

2025 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 1-30) 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 a confirmed exhibitor. Credit card information will be required at the time of application but will only be charged if and when the exhibitor is approved. If exhibitor opts in to the deposit only option between April 1 – August 2, final payment must be made by September 2, or exhibitor will lose their booth space as well as their deposit. Login instructions will be sent to exhibitor to make the final payment online. If the payment is not made for any reason, exhibitor will be notified by email and phone one time before the exhibitor is canceled and deposit is lost.
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. State agencies are exempt from this requirement.
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 Booth
Each 10'x10' exhibit space is defined with a 10'x10' pipe and drape at the back of the booth and 3' side rails. 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, so that their display does not block in the adjacent booths.
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. The cost of rigging will be paid for by the exhibitor and be arranged with the conference decorating company.

9. **SERVICES PROVIDED:** MCW will provide the following for each paid booth: 10'x10' space, (1) 6' covered table, (2) chairs, (1) small wastebasket, and a small sign showing the firm name and booth number. The booth does **NOT** come with floor covering, electrical service or wi-fi. All utility needs 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. **SHOW TIMES AND STAFFING:** Exhibitor must have their booth staffed and set up by 7:45 a.m. on December 3. The booth must be manned throughout the day until show tear down at 5:00 p.m. The exhibit hall will be open for attendees from 8:00 a.m. to 5:00 p.m. Although the hall will be slow during the keynote sessions, the hall will remain open. Exhibitors with empty booths may be subject to a fine of up to \$500 and will not be invited back for future shows.

12. **MOVE-IN/MOVE-OUT:** Move-in to the exhibit area is set for December 2 from 10 a.m. to 5:00 p.m. Exhibitors must check in no later than 3:00 p.m. or may be considered a no-show and their booth reassigned. Booths 20'x 10' or larger may request earlier set up times, please email us for information. 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 December 3 from 5:00 p.m. to 7:00 p.m. Exhibitors breaking down early may be subject to a fine of up to \$500 and will not be invited back to exhibit at future shows.

13. **BOOTH SETUP LABOR:** The Convention Center is a union facility and there are strict rules, and sometimes fees associated with unloading/loading and booth set up.

The unpacking, assembling, dismantling and packing of displays and equipment may be done by **full-time** employees of an exhibiting company. Exhibitors are allowed to set-up and/or dismantle their own booths, provided that they use their own bona fide, full-time employees. Exhibitors are allowed to safely use power tools to set-up and/or dismantle their own booths.

Exhibitor may hire union labor directly from the Decorating Company.

14. **MATERIAL HANDLING:** Exhibitors may load and unload personal, company-owned, or rented vehicles so long as it does not exceed 24 feet in length. Exhibitors may use hand operated equipment, including but not limited to, carts, dollies, luggage carriers, 4 wheel flat bed carts and 2 wheel hand trucks. These items will not be available to borrow onsite and must be provided by the exhibitor. The use of any motorized or hydraulic device is prohibited.

The Decorating Company will control access to the trade show floor which includes access from the loading docks and/or all doorways into an exhibit facility. This will help to provide a safe and orderly move-in/move-out. Unloading or re-loading of any freight into the exhibit hall by any and all private vehicles and contracted carriers will be handled under the direction of the Decorating Company. Rates for material handling services are enclosed in this exhibitor service manual. The Decorating Company will be the sole authority on all matters in the DOCK area. This shall include and not be limited to such items as assignment of dock space and loading or unloading of all materials and equipment.

Any conflicts or disagreements regarding the union jurisdictions or interpretations thereof should be resolved with representatives of the Decorating Company and Show Management.

15. **SAFETY:** Standing on chairs, tables or other rental equipment is prohibited. This equipment is not engineered to support your weight. The decorating company and MCW cannot be responsible for injuries or falls caused by the improper use of rental furniture. Children under the age of 18 are prohibited from being on the show floor or in the dock areas during set up and tear down. Please assist in our efforts to provide a **SAFE WORKING ENVIRONMENT**.

16. **VOLUME/LIGHT CONTROL:** MCW reserves the right to regulate the volume or intensity of any and all loud-speakers, radios, television sets, musical instruments, entertainers, or blinking or flashing lights which are distracting to the attendees of neighboring exhibits during exhibit hours. Noise from the exhibitor's booth cannot carry more than 4' out from their booth or will be subject to being turned off.
17. **SHOW CANCELLATION:** In the event of cancellation of the conference, MCW shall be liable only for refund of exhibitor fees.
18. **BEVERAGES AND FOOD:** No beverages (alcoholic or otherwise) or food may be served or distributed in the exhibit area without prior approval from MCW. It is the exhibitor's responsibility to contact MCW at least 90 days prior to the show to obtain the appropriate forms to request food sampling. If approved, the exhibitor will be responsible for all permit forms and fees required by the convention center and the health department. Sampling is limited to companies that produce or distribute the food product and must be approved by MCW, the convention center and the health department at least 30 days prior to the show.
No beverages or food may be sold.
19. **PROHIBITED MATERIALS:** Exhibitor is prohibited from having helium balloons on the exhibit floor, or in their booth at any time. Glitter and confetti are not permitted in the convention center. Adhesive backed decals/stickers may not be used or distributed on the premises. No heaters, heat-producing or open flame devices, including candles, may be used in the convention center. In addition, no tent or tent structures can be used without prior approval.
20. **BOOTH PERSONNEL AND LITERATURE:** Exhibitors can distribute literature inside their booth(s) only and staff them with personnel of their choice, with a maximum of three people permitted per 100 square feet of booth space. Literature may not promote political candidates or initiatives.
21. **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. Exhibitors are authorized to sell or distribute only those items indicated on their application. MCW reserves the right to stop exhibitor from selling, displaying or providing materials or products not mentioned in the application or any materials deemed offensive or inappropriate by MCW.
22. **FIRE/SAFETY REGULATIONS:** The exhibit, its material, contents and installation must be flame-retardant. Storage of any type of fuel in the facility is prohibited. No heaters, heat-producing or open flame devices, including candles, may be used in the convention center. The Convention Center is a smoke-free facility. Additional fire regulations will be included in your exhibitor kit.
23. **PERMITS AND TAXES:** All exhibitors who conduct sales during the event are responsible for obtaining the appropriate business license(s) and for paying all applicable state and local taxes. MCW cannot offer tax advice or forms and does not enforce or regulate the tax permits directly.
24. **ANIMALS and CHILDREN:** Animals are prohibited in the convention center, except as required by law. For their safety, and the safety of others, children under the age of 18 are prohibited from entering the exhibit hall floor during set up and tear down hours.
25. **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.
26. **DISPUTES:** All points not covered by the Rules are subject to the decision of the Conference Director.

27. CANCELLATION OF BOOTH SPACE: Booths cannot be cancelled once approved and paid for. Any money previously paid will not be refunded.
28. FLOOR MANAGEMENT: The MCW Conference Director will appoint a Floor Manager who is authorized to enforce the rules and regulations enumerated in this contract.
29. 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.
30. RULE CHANGES: MCW reserves the right to make reasonable changes to the foregoing rules, exhibit hours and move-in/move-out arrangements.