



2024 EXHIBITOR CONTRACT – MassPack presents the *Beer, Wine & Spirits Event* – **NEW DATE & NEW LOCATION!!** Please join us by participating as a vendor or sponsor. This tasting and buying event will be held **April 25, 2024**, at **The Sheraton Hotel & Conference Center Framingham**, from 2:00-6:00PM. Complete this contract to reserve your space. By completing and sending in this agreement with your payment, you are agreeing to the “Terms and Conditions” of the event, on page 2.

PLEASE READ THE FOLLOWING INFORMATION CAREFULLY REGARDING THIS YEAR’S EVENT.

Placement for all booths and tasting tables will be offered first to our “SPONSORS” first, then on a first come, first serve basis.

Company Name: _____

Show Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Billing Contact Name (If different from above): _____

Phone: _____ Email: _____

SPONSORSHIP: *Our Association’s Best Supporters* will receive our appreciation and recognition throughout the year. Sponsorships include full recognition in program book & online, best booth locations, acknowledgement before, during and after the event and more:

- Platinum** \$15,000 (LIMITED)
- Gold** \$10,000
- Silver** \$7,000
- Bronze** \$5,000

BOOTH/EXHIBIT SPACE: Booth fee includes **6 x 8 booth space** with 3FT HIGH BACK, ID sign, standard pipe & drape, 1 or 2 dressed 6’ tables, 2 chairs, and wastebasket. Yes, tasting is allowed at all booths! Select/Circle one or more from the options below:

- *Option 1:* Prime Booth (3 ft high back) @ \$1100 ea _____ # of booths. Circle choice - 1 or 2 tables in your booth space(s).
- *Option 2:* High back Booth (perimeter booth - 8 ft high backing) @ \$1250 ea _____ # of booths **(LIMITED AVAILABILITY)**
- PAID 2023/24 MASSPACK ASSOCIATE MEMBERS CHECK HERE TO RECEIVE \$50 OFF PER BOOTH
- *Option 3:* Tasting Table, located in the foyer outside Ballroom - consists of 1 draped 6 ft table in the Tasting Area, max of 5 products to be tasted, all displays, and material must fit on your table (NO exceptions) @ \$600 ea _____ # of tables

Additional needs: **STANDARD** Electrical plugs (please indicate #) _____ @ \$100 each. *Special* electrical billed separately.

BEER, WINE & SPIRITS INDUSTRY EXPERIENCE - PROGRAM BOOK ADVERTISEMENT:

Full Page _____ @\$595 (FULL COLOR on inside front cover*, inside front page, back cover* or inside back cover) *1st come, 1st serve

Full Page _____ @\$550 OR Half Page _____ @\$350 (Black & White anywhere inside Program Book)

Payment Method: Check Enclosed (Payable to: “MA Package Stores Association”, 30 Lyman St. Ste 2, Westborough, MA 01581)

Charge Card (check one): _____ MasterCard/Visa _____ Discover / _____ American Express for \$_____ or Total Amount of charges.

Please mail in this form or call the MassPack office at 508-366-1100 to securely submit your credit card information.

Credit Card # _____ Exp Date _____

Billing Address (if different from above) _____

Name on Card _____ Signature _____ Date _____

*** PLEASE READ AND SIGN THE TERMS AND CONDITIONS PAGE**

TERMS & CONDITIONS – These official rules and regulations, together with the booth contract(s), constitute the entire agreement and no verbal understanding will be recognized by MassPack. The Exhibitor contracted for the MassPack Beer, Wine & Spirits Tasting & Buying event at The Sheraton Framingham **on Thursday, April 25, 2024** agrees to the following:

General Terms:

- The Massachusetts Package Stores Association (MassPack) assumes no responsibility whatsoever for any property placed in the exhibition hall and on surrounding property. Exhibitor, unless otherwise prohibited by law, hereby releases said corporation, its agents, servants and employees, and discharge, them from any and all liability from any loss, injury or damages to person or property that may be sustained while at or as a result of the grand tasting event.
- Exhibitor shall not, without prior written consent of MassPack, assign or sublet such space, or any part thereof, or remove its display before official closing of said show. Exhibits must be ready half hour before opening of the show.
- The conditions, rules, and regulations hereof are made a part hereof and the Exhibitor agrees to be bound by each and every one of them, and MassPack shall have power in the matter of interpretation, amendment and enforcement of all said conditions, rules, and regulations. Any departure from the provisions hereof must be by prior written consent from MassPack.

Payment and Cancellation Policy:

- Full payment, or a minimum \$200 deposit, is required for each booth/tasting table contracted. A reservation is NOT confirmed until the deposit is received. Payment in full must be made prior to **April 5, 2024**. Make payment to: **Massachusetts Package Stores Association, 30 Lyman St., Suite 2, Westborough, MA 01581**. Phone: 508-366-1100 · Fax: 508-366-1104
- If payment in full is not received by the show date, MassPack reserves the right to charge your credit card.
- Cancellations must be made prior to April 5, 2024 in order to receive a refund.

Show Hours, Set-up and Breakdown:

- **All booths this year will be 8 x 8 with 3 ft high backing.** Only those contracting in advance for a perimeter booth will have an 8 ft high backing. Changes to this layout will NOT be made on the day of the event. MassPack asks that exhibitors keep their displays within the confines of the 8 x 8 booth. You may be asked to remove or move material that may be obstructing the aisle or view of another booth.
- Exhibitor & Booth Set-up: Wednesday, 4/24: 11:00am – 5:00pm and Wednesday, 4/25: 9:00am – 12:30pm
- Exhibitor Show Hours on Thursday, April 25, 2024: 2:00pm – 6:00pm. Please be ready for business by 1:30pm on Wed., 4/25
- Breakdown of your booth or exhibit may **NOT** occur prior to the end of the show at 6:00pm on April 25, 2024. All materials, including trash should be removed from the exhibit hall by 10:00pm on Wednesday. We are not responsible for material left behind.

****PLEASE READ THE BELOW INFORMATION CAREFULLY****

Delivery/Set-Up of Product & Displays: Please note: Due to limited space, large amounts of cases/product for “Display Purposes” is discouraged. Exhibitors should plan accordingly to what they need to sample. The same is true for large equipment and display items. A single booth space will be 8 x 6 so please plan the exhibitor’s display appropriately.

Ice & Sampling: Ice will be supplied by Taggart Ice during the show. However, exhibitors must supply their own containers, coolers for the ice, and cups for sampling (4 oz. cups or smaller). **Exhibitor may only pour ¼ oz for spirits, 1 oz. for wine and 2 oz. for beer sampling. NO EXCEPTIONS.**

Electricity: **Electricity must be contracted through MassPack via this Exhibitor Contract.** Exhibitors may contact the MassPack office regarding their electrical needs. Arrangements are time sensitive and **MUST** be made prior to April 10th.

Security: A police detail will be on duty the day of the event. The event facility will be secured on the evening of 4/24 after set-up hours. Booths should be manned at all times during the Show hours. The exhibitor will be responsible for security at their booths if they feel it is necessary.

Reminder to Exhibitors: There will be NO CORKAGE on trade show samples AND MassPack cannot allow attendees to leave the show with alcohol that does not fit inside their show bag.

Promotional Material: Prime Booth Exhibitors must confine all advertising/promotional material and samples to their booth space. Nothing of any kind may be affixed to walls, windows, or the ceiling unless approved by Lombardo’s or MassPack show staff.

Character of Exhibits: MassPack may license space for any exhibit of interest to the industry or of educational value. All exhibits must be designed, constructed, and operated in good taste and in accordance with the best interest of the show, which MassPack in its sole discretion shall have the right to decide. All sales, publicity and promotional activities conducted by the Exhibitor must be confined to their space. Carnival tactics and the use of public address systems shall be forbidden. Distribution by Exhibitor of any printed matter, souvenirs, or other articles shall be restricted to the space occupied by his/her exhibit. MassPack will prohibit the installation and operation of any exhibits not meeting its approval, and in its sole discretion may prohibit the conduct of any activity whatsoever which it deems deleterious and not to the best interest of the grand tasting event.

Models/Booth Personnel: Personnel should be tastefully attired and must confine their business activity to their own booths.

Indemnity: MassPack assumes no risk, and by the signing of this agreement, the Exhibitor, except as otherwise prohibited by law, expressly releases MassPack, their agents, servants, officers, board of directors and employees, of and from any and all liability for damage, injury or loss to any person or goods which may arise from the participation in the exhibition or occupancy of Exhibitors space or entry into the exhibition, and agrees to hold and save the MassPack, their agents, servants, officers, board of directors and employees harmless of any loss or damage by reason thereof. Exhibitor further agrees to indemnify and hold harmless MassPack, their agents, servants, officers, board of directors and employees against any claims and charges including those caused by Exhibitors acts and omissions, and to defend, at Exhibitors expense any and all such claims and charges.

YES, MASSPACK has secured a permit from the ABCC to sample products and offer show day specials.

Exhibitors should direct questions regarding the contract or the above Terms & Conditions to contact Robyn Seymour at the MassPack office, at 508-366-1100, or email at rseymour@masspack.org. Please keep a copy for record keeping and indicate your agreement to the terms and conditions by signing below. **This signed page must accompany exhibitor’s Booth Contract(s).**

I have read and agree to the above terms & conditions of the show especially “Delivery/Set-up of Product & Displays”:

Printed Name _____ Signature _____ Date _____