



# 2010 Exhibitor Application Facts Sheet

**December 9, 2010**  
Boston Convention & Exhibition Center, Boston

Thank you for your interest in becoming an exhibitor at the Texas Conference for Women. We look forward to receiving your application. Please read the following for important information regarding the participation process for this event. If you have any questions, please refer to the Frequently Asked Questions found online at [www.txconferenceforwomen.org](http://www.txconferenceforwomen.org) or email [exhibitor@txconferenceforwomen.org](mailto:exhibitor@txconferenceforwomen.org) with your specific inquiry.

## CONTACT INFORMATION

Mailing Address:	Exhibitor Registration Massachusetts Conference for Women 1601 Dove Street, Suite 245 Newport Beach, CA 92660 866-433-1437 phone
FAX:	512-532-0920
E-Mail:	<a href="mailto:exhibitors@maconferenceforwomen.org">exhibitors@maconferenceforwomen.org</a>

## IMPORTANT APPLICATION INFORMATION

1. There is no deadline to apply. However, booths are assigned based on the date of application receipt. To secure the best booth spaces, make sure to send in your completed applications early. Applications are not considered to be complete without payment and will **not be considered until payment is received**.
2. Applications will not be reviewed without payment or the required documentation. If payment is made with credit card, the application and supporting documents can be faxed, emailed, or mailed to the contact above. Check payments must be mailed and the application must be included with the check.
3. The majority of correspondence regarding your booth will be sent by email. If there is a change in primary contact, it is your responsibility to notify us as soon as possible. If you have not received correspondence within one month of the Conference, please contact us immediately to determine the status.
4. Electricity, phone, internet access and carpet are **not included** in your booth package and should be purchased separately. An electronic decorating company kit will be distributed to all exhibitors prior to the show which outlines ordering procedures. Please note that additional *material handling fees* will apply when using union labor to unload your items into the exhibit hall. Be sure to read through your kit in its entirety and make sure you understand any possible additional fees for your booth.
5. All exhibitors must provide a detailed description and/or photos of their products and booth setup. All exhibitors who intend to sell or promote merchandise must submit photos of their booth and/or products with application. Photos will not be returned. Photos may be submitted online via email. All exhibitors are also required to submit a program listing form, which will be sent electronically. The booth category may be used for booth assignment. Please use one of the pre-determined categories that most closely describe your organization. If you cannot find the appropriate booth category, please select "Other".
6. Food sampling is limited to products manufactured or distributed by the exhibiting firm. Sample sizes are limited to 1 oz. for food items and 3 oz containers for beverages. Food sales are NOT permitted. If you are planning on providing food samples, please notify us so that we can send you the necessary documents.
7. All entities conducting business with the MCAA (BCEC) must obtain and keep business licenses, certificates, permits and certifications as may be required by Federal, State or local laws or regulations and shall pay all taxes required including sales, excise, and use tax.
8. Proof of 501(c)3 non-profit status is required to obtain this specific booth pricing tier. Acceptable forms of proof are a letter from IRS or State Tax Agency indicating 501(c)3 status. Certificate of tax exemption and prior tax returns are not considered proof of 501(c)3 status. Failure to provide a copy of either of these appropriate letters will result in the price of your booth reverting to the regular non-profit rate.

**MULTIPLE BOOTH DISCOUNT**

If you are purchasing more than one booth space, please refer to the following schedule to determine the appropriate discount. The Conference does not guarantee multiple booth discounts will be applied if the discount is not indicated on the original application.

Qty Booths Purchased	Regular Discount	Gov't Agency/Non-Profit Discount	501(c)3 Non-profit Discount
One	\$0.00	\$0.00	\$0.00
Two	\$ 125.00	\$75.00	\$50.00
Three	\$ 225.00	\$100.00	\$75.00
Four <sup>†</sup>	\$350.00	\$200.00	\$100.00
Five or more	Please contact show management	Please contact show management	Please contact show management

<sup>†</sup>For purchases of four inline booths. Not applicable to the purchase of island booth spaces.



# Massachusetts Conference for Women Exhibit Display Rules & Regulations

1. **EXHIBITOR APPLICATION:** Upon acceptance of the Application by The Massachusetts Conference for Women (MCW), the following rules and provisions (numbered 1-26) shall become binding and a part of the contract between the exhibitor, exhibitor's employees and agents and The Massachusetts Conference for Women. Any additions and amendments thereto that may be established or put into effect by MCW, and provided in writing to the exhibit firm, shall also become binding and a part of the contract.
2. **PAYMENT:** Booths must be paid in full before the exhibiting firm is considered to be in the show. Payment is due at the same time the booth space application is submitted.
3. **HOLD HARMLESS AND LIABILITIES:** Exhibitor agrees to indemnify and hold MCW, its employees, officers and agents harmless by reason of any claim or liabilities imposed by law on account of property damage or bodily injuries, including death resulting there from, sustained or alleged to be sustained by any person or persons, whether they be members of the public visiting the show, employees of MCW or other exhibitors; occurring at or connected with the preparation or presentation of the show, resulting from the sole or contributory negligence of the exhibitor, his agents, employees or persons performing service for it, or resulting from any equipment, machinery or items displayed by exhibitor.
4. **INSURANCE:** MCW will not be responsible for any injury that may arise to exhibitors, their employees or the general public or for loss or damage to exhibits or exhibitors' property by reason of fire, accident, theft or any other cause. *If insurance is desired it must be obtained by the individual exhibitor.* Exhibitor agrees to maintain such insurance necessary to fully protect MCW from any and all claims of any nature whatsoever, including claims under the Worker's Compensation Act, and for personal injury, including death, which may arise in connection with the installation, operation or dismantling of the exhibitor's display.
5. **GUARD SERVICE:** Guard service will be provided during move-in and move-out. Neither MCW nor the exhibit facility assume responsibility for damage to, loss or theft of property of the exhibitors, the exhibitors' agents, employees or invitees.
6. **CHARACTER OF EXHIBITS:** MCW reserves the right to prohibit any exhibitor whose exhibit is deemed unacceptable for this exposition. In this event, management shall not be liable for refund of exhibit fees.
7. **EXHIBIT SPECIFICATIONS:** Following are specific instructions regarding each type of booth configuration and are subject to the following restrictions:
  - 10 feet x 10 feet Inline and Premium (corner) Booth  
Each 10'x10' exhibit space is defined with an 8'-high exhibit drape at the back of the booth and 3'-high drape on either side of the exhibit space. The height of an exhibitor's display and products may not exceed the height of the 8'-high back drape in the back 5' of the exhibit space. Displays and products may not exceed 4' in height in the front 5' of the exhibit space.
  - End-cap Booth  
An End-cap Booth is exposed to aisles on three sides and composed of two booths. End-cap booths are generally ten feet deep by twenty feet wide. The maximum back wall height of eight feet is allowed only in the rear half of the booth space and is restricted to the center 10 feet of the booth. Displays must not exceed four feet in height from the front of the space to a depth of five feet.
  - Island Booth  
The entire cubic content of the space may be used up to the maximum allowable height of sixteen feet including signage.
8. **HANGING SIGNS:** Hanging signs are permitted in Island Booths only and must receive prior approval by MCW. The top of a sign suspended from the exhibit hall ceiling must not exceed 20 feet from the exhibit floor. Additionally, hanging signs must be set back at least 25% of the booth's width dimension.

9. **SERVICES PROVIDED:** MCW will provide the following for each paid booth: 10'x10' space draped to a height of eight feet in the back and thirty-six inches on each side, and a sign showing the firm name, city and booth number. MCW will also provide one skirted 6-foot table and two chairs per 10-foot x 10-foot exhibit space. The booth is not carpeted, nor does the booth come with electrical service. All utility needs, floor covering, and additional furnishings are to be paid for by the exhibitor.

10. **CONTRACTOR SERVICES:** MCW will designate contractors to provide various services to the exhibitor. Such contractors will provide all show services other than supervision. The exhibitor shall provide only the material and equipment which he owns and is to be used in his exhibit space.

11. **MOVE-IN/MOVE-OUT:** Move-in to the exhibit area is set for Wednesday, December 8, from 1:00 p.m. to 7:00 p.m. Each exhibitor will be required to keep his exhibit space fully set up and manned until the show is officially closed. Move-out is set for Thursday, December 9, from 5:30 p.m. to 9:00 p.m. These times are subject to change.

12. **BOOTH SETUP LABOR:** The Convention Center has an agreement with the Teamsters Local 82 to provide labor for display installations and dismantling. Full time employees of the exhibiting companies may set their own exhibitors without assistance from this local. Any local services that may be required beyond what regular full time employees can provide must be rendered by Local 82. Labor can be ordered in advance by filling out the Display Labor section in the FREEMAN order form, or on showsite, at The Freeman Service Desk.

13. **MATERIAL HANDLING:** Exhibitors may hand carry their own materials into the exhibit facility. Exhibitors may use their own dollies to bring in materials. The use or rental of dollies, flat trucks and other mechanical equipment, however, is not permitted. Only full-time employees of the exhibiting company are permitted to carry in materials. Cartload service is available for exhibitors needing assistance. Freeman Company will control access to the loading docks in order to provide for a safe and orderly move-in/move-out.

Freeman requests that exhibitors do not tip Freeman employees. They are paid at an excellent wage scale denoting a professional stature, and Freeman feels tipping is not necessary. This applies to all Freeman Company employees.

14. **SAFETY:** Standing on chairs, tables or other rental equipment is prohibited. This equipment is not engineered to support your weight. Freeman cannot be responsible for injuries or falls caused by the improper use of this equipment. If assistance is required in assembling your booth, please order labor in the Display Labor section in The Freeman order form and the necessary ladders and/or tools will be provided. Tools and ladders will not be available for rent onsite.

15. **VOLUME/LIGHT CONTROL:** MCW reserves the right to regulate the volume or intensity of any and all loudspeakers, radios, television sets, musical instruments, entertainers, or blinking or flashing lights which are distracting to the attendees of neighboring exhibits during exhibit hours.

16. **SHOW CANCELLATION:** In the event of cancellation of the conference, MCW shall be liable only for refund of exhibitor fees.

17. **BEVERAGES AND FOOD:** No beverages (alcoholic or otherwise) or food may be served or distributed in the exhibit area without prior approval from MCW.

18. **BOOTH PERSONNEL AND LITERATURE:** Exhibitors can distribute literature from booth(s) and staff them with personnel of their choice, with a maximum of two persons permitted per 100 square feet of booth space. Literature may not promote political candidates or initiatives.

19. **EXHIBITOR CONDUCT:** Exhibitors must remain within their own space while distributing literature, product samples or other materials. The use of strolling entertainment or exhibit personnel is prohibited.

20. **FIRE/SAFETY REGULATIONS:** The exhibit, its material, contents and installation must be flame-retardant. Please reference the Boston Convention & Exhibition Center (BCEC) Event Planning Guide for detailed exhibitor guidelines, information and regulations at [http://www.massconvention.com/bcec\\_eve.html](http://www.massconvention.com/bcec_eve.html). All decorations, drapes, signs, banners, acoustical materials, hay, straw, moss, split bamboo, plastic cloth and similar decorative materials shall be flame-retardant to the satisfaction of the Boston Fire Department and State Fire Marshal.

21. **COPYRIGHT INFORMATION:** Exhibitors are responsible for music licensing fees required by law. Exhibitor may be subject to legal action for the use, display or sale of any item using any copyrighted and/or trademarked name or logo which has not been specifically authorized under license from the trademark holder.
22. **DISPUTES:** All points not covered by the Rules are subject to the decision of the Conference Director.
23. **CANCELLATION OF BOOTH SPACE:** Cancellation of booth space must be made in writing to MCW, 1601 Dove Street, Suite 245, Newport Beach, CA 92660. Companies who cancel by October 29, 2010 will receive a 50% refund. All fees will be forfeited on cancellations received after October 29, 2010. **Booth space not completely set up by 7:00 p.m. on Wednesday, December 8 automatically reverts to MCW and the exhibitor forfeits the booth space.**
24. **FLOOR MANAGEMENT:** The MCW Conference Director will appoint a Floor Manager who is authorized to enforce the rules and regulations enumerated in this contract.
25. **BOOTH ASSIGNMENT:** Booths are assigned to exhibitors at the sole discretion of MCW. Concerns regarding competitive or specific types of exhibitors should be communicated to MCW at the time of application for exhibit space.
26. **RULE CHANGES:** MCW reserves the right to make reasonable changes in the foregoing rules, exhibit hours and move-in/move-out arrangements.