

2026 MassCUE Fall Conference Exhibitor FAQs

ARE THERE SPACE OPTIONS OTHER THAN A BOOTH?

For vendors who are looking for an 'outside the box' set up we are offering the exclusive use of Gillette Stadium luxury box suites overlooking the field. This is the perfect opportunity to host 1 hour, half day or even all-day workshops. Session offerings will be listed on the schedule in the conference mobile app. Cost for this option is dependent on square footage of the suite. Please see the [EXHIBITOR/SPONSOR BROCHURE](#) for more details and pricing.

CAN VENDORS OFFER A WORKSHOP?

Vendors who sign up for a booth at the MassCUE conference may additionally purchase a vendor session for \$1,000 per workshop per day. We limit this option to one workshop per vendor. Selection of session date is made during booth registration. After the registration has been confirmed an email confirmation will be sent with a link to submit your session proposal information. If you have already purchased a booth and you would like to offer a workshop, please contact McClean Coleman for available session times and to modify your registration. mcclean@delanymeetingevent.com

WHO ATTENDED LAST YEAR?

In 2025 we had 1549 attendees! [CLICK HERE](#) to see a breakdown of our attendee demographics.

WHAT OTHER OPPORTUNITIES DO YOU OFFER VENDORS TO DRIVE TRAFFIC TO OUR BOOTH?

MassCUE offers a variety of sponsorships to recognize your company as well as encourage attendees to come to your booth. Be sure to check out the may sponsorship and booth add-on options listed in the [EXHIBITOR/SPONSOR BROCHURE](#).

WHAT IS THE CANCELLATION POLICY?

In the event that the MassCUE Board of Directors make a decision to cancel the conference for any reason, vendors will receive a full refund less a \$50 administrative fee. In the event that the vendor must cancel their exhibitor/sponsor registration for any reason, the vendor must put this request in writing to the Exhibits Manager, McClean Coleman mcclean@delanymeetingevent.com . If this notification is received on or before September 14, 2026, all monies, less a \$100 administrative fee, will be refunded. Cancellation received after September 14, 2026, obligates the exhibitor to forfeiture of all monies paid. Failure to occupy booth space does not release the exhibitor from the full cost of the rental. If the booth space is not occupied when the hall opens, show management will have the right to use the space as it sees fit to eliminate empty spaces in the exhibit hall.

CAN I GET A PRE-CONFERENCE ATTENDEE LIST?

MassCUE does not share their attendee list. They offer a lead retrieval service at the conference so that attendees can share their contact information with vendors at will. More information about 1st Sales lead retrieval service may be found on the conference website.

HOW DO I CLAIM THE COMPLIMENTARY CONFERENCE REGISTRATIONS THAT ARE INCLUDED WITH MY EXHIBIT BOOTH?

In late August, you will receive a complete Exhibitor Guide. This will include instructions on how to register your company representatives. You will be given a discount code which you will enter in the payment section of the registration. This discount code will change the registration fee to \$0.00 for the number of complimentary registrations you are entitled to receive.

Please be aware that **ALL** booth staff are required to pre-register in order to gain access to the show.

What if I have additional people from my organization who are planning to attend? Do these people have to register?

Yes, everyone must register in order to gain access to the conference. If you have additional staff that are planning to attend the conference (beyond the number of free registrations you are entitled to), they must register through the conference attendee registration site.

There is a discounted rate of \$140 per person, per day, for additional booth staff.

Where can I find information about hotel accommodations?

We have reserved a block of rooms for exhibitor representatives at the Hilton Garden Inn, Patriot place. [CLICK HERE](#) for the Hilton Garden Inn booking link. We recommend that you reserve your hotel rooms immediately upon committing to sponsor/exhibit so that you can receive the group rate within the conference room block.

Once the room block is sold out, please refer to the conference website for complete information on other hotel accommodations.

Will there be a Show Decorator?

Capital Convention Contractors is the official show decorator. The Exhibitor Service Manual will be available by mid-August. On line ordering will open in mid-August.

How do I order electricity and/or A/V services for my exhibit table?

All exhibit booths include one 5amp electrical outlet. Additional electricity and a/v services may be ordered through the show decorator, Capital Convention Contractors.

If you have any further questions, please feel free to reach out to:

McClellan Coleman, Exhibitor Manager mcclellan@delaneymeetingevent.com 802-341-3043