



ASTRA 2016 EXHIBITOR FAQ

EXHIBITOR FAQ

What is an Exhibitor Services Manual?
How do I get an Exhibitor Service Manual?
What should I bring with me to the show?

ORDER PLACEMENT AND PAYMENT FAQ

How do I order equipment or services for a show?
How can I pay with a check and still receive the advance discount?
How can I obtain an invoice to process a check?
What are my options for payment?
When will I receive a receipt for charges to my credit card?

FURNISHINGS FAQ

When can I set up my booth space?
What furnishings are provided with my booth space?
Can I substitute an item that is included in my booth package?
Can I change the color of the skirt for the table included in my booth package?
Are prices of booth furnishings a daily rate?
Does carpet come with my booth space?
What size carpet should I order for my booth?
Can I bring my own carpet?
Is carpet padding available for my booth?
Will my booth be cleaned?
Can I hang a banner/sign in my booth?
What is Visqueen?
What is Summit Exposition's cancellation policy for refunds on furnishings & accessories?

MATERIAL HANDLING / SHIPPING FAQ

What is material handling?
Is there a charge for material handling?
What is CWT?
What is Special Handling?
Does material handling include the cost for me to ship my material?
Can I carry my own materials in without using the material handling service?
Do I need to order a forklift?
What are the advantages of shipping my material to the advance warehouse?
How should I label my materials for shipping to the show?
Can I ship to show site, and when can it arrive?
What happens to my empty shipping containers during the show?
Am I required to use the Preferred Carrier to ship my freight or materials?
How do I prepare for outbound shipping at the close of the show?
Can I use UPS, FedEx, or DHL to pick up my shipment at the close of the show?
When must my outbound freight be out of the hall?
What happens if my outbound freight carrier doesn't show up?
Will there be an organization to donate product at the end of the show?

LABOR FAQ

Do I need to order labor to set up my booth?
Are there any restrictions as to how my booth can be set?
What is an EAC?
Do I need to be present if I order labor from Summit Exposition?



GRAPHICS FAQ

Does a sign come with my booth?
Can I add more information to my ID sign?
Can I order additional signage or graphics for my booth?

UTILITIES AND ADDITIONAL SERVICES FAQ

How do I order Electricity?
How Do I order Telephone/Cable TV?
How Do I order Internet?
How do I order Audio Visual?
Where can I get Plants and Flowers for my booth?
Can I keep the plants after the show?

MISC FAQ

Can I move-out early?
What security is provided for the items in my booth?
Do I need to insure my items?
What if my question is not listed here?

REGISTRATIONS FAQ

How do I register exhibit booth personnel?
How many complimentary full conference registrations do I receive?
Can I register additional full conference booth personnel above my allotted complimentary amount?
Can I register exhibit booth personnel on-site?
What does a full conference registration include?
What does a trade show floor only registration include?
New! Lunch Voucher Program
How do I cancel a registration?

PROGRAM BOOK FAQ

What is a show special?
What is a company description?
What are the requirements?
How do I submit my company description?
What advertising opportunities are available for Marketplace & Academy?

MARKETING FAQ

What marketing opportunities are included in my booth package?
Are there additional opportunities available to increase brand awareness?

HOTEL & TRAVEL FAQ

How do I make my hotel reservation at the headquarter hotel?
What's the best airport to fly into?
Does the convention center have parking?
Does the hotel have parking?
How far is the hotel from the convention center?



EXHIBITOR FAQ

What is an Exhibitor Services Manual?

The Exhibitor Services Manual contains event specific information you may need to know such as show hours, exhibitor move-in and move-out times, furnishings included in your booth, show colors, as well as rules and regulations of the facility. Also included are the many services that are offered, such as furniture and accessories, carpet, signage, installation and dismantle labor, material and handling and utilities.

How do I get an Exhibitor Service Manual?

The Exhibitor Services Manual can be downloaded can be accessed from the Summit Exposition online ordering website at summitexpo.com/orders. Each exhibitor will be sent an e-mail to the primary contact's e-mail address on file with ASTRA that contains a link to the site along with a unique username and temporary password. Please take the time to thoroughly read the information provided as it contains important dates and hours pertaining to your event. Please contact Summit Exposition at info@summitexpo.com or (412) 882-1420 with any questions.

What should I bring with me to the show?

For your reference, we suggest bringing copies of all documentation, including copies of items and services ordered. Also include information on your items shipped, number of pieces, tracking numbers, which carrier it was shipped on. Lastly, remember to bring information regarding your outbound shipping information, which carrier is picking up and where it is being shipped.

ORDER PLACEMENT AND PAYMENT FAQ

How do I order equipment or services for a show?

Services can be ordered from the Summit Exposition online ordering website summitexpo.com/orders. Exhibitors must enter the user name and temporary password sent via email from Summit to the primary contact's e-mail address on file with ASTRA. Upon logging in for the first time you will be required to create your own password. Exhibitors who registered last year will still have the SAME password they created at that time. If you have forgotten your password, click on the "Forgot Password" on the log in page and a new temporary password will be sent via email. You can then place your orders for the show using the online shopping cart.

In addition, the entire Exhibitor Services Manual E-KIT can be downloaded in PDF format from that same site. The forms from the kit can be submitted via email, fax or mailed directly to our office if that is preferred instead of using the online ordering system. Be sure to save a copy for your records. An order confirmation will be sent within two business days to the e-mail address provided on the Payment Authorization form.

How can I pay with a check and still receive the advance discount?

Summit Exposition will honor the advance discount price for those wishing to pay with cash or check as long as all orders are received prior to the deadline date and a valid credit card as a deposit. If ordering online select "Check" as the method of payment and still enter the credit card information. The credit card will NOT be processed as long as payment is received prior to the opening of the show.

How can I obtain an invoice to process a check?

If your company requires an invoice or purchase order to process a check the online ordering system will generate an invoice when the order is placed. Be sure to select the "Check" option during the check-out process. If you click on "My Orders" in the top right hand side, a list of your orders along with your current invoice will be displayed. Please contact Customer Service at (412) 882-1420 or order@summitexpo.com and we can help with your order.

If you do not want to order online, please complete and return your paper forms as soon as possible, noting on the Recap of Expenses page that you will need an invoice for check processing. Summit Exposition will create an invoice for you immediately and it will be sent to the e-mail address on the form.

Please note that all exhibitors must have a valid credit card on file prior to the move-in to receive their orders at the show. Exhibitors who prefer to pay by check may do so by supplying a valid credit card as a deposit. The card will NOT be charged as long as full payment is received prior to the opening of the show.



What are my options for payment?

Summit Exposition accepts the following:

Credit Card - Visa, MasterCard, Discover and American Express.

Check - Company and Cashier's checks are accepted. Checks must be in U.S. funds drawn on a U.S. bank and payable to Summit Exposition LLC. Personal checks are not accepted. Please be sure to include the show name and your booth number on the check.

Wire Transfer - Domestic and International transfers are accepted for an additional transfer fee. Please contact Summit Exposition at (412) 882-1420 for more details.

Cash - Cash can be accepted only at show site. Please DO NOT mail cash payments.

When will I receive a receipt for charges to my credit card?

Credit Cards will be processed at the start of the show. A statement will be generated and emailed to the email address provided with the order. Receipts shall be sent out no later than 15 days from the close of the event.

FURNISHINGS FAQ

When can I set up my booth space?

This year there is a targeted move-in schedule for all exhibitors:

Exhibitors in **Booths 108 – 1043 (Hall D) ONLY** may begin set-up on Saturday, June 4 from Noon – 5:00 pm. Those in booths 1100 - 2043 (Hall C) will **NOT** have access to the hall on Saturday, June 4.

Exhibitor move-in for ALL exhibitors is on Sunday, June 5 from 8:00 am – 5:00 pm. **Sunday is the ONLY set-up day for Booths 1100 – 2043.** All exhibits must be set up by 5:00 pm on Sunday, June 5.

If you are unsure of your scheduled move-in, please refer to the trade show floor plan at www.expocad.com/host/fx/astra/16astra/default.html

Exhibitors can access the hall on Monday, June 6 at 7:00 am for any last minute work in the booth; however, all displays and product must be in the booth space and all empty containers marked for storage by 5:00 pm on Sunday, June 5 in order for the aisle carpet to be installed and to prepare the hall for opening.

What furnishings are provided with my booth space?

Each 10' x 10' booth space will be set with the following:

8' high backwall drape in blue/gray/blue

3' high side divider drape in blue

6' long x 30" high x 24" wide blue skirted table

2 chairs

1 wastebasket

7" x 44" black & white ID sign

(Exhibitors who have multiple spaces will receive one furniture package in each 10'x10' space)

Each 5' x 10' booth will be set with the following:

8' high backwall drape in blue/gray/blue

3' high side divider drape in blue

4' long x 30" high x 24" wide blue skirted table

1 chair

1 wastebasket

7" x 44" black & white ID sign

These items will be automatically placed in each booth space prior to your arrival. If you do not want any of the booth package items, please contact Customer Services at orders@summitexpo.com.



Can I substitute an item that is included in my booth package?

Unfortunately, Summit Exposition is unable to substitute items included in your booth package. Items included in a booth package have been contracted and paid for by show management or an association, and offer no trade-in value. If you do not want any of the items included with the package, please notify Summit Exposition either prior to the show at orders@summitexpo.com or on-site and we will have it removed from the booth.

Can I change the color of the skirt for the table included in my booth package?

The booth package tables come standard with a white vinyl top and blue colored skirting on three sides. Summit Exposition can change out the table skirt color on the booth package table. There is fee to do this. You can request this change on the Draped Table section under Booth Furnishings of the online ordering system. Also the Furniture & Accessories page of the exhibitor service manual on the left hand side where the tables are listed there is an option to change out the skirt color.

Are prices of booth furnishings a daily rate?

No, prices for items ordered from Summit Exposition such as tables, chairs, carpet, etc. are for the duration of the show. The exceptions would be any labor service and services provided by an outside contractor. Please note that services such as Electrical, Internet, Telephone, and Audio Visual are provided by an independent contractor or the event facility. Please be sure to read each independent contractor's form to be aware of rates and service charges.

Does carpet come with my booth space?

The booth spaces **DO NOT** come with carpeting included. Only the aisles will be carpeted in gray. Exhibitors are **required** to have floor covering for the entire booth space. All of the convention center floor in the booths must be covered by either carpeting or approved flooring.

What size carpet should I order for my booth?

Traditionally, most exhibit booth spaces are sold as either 8' deep x 10' wide, or 10' deep x 10' wide units. Standard booth carpet is 9' deep in order to accommodate both booth sizes, and can be ordered in 10' increments (9' x 10', 9' x 20', etc.) Please keep in mind on a 10' deep booth, there will be a small gap of uncarpeted area in the back of your booth. In most cases, your booth furnishings or exhibit will cover or block this and is usually unnoticeable. If you are concerned about covering the entire area of your booth, we offer custom cut and deluxe carpeting to fit to your desired size.

Exhibitors with island booths should keep in mind that standard booth carpet will not cover the entire area of the booth. For example, if your booth is 20' x 20', and you order two 9' x 20' carpet runs, this will leave a gap on both sides of your booth and may not meet up with the aisle carpet. In addition, most standard carpet dye lots vary, and the color of the two carpets may not match exactly. To ensure your island is completely covered and the colors match, please choose from our custom cut or deluxe selections.

Exhibitors who have the ASTRA half booths can order 5'x10' carpets in a limited selection of colors. If a different color of carpet is desired for a 5'x10' booth it can be ordered from the custom cut or deluxe selections.

Can I bring my own carpet?

Yes, exhibitors may provide their own carpeting for their booth space. Please refer to the ASTRA Exhibit Rules and Regulations regarding floor coverings. Exhibitors who are providing their own floor covering **MUST** notify Summit Exposition in writing prior to the May 13 deadline. They can do so by selecting the "Exhibitor Provided Carpet" under the carpet section of the online system or by submitting the carpet form from the exhibitor service manual along with their company name and booth number.

Is carpet padding available for my booth?

Yes, deluxe foam padding can be provided under your carpet for an additional charge. Padding can be ordered on the Carpet Order Section or Form.

Will my booth be cleaned?

General vacuuming of the aisle space in front of your booth is provided. Booth carpet ordered from Summit Exposition will be installed clean. However, once set up begins any cleaning services must be requested. Only those exhibitors who order cleaning will have their booths vacuumed prior to the opening of the show. Please refer to the Cleaning and Porter Services section in the Exhibitor Service Manual for rates and services offered.



Can I hang a banner/ sign in my booth?

You may display a sign or banner along the back wall of your booth. Nothing may be affixed to the drape itself as it will damage the material, including the use of pins or tape. Any damage to the equipment is the responsibility of the exhibitor. The sign or banner may not extend higher than the 8' high back drape. "S" shaped hooks will be available at the Exhibitor Service Center to aid in hanging banners from the metal poles in your booth. Summit Exposition also provides graphic printing services for all your signage needs.

What is Visqueen?

Visqueen is a plastic covering placed over your carpet to protect it from dirt and markings during set up. Visqueen can be ordered on the Carpet page of the Exhibitor Services.

What is Summit Exposition's cancellation policy for refunds on furnishings & accessories?

Items cancelled 15 days prior the show move-in date and after will be charged at 50% of original price. Items cancelled after move-in begins will be charged at 100% of original price.

Any special orders (specialty furniture, deluxe carpet, and custom rental units) are non-refundable once the order has been placed.

It is the responsibility of the Exhibitor to advise the Summit Exposition Service Center of any problems with any orders and delivered items and to check their order for accuracy prior to the close of the event. **No credits will be issued after the exhibition closing.**

MATERIAL HANDLING / SHIPPING FAQ

What is material handling?

Material handling, also referred to as freight handling or drayage, is the movement of your materials or freight to your booth, and back to your outbound carrier at the close of the show. Material handling includes the unloading of your materials or freight from your vehicle or carrier, advance storage of your freight at our warehouse for up to 30 days prior to the show move-in, handling and storage of your empty containers during the show, and removal of your materials or freight from your booth for loading onto your outbound carrier.

Is there a charge for material handling?

Yes, material handling charges are determined by the weight of your materials. The weight is rounded up to the next hundred pounds (cwt.) and charged accordingly to the rates listed in the Exhibitor Service Manual. Please note that material handling does not include the cost of shipping your materials to and from the advance warehouse or event venue.

What is CWT?

A CWT (or hundred weight) is a unit of measurement equaling 100 pounds. Material handling charges are determined by the number of cwt's per shipment. For example, 800 pounds would be 8cwt's. Please note, all shipments are rounded to the next hundred pounds, if your shipment is 345 pounds, it would be considered 400 pounds or 4cwt's.

What is Special Handling?

Special handling charges apply to materials delivered by your carrier that require additional handling such as ground unloading, stacked and constricted space unloading, designated piece unloading, loads mixed with pad-wrapped materials, loads that are damaged or fail to maintain shipping integrity, and shipments that require additional time, labor or equipment to unload. If you have any questions as to whether your shipment falls under this category, please feel free to contact us.

Does material handling include the cost for me to ship my material?

No, material handling is the cost associated with getting your materials to your booth either from our advance warehouse or show site dock. This should not be confused with the cost to ship your materials from your company to the warehouse or event facility. Please make sure all shipments through your carrier are pre-paid, collect shipments will not be accepted.



Can I carry my own materials in without using the material handling service?

Due to Union Regulations, this year exhibitors may handle their own **hand-carried materials ONLY** in and out of the Colorado Convention Center. Any item that cannot be carried by one person must be handled by the Official Service Contractor. Vehicles must be loaded or unloaded within the 15 minutes and will be issued a timed dock pass. Any material requiring the use of equipment for delivery, i.e., dollies, fork lifts, will be handled by labor through IATSE, Local No. 7 which is arranged through Summit Exposition.

Exhibitors who are transporting their materials in a Personally Owned Vehicle may utilize our Cart service to unload their materials and deliver them to the booth space for them. Cart service is available during their **targeted move-in time** and through the loading area only. Please refer to the POV instructions in the exhibitor service information under the Shipping Information tab. Exhibitors with a Sunday only move-in time (booths 1100-2043) will not have access to the show floor and may not bring any materials to the area even just to drop off.

Note that exhibitors who do not utilize the materials handling service will be responsible for storing their own empty containers, as this is considered part of material handling.

Do I need to order a forklift?

Material handling charges include any forklift use necessary to move your freight to your booth space. However, it may be necessary to order forklift labor for additional work such as repositioning of materials or displays in your booth after the original placement, moving or uncrating heavy displays and machinery, or placing exhibit headers or top sections.

What are the advantages of shipping my material to the advance warehouse?

Summit Exposition strongly suggests that exhibitors ship to the advance warehouse. This method offers the following advantages:

- Lower material handling rates than shipping to show site.
- Flexible delivery dates and times, as your items can arrive at our warehouse up to 30 days prior to the move-in at the same rate.
- Eliminate additional delivery charges such as weekend overtime delivery or driver wait time.
- Confirm your shipment to be certain all materials have arrived.
- Your freight will be placed in your booth prior to the exhibitor move-in time so you can begin set up as soon as you arrive.

How should I label my materials for shipping to the show?

For your convenience, pre-addressed labels are included in the Exhibitor Service Manual. Please be sure to choose the correct labels depending on the destination you are sending your materials to, either the advance warehouse, or directly to show site. Be sure to fill in your company name, booth number and piece count on the labels.

If you do not use the pre-printed warehouse labels provided, please be sure to include the following information on your address labels:

ASTRA 2016
Exhibiting Company Name & Booth Number
C/O YRC/Summit Exposition
14700 Smith Road
Aurora, CO 80011
Piece # _____ of # _____

Summit Exposition will accept materials for 30 days prior to the show set-up. All materials should be shipped to arrive at the advance warehouse no later than **Tuesday, May 31** to avoid any late charges to the standard material handling rates. Shipments will be accepted at the warehouse until **Friday, June 3**, with an additional late fee.



Can I ship directly to show site, and when can it arrive?

Shipments sent directly to Colorado Convention Center must arrive according to the targeted move-in schedule. Shipments arriving to show site before the appointed move-in time and date will be refused by the event venue, so please plan accordingly.

HALL D Exhibitors – Booths 108 - 1043: Show Site Shipments can arrive on Saturday, June 4 from 8:00 am – 3:00 pm and Sunday, June 5 from 8:00 am – 3:00 pm

HALL C Exhibitors – Booths 1100 - 2043: Show Site Shipments can arrive on Sunday, June 5 from 8:00 am – 3:00 pm **ONLY**

Any freight that arrives prior to the targeted move-in times listed above will be charged at the special handling rate for material handling which is higher than the show site rate. This applies only to exhibitors who ship to directly to the Convention Center, not to exhibitors who ship to the advance warehouse prior to the event. If you are unsure of your scheduled move-in, please refer to the trade show floor plan at <http://www.expocad.com/host/fx/astra/16astra/default.html>

Note that materials shipped directly to the Colorado Convention Center are subject to the show site material handling rates, which are higher than the advance to warehouse rates. **Many times unforeseen delays happen in shipping so it is highly recommended that exhibitors do not wait to ship to the Convention Center and risk not having all their materials in time.** It is strongly recommended that exhibitors ship to the advance warehouse as the costs will be charged at a lower rate. The advance freight is delivered to the booths before any of the direct freight reducing delays in receiving your materials for set up.

If shipping directly to the center is chosen, please use the following address:

ASTRA 2016
Exhibiting Company Name and Booth #
c/o Summit Exposition
Colorado Convention Center
Exhibit Hall D -Champa Street Docks
700 14th Street
Denver, CO 80202
Piece #_____ of #_____

What happens to my empty shipping containers during the show?

Empty Labels can be obtained at the Summit Exposition Exhibitor Service Desk in the exhibit hall. Be sure to print your company name and booth number on the label before placing on your containers. Make sure to remove all necessary items, as containers will not be accessible during the show. The empty containers will be stored and then returned at the close of the show, after the aisle carpet has been removed to allow forklifts onto the floor. This process goes quickly, but will take a couple of hours to complete. Please note that storage of empty containers is included in the Material Handling charge. Exhibitors that did not utilize the Material Handling services may arrange to have their empty containers stored for an additional charge.

Am I required to use the YRC Freight, the Preferred Carrier, to ship my freight or materials?

No, exhibitors are free to ship their materials both inbound and outbound using any carrier they choose. For your convenience, Summit Exposition will have representatives from YRC on show site to assist with your shipping needs if you wish. You can also obtain rate quotes and set up shipping with YRC at their exhibit hotline 24/7 at 800-531-3976 yrc.com/services/exhibit-trade-shows/ or at exhibit.services@yrcw.com



How do I prepare for outbound shipping at the close of the show?

Exhibitor teardown is on Tuesday, June 7 from 6:00 pm – 10:00 pm. At that time all the stored empty containers will be returned to the booths. This process will take 2 - 3 hours, so please plan accordingly.

- Choose a carrier for your return shipping – you may choose any carrier you wish. YRC Freight is the on-site preferred carrier and will have a representative on-site to assist with all your shipping needs.
- If NOT using YRC, call your designated carrier and arrange a pick-up at the show-site to be checked in by **12:00 pm, Wednesday, June 8**
- **Freight must be picked up during either of the following times:**
 - Tuesday, June 7 6:00 pm – 10:00 pm**
 - Wednesday, June 8 8:00 am – 12:00 pm**
- Pick-up a bill of lading/material handling agreement at the Summit Exposition Service Center
- When the empty containers are returned to your booth, pack up and be sure to label each piece individually
- Once your items are all packed up and ready to go, turn your filled out bill of lading back into the Summit Exposition Service Center. You may leave your properly labeled items in your booth space as booth contents will be loaded from there.
- Note that some carriers (i.e. Fed Ex, UPS etc.) require specialized bar-coded labels in order for their drivers to accept materials. It is the responsibility of the exhibitor to have the appropriate forms for their designated carriers.
- All paperwork must be turned into the Exhibitor Service Center by **10:00 pm on Tuesday, June 7.**
- In the event that your carrier does not check-in prior to the **12:00 pm** deadline, **your freight will be reconsigned to our house carrier**, YRC Freight, because we must clear items of the hall. Your items will be shipped back to the address indicated COD, usually at a higher rate than your original shipper.

If the Outbound Address Label Request from the Exhibitor Service Manual or online order system was completed prior to the show, address labels will also be delivered to your booth in the morning of the move-out. Save time at show site and request for your Outbound Label Request before the show!!!

If using a freight carrier different from the designated preferred carrier, YRC Freight, it is the responsibility of the exhibitor to contact your carrier with the pickup information.

Carriers other than YRC Freight may pick-up your materials at the following times and address:

Colorado Convention Center
Exhibit Hall D -Champa Street Docks
700 14th Street
Denver, CO 80202

Tuesday, June 7 from 6:00 pm – 10:00 pm

Wednesday, June 8 from 8:00 am – 12:00 pm

All carriers must be checked in prior to **12:00 pm on June 8** or items will be rerouted onto YRC Freight.

Be sure that your carrier arrives with detailed documentation including company name, booth number and shipment destination.

Please note: Exhibitors will **NOT** be allowed in the hall on Wednesday, June 8. Only commercial freight carriers will be received on the dock for loading.

Can I use UPS, FedEx, or DHL to pick up my shipment at the close of the show?

Yes, exhibitors may use any carrier of their choice to ship their outbound freight, as long as that carrier arrives during the designated pick-up times listed above. If using a carrier other than the preferred carrier, YRC, it is the responsibility of the exhibitor to contact the carrier to arrange for a pick-up, as well as provide the carrier's specific labels. A Bill of Lading must still be completed and turned into the Summit Exposition Exhibitor Service Desk. Please keep in mind that carriers such as UPS, FedEx or DHL will not accept materials that do not have their specific bar code labels. It is recommended that exhibitors wishing to utilize one of these carriers bring these labels with them or create pre-printed return labels on-line prior to the show.



When must my outbound freight be out of the hall?

Due to contractual agreements with show management and the event facility, exhibitors must arrange for outbound shipments to be picked up during the date and times listed in the Exhibitor Service Information. Summit Exposition is required to have all equipment and materials removed from the facility by a certain time. Unfortunately, no outbound freight can be left in the exhibit hall, on the loading dock or on the facility property for pick-up at a later date. All freight must be picked up by the exhibitors designated carrier prior to **12:00 pm on Wednesday, June 8** or the items will be rerouted onto YRC Freight, the on-site carrier.

What happens if my outbound freight carrier doesn't show up?

In the event your chosen carrier fails to pick-up during the designated dates and times of move-out, outbound freight will be re-consigned to the designated preferred carrier for the event, YRC Freight. Please be sure to contact your carrier and confirm a pick-up prior to turning in your Bill of Lading. When filling out your Bill of Lading, please provide a contact number for your chosen carrier.

Will there be an organization to donate product at the end of the show?

As in past years, ASTRA will be teaming up with a charitable organization to receive all donated product at the end of the show. Members of that organization will be on-site to with stickers to mark the items to be donated along with forms for tax purposes. Donated items can then be left in the booth or brought over to the donation center located in the exhibit hall.

LABOR FAQ

Do I need to order labor to set up my booth?

Exhibitors may set up their own booth without the use of union labor provided that:

- All work is performed by full time employees of the exhibiting company and have exhibitor badges
- No power tools are used
- Work is completed by the full time employees in less than sixty minutes

Please note, these regulations apply only to the set up and dismantle of your booth display, such as custom booths, pop-up booths, hard wall, truss, etc. Exhibitors are not required to hire labor, nor are they limited by time, other than the allotted move-in time, for product placement and merchandising,

Are there any restrictions as to how my booth can be set?

Yes, please refer to ASTRA's Rules and Regulations and Display Rules in the exhibitor contract and the Exhibitor Service Manual.

What is an EAC?

Exhibitors are allowed to hire Installation & Dismantle (I&D) companies, other than Summit Exposition, the official contractor, to set up and tear down their booths. These I&D companies are referred to as an Exhibitor Appointed Contractor (EAC) or a Non-Official Contractor. All companies utilizing an EAC are required to contact Summit Exposition for the appropriate form which must be signed and returned by the exhibiting company. The EAC firm must also submit a Certificate of Insurance by the required deadline date. All EAC's are required to follow local union jurisdictions.

Do I need to be present if I order labor from Summit Exposition?

Exhibitors may choose from two options when hiring labor from Summit Exposition:

- Summit Exposition Supervised: For a supervision fee, Summit Expo will install and dismantle your booth in your absence. Please be sure to include any specific instructions or details with your Labor Order.

- Exhibitor Supervised: An employee of the exhibiting company is responsible for supervising all work performed. The exhibitor must check in at the Summit Exposition Exhibitor Service Desk to pick-up their scheduled labor, and return to the Service Desk at the completion of work to sign out their labor.



GRAPHICS FAQ

Does a sign come with my booth?

Each booth will receive a 7" x 44" ID sign containing the company name and booth number, printed in black on a white card stock. ID Signs are generated from a list provided by the ASTRA. If you would like your company name to read differently than how it was submitted on your booth application and is displayed on the online floorplan, please contact ASTRA at exhibit@astratoy.org.

Can I add more information to my ID sign?

Basic ID signs are a part of the booth package to contact only the company name and booth number. Summit Exposition can modify ID signs to include color, logos, etc., for a nominal charge.

Can I order additional signage or graphics for my booth?

Yes, Summit Exposition can design and produce specialty graphics, banners, and more. Please contact us at (412) 882-1420 or graphics@summitexpo.com to discuss your graphic needs.

UTILITIES AND ADDITIONAL SERVICES FAQ

How do I order Electricity?

Electrical Service at the Colorado Convention Center is provided exclusively by the center. Order forms can be found in the Exhibitor Service Manual under the Utilities section and should be submitted directly to the Colorado Convention Center not to Summit Exposition, or ordered on line at <http://denverconvention.com/exhibit-at-an-event/order-exhibitor-services>. Any electrical questions can be directed to the Colorado Convention Center Exhibitor Services Department at (303) 228-8027 or eorders@denverconvention.com.

How do I order Telephone/Cable TV?

Telephone Service at the Colorado Convention Center is provided exclusively by the center. Order forms can be found in the Exhibitor Service Manual under the Utilities section and should be submitted directly to the Colorado Convention Center not to Summit Exposition, or ordered on line at <http://denverconvention.com/exhibit-at-an-event/order-exhibitor-services>. Any electrical questions can be directed to the Colorado Convention Center Exhibitor Services Department at (303) 228-8027 or eorders@denverconvention.com.

How do I order Internet?

Telecommunication Service at the Colorado Convention Center is provided exclusively by Smart City Networks. Order forms can be found in the Exhibitor Service Manual under the Utilities section and should be submitted directly to Smart City not to Summit Exposition, or ordered on line at <https://orders.smartcitynetworks.com/center.aspx?center=051>. Any telecommunications questions can be directed to Smart City at (704) 339-6700 or csr@smartcity.com.

How do I order Audio Visual?

Audio Visual Services are being provided by Image Audiovisuals, Inc. Order forms can be found in the Exhibitor Service Manual under the Utilities section and should be submitted directly to Image Audiovisuals, Inc., not to Summit Exposition. Any Audio Visual questions should be directed to Image Audiovisuals, Inc. at (303) 228-8047 or JLaboy@ImageAV.com.

Where can I get Plants and Flowers for my booth?

Plant and Floral Services are provided by Summit Exposition. Order forms can be found in the Exhibitor Service Manual and should be submitted directly to Summit Exposition.

Can I keep the plants after the show?

Floral arrangements are a purchased item and are yours to keep. All other plants and trees are a rental item and will be collected at the end of the show.



MISC FAQ

Can I move-out early?

Early tear down is **strictly prohibited** and may result in fines or affect future participation in ASTRA events, so plan accordingly. Exhibitors may begin packing up their booth and preparing their shipment after the hall closes at 6:00pm on Tuesday, June 7.

What security is provided for the items in my booth?

ASTRA will provide 24-hour security for the exhibit area, and perimeter of the event (entrances, exits, hallways, etc.) You are responsible for the security of your in-booth products and displays.

Even with security, we suggest taking the following preventive measures to minimize loss to your exhibition materials:

- Do not leave your briefcase, purse, suit jacket or toolbox in your booth unattended
- Do not leave laptops or other valuable business tools in your booth, remove them from your booth at the end of the day or lock them up
- Try not to leave your booth unattended during heavy attendance time, or heavy move-in or move-out times
- Never leave unique or one-of-a-kind items unattended in your booth
- If you can't take materials with you at the end of the day, cover them or place them out of sight

There have been reports of exhibitor theft. In order to avoid future theft occurrences, please do not take furniture, equipment or product from other booths. If you need a table, chair or any other equipment or service, please go to the **Exhibitor Service Desk**.

A fair warning...If we need to add staff and security to combat theft occurrences, *booth prices will increase*.

If you are unsure of the security provided, contact ASTRA to find out what has been arranged. If additional security is desired, a Booth Security Guard order form is available in the Exhibitor Service Manual.

Do I need to insure my items?

It is recommended that all your materials are properly insured while in transit to and from the advance warehouse or event site, and for the duration of the convention. Contact your insurance company to find out what riders can be added to your existing policy.

HUB International is an insurance firm with expertise in the exhibition and event marketplace and can assist with exhibitor insurance needs. For more information, visit www.hub-astra.com or contact Benjamin Thrush at HUB International in New York, NY, at 1-800-706-3023 or benjamin.thrush@hubinternational.com.

What if my question is not listed here?

Please contact Summit Exposition about any of our services at (412) 882-1420 or info@summitexpo.com

REGISTRATION FAQ

How do I register exhibit booth personnel?

Each exhibitor will be sent a unique registration link and code to register their booth personnel. Exhibitor registration information will be emailed to the pre-convention company contact in early March. Any personnel without a current login must be added to the company's roster by the company's primary membership contact to be registered. All booth personnel **MUST** be registered. Email exhibit@astratoy.org to have your unique registration link re-sent.

How many complimentary full conference registrations do I receive?

Each 10' x 10' booth receives two (2) complimentary full conference registrations. For example, if your company has a 10' x 20' booth then you will have four (4) complimentary full conference registrations. 10' x 5' booths receive one (1) complimentary full conference registration. You can register additional booth personnel to help set-up your booth on Saturday and/or Sunday (dependent of booth location) and have access to the trade show floor **ONLY** to work your booth on Monday and Tuesday at no additional cost. Trade Show Floor Only booth personnel must show proof of affiliation at on-site check-in.



Can I register additional full conference booth personnel above my allotted complimentary amount?

Yes, you can register additional booth personnel for the full conference at a rate of \$199/person.

Can I register exhibit booth personnel on-site?

Yes, while we strongly encourage exhibitors to register all booth personnel in advance, you are able to register on-site. To do so, please proceed to exhibitor registration on the 2nd floor of the Colorado Convention Center, across from Hall D. On-site registrants must show proof of affiliation with the exhibiting company and pay in full with a credit card, if applicable.

What does a Full Conference registration include?

Full conference registration includes access to all of the educational sessions, networking events including the Opening Reception, meal functions and the trade show floor. Meal functions included with your full conference registration includes four (4) breakfasts, three (3) lunches and the Sunday night Opening Reception.

What does a Trade Show Floor Only registration include?

Trade show floor only registration includes complimentary access to the trade show floor only for set-up on Saturday and/or Sunday (dependent on booth location) and for exhibiting on Monday and Tuesday. It also includes a complimentary lunch voucher on both Monday and Tuesday to be used at the ASTRA Food Court on the trade show floor. All exhibit booth personnel must be registered to gain access to the trade show floor.

Lunch Voucher Program

Every exhibitor will receive two lunch vouchers with their name badge at the Exhibitor Registration Desk. Lunch vouchers are only valid at the ASTRA Food Court on the trade show floor on Monday and Tuesday between 11:30am and 1:30pm. There will be a variety of hot and cold items to choose from. Lunch vouchers cannot be redeemed for cash, used at the built-in concessions and will not be replaced if lost.

How do I cancel a registration?

To cancel your registration, click on your unique registration link, then click "Already Registered?" and log in using your username and password. Once logged in, find the personnel you would like to cancel and select "Cancel Registration" from the "Choose an Action" drop-down and then "Go." If you need to change your registration to someone else, select "Replace with a Substitute registrant." You can also add additional registrants from this dashboard by clicking on "Add New Registration".

If you have registered and paid for your exhibit booth personnel, ASTRA staff will follow-up with you to complete the cancellation process and issue refunds. You may also submit cancellation requests in writing to info@astratoy.org. A \$75 processing fee will be charged for all registration cancellations. No refunds will be made on cancellations postmarked after May 1, 2016. All refunds will be issued after the convention.

POCKET GUIDE FAQ

What is a show special?

A show special is a discount and/or incentive on orders for all ASTRA member retailers at the show or all Marketplace buyer attendees. Show specials are up to four lines (of 50 characters each) that will be listed online at www.astramarketplace.org, promoted to all ASTRA attendees and handed out on-site in the printed Pocket Guide. **Show specials MUST be received by Friday, April 1, 2016 to be included in the printed on-site Pocket Guide.**

A unique link was sent to your company's pre-convention contact on March 4th to submit your show special electronically. **The due date for your submission to be included in the Pocket Guide is April 1.** Email exhibit@astratoy.org to have your unique submission link re-sent.

What is a company description?

A 200-character company/product description that gives you the opportunity to extend your brand even further to attendees. Your company description will be included in the printed on-site Pocket Guide in the exhibitor listing section along with your booth number, mailing address and website. **Your description MUST be submitted by Friday, April 1, 2016 to be included.**



What are the requirements?

To be included in the printed on-site Pocket Guide, you must submit your description and show special (if offering) by **Friday, April 1, 2016**. Show specials and/or updates after this date will be included **ONLINE ONLY**. Company descriptions are not published online.

How do I submit my company description?

A unique link was sent to your company's pre-convention contact on March 4th to submit your company description electronically. **The due date for your submission to be included in the Pocket Guide is April 1.** Email exhibit@astratoy.org to have your unique submission link re-sent.

What advertising opportunities are available for Marketplace & Academy?

Every exhibitor will be sent advertising opportunities and specs for the Pocket Guide in March. The Pocket Guide is handed to all attendees as they check-in at registration. If you have any questions, please contact Amanda Zawad at azawad@astratoy.org.

MARKETING FAQ

What marketing opportunities are included in my booth package?

Every exhibitor gets a complimentary listing in the ASTRA Pocket Guide handed out to all attendees on-site. Each listing includes your company name, address, booth number, 200-character company description and 200-character show special (if submitted by April 1). Additionally, a pre-registration mailing list will be sent to all exhibitors one month before the show to be used one-time for promotional marketing purposes.

Are there additional opportunities available to increase brand awareness?

Yes, ASTRA offers a range of high-profile sponsorship opportunities with Gold, Silver and Bronze level packages to maximize your exposure pre-show, on-site and post-show. In addition, there are various a la carte sponsorships such as product showcases, V-boards, Pocket Guide advertisements and more. [Click here](#) to view our sponsorship opportunities.



HOTEL & TRAVEL FAQ

ASTRA has contracted special discounted room rates with several hotel properties in downtown Denver. To take advantage of these special low rates, follow the booking instructions below. **The Hotel Reservation Cut-Off Date is May 1.** Reservations received after this date will be confirmed on a space-available basis only and the hotel may charge a higher rate.*

HOTEL ALERT:

ASTRA is **NOT** affiliated with any housing company. Avoid scams, hidden fees, and penalties by booking in the official ASTRA block.

Hotel	Rate and Room Types	Book Your Stay
Headquarter Hotel The Hyatt Regency Denver at the Colorado Convention Center 650 15 th Street - Adjacent to the convention center - Mini-fridge, coffee maker & laptop safe in rooms - 24-hour StayFit gym & Spa Universaire - Indoor pool, outdoor hot tub & sun deck	Rate: \$169/night Room Type: Standard King or Double Queen for single or double occupancy Includes complimentary Wi-Fi	1) Book Online 2) Book Over the Phone Call (888) 421-1442 and tell them you are booking with "ASTRA"
Courtyard Denver Downtown 934 16 th Street - 3.5 blocks to the convention center - Great location by the 16th St Mall - Mini-fridge, microwave & coffee maker in room - 24-hour fitness center	Rate: \$179/night Room Type: Standard King or Double Queen for single or double occupancy Includes complimentary Wi-Fi	1) Book Online 2) Book Over the Phone Call (303) 260-4739 and tell them you are booking with "ASTRA"
The Curtis Denver – a DoubleTree by Hilton 1405 Curtis Street - 2.5 blocks to the convention center - Mini-fridge, coffee maker & laptop safe in rooms - 24-hour fitness center	Rate: \$204/night Room Type: Standard King or Double Queen for single or double occupancy Includes complimentary Wi-Fi & two (2) breakfast vouchers per room/per night	1) Book Online 2) Book Over the Phone Call (303) 571-0300 and tell them you are booking with "ASTRA"
Embassy Suites by Hilton Denver Downtown Convention Center 1420 Stout Street - Adjacent to the convention center - Refrigerator, microwave, coffeemaker, wet bar & laptop safe in rooms - Fitness center & indoor pool - Complimentary printing service	Rate: \$219/night Room Type: Two-Room King Suite for single or double occupancy w/ Sofa Bed Includes complimentary Wi-Fi, free made-to-order breakfast & nightly reception w/ free appetizers and drinks	1) Book Online 2) Book Over the Phone Call (800) 445-8667 or (330) 592-1000 and tell them you are booking with "ASTRA"
Hampton Inn & Suites Denver Downtown – Convention Center Hotel 550 15 th Street - 1 block to the convention center - Mini-fridge, microwave & coffee maker in rooms - Separate living space - Fitness center, indoor pool & hot tub	Rate: \$209/night Room Type: Standard King or Double Queen for single or double occupancy Includes complimentary Wi-Fi, free hot breakfast daily, & daily complimentary coffee & tea in the lobby	1) Book Online 2) Book Over the Phone Call (303) 534-7800 or (720) 534-7800 and tell them you are booking with "ASTRA"



Hilton Garden Inn Denver Downtown 1400 Welton Street - Adjacent to the convention center - Mini-fridge, microwave & coffee maker in rooms - Fitness center, indoor pool & hot tub	Rate: \$199/night Room Type: Standard King, Double Queen or King w/ Sofa Bed for single or double occupancy Includes complimentary Wi-Fi	1) Book Online 2) Book Over the Phone Call (303) 603-8000 or (855) 215-1283 and tell them you are booking with "ASTRA"
Homewood Suites by Hilton Denver Downtown Convention Center 550 15 th Street - 1 block to the convention center - Fully equipped kitchen w/ refrigerator & microwave - Separate living space - Fitness center, indoor pool & hot tub	Rate: \$209/night Room Type: King w/ Sofa Bed for single or double occupancy Includes complimentary Wi-Fi, free hot breakfast daily & a social hour (M-Th at 5pm) with free appetizers and drinks	1) Book Online 2) Book Over the Phone Call (303) 534-7800 or (720) 534-7800 and tell them you are booking with "ASTRA"

****Please Note:** The negotiated rate is available for a contracted number of rooms. Once that contract is fulfilled, rooms will be subject to availability and the hotel may charge a higher rate. Booking your stay outside of the available dates is based upon availability and the hotel may charge a higher rate.

HOTEL ALERT

ASTRA is not affiliated with ANY housing company. Anyone who contacts you who isn't an ASTRA staff member is doing so without ASTRA's permission.

It has come to our attention that "**Corporate Booking Services - CBS International**", "**TradeShow Housing**", "**Global Housing Services, Corp**" and "**Global Travel Partners**" have been contacting exhibitors and attendees claiming to have the lowest rate. They are **NOT** affiliated with ASTRA and there are **hidden fees and penalties** for booking with them. If you are contacted by these or any other company claiming to be affiliated with ASTRA, please call the ASTRA office to let us know.

The ONLY place you can get the discounted ASTRA rate is online at the ASTRA hotel link or by phone.

When you book through the ASTRA block you save money because of our group buying. In the case of an overbooking or problem with your reservation, booking through the ASTRA block also guarantees easy access to assistance. Booking within the block is another way to support the organization. Through our group purchase we are able to keep convention costs low in turn keeping registrations rates at the same levels for the last five years.

Please contact ASTRA staff at (312) 222-0984 or exhibit@astratoy.org if you have any questions, comments or concerns. Thank you!



What's the best airport to fly into?

Denver is served by the [Denver International Airport](#) (DEN). It is the 8th largest global mega-hub, offering nonstop service to more than 160 US cities, over 170 destinations worldwide. Once you've landed, take an Uber, the new light-rail, SkyRide, a taxi, shuttle, or rent a car to get to downtown Denver.

Features:

- 1,500 average daily flights
- 15 commercial airlines to include, but not limited to, Air Canada, American Airlines, Delta Air Lines, Frontier, JetBlue, Southwest, United and US Airways
- FREE Wi-Fi throughout the airport
- Hundreds of easily-accessible electrical outlets and dedicated battery charging stations with work surfaces
- Over 140 restaurants, retail and services

Ground Transportation from DEN to Downtown:

- [Light Rail](#) – NEW! Only \$9 cost from the airport to downtown!
- [SkyRide](#) – The airport bus line that runs downtown for \$9.
- [Uber](#)
- [Taxis](#)
- [Car Rental](#)
- [Shuttle Services](#)

Does the convention center have parking?

Colorado Convention Center

700 14th St, Denver, CO 80202

The convention center provides a 1,000 space covered parking garage open 24 hours a day, 7 days a week. Spaces are available to ALL visitors and guests attending any events or business in the downtown area so it is recommended to arrive early. The entrance is located at 1104 Champa St. Park near the YELLOW arrow to enter the convention center by the Big Blue Bear.

Parking rates:

(in/out privileges not included)

- Up to 8 hours: \$12
- Up to 12 hours: \$15
- Up to 18 hours: \$17
- Up to 24 hours: \$25

[Click here for additional downtown Denver parking options.](#)

Does the headquarter hotel have parking?

The headquarter hotel, and all ASTRA contracted hotels, have parking at various rates.

Hyatt Regency Denver

650 15th St, Denver, CO 80202

Parking Rate:

(in/out privileges included for daily rate)

- Self-parking for 5+ hours and overnight: \$29
- Valet parking for 8+ hours and overnight: \$39

How far are the ASTRA hotels from the convention center?

The contracted ASTRA hotels are all in walking distance of the convention center ranging from adjacent to 3.5 blocks. For details on each, [click here](#).