



# **Exhibitor Information Manual**

**April 15, 16 & 17, 2011**

**Hynes Convention Center  
Boston, MA**

Produced and Managed by:



[www.sportsfitnessexpo.com](http://www.sportsfitnessexpo.com)

# John Hancock Sports & Fitness Expo

April 15, 16 & 17, 2011  
-Exhibitor Information Manual-

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## **Logistics/ Schedule of Events**

All exhibitors must check-in at the Exhibitor Registration booth in the lobby outside of Hall A of the Hynes Convention Center prior to set up.

### **Show Set-Up Hours**

Wednesday, April 13, 2011	8:00 a.m. - 5:00 p.m. (20' x 40' & Larger)
Thursday, April 14, 2011	8:00 a.m. - 5:00 p.m. (20' x 30' & Smaller)
Friday, April 15, 2011	8:00 a.m. - 1:00 p.m. (All)

### **Show Hours**

Friday, April 15, 2011	2:00 p.m. - 7:00 p.m.
Saturday, April 16, 2011	9:00 a.m. - 6:00 p.m.
Sunday, April 17, 2011	9:00 a.m. - 6:00 p.m.

### **Show Breakdown Hours**

Sunday, April 17, 2011	6:00 p.m. - 12:00 a.m. (All)
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### **Important Notice:**

**Breakdown and/or move out may not begin until the show is officially closed on Sunday, April 17, 2011 at 6:00 p.m - 11:45 p.m. Show Management staff will be on-site to strictly enforce this policy.**

## **Loading Area**

Access for unloading exhibits is the Cambria Street Service entrance. This is located off Massachusetts Avenue. If you plan to transport materials to your booth yourself, please use the Cambria Street entrance where you will be shown where to unload your vehicle. **You must bring your own hand cart if you will require one.** There is a minimum of two people per car upon entering the loading area. Equipment must be unloaded and

moved into the exhibit hall while the vehicle is being parked. **Exhibitors are not permitted to live park.**

If you require a loading dock, Freeman Decorating Company will need to unload your materials. **There is a fee for this service.** If you are transporting large items for your exhibit and need assistance or the use of a four-wheel dolly or pallet lift, arrangements **must** be made with Freeman Decorating Company in advance. **There is a fee for this service as well,** Freeman can also handle any shipping needs at an additional cost. Please refer to the Freeman Service kit sent to you via email or please visit [www.myfreemanonline.com](http://www.myfreemanonline.com) for all processes and necessary forms.

### **Booth and Island Personnel Policy**

All exhibitors should check-in, prior to moving in, at the Exhibitor Registration area located on the Second Level Lobby of the Hynes Convention Center. Additional important set-up information and exhibitor credentials will be distributed at this time.

Please note that all booth personnel will be required to wear badges for access to the show hall during set-up and breakdown hours. The names of your personnel will not need to be presented in advance. If you have rotating staff members, we ask that they stop by the Exhibitor Registration area location on the Second Level Lobby, to check-in and receive an exhibitor badge.

### **Admission Policy**

Admission to the John Hancock Sports & Fitness Expo is free of charge for all official Boston Marathon® entrants as well as the general public.

### **Promotion Policy**

Promotional materials may be handed out only within the carpeted and draped perimeter of your booth space. Please do not block the aisles in any way. Exhibitor personnel may not distribute materials or products outside his or her booth or the exhibit hall.

## **Service Contractors**

### **Shipping, Equipment, and Labor:**

Freeman Decorating Company  
1515 Washington Street  
Braintree, MA 02184  
P: 781-380-7550  
www.myfreemanonline.com

### **Audio Visual, ARAMARK, Electric, Telephone & Internet:**

Massachusetts Convention Center Authority  
c/o Hynes Convention Center  
900 Boylston Street  
Boston, MA 02115  
617-954-2230  
<http://www.mccahome.com/jhcc.html>

## **Show Management**

Conventures, Inc.  
One Design Center Place  
Boston, MA 02210  
(617) 439-7700  
(617) 439-7701 Fax  
www.sportsfitnessexpo.com

## **Booth Equipment**

All booth rental packages include the following:

- (1) 8' Draped table
  - (2) Folding chairs
  - 8' blue and white back drape
  - 3' High blue side rail
  - (1) Wastebasket
  - (1) Company ID sign
  - 9' x 10' Blue Carpeting
- Please Note: Double booths include (2) 8' draped tables and (4) chairs.

## **Island Equipment**

All island rental packages include the following:

- (4) 8' Draped tables
- (4) Chairs
- (1) Wastebasket

\*If you do not require booth equipment please contact Show Management at 617-439-7700

## **Signs**

Show management provides a standard 7”x 44” identification sign for each booth. Absolutely no hand-made signs will be allowed; however, exhibitors are encouraged to display their own banners or professional signs. Please complete and return the ‘Booth Sign’ form by **Wednesday, March 9, 2011** to ensure your company name is displayed correctly.

## **Box Removal**

All empty cardboard boxes must be broken down for pick-up by the Hynes Convention Center cleaning staff. Cardboard boxes should not be visible at any time during show hours. Please drape all boxes and storage containers appropriately.

## **Drawings for Goods and/or Services**

Show management encourages exhibitors to conduct drawings from their booths; however, drawings from exhibitor booths may not be announced by the public address system. Please bring a raffle drum, name slips, or other means of conducting your drawings.

## **Celebrity Appearances**

Show management will do their best to announce celebrity appearances at booths and islands from the public address system during show hours. Please contact show management if you have scheduled celebrity appearances and would like to have announcements made. Be prepared to give show management a copy to read over the public address system (no more than two sentences, please). Announcements will be made for celebrity appearances and seminars only; however, show management cannot guarantee announcements.

## **Security**

There will be security on duty 24 hours a day beginning Wednesday, April 13, 2011 at 8:00 a.m. through Sunday, April 17, 2011 at midnight. Valuables should not be left in the booth unattended overnight. Show management and the Hynes Convention Center are not responsible for lost or stolen articles.

\*Please Note: For the security of all exhibitors and merchandise, exhibitors will not be allowed to remove merchandise from the show floor after they have left the exhibit hall for the evening. This is for the safety and security of all exhibitors’ merchandise.

## **Liability**

Exhibitors assume all responsibility for loss, destruction, or theft of goods. Exhibitors are entirely responsible for the space contracted to them and agree to reimburse the building for any damages to floors, walls, and/or any other property of the building.

## **Certificate of Insurance**

Each exhibitor must forward a certificate of insurance with a 30-day notice of cancellation provision to the holder (**John Hancock Sports and Fitness Expo, c/o Conventures Inc.**). The certificate of insurance must be supplied to Show Management at least 30 days before the exhibit date.

**If you are unable to obtain a certificate of insurance, we have provided an Insurance Release Form. THE DEADLINE IS MARCH 9, 2011.** This is a strict policy of the Hynes Convention Center and Show Management.

## **Temporary Food Service Establishments/Board of Health Requirements**

**The City of Boston Department of Public Health requires that anyone who prepares and serves food at a fixed location for a period of time of not more than 14 consecutive days in conjunction with a single event or celebration, must obtain a Temporary Food Service Permit.**

**To facilitate the permit requirements** please complete the application and return it to Show Management as soon as possible, and no later than **March 9, 2011**. The fee for a Temporary Food Service Permit for three days is \$40.00. Please make your checks payable to Conventures, Inc. and forward the check along with the enclosed application. **Show Management will obtain your permit and distribute it to you when you check in.**

Please Note: No food or beverage is permitted to be sold for consumption on site.

## **Food Preparation**

Food preparation for sampling in your booth is permitted. You may use microwave ovens, small convection ovens, hot plates or electric skillets. All product samples must be kept to a 3 oz. size for beverages and a 2 oz. size for solid foods.

**Compressed gases, liquid fuels and open flames are prohibited! ALL EXHIBITORS COOKING FOOD MUST HAVE A WORKING FIRE EXTINGUISHER IN THEIR BOOTH.**

## **Food & Beverage Order Specifications**

ARAMARK Corporation will be handling all food, beverage, and catering needs at the Hynes Convention Center. As such, any requests for importing food and beverages will be at ARAMARK's discretion and will be considered on a case-by-case basis. If you would like to order food or catering for your booth please contact an ARAMARK sales professional. You may contact ARAMARK via their website at <http://www.ps.aramark.com/hynescc>, or call 617-954-2189, or fax 617-954-2032.

ARAMARK Corporation has the exclusive rights to sell food and beverage in the Hynes Convention Center. Exhibitors will not be allowed to bring food and beverages into the building or purchase from outside caterers. This rule will be strictly enforced.

## **Vendor Permits**

Exhibitors may conduct sales, which result in the exchange of money within the Exhibition Hall. For the protection of all exhibitors, merchandise sold must be accompanied by a sales slip. Each company is responsible for filing the proper forms with the Commonwealth of Massachusetts. If you do not already have one, please contact the Massachusetts Department of Revenue to obtain vendor's permits as soon as possible:

**Massachusetts Department of Revenue  
Customer Service Bureau  
P.O. Box 7010  
Boston, MA 02204  
(617) 887-6367 (Select option #2)  
<http://www.mass.gov/dor>  
> Click on 'Web file for Business.'**

## **Show Day Contact Information**

Show Management is requesting a contact person on show days in case of emergency. Please complete and return the form by **Wednesday, March 9, 2011**.

## **Directions to the Hynes Convention Center**

### **From Logan Airport:**

Follow direction sign from terminals to Sumner Tunnel/ I-93 North  
Take the Interstate 93 North ramp as you exit the Sumner Tunnel  
Take Exit 26B (Storrow Drive)  
Follow Storrow Drive approximately 2 miles to the Fenway/Kenmore Exit (1st exit after Massachusetts Ave., on left)  
Stay left while exiting Storrow Drive going towards Fenway  
Continue to 1st set of lights, staying left, going onto Boylston Street  
Go through 4 sets of lights on Boylston Street. The Hynes Convention Center's main entrance driveway will be on the right immediately past the 4th set of lights.

**From Massachusetts Turnpike (Rt. 90 East):**

Take Exit 22 (Prudential/Copley Place)

Stay left when exiting and turn onto Huntington Avenue, remaining in the left-hand lane while on Huntington Avenue

At the next set of lights (Belvidere Street), take a right

Follow the curve in Belvidere Street to the next right hand turn in front of the Sheraton driveway, bearing right onto Dalton Street.

At the lights, turn right onto Boylston Street. The Hynes Convention Center's main entrance driveway will be on the right immediately after going through the 4th set of lights.

**From N.H.: I-95 (Rt.128) South/Rt. 93 South:**

From I-95 South, follow to exit 37 in MA to I-93 South

Follow I-93 South staying to the far right when approaching Boston

Take Exit 26B (Storrow Drive)

Follow Storrow Drive approximately 2 miles to the Fenway/Kenmore Exit (1st exit after Massachusetts Ave., on left)

Stay left when exiting Storrow Drive going towards Fenway

Continue to 1st set of lights, staying left, going onto Boylston Street

Go through 4 sets of lights on Boylston Street. The Hynes Convention Center's main entrance driveway will be on the right immediately after going through the 4th set of lights.

**Parking Information**

The following is a list of some of the parking facilities around the Hynes Convention Center. There are a total of 4,400 garage spaces within a three-block walk of the Hynes Convention Center. There is also metered parking available around the Hynes and the adjacent streets.

**Prudential Center Parking Garage**

800 Boylston Street

(617) 267-2965

2,350 spaces

Directions: The main entrance is located below street level of the Prudential Tower on the right side of Boylston Street, after the Convention Center.

**Sheraton Boston Hotel Parking Garage**

39 Dalton Street

(617) 236-6172

VALET PARKING – 150 spaces (parked at the Prudential Center Garage)

Directions: The hotel is located on Dalton Street, which is on the right side of Boylston Street, before the Convention Center. The Sheraton can also be accessed via Huntington Avenue by taking a right onto Belvidere.

**Copley Place Parking Garage**

100 Huntington Avenue  
(Corner of Huntington Avenue and Dartmouth Street)  
(617) 369-5025  
830 spaces

Directions: Go straight down Boylston Street past the Convention Center. Take a right onto Exeter Street at the light; the garage will be directly across the street in front of you.

**Boston Marriott Hotel Copley Place**

100 Huntington Avenue  
(617) 236-5800  
VALET PARKING – 225 spaces

Directions: Go straight down Boylston Street past the Convention Center, and take a right onto Ring Road (right before Lord & Taylor). At the light, bear left and immediately take a right into garage.

**Westin Copley Place Parking Garage**

10 Huntington Avenue  
(617) 262-9600  
VALET PARKING – 265 spaces

Directions: Go straight down Boylston Street past the Convention Center; take a right onto Dartmouth Street, then a right onto Huntington Avenue. The entrance will be on your right.

## **General Regulations at the Hynes Convention Center**

1. Decorations, signs, banners, etc. may not be taped, nailed, tacked, stapled, or otherwise fastened to ceilings, walls, painted surfaces or columns.
2. No holes may be drilled, cored, or punched in the building. Exhibitors are responsible for any damage done to the facility or rental equipment.
3. No adhesive backed (stick-on) decals or similar items may be distributed or used in the building.
4. Samples and sales of food and/or beverage products are allowed provided that exhibitors apply for a **Temporary Food Service Permit** from Show Management. **The deadline for this application is Wednesday, March 9, 2011.** There is a \$40 fee for this application.
5. No stacking tables.
6. No helium balloons.
7. The use of microphones or public address systems is prohibited in exhibitor booths.
8. No parking in loading area (except when loading or unloading). Violators will be towed at their expense.
9. Exhibitors must load or unload their vehicles and remove them from the building immediately. All vehicles illegally parked will be towed at the vehicle owner's expense.
10. No food is to be distributed by exhibitors unless it is:
  - a. The product they are representing and it is sample size portions.
  - Or
  - b. It is purchased through the Hynes Convention Center Exclusive Caterer.
11. Booth equipment may not be taken off the exhibit floor during show hours without written permission of Show Management.

## **Exhibit Hall Fire Safety Regulations**

All exhibitors must strictly adhere to the following safety regulations. Fire Department Inspectors and Hynes Convention Center personnel carry out regular inspections and will enforce these regulations.

1. No fire alarm pull stations, fire extinguishers, or fire hose standpipe locations may be blocked by displays, tables, signs, etc. Access to these devices must be maintained at all times.
2. No exit door or fire access aisle may be blocked; complete access must be maintained, without encroachments, at all times.
3. Painting and use of flammable liquids or solvents are prohibited within the building.
4. No smoking is allowed in the Exhibition Hall.
5. No propane-operated devices shall be used, brought into or stored in the hall. No propane or other flammable gas storage will be authorized.
6. The Massachusetts State Fire Marshall, Boston Fire Department, or Massport Fire Department must approve. All fabric brought in by exhibitors for use. Fabric may be submitted for approval to the State Testing Lab, 1010 Commonwealth Avenue, and Boston.
7. No flashing red beacons are allowed in the hall.
8. All vehicles on display or in the hall must have minimum fuel supply (1 gallon maximum). In addition, display vehicles must have battery cables disconnected and taped over.
9. All display vehicle fuel tanks must either have a locked filler cap or the cap must be tightly taped over. No draining of fuel tanks is allowed in the building.
10. No open flames are authorized in or around the building.
11. Smoke exhaust system fans in the hall area must be free from all obstructions.
12. No banners are to be hung so as to obstruct exit and fire safety signage.
13. In order to insure that all fire and safety regulations have been strictly enforced, all exhibits and displays must be set-up and in place at least two (2) hours prior to the show opening.

14. No vehicles shall be started up in the hall once the show is open. Exhaust may activate the smoke detection system.
15. No exhibitors shall bring, or authorize others to bring any material, substance, equipment, object and/or devices, which may endanger either the life of or cause bodily injury to any person in the facility or which is likely to constitute a hazard to the building itself.
16. Any solid, roof-enclosed structure shall be equipped with a smoke detector.
17. The Exhibition Hall smoke detectors are never to be bypassed while a show is in progress.
18. The drive-on ramp must have a minimum 15-foot aisle at all times to allow access for fire emergency equipment.
19. Exhibitors are not allowed to store material behind their booths. This area should remain clear as a service aisle.