

# The Boston Globe travel show

February 19-21, 2010 / Seaport World Trade Center / Boston, MA

Dear Exhibitor,

On behalf of The Boston Globe, we welcome you to The Boston Globe Travel Show. This event will take place February 19-21, 2010 in the Exhibition Hall of the Seaport World Trade Center, located in Boston, Massachusetts.

We are proud to announce that **Freeman** is the official show contractor for the 2010 Show. Following is the Exhibit Manual that contains Exhibitor instructions for the show including order forms and deadline checklists that are designed to save you, the exhibitor, as much time and money as possible. *Please take the time to read this information thoroughly.* Please pay particular attention to the facility rules and regulations, labor rules, shipping instructions and upcoming deadlines.

If you have any questions concerning the contents of this Manual, please contact the Freeman Exhibitor Services Department at (781) 380-7550.

The entire Travel Show Staff and I look forward to assisting you and wish you a most successful show.

Sincerely,

Liesl Robinson  
Show Director  
The Boston Globe Travel Show



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## **GENERAL INFORMATION AND GUIDELINES**

Enclosed you will find important order forms and information regarding your operational needs at the Expo. These Order Forms provide information on the following: booth furniture rental, special carpeting, booth labor, drayage (freight handling), booth cleaning, floral decorations, electrical needs, audio/visual equipment, internet & phone, catering and instructions dealing with advance freight shipping.

We strongly recommend shipping your booth materials to Freeman in advance of the Expo. This will result in smoother handling of your booth materials and can alleviate many on-site frustrations and delays. Freeman will accept crated, boxed or skidded materials beginning **January 19, 2010**. To avoid additional deadline charges, materials must arrive by **February 11, 2010**. The warehouse will receive shipments Monday through Friday during the hours of 8AM -4PM. **To check on the arrival of freight, please call (781) 380-7550.**

### **Shipments consigned to the warehouse should be addressed as follows:**

The Boston Globe Travel Show 2010  
Exhibiting Company Name  
Booth #  
C/O Freeman  
1515 Washington Street  
Braintree, MA 02184  
781-380-7550

If you are shipping freight directly to the Seaport World Trade Center, please be advised that deliveries will only be accepted starting February 18<sup>th</sup> through February 20<sup>th</sup> and during the hours of the exhibitor move-in. **Shipments arriving prior to these dates will be refused by the facility.**

### **Shipments consigned to the Seaport World Trade Center should be addressed as follows:**

The Boston Globe Travel Show 2010  
Exhibiting Company Name  
Booth #  
C/O Freeman  
Seaport World Trade Center  
200 Seaport Boulevard, Commonwealth Pier  
Boston, MA 02210



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## **GENERAL INFORMATION AND GUIDELINES**

### **BOOTH DECORATION INFORMATION:**

**All Expo booths receive the following as part of their booth space package:** Booth carpeting (black w/white speckles - Tuxedo), one company identification sign (7" X 44"), three foot high side rail drape (blue), and eight foot high back wall drape (blue), one six foot draped table (white top/white drape), two chairs and one wastebasket.

### **HOTEL INFORMATION:**

We currently have a room block with the **Seaport Hotel of \$169/night plus taxes. Call - 877-SEAPORT** and mention the show when booking. **Reservations must be made by January 18, 2010** to receive this special rate. For additional information on this Hotel, please go to our website at [www.boston.com/travelshow](http://www.boston.com/travelshow) and click the Accommodations link at the top, right corner of the home page.

As managers of the Expo, all of us will do everything we can to make your Expo experience a pleasant and rewarding one. We will strive to exceed your expectations when it comes to customer service from the planning stages through the move-out process. Please do not hesitate to contact us at (888) 210-8895 or (410) 346-5612 with any questions you may have. Our fax number is (410) 773-9442.

We look forward to seeing you at The Boston Globe Travel Show!

### **GENERAL INFORMATION**

Location of Exhibition - Seaport World Trade Center, 200 Seaport Boulevard,  
Boston, MA 02210

Trade Conference Location - Harbor & Plaza Levels in Conference Center at  
Seaport World Trade Center

Exhibitor Check-In Registration Location - Lobby outside of Exhibition Hall

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## **GENERAL INFORMATION AND GUIDELINES**

### **KEY CONTACTS**

- Show Director – Liesl Robinson  
P: (410) 346-5611; F: (410) 773-9442  
E-Mail: [liesl@j2levents.com](mailto:liesl@j2levents.com)
- Sales Department/General Inquires:  
T: (888) 210-8895 / (410) 346-5612; F: (410) 773-9442  
E-Mail: [info@bostonglobetravelshow.com](mailto:info@bostonglobetravelshow.com)
- Conference/Stage Manager – Jeremy Garrett  
T: (802) 244-8994; F: (410) 773-9442  
E-Mail: [Jeremy@j2levents.com](mailto:Jeremy@j2levents.com)
- Registration Manager – Joe Pymm  
T: (203) 659-6628; F: (410) 773-9442  
E-Mail: [joe@j2levents.com](mailto:joe@j2levents.com)

### **SHOW OFFICE:**

There will be a Show Office located in the Lobby behind Registration staffed by management. We will be available during move-in and move-out hours, as well as, show hours to assist you with any needs you may have. Please feel free to call on us.



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**GENERAL INFORMATION AND GUIDELINES**

**OFFICIAL SERVICE CONTRACTORS**

The Exhibitor Manual will be available on-line at [www.myfreemanonline.com](http://www.myfreemanonline.com)

If you require any equipment besides the booth package, please call the phone numbers below and they will direct you to the appropriate contractor.

**Decorating, Shipping,  
Material Handling, Labor  
Furniture Rental & Signage -**

**Freeman Exhibitor Services Dept.  
P: (781) 380-7550**

**Audio Visual & Computer Rental -**

**Doug Johnston, Director of Sales, PSAV  
P: (781) 433-0888  
Email: [djohnston@avhq.com](mailto:djohnston@avhq.com)**

**Electrical Services -**

**Exhibition Electrical Company, Inc  
P: (617) 439-5425**

**Cleaning Services -**

**Freeman Exhibitor Services Dept  
P: (781) 380-7550**

**Telecommunication Services -**

**Seaport World Trade Center Boston  
P: (617) 385-5006**

**Plumbing Services -**

**O'Shaughnessy Plumbing Inc  
P: (617) 436-5171**

**Catering Services –**

**David Fazo, Event Manager, Seaport  
P: (617) 385-4361**

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## **EXHIBITOR SET- UP, TEAR DOWN & SHOW SCHEDULE**

### **Exhibitor Move In Dates and Hours:**

Thursday, February 18, 2010 – 8am – 4:30pm

Friday, February 19, 2010 – 8am – 2:30pm

### **Show Dates and Hours:**

Friday, February 19, 2010 – 3:30pm – 5:30pm (open to trade only)

Friday, February 19, 2010 – 5:30pm – 9pm (opens to general public)

Saturday, February 20, 2010 – 10am – 6pm

Sunday, February 21, 2010 – 10am – 4pm

### **Exhibitor Move Out Dates and Hours:**

Sunday, February 21, 2010 – 4pm – 8pm

Monday, February 22, 2010 – 8am – 11am

## **DAILY SCHEDULE**

### **THURSDAY, FEBRUARY 18, 2010**

8:00 am - 4:30 pm

Exhibit booth set-up

11:00 am - 4:00 pm

Exhibitor Badge Pick Up,

*(Located in lobby outside Exhibition Hall)*

### **FRIDAY, FEBRUARY 19, 2010**

8:00am - 2:30 pm

Exhibit booth set-up

8:00am - 8:00 pm

Exhibitor Badge Pick Up,

*(Located in lobby outside Exhibition Hall)*

8:00am

Trade Conference Registration Open

9:00am – 3:30 pm

Travel Industry Professionals Conference – for  
details, please go to [www.boston.com/travelshow](http://www.boston.com/travelshow)

3:30pm – 5:30 pm

SHOW FLOOR OPEN for travel industry  
professionals only

4:00 pm – 8:00 pm	Culinary demonstrations and Reception for Travel Industry
5:30 pm – 9:00 pm	SHOW FLOOR OPENS to general public

**SATURDAY, FEBRUARY 20, 2010**

9:00 am	Exhibitors allowed into Hall
10:00 am – 6:00 pm	Exhibition – Open to Public and Trade
11:00 am – 5:00 pm	Cultural Performances & Seminars on Stage
11:00 am – 5:00 pm	NECN’s TV Diner Culinary Presentations (2 locations on show floor)

**SUNDAY, FEBRUARY 21, 2010**

9:00 am	Exhibitors allowed into Hall
10:00 am - 4:00 pm	Exhibition – Open to Public and Trade
11:00 am – 3:00 pm	Cultural Performances & Seminars
11:00 am – 3:00 pm	NECN’s TV Diner Culinary Presentations (2 locations on show floor)
4:00 pm - 8:00 pm	Exhibitor Teardown – return of crates begins

**Do not teardown prior to 4:00pm - this rule will be strictly enforced!!**

**MONDAY, FEBRUARY 22, 2010**

8:00 am – 11:00 am	Exhibitor move-out complete
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## **Use this checklist to help you prepare for the show!**

Exhibitors benefit by ordering services or materials by the discounted deadline dates. You will save money, last minute delays will be avoided and a smoother running show will be the result. It is recommended that all orders be in writing and that you keep copies and bring them to show site.

<b><u>ITEM</u></b>	<b><u>DISCOUNT DEADLINE DATE</u></b>
Receipt Note	ASAP
Booth ID Sign Order	1/15/10
Hotel Reservations	1/18/10
Temp Food Service Form	1/29/10
Telecommunication Services	1/29/10
Catering Services	1/29/10
Plumbing Orders	1/29/10
Electrical Orders	1/29/10
Certificate of Insurance	1/29/10
Display Labor	2/4/10
Special Signs	2/4/10
Special Carpet & Furniture	2/4/10
Floral Rental	2/4/10
A/V and Computer Rentals	2/9/10
Advance Shipment to Warehouse	2/11/10
Exhibitor Badge Order Form	2/5/10



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**RECEIPT NOTE**

I acknowledge receipt of my service manual and have read and agreed to the rules and regulations applying to exhibitors at The Boston Globe Travel Show 2010.

COMPANY NAME: \_\_\_\_\_

BOOTH NUMBER: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

TITLE: \_\_\_\_\_ FAX: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

**Please keep in mind the amount of time it takes to set up your booth display so that you may avoid the need to rush to finish last minute details.**

**ALL DISPLAYS MUST BE COMPLETELY SET BY FRIDAY, FEBRUARY 19<sup>th</sup>, 2:30PM.**

**Fax back this form immediately to Show Management at:**

**The Boston Globe Travel Show 2010  
c/o: J2L Events LLC  
PO Box 1766  
Westminster, MD 21157  
Fax: (410) 773-9442**



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## **CERTIFICATE OF INSURANCE**

**DEADLINE DATE: January 29, 2010**

**All companies exhibiting at The Boston Globe Travel Show 2010 are required by contract to submit a certificate of insurance to show management prior to setting up their exhibit.**

**You can obtain this “broad form of endorsement” from your insurance carrier. The amount shall be no less than \$1 million of comprehensive general liability insurance. Such insurance shall name J2L Events LLC, The Boston Globe, Seaport World Trade Center and its officers, directors, and employees as additional insureds.**

**Show management must have this certificate of insurance on file prior to set up of the exhibit at the Seaport World Trade Center. For further details, see your application and exhibit space contract.**

**If you do not currently have this type of insurance, we recommend you purchase this service through our business associate, John Buttine Inc Insurance. The Exhibitor Liability Insurance Application with full details, including associated costs, is included under the Service Contractors section of the online exhibitor services manual.**

**Please mail, fax or email your certificate of insurance to:**

**The Boston Globe Travel Show  
J2L Events LLC  
PO Box 1766  
Westminster, MD 21157**

**Phone: (410) 346-5611  
Fax to: (410) 773-9442  
Email: [info@bostonglobetravelshow.com](mailto:info@bostonglobetravelshow.com)**

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*show*

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Exhibit Booth Identification Signage Form

**Deadline: January 15, 2010**

Your booth comes with a complimentary Booth Identification Sign (7" X 44") that will show your Company Name and Booth Number. **To alleviate any errors, please print below how you want your Company Name to appear on that sign.**

**COMPANY NAME (as it should read on the 7" X 44" sign):**

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**BOOTH**

**#(s)** \_\_\_\_\_

**Fax back this form immediately to Show Management at:**

**The Boston Globe Travel Show**

**c/o: J2L Events LLC**

**PO Box 1766**

**Westminster, MD 21157**

**Fax: (410) 773-9442**



**EXHIBITOR BADGE ORDER FORM**

**DEADLINE DATE: February 5, 2010**

- After February 5<sup>th</sup>, please present this completed form to exhibitor registration at the show site.
- All badges will be available for pickup at the exhibitor registration counter at the show site.

Please complete this form and submit it to:

**The Boston Globe Travel Show**  
**c/o Expo Logic**  
**820 Parkway**  
**Broomall, PA 19008**

→**Fax: (610) 328-1548**

Company: \_\_\_\_\_ Submitted By: \_\_\_\_\_

(If the above person receives a badge, please print name below as well)

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**EMPLOYEE INFORMATION**

Print first name, last name clearly. One name per line.

Space #: \_\_\_\_\_

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
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11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_
16. \_\_\_\_\_
17. \_\_\_\_\_

18. \_\_\_\_\_
19. \_\_\_\_\_
20. \_\_\_\_\_

**Note: Badges will not be issued until booth  
Payment is paid in full**

**Please, only 6 badges per 10x10 booth.**

**If additional space is needed, please use another form**

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## EXPO RULES AND REGULATIONS

- \* Exhibitors are expected to have personnel attending their booths **at all times** during Expo Hall hours.
- \* To ensure visibility of adjacent booths, you must comply with the following booth dimensions: 8 feet high back drop, unless your booth is against a permanent wall, then you may go higher than 8 feet, but no higher than 12 feet. Side rails: The five feet from the rear of the booth going forward may be no higher than eight feet. The first five feet from the front of the booth going toward the back may be no higher than three feet.
- \* Fire and safety regulations require that aisles be kept clear at all times. Please be sure that your tables and other booth furnishings remain within the limits of your booth; display materials cannot be placed past the edge of your carpet. We recommend that you place your table further back in your booth. This invites attendees to enter your booth and avoids the appearance of overcrowding, which discourages additional visitors. Special fire regulations are being enforced at the Seaport World Trade Center. Please carefully **READ** over the **FIRE REGULATIONS** document included with this kit to determine which booth materials are permitted and which are not.
- \* Leafleting and other promotional activities must take place within the confines of your booth, not in the aisles or doorways.
- \* No hand-written signs may be used at the Expo. Also, taping or pinning of display materials to the walls of the Seaport World Trade Center or to the booth draping is strictly forbidden.
- \* Banners to be hung above inline booths (any booth with other booths next to or behind it) can be no larger than 9' x 3', must be hung within the confines of your booth space only and no part may hang over into the booth space next to or behind your space. Show management reserves the right to remove or move any banners that violate this rule.
- \* If you employ a company other than Freeman to erect your display, you and they are responsible for knowing and complying with all the Boston Fire and Safety Code regulations, as well as the regulations of the Seaport World Trade Center. Freeman can only be responsible for the code compliance of work performed by Freeman labor.



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**THE FOLLOWING INFORMATION ANSWERS QUESTIONS FREQUENTLY ASKED BY EXHIBITORS:**

**LABOR:**

Located inside the exhibitor service manual are the labor union regulations at the Seaport World Trade Center. Please review the section entitled, Installation and Dismantle Labor.

**FREIGHT:**

Freight shipped to Freeman's warehouse will be delivered directly to your booth prior to set-up hours on Thursday, February 18<sup>th</sup>. Using this service avoids long lines at the loading area and ensures earlier placement of your freight in your booth, so we encourage you to consider this option. If you are shipping freight directly to the Seaport World Trade Center, please note that deliveries will only be accepted beginning 8am on February 18<sup>th</sup>. *Lastly, we strongly discourage sending freight via any overnight delivery service (Fed Ex, UPS, etc.) due to the logistical challenges inherent within the Seaport World Trade Center. Shipping via this method also incurs higher material handling charges!*

For return shipping, please notify Freeman ahead of time. Freeman will deliver your empty crates to your booth shortly after the close of the Expo. A Freeman representative will be on site Sunday afternoon to assist exhibitors with return freight.

**CARPET:**

If you require a different color (your booth comes with standard tuxedo carpet) for your booth carpet, you may order this by filling out the enclosed form through Freeman. Additional charges will be incurred.

**NOISE:**

The use of sound systems is permissible, **provided that they are not audible more than 3 feet into the aisle or into neighboring exhibit spaces, and that the sound is directed into the Exhibitor's exhibit space or vertically.** Show Management shall have absolute control over the implementation of this regulation, the intent of which is that sound system shall not be audibly objectionable to neighboring Exhibitors. Show Management reserves the right to restrict exhibits which, because of noise, method of operation, materials or for any other reason become objectionable, and also to prohibit or to remove any exhibit which, in the sole opinion of Show Management, may detract from the general character of the Exhibition as a whole.

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## **THE FOLLOWING INFORMATION ANSWERS QUESTIONS FREQUENTLY ASKED BY EXHIBITORS:**

### **STORAGE OF FREIGHT AND EXHIBIT MATERIALS:**

DURING THE EXPO your exhibit materials should be stored within your booth. If you should require accessible storage during the expo you **MUST** make arrangements at the Freeman Service Center. There will be an additional fee for this service.

### **MOVE OUT**

AT THE CLOSE OF THE SHOW at 4:00 pm on Sunday, February 21, 2010: Please make arrangements with your carrier to have your exhibit material picked up either that evening or on Monday, February 22, 2010 prior to 11am. **We strongly encourage you to ship out on Monday as to avoid all overtime charges connected to a Sunday Move out.** You must have everything packed and a bill of lading turned into Freeman before your material will be allowed to leave the building. The Seaport World Trade Center must be cleared of all exhibit material by 11:00am, Monday, February 22<sup>nd</sup>. The Seaport World Trade Center does not have storage facilities for exhibitors' freight after that time. Freeman reserves the right to change designated carriers, if such carriers fail to pickup or refuse to accept shipments. Where no disposition is made, materials will be returned to the warehouse awaiting shipping instructions from exhibiting company. Charges will be billed accordingly.

### **SECURITY:**

Twenty-four hour perimeter security service is provided inside the Expo hall. However, the hall is available to some Seaport World Trade Center personnel during the night, so we cannot guarantee full security of articles left in your booth overnight. We suggest that you take items that are of value to you when you leave at night.

**We hope you have found this information helpful!**

**Thanks for your support of our event and we look forward to seeing you at the Show.**

**The Boston Globe Travel Show 2010 Staff**