



## 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 **2023 MassCUE Fall Conference** being held October 18<sup>TH</sup> & 19<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
- Carpeted Exhibit Hall
- 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.

### Shipping Instructions:

All shipments must be coordinated with the show decorator 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) 355-3700

## Show Decorator:

- **Capital Convention Contractors** is the official service contractor. Please review the [EXHIBITOR SERVICES MANUAL](#) to order additional tables, extra 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, 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.
  - c. **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:

- 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 17th	Wednesday October 18th	Thursday October 19th
<b>MOVE-IN/SET UP:</b>	<b>TRADE SHOW:</b>	<b>TRADE SHOW:</b>
8:00 – 10:00 a.m. - Corporate Partners & Large Sponsors  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. There is also a limited lead retrieval feature in the Whova conference app.

## Trade Show Passes / Booth Reps

**All booth reps must be registered by Monday October 2<sup>nd</sup>.**

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/xlwgNG?RefId=Exh%2FNP> 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 \$100 per person, per day and may be purchased through this registration site as well. <https://cvent.me/xlwgNG?RefId=Exh%2FNP>

## Conference App - Whova:

We will be using the platform, Whova, 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. In addition to your exhibit booth at Gillette Stadium, each exhibitor will be provided with a personalized page. We have created the initial framework for your exhibitor page 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 October 2<sup>nd</sup>** using the link provided in the accompanying email. Specific instructions are included in the [WHOVA EXHIBITOR GUIDE](#)

### **Suggestions for engaging with Attendees:**

We highly recommend you (and your company representatives) take some time to explore and familiarize yourself with the Whova conference app. The app is a very useful tool for making meaningful connections with attendees at the conference. Within the Whova app you can create and participate in discussion topics, search for attendees, organize meet-ups, and collect and export leads. [CLICK HERE](#) for a list of suggestions and instructions on how to maximize your use of the Whova app to build meaningful connections. Be sure to share this information with your company representatives who will be on site at the conference.

## Lodging:

MassCUE has secured special group pricing at several area hotels. Refer to the conference website for additional details and online reservation links. <https://www.masscue.org/fc23accommodations/>

## 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/fallconf23/?event\\_date=2023-10-18](https://www.masscue.org/event/fallconf23/?event_date=2023-10-18)

## QUESTIONS?

Contact Karen Forbes, Exhibitor/Sponsor Coordinator  
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