

The Boston Globe travel show

March 23-25, 2007 / Seaport World Trade Center / Boston, MA

January 2007

Dear Exhibitor,

On behalf of The Boston Globe, we welcome you to The Boston Globe Travel Show. This event will take place March 23-25, 2007 in the Exhibition Hall of the Seaport World Trade Center, located in Boston, Massachusetts.

We are proud to announce that **Freeman Decorating Services** is the official show contractor for the 2007 Show. Enclosed is the Exhibit Kit 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, shipping instructions and upcoming deadlines.

If you have any questions concerning this Kit or its contents, please contact the Freeman Exhibitor Services Department @ 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 are located in the right hand side pocket and provide information on the following: booth furniture rental, special carpeting, booth construction labor, drayage (freight handling), booth cleaning, floral decorations, electrical needs, computer, internet & phone order forms, 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 supplies and equipment and can alleviate many on-site frustrations and delays. Freeman will accept crated, boxed or skidded materials beginning **Feb. 23rd**. To avoid additional deadline charges, materials must arrive by **March 15th**. 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 2007
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 from March 22nd-25th 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 2007
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 the exhibit fee: Booth carpeting (gray), one booth 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/blue drape), two chairs and one wastebasket.

HOTEL INFORMATION:

We currently have a room block with the Seaport Hotel. We have also partnered with QuikBook, an online hotel room service provider. For additional information on these properties, please go to our website at www.boston.com/travelshow, click Exhibitor Info and the Accommodations link.

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 877-604-2867 with any questions you may have. Our fax number is 203-622-6333.

We are looking forward to seeing you at The Boston Globe Travel Show 2007.

GENERAL INFORMATION

Location of Facility – 200 Seaport Boulevard — Boston, MA 02210

Exhibition Location – Seaport World Trade Commonwealth Hall, on N. Avenue level

Conference Location – Plaza, Mezzanine & Harbor Levels, 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: 877-604-2867; F: 203-622-6333
E-Mail: lrobinson@msemgmt.com
- Show Director - Paul Muir
T: 877-604-2867; F: 203-622-6333
E-Mail: pmuir@msemgmt.com
- Sales Manager – Cyndie Gardner
T: 877-604-2867; F: 203-622-6333
E-Mail: cgardner@msemgmt.com
- Conference Manager – Jeremy Garrett
T: 802-244-8994; F: 203-622-6333
E-Mail: jgarrett@msemgmt.com
- Registration Manager – Joe Pymm
T: 877-604-2867; F: 203-622-6333
E-Mail: jpymm@msemgmt.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 Service Kit will be available on-line at 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,
Drayage & Shipping,
Furniture Rental, Labor,
Sign Orders & Cleaning -**

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

Audio Visual & Computer Rental -

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

Electrical Services -

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

Cleaning Services -

**Freeman Decorating Company
P: (781) 380-7550**

Telecommunications Services -

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

Plumbing Services -

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

Catering Services -

**Seaport World Trade Center Boston
P: (617) 385-5642**

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EXHIBITOR SET- UP, TEAR DOWN & SHOW SCHEDULE

Exhibitor Move In Dates and Hours:

Thursday, March 22, 2007 – 8am – 4:30pm

Friday, March 23, 2007 – 8am – 2:30pm

Show Dates and Hours:

Friday, March 23, 2007 – 3:30pm – 7pm

Saturday, March 24, 2007 – 10am – 7pm

Sunday, March 25, 2007 – 10am – 5pm

Exhibitor Move Out Dates and Hours:

Sunday, March 25, 2007 – 5pm – 9pm

Monday, March 26, 2007 – 8am – 12pm

DAILY SCHEDULE

THURSDAY, MARCH 22, 2007

8:00 a.m. - 4:30 p.m.

Exhibit booth set-up

8:00 a.m. - 4:00 p.m.

Exhibitor Badge Pick Up,

Exhibitor Trade Conference Badge Pick Up

(Located in lobby outside Exhibition Hall)

FRIDAY, MARCH 23, 2007

8:00 am - 2:30 pm

Exhibit booth set-up

8:00 am - 4:00 pm

Exhibitor Badge Pick Up,

Exhibitor Trade Conference Badge Pick Up

(Located in lobby outside Exhibition Hall)

12:00 pm – 12:30 pm	Luncheon for Travel Industry Professionals – for details, please go to www.boston.com/travelshow
12:30 pm – 1:00 pm	Keynote Presentation – Admiral George Naccara, Federal Security Director, Boston Logan Int’l Airport – for details, please go to www.boston.com/travelshow
1:00 am – 2:15 pm	Travel Industry Conference – CEU Workshop: Discovering the Growing Market for Gay & Lesbian Travel – for details, please go to www.boston.com/travelshow
1:00 pm – 2:15 pm	Travel Industry Conference – Finding a Cruise for Every Customer – for details, please go to www.boston.com/travelshow
1:00 pm – 2:15 pm	Travel Industry Conference – Putting a Face to New England Travel – for details, please go to www.boston.com/travelshow
2:30 pm – 3:15 pm	Travel Industry Conference – Utilizing Essential Travel Technology - for details, please go to www.boston.com/travelshow
2:30 pm – 3:15 pm	Travel Industry Conference – How the Home-Based Agent Market is Evolving – for details, please go to www.boston.com/travelshow
2:30 pm – 3:15 pm	Travel Industry Conference – Selling Resorts & Rooms– for details, go to www.boston.com/travelshow

3:30 pm – 7:00 pm SHOW FLOOR OPEN for travel industry
4:00 pm – 6:00 pm Caribbean Travel Updates, courtesy of
CTO/CHA – for details, please go to
www.boston.com/travelshow
5:30 pm – 7:00 pm Opening Reception

SATURDAY, MARCH 24, 2007

8:30 am – 10:00 am Trade CEU Seminar – Ultimate Selling
Workshop – for details, please go to
www.boston.com/travelshow
10:00 am – 7:00 pm Exhibition – Open to Public and Trade
11:00 am – 5:00 pm Public Seminars – Open to Public and Trade
11:00 am – 5:00 pm Cultural/Musical Stage Presentations – Open
to Public and Trade

SUNDAY, MARCH 25, 2007

10:00 am - 5:00 pm Exhibition – Open to Public and Trade
11:00 am – 3:00 pm Cultural/Musical Stage Presentations – Open
to Public and Trade
5:00 pm - 9:00 pm Exhibitor Teardown – return of crates begins

Do not teardown prior to 5:00pm - this rule will be strictly enforced!!

MONDAY, MARCH 26, 2007

8:00 am – 12:00 pm 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.

<u>ITEM</u>	<u>DISCOUNT DEADLINE DATE</u>
Receipt Note	ASAP
Hotel Reservation	2/19/07
Telecommunication Services	3/02/07
Catering Services	3/02/07
Plumbing Orders	3/02/07
Booth ID Sign Order	3/09/07
Electrical Orders	3/09/07
Certificate of Insurance	3/09/07
Exhibitor Appointed Contractors	3/09/07
Display Labor	3/09/07
Special Signs	3/09/07
Special Carpet & Furniture	3/09/07
A/V and Computer Rentals	3/14/07
Advance Shipment to Warehouse	03/15/07
Exhibitor Badge Order Form	3/16/07
Floral Rental	3/16/07



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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 2007.

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, MARCH 23rd, 2:30PM.

Fax back this form immediately to Show Management at:

**The Boston Globe Travel Show 2007
50 Holly Hill Lane
Greenwich, CT 06830
Fax: 203-622-6333
ATTN: Liesl Robinson**



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CERTIFICATE OF INSURANCE

DEADLINE DATE: March 9, 2007

All companies exhibiting at The Boston Globe Travel Show 2007 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 Show Management, 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, Shoff Darby Companies, Inc./Steeves, Smith & Associates. Full details including costs of their services are included on a separate enclosed page.

Please mail or fax your certificate of insurance:

**Mail To:
The Boston Globe Travel Show
MSE Management, Inc.
50 Holly Hill Lane
Greenwich, CT 06830
Attn: Liesl Robinson**

**Phone: (203) 622-6666 or (877) 604-2867
Fax to: (203) 622-6333**

Shoff Darby Companies Inc.
26 Andre Dr
Northfield, CT. 06778
T#800-840-7762
F#860-283-6642

Professional Show Managers Association
Exhibitor Reporting Form

Exhibitor name _____

Exhibitor address _____

Exhibitor phone # _____ Fax # _____

Event Manager _____ MSE Management _____

Event & location _____ Boston Globe Travel Show _____

_____ Seaport World Trade Exhibition Hall, Boston , MA _____

Date of event _____ March 23-25, 2007 plus set up & breakdown _____

What are you exhibiting/selling? _____

Limit of Liability \$1,000,000

Premium:

Non-food Exhibitor \$70.00 each booth

Please enclose check for the applicable amount, and make payable to Shoff Darby, 26 Andre Dr, Northfield CT. 06778

Credit Card Payments: AMEX/MC/Visa # _____ exp date _____

Signature _____

Cardholder name _____

Billing address _____

Coverage is provided for your liability at the event only. Coverage is for the dates of the event only. You should obtain separate liability coverage for the daily operations of your business. Certificate for your liability at this event will be faxed to you upon receipt of form and payment.



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Exhibit Booth Identification Signage Form

Deadline: March 9, 2007

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):

BOOTH

#(s) _____

Fax back this form immediately to Show Management at:

**The Boston Globe Travel Show
50 Holly Hill Lane
Greenwich, CT 06830**

**Fax: 203-622-6333
ATTN: Liesl Robinson**



Please return form to:
MSE Management
50 Holly Hill Lane
Greenwich, CT 06830
Tel:(203) 622-6666
Fax: (203) 622-6333
Attention: Liesl Robinson

*NOTIFICATION OF INTENT TO USE
EXHIBITOR APPOINTED CONTRACTOR*

DEADLINE DATE
March 9, 2007

If your company plans to use a firm who is not an official service contractor as designated by Show Management, please complete this form and mail to the address listed above.

Company Name: _____ Booth No.: _____

Contact at Show: _____

Exhibitor Appointed Contractor: _____

Address: _____

Type of Service to be Performed: _____

Inform your **Exhibitor Appointed Contractor** that they **must** send a copy of their General Liability Insurance Certificate no later than 30 Days prior to the first day of exhibitor move-in or they will not be permitted to service your exhibit.

It is the responsibility of the exhibitor to see that each representative of an Exhibitor Appointed Contractor abides by the official rules and regulations of this event.

This form must be received 30 DAYS PRIOR TO THE FIRST DAY OF EXHIBITOR MOVE-IN.



EXHIBITOR BADGE ORDER FORM

DEADLINE DATE: March 16th, 2007

- After March 16th, 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 MSE Management, Inc.
50 Holly Hill Lane
Greenwich, CT 06830

->Fax: (203) 622-6333

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.
9.
10.
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.
- * 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.
- * If you employ a company other than Freeman to erect your display, you and they are responsible for knowing and complying with all the Freeman 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 on the Right Hand side of this Service Manual Kit is the information related to 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, March 22nd. 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 March 22nd. *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.*

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. Their 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 gray carpet) for your booth carpet you may order this by filling out the enclosed form through Freeman. An additional charge will be made by Freeman.



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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** contact Freeman in advance and make the necessary arrangements with them. There will be an additional fee for this service.

MOVE OUT

AT THE CLOSE OF THE SHOW at 5:00 pm on Sunday, March 25th: Please make arrangements with your carrier to have your exhibit material picked up either that evening or Monday the 26th. **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 12:00pm, Monday, March 26th. 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 2007 Staff