EXHIBITOR INFORMATION 2017

SLED EXPO 2017

October 14h & 15th , 2017

GPS Location
Eastern States Exposition, Better Living Building
1305 Memorial Avenue
West Springfield, MA 01089

EXHIBITOR REGISTRATION DOOR: DOOR #7
Set-Up: Friday, October 13th , 2017; Hours: 10:00 AM—8:00 PM

Show Hours: Saturday, 9:00 AM to 8:00 PM and Sunday 9:00 AM to 3:00 PM

The Better Living Building features 120,000 square feet of ground level exhibit space, a visible entry way, and easy access in and out with 3 freight doors and 6 general accesses for easy set up.

Booths will be provided with; Electricity (***bring extension cord, up to 25 feet***), 3-foot high curtains on the sides, an 8-foot curtain on the back. **Booths are to be staffed at all times.**

Tables & Chairs: SAM will provide 1 table & 2 chairs for each 10x10 booth. Additional booth accessories including rugs, extra tables and chairs can be purchased directly from the decorator (see Decorator Kit online).

NEW Free Passes for your Customers: Each paid booth registration will receive 10 FREE passes for the show that can be used either day of the EXPO event. Your guests present the FREE ticket at the ticket counter for free entry.

Exhibitor Badges: Are required to enter the show – no exceptions! Company badges will be available to pick up at the Exhibitor Service Desk at set up! **These badges are for "booth" representatives ONLY**.

Soliciting: All business is to be done within the booths. Soliciting in the aisles and outside the building is not allowed. **Booths are to be staffed at all times.**

Booth location: Are on a first pay, first choice system. We reserve the right to relocate booths in order to maintain a quality show. All aisles have to be 10 feet wide. This is a fire department regulation, so no part of your booth can protrude into the aisle.

Payment: All booths must be **paid in full** prior to show set up.

Set up: Set up will begin on **Friday, October 13th from 10:00 AM thru 8:00 PM** and for "hand carry" items only at 7:00 AM on Saturday, October 14th . All booths must be ready for business by 8:00 AM on Saturday. The Fire Inspector will review show booths at that time. Doors will open promptly at 9:00 AM.

Break down: All exhibitors must keep their booth in full display until **3:00 PM** on Sunday. Packing up early will not be allowed. You have until 5:00 PM Monday to remove your material.

Credit Card &/or Phone Connections: FREE WIFI is available. If you desire to have a Phone Line or hard wire WIFI, see the order form. **YOU MUST REGISTER IN ADVANCE for this service.**

Fire Regulations: Inspection of booths will be held at 8:00 AM - YOUR BOOTH MUST BE SHOW READY AT THAT TIME! Fire regulations require that **all** vehicles must have batteries disconnected and gas caps taped closed. You can use your own tables and coverings; however you must have documentation that proves the covering material is fire resistant. These are Fire Department regulations and the show cannot open until all booths' pass inspection, so your cooperation will be required.

Insurance/Liability: Check your insurance now and note that Show Management requires a certificate of insurance showing evidence of liability and worker's compensation. Exhibitors must send the insurance form to the Snowmobile Association of Massachusetts (SAM) no later than October 1st. Exhibitor agrees to make no claims against SAM or The Eastern States Exposition Center (Big E), and agrees that neither SAM, nor the Big E, its officers, directors, employees, and agents, shall be liable for any injury or loss or damage to Exhibitor, or its employees, agents, property, and business caused by a) acts or omissions of any contractors (or employees or agents of such contractors) retained by either SAM or the Exhibitor to perform services in connection with the Show or b) fire, theft, destruction or any other occurrence whether occurring during Show hours or periods designated for installation and removal of exhibits.
Exhibitor agrees to indemnify and save harmless SAM, its officers, directors, employees, and agents and each of them, from any and all claims of liability made by anyone for loss, injury or damage to a person or property, including death, arising out of conduct of the Exhibitor or its employees or agents, and agrees to defend SAM and the Big E against any such claims or liabilities and to reimburse them for all expenses, including costs of settlement and attorney's fees, incurred in connection therewith. Exhibitors should be on hand to supervise during set-up and dismantling of equipment and other items of high value. Items of great value should be placed in an appropriate locked enclosure during hours when company personnel do not supervise exhibits.

Security in the building is provided around the clock starting Friday. There is also 24-hour security on the grounds. The building will be locked during non-show hours. On Saturday, the doors will open at 7:00 AM for Exhibitors to finish any setup needed. On Sunday the doors will be open for Exhibitors at 8:00 AM. If there is a need for additional access by an exhibitor check in at the office and we will work with you. Neither the Big E, nor the show management, (The Snowmobile Association of Mass.), will be responsible for the safety of exhibits from theft, damages by any means or vandalism. However, all reasonable precautions will be taken by the Big E security and the management to prevent any such losses.

Exhibitor Service Desk: For your convenience, an Exhibitor Service Desk operates throughout the show. Experienced personnel are on hand during these times to answer questions and assist exhibitors.

Shipments ***:*** Eastern States Exposition, Better Living Building, ***Attention:*** YOUR COMPANY NAME, SLED EXPO 2017 – 10/14 & 10/15, 1305 Memorial Avenue, West Springfield, MA 01089

Sales Tax Information: As you are aware, The SLED EXPO, being held at the Big E, is a selling show. As such, if your company intends to sell or display merchandise at the Show, it is mandatory that you register for a sales tax number with the Department of Revenue, Commonwealth of Massachusetts. Please note that if your company is already registered with The Commonwealth, it is not necessary to register again. All exhibitors are responsible for collecting sales tax for the state of Massachusetts and must be registered prior to the Show. **Exhibitors who have questions regarding this sales tax issue are urged to contact: Paul Lamir @ Mass. Dept. of Revenue @ 508-792-7300.**

The SLED EXPO is managed by the Snowmobile Association of Massachusetts, a non-profit volunteer organization. The proceeds from the show support trail access, development, acquisition and safety. We thank you for your participation and hope you find it a worthwhile weekend. WWW.SLEDMASS.COM