



2018 MASSBUYS EXPO

EXHIBITOR/SPONSOR PROSPECTUS



Hosted by:



100% Exhibitor Funded

#1 B2G Event in Massachusetts
#MASSBUYS2018



WELCOME to MASSBUYS

The 20th Anniversary of the MASSBUYS EXPO will be celebrated on May 9-10 at Gillette Stadium in Foxborough, Massachusetts. We look forward to returning to Gillette Stadium where we will build upon the success of the past two years. Though past feedback from both Exhibitors and Attendees has been outstanding, we continue to introduce changes to enhance the MASSBUYS experience for all.

What's new in 2018:

- ▶ Exhibitors and Attendees will have the option to enter Gillette Stadium from either the Putnam Club East or Putnam Club West entrances — helping to boost visits to exhibits in the Putnam Club East, while also streamlining Exhibitor check in and the booth set up and dismantle processes.
- ▶ All Exhibitors are invited to attend the Exhibitor Networking Reception on May 9, starting at 5:00 p.m. in the Optum Lounge, where we will have a special guest speaker — a member of the New England Patriots Alumni, who also will be available for photos and autographs.
- ▶ Attendees will not be allowed to bring guests, and we will be instituting the Gillette Stadium Clear Bag policy, which will limit items Attendees may bring into the event and reduce tchotchke grabbing.

The MASSBUYS EXPO is your opportunity to meet public purchasing and procurement officials from all corners of Massachusetts, including executive agencies, local governments, quasi-public agencies, housing authorities, and non-profit organizations. These buyers look forward to seeing the products and services available on Statewide Contracts and putting faces to the names of the vendors with whom they work throughout the year.

We also are offering some additional services for Exhibitors to make your time at MASSBUYS easier:

- ▶ Cart load service will be available from the loading dock. Access the [Exhibitor Service Manual](#) for details regarding this service. This manual also provides information regarding shipping materials to Gillette Stadium and ordering electrical service, furniture, and more.
- ▶ [LeadCapture Service](#) offered by Cvent, our event registration service provider, allows you to scan badges to gather lead information, score leads and take notes, and it exports leads to any database on demand.

We look forward to your participation in MASSBUYS 2018!

Operational Services Division
One Ashburton Place, Room 1017
Boston, MA 02108-1552
(617) 720-3300
massbuysadmin@state.ma.us
www.massbuysexpo.com

Cover artwork created by Emily Murray,
a student at the Blue Hills Regional Technical High School in Canton, Massachusetts,
who has granted permission for OSD to use her designs.

SCHEDULE of EVENTS

Wednesday, May 9

10:00 a.m. - 5:00 p.m.	Exhibitor Registration and Exhibit Booth Set Up	Exhibit Hall Putnam Club East and Putnam Club West
1:30 p.m. - 4:30 p.m.	One-on-One Sessions with Strategic Sourcing Services Contract Managers	Optum Lounge Concourse - Field Level
2:00 p.m. - 3:00 p.m.	Exhibitor Workshop	TBD
3:30 p.m. - 4:30 p.m.	Exhibitor Workshop	TBD
5:00 p.m. - 7:00 p.m.	Exhibitor Networking Reception with Special Guest — Patriots Alumni	Optum Lounge Concourse - Field Level

Thursday, May 10

6:30 a.m. - 7:30 a.m.	Exhibitor Registration and Exhibit Booth Set Up	Exhibit Hall Putnam Club East and Putnam Club West
8:00 a.m. - 3:00 p.m.	Exhibit Hall Hours	Exhibit Hall Putnam Club East and Putnam Club West
3:00 p.m. - 7:00 p.m.	Exhibitor Dismantle	Exhibit Hall Putnam Club East and Putnam Club West

EXHIBIT SPACE

Exhibiting at the MASSBUYS EXPO is your opportunity to promote your products and services at the Commonwealth's largest business to government event! Reserve your exhibit space early to get optimal booth/table placement.

Exhibitors have their choice of a 10' x 8' Booth, a 6' Table, a 20' x 20' Vehicle Zone space, a 10' x 20' Equipment Zone slot, or any combination thereof to display their goods and services. Each exhibit space includes two Exhibitor badges, a 6' draped table, two folding chairs, 7" x 44" signage, and a listing in the MASSBUYS EXPO Program Directory.

Exhibit Type	Cost	# Available
10' x 8' Booth West Side	\$1,625	164
10' x 8' Booth East Side	\$1,525	127
6' Table West Side	\$1,225	32
6' Table East Side	\$1,125	66
20' x 20' Vehicle Zone (Outdoors)	\$1,250	10
10' x 20' Equipment Zone (Outdoors)	\$800	7

ADVERTISING

Every Attendee receives the MASSBUYS EXPO Program Directory during registration. Stretch your reach to buyers through advertising. While all Exhibitors are listed in the Program Directory, your advertising message will help to differentiate your product or service. Final artwork due to OSD by April 13, 2018.

Black & White Ad Size	Measurements	Price
Full Page	7¼" x 9¼"	\$800
Half Page	7¼" x 4¾"	\$500
Quarter Page	3½" x 4¾"	\$300
Business Card	3½" x 2¼"	\$200

IMPORTANT DATES

March

2 Exhibitor Registration Opens

April

12 Cvent LeadCapture Early Bird Rental Period Deadline

26 Cvent LeadCapture Advance Rental Period Deadline

26 Capital Convention Contractors Advance Discount Order Deadline

21 Registration Closes for One-on-One Strategic Sourcing Sessions

May

3 Capital Convention Contractors Advance Shipping Deadline

9 MASSBUYS EXPO Exhibitor Set Up

9 Capital Convention Contractors Direct Shipping to
Gillette Stadium Deadline

10 MASSBUYS EXPO

SIGNATURE SPONSORS

Consider the myriad sponsorship opportunities available to help promote your company. Show off your latest product or service, and stand out among the crowd of more than 400 Exhibitors. Our Signature Sponsorship Opportunities provide maximum exposure, putting your company name in front of the Commonwealth's buyers in multiple formats. We encourage Exhibitors to register early and act fast to take advantage of these offers.

What's Included	Sponsorship Level			
	Diamond	Platinum	Gold	Silver
Cost	\$7,500	\$6,000	\$4,000	\$3,000
Number of Booths (10' x 8')	3	2	1	1
Number of Name Badges	10	8	6	4
Number of Stadium Tour Tickets	10	8	0	0
Program Directory Advertisement Size	Full Page Full Color Back or Inside Cover	Full Page Full Color	Full Page B&W	Quarter Page B&W
Company Name on Display Monitors in Cross Pavilion (Lunch)	✓	✓	✓	✓
Company Name on Entrance Board Signage	✓	✓	✓	✓
Company Name on Stadium Ribbon Board Signage	✓	✓	✓	0
Company Name on Exhibit Hall Display Monitors	✓	✓	✓	✓
Company Name on Tote Bag	✓	✓	✓	✓
Attendee Registration Booth Signage	✓	0	0	0
Company Name on MASSBUYS Website	✓	✓	✓	✓
Recognition in Program Directory	✓	✓	✓	✓
Company Logo in Program Directory	✓	✓	✓	0

SELECT SPONSORS

The Operational Services Division is proud to offer several Select Sponsorships to help gain recognition for your company and draw visitors to your booth! These sponsorships do not include an exhibit space. Yellow highlight indicates sponsor logo placement.



Tote Bag

Company logo printed on one side of the MASSBUYS tote bags (clear bag)

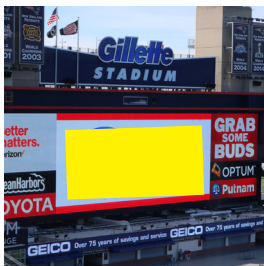
1 sponsorship available
\$3,000



Lanyard

Company logo printed on 3,000 MASSBUYS lanyards along with the MASSBUYS EXPO logo

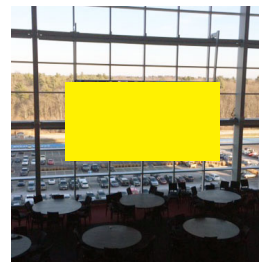
1 sponsorship available
\$1,500



Gillette End Zone HD Boards

Company logo or video displayed on one of two outside HD boards (jumbotrons) that rotate with the MASSBUYS logo

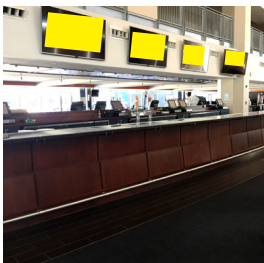
2 sponsorships available
\$1,250 each



Gillette Inside Video Wall

Company logo or video displayed on one of six video wall screens overlooking the Exhibit Hall

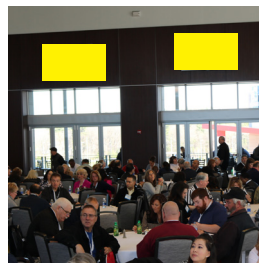
6 sponsorships available
\$800 each



Break Bars

Company logo displayed on the monitors above the Break Bars in both the Putnam East and Putnam West Clubs.

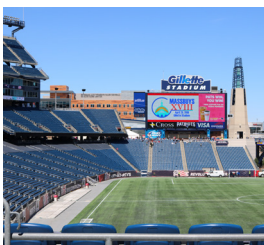
3 sponsorships available
\$600 each



Lunch Buffet

Company logo displayed on the monitors in the Cross Insurance Pavilion where the Attendee buffet lunch is served

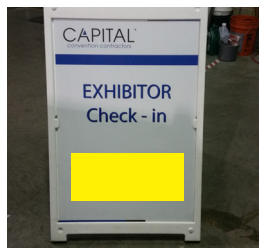
3 sponsorships available
\$600 each



Stadium Tour Packages

Host 15 guests of your choice for a 45-minute tour of Gillette Stadium during the EXPO

4 sponsorships available
\$500 each



Directional Signage

Company logo displayed on six directional signs guiding Attendees within Gillette Stadium

2 sponsorships available
\$600 each



Golf Cart

Company logo displayed on signs on golf shuttles transporting Attendees on the Concourse level

2 sponsorships available
\$500 each



Hall of Fame

Host 10 guests of your choice for a tour of The Hall at Patriot Place (at Gillette Stadium)

2 sponsorships available
\$250 each

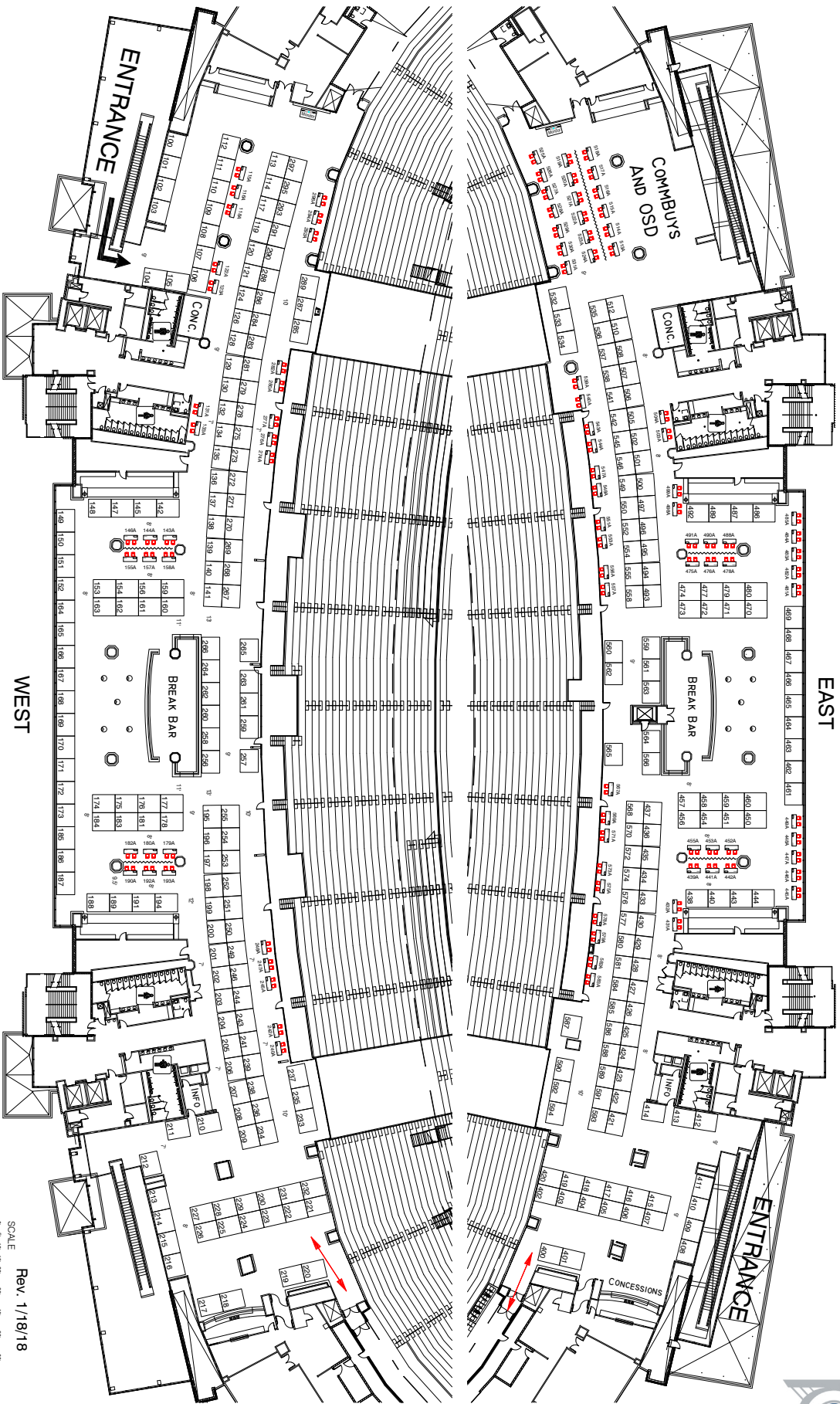


MASSBUYS EXPO App

Company logo displayed on launch page and event banners throughout the app

1 sponsorship available
\$200

MASSBUYS EXPO 2018
 May 10, 2018
 Gillette Stadium · Foxborough, Massachusetts



- Putnam East Club** **Putnam West Club**
- 127-8x10 booths 164-8x10 booths
- 66-6x2 tabletops 32-6x2 tabletops
- Aisle widths as noted Aisle widths as noted

SCALE
 0' 5' 10' 15' 20' 30' 40' 50' 60'

Rev. 1/18/18

CAPITAL
 convention contractors