



## EXHIBITOR GUIDE

On behalf of MassCUE and the Massachusetts Association of School Superintendents (M.A.S.S.), thank you for registering to participate in the **2022 MassCUE Fall Conference** being held October 19<sup>TH</sup> & 20<sup>TH</sup> at Gillette Stadium in Foxboro, Massachusetts.

**Please take some time to review the following important exhibitor details.**

### Exhibitor Benefits:

**In addition to the 8' x 10' exhibit space, the booth fee includes:**

- Pipe & drape (8' high back drape and 3' high side drape)
- 1 - 6' Skirted table
- 2 Chairs
- Trash barrel
- Standard electrical (5 amps) – (Additional electricity may be ordered through the show decorator)
- Free Wi-Fi - (Wired internet may be ordered through the show decorator)
- 2 Complimentary staff registrations. Please note: All staff must be registered as attendees at the conference – see below for detailed instructions.

### Show Decorator:

- **Capital Convention Contractors** is the official service contractor. Please review the [EXHIBITOR SERVICE MANUAL](#) to order additional tables, carpeting, electricity, and drayage/shipping services. All orders and payments must be made directly to Capital.
- **Move-in Regulations (strictly enforced):**
  - a. **Unloading:** Exhibitors can use the loading dock and entrance E2. Please see these [E2 Parking](#) and [Loading Dock](#) documents.
  - b. **Carts:** Exhibitors have the option of providing their own non-motorized dollies, flatbeds or two wheelers for their own use during move in/out. No carts or dollies are available to borrow from either the show decorator or facility.
  - c. **Rules:** We encourage you to review the Exhibitor Service Manual from Capital which includes detailed information on the rules and policies associated with Gillette, as well as the fees associated with optional services and items available to you. Feel free to contact Capital Convention directly for any questions or clarifications at (877) 335-3700.

## Shipping Instructions:

All shipments are subject to material handling charges; the proper forms within the exhibitor service manual should be filled out and submitted to Capital, prior to the event. For additional questions please contact Capital Conventions directly at (877) 355-3700

## Move-in Schedule:

- Move in times will be strictly enforced to ensure a smooth process.
- During set up, please keep aisles clear to facilitate a smooth move in and to be courteous to other exhibitors.

Tuesday October 18th	Wednesday October 19th	Thursday October 20th
<b>MOVE-IN/SET UP:</b>	<b>TRADE SHOW:</b>	<b>TRADE SHOW:</b>
1:00 p.m. – 7:00 p.m.		7:30 a.m. – 3:00 p.m.
<b>VENDOR RECEPTION:</b>		<b>TEAR DOWN:</b>
5:00 p.m. – 6:00 p.m.	7:30 a.m. – 4:30 p.m.	3:00 p.m. – 5:00 p.m. <small>*All vendors must comply with the rule of not dismantling their booth before 3pm on Thursday, October 20<sup>th</sup>, as early breakdown is disruptive to the vendor floor activity.</small>

## Vendor Sessions and Suites: If you purchased ...

If you purchased a vendor session or Suite, please submit your session information by **September 15<sup>th</sup>** using this link: <https://forms.gle/msH8Y5hmobrX7nSk8>

## Lead Retrieval:

Lead Retrieval services are available through our contracted provider, 1<sup>st</sup> Sales. An order form is available [HERE](#) and in the Capital Conventions Exhibitor Service Manual.

## Trade Show Passes / Booth Reps

An official conference name badge is required for access to the exhibit hall. The registration you completed to reserve an exhibit booth was a booth registration for your company only. Each booth comes with two complimentary staff registrations. (If you have reserved more than one booth you are entitled to 2 staff per booth purchased.) Please submit staff names/register all booth reps online using this link: <https://cvent.me/52ygMq?RefId=Exh%2FNP> When you get to the payment page, use the discount code provided in your email to change the fees to \$0.00.

**Note:** Additional passes are available for the fee of \$100 per person, per day and may be purchased through this registration site as well.

## Conference App - Whova:

We will be using the platform, Whova, for this year's conference app; Whova is available as both a desktop site / platform and a mobile app. The sessions that are offered on demand will also be accessed through Whova. In addition to your exhibit booth at Gillette Stadium, each exhibitor will be provided with a personalized listing on the app which will serve as a virtual exhibit booth. We have created the initial framework for your virtual exhibit booth and have uploaded your basic company information (name, brief description and logo).

If you would like to edit or customize your page, please do so by **Monday September 26<sup>th</sup>** using the link provided in the accompanying email. Specific instructions are included in the [WHOVA EXHIBITOR GUIDE](#)

## Lodging:

MassCUE has secured special overnight pricing for conference participants at a number of local hotels. Refer to the conference website for additional details and online reservation links. <http://www.masscue.org/accommodations/>

## Parking:

Parking is available at Gillette Stadium in lot E2. Large box trucks are asked to park in lot 7, which is on the East side behind the main parking for attendees. This is a gravel lot and the best location if trucks need to stay overnight.

More information about the conference including the full schedule may be found at:

<https://www.masscue.org/event/conference-fall-2022/>

## QUESTIONS?

Contact Karen Forbes, Exhibitor/Sponsor Coordinator

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