



EXHIBITOR CONTRACT – MassPack’s 75th Anniversary Celebration and Premier Tasting

to be held Tuesday, May 2nd at a NEW location, Lombardos, 6 Billings St. Randolph, MA. Please join us in support of the association and to celebrate our 75th year. Complete the information in this contract to reserve your space. By completing and sending in this contract with your full payment or minimum \$200 deposit, you are agreeing to the “Terms and Conditions” of the event, found on page 2.

PLEASE READ THE FOLLOWING INFORMATION CAREFULLY REGARDING THIS YEAR’S SHOW. As with last year’s show we will have a more open look and feel with 3 ft high booths throughout the show floor. All booths will be 8 x 8 in size. There will be a limited number of “high backs”- 8ft high back, around the perimeter (front, sides and back of show). These will be offered first to “SHOW SPONSORS”, then on a first come first serve basis and at a slightly higher cost.



Company Name: _____

Show Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Billing Contact Name (If different from above): _____

Phone: _____ Email: _____

BOOTH/EXHIBIT SPACE: Booth fee includes **8 x 8 booth space** with 3FT HIGH BACK, ID sign, standard pipe & drape, 1 or 2 dressed 6’ tables, 2 chairs, and wastebasket. Yes, tasting is allowed at your booth! Select one or more from the options below:

Option 1: Prime Booth (3 ft high back) @ \$875 ea _____ # of booths

Option 2: High back Booth (perimeter booth - 8 ft high backing) @ \$965 ea _____ # of booths (LIMITED AVAILABILITY)

*** PAID 2017 MASSPACK ASSOCIATE MEMBERS CHECK HERE TO RECEIVE \$50 OFF PER BOOTH (not tables) _____**

Option 3: Tasting Table, located in the foyer outside the Ballroom - consists of 1 draped 6 ft table in the Tasting Area, maximum of 5 products to be tasted, all displays and material must fit on your table (NO exceptions) @ \$495 ea _____ # of tables

Additional needs: STANDARD Electrical plugs (please indicate # of each) _____ @ \$100 each *Special electrical billed separately.

SPONSORSHIP: *Our Association’s Best Supporters* will receive our appreciation and recognition throughout the year. Sponsorships include full recognition in program book & online, best booth locations, acknowledgement before, during and after the event:

- Platinum** \$11,000 (Limit 4)
- Gold** \$8,000
- Silver** \$5,000
- Bronze** \$3,000

75th ANNIVERSARY PROGRAM BOOK ADVERTISEMENT:

Full Page _____ @\$595 (FULL COLOR on inside front cover*, inside front page, back cover* or inside back cover) *1st come, 1st serve

Full Page _____ @\$525 OR Half Page _____ @\$325 (Black & White anywhere inside Program Book)

Payment Method: Check Enclosed (Payable to: “MA Package Stores Association”, 181 Park Ave., Ste 5, W. Springfield, MA 01089)

Charge Card (check one): _____ MasterCard/Visa _____ Discover / _____ American Express for \$_____ or Total Amount of charges.

Credit Card # _____ Exp Date _____

Billing Address (if different from above) _____

Name on Card _____ Authorized Signature _____ Date _____

**** PLEASE READ AND SIGN THE TERMS AND CONDITIONS PAGE ****

TERMS & CONDITIONS– These official rules and regulations, together with the booth contract(s), constitute the entire agreement and no verbal understanding will be recognized by the MPSA. The Exhibitor contracted for the Premier Tasting Event on Tuesday, May 2, 2017 agrees to the following:



Payment:

- Full payment or a minimum \$200 deposit is required for each booth/tasting table contracted. Your reservation is NOT confirmed until your deposit is received.
- Payment in full will be made prior to May 1, 2017 to: Massachusetts Package Stores Association: 181 Park Ave., Suite 5, West Springfield, MA 01089 · phone: 800-322-1383 · fax: 413-736-5880
- There will be an additional charge of \$100 to those contracted after April 4, 2017, if there is still availability.
- If payment in full is not received by the show date, we reserve the right to charge your credit card.
- Cancellations must be made prior to April 8, 2017 in order to receive a refund.

Show Hours, Set-up and Breakdown:

- **All booths this year will be 8 x 8 with 3 ft high backing.** Only those contracting in advance for a perimeter booth will have an 8 ft high backing. Changes to this layout will NOT be made on the day of the event. We ask that you keep your displays within the confines of your 8 x 8 booth. A simpler presentation that focuses on your products is suggested.
- Exhibitor & Booth Set-up: Monday, 5/1: 10:00am – 5:00pm and Tuesday, 5/2: 8:00am – 12:00pm
- **Exhibitor Show Hours on Tuesday, 5/2: 1:00pm – 6:00pm.** Please be ready for business by 12:30pm on Tue., 5/2.
- Breakdown of your booth or exhibit may **NOT** occur prior to the end of the show at 6:00pm on May 2, 2017. All materials, including trash should be removed from the exhibit hall by 11:00pm on Tuesday.

****PLEASE READ THE BELOW INFORMATION CAREFULLY****

Delivery/Set-Up of Product & Displays: Due to the fact that the Ballroom at Lombardo’s is on the second floor of the venue and there is only a small freight elevator that DOES NOT fit pallets, you should plan accordingly. Large amounts of cases/product for “Display Purposes” is discouraged. You should plan accordingly to what you plan to sample. The same is true for large display items. There are 2 small elevators or a large staircase to bring items to the second floor. Please plan your display appropriately.

Ice & Sampling: Ice will be supplied by Taggart Ice during the show. However, you must supply your own containers, coolers for the ice, and cups for sampling (4 oz. cups or smaller). You may only pour ¼ oz for spirits, 1 oz. for wine and 2 oz. for beer sampling.

Electricity: **Electricity must be contracted through MassPack via your Prime Exhibitor Contract.** You may contact the MassPack office regarding your electrical needs. Arrangements are time-sensitive and MUST be made prior to April 11th.

Security: A police detail will be on duty the day of the event. The event facility will be secured and alarmed in the evening of 5/1 after set-up hours. Booths should be manned at all times during the Show hours. The exhibitor will be responsible for security at their booths if they feel it is necessary.

Reminder to Exhibitors: There will be NO CORKAGE on trade show samples AND we cannot allow attendees to leave the show with alcohol that does not fit inside their show bag.

Promotional Material: Prime Booth Exhibitors must confine all advertising/promotional material and samples to your booth space only. Nothing of any kind may be affixed to walls, windows, polls or the ceiling unless approved by MassPack show staff.

Models/Booth Personnel: Personnel should be tastefully attired and must confine their business activity to their own booths.

YES, WE HAVE SECURED A PERMIT FROM THE ABCC FOR THIS EVENT!

If you have any questions regarding your contracts or the above Terms & Conditions, please contact the MassPack office at 800-322-1383. Otherwise, please keep a copy for your records and indicate your agreement by signing below. **This signed page must accompany your Booth Contract(s).**

I have read and agree to the above terms & conditions of the show especially “Delivery/Set-up of Product & Displays”:

Printed Name _____ Signature _____ Date _____