

# 2025 IAFE TRADE SHOW FACT SHEET

**Colorado Convention Center, Denver, CO**  
**December 1 & 2, 2025**



## 1. SET-UP DATES AND TIMES

Exhibitors can set up their exhibits from 8:00 am – 6:00 pm on Sunday, November 30, and on Monday, December 1, from 8:00 am - 11:00 am. **Note:** Exhibitors utilizing the dock for unloading will need to arrive before 6:00 pm on Sunday and before 10:30 am on Monday. Please refer to #6 regarding specific set-up instructions. Exhibits must be ready by 11:00 am Monday, December 2, 1 hour before opening.

## 2. OPENING AND CLOSING OF EXHIBITS

Monday, December 2: 11:30 p.m. - 4:30 p.m.  
Tuesday, December 3: 11:30 a.m. - 1:00 p.m. and 3:00 p.m. - 5:00 p.m.

Exhibits **MUST** be open and always staffed during show hours.

## 3. REMOVAL OF EXHIBITS

Exhibits must not be disturbed, dismantled, or removed before 5:00 pm, Tuesday, December 2. However, exhibits must be dismantled, packed, and removed from the convention center by 12:00 pm, Wednesday, December 3.

## 4. BOOTHS

All individual exhibit spaces measure 10 feet wide by 10 feet deep. The booths will feature a back wall 8 feet high and side rails 36 inches high. The floor is **NOT** carpeted. Show Management strongly suggests ordering a carpet from the official show decorator, Paramount Convention Services, for a more professional appearance and the comfort of your feet. The background color (drapes) will be black. Each booth will be equipped with one 7" x 44" two-line identification sign. The height of built displays should not exceed 8 feet across the back without first receiving permission from the Trade Show Management. Sides must not block out adjacent booths; that is, the exhibit may not extend farther than 4 feet from the back wall if the exhibit is over 3 feet tall. Side rails on corner booths may be removed. Any special signs may be ordered from the decorator.

## 5. CEILING HEIGHT, FLOOR LOAD, AND FREIGHT ACCESS DOORS

The ceiling height in the Exhibit Halls of the Colorado Convention Center is 30 feet and the floor load is 350 pounds per square foot. Freight doors leading to the Halls can accommodate any road-legal vehicles/trailers.

## 6. SETTING UP OF EXHIBITS

Paramount Convention Services and the IAFE value you as a customer and want your experience in Denver to be a pleasant one. The following information should be helpful in planning your participation in the IAFE Trade Show.

IATSE, Local No. 7 Convention, Display, Trade Show Labor Conditions: All decorating, display, drayage, theatrical, rigging, production, audiovisual, commercial presentations, as well as all material handling for conventions, trade shows, promotional displays, and consumer shows, are performed by the Denver Theatrical Stage Employees Union, IATSE, Local No. 7. Display and Exhibit Work - Installation, Dismantling, and Decorating: Full-time employees of an exhibiting firm may install and dismantle their respective company display if such work can be completed in less than sixty minutes and without the use of mechanized tools. Any outside or additional labor required for installation, dismantling, or decorating of displays must be performed by the Paramount Convention Services or by any other contractor signatory to the IATSE, Local 7 labor agreement. (Product display and placement are not included in these work rules and are the exclusive rights of full-time employees of an exhibiting firm.) Show/Job Site Drayage: Exhibitors may handle their hand-carried materials in and out of the CCC. Any material requiring the use of equipment for delivery, i.e., dollies, and forklifts, will be handled by labor through IATSE, Local No. 7. Equipment and labor are arranged through the Paramount Convention Services.

Exhibitors who will be driving in their materials in their own Privately Owned Vehicles (POVs) will be allowed to move in on their own through a marked door designated by Paramount Convention Services. POVs will only include cars, SUVs, or pick-up trucks. There is a 20-minute time limit for POV move-in. Exhibitors must hand-carry all material or request labor/cart service from Paramount Convention Services. Exhibitors cannot use any material handling equipment. All other vehicle types will need to hire labor to unload. Note, that the dock area has one way in and out, so waiting times may be involved.

Exhibitors desiring to unload at the convention center dock area should obtain clearance from Paramount Convention Services before pulling into the loading/unloading area. The entrance to the dock area is on Champa Street. The Dock hours are 8:00 am - 6:00 pm on Sunday, December 1, and 8:00 am - 10:30 am, Monday, December 2. Exhibitors, that include trailers or vehicles as part of your exhibit, must move in on Sunday.

Exhibitors will be allowed to pull up to the outside dock area to unload. At no time will you be allowed to leave your vehicle unattended for emergency reasons, so one person **MUST** always remain with your vehicle.

You will be limited to 20 minutes in the unloading area so that other exhibitors will be able to move in. Please staff accordingly to comply with these rules.

For items that you are physically unable to move in yourself, Paramount Convention Services will have a POV rate to move-in exhibitors based on a roundtrip package of ½ hour increment for the in and ½ hour for the out. Exhibitors will be able to find this information in the Paramount Exhibitor kit, which will be posted online at [www.iafeconvention.com](http://www.iafeconvention.com) around September 1st.

Exhibitors who move cartons and products into the hall will be responsible for removing and returning empty containers off-site. NO STORAGE WILL BE ALLOWED IN THE EXHIBIT AREA PER THE FIRE MARSHAL. This rule will be strictly enforced. Your cooperation is appreciated.

## 7. ELECTRICAL LIGHTING

General illumination in the exhibit area is very good. Additional lights and electrical outlets may be arranged through the Colorado Convention Center Exhibitor Services Team.

## 8. INSURANCE REQUIREMENTS

Each exhibitor is required to furnish an original certificate of insurance to participate in the Trade Show. The certificate, in accordance with the following requirements, must be sent to the IAFE office on or before November 1, 2025. The insurance policy must cover the show dates including set-up and teardown (November 30 - December 3). The coverage must be for General Liability with a combined single limit minimum of \$1,000,000. All insurance must be on an occurrence policy and must include the IAFE and the Colorado Convention Center as additional insured. If you do not currently have a General Liability policy, you can purchase insurance coverage from the IAFE. Please contact the IAFE office for details.

## 9. COOKING OR FOOD SERVICE

Cooking and/or serving food or beverages will be permitted only with the approval of the IAFE, the Colorado Convention Center, and Sodexo. In addition to the insurance requirements for all exhibitors, companies serving food or beverages must have a policy that includes product liability. Please contact Show Management for approval on cooking/cooking methods and information on food service options at the Trade Show.

## 10. THE DISPLAY OF ANIMALS

Any exhibitor who wants to display an animal must first receive permission from the IAFE Show Management.

## 11. DEMONSTRATIONS AND PERFORMANCES

Booth demonstrations and performances should not disturb adjacent exhibitors and their patrons. Musical instruments and P.A. systems may not be used. Performances utilizing the Beyond the Booth areas are subject to approval by IAFE Show Management. **No hazing, smoking, or fog is permitted with any exhibit.**

## 12. FIRE DEPARTMENT REQUIREMENTS AND MOTORIZED VEHICLES

- a. Any display of a static vehicle must first be approved by show management and then the Fire Marshal. Visqueen is required under all displayed vehicles.
- b. Once approved, automobiles, trucks, motorcycles, and other motorized vehicles displayed shall have their batteries removed or battery cables disconnected. The fuel tank should not be more than one-fourth of a tank full, and the fuel tank must be sealed with tape or locked. Garden tractors, snowmobiles, chainsaws, or other gasoline-powered equipment must be safeguarded in a similar manner. Contact IAFE Show Management for information.

## 13. OFFICIAL SHOW DECORATOR AND OFFICIAL DRAYAGE FIRM

Paramount Convention Services  
Phone: 314-621-6677

## 14. SHIPPING INSTRUCTIONS

Exhibitors desiring to ship freight must send all freight directly to the Paramount Convention Services on a PREPAID basis. COMPLETE SHIPPING INSTRUCTIONS will be included in the exhibitor's kit.

## 15. REGISTRATION

A kit of pertinent materials and trade show admittance badges for the people manning your exhibit will be available for pickup on Sunday, December 1, from 8:00 am - 6:00 pm or Monday, December 2, from 7:00 am - 11:30 am. Each exhibitor will receive two (2) badges for the first booth purchased and two (2) additional badges for each additional booth purchased. Badges above the allotment are \$50.

Please note, exhibitor badge registrations are requested by October 10, 2025, so our staff has time to process prior to the show. Registration details will be sent to all exhibitors in July.

## 16. LOUNGE AREA

A lounge area will be included as part of the floor plan. We feel this area will offer exhibitors a break and rest area and help retain attendees of the Trade Show area.

## 17. TRADE SHOW COMMITTEE

The IAFE Trade Show Committee will monitor the Trade Show and have authority to act on behalf of Trade Show Management. Vendors who are not registered Trade Show exhibitors will be asked to leave.

## 18. TRADE SHOW DRAWINGS

If exhibitors hold individual prize drawings at their booths, IAFE show management must approve the drawing. Show management will not announce booth drawings on the microphone but will provide an area/signage to post winners. All gifts or prizes distributed by exhibitors through drawings must be registered and approved in writing by IAFE show management before December 1.