



RosettaFest 2025 Exhibitor Guidelines

August 24-27, 2025

Colorado Convention Center - Mile High Ballroom 3&4

Denver, Colorado

Welcome to the Big Show

RosettaFest 2025 brings together the most innovative minds in healthcare to disrupt an industry that desperately needs it. Your booth is your battlefield—make it count.

Your booth number: Refer to the diagram below

Your booth size: 10x10 (Category Catalyst) **or 8x8** (All other categories) including one 6' x 2' table and 2 chairs

[View the Exhibit Hall Diagram here.](#)

Critical Deadlines - Don't Miss These

AUGUST 8, 2025 - Colorado Convention Center Electrical Order Deadline

AUGUST 11, 2025 – Standard Receiving rate deadline for the advance warehouse

AUGUST 15, 2025 - Let us know your prize to submit for attendee competitions (optional)

AUGUST 22, 2025 - Last day for the advanced warehouse to receive deliveries

AUGUST 23, 2025 - Final attendee registration deadline

Conference Dates & Load Schedule

Load-In

- **Sunday, August 24:** 1:00 PM - 4:00 PM
- **Monday, August 25:** 8:00 AM - 12:30 PM

Show Dates

- **Monday, August 25** - 1:00-7:00 PM
- **Tuesday, August 26** - 7:00-4:30 PM
 - 6:00-10:00 PM Join us at Coors Field for the 2025 Rosie Awards (dinner + after party) - included in every Exhibitor's (complimentary or add-on attendee) registrations.
- **Wednesday, August 27** - 7:00 AM -12:00 PM

Load-Out

- **Wednesday, August 27:** After 10:30 AM (networking ends at 10:30 AM, conference concludes at 12:00 PM)
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Your Team Registration - Badge Up

Non-negotiable: Every single person from your company entering the conference must be registered and wearing their badge. We check IDs at every entrance.

- Refer to your sponsorship agreement for the allotted attendees with your sponsorship.
- Additional team members: **\$750 each for Category Catalysts; \$800 each for all other levels**
- Unregistered staff will be charged the \$800 fee on-site or denied entry

Action Required: Email your complete attendee list (names, emails, states) immediately if you haven't already to bo@kynexions.com

Shipping & Material Handling - Work with LV Expo

All shipping, booth services, and material handling goes through **LV Expo**, our general services contractor. No exceptions.

Shipping Options

Advance Warehouse Shipping (Recommended)

- **Ship between:** July 21 - August 11, 2025
- **Address:**

[Your Company Name]
C/O LV Expo - Denver
4590 Geneva Street
Denver, CO 80238
Event: ROSETTAFEST 2025

- **Booth #:** [Your Number]
- **Standard Rates:** \$160 per 100 lbs (200 lb minimum)
- **Includes:** 30 days free storage + delivery to your booth

Direct to Show Site

- **Sunday, August 24:** 1:00 PM - 4:00 PM
- **Monday, August 25:** 9:00 AM - 1:00 PM
- **Address:**

[Your Company Name]
C/O LV Expo - Denver
Colorado Convention Center - Mile High Ballroom 3&4
700 14th Street
Denver, CO 80202
Event: ROSETTAFEST 2025

- Booth #: [Your Number]

- **Higher rates apply** - use warehouse shipping when possible

Critical Shipping Rules

- All shipments require certified weight tickets
 - No COD or collect shipments accepted
 - Crated, skidded, or boxed materials only (no pad-wrapped)
 - Payment authorization form required before shipping
 - Material handling rates are round-trip (no additional fees at show)
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Book Your Hotel:

Book Your Hotel ASAP

Room blocks are filling quickly—reserve now at one of our partner hotels (all within < 5 minute walk from the Convention Center):

- [The Slate Hotel](#)
 - 1250 Welton Street
- [The Curtis Denver](#)
 - 1405 Curtis Street

Booth Services & Orders

Place All Orders Through LV Expo

Set up your account and place orders at: <https://order.lvexpo.com/>
Questions? Contact **exhibitorservices@lvexpo.com**

Available Services:

- Furniture & accessories
- Carpet & flooring
- Signage
- Cleaning services

- Labor services
- Additional electrical needs

Electrical Power

- **NOT included** in your booth package
- Order directly through Colorado Convention Center via [CCC-Exhibitor Services](#)
- Advanced Pricing Ends: Friday, August 8th.

Internet

- **Wireless internet provided free, compliments of Gradient AI**
- No additional setup required
- Desire wired internet? Arrange this through Smart City Via [Show Locator](#)
- Incentive pricing ends Saturday, August 10th

Personal Owned Vehicles (POV's), Cart Service, & Hand-Carry Policy

Exhibitor Loading Dock Access

- Due to loading dock space limitations and jurisdictional restrictions, **personally owned vehicles (POVs) may not access the loading docks unless cart service has been or is intended to be purchased.** Exhibitors wishing to self-load and unload must **HAND CARRY** their items from general or designated parking.

Cart Service

- Exhibitors must hire teamsters and cart service; this includes assistance to push carts owned by the exhibitor.
- Maximum 200 lbs total per cart per way
- All items must fit on one 2.5' x 5' cart for one way
- **Fees:** \$195 each way (one-way trip) | \$292.50 during overtime hours

Hand Carry

- **Exhibitors wishing to avoid cart service fees and self-load/unload must HAND CARRY their items from general or designated parking.**
- **No carts, dollies, or wheeled devices**
- **Loading docks are prohibited for Hand Carry**

Union Labor Requirements

Know the rules or pay the price. Teamsters Union controls all material handling at the venue.

You can do:

- Set up 10x10 and 10x20 "pop-up" displays (no hard walls)
- Place your products on display
- Open cartons containing your products
- Test and maintain your equipment

You cannot do (Union Required):

- Handle freight off trucks/carriers
- Use forklifts or material handling equipment
- Install hard walls, pipe & drape, or ceiling-hung materials
- Use power tools
- Handle any crated, skidded, or heavy materials

- Exhibitors will be billed for non-compliance with union jurisdiction.

Material Handling and Labor Rates Available Through LV Expo

Fire Safety & Regulations

The Colorado Convention Center enforces strict fire codes. Violations = immediate removal.

Requirements:

- All materials must be flame-retardant certified
 - Keep exits and aisles clear
 - Fire equipment must remain visible and accessible
 - No smoking within the premises at any time
 - Flammable liquids prohibited
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Conference App & Lead Capture

Whova Mobile App

Your virtual booth goes live once your attendees are registered. **We have published the app early just for you to review your virtual booth and make sure your attendees are registered.** *If you don't see your booth, we don't have your attendee information.* Send the names, emails, and states of all booth attendees.

Please note: all booth attendees, speakers, or other attendees representing your sponsor organization must be registered for the event. Your sponsorship comes with a set number of complimentary registrations. Additional registrations can be purchased through RosettaFest organizers. Send an email request to: Bo Henderson at: bo@kynexions.com.

Booth staff must be listed in the app to scan QR codes for lead capture.

Collecting Leads

Within the app, you'll collect leads by scanning attendee badges. This will aggregate all of the leads your team collects to one place in the app. [Check out this tutorial for more information](#). Booth staff must be listed in Whova to scan attendee QR codes.

Passport Contest

Organizers have set up a Passport Contest to drive engagement and awareness for participating Sponsors. How it works:

1. Attendees visit booths. Exhibitor staff scan their badge.
2. After visiting a minimum number of booths in the Expo Hall, attendees will be entered into the Passport Contest to win available prizes. The more booths they visit, the better their chances of winning prizes.
3. Offer a prize (\$200+ gift cards, electronics, cash!, drink tickets, cool swag, etc.)
4. Organizers will feature your company in our social media promotion and in app announcements.

Other Expo Hall activities to drive engagement

RosettaFest organizers have set up the Expo Hall as the “hub” of activity for RosettaFest attendees. In addition to learning about valuable solutions for their benefits plans or clinical practice, they will visit to enjoy some of the following activities:

1. **The RosettaFest bar** and networking lounge – located in the center of the Expo Hall
2. **Roundtables** to enjoy meals, connect with other attendees.
3. **The “Killer Idea” Stage.** Short, 15-minute sessions with RosettaFest keynotes (Q&A following select sessions), Health Rosetta leadership, Rosie Award-winning case studies, and Solution spotlights. **(Note: Sponsors may upgrade to include this with your package:** If you are interested in this upgrade, please contact Bo Henderson at bo@kynexions.com).
4. **RosettaFest photo booth** – are you part of a Rosie Award-winning plan? Arrange a photo with the employer, advisor, DPC physician, and other solutions.
5. **Headshot Booth** - complimentary headshots taken by a local pro. Great way to get fresh photos for your LinkedIn profile or website. (Sponsorship option available)

Return Shipping & Storage

Return Options

- **FedEx/UPS:** There is no FedEx/UPS office within the Colorado Convention Center. The closest location is about a 10-minute walk to The Hyatt Regency, 650 15th St, Denver, CO 80202. If not using Union service, items will need to be hand-carried to this location.
- **Onsite Carrier Pickup:** All carriers must check in with LVE by 1:00 pm on Wednesday, August 27th, and require a Material Handling Authorization Form (MHA) completed with LVE. The MHA for will be available on the last day of the show at Exhibitor Services, located at the rear of the Exhibit Hall. LVE has a partnership with Airways Freight if in need of a carrier.
- **Return to Warehouse:** LVE can bring exhibitor items back to their warehouse and assist in rerouting. There is a fee of \$31.50 per pound (100 lbs minimum) for this service.
- **Storage:** Storage within the LVE Denver Warehouse is available at \$11.00 per 100lbs, return to the warehouse. Warehouse handling fees apply.

Important

- All materials must be individually labeled for return
- Shipments without paperwork incur additional charges and will potentially be rerouted to the Warehouse at the exhibitor's expense.
- If your carrier doesn't show, automatic return to the warehouse and rerouting at the exhibitor's expense

Payment & Billing

Required

- Credit card authorization on file with LV Expo
- All orders require advance payment or a credit card guarantee
- 3% convenience fee applies to all credit card transactions

Deadlines

- Outstanding balances due by the end of the show
- 1.5% monthly late charges apply

- LV Expo may retain goods for unpaid amounts
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Emergency Contacts

During the event:

Bo - Kynexions: 406.690.4276

Email: bo@kynexions.com

LV Expo Services:

Phone: 888-989-EXPO

Email: exhibitorservices@lvexpo.com

Airways Freight (Official Carrier):

24/7 Service: 800.643.3525

Email: LVExpo@airwaysfreight.com

Your Success Checklist

Before You Ship:

- Submit payment authorization to LV Expo
- Register all booth staff and finalize your virtual booth
- Make sure your onsite team understands the Passport Contest and how to collect leads
- Notify RosettaFest organizers of any prizes you wish to submit for the Passport or other contest prizes
- Order electrical power
- Label all shipments correctly

At the Show:

- All staff wear badges
- Check in at the LV Expo service desk
- Complete outbound shipping forms
- Arrange return shipping

Remember: RosettaFest sponsors are part of an elite group of mission-aligned solutions that are revolutionizing the way healthcare is purchased and delivered. Make every interaction count. The future is watching.

Questions? Don't wait. Contact bo@kynexions.com immediately.