



EXHIBITOR GUIDE

On behalf of MassCUE, thank you for registering to participate in the **2025 MassCUE Fall Conference** being held October 15th & 16th at Gillette Stadium in Foxboro, Massachusetts.

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

Exhibitor Benefits:

The exhibit area will be on the Cross Insurance Club level. 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.

IMPORTANT: Gillette Stadium is a unique venue for a trade show. Please keep in mind that the ceiling heights in the exhibit area vary (7'2" – 8'11"); many of the booths will not accommodate a 10' high backdrop. Additionally, you may want to consider bringing additional lighting to complement your booth set up. Exhibit booths near the window areas tend to have much more light than the interior booths.

Shipping Instructions:

All 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. They will have an Exhibitor Services desk set up on the South end of the exhibit hall from 8:00 a.m. – 5:00 p.m. on Tuesday, Oct. 14th during the set-up hours. They will also be available on Thursday, October 16th to facilitate exhibitor tear down.

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):

- **Unloading:** Exhibitors can use the loading dock and entrance E2. Please see these [E2 Parking](#) and [Loading Dock](#) documents.
- **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.
- **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.

Move-Out /Tear Down:

- **Exhibitors are not permitted to tear down before 3:00 p.m. on Thursday October 16th. Please be sure your booth staff make their travel plans accordingly so that they can stay until the end of the show.**
- Capital Convention Contractors will deliver your stored boxes, crates, etc. at 3:00 p.m. on Thursday. Exhibitors are not permitted to retrieve their boxes from the loading dock / storage area.
- To arrange outbound shipping, exhibitors should check in at the Capital Convention Contractors' Exhibitor Services Desk Thursday morning before noon, to complete the proper shipping forms.

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 14th	Wednesday October 15th	Thursday October 16th
MOVE-IN/SET UP:	TRADE SHOW:	TRADE SHOW:
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.
VENDOR THANK YOU RECEPTION:		TEAR DOWN:
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. *All vendors must comply with the rule of not dismantling their booth before 3pm on Thursday, October 16th, as early breakdown is disruptive to the vendor floor activity.

Lead Retrieval:

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

Please be aware that MassCUE does not share their attendee list, pre or post conference.

Lead retrieval is the best way to collect viable leads during the conference.

Trade Show Passes / Booth Reps

All booth reps must be registered by Monday, September 29th.

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://masscue.swoogo.com/FallConference2025>

When you get to the payment page, apply the discount code provided in your email to change the fees to \$0.00 for the number of free registrations you are entitled to.

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/FallConference2025>

Conference App:

We will be using the mobile app 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 have a listing in the conference app.

Lodging:

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

Hilton Garden Inn Booking Link: <https://group.hiltongardeninn.com/dezte3>

Please refer to the conference website for additional information on other hotel options near Gillette Stadium. <https://www.masscue.org/fc25accommodations/>

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.

More information about the conference including the full schedule may be found at:
<https://www.masscue.org/event/fallconf25>

QUESTIONS?

Contact McClean Coleman, Sponsor & Exhibitor Manager
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