

General Information

Please read the following carefully, and be sure that everyone responsible for your booth is aware of all the information contained within this manual.

Balloons: Balloons are not allowed. Please refer to the separate balloon information page enclosed.

Booth equipment: The management will provide a booth set-up to each exhibitor. This set-up will consist of: an 8-foot high, draped background and 3-foot high, draped side dividers. All standard booth set-ups will receive a booth ID sign 44" x 7" consisting of your company name, city, state, and booth number. Bulk space booths will not have a booth set-up.

All exhibitors must carpet their individual booths. You may bring in your own carpet or you may use the enclosed order form to make arrangements with Freeman Decorating. The drapes will be teal and white.

Children Under 18 years of age: The BCEC prohibits anyone under 18 years of age to be on the exhibit floor during the set-up and break down of the show

Closing breakdown: The final day of the show is Sunday, February 28th. The show will close at 5:30 PM. Breakdown will begin immediately after the closing. The hall will stay open until midnight. On Monday the hall will be open from 6 AM until 9 PM and Tuesday, 6 AM until 6PM. All displays must be removed from the show floor by 6 PM on Tuesday, March 2nd.

We remind all exhibitors that anyone breaking down before 5:30 PM on Sunday, Feb. 28th will forfeit their booth and go on the 2011 waiting list.

Display service, decorating and furniture rentals: Freeman Decorating Company will provide decorating service for our show. Freeman will have sufficient staff available to trim and decorate exhibitor booths. They use only fireproofed materials that meet the approval of the Boston Fire Department. We suggest you place your order in advance if you are going to use Freeman for any services; advanced orders are discounted. See enclosed Freeman forms or order online at www.myfreemanonline.com.

Exhibitors are not required to order from Freeman Decorating Co. This is for your convenience only. Exhibitors may bring their own tables, chairs, etc. provided there is a manufacturer's certificate of fire retardancy. The certificate must be at your booth at all times. Any decorating materials such as table tops, fabric on chairs, backdrops, etc. that exhibitors bring in must also have a certificate, or be certified by the Boston Fire Department.

Any tables, chairs, etc. brought in by the exhibitors must belong to the exhibitors and may not be rented from another display company. Exhibitors may use their own company personnel to set-up and dismantle their booths. People not employed by the exhibiting company may not assist with booth labor. Exhibitors may unload their own company trucks. It is acceptable for exhibitors to safely use power tools to set up and dismantle their own booths. Exhibitors may use only hand-operated equipment, which they have provided; two-wheeled hand trucks and four-wheeled flat trucks are permitted as well.

Electric wiring: Show Management will provide the overhead lights only. Exhibitors needing outlets or any other electrical needs may order their requirements on the enclosed form. Exhibitors needing 24-hour electrical service must order in advance. You may order online at www.massconvention.com.

Emergency Situations: The BCEC is set up to handle all emergencies. If you find that you need assistance go to the closest house phone and dial 2222. **Do Not Call 911.**

Entrance to the show prior to opening: On opening day of the show the hall will open at 8:00 AM. On all other show days the hall will open, in the East Lobby, two hours prior to the show's opening. Early crews coming in to clean must have an exhibitor badge and must enter through the loading dock lobby. They will have to park in the parking lot.

Exhibitor credentials: These are your credentials for the nine days of the show. This credential allows you to enter the hall at any time during the show and two hours prior to opening. These credentials are only for the personnel staffing your booth during the show. Exhibitor credentials will be printed up and mailed to you in advance of the show provided you complete the enclosed credentials form and return it by the deadline. You will not be sent the lanyards with your credentials. Lanyards will be available for pick up at the exhibitor desk or in the show office. Lost or forgotten credentials will be subject to a replacement charge. The exhibitor desk will be located in the East Lobby.

We ask that the exhibitor credentials list you submit be accurate. People not on the credential list will not be issued an exhibitor's credential, and will have to purchase a ticket. The exhibitor is responsible for reimbursement if necessary. Show Management reserves the right to take away credentials that are being improperly used. We appreciate your cooperation.

Make sure that we have the correct name and addresses for the person who will be distributing the credentials. Please, if you are not that person, do not have us send them to you. Do not both fax and mail in the request.

Fire Department regulations: The complete regulations are listed in this manual. All regulations must be adhered to at all times. Exhibitors who do not comply must rectify any resulting situation in their booth immediately at the exhibitor's expense.

Guest tickets: Guest tickets will be available to exhibitors in advance for distribution prior to the show, as in the past. The form enclosed is for your guest(s) coming to the show that have not received tickets in advance. There is a separate page in this manual explaining the Guest Ticket procedure we use at show site. Guest tickets will not be held in individual company envelopes at the Guest Ticket counter. The Guest Ticket counter will be located in the East Lobby. Please do NOT both fax and mail in the same order. Prior to the show opening, you can drop off your lists at the show office.

Please see the enclosed guest ticket information sheet for complete details and ordering.

Hotels: We have made special arrangements with the Westin Hotel, which is attached to the BCEC, the Seaport Hotel that is across from the BCEC, the Best Western Adams Inn in Quincy, the Doubletree at Bayside, the Sheraton Braintree, the Renaissance Hotel in Boston, Hampton Inn Suites in Boston and the Embassy Suites at Logan Airport. You will find more information on the hotels on a separate page in this manual. You may also link onto their websites to make your arrangements by going to www.neboatshow.com.

FedEx Kinkos Business Center: A full business center will be available in the North Lobby. Check the business center for hours.

Labor during set-up and dismantling: Freeman Decorating Co. will have staff available to assist you at a cost. You must make arrangements in advance to get the discount. If you wish to do your own labor, you may do so providing you use only your company employees. People not employed by your company may not assist you in your booth during set-up and dismantle.

Messages during show hours: If you are expecting a lot of phone calls, please make arrangements to have a phone installed in your booth, or have a cell phone in your booth. The Show Office will not page you to the phone during the show. We cannot guarantee that any messages called into the Show Office will get to you right away.

Move-in/ Move-out Name Tags: Each person involved with the move-in of the Boat Show will be required to wear a name tag. These move-in nametags will be sent to you by mail in advance of the show. They must be worn at all times during move-in. Additional tags will be available. You may call Mary Steen at 800-225-1577 until February 11th or you may get them at the security desk in the loading dock. These tags are not to be used at any other time during the show days.

Music: See music information page enclosed.

Overnight mail deliveries, UPS, Fed Ex, etc.: If you need to have a small package delivered to you during the show, we suggest you have it delivered to your hotel. All package deliveries, including FedEx envelopes must be accepted at the loading dock which will not be open once the show is in place. If you need to send something out overnight, you may do so at the Kinkos Business Center located in the BCEC.

Paging during show hours: Once the show is open, we will not page exhibitors to the lobby. Please do not instruct friends, family members, or customers to go to the Show Office and ask that you be paged. It will only create an embarrassing situation for your guest.

Parking permits: Parking at the BCEC is \$10 per day for standard size vehicles. Oversized vehicles will be charged accordingly. For your convenience, the MCCA is offering Exhibitor Parking Passes for the 2010 New England Boat Show. This pass will allow you to park in the South Parking Lot with **in-out privileges** during the show days only. The parking pass is not valid on move-in or move-out dates and **overnight parking is not permitted**. Parking passes and other MCCA services may be purchased in advance by using the MCCA's Exhibitor Online Ordering service at www.massconvention.com. You may pick up your pass at the South Parking Lot ticket booth the first day you park. Please bring a copy of your order confirmation for fastest service. By purchasing the parking pass ahead of time on-line, you are receiving a one-day discount. On-site parking without a parking permit the fee will be \$10.00 per day and will not allow in and out privileges. Parking passes will be sold on-site during move-in days only. Valet parking is available. Valet is located at the upper level and is \$20.00 before 4pm and \$15.00 after 4pm.

Photographer: Fay Foto is the official show photographer. If you are interested in their services you may call 617-267-2000 and make arrangements directly with them.

Service Desk: All the Service Desks will be open during the move-in and on the opening day of the show. The Boston Convention and Exhibition Center service desk will be open from 8am to 4:30 pm during the move-in; from 8am to 5pm opening day of the

show; and from one half hour prior to opening until 5pm each additional day of the show. The Freeman Service Desk will be open from 8am to 4:30 pm during the move-in of the show (all orders must be in by 3:30 PM) and opening day. Orders received after 3:30 PM and work done after 4:30 PM will be considered overtime. We encourage you to place your orders in advance. During the show days, a Freeman representative can be reached at 781-380-7550.

Show office: Show Management will be at the BCEC beginning Tuesday, February 16th at 7:00 AM. Any questions or problems should be directed to the Show Office, located in the East Lobby. Prior to this date, you may contact us at our main office at 800-225-1577.