



July 16, 2009

Dear Exhibitor,

It is a pleasure to welcome you as a participant at the Rocky Mountain Minority Supplier Development Council's (RMMSDC) 2009 Business Opportunity Fair. This correspondence is designed to facilitate your needs as an exhibitor and to help ensure that your participation is a success.

You are taking part in a very exciting endeavor, which includes not only the Trade Fair at which you are exhibiting, but also the opportunity to network with some of the finest Corporations and Certified Minority Business Enterprises in our region.

The RMMSDC has selected Brede-Colorado (Brede Exposition Services) and MultiMedia Audio Visual as our providers to assist in making this dynamic environment a positive return on your investment. The design and lay-out of the event has been created to stimulate booth traffic as well as ongoing advertisement about your company and booth location. We are expecting over 100 participants as well as other civic leaders to attend.

The following are the details on the Trade Fair location, public hours, contractor services (decorating, electrical, shipping, etc.), point of contact, set-up and tear-down times, etc.

Please review this information, making special note of all DEADLINES. Be sure to give a copy to anyone else in your organization who is involved with the Trade Fair.

Please note the set-up and tear-down hours for the Trade Fair, which must be observed by all exhibitors. Not only is this crucial to the success of the Trade Fair, but to each and every exhibitor's participation. It is more costly when you are late (labor overtime charges), but more important, being unprepared during opening hours hurts the rest of the Trade Fair and jeopardizes its, and your, success.

Brede-Colorado, Inc. will prepare and mail to each exhibiting company a complete and informative service manual containing order forms for all rates and services. A general information page will outline pertinent information and will be included. The forms included will be as follows:

Brede-Colorado, Inc. will also provide our exhibitors a professional and functional service desk with knowledgeable personnel during move-in and move-out and during Trade Fair hours. Please look for the Brede Service Desk Counter outside of the Korbell Ball Room for assistance.

In addition, Brede-Colorado will assign an experienced general foreman to be available during move-in and move-out hours. This will help to facilitate an orderly set-up and to ensure the Trade Fair is ready to open on time. **PLEASE NOTE:** Exhibitors are responsible for timely arrival, and no refunds will be made for unoccupied booths due to late arrivals or inability to get material into the Colorado Convention Center. ***If you have any special requirements, please call Ansley Seymour at (303) 399-8600 or email aseymour@brede.com***

Rocky Mountain Minority Supplier Development Council

www.rmmsdc.org Ph: 303.623.3037 1445 Market Street, Suite 300 Denver, Colorado. 80202

RMMSDC 2009 Business Opportunity Fair Location:

Colorado Convention Center
700 14th St
Denver, CO 80202
(303) 228-8000

Trade Fair Hours:

Friday, August 7th – 9:30 to 11:30 AM and 1:30 – 3:00 PM

Schedule:

Brede Move In Thursday, August 6, 2009 8:00 am – 12:00 pm

Exhibitor Move In: Thursday, August 6, 2009 12:00 pm – 5:00 pm

Exhibitor Move Out: Friday, August 7, 2009 3:00 pm – 5:00 pm

Brede Move Out Friday, August 7, 2000 2:30 pm – 6:30 pm

Load-in/Parking:

Exhibitors are on their own for parking their personal vehicles. They can utilize our garage or any other public parking in the area. If you require labor assistance for their materials, loading takes place at the lower level docks. If you are hand-carrying in their materials, you should just park and walk the materials through the front doors.

Exhibit Space:

Brede-Colorado, Inc. will set 10' x 10' exhibit booths in accordance with the Fire Marshal approved plan and your instructions. We have selected black and silver are for the Booth Drape Colors. Each booth will consist of:

- 8' High Backwall
- 3' High Siderails
- One (1) 6' Skirted Table
- Two (2) Side Chairs
- One (1) Wastebasket
- 7" x 44" One-Line Identification Sign Showing Exhibitor's Name And Booth Number

Brede Exposition Services:

5140 Colorado Boulevard
Denver, CO 80216-3120
Phone: 303-399-8600
Fax: 303-321-8694
Brede-Colorado@Brede.com

Material Handling:

If you have any materials that need to be shipped to the Trade Fair you may ship them to Brede-Colorado Inc. for arrival at their warehouse between August 3rd and August 5th. Be prepared to pay drayage charges to Brede-Colorado. Details for shipping, including all paperwork that needs to be complete and the exact shipping address, are available in the Brede-Colorado Exhibitor Services Kit which can be accessed on their webpage (see above for log-in info).

MULTIMEDIA Audio Visual

2640 S. Raritan circle
Denver, CO 80110
Phone: 303-623-2324
Toll Free: 800-756-6119
Fax: 303-623-0829
www.multimedia-av.com

Electrical & Telecommunications:

The Colorado Convention Center should be contacted if you require electrical, phone, and Internet support. Please email Lana Wildung at wildung@denverconvention.com or call her at 303.228.8195 with those requests

Multimedia will provide support for all of your other audio visual needs. A Trade Fair /Ancillary Meeting Audio Visual Order Form will be included in Brede- Colorado Exhibitor Services Kit. The form needs to be completed by July 29, 2009. ***You can fax it to 303-623-0829 or email it to info@multimedia-av.co.***

Exhibitor Badges:

Each exhibitor is entitled to ONE (1) BADGES per 10'x10' booth. These badges are your exhibitor pass and will be valid for the duration of the entire Trade Fair. They are non-transferable and must be worn at all times. All badges will be distributed during move-in at the Brede Services desk.

Complimentary Guest Tickets:

Each exhibitor who has purchased a single booth will be provided with ONE (1) complimentary ticket for Breakfast and Lunch. Booths purchased under one of the Sponsorship Levels should refer to the number of seats for Breakfast and Lunch as it pertains to their purchased Sponsorship Level. Additional guest tickets may be purchased either in advance or the day of the event.

Payment:

Reminder: If you have not paid your booth or sponsorship fees, please contact Colleen Brave at 303-623-3037 or email her at Colleen@rmmsdc.org to remit payment or make arrangements for payment by August 3, 2009.

Outside Food:

Vendors are prohibited from selling or sampling food or beverages unless they order and contract with the Colorado Convention Center. A form will also be included in the Brede-Colorado Exhibitor Services Kit. Please contact Melissa Hopkins at (303) 228-8081 or email her at melissa.hopkins@centerplate.com.

Press/Publicity:

The RMMSDC has launched advertising and public relations campaign to create public awareness of and increase attendance at the 2009 Business Opportunity Fair. If you have any special "news" that can be used to help promote the Trade Fair and your involvement, please call Colleen Brave at 303-623-3037 or email her at Colleen@rmmsdc.org.

Website:

Up-to-date information on the Trade Fair including access to registration and payment can be obtained on the web at www.rmmsdc.org. Please contact Colleen Brave at 303-623-3037 or email her at Colleen@rmmsdc.org us to arrange for reciprocal hyperlinks between our site and your company's site--it would be great if all of our exhibitors with websites make mention on their site that they will be exhibiting at the Trade Fair, to let your customers know where they can come to talk to you in person and bring even more people to the event.

Thank your supporting the RMMSDE and the 2009 Business Opportunity Fair. We look forward to seeing you there!

Rudyard E. Cooper
President & CEO
Rocky Mountain MSDC