



2018 Western Conservative Summit

Exhibitor Package



2018 Theme: *Fortifying Freedom*

Date: June 8 – 9, 2018

Location: Colorado Convention Center

700 14th Street Denver, CO 80202

wcs18.com

Western Conservative Summit

Welcome!

Dear Exhibitor,

Welcome to one of the most exciting events of the summer...

2018 Western Conservative Summit

Friday, June 8th - Saturday, June 9th, 2018

Colorado Convention Center ★ Denver

This package contains information about participating in the 2018 WCS as an **exhibitor**.

Applications for exhibitors are being accepted online at

www.yesevents.com/wcs2018/exhibitorapp

Sponsorships are also available; for information, contact Antonette Smith at asmith@ccu.edu.

The exhibit area will be located in Four Seasons Ballroom at the Colorado Convention Center.

Following is everything you need to make an informed decision. With more than 2,000 motivated and resourceful citizens expected to attend, exhibiting organizations are offered an excellent opportunity to network and showcase your organization.

We would be delighted to welcome you as an exhibitor at the 2018 Western Conservative Summit. Please feel free to contact me directly with any questions.

Exhibit space is limited, please act soon: wcs18.com.

Dawn Grubb

dawn@legacyevents.com

www.westernconservativesummit.com



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Exhibitor Package: Exhibit Booth Options & Rates

Booth space is limited. All applications must be reviewed and approved. Once the exhibitor is approved, the exhibitor will receive a link via email to log on and to view the new 2018 layout and make your payment. New this year – exhibitors will be allowed to select their own booth space at the time of the purchase.

Single Booth - \$750.00

- 1 – 8' X 10' pipe and drape space
- 1 – 6' skirted table
- 2 – chairs
- 1 – waste basket
- 2 – exhibitor credentials
- 2 - Summit passes

Double Booth - \$1,200.00

- 1 – 8' X 20' pipe and drape space
- 2 – 6' skirted tables
- 4 – chairs
- 1 – waste basket
- 2 – exhibitor credentials
- 2 - Summit passes

Prime Location- Single Booth- \$1,000.00 (contact Dawn Grubb directly – dawn@legacyevents.com)

- 1 – 8' X 10' pipe and drape space
- 1 – 6' skirted table
- 2 – chairs
- 1 – waste basket
- 2 – exhibitor credentials
- 4 - Summit passes

Prime Location – Double Booth -- \$1800.00 (contact Dawn Grubb directly – dawn@legacyevents.com)

- 1 - 8' x 20' pipe and drape space
- 2 - 6' skirted tables
- 4 - chairs
- 1 - waste basket
- 2 - exhibitor credentials
- 4 - Summit passes

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Exhibitor Package: Important Dates and Deadlines

Booth Registration:

- Start by applying for your booth at www.wcs18.com
- Upon approval, exhibitor will receive a link via email to view the exhibit hall layout, make the payment and select the booth space.

Exhibit Hours: All exhibitors are encouraged to staff their booths during all Summit hours:

- Friday, June 8 – 8:00 AM – 9:00 PM
- Saturday, June 9 - 8:00 AM – 9:00 PM

**Note – our pattern for the event has changed. This year the Summit will be all day Friday, June 8th and all day Saturday, June 9th. There are no sessions on Sunday June 10th.

Event Marketing: Facebook/Twitter/Instagram Posts

Help draw a great crowd to the 2018 Western Conservative Summit and build excitement during the event by actively using your social media channels. Promote your booth at the WCS! **#WCS18** and tag Centennial Institute's Western Conservative Summit.

Shipping Exhibit Materials

- Exhibitors are responsible for shipping their materials to and from the event.
- Exhibitor will ship directly to the decorator's warehouse (Freeman Decorating) in advance of the show (up to 30 days prior to show move-in). If materials arrive at the Colorado Convention Center, the venue may refuse shipments or charge the exhibitor a fee for storage. Exhibitor will be responsible for any storage charges.
- The decorating company will provide shipping labels via a link on the exhibitor page –plan to use these labels **only**.
- When the freight is received, exhibitor will receive notification that it was received and it will be delivered directly to the exhibit booth during move-in.
- The same union restrictions apply as last year. Exhibitors are only allowed to hand carry materials. All other items will be subject to union jurisdiction, handling and charges.

Move-in information

- Freeman Decorating will email a link to the online exhibitor kit and you may make individual choices about your booth space directly with them. **This includes electrical power, WiFi, freight, load-in and load-out expenses along with other aesthetic choices for your booth area.**
- No materials may be fastened to the walls of the exhibit hall or concourses without prior consent of the exhibit team leader or host.

- Exhibitors may begin checking in Thursday, June 7th, at 1:00 PM at Exhibit Check-in located in the Colorado Convention Center (specifics to be communicated closer to the event) to receive the exhibitor packet, exhibit credentials and Summit passes. Exhibit set-up may begin immediately after completing check in. Exhibitors will not be allowed to set-up until they have completed the check-in process.

Booth Signage

- Headers will be printed - one – 7” x 44” ID sign for each booth. Company name on one line – black copy on white background and this will hang from the back drape of all 8’ X 10’ booths.

Summit Passes and Gala tickets:

- Exhibitors with a regular single or double booth will receive 2 complimentary Summit Passes. Exhibitors with a prime location single booth or prime location double booth will receive 4 complimentary Summit passes.
- The Summit Pass provides access to all sessions and workshops, **with the exception** of the William L. Armstrong Awards gala and dinner on Saturday evening.
- Tickets to the Armstrong Awards gala and dinner can be purchased for \$75 per person.

Audio/Visual

- Exhibitors are responsible to make their own arrangements for all A/V rentals and outgoing shipments.
- Audio/visual sound levels in your booth must be kept at a reasonable level as a courtesy to other exhibitors.

Parking

- Exhibitors are responsible to pay their own parking costs. No special arrangements have been made with the venue. There are 1,000 spaces in the Colorado Convention Center parking lot, rates are as follows (<http://denverconvention.com/attend-an-event/parking>):
 - Park up to 8 Hours: \$12.00
 - Park up to 12 Hours: \$15.00
 - Park up to 18 Hours: \$17.00
 - Park up to 24 Hours: \$25.00
- There are public pay lots across the street from the Colorado Convention Center as well as pay parking at the Hyatt Regency Denver across the street.

Fire & Safety Information

- For the safety of all, exhibitors must comply with all federal, state, and municipal codes that apply to places or buildings of public assembly.
- Electrical equipment must be Underwriters Laboratory (UL) approved for their specified use.
- Smoking is prohibited in the exhibit area.
- All display materials must meet public safety regulations.
- Use of flash pots, fireworks, open flame, burning and smoke-emitting materials is prohibited.

- Signs and/or decorations may not be taped, nailed, tacked, stapled or otherwise fastened to any wall, ceiling, column, stone, window, or painted surface.
- Lights with UL approved clamp-on types of booth spotlights, with porcelain based and metal guards are allowed -- **clip types are not allowed.**
- All exhibit entrances/exits must be clear at all times.

Hotel Reservations

- Exhibitors are encouraged to take advantage of the special event rate, \$219 per night (plus tax and applicable charges) at the Hyatt Regency Denver at Colorado Convention Center. *Special rates are based on availability and not guaranteed.*
- Go to www.wcs18.com and select the "Hotel" to book online or call the Hyatt Regency reservations at 1-888-421-1442 (mention "Centennial Institute - Western Conservative Summit 2018").

Food and Beverage for Exhibitors

- Exhibitors are responsible for their own food and beverage needs.
- There will be a number of food concessions open throughout the weekend, as well as nearby restaurants and cafés.

Refund & Cancellation Policy:

- Please note that cancellations must be received in writing to dawn@legacyevents.com.
- **If you cancel your exhibitor registration**, you will receive:
 - ❖ 100% Refund on or before **May 4, 2018**
 - ❖ 50% Refund between **May 5 – May 21, 2018**
 - ❖ No Refund on or after **May 22, 2018**

NOTE: The Centennial Institute is not responsible for Exhibitor's selling experience. There will be no refunds of the Exhibitor Fee for any reason, including but not limited to lack of sales or revenues.

Key Contact Information

1. **Exhibitors:** Dawn Grubb, dawn@legacyevents.com
2. **Sponsors:** Antonette Smith, asmith@ccu.edu

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Exhibitor Package: Guidelines for Exhibiting

Help us make the 2018 Western Conservative Summit an outstanding event:

- Appropriate activities in exhibit areas:
 - Interaction with event attendees about your organization or business
 - Distribution of free resources in exhibit area
 - Sale of merchandise
 - Option for attendees to sign up for your mailing list
 - Signatures on petitions **at your exhibit booth** as a voluntary activity with attendees
 - Initiating verbal contact with passersby from your exhibit booth
 - Animated and respectful discussions
- Inappropriate activities in exhibit area:
 - Sharing a booth with another organization
 - Initiating contact with passersby beyond or away from your booth
 - Walking the aisles and common areas to distribute materials or circulate petitions
 - Confrontational or loud debates
 - Placing your materials anywhere outside of your booth is not allowed
 - For placement in conference packets or around the event, consider a sponsorship
- Western Conservative Summit takes no responsibility for lost or stolen articles.
- Exhibitors are expected to maintain proper standards of professionalism at all times. Western Conservative Summit reserves the right to take down or to confiscate any material that may be deemed offensive to attendees, venue staff, volunteers, and Western Conservative event staff.

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Exhibitor Package: Addendum

The Western Conservative Summit is hosted by the **Centennial Institute** at *Colorado Christian University*. Centennial Institute works to meet this key part of the University's "Strategic Objectives":

"Impact our culture in support of traditional family values, sanctity of life, compassion for the poor, Biblical view of human nature, limited government, personal freedom, free markets, natural law, original intent of the Constitution and Western civilization."

Presentations, exhibitors and events at the Summit will expand and strengthen at least one of the dimensions listed above.

About Us

The Centennial Institute at Colorado Christian University works to enhance public understanding of the most important issues relating to faith, family, and freedom. As part of this endeavor, the Institute focuses its efforts on conducting research, analyzing public policy options, and sponsoring seminars, conferences, and other activities that involve students, faculty, staff, and outside experts. The Institute and all sponsored activities are guided by the University's objectives.

Mission

The Centennial Institute sponsors research, events, and publications to enhance public understanding of the most important issues facing our state and nation. By proclaiming Truth, we aim to foster faith, family, and freedom, teach citizenship, and renew the spirit of 1776.

Leadership

Director of the Centennial Institute is Jeff Hunt, Vice President of Public Policy at Colorado Christian University. More on the Centennial Institute Leadership and Fellows at: ccu.edu/centennial.

Summit History

Western Conservative Summit 2018 is our 9th annual conference in the Rockies. Since 2009 the event has grown from 350 to nearly 4,000 participants. In 2017, delegates came from all over Colorado, as well as from 43 states. Policy and Government leaders, community activists and advocates come together for this catalyzing event in Denver. The Summit will be at the Colorado Convention Center with great access to all that downtown Denver has to offer.

Past Summit speakers have included President Donald Trump, Bobby Jindal, Sarah Palin, Dr. Ben Carson, Ted Cruz, Scott Walker, Allen West, Mike Huckabee, Mia Love, Michelle Bachmann, Michelle Malkin, Rick Santorum, Dennis Prager, Jan Brewer, Glenn Beck, Star Parker, Hugh Hewitt, Geert Wilders, Frank Gaffney, Carly Fiorina and dozens of others. Our website will have continuously updated information on the exciting line-up for this year.