

## Dates

**When:** Monday June 7 | 9am to 5pm  
Tuesday June 8 | 9am to 4pm  
The venue opens to exhibitors at 8am each day.

**Where:** Hyatt Regency Denver at Colorado Convention Center  
Centennial Ballroom  
650 15<sup>th</sup> Street  
Denver CO 80202

**Setup:** Sunday June 6 | 2pm and 6pm  
Monday June 7 | 8am to 9am

# Hotel Information

Hyatt Regency Denver at Colorado Convention Center  
650 15<sup>th</sup> Street  
Denver, CO 80202  
(303) 436-1234

CALA is offering discounted hotel rooms at the venue where the show is taking place. If you're exhibiting you must reserve a room for a minimum of 2 nights.

Each room is \$145/night + tax. This special rate is only available until **May 31st or until the room block is full, whichever comes first.**

To book your room please click on this link:

<https://www.hyatt.com/en-US/group-booking/DENCC/G-CALA>

# Booth Information

**Placement:** CALA is a juried show. Our space is intimate and we feel that no booth placement is out of the way or hard to find. Your booth placement is determined by a number of factors. Those factors include:

- Submitting your application and payment before the deadline.
- Previous loyalty to CALA and continued dedication to the success of our show.
- The product and price point of the lines you'll be exhibiting.

**Booth Numbers:** Your booth number will be posted on our website <http://calashows.com/#directory> on May 31<sup>st</sup>. Please do not ask for your booth number prior to that.

Floor plans will not be released before the start of the show.

**Signage:** CALA will provide all booths with signage. Signage will include your business name, booth number and the brand names that you're showing.

**Decor:** We will provide all of the rental equipment you ordered on your application.

In the effort to keep the aesthetic of show please do not bring any of your own racks, tables, display grids or mannequins as these will not be allowed in the show.

All your garments and accessories must be displayed on the racks and/or tables provided by CALA.

You may use 1 banner, decoration or poster that does not exceed the size of 2' x 2' in your booth.

Please do not screw, nail or glue anything to our fixtures, the venue floor or walls.

**Racks:** 48" W x 65" H collapsible round tubing chrome garment racks on wheels. Please do not use the pullouts on each side.



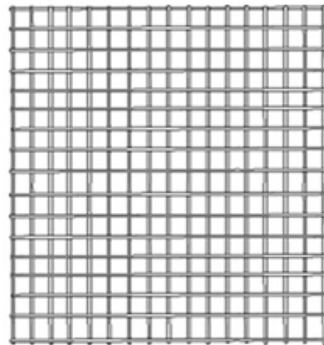
**Tables:** Each table is 48"W x 30"D x 29"H constructed of high density polyethylene. Each table is supplied with 3 white chairs and 1 trashcan. A fitted white linen tablecloth will be provided.



**Mannequins:** Mannequin rental is \$50 each with a maximum of 2 per booth. They are professional garment maker dress forms adjustable from 63" to 75"



**4' x 4' Standing chrome gridwall:** \$40 rental each (2 maximum).



## **Booth Prices:**

10' x 10' - \$700 – (Includes 4 rolling racks, 1 table, 3 chairs)

10' x 14' - \$800 – (Includes 6 rolling racks, 1 table, 3 chairs)

10' x 22' - \$1,000 – (Includes 8 rolling racks, 1 table, 3 chairs)

10' x 30' - \$1,200 – (Includes 10 rolling racks, 2 tables, 6 chairs)

10' x 38' - \$1,400 – (Includes 12 rolling racks, 2 tables, 6 chairs)

**Tables may be substituted for racks at no extra charge.**

**\*\*\*No booth splitting is allowed\*\*\***

## Health & Safety at CALA:

Our top priority is the health, safety, and security of all participants. We are working diligently with the venue to ensure that cleanliness, disinfection, and social distancing protocols consistent with CDC and local government recommendations are in place.

### **Current safety initiatives we are implementing include:**

- Following all gathering guidelines recommended by the [CDC](#) and [Colorado Department of Public Health](#)
- Hand sanitizer stations will be available throughout the venue.
- There will be frequent cleaning and sanitizing of public areas, with attention paid to high-touch points and traffic areas.

### **We ask all of our exhibitors, buyers and staff to follow the advice issued:**

- Mandatory face covering at all times while in the venue
- Wash your hands frequently
- Practice social distancing at all times while in the venue
- Avoid traveling to the event if you have any Covid-19 symptoms

Rest assured that we will have health and safety measures in place, so that every exhibitor can have peace of mind and enjoy their trade show experience.

We will continue to refine these plans as additional guidelines are received from the public health authorities.

# Shipping

Apparel Market Transport Inc. ships 95% of the merchandise to CALA and is the preferred shipper of all the CALA shows. To arrange shipping please contact Gerry Murtagh at (213) 305-6887 or by email [gerry@calashows.com](mailto:gerry@calashows.com)

Apparel Market Transport only ship to/from Downtown Los Angeles to the CALA show. Shipping for the Denver show is 0.89c/lb each way with a \$300 minimum total charge.

Pick up from Downtown Los Angeles is Friday June 4<sup>th</sup> from 9am.

If you are shipping with a different carrier such as FedEx or UPS please make sure your packages arrives no more than 5 business days before the show. No packages will be accepted at the venue prior to that date.

You will be charged a \$300 drayage fee by Apparel Market Transport Inc for your product to enter and exit the venue. No drayage fee will be charged for those who ship with Apparel Market Transport.

Please ship to the following address:

Your Name  
CALA Shows  
Haytt Regency Denver  
650 15<sup>th</sup> Street  
Denver, CO 80202

If you are transporting your products by yourself please only bring them to the venue on Sunday June 6<sup>th</sup> between 2pm and 6pm.



## General Information

**Electrical:** There are electrical outlets located throughout the venue but not in every booth. Please share the outlets with your neighbors.

**Steamers:** Steamer rental will be provided on the set up day on a first-come, first-served basis. Please return the steamer when you are finished with it.

**Food:** Complementary packaged breakfast, lunch and a coffee will be available both days of the show.

**Security:** 24 hour on-site security is provided for the set-up and duration of the show.

**Storage:** We will store all of your boxes, bag & trunks if needed. Please leave them outside your booth on the set-up day for collection. We will return them to your booth when the show finishes.

**Buyer Lists:** We do not provide any buyer/attendee lists to exhibitors. **Please do not ask us for any buyer contact details.**