

INFORMATION FOR NON-COMPETITIVE EXHIBITORS
Denver Gem and Mineral Show
September 16, 17, 18, 2011

The 44th Annual Denver Gem and Mineral Show will take place at the Denver Merchandise Mart (451 E. 58th Ave., just east of I-25 Exit 215). This show will feature over 125 retail and wholesale dealers as well as exhibits from major museums and private exhibitors.

Russian minerals are the show theme this year, and it is hoped that we will have many spectacular exhibits from both institutions and individual collectors.

Please note the entry deadlines on the application and information sheets.

Display areas and cases will be assigned on a space-available basis. You will be emailed a confirmation of your application. Exhibitors are encouraged to use their own cases if they are of a size and style that complement the Denver Council cases. Please do not plan to use a flat, unlit case as this will not show your exhibit to its best advantage.

Set-up hours are on Thursday, September 15th from 12 p.m. until 7 p.m. Please check in at the exhibits desk, located inside the front entrance of the Expo Building at the Merchandise Mart, for information on case location and badges for entrance to the show (*maximum two per exhibit*). **Cases must be emptied immediately after the close of the show and clearing of the floor after 5 p.m. on Sunday.**

Preparation of Exhibits:

It is requested that all cases be lined. Constructing a bottom liner and riser, or using fabric draped over risers, is a quick way to greatly improve the appearance of your exhibit. Side and back liners can provide a background to attach large labels, maps, photographs, or other items that add interest to your display. Use liner and label colors that complement your specimens. *Note: New dimensions and instructions for liners on next page.*

Labels must provide adequate information for the interested public to understand your case. Include at least the species name of the specimen and the locality. Your label might also note such details as if it was personally collected (and when), whether it has received lapidary treatment, an explanation of any special features of the material, or other pertinent information. Handwritten labels, unless artistically prepared, generally look unprofessional and definitely detract if they are difficult to read. Please have your labels typed or printed.

If desired, the ownership of an exhibit may be indicated on a label or with a business card; however, it is not acceptable to indicate availability for purchase or prices.

Please provide a description of your exhibit on the entry form; this information assists us in designing a more interesting exhibit layout.

Putting together an attractive display can be time-consuming and difficult, but the rewards, both personal and for the hobby as a whole, make it a worthwhile endeavor. Thank you for your interest in exhibiting at the Denver Gem and Mineral Show.

Denver Gem and Mineral Show Committee Awards

The Carroll (Shorty) Withers Trophy

This trophy honors the memory of a man who was committed to the improvement of displays in the Denver Show. This trophy will be awarded to the best single case exhibited by a private individual(s) at the Denver Show, as voted for by members of the Show Committee. No special entry form is required. A given exhibit can win this award only once. These entries will be judged on showmanship, quality, educational value, and relationship to the show theme.

Denver Council Show Cases

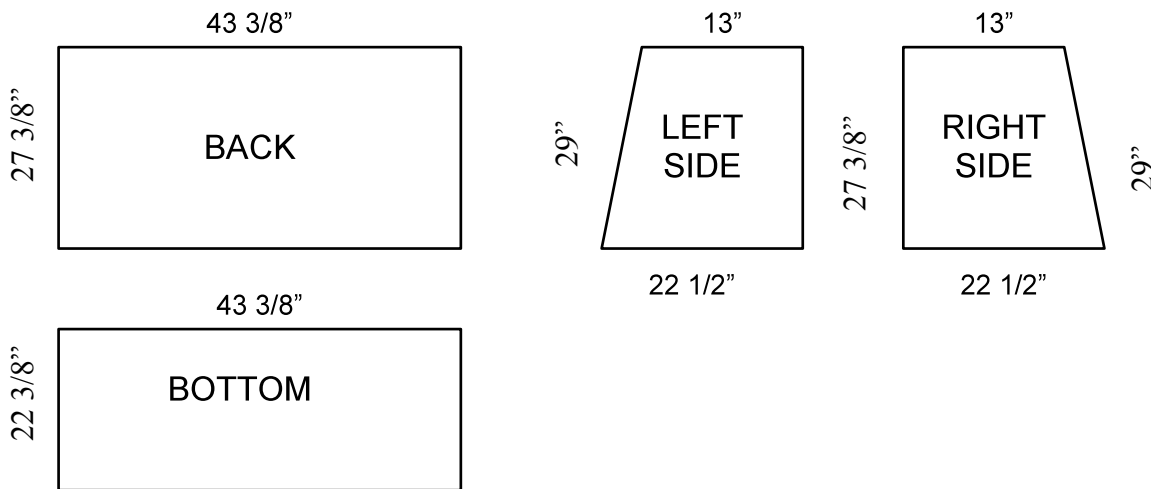
Case Design: The display cases provided have a glass front with solid wood sides, back, and floor. Two light bulb sockets with incandescent bulbs and an exhaust fan are attached to the top section.

Lighting: All exhibitors will be limited to 150 watts of electricity per case.

Care of cases: It is the responsibility of the exhibitor to take proper care of the case and liners. Do not use staples or tacks to fasten a liner to the walls of our wooden cases. ***Because of recent damage to some of our new liners use of double-sided tape, mineral tack (or similar), and glue is not allowed.*** Clean the inside of the glass with a lint-free cloth before requesting your case to be closed. This is critical if you have dark liners.

Showmanship: Liners are requested in all cases. Also consider risers or platforms, which greatly add to the attractiveness of many displays. Labels should be neat and legible. ***Please note that text or photos more than 18" above the floor of the exhibit may not be easily visible to the adult viewer.***

Measurements: *All measurements listed below are **LINER DIMENSIONS**. Please note: the cases are handmade; there will be slight variations in size. Your liners should fit snugly against each other in the back and sides. Don't be too concerned if your back or side liners are a little shorter than the inside of the case. That area will not be visible to the viewers.*



Typically, cardboard or plastic sign material $\frac{1}{8}$ " or $\frac{1}{4}$ " thick is used. The back liner fits in first, then the two sides (they will hold the back in place), and finally the bottom, which holds the bottom edges of the sides and back. ***Allow for the thickness of your liner and fabric.***

Applications must be received by Monday, August 22, 2011

The exhibitor(s) is/are responsible for the exhibit throughout the show, including set-up and take-down. Guards (in addition to Adams County Sheriffs Department Deputies) will be on duty at all times; however, neither the Greater Denver Area Gem and Mineral Council nor the Denver Show Committee assume responsibility for loss and/or damage. The Exhibitor's signature on this form acknowledges consent to this statement.

Name: _____ Date: _____

Address: _____ Phone: _____

City, State: _____ Zip: _____

E-mail: _____

Cell phone or number to contact you during the show: _____

Description (or Title) of Exhibit: _____

Request use of a Denver Council Case? _____ I plan to bring my own case (indicate size): _____

While we urge you to provide your own liners and risers that will compliment your exhibit, the Show Committee does have a limited number of liners, a few with matching risers. ***All liner and riser sets must be kept together. Any risers not needed in your case must be stored behind the drape below the case.***

Request use of liners? Light color liners _____ Dark color liners _____ Risers? _____

Do you wish your name released to writers preparing articles for publication, or people seeking potential exhibitors for other mineral shows? Yes _____ No _____

Names for I.D. Badges: 1. _____

2. _____

I agree to abide by the above rules and procedures.

Exhibitor(s) Signature(s): _____

For further information, contact:
Martin Hannu
303-429-2519

Mail application to: Martin Hannu
7911 Bradburn Blvd.
Westminster CO 80030-4419

Email application to: icd55mph@qwest.net

Please Note: You will receive an email acknowledgement when your application is received.