (30 minute maximum) issued by Security Guards at the entrance will allow an exhibitor to unload before parking in the outlying lots.