

BAYSTATE BRIDAL EXPO

JANUARY 21-22, 2012

LOCATION: HYNES CONVENTION CENTER, 900 BOYLSTON STREET, BOSTON, MA. 02115-3101.
MCCA EXHIBITOR SERVICES ELECTRICAL, INTERNET BOOTH SERVICE & ETC. CONTACT 617-954-2230
(EXHIBITORSERVICES@MASSCONVENTION.COM). PRE-SHOW & DURING MOVE-IN CONTACT CHARMAGNE
"CHARLEE" HARRIS AT (860) 918-0891 –FOR ALL QUESTIONS OR CONCERNS

◆ DIRECTIONS TO LOAD IN DOCK – GPS DIRECTIONS INSERT CAMBRIA STREET

1. From the Mass Pike, take the Prudential Exit. Follow the signs to the Prudential, when you come off the exit, stay to your right and follow street to Dalton Street (Sheraton will be on your right, Hilton on your left). When you come to the top of Dalton Street (Fire Department straight ahead), you will take a left at the lights and then another left when you see the Cambria Street Ramp.

2. From Mass Avenue when you will come onto Boylston Street. **Cambria Street will be your first immediate right. Cambria Street goes down the ramp to the loading dock.**

HOURS: SET-UP: FRIDAY, JAN 20– ◆ 9AM LIMOS ONLY

FRIDAY, JAN 20 – 10AM - 7PM ALL OTHER EXHIBITORS

ALL VENDORS ARE EXPECTED TO MOVE IN ON FRIDAY ONLY

PLEASE REFER TO THE TARGETED FLOOR PLAN FOR YOUR SPECIFIC MOVE-IN TIMES

CHILDREN 12 + UNDER NOT ALLOWED ON SHOW FLOOR DURING MOVE-IN/OUT

SHOW HOURS: SATURDAY, JAN 21- 11AM - 5PM
SUNDAY, JAN 22 - 11AM - 4PM

MOVE OUT: SUNDAY, JAN 22 - 5PM - 9PM

ALL DISPLAYS MUST BE REMOVED FROM THE CENTER BY 9PM SUNDAY. **NO EXCEPTIONS!** PLEASE REMEMBER, DISTRIBUTION OF BROCHURES OR ANY OTHER MATERIALS IS NOT PERMITTED OUTSIDE A PAID EXHIBITOR BOOTH AREA.

EXHIBITOR SERVICES:

MCCA EXHIBITOR SERVICES-617-954-2230.

(EXHIBITORSERVICES@MASSCONVENTION.COM)

MCCA EXHIBITOR ORDERING GUIDE & EXHIBITOR ORDER FORMS ARE AVAILABLE AT WWW.MASSCONVENTION.COM/EXHIBITORGUIDE.

INCLUDES ORDERING POLICIES & PROCEDURES; PRICING - DISCOUNT AND STANDARD RATES ARE AVAILABLE FOR MOST SERVICES. TO QUALIFY FOR THE DISCOUNT RATE, ORDER REQUESTS AND PAYMENT MUST BE RECEIVED 21 DAYS PRIOR TO THE SHOW OPENING. STANDARD RATES WILL APPLY TO ORDERS RECEIVED AFTER THIS DISCOUNT CUT-OFF DATE.

ORDERING - EXHIBITORS ARE ENCOURAGED TO SUBMIT ORDERS ONLINE AT THE MCCA'S SECURE AND EASY-TO-USE WEBSITE, WWW.MASSCONVENTION.COM . CREDIT CARD PAYMENT IS REQUIRED FOR ALL ONLINE ORDERS. EXHIBITORS WHO PREFER TO MAIL IN THEIR ORDERS AND PAY BY CHECK WILL FIND THE SERVICE ORDER FORMS IN APPENDIX A OF THE MCCA EXHIBITOR ORDERING GUIDE. NO TELEPHONE OR FACSIMILE ORDERS WILL BE ACCEPTED.

EXHIBITORS SHOULD BE AWARE OF THE FOLLOWING WHEN PLACING ORDERS:

- ALL PAYMENTS MUST BE IN US CURRENCY;
- THE DATE PAYMENT IS RECEIVED DETERMINES THE APPLICABLE RATE (SEE PRICING ABOVE);
- INCOMPLETE ORDER OR PAYMENT INFORMATION WILL DELAY PROCESSING;
- BOOTH NUMBER(S) MUST BE IDENTIFIED ON ALL ORDER FORMS.

PAYMENTS - PAYMENT FOR SERVICES MUST BE RECEIVED IN ADVANCE. SERVICE WILL BE SCHEDULED AND DELIVERED ONLY AFTER PAYMENT IS RECEIVED. ALL OUTSTANDING CHARGES MUST BE PAID BEFORE THE CLOSE OF THE SHOW.

ELECTRICAL SERVICES –

THE MCCA OFFERS A VARIETY OF ELECTRICAL SERVICES THROUGH THE MCCA'S EXPERIENCED IN-HOUSE TEAM OF ELECTRICIANS.

STANDARD CONNECTIONS (120 VOLT POWER) DISCOUNT STANDARD

500 WATT BOX\$95.00\$119.00

ONE 5 AMP CIRCUIT AND ONE RECEPTACLE OR PLUG POINT

1000 WATT BOX.....\$125.00\$156.00

AVAILABLE - SPECIAL CONNECTIONS & ADDITIONAL AMPERAGES.

WIRELESS INTERNET AVAILABLE:

THE MCCA OFFERS FREE WIRELESS INTERNET SERVICE THROUGHOUT MEETING ROOMS, LOBBIES, AND EXPO HALLS; JUST OPEN YOUR INTERNET BROWSER AND LOOK FOR THE HYNES WIRELESS NETWORK. THIS SERVICE IS DESIGNED FOR CASUAL USERS AND NOT GUARANTEED. IF YOU ARE RELYING ON THE INTERNET TO SHOWCASE YOUR PRODUCT OR SERVICES WE STRONGLY RECOMMEND A WIRED INTERNET CONNECTION FOR GUARANTEED SERVICE.

ATTENTION FOOD VENDORS, CATERERS & BANQUET FACILITIES(Deadline-Jan-5,)

- (1) SAMPLE AUTHORIZATION REQUEST FORM – RETURNED TO LEVY RESTAURANTS BY DEC. 29, 2012**
- (2) TEMPORARY HEALTH PERMITS – DEADLINE JAN 5, 2012**

LEVY RESTAURANTS, EXCLUSIVE IN-HOUSE CATERING COMPANY, CAN PROVIDE A HAND WASHING UNIT THAT INCLUDES A SMALL HAND WASHING SINK, PAPER TOWELS, SOAP, AND A DISCARD BUCKET. PLEASE CONSULT YOUR EXHIBITOR KIT FOR LEVY RESTAURANTS INFORMATION OR CONTACT TARA HEAD DIRECTLY AT 617-954-2284. **FAX YOUR SAMPLE AUTHORIZATION REQUEST FORM (ENCLOSED) TO TARA HEAD Fax 617.954.2032 BY THURSDAY DECEMBER 29, 2012**

◆TEMPORARY HEALTH PERMITS ARE REQUIRED BY THE CITY OF BOSTON. (Deadline-Jan-5,)

ALL CATERERS, BANQUET FACILITIES, RECEPTIONS SITES WISHING TO SERVE FOOD OR BEVERAGE SAMPLES MUST OBTAIN A TEMPORARY HEALTH PERMIT – NO EXCEPTIONS. PERMITS ATTACHED MUST BE RETURNED WITH PAYMENT OF \$35.00 PAYABLE TO JENKS PRODUCTIONS, INC. FOR APPROVAL & SUBMISSION. PLEASE RETURN BY FAX TO 860.563.3472 OR SCAN/EMAIL TO CHARLEE@JENKSPRODUCTIONS.COM. ALL BEVERAGES SIZES ARE NO MORE THAN 4 OZ. FOOD SAMPLES ARE BITE SIZE PORTIONS OR NO MORE THAN 2 OZ. THERE WILL BE AN INSPECTOR ON SITE DELIVERING/CHECKING PERMITS.

CONTACT GLORIANA WALKER COLLINS FOR ANY SPECIFIC QUESTIONS: Tel: (617) 635-5326

HELIUM BALLOONS:

NO HELIUM BALLOONS ARE ALLOWED IN THE BUILDING.

◆DISPLAY & DECORATING: DEMERS EXPO SERVICES, SCOTT LING, 151 A PARK AVENUE, EAST HARTFORD, CT 06108, 860-882-0003 FAX 860-761-0070, EMAIL SLING@NTPLX.NET. DEMERS HAS SENT YOU A KIT TO ORDER DISPLAY MATERIALS. DEMERS WILL PRINT BOOTH SIGNS, SO PLEASE CONFIRM THE CORRECT SPELLING OF YOUR COMPANY NAME.

LATE ORDERS WILL RESULT IN HIGHER COSTS!! (Deadline IS JANUARY 14, 2012) DISPLAY MATERIALS MUST BE SHIPPED TO DEMERS EXPO SERVICES, SUBJECT TO SHIPPING FEES, NO LATER THAN JANUARY 14, 2012. **NOTE: SHIPMENTS ACCEPTED AFTER JANUARY 14, 2012 WILL BE SUBJECT TO HIGHER FEES.** PLEASE CALL JENKS PRODUCTIONS FOR INSTRUCTIONS PRIOR TO SHIPPING DISPLAY MATERIALS. BE ADVISED, **NO MECHANIZED MATERIAL HANDLING EQUIPMENT IS PERMITTED. DREYAGE AND FREIGHT CHARGES ARE DETERMINED BY THE DECORATOR AND THE BUILDING ONLY. ALL ITEMS SHIPPED TO DEMERS ARE SUBJECT TO THESE CHARGES. JENKS PRODUCTIONS INC. IS NOT RESPONSIBLE. DOLLIES AND HAND TRUCKS ARE PERMISSABLE.**

CALL DEMERS EXPO SERVICES - 860-882-0003

◆INFO ON LABOR ASSISTANCE - CONTACT DEMERS EXPO SERVICES – 860-882-0003

◆ INFORMATION FOR MOVE IN AND MOVE OUT:

HAND CARRY

ACCESS TO/FROM **PRUDENTIAL PARKING GARAGE** THROUGH **PRUDENTIAL SHOPPING CENTER** IS STRICTLY MONITORED AND RESTRICTED TO HAND CARRY ONLY-**ABSOLUTELY NOTHING WITH WHEELS.**

◆VEHICLE FIRE SAFETY RULES – REFERENCE ENCLOSED DOCUMENT– CALL FREEMAN (781) 380-7550

◆LOAD IN DOCK RESTRICTIONS:

TO INSURE A SMOOTH SET-UP AND TEAR-DOWN - YOUR COOPERATION IS GREATLY APPRECIATED:

◆COMMON CARRIERS, VEHICLES WITH LIFT GATES OR TRUCKS/VANS LARGER THAN 24' WILL BE OFF LOADED BY DEMERS EXPO SERVICES AND SUBJECT TO MATERIAL HANDLING CHARGES.

- ◆NO MECHANIZED MATERIAL HANDLING EQUIPMENT – PALLET JACKS INCLUDED**
- ◆FORK LIFT – AVAILABLE THROUGH DEMERS EXPO SERVICES**
- ◆DOLLIES AND HAND TRUCKS ARE ALLOWED**

◆LIMITED TIME AT LOADING DOCK DURING SET UP – 25 MINUTES PER VEHICLE.

– UNLOAD, DROP AT BOOTH, MOVE DELIVERY VEHICLES

◆MOVE-OUT-NO ACCESS TO DOCK UNTIL DISPLAY IS COMPLETELY DISMANTLED & PACKED

SECURITY: MANAGEMENT WILL PROVIDE NECESSARY GUARDS FOR THE RUN OF THE EXPO. MANAGEMENT IS FIRST AND LAST ONSITE - NO OTHERS WILL BE ALLOWED IN THE SHOW AREA PRIOR TO OR AFTER OPENING OR CLOSING HOURS. NEITHER MANAGEMENT NOR THE CENTER IS RESPONSIBLE FOR LOSSES OF ANY KIND.

INCLUDED IN BOOTH COST: CURTAINS, COMPANY I.D. SIGN, AND A LIST OF ALL REGISTERD BRIDES-TO-BE. LINK TO LIST WILL BE PROVIDED BY WRITTEN LETTER. (SEE INFO ON LISTS BELOW).

TABLES, CHAIRS & ELECTRICITY ARE NOT INCLUDED IN THE BOOTH COST! PLEASE BRING YOUR OWN FURNITURE OR RENT IT FROM DEMERS EXPO SERVICES! ELECTRICITY IS ORDERED THROUGH MCCA - HYNES

PARKING:

VARIOUS PARKING LOTS/GARAGES AVAILABLE – SEE PARKING INFO DOCUMENT.

◆PRUDENTIAL PARKING 617-236-3060:

FOR PARKING RATES, DISCOUNTS AND/OR VALIDATIONS VISIT

[HTTP://WWW.PRUDENTIALCENTER.COM/PARKING/RATES.PHP](http://www.prudentialcenter.com/parking/rates.php)

PRUDENTIAL PARKING GARAGE MAP:

[HTTP://WWW.PRUDENTIALCENTER.COM/PARKING/PARKING_MAP.PHP](http://www.prudentialcenter.com/parking/parking_map.php)

◆BOSTON CENTRAL PARKING DISCOUNT COUPONS

[HTTP://BOSTON.CENTRALPARKING.COM/BOSTON.HTML](http://boston.centralparking.com/boston.html)

BRIDES-TO-BE LIST - OUR BRIDES-TO-BE LIST WILL BE POSTED ON OUR WEBSITE AT WWW.JENKSPRODUCTIONS.COM. YOU WILL BE SENT A NOTICE WITH THE USER NAME AND PASSWORD TO ACCESS THE LIST. IT WILL BE IN EXCEL FORMAT. NOTE THE LIST HAS TWO PARTS, THOSE WHO REGISTERED ONLINE (PROVIDING VALIDATED EMAIL ADDRESSES) AND THOSE WHO REGISTERED AT THE SHOW. IF YOU HAVE ANY QUESTIONS, PLEASE CALL CHARMAGNE AT 860-918-0891.

CERTIFICATES OF INSURANCE ARE REQUIRED BY THE PLEASE NAME BOTH THE MCCA AND JENKS PRODUCTIONS, INC. AS ADDITIONAL INSURED FOR THIS SHOW – BOTH ADDRESSES ARE INCLUDED IN THIS PACKET. PLEASE FAX - 860-563-3472 OR MAIL. THIS SHOULD BE A FREE SERVICE BY YOUR INSURANCE CARRIER.

NOTICE! PER THE FIRE MARSHALL: THE SHOW CLOSSES AT 4PM SUNDAY. NO ONE WILL BE ALLOWED TO DISMANTLE OR REMOVE ANY PORTION OF THE BOOTH UNTIL THAT TIME. AS LONG AS THERE IS PUBLIC IN THE BUILDING, IT IS YOUR OBLIGATION BY CONTRACT TO PRESENT A FULL AND COMPLETE DISPLAY, UNTIL THE SHOW IS OFFICIALLY CLOSED. YOUR COOPERATION IS GREATLY APPRECIATED! IN ADDITION, A LIST OF FIRE REGULATIONS IS ENCLOSED. VENDORS DISMANTLING EARLY WILL JEOPARDIZE THEIR BOOTH SPACE/PLACEMENT FOR THE FOLLOWING YEAR.

VIP GUEST PASSES: EACH EXHIBITOR IS ALLOWED TEN (6) VIP GUEST PASSES, WHICH ARE ENCLOSED. THESE ARE TO BE USED AT YOUR DISCRETION FOR CLIENTS OR FAMILY, **NOT FOR BOOTH PERSONNEL!** EACH PASS IS GOOD FOR ONE ENTRY ONLY. TO PURCHASE ADDITIONAL PASSES, CONTACT CHARLEE AT (860) 918-0891

EXHIBITOR BADGES: EACH EXHIBITOR IS ALLOWED SIX (6) BADGES PER COMPANY, WHICH ARE GOOD FOR THE DURATION OF THE EXPO. PLEASE FILL OUT THE ATTACHED FORM LISTING THE NAMES OF THOSE WHO WILL NEED BADGES. YOU WILL PICK THESE UP AT EXHIBITOR CHECK IN AT THE SHOW OFFICE DURING SET UP HOURS.

HOTELS:

HILTON BOSTON BACK BAY – 40 DALTON STREET – BOSTON, MA 02115 FOR ROOM RESERVATIONS CALL 800-445-8667 RATES \$199 + TAX/NIGHT SINGLE OR DOUBLE RESERVATIONS MUST BE MADE BY JANUARY 5 2011. GUESTS CALLING IN USE CODE **HBS**.

THE COURTYARD MARRIOTT – COURTYARD BOSTON COPLEY SQUARE
88 EXETER STREET BOSTON-MA 02116 (617) 437-9300 FOR ROOM RESERVATIONS CALL **800-321-2211**
\$141.00 + TAX SINGLE/DOUBLE- PER NIGHT. SHOW RATE – FRIDAY TO SUNDAY. IDENTIFY YOURSELF AS **HOME AND BRIDAL SHOW GROUP- YOU MUST BOOK BY JAN 13, 2012 TO SECURE THIS RATE. PARKING -** PARKING FEE IS \$38.00 PER CAR, VALET ONLY PER NIGHT. PLEASE REGISTER YOUR VEHICLE WITH THE FRONT DESK UPON CHECK IN. CALL FOR DIRECTIONS.

HILTON BOSTON/FINANCIAL DISTRICT - 89 BROAD STREET | BOSTON, MA 02110
ROOMS RESERVATIONS CALL: **617-556-0006** OR ONLINE AT [WWW.BOSTONFINANCIAL.HILTON.COM](http://www.bostonfinancial.hilton.com)

ALL ROOMS MUST BE RESERVED BY JANUARY 14, 2012 TO RECEIVE THE DISCOUNTED RATE OF \$129.00 + TAX. THIS RATE INCLUDES OVERNIGHT ACCOMMODATIONS IN A DELUXE GUESTROOM. GUESTS CALLING IN USE THIS CODE: Baystate Bridal Expo or if booking online can use "BBE" in the Groups/Convention Box.

BAYSTATE BRIDAL EXPO 2012

COMPANY NAME: _____ BOOTH #: _____

IMPORTANT: ALL PAYMENTS ARE DUE BY JANUARY 6, 2012. AFTER THAT, ALL PAYMENTS MUST BE BY CERTIFIED CHECK, MONEY ORDER OR CASH. NO EXCEPTIONS! FOR YOUR CONVENIENCE, A STATEMENT OF YOUR ACCOUNT IS ENCLOSED.

_____ ENCLOSED IS MY CHECK FOR BOOTH SPACE AT THE BAYSTATE BRIDAL EXPO.
_____ PLEASE CHARGE MY CREDIT CARD # _____
AMOUNT AUTHORIZED \$ _____ EXPIRATION DATE _____ TYPE _____
CREDIT CARD SECURITY CODE _____ (Last 3 digits reverse side except AMEX-4digits front right
BILLING ZIP CODE _____ AUTH SIGNATURE _____

◆REQUIRED – MASSACHUSETTS TAX ID# _____

DISMANTLING YOUR BOOTH BEFORE THE SHOW IS OFFICIALLY CLOSED WILL JEOPARDIZE YOUR BOOTH SPACE AND SELECTION FOR THE NEXT SEASON – PLEASE INFORM YOUR WORKERS OF THIS POLICY. ACCESS TO DOCK FOR MOVE OUT WILL ONLY BE ALLOWED AFTER BOOTH HAS BEEN DISMANTLED AND PACKED UP.

BRIDES-TO-BE LIST

THIS YEAR OUR BRIDES-TO-BE LIST WILL BE POSTED ON OUR WEBSITE AT WWW.JENKSPRODUCTIONS.COM. YOU WILL BE SENT A NOTICE WITH THE USER NAME AND PASSWORD TO ACCESS THE LIST. IT WILL BE IN EXCEL FORMAT. NOTE THE LIST IS IN TWO PARTS, THOSE WHO REGISTERED ONLINE (PROVIDING VALIDATED EMAIL ADDRESSES) AND THOSE WHO REGISTERED AT THE SHOW. IF YOU HAVE ANY QUESTIONS, PLEASE FEEL FREE TO CALL CHARMAGNE HARRIS AT 860-918-0891

CATERERS REGISTRATION – ALL FOOD/BEVERAGE SAMPLES MUST HAVE A HEALTH PERMIT

DEADLINE JANUARY 5, 2012

IF YOU ARE DISTRIBUTING FOOD OR BEVERAGES, PLEASE FILL OUT THE ATTACHED FOOD AND BEVERAGE **SAMPLING FORM AND FAX TO (860) 563-3472. FEE OF \$35.00 IS PAYABLE TO JENKS PRODUCTIONS, INC. APPLICATION WITH CREDIT CARD PAYMENT MAY BE SCANNED/EMAILED TO CHARLEE@JENKSPRODUCTIONS.COM**

EXHIBITOR BADGE LIST (6 PER COMPANY)

PLEASE PROVIDE A LIST OF NAMES OF THOSE PEOPLE WHO WILL NEED AN EXHIBITOR BADGE TO WORK YOUR BOOTH AT THE SHOW:

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

RETURN TO: JENKS PRODUCTIONS, INC., 100 GREAT MEADOW ROAD SUITE 702- WETHERSFIELD, CT 06109. CHARMAGNE "CHARLEE" HARRIS 860-918-0891. FAX 860-563-3472 .
EMAIL: CHARLEE@JENKSPRODUCTIONS.COM

**IF YOU SHIP MATERIALS IN ADVANCE OF THE SHOW PLEASE CONTACT [DEMERS EXPO SERVICES](#) FOR ALL APPLICABLE RATES. ANY PUBLICATION DELIVERIES BY COMMON CARRIER ARE SUBJECT TO OFF LOADING BY [DEMERS EXPO SERVICES](#). THERE WILL BE SHIPPING OR HANDLING CHARGES ASSESSED
PLEASE REFERENCE YOUR EXHIBIT KIT FOR DIRECTIONS OR CALL CHARMAGNE AT 860.918.0891.**

WEDDING PLANNER PROGRAM: THE WEDDING PLANNER PROGRAM WILL BE HANDED OUT FREE TO EVERY ATTENDEE AT THE EXPO. GIVE YOUR COMPANY THE EDGE OVER YOUR COMPETITION BY ADVERTISING IN THE MOST POPULAR LITERATURE AT THE EXPO. CONTACT CHARMAGNE "CHARLEE" HARRIS AT 860.918.0891 TO PLACE AN AD. THE DEADLINE FOR AD PLACEMENT IS JANUARY 9, 2012 - FORM BELOW. FORMAT - CAMERA READY ARTWORK IN .JPG OR .TIF FORMAT (NO .PDF)

Bridal Program Rates - PROGRAMS-5 1/2" X 8 1/2 "

Deadline: JAN 10, 2011

All artwork must be Camera Ready Art and received by JANUARY 9, 2012

Ⓢ	Full Page	5" x 8"	\$400.00 (B&W)/\$500 (COLOR)
Ⓢ	1/2 Page	5" x 3 7/8"	\$200.00 (B&W)/\$300 (COLOR)
Ⓢ	Vert 1/4 PG/Bus Card	2 3/8" x 3 7/8"	\$100.00 (B&W)/\$200 (COLOR)
Ⓢ	Inside Covers	5" x 8"	\$500.00 (B&W)/\$600 (COLOR)
Ⓢ	Back Cover	5" x 8"	\$600.00 (B&W)/\$700 (COLOR)

Yes I would like place an ad.:
1/4/B.C. ___ 1/2 Pg. ___ Full Page ___ Inside Cov. ___ Bk Cov. ___
___ Color or ___ Black & White

Company Name _____ Contact Name _____
Web Address _____
Address _____ City _____ State _____ Zip _____
Phone _____ Fax: _____ Email: _____
Business / Product Line _____

(INDICATE CREDIT CARD) MC ___ Visa ___ Amex ___ Discover ___ Debit ___

Credit Card # _____ Expiration Date _____

Security Code _____ Billing Zip Code _____ Amount _____

Signature _____ Include # If using PO # _____ Bill Me _____

FAXED AD COPY WILL NOT BE ACCEPTED + NO PDFs

**EMAIL PREFERRED FORMAT EITHER .JPG OR .TIF TO CHARLEE@JENKSPRODUCTIONS.COM
HARD COPY SENT WITH PAYMENT TO ADDRESS BELOW AND CHECKS MADE PAYABLE TO:**

JENKS PRODUCTIONS, INC. / 100 GREAT MEADOW ROAD, SUITE 702 / WETHERSFIELD, CT 06109

AD RESERVATION:

FAX TO 860.563.3472 ATTENTION: CHARMAGNE

EMAIL RESERVATION WITH AD FORMAT TO:

Charlee@jenksproductions.com or charlee@showevent.com

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BAYSTATE BRIDAL EXPO - JAN 21-22, 2012

IMPORTANT DOCUMENTS INCLUDED IN THIS PACKET

- ◆ **HYNES PLAZA LEVEL EXHIBIT HALL A&B SITE MAP**
- ◆ **FLOOR PLAN WITH TARGETED MOVE IN**
- ◆ **FIRE & SAFETY REGULATIONS – BOSTON, MA**
- ◆ **LABOR JURISTRICIONS – BOSTON, MA**
- ◆ **TEMPORARY HEALTH PERMIT APPLICATION**
- ◆ **LEVY RESTAURANTS – FOOD SERVICE INFO**
- ◆ **PARKING INFO**
- ◆ **BOSTON BACK BAY AREA MAP**
- ◆ **SHOW PROGRAM AD RATE SCHEDULE**

LEVY RESTAURANTS HYNES AUTHORIZATION REQUEST

Sample Food and/or Beverage Distribution

Please complete this form to receive authorization to distribute food or beverages not purchased through Levy Restaurants. Levy Restaurants has exclusive food and beverage distribution rights within the Hynes Convention Center (HYNES) and has the responsibility to the City of Boston to strictly regulate any food and beverage activity within the HYNES. Due to strict regulations, any vendor sampling product within the above mentioned parameters must submit a sampling form to Levy Restaurants for approval.

The Selling of Food and/or Beverage products by any other entity is strictly prohibited.

Sponsoring Organizations of expositions and trade shows, and/or their exhibitors, may distribute **SAMPLE** food and/or beverage products **ONLY** upon written authorization and adherence to ALL of the conditions outlined below.

General Conditions - Food Industry Related Shows

1. Items dispensed are limited to products ***Manufactured, Processed or Distributed*** by exhibiting companies.
2. All items are limited to SAMPLE SIZE and must be dispensed/distributed in accordance to Local and State Health Codes:
 - a. Non-Alcoholic Beverages limited to **maximum of 4 oz.** Sample Size, served in biodegradable (or plastic) cups. No cans or bottles will be permitted.
 - b. Alcoholic beverage sampling is permitted only if you are the manufacturer or distributor of the beverage. Alcoholic beverages must be "sample" sizes (**2 oz. for beer/wine, 1.25 oz for liquor**) and can only be served by a licensed Levy Restaurants bartender.
 - c. Food items are limited to "bite size", **not to exceed 2 oz.** portions or a 2 oz. prepackaged samples.
 - d. All food/beverage items brought in are required by the Boston Health Department to have a temporary Health Permit. This includes prepackaged food samples, samples not intended for consumption on the show floor, and bottled water.
3. Vendors are responsible for all booth rental fees, electrical, plumbing, drayage and all other Levy Restaurants and/or HYNES services.

IF YOU DO NOT MEET THE CONDITIONS LISTED ABOVE, THE FOLLOWING POLICIES APPLY:

TAKE-AWAY ITEMS AND BUY-OUT FEES Any Food and Beverage brought on premises without the Written Authorization from Levy Restaurants, the HYNES and Massachusetts Home Show and Baystate Bridal Show Management is strictly prohibited.

1. Take-away items will be assessed and approved on a case by case basis by Levy Restaurants. Take-away items are items that are distributed to attendees but are not intended for immediate consumption at the time of receipt. Requests for take-away items must be submitted no later than Thursday, December 29, 2011.
2. Requests for all Food or Beverage Products brought on the premises for consumption at hosted banquet/booth events or that do not fall within the Sampling parameters listed above may incur a **Buy-out Fee** by Levy Restaurants. An appropriate buy-out fee will be determined by Levy Restaurants on a case by case basis; however, the buy-out fee will be based on a percentage of the retail pricing for the food and/or beverage item and is subject to all applicable taxes and service charges.

UNUSED FOOD OR BEVERAGE PRODUCT that requires pick-up or shipment after the show/event is the responsibility of the Company that is sampling the product. Absolutely NO REFUNDS of Buy-out Fees will be given for Food or Beverage Product if not consumed during show/event.

FOOD AND BEVERAGE RELATED SERVICES including storage, delivery, or any other service required for Food and/or Beverage products brought from the outside are not the responsibility of and will NOT be provided by Levy Restaurants.

If these services are required the following charges will assessed:

- 1. \$150.00 for a Small Visi Cooler
- 2. \$300.00 for a Large Double Visi Cooler
- 3. \$25.00 per Drop Off and Per Pick-up for Steward
- 4. \$150.00 per day minimum for dry or refrigerated storage
- 5. \$1.00 per 1 pound bag of ice

**Both the Refrigerator and Cooler require Stewarding Labor to drop off and retrieve the equipment. A Security Deposit of \$250 per piece of equipment will also apply.*

SHIPPING/RECEIVING Please note that only product you expect to be prepared by, stored by and delivered by Levy Restaurants should be shipped to Levy Restaurants. Please see the Shipping Label, fill it out and ensure it is used properly to ensure proper receiving of your product. You must contact Levy Restaurants prior to shipping items – items not expected will not be received. For all Food and Beverage not purchased through Levy Restaurants, all standard fees mentioned above will be charged where applicable, including 20% Administrative Fee and Applicable Sales Tax.

The Company named below acknowledges they have sole responsibility for the use, servicing or other disposition of such items in compliance with all applicable laws. Accordingly, the firm agrees to indemnify and forever hold harmless Levy Restaurants and the HYNES from all liabilities, damages, losses, costs or expenses resulting directly or indirectly from their use, serving or other disposition of such items.

Exhibiting firm must provide Levy Restaurants with a certificate of liability with coverage of \$1,000,000 per occurrence and naming Levy Restaurants Corporation and the HYNES as additional insured. Information must be received no later than close of business (5:00 PM EST) on Thursday, December 29, 2011

Before returning this document, please sign the "Agreed" indicating you have read and you agree with all conditions.

Massachusetts Home Show and Baystate Bridal
1.21.1.22.12

Company Name _____ Booth No. _____

Company Address _____

Contact Name _____ Telephone () _____ Ext _____

Email _____ Onsite Contact _____ Cell _____

PLEASE SPECIFY: Item / Distribution Purpose / Quantity / Portion Size / Method of Dispensing

Agreed _____
Exhibiting Firm

Approved _____
Levy Restaurants

Date _____

PLEASE RETURN FORM TO LEVY RESTAURANTS BY DATE TO ENSURE CONFIRMATION AND APPROVAL.

For additional services and information, please contact Levy Restaurants:

*Tara Head, Catering Sales Coordinator
415 Summer Street, Boston MA 02210*

thead@levyrestaurants.com
Telephone 617.954.2379 Fax 617.954.2032

Parking

Parking Garage	Address	Spaces
Prudential Center Parking Garage	800 Boylston Street 617-236-3060	2,000
Sheraton Boston Hotel Parking Garage	39 Dalton Street 617-236-6172	
Copley Place Parking Garage	100 Huntington Avenue (Corner of Huntington Avenue & Dartmouth Street) 617-369-5025	830
Boston Marriott Hotel Copley Place	100 Huntington Avenue 617-236-5800	VALET PARKING - 225 spaces
Westin Copley Place Parking Garage	10 Huntington Avenue 617-262-9600	VALET PARKING - 265 spaces
Colonnade Hotel Parking Garage	120 Huntington Avenue 617-424-7000	160
Back Bay Hilton Hotel Parking Garage	40 Dalton Street 617-236-1100	220
Auditorium Parking Garage	50 Dalton Street 617-247-8006	500

FIRE AND SAFETY REGULATIONS BOSTON, MASSACHUSETTS

The following safety regulations must be strictly adhered to by all exhibitors and show management. Fire and safety inspectors carry out regular inspections and will enforce these regulations.

No fire alarm pull stations, extinguishers, or fire hose stand-pipe locations may be blocked by displays, tables, signs, etc. Access to these devices must be maintained at all times.

No exit door or fire access aisle may be blocked; complete access must be maintained, without encroachments, at all times.

Painting and use of flammable liquids or solvents is prohibited within the building.

No compressed gas devices or tanks are to be used or brought into the hall without prior authorization. Contact show management for details.

No propane or other flammable gas storage will be authorized.

All fabric brought in by exhibitors must be approved for display use by the Fire Marshal. Certificate of flame retardancy must be available at show site.

No flashing red beacons will be allowed in the hall.

All vehicles on display or in the hall must have only minimum fuel supply (1- 2 gallons).

Ignition keys shall not be left in the vehicle. A set of keys, tagged for each vehicle, shall be left with hall security as long as vehicle remains in hall.

Smoke exhaust system fans in the hall area must be free from all obstructions.

No banners are to be hung so as to obstruct exit and fire safety signage.

In order to ensure that all fire and safety regulations have been strictly enforced, all exhibits and displays must be set up and in place at least two hours prior to the show opening.

No vehicles are to be started in the hall once the show is open -- exhaust may activate the smoke detection system.

No exhibitors shall bring, or authorize others to bring any material, substance, equipment, object and/or device, which may endanger 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.

BASIC RULES

Automotive vehicles and equipment may be displayed if:

- a. There is not more than 0 gallons of fuel or the minimum amount for positioning.
- b. Fuel tanks are locked or sealed.
- c. Battery cables are disconnected.
- d. Ignition keys are removed and at display location.
- e. Vehicle operation is limited to brief parade type displays specifically approved by the Fire Marshal.

PERMITS

Fire Department - Application for a permit for the following shall be made five days in advance of the show:

1. Display and operate any heater, barbecue, heat producing device, open flames, candles, lamps, lanterns, torches, etc.
2. Display or operate any electrical mechanical or chemical device which may be deemed hazardous by the Fire Department.
3. Use or store flammable liquids, compressed gasses or dangerous chemicals.
4. Any autos, trucks, motorcycles or other motorized vehicles displayed shall have their batteries removed (or battery cables removed) and their fuel supplies reduced to not more than (0) gallons. All motor vehicle tanks containing fuel, or which have ever contained fuel, shall be furnished with locking type caps or sealed with tape to preclude "viewers" inspection. Garden tractors, chain saws, power plants, and other gasoline powered equipment shall be safeguarded in a similar manner.

FLAME RETARDANT TREATMENT

All decorations, drapes, signs, banners, acoustical materials, hay, straw, moss, split bamboo, plastic cloth and similar decorative materials, shall be flame retarded to the satisfaction of the Fire Department and State Fire Marshal.

Combustible materials 3/8" or more in thickness, glass or asbestos cloth may be used without flame retardant treatment.

The use of oilcloth, tarpaper, sisal paper, nylon, orlon and certain other plastic materials which cannot be flame retardant is prohibited.

Table coverings must be flame retardant treated unless they lie flat, with an overhang of no greater than 6"

UNION JURISDICTIONS BOSTON, MASSACHUSETTS

We have provided these definitions to acquaint you with specific guidelines for labor. If you have any questions once you have read this, please address them to Show Management or to Freeman Decorating Company directly.

The unpacking, erection, assembling, dismantling, and packing of displays and equipment may be done by full-time employees of an exhibiting company. The official labor contractor for the exposition will have skilled craftsmen to assist exhibitors who wish to hire labor to perform these services. Arrangements for all temporary labor should be made through the official service contractor. Official labor order forms are included in the exhibitor service manual.

MATERIAL HANDLING

Work rules require that the official material handling contractor off-load all equipment and display material from commercial carriers/common carriers or van lines. ***The use of fork trucks, pallet jacks or lift gates are permitted only by personnel of the official drayage contractor.*** Exhibitors are allowed to perform their own material handling, provided they meet all of the following criteria:

Personnel performing the work must be **bonafide, full-time company employees** of the exhibiting company.

They must be off-loading from a company owned truck or rental vehicle, or from a car, van or truck owned by personnel of the exhibiting company. All trucks, including co-owned or rental vehicles, over 24' in length will be off-loaded or loaded by the official material handling contractor.

They may use **only** hand-operated equipment, which they have provided; two-wheeled hand trucks and four-wheeled flat trucks are permitted. The use of fork trucks, pallet jacks, lift gates or any other mechanical equipment is not permitted by anyone other than the official drayage contractor.

BOOTH LABOR

Exhibitors are allowed to set-up and/or dismantle their own booths, provided that they use their own **bonafide, full-time employees**. Please advise them not to bring outside labor of any kind.

TIPPING

Our Work Rules prohibit the SOLICITATION of tips by any of our employees. Our employees are paid excellent wages denoting a professional status and we feel that tipping is not necessary. Should you be SOLICITED for a tip, please report the incident to our Service Center as soon as possible.



Boston Inspectional Services Department
 Division of Health Inspections
 1010 Massachusetts Avenue
 Boston, MA 02118
 Tel: (617) 635-5326
 Fax: (617) 635-5388
www.cityofboston.gov/health

TEMPORARY FOOD SERVICE APPLICATION
 ALL * INFO IS REQUIRED

*NAME OF APPLICANT: _____ *PHONE _____
 *NAME OF OWNER (if different): _____
 *ADDRESS: _____
 *CITY: _____ *STATE: _____ *ZIPCODE: _____
 EMAIL ADDRESS: _____
 *NAME OF EVENT: _____
 *EVENT COORDINATOR: _____ *PHONE _____
 *EVENT ADDRESS: _____
 *CITY: _____ *STATE: _____ *ZIPCODE: _____
 *DATE/TIME OF EVENT: _____
 *SIGNATURE OF APPLICANT: _____

ONLY NO TRANS FAT FOODS CAN BE SERVED (effect. 9/13/08)

LIST ALL FOOD/BEVERAGES THAT WILL BE SERVED AND THE ESTABLISHMENT WHERE THE FOOD WAS PURCHASED:

<u>ITEMS:</u>	<u>LOCATION PURCHASED:</u>
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

PHF'S (POTENTIALLY HAZARDOUS FOOD PRODUCTS) ALWAYS REQUIRES A HEALTH INSPECTOR ON SITE. CHECK WITH OFFICE IF YOU HAVE QUESTIONS ON THIS

FEES ARE AS FOLLOWS:

1 DAY EVENT - \$30
 \$30 FOR FIRST AND \$5 FOR EACH CONSECUTIVE DAY UP TO 14 DAYS

EXAMPLE:

1/1/01=\$30
 1/1/01-1/3/01=\$40

PREPARATION/COOKING FACILITIES:

ON SITE: YES ___ NO ___ N/A, IF YES, DESCRIBE FACILITIES AND EQUIPMENT: _____

OFF SITE: YES ___, IF YES, WHERE? _____

TYPE OF TABLEWARE: PAPER PRODUCTS _____ CHINA _____

DESCRIBE WAREWASHING FACILITIES FOR UTENSILS AND EQUIPMENT: _____

FOOD PROTECTION:

DESCRIBE EQUIPMENT AND MEANS OF TRANSPORTING FOOD HOT (140°F OR ABOVE), COLD (45°F OR BELOW):

REFRIGERATION: REQUIRED ___ NOT REQUIRED ___

METHOD OF REFRIGERATION: _____

TYPE OF COOKING/HOT HOLDING EQUIPMENT: _____

DESCRIBE MEASURES TO PROTECT FOOD FROM CONTAMINATION DURING PREPARATION, STORAGE AND

DISPLAY: _____

GARBAGE AND RUBBISH:

DESCRIBE MEANS FOR STORAGE AND DISPOSAL: _____

PERSONNEL AND FOOD HANDLING PRACTICES:

NUMBER OF FOOD HANDLERS: _____

LOCATION OF HANDWASHING FACILITIES: _____

LOCATION OF TOILET FACILITIES: _____

HAIR RESTRAINTS PROVIDED: YES ___ NO ___

DISPOSABLE GLOVES PROVIDED: YES ___ NO ___

Temporary Food Establishment Operations

Use this guide as a checklist to verify compliance with MA food safety regulations.

Submit a completed temporary food establishment application to the Local Board of Health a minimum of 30 days prior to the event.

- Application

FOOD & UTENSIL STORAGE AND HANDLING

- Dry Storage

Keep all food, equipment, utensils and single service items stored above the floor on pallets or shelving, and protected from contamination.

- Cold Storage

Keep potentially hazardous foods at or below 41°. An effectively insulated container with sufficient coolant may be approved by the board of health for storage of less hazardous foods, or use at events of short duration.

- Hot Storage

Use hot food storage units when necessary to keep potentially hazardous foods at or above 140°F.

- Thermometers

Use a food thermometer to check temperatures of both hot and cold potentially hazardous food. Each refrigeration unit shall have a thermometer to accurately measure the air temperature of the unit.

- Wet Storage

Wet storage of canned or bottled non-potentially hazardous beverages is acceptable when the water contains at least 10 ppm of available chlorine and the water is changed frequently to keep the water clean.

- Food Display

Protect food from customer handling, coughing, or sneezing by wrapping, sneeze guards or other effective barriers.

- Food Preparation

Food employees must use utensils, disposable papers, disposable gloves or any other means approved by the board of health to prevent bare hand contact with ready-to-eat food.

Protect all storage, preparation, cooking and serving areas from contamination.

Obtain food from an approved source. Potentially hazardous foods and perishable items may not be prepared in residential kitchens.

Cooking: PHF'S – Beef 140°F, Pork 150°F, Ground Beef 155°F, Poultry 165°F, other PHF'S 140°F

PERSONNEL

- Person in Charge (PIC)

There must be one designated person in charge at all times responsible for compliance with the regulations. Check with the Health Division's Temporary Liaison to see if food protection management certification is required.

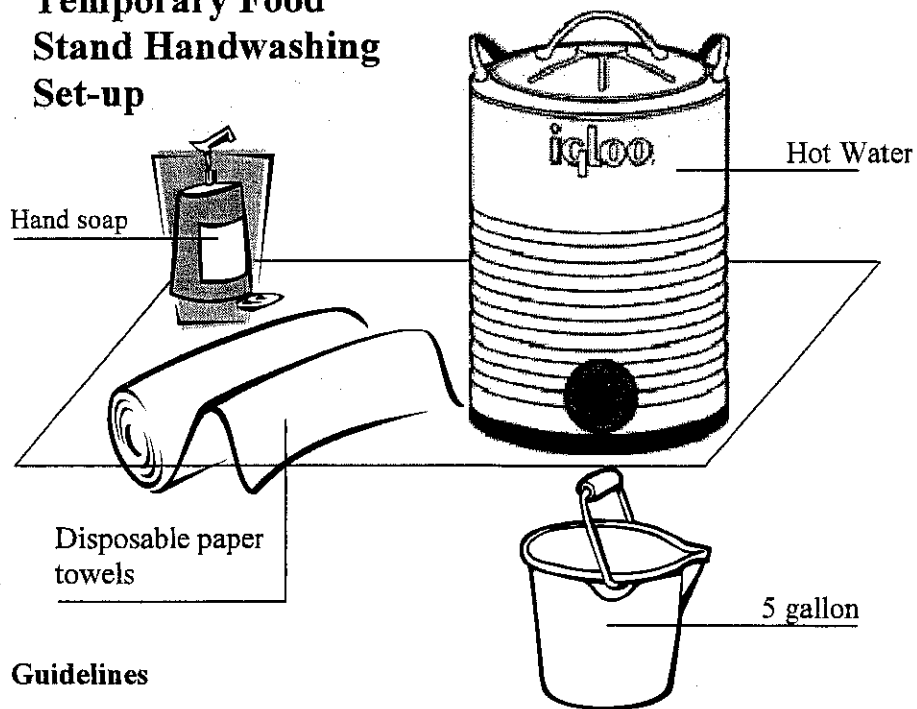
- Handwashing

A minimum two-gallon insulated container with a spigot, basin, soap and disposable towels shall be provided for hand washing (see attached). The container shall be filled with warm water 100° to 120°F. A hand washing sign must be posted.

- Health

The (PIC) must tell food employees that if they are experiencing vomiting and/or diarrhea, or have been diagnosed with a disease transmissible through food, they cannot work with food or clean equipment and utensils. Infected cuts and lesions on fingers or hands must be covered and protected with waterproof materials.

Temporary Food Stand Handwashing Set-up

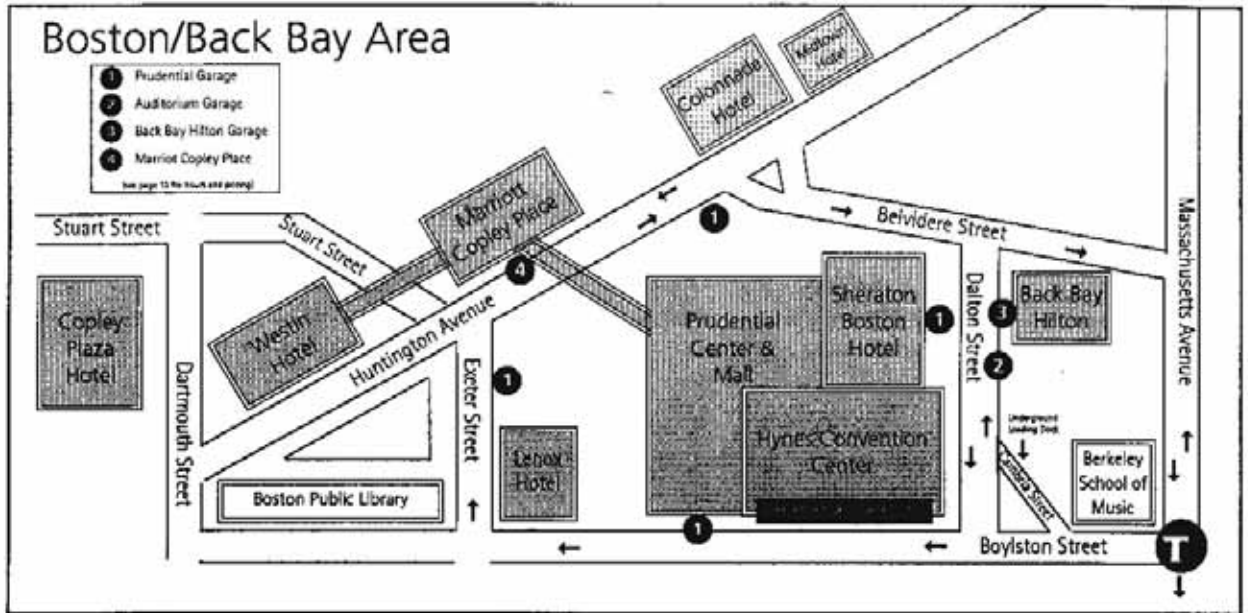


Guidelines

Handwashing

1. An accessible and functional hand washing facility **with hot water** shall be provided within the perimeter of any business involved in the sale of food. If only pre-packaged food products are sold, hand washing facilities are not required.
2. Handwashing facilities shall not be used for the cleaning of equipment, storage of wiping cloths, or the disposal of liquid waste.
3. All food products, cooking equipment, and serving utensils shall be protected from any splash or spillage involved in the washing of hands.
4. Disposable paper towels shall be provided with each handwashing facility and will be properly disposed of after being used.
5. Any of the following set-ups can be used as a handwashing facility:
 - Portable commercial hand sinks that produce water flow within 10 seconds of activating a hand pump or opening a dispensing valve. Soap from a sanitary dispenser shall be provided.
 - Minimum of 2-5 gallons of potable water will be maintained in a container capable of dispensing water through a valve. This valve shall enable a constant flow of water when opened. The waste water shall be collected and disposed of to a sanitary sewer. Soap from a sanitary dispenser shall be provided.
6. An accessible and functioning commercial hand sink will accompany any toilet utilized by food handlers. Soap from a sanitary dispenser and disposable single-use towels shall be provided. The sink shall be used for hand washing only. Handwashing facilities shall be checked regularly for adequate soap, towels, and water.

Boston/Back Bay Area Map



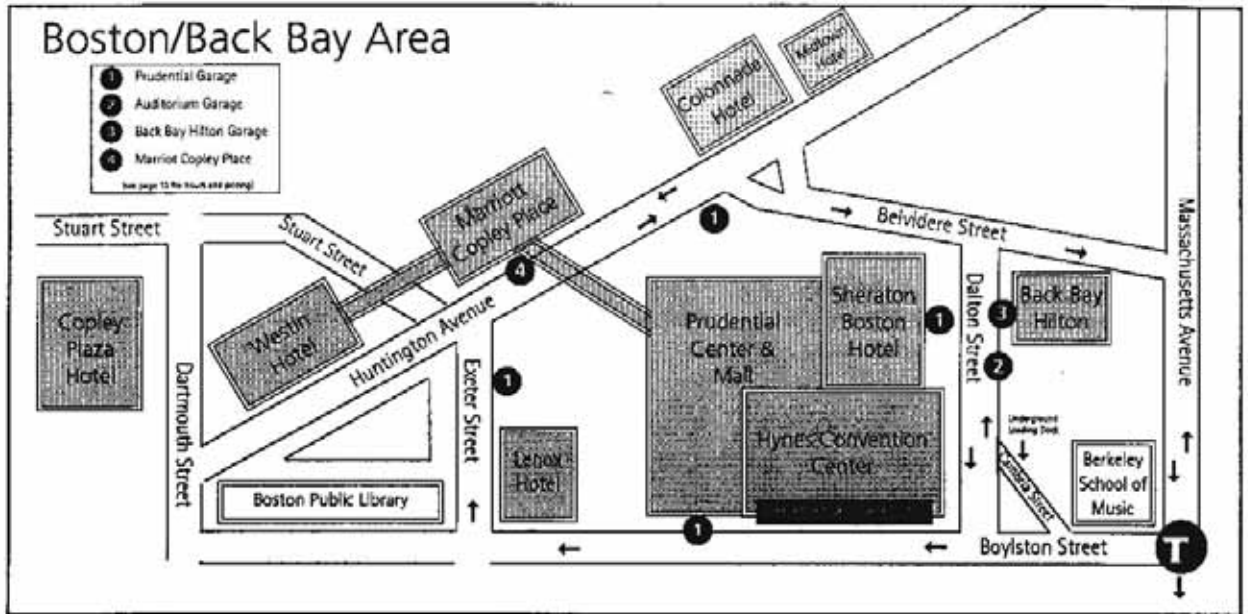
DIRECTIONS TO CAMBRIA STREET LOADING DOCK

□ WALKING:

1. FROM 900 BOYLSTON STREET (FRONT ENTRANCE), WALK DOWN @ 2 BLOCKS BACK TOWARDS MASS AVE. AND GO DOWN THE RAMP ON CAMBRIA STREET.

2. FROM THE SHERATON ENTRANCE (DALTON STREET), WALK UP DALTON STREET AND TAKE A LEFT ONTO BOYLSTON STREET. WALK DOWN 1 BLOCK AND DOWN THE CAMBRIA STREET RAMP.

Boston/Back Bay Area Map



□ DRIVING:

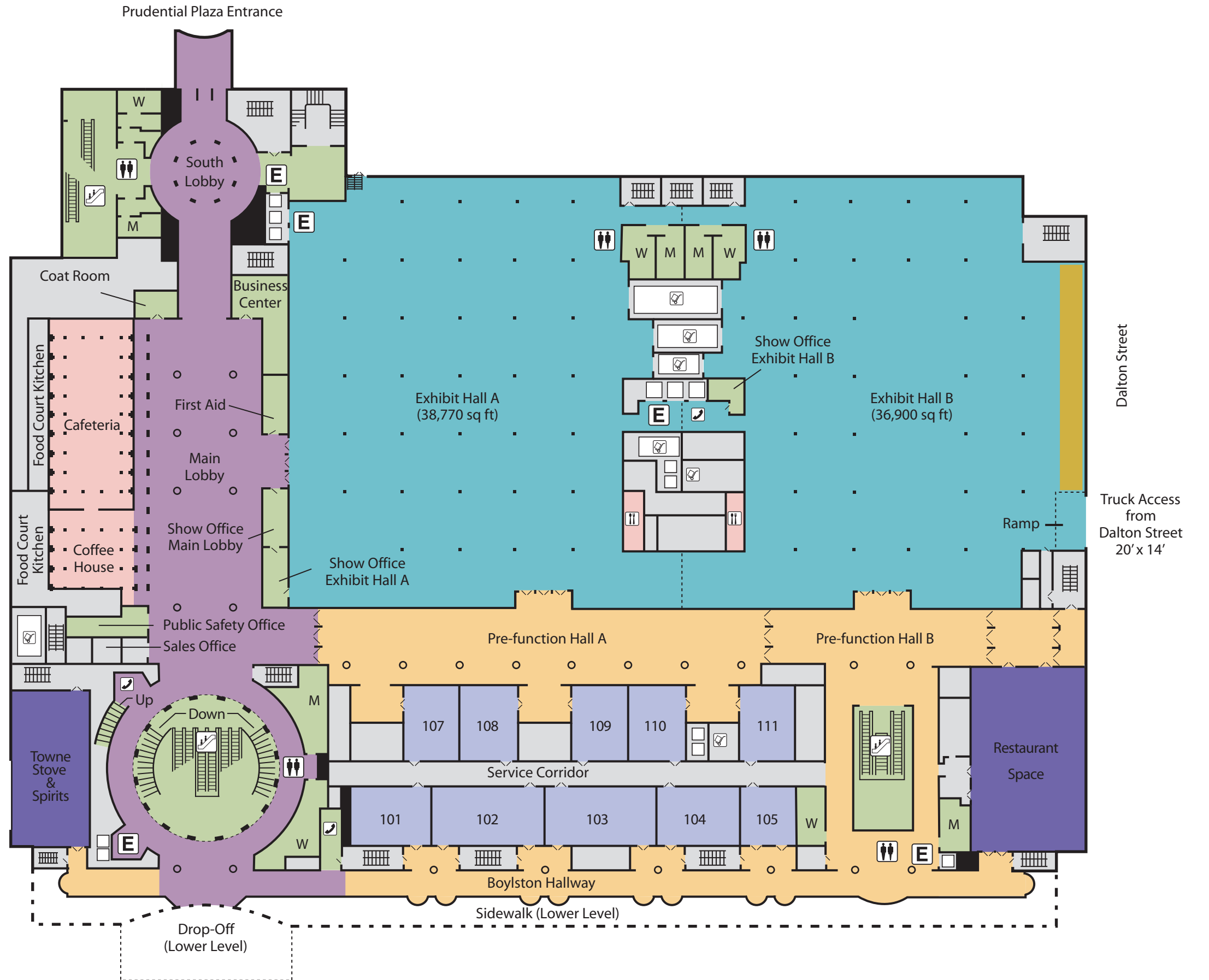
1. FROM THE MASS PIKE, TAKE THE PRUDENTIAL EXIT. FOLLOW THE SIGNS TO THE PRUDENTIAL. WHEN YOU COME OFF THE EXIT, STAY TO YOUR RIGHT AND FOLLOW STREET TO DALTON STREET (SHERATON ON YOUR RIGHT, WESTIN ON YOUR LEFT). WHEN YOU COME TO THE TOP OF DALTON STREET (FIRE DEPT. STRAIGHT AHEAD), YOU WILL TAKE A LEFT AT THE LIGHTS AND THEN ANOTHER LEFT WHEN YOU SEE THE CAMBRIA STREET RAMP.

2. FROM MASS AVE., YOU WILL COME ONTO BOLYSTON STREET. CAMBRIA STREET WILL BE YOUR FIRST IMMEDIATE RIGHT. CAMBRIA STREET GOES DOWN THE RAMP TO OUR LOADING DOCK.



Hynes Convention Center
 900 Boylston Street
 Boston, Massachusetts 02115
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Plaza Level



Key			
	Pre-function		Ring Road
	Lobby		Public Use
	Meeting		Non-Public Access
	Exhibit		Restaurant Space
	Loading Dock		Food Services
	Restrooms		Elevator
	Escalator		Freight