



# MassCUE Fall Conference

#MassCUE  
In partnership with  
M.A.S.S.

Oct 16-17  
**2024**

## NONPROFIT 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 **2024 MassCUE Fall Conference** being held October 16<sup>TH</sup> & 17<sup>TH</sup> at Gillette Stadium in Foxboro, Massachusetts.

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

### Non Profit Exhibitor Benefits:

**Non-Profit Exhibits will be located in the GP Atrium on the north end of the stadium.** This is not in the main exhibit hall area but is on the same level and will be a high traffic area. Attendees may walk through the GP Atrium on their way to the West side of the stadium where the Keynote presentations and lunches will take place. There will also be other attractions in the GP Atrium such as the AI Playground, the Educator Showcase, and the Creativity Café.

#### Your exhibit space includes:

- 1 - 6' Skirted table
- 2 Chairs
- 1 - Standard 5amp electrical outlet
- Carpeted Exhibit Area
- 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.

### Shipping Instructions:

If you wish to ship items in advance to the conference site, your shipments must be coordinated with the show decorator, Capital Convention Contractors, and are subject to material handling charges. The proper forms within the exhibitor services manual should be filled out and submitted to Capital, prior to the event. For additional questions please contact Capital Conventions directly at (877) 335-3700

## Show Decorator:

- **Capital Convention Contractors** is the official service contractor. Please review the [EXHIBITOR SERVICES MANUAL](#) for information on 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. If you are hand carrying your own supplies into the stadium, be sure to use the **E2 entrance** which is where the elevator is located. Please be aware that the E1 Entrance is the main entrance where attendees will enter and does not have an elevator (escalator only).
  - b. Please see these [E2 Parking](#) and [Loading Dock](#) documents.
  - c. **Carts:** Exhibitors have the option of providing their own non-motorized dollies, flatbed 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.
  - d. **Rules:** We encourage you to review the Exhibitor Services 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.

## Move-in Schedule:

Non-Profit exhibitors may set up your exhibit table on Tuesday October 17<sup>th</sup> from 10:00 a.m to 7:00 p.m. If you have a minimal set up, you may set up Wednesday morning from 7:00 a.m. to 7:30 a.m. Please be ready by 7:30 a.m. when the trade show opens.

Tuesday October 17th	Wednesday October 18th	Thursday October 19th
<b>MOVE-IN/SET UP:</b>	<b>TRADE SHOW:</b>	<b>TRADE SHOW:</b>
10:00 a.m. – 7:00 p.m. - All Exhibitors	7:30 a.m. – 4:00 p.m.	7:30 a.m. – 3:00 p.m.
<b>VENDOR THANK YOU RECEPTION:</b>		<b>TEAR DOWN:</b>
5:00 p.m. – 6:00 p.m. All exhibitors & sponsors are invited to join us for a short reception in the exhibit hall as a thank you for all you do to make the conference a success!		3:00 p.m. – 5:00 p.m. <b>*All vendors must comply with the rule of not dismantling their booth before 3pm on Thursday, October 19<sup>th</sup>, as early breakdown is disruptive to the vendor floor activity.</b>

## 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 Services Manual

## Trade Show Passes / Booth Reps

All booth reps must be registered by Monday September 30th.

Everyone is required to wear an official conference name badge. The registration you completed to reserve a non-profit exhibit table was a registration for your company/organization only. Each non-profit table comes with two complimentary staff registrations. Please submit staff names/register all booth reps online using this link:

[https://masscue.swoogo.com/Fall\\_Conference\\_2024/register?reg\\_type\\_id=637773](https://masscue.swoogo.com/Fall_Conference_2024/register?reg_type_id=637773) When you get to the payment page, apply the discount code provided in your email to change the fees to \$0.00.

**Note:** Additional passes are available for \$125 per person, per day and may be purchased through this registration site as well.

[https://masscue.swoogo.com/Fall\\_Conference\\_2024/register?reg\\_type\\_id=637773](https://masscue.swoogo.com/Fall_Conference_2024/register?reg_type_id=637773)

## Conference App - Whova:

We will be using the platform, Swoogo, for this year's conference app. This is where attendees will find the conference schedule and detailed information about what's happening throughout the conference.

We will also be using a scavenger hunt app (Goosechase) to help drive attendee traffic throughout the exhibit hall and GP Atrium.

## Lodging:

MassCUE has secured special group pricing for vendors at the Hilton Garden Inn, Patriot Place. The group rate is available until September 20<sup>th</sup> or until the room block is full, whichever occurs first.

### Hilton Garden Inn Booking Link:

<https://www.hilton.com/en/book/reservation/deeplink/?ctyhocn=BOSPPGI&groupCode=CUE&arrivaldate=2024-10-15&departuredate=2024-10-17&cid=OM,WW,HILTONLINK,EN,DirectLink&fromId=HILTONLINKDIRECT>

Please refer to the conference website for additional information on other hotel options near Gillette Stadium. <https://www.masscue.org/fc24accommodations/>

## **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 section 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/fallconf24>

## **QUESTIONS?**

Contact Karen Forbes, Exhibitor/Sponsor Coordinator  
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