

2022 Western Conservative Summit

Exhibitor Handbook



2022 Theme: *Time To Saddle Up and Ride*

Date: June 3 and 4, 2022

Location: Gaylord Rockies Resort & Convention Center

6700 North Gaylord Rockies Boulevard, Aurora, Colorado 80019





Dear Exhibitor,

Welcome to the most exciting conservative event of the summer.

2022 Western Conservative Summit

Friday, June 3 - Saturday, June 4, 2022

Gaylord Rockies Resort & Convention Center ★ Aurora, CO

This handbook contains information about participating in the 2022 WCS as an exhibitor.

Applications for exhibitors are being accepted online at

<http://www.yesevents.com/wcs2022/exhibitorapp>

Sponsorships are also available; for information, contact centennial@ccu.edu

The exhibit area will be located in Aurora Hall #3.

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 2022 Western Conservative Summit. Please feel free to contact me directly with any questions.

Exhibit space is limited, please act soon: <http://www.yesevents.com/wcs2022/exhibitorapp>

Best Regards,

Dawn Grubb
Exhibit Manager
dawn@legacyevents.com

Exhibitor Handbook: 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 2022 layout and make your payment. Exhibitors will be allowed to select their own booth space at the time of the purchase.

Single Booth - \$800.00

- 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 - \$1,300.00

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

Premium Location - Single Booth - \$1,100.00 (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

Premium Location – Double Booth - \$1,900.00 (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

Exhibitor Handbook: Important Dates and Deadlines

Booth Registration:

- Start by applying for your booth at <http://www.yesevents.com/wcs2022/exhibitorapp>
- Special Considerations:
Discounted rates will be provided to small non-profits (under \$1M in revenue) and political campaigns. Contact Dawn Grubb at dawn@legacyevents.com for opportunities.

The Centennial Institute at Colorado Christian University is a nonpartisan 501(c)(3) organization that does not endorse or oppose any candidate or political party for public office.

All candidates of the major parties are allowed to table at the exhibition hall.

- 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 3 - 8:00 AM – 9:30 PM
- Saturday, June 4 - 8:00 AM – 7:00 PM

****Note** – the Summit will be all day Friday, June 3 and all day Saturday, June 4. There are no sessions on Sunday June 5.

Event Marketing: Twitter/Instagram Posts

Help draw a great crowd to the 2022 Western Conservative Summit and build excitement during the event by actively using your social media channels. Promote your booth at **#WCS22** and tag Centennial Institute's Western Conservative Summit.

Instagram: [@westernconservativesummit](https://www.instagram.com/westernconservativesummit)

Twitter: [@westerncosummit](https://twitter.com/westerncosummit)

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 Gaylord Rockies Resort & Convention Center outside of the designated times (see Freeman Decorating Kit), the venue may refuse shipments or charge the exhibitor a fee for storage. Exhibitor will be responsible for any storage charges.
- Freeman will receive shipments at the exhibit facility beginning Thursday, June 02, 2022.
- 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.

- Freeman Decorating is a union company, therefore the same union restrictions apply as in years past. 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 with them and/or guest services at the Gaylord. **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 check in Thursday, June 2, between 2:00 PM and 6:00 PM at Exhibit Check-in located in Aurora Hall 2 pre-function area (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 Armstrong Award Dinner tickets

- Exhibitors with a regular single or double booth will receive 2 complimentary Summit Passes. Exhibitors with a premium location single booth or premium 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 Award Dinner on Saturday evening.
- Tickets to the Armstrong Award Dinner and evening session can be purchased for \$150 per person. ***This is a package deal and cannot be separated.

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 as no special arrangements have been made with the venue. There is plenty of parking at the Gaylord Rockies Resort & Convention Center; check out the website for details and contact information. (<https://www.marriott.com/en->

[us/hotels/dengr-gaylord-rockies-resort-and-convention-center/overview/](https://www.westernconservativesummit.com/hotels/dengr-gaylord-rockies-resort-and-convention-center/overview/)):

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, \$262 per night (plus tax and applicable charges) at the Gaylord Rockies Resort & Convention Center. *Special rates are based on availability and not guaranteed.*

Special Room Rate: **\$262/night*** + Applicable Taxes/Fees

*This costs consists of the standard \$239/night room rate, plus a \$23 resort fee. The resort fee will cover several in-room amenities which at the time of check-in will include:

- Daily \$10 dry cleaning credit
- Two bottles of purified water
- Daily a seasonal afternoon treat
- Complimentary use of hotel bicycles
- Daily class offerings at the fitness center
- Complimentary use of the basketball & tennis courts
- Complimentary access to on property water amenities
- Local, toll-free, and domestic long-distance phone calls
- Use of scheduled shuttle service from commuter rail stop
- Complimentary high-speed internet access in all guest rooms

Overnight parking fees are discounted to \$14.50 per day for self-parking, and \$39.00 per day for valet parking.

- Go to www.westernconservativesummit.com and select the "Hotel" to book online or call the Gaylord reservations at 720-452-6900 or 1-888-840-3143 (mention "Centennial Institute - Western Conservative Summit 2022").

Food and Beverage for Exhibitors

- Exhibitors are responsible for their own food and beverage needs.
- There are a number of restaurants and cafés at the resort that will be open throughout the weekend.

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 13, 2022**
 - ❖ 50% Refund between **May 14 – May 27, 2022**
 - ❖ No Refund on or after **May 28, 2022**

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:** centennial@ccu.edu

2022 Western Conservative Summit

Exhibitor Handbook: Guidelines for Exhibiting

Help us make the 2022 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 Handbook: 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, reporting to the President of Colorado Christian University, Dr. Donald Sweeting. More on the Centennial Institute Leadership and Fellows at: ccu.edu/centennial.

Summit History

Western Conservative Summit 2022 is our 13th annual conference in the Rockies. Since 2009 the event has grown from 350 to over 2,000 participants. In 2018, 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 Gaylord Rockies Resort and Convention Center with great access to all that Denver has to offer.

Past Summit speakers have included President Donald Trump, Diamond and Silk, Dana Loesch, Candace Owens, Charlie Kirk, Robert George, 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, Frank Gaffney, Carly Fiorina and dozens of others. Our website will have continuously updated information on the exciting line-up for this year.