



62ND ANNUAL NEW ENGLAND HOME SHOW

Seaport World Trade Center, Boston, MA

February 23 – February 26, 2012

We are thrilled to have you as an exhibitor in the 62nd Annual New England Home Show. We hope that your participation will prove to be a productive and rewarding business experience. In an effort to help your company prepare in advance and avoid any last minute surprises, we have provided you with this exhibitor information manual. It is intended for those whose responsibility it is to arrange the shipping, set-up and/or display details of your company's exhibit.

Please take a moment to review this exhibitor guide thoroughly. You will find information on exhibiting and the forms for services and furnishings provided by our contractors.

PLEASE PAY ATTENTION TO THE MOVE-IN SECTION OF THIS MANUAL. Dock space will be provided on a first come first serve basis. Please refer to your scheduled move in time. Tractor-trailers must be unloaded by Freeman. Any vehicle with a power lift gate will not be allowed on the Show floor.

We suggest that you share this information with all parties involved in your display, from pre-show planning and installation to dismantling. If you have any questions please call me at (508) 823-0389.

Sincerely,

Rich Castiglione

Show Director

Please Remember:

A professional image will reflect the way your company does business! Call Rich Castiglione at (508) 823-0389 to discuss ideas that could work for your company.

***Carpeting:** Carpeting (or adequate floor covering) is required in all booths. In fairness to all exhibitors, please adhere to this policy.

***Signage:** Hard signage, that promotes a professional appearance throughout the show, will be required.

Banners (other than those **approved** and hung by Freeman), will not be allowed.

EXHIBITOR CHECKLIST

ORDER FORM

_____ Exhibitor Badges – February 17, 2012 Deadline

_____ Prepaid Tickets – February 17, 2012 Deadline

_____ Plumbing *

SEE FORM FOR DEADLINE

_____ Booth Furnishings *

SEE FORM FOR DEADLINE

_____ Electric/Lighting*

SEE FORM FOR DEADLINE

_____ Telephone Line/Equipment *

SEE FORM FOR DEADLINE

_____ Labor *

SEE FORM FOR DEADLINE

_____ Advance Shipments-Warehouse *

SEE FORM FOR DEADLINE

_____ Signs *

SEE FORM FOR DEADLINE

_____ Photographer, Florist, Audio-Visual *

SEE FORM FOR DEADLINE

_____ Shipments to Exhibit Hall *

SEE FORM FOR DEADLINE

To print forms online go to:

www.myfreemanonline.com or www.newenglandhomeshow.com.

Advance Orders

For your convenience, it is always best to order services and/or furnishings in advance of the show. Orders placed on-site are generally **30% higher** in costs and are processed after the advance orders. So, to save time and money, order early! All forms are located in this manual.

Service Bills And Charges

If you have any questions regarding bills received from service companies, **Castle Events** will be on hand to assist you. If you have any questions or special problems regarding your bill, please consult us before paying the bill. The problems can usually be resolved easier at Show site.

DIRECTIONS –62ND ANNUAL NEW ENGLAND HOME SHOW

FROM Points West via I-90:

Follow the Massachusetts Turnpike/Interstate 90 East to Exit 25 – South Boston. At the top of the ramp, bear left towards Seaport Boulevard. At the first set of lights, proceed straight onto East Service Road. At the next set of lights, take a right onto Seaport Boulevard. The Seaport Boulevard entrance to the Seaport Garage is located ahead on the right.

FROM Points South via I-93:

Heading northbound on I-93 towards Boston, take Exit 20, which will be immediately after Exit 18. Follow the signs to “I-90 East.” Take the first tunnel exit to "South Boston.” At the first set of lights at the top of the ramp, proceed straight onto East Service Road. At the next set of lights, take a right onto Seaport Boulevard. The Seaport Boulevard entrance to the Seaport Garage will be ahead on the right.

FROM Points North via I-93:

Heading southbound on Interstate 93 Boston, take Exit 23, Purchase Street, and move into the left lane. At the top of the ramp, take a left turn onto the Evelyn Moakley Bridge/Seaport Boulevard. Follow Seaport Boulevard for approximately .8 miles, the Seaport Boulevard entrance to the Seaport Garage will be on the right, after the Seaport Boulevard/B Street intersection.

FROM Logan International Airport and Route 1A South:

Follow the signs towards I-90 West - Ted Williams Tunnel. Take the Ted Williams Tunnel to Exit 25. At the top of the ramp proceed straight onto B Street. Follow B Street to the end and take a right onto Seaport Boulevard. The Seaport Boulevard entrance to the Seaport Garage will be on your right.

Public transportation

The MBTA Silver Line Waterfront (SL1) provides service from the WTC Station to Logan International Airport terminals every 10 minutes during the weekday and every 15 minutes during the weekend. The Silver Line station is located adjacent to the hotel.

[Visit www.mbt.com for maps](http://www.mbt.com)

BOOTH GUIDELINES

The 62nd Annual New England Home Show utilizes the CUBIC CONTENT RULE in regard to booth construction. Exhibitors are allowed to build their booth to the **maximum height (8')**. These are the guidelines that we believe are fairest to all exhibitors. Any exceptions need to be approved in advance by Show Management.

NOTE: All exposed areas of the exhibit must have finished surfaces including back and sides. Graphics, logos or print facing into another booth will not be allowed. Any part of any booth needing a finished surface at 6:00 p.m. the day prior to show opening will be draped at the expense of the exhibitor. Show Management will determine whether such drape is needed.

KEY MOVE-IN INFORMATION

1. All exhibitors must have bulk shipments delivered no later than Tuesday, February 21, 2012.
2. You will be allowed to move-in your own exhibit material using only hand trucks or dollies. **No hydraulics, pallet jacks or power equipment is permitted.** If equipment and/or contract labor is needed to assist with loading or unloading your materials, use the enclosed form from Freeman to order labor. If you plan on shipping in advance of the Show, arrangements can be made through Freeman Companies.
3. Because the aisle carpet will be placed on Tuesday, February 21st, no vehicles will be allowed on the show floor starting Friday morning.
4. Be sure to order electric and plumbing prior to arrival, (forms enclosed).
5. Please **DO NOT** park vehicles on the show floor. Only vehicles loading and/or unloading will be allowed on the Show floor.
6. If you ship directly to the Freeman Companies, either in advance to the warehouse or to the Show site, your crates, boxes and packaging materials will be removed from your booth for storage during the show.

Move-Out Information

Sunday, February 26th, 6:01 p.m. - Midnight
Monday, February 27th, 7:00 a.m. – 1:00 p.m.

7. No breakdown can begin until 6:01 p.m. on Sunday, February 26th. **Exhibitors breaking down early will be prohibited from exhibiting in future Castle Events shows.**
8. No vehicles will be allowed on the Show floor until at least 9:00 p.m.
9. All exhibit material **MUST** be removed by 1:00 p.m. on Monday, February 27, 2012.

EXHIBITOR SECURITY ADVISORY

Security Service

Castle Events will provide uniform guards on the exhibit floor on a 24-hour basis during the entire run of the show (move-in and move-out as well). However, responsibility lies with you regarding materials in your booth. If you have items to lock up during non-show hours, please use our storage room that is available free of charge. For more information, contact the show office during show hours.

Insurance

You are advised to update your regular company insurance to fit your needs at the Show (extra territorial coverage, theft, public liability, and property damage). **Castle Events** as well as organizations and individuals employed by or associated with the Show are not responsible for injury or damage that may occur to an exhibitor, his/her employees or agents, nor the safety of any exhibit or property against robbery, fire, accident or other destructive causes. The following are some security recommendations while at the Show.

Arrival of Exhibit Material At Show

It is recommended that adequate personnel be present at the booth to receive shipments and take inventory.

Remember that merchandise shipped in advance to the official drayage contractor will be delivered on the first day of installation.

Installation

While setting up booths which contain small, easily stolen articles, use of individual booth safeguards should be made, *i.e.*, chaining of items, show cases, covering with tarps and locking containers.

Private guards are also available on a rental basis from the service contractor.

DO NOT PUT ANY ARTICLES OF VALUE IN A CRATE OR CARTON DESIGNATED FOR "EMPTY STORAGE."

SECURITY ADVISORY (CONTINUED)

Booth personnel should be in attendance at least 1 hour prior to Show opening & should remain during all Show hours. **BOOTHS MUST BE STAFFED DURING ALL SHOW HOURS.**

Special safeguards should be exercised with regard to personal items such as handbags, wallets, coats and attaché cases.

At the close of the Show each evening, booth personnel should remain until the public has been cleared from the floor and the booth has been secured for the evening.

Exhibitors who wish to remove any merchandise from the exhibit hall during the Show must obtain a merchandise release pass from the Show Office and must surrender this form to the security guard at the point of exit from the building.

Dismantling Period

If you are hand carrying your merchandise out of the building, you must have proper exhibitor identification. Dismantling and/or merchandise removal cannot begin prior to the official closing of the show. Note: Exhibitors dismantling early will be prohibited from exhibiting in future **Castle Events** shows.

It must be stressed that exhibitor personnel must remain with merchandise until it is removed from the exhibit floor. Each outbound carton or crate must be properly labeled or tagged for shipment.

While guard service will be provided by **Castle Events** around the clock, **it is the responsibility of each exhibitor to take whatever precautions he/she deems necessary to prevent loss or damage.**

Castle Events assumes no liability or responsibility for any loss or theft. Therefore, it is incumbent upon exhibitors to provide their own insurance coverage.

VENDOR PERMITS/CONTRACTOR LICENSES

Vendor Permits

The Commonwealth of Massachusetts Act of 1966 requires each exhibitor to be registered as a vendor. The responsibility of obtaining this registration and collecting sales tax where applicable is yours. To obtain the correct forms and a copy of Massachusetts Act of 1966, Chapter 14, please call:

Massachusetts Department of Revenue
(617) 887-6367 or (800) 392-6089
Choose #5 on automated menu
www.state.ma.us/dor

Temporary Food Service Permit



Tempfoodservice.pdf

If you are planning on handing out any food sample, the above food permit must be filled out and sent back to Castle Events by Monday, February 6, 2012, with a check for **\$45.00** made payable to the **City of Boston**. Please mail form with payment to:

The New England Home Show
18 Juniper Hill drive
Raynham, MA 02767

Contractor Licenses

The State of Massachusetts requires most residential home improvement contractors to register with the Board of Building Regulation and Standards before soliciting or conducting business in the state. All advertising must contain your registration number. In addition, the company may operate only under the name provided at the time of registration. Since consumers will call the state to check whether your company is registered, operating under a name other than the name on file will only serve to diminish your sales. Unregistered contractors face criminal penalties of up to \$5,000 or two years in jail or both, plus civil penalties.

The 62nd Annual New England Home Show requires that a sign be posted at each booth indicating the current registration number. If you have not registered yet, we have enclosed an application for your convenience. We suggest that the application along with two money orders or certified checks (one for the \$100 registration fee if applicable, and one for the appropriate one-time payment to the Guaranty Fund) be delivered in person to Public Safety, so a new registration can be issued without delay. (See attached brochure for details, and where to bring your application.)

If you have questions about the registration process, please call the Board of Building Regulation and Standards (617) 727-7532.

PERFORMANCE OF MUSIC

If any music is to be performed at the exhibitor's booth, the exhibitor must obtain all necessary licenses from the copyright owner or licensing agency representing the copyright owner. The licensing requirements include the playing of live as well as recorded music (records, tapes, compact disc, etc.) and also include music, whether it is the essence of the presentation or is only used as background, on videotape or other presentation.

The proper license must be posted in your booth and available for inspection at the request of Show Management or properly authorized agents of ASCAP and BMI.

We advise you to contact these agencies as listed below to acquire the proper licenses:

ASCAP- New York
One Lincoln Plaza
New York, NY 10023
Tel: (212) 621-6000
Fax: (212) 724-9064
www.ascap.com

BMI
320 West 57th Street
New York, NY 10019
Tel: (212) 586-2000
www.bmi.com

Adherence to these federally mandated copyright licensing laws is of critical importance. Failure to do so is both a violation of federal copyright law and a breach of your contract for exhibit space for the Show.

If you encounter any difficulty with either ASCAP or BMI in your attempt to acquire a license, please contact us immediately.

IMPORTANT TAX INFORMATION FOR EXHIBITORS/VENDORS

The Massachusetts Department of Revenue encourages your enterprising activities and likewise encourages your responsible tax payments on behalf of such business sales. Therefore, please **complete and mail** the following to:

NEW ENGLAND HOME SHOW

Castle Events
18 Juniper Hill Drive
Raynham, MA 02767
Phone (508) 823-0389
Fax (508) 822-1292

Vendor Name _____ Federal ID# _____
Address _____ MA ID# _____
City _____ State _____ Zip _____
Contact Name _____ Phone # _____

EXHIBITORS/VENDORS WITH No MASSACHUSETTS TAX ID NUMBER

Whether you are an **out-of-state** or and **In-State Vendor**, you are REQUIRED to be properly registered with the Massachusetts Department of Revenue (MGL 64H, S7). Therefore, secure from the Mass. Dept. of Revenue as noted below the proper tax forms.

Your tax registration certificate (card) or copy thereof, showing your tax certificate number must be displayed on site [MGL 62C, S7A (d)].

A tax return of your gross sales accompanied by your tax payment must be forwarded to the Mass. Dept. of Revenue by the 20th of the following month of your show participation. The Commonwealth can **demand**, at its discretion, your tax due payment at the close of any show if the commissioner feels the collection of any tax due will be jeopardized by delay (MGL 62C, S29). Your failure to collect and pay taxes due and keep records can initiate a criminal action [MGL 62C, S73 (b)].

Massachusetts Department of Revenue
Revenue Enforcement Bureau
20 Somerset Street
Boston, MA 02108
(617) 887-6400 or (617) 887-6367
www.state.ma.us/dor

AREA HOTELS

Seaport Hotel
Seaport World Trade Center
1 Seaport Lane
Boston, MA
617-385-4000 or 1-877-SEAPORT

Official Show Hotel- Call for Special Home Show Rate

Marriott Hotel Long Wharf
296 State Street
Boston, MA
800-228-9290

Boston Park Plaza
64 Arlington
Boston, MA
800-225-2008

Doubletree Hotel
240 Mount Vernon Street
Dorchester, MA 02125
617-822-3600

Holiday Inn Boston Government Center
5 Blossom
Boston, MA
617-742-7630

Howard Johnson
1271 Boylston Street
Boston, MA
800-654-2000

Extended Stay
20 Rockdale Street
Braintree, MA 02184
781-356-8333

Radisson Hotel Boston
200 Stuart Street
Boston, MA
800-333-3333

Ramada Inn
800 Morrissey Blvd.
Boston, MA 02122
617-287-9100

Hyatt Hotel Boston
1 Avenue De Lafayette
Boston, MA 02111
800-621-9200

ITT Sheraton Tara Hotel
37 Forbes Road
Braintree, MA 02184
800-325-3535

SHOW HOURS

Exhibit Hours

Thursday, February 23 rd	12:00 pm - 9:00 pm
Friday, February 24 th	12:00 pm - 9:00 pm
Saturday, February 25 th	10:00 am - 9:00 pm
Sunday, February 26 th	10:00 am - 6:00 pm

Exhibitor Move-In (See move in schedule for your specific time)

Tuesday, February 21 st	8:00 am - Midnight
Wednesday, February 22 nd	8:00 am - Midnight
Thursday, February 23 rd	7:00 am - 10:00 am

Exhibitor Move-Out

Sunday, February 26 th	6:01 pm - Midnight
Monday, February 27 th	7:00 am - 1:00 pm

EXHIBITOR BADGES/GUEST TICKETS/PREPAID TICKETS/COUPONS

EXHIBITOR REGISTRATION/BADGES

Enclosed you will find an order form for your Exhibitor badges. Each exhibitor is entitled to **(7) full-time working passes for the 1st and 2nd (100) square feet** of exhibit space and **4 badges** for each additional 100 sq. ft. (maximum 26)

EXHIBITOR BADGES ARE ONLY TO BE WORN BY EMPLOYEES OF THE COMPANY RENTING BOOTH SPACE AND WORKING IN THE BOOTH.

Exhibitor Badge order forms must be returned to **Castle Events by Friday, February 17, 2012**. Badges and Guest of Exhibitor passes can be mailed by completing the release form in its entirety and returning to **Castle Events by Monday, February 13, 2012**. They can also be picked up at the show office, on-site, starting Tuesday, February 21, 2012 to exhibitors who are **paid in full**.

GUEST OF EXHIBITOR TICKETS

Exhibitors will be provided with (10) Guest of Exhibitor passes per (100) square feet of exhibit space to use at your own discretion. **These tickets are to be distributed prior to arriving at the New England Home Show. Guest tickets may be left at our will-call located in the main lobby, but in no way are these tickets allowed to be distributed in or around the building throughout the duration of the show.**

PREPAID TICKETS

Castle Events is also providing the opportunity to exhibitors to purchase admission tickets to the Show at \$6.00. These have great promotional value for your customers.

To have tickets mailed out prior to the show, please fill out the enclosed form and return to **Castle Events by Monday, February 13, 2012**. Exhibitors can also purchase discount tickets throughout the show.

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BADGES MAILED _____ PIF _____ CUST.# _____

EXHIBITOR BADGE ORDER FORM

ALL booth personnel must wear an Exhibitor Badge bearing the company name during the show. Each Exhibitor is entitled to **(7)** free exhibitor badges for the **1st and 2nd 10x10 Booths, and 4 badges for each additional 10x10** (Maximum 26). Exhibitor badges may be exchanged for guest passes, prior to the opening of the show. Please note request on this form. *Additional badges may be obtained for \$5.00 per badge.* * **(Badges will NOT be mailed prior to the show, unless a release form is received. Badges can be picked up at the show office on-site starting Tuesday, February 21, 2012)**

Complete and Return By **February 17, 2012**





Company Name _____ Booth #(s) & Sq. Ft. _____

Contact Name _____ Phone # _____
(Person who will receive & distribute badges)

Address _____

City, St., Zip _____

PLEASE PRINT OR TYPE NAMES OF EMPLOYEES WORKING BOOTH BELOW

1	_____	15	_____
2	_____	16	_____
3	_____	17	_____
4	_____	18	_____
5	_____	300 sq.	
6	_____	19	_____
7	_____	20	_____
100 sq.		21	_____
8	_____	22	_____
9	_____	400 sq.	
10	_____	23	_____
11	_____	24	_____
12	_____	25	_____
13	_____	26	_____
14	_____		
200 sq.			

Mail/Fax to:

Attn: Jeanne Castiglione
New England Home Show
18 Juniper Hill Drive
Raynham, MA 02767

(508) 823-0389 or FAX (508) 822-1292* Show Management reserves the right to limit the number of Exhibitor Badges to each exhibiting company.

******TO RECEIVE EXHIBITOR BADGES YOU MUST BE PAID IN FULL AND RETURNED YOUR SIGNED EXHIBITOR SPACE CONTRACT******

BADGE RELEASE FORM

If you would like your company's badges mailed out to you prior to the start of the show,
Please fill out this form in its entirety and **fax to (508) 822-1292.**

Please note: VIP Passes will be mailed out to the address on your contract prior to the show.

COMPANY NAME: _____

BOOTH #: _____

ATTN: _____

ADDRESS TO BE MAILED TO:

PHONE: _____

We have received your request to mail your printed exhibitor badges. In order for us to do this we ask that **you sign this release**, so that **you are responsible** should they become lost or misplaced.

Remember it is your responsibility to make sure that your employees receive these badges in order to work the booth. As you can imagine this is a very time consuming process and costs money for every badge and pass to be processed.

In the event that they are lost, I will pay for any or all, at five dollars (\$5.00) per badge as requested.

I, _____, **accept responsibility**
as receiver and distributor of these badges.

Date: _____

Fax (508) 822-1292

Please fax this document back to us and we will mail them out to you right away.

Best regards,

Jeanne Castiglione
Administrative Assistant

NEW ENGLAND HOME SHOW

EXHIBITOR BADGE GUIDELINES

ALL booth personnel must wear an Exhibitor Badge bearing your company name during show hours.

Exhibitor Badges are **only to be used by employees** of the company (renting booth space) **while they are working in the booth.**

Each Exhibitor is entitled to **(7) free** exhibitor badges **for the 1st and 2nd 10x10 Booths and 4 badges for each additional 10x10** (Maximum 26). **Exhibitor badges may be exchanged for guest passes, prior to the opening of the show.** Please note request on Badge Order Form. **Exhibitor Badges are transferable between employees if dropped at Exhibitor Registration as you leave the show.** *Additional badges may be obtained for \$5.00 per badge. **

Guests of exhibitors must use Guest Passes (**not** exhibitor badges). Each exhibitor is provided with (5) Guest Passes per hundred square feet of booth space (**Maximum 100 passes per company**). Additional Guest Passes can be obtained for \$6.00 each, a savings of \$5.00 off the regular adult ticket price.

***** Children are NOT permitted to wear Exhibitor Badges**

Adult Admission - \$12.00 each
17 and under - Free

Lost Badges will cost \$5.00 each to be reprinted and company identification will be required.
NO EXCEPTIONS WILL BE MADE!!!

Official Exhibitor (Show) Badges are the only forms of identification that will allow you entry onto the show floor. Individual company badges or identification is not acceptable. **This policy is necessary to increase security and deter theft.**