

NATIONAL WESTERN



Complex

POLICIES AND PROCEDURES

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INTRODUCTION

The National Western Complex Rules and Regulations are an attachment to, and an integral part of, the License Agreement. **These rules and regulations should be read and reviewed prior to the signing of the License Agreement.** Solely for the purpose of simplicity and clarity of this manual, the exhibitor is referred to as “him” or “his” rather than his/her each time.

The National Western Complex Management reserves the final and absolute right to interpret rules and regulations and to settle and determine all matters, questions or differences in regard thereto or otherwise arising out of, connected with, or incidental to the National Western Complex. It further reserves the right to determine unforeseen matters not covered by these rules, to amend or add to these rules as in its judgment may determine necessary.

GENERAL INFORMATION

- 1.1 The rental is on a “four wall” basis, and includes only house lighting, climate control, where available, and water as they are now installed on the premises during event open times. Energy conservation is of prime concern; therefore, heat and air conditioning are not provided during move-in and move-outs. At Licensee’s request and expense, National Western Complex shall provide heat or air conditioning during move-in and move-outs at an agreed upon hourly rate.
- 1.2 The rental includes event personnel. The number and identity of event personnel shall be determined by Complex Show Management. Additional requests for event personnel and additional equipment or services are listed in the License Agreement.
- 1.3 National Western reserves the right to approve all advertising material with respect to the event. All event advertising shall refer to the facility as “National Western Complex”. National Western is a registered trademark of The Western Stock Show Association.
- 1.4 The rights to all food and beverages served in National Western Complex are reserved by CaterWest/K-M Concessions, the approved food and beverage concessionaire for all events held at our facilities. This means that the Licensee may not sell or give away energy/soft drinks, water, alcohol, food, or contract with any outside sources for furnishing the same.
- 1.5 Use of the National Western Complex shall be strictly confined at the time limits set forth in the License Agreement, and the Licensee shall not be permitted to move in early or move out late without the assessment of an additional charge for such time.
- 1.6 The National Western Complex telephone number may not be published, nor used in the media, as an information number, or as an official show number.
- 1.7 National Western Complex is a multi-purpose facility and often there will be more than one event utilizing the Complex at one time. Therefore, the following areas are considered public areas and are under the control of the National Western Management: a) all lobbies and concourses, b) all permanent food facilities, c) all Complex parking facilities, d) all ticket offices and e) all private offices and conference rooms unless otherwise stated in License Agreement.

- 1.8 The National Western Complex will not be responsible, under any circumstances, for property of the tenant while on the National Western Complex property. Proper securing of doors and facilities will be performed by the Complex staff; however, any additional security for tenant's property will be the responsibility of the tenant. Overnight security is required if vendors are in the building. Unclaimed articles or property must be held and distributed by the tenant.
- 1.9 National Western Complex maintains a no smoking/vaping policy for its facilities for all events. Smoking is only permitted outside the building in designated smoking areas. Smoking is not permitted in areas which produce a situation where separation of non-smoking and smoking areas cannot be guaranteed.
- 1.10 Please be advised that smoking marijuana in public is prohibited. This includes all areas inside and outside of the National Western Complex. Violators may be prosecuted to the full extent of the law for any violation.
- 1.11 No dogs, cats or other pets, except "Quality of Life Assistance Animals", as defined by the Americans with Disabilities Act of 2001, shall be permitted on the Grounds during the Show. Exhibitors will not be allowed to chain their pets outside of their vehicle or camper while working.
- 1.12 In order to help assure the success of your event, Management will be happy to meet with your representative and plan all details. We believe you will agree that this procedure will assist in eliminating possible last minute problems and difficulties.

DECORATING

- 2.1 Normal decorating time is between 8:00 a.m. and 4:30 p.m. If earlier access is required for your event, arrangements must be made in advance with Complex Show Management. Crepe paper is not allowed.
- 2.2 Decorations, signs, banners and similar materials may not be taped, nailed, tacked, stapled, glued or otherwise fastened to ceilings, doors, walls, glass, columns or painted surfaces unless approved by Complex Show Management. Duct tape is prohibited.
- 2.3 Helium balloons may not be sold or distributed inside the facility. Table centerpieces may be used providing balloons are secured to the arrangement. A deposit may be required. Approved helium balloons that are released within the facility shall be removed at Licensee's expense. Helium, or other balloons distributed outside of National Western Complex shall not be permitted to be brought into the facility.
- 2.4 No pressure-adhesive stickers or decals or similar promotional items may be distributed in the facility.
- 2.5 All decorations or props must be removed immediately from the building following the close of the event. National Western Complex will not be responsible for any items left on the premises by Licensee.
- 2.6 Glitter is highly discouraged and an additional clean up charge will be assessed if used.
- 2.7 National Western Complex will not furnish ladders for decorating.

- 2.8 All equipment and freight should be transported utilizing the freight elevator or loading ramp.
- 2.9 The floor load capacity for National Western Complex is 125 pounds per square foot.

SET-UP

- 3.1 Changes in physical set-up requested by Licensee may result in additional charges.
- 3.2 Licensee shall provide National Western Complex a floor plan and the event set-up requirements, including stage, pipe and drape, table, and chair requirements and any other pertinent information as may be required at least ten (10) days before the first day of the Event.
- 3.3 Trade shows or exposition shows must have a person designated to open and close the overhead door at the service entrance and to prevent persons from parking in service entrance areas.

EQUIPMENT

- 4.1 The person's name appearing on the License Agreement shall be the only person authorized to make changes or request additional equipment and/or services to the License Agreement. Should Licensee desire to appoint an additional designee for this purpose, it shall be provided to Complex Show Management in writing.
- 4.2 National Western Complex heating and air conditioning, lighting and sound systems will be operated only by its personnel.
- 4.3 AV, Special lighting, sound needs and electrical work require additional time. If the work is done by National Western Complex personnel at Licensee's expense, arrangements should be made when submitting the event set-up requirements ten (10) days prior to the first day of the event.

ELECTRIC

- 5.1 In order to provide the most efficient service for exhibitors at The National Western Complex, we require that promoters take orders for electrical needs directly from exhibitors.
- 5.2 The promoter must then provide National Western with a list of electrical needs by booth location along with their floor plan.
- 5.3 The National Western will bill the promoter directly for all work done at an hourly rate. The promoter is free to charge exhibitors as they see fit for electrical service.
- 5.4 Electrical info must be provided at least 2 weeks prior to the show.

- 5.5 Keep in mind that there are 120-volt 10amp outlets on columns and along the walls that can be utilized directly. In order to make use of these outlets, booths must be directly adjacent so that no extension cords run through any walkways.
- 5.6 Exhibitors must specify what kind of service and the number of circuits needed.
- 5.7 Please inform exhibitors that all displays and equipment must conform to National Electric Code and the local building department codes. Proper grounding of equipment is necessary, therefore only 3 wire grounding extension cords will be allowed. There can be no extension cords running through any pedestrian areas. Our electrician will deliver power to the booth. Exhibitors are responsible for furnishing all necessary electrical cords to distribute power to desired location within the booth.

FIRE REGULATIONS

- 6.1 Licensee agrees to adhere to the City and County of Denver Fire Regulations.
- 6.2 Fire Detail is required for most events.
- 6.3 Licensee is responsible for obtaining all permits required by law.
- 6.4 All fire lanes must be kept clear of vehicles.
- 6.5 Fire Department requires 20 feet of clearance in front of all exit doors.
- 6.6 All fire alarm pulls, fire extinguishers and electrical panels must be kept clear and accessible.
- 6.7 Aisles need to be at least 10' wide per fire code.
- 6.8 Vehicles in the building must have less than one-quarter (1/4) of the tank capacity, not to exceed five (5) gallons per vehicle, have no leaks, battery must be disconnected and vehicle shall not move during event hours.
- 6.9 A permit must be obtained from the Denver Fire Prevention Bureau at 720.913.3464 for cooking and open flame use.

DELIVERIES

- 7.1 The National Western requires notice of any shipments and approximate date of delivery. The National Western is not responsible for lost, stolen or damaged articles that are received by, signed by, stored or left at the Complex. All deliveries must be addressed to the exhibitor along with event name. Failure to follow guidelines may result in refusal or misdirection of deliveries.
- 7.2 Post Show: Licensee is responsible for making arrangements for outgoing shipments. The National Western is not responsible for lost, stolen or damaged articles left.

OSHA RULES AND REGULATIONS

In an effort to insure the safety and well-being of all Venders, Guest and Staff the National Western Complex strictly adheres to all OSHA rules and regulations. The National Western Complex requires that all Venders comply with all OSHA rules and regulations as well. Fire safety and any preventive measures are one of our top priorities. One area of concern is the use of extension cords and power strips within Vender booths. Under OSHA regulations all extension cords must be a three prong plug with a ground. They must also be properly approved (by Underwriters Laboratory, etc.) OSHA Code of Federal Regulations 29CFR1910.303.



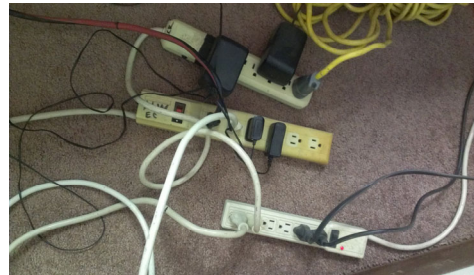
Three prong plug with ground

Two prong plugs are not allowed at the National Western Complex:



Other OSHA rules:

- Extension cords cannot be used if they are missing the ground or third prong, show any signs of damage or fraying at the connecting ends, or have any damage to the casing such as cracks, bends or kinks.
- Extension cords cannot be daisy chained together. In other words, it is not permitted to plug one extension cord into another. Because electrical resistance increases with increased power cord length, interconnecting cords increases the total resistance and results in heat generation. This creates an additional risk of equipment failure and fire.
- Power strips cannot be daisy chained together. Power strips are designed to supply power to a maximum of four to six items. Connecting one power strip to another can result in an electrical current overload that can result in a fire. Power strips must be plug directly into the outlets and must be lying flat. They cannot be hanging in the air from the outlet or be suspended in the air by any item plugged into it.



Your cooperation in adhering to these regulations is greatly appreciated. With everyone's help we can create a safer environment which helps to make a more successful show for all our Venders.

Source: OSHA Code of Federal Regulations 29CFR1910.304 and 29CFR1910.334

VENUE CONTACT AND EMERGENCY INFORMATION

National Western Complex

4655 Humboldt Street

Denver, Colorado 80216-2818

303-296-6977 (Fax) 303-297-1849

NationalWesternComplex.com

Directions:

The National Western Complex is located just east of I-25 on I-70 and is easily accessible by taking the Brighton Blvd. exit. It is also serviced by RTD Route #48.

General Information and Customer Service:

Ticket Office:.....303-295-6124

nwtickets@nationalwestern.com

Facility Personnel:

Kyle Baun - Vice President of Complex Event Sales303-299-5515

kbaun@nationalwestern.com

Jen Edwards - Director of Complex Event Sales303-299-5554

jedwards@nationalwestern.com

Shelby Rich - Complex Coordinator.....303-299-8641

srich@nationalwestern.com

Craig Lundquist – Manager of Complex Events303-299-8640

clundquist@nationalwestern.com

Kendra McConnell - Director of Horse Show Operations303-299-5525

kmccconnell@nationalwestern.com

Tim Barber - Director of Operations.....303-299-5512

tbarber@nationalwestern.com

Steve Polson - Director of IT and Telecommunications303-299-5510

spolson@nationalwestern.com

John Toebbe - Manager of Parking Services303-299-5509

jtoebbe@nationalwestern.com

Emergency Information:.....911

In the event of an emergency, the National Western Complex is located just one block from Denver Fire Department’s Station Number 9, which offers EMT and First-Responder Care to the facility.

Denver Fire Dept. (Station 9):720-913-3473

EMS - Stadium Medical:720-630-2000

Denver Fire Prevention Bureau:720-913-3474

(Floor plan approval and firefighter staffing/on-duty personnel)

Denver Police Department (District 2):720-913-1000

FACILITIES DEVELOPMENT TAX (FDA TAX)

The City and County of Denver levies a tax of 10% on sales of admissions to events at City's facilities unless an exemption is granted. The Denver Manager of the Department of Revenue is the sole grantor of exemptions. Claims for exemption may be filed at the Sales Tax Division. In cases where Licensee collects and pays the Facilities Development Admissions (FDA) tax directly to the City and County of Denver, a completed copy of the FDA return must be furnished to WSSA as evidence that the tax has been paid.

City & County of Denver - Tax Compliance Section
201 West Colfax Avenue, MC405, Dept. 1009
Denver, CO 80202
720-913-9400

INSURANCE

A certificate of liability insurance is required for **move in, show, and move out dates**. A \$1,000,000 combined single limit of liability for bodily injury/property damage claims, personal/advertising liability and products/completed operations. Policy general aggregate of at least \$1,000,000 and fire legal damage with a limit of at least \$100,000. Coverage must include contractual liability. *Policy shall include, "as additional insured's, the Western Stock Show Association, its officers, directors, employees and agents and the City and County of Denver."*

CATERING AND CONCESSIONS

WSSA reserves to itself and its exclusive food service provider all food & beverage/liquor rights and privileges, including the sale of all food and beverage/liquor. All food & beverage/liquor services during events must be performed by WSSA's exclusive in-house food service provider. Licensee is responsible for making its own arrangements and contracts with the in-house food service provider designated only by WSSA. All functions involving food and/or beverage/liquor must have the approval of said function by the exclusive in-house food service provider.

Benjamin Garcia
Director of Catering
CaterWest
303-291-2565
benjamingarcia@kmssa.com

SUGGESTED CONTRACT SERVICES

Draping, Carpet and Stage Needs:

Butler Rents	303-388-5971
Brede Exposition Services	303-399-8600
Coast to Coast Trade Show Services, Inc.....	303-991-2791
Freeman Decorating Company.....	303-329-3442
Wright Group	303-295-7368

Entertainment and Décor Needs:

CaterWest	303-291-2565
DNM Events	303-936-9224

Production Needs:

Ceavco Audio Visual	303-539-3500
Greater Than Entertainment	720-340-8600
Maniac Productions.....	303-661-0920
MultiMedia Audio Visual	303-623-2324
Production Services International (PSI)	303-757-8400
Richter Scale Productions Inc.....	303-680-3555
Sound It Out Audio.....	303-332-1299

Security:

CSEM LLC	303-366-0723
Great Events of Colorado LLC.....	303-408-3187
1st Response Security.....	720-288-1933
Argus Event Staffing	303-799-1140

Ticketing:

National Western Complex Ticketing Service can provide ticket service and box office staff
Shannon Drake – Director of Ticket Operations.....303-299-5536
sdrake@nationalwestern.com

Hotels:

- Comfort Inn Central
- Comfort Inn Downtown
- Courtyard Denver Stapleton
- Crowne Plaza Denver Airport
- Denver Marriott City Center
- DoubleTree by Hilton Denver- Stapleton North
- Hampton Inn & Suites Downtown
- Marriott Denver at Gateway Park
- Quality Inn Central
- Red Lion Denver Central
- Renaissance Denver Hotel
- Residence Inn Denver Downtown
- Sheraton Denver Downtown

NATIONAL WESTERN COMPLEX FACILITIES

Events Center

Arena Floor: Can be modified to Hard Packed Clay, Carpet, or Riding Surface
Spectator Seating: 7,277 Seats (4,777 Fixed Seats with 2,500 Floor Seats Available)
Exhibit Space: 64,225 Total Gross Square Feet (45,000 sq ft (150' x 300' Arena Floor)) & 15,725 sq ft ((85' x 185' Paddock Floor) 3,500 sq ft Concourse)
Arena Ceiling Height of 76'
Service Door to Arena 14'(h) x 24'(w)

Expo Hall

Exhibit Space: 31,750 Square Feet
130 Booths (10' x 10')
Ceiling Height of 14'8"
Two Large Service Doors – North 15'(h) x 16'(w), South 14'(h) x 16'(w)
125 PSF Loading Capacity
Food & Dining: National Western Bar & Grill (Seats 200)

Hall of Education

Exhibit Space: 90,635 Total Square Feet (West - 34,415 sq. ft., East - 56,220 sq. ft.)
430 Booths (10' x 10')
Ceiling Height of 13' (with some obstructions at 11')
125 PSF Loading Capacity
Food & Dining: Dew Country (Seats 125)
National Western Cafeteria (Seats 450)

Stadium Hall

Exhibit Space: 33,390 Square Feet
130 Booths (10' x 10')
Ceiling Height of 14' on Second Level, 12' on First Level
Large Service Door 15'9"(h) x 16'(w)
125 PSF Loading Capacity

Stadium Arena

Arena Floor: Optional Dirt or Concrete Floor Configurations
Spectator Seating: 6,200 (4,200 Fixed Seats, 2,000 Floor Seats)
Exhibit Space: 22,050 Square Feet
59 Booths on Concourse
Ceiling Height of 90'
Service Door 10'(h) x 16'(w)

Hall of the West

Event Space: 24,773 Square Feet
100 Booths (10' x 10')
Ceiling height of 12'
Freight elevator – 9'8" deep, 8'(h) x 8'(w)
Food & Dining: Centennial Room (Seats 150)

Coors Art Room

Meeting Space: 2,818 Square Feet
Ceiling height of 12'
Seating Capacity: 150 Seated

Centennial Room

Event Space: 1,990 Square Feet
Dining Room Seating: 150 Seated (250 for cocktail reception)

National Western Club

Event Space: 3,600+ Square Feet
Dining Room Seating: 250 Seated (can be broken down to 2 smaller rooms)
Executive Dining Room seats 18 guests
Bar - 850+ Square Feet