

# RE+

## NORTHEAST

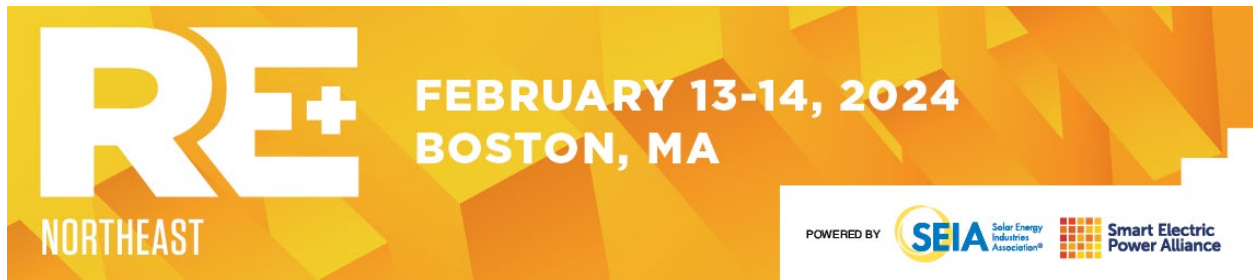
FEBRUARY 13-14, 2024 | BOSTON, MA

# EXHIBITOR RESOURCE MANUAL

**RE+** EVENTS

POWERED BY





**GENERAL CONTRACTOR:** Freeman, (888) 508-5054

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**MANDATORY FORMS:** Below is a list of MANDATORY forms that every exhibitor must submit. **The deadline to submit forms is Tuesday, January 16 (unless otherwise noted).**

- [Onsite Contact and Exhibitor Liability Form](#) (required for all)
- [EAC Notification Form](#)
- [Booth Diagram and Hanging Sign Form](#) (required if 400+ sq. ft.)

**CERTIFICATE OF INSURANCE DUE:** Tuesday, January 16

**LIABILITY INSURANCE:** RE+ Northeast requires ALL EXHIBITORS to carry commercial general liability insurance and to submit a copy to show management via the **Onsite Contact and Exhibitor Liability Insurance Form**. Note that liability insurance is separate from **Exhibitor Appointed Contractor (EAC) insurance**. A [sample insurance certificate](#) is available.

**HOW TO PURCHASE LIABILITY INSURANCE IF YOU DON'T ALREADY HAVE IT:**

If you do not have a preferred insurance vendor, we have made arrangements with [TotalEvent](#) to make an inexpensive policy available to exhibitors who need it. **If you choose to purchase your policy with [TotalEvent](#) you are still required to submit a copy via the Onsite Contact and Exhibitor Liability Insurance Form.** This policy has all the coverages you need to meet the obligations in your space contract. Please purchase your insurance using the same name you gave us on your exhibit space contract. **Note that this insurance option is included solely as a convenience and is not an endorsement. Workers comp is not offered as part of this insurance.**

**EXPO HALL LOCATION:** Hall C

**BOOTH PACKAGE/ SHIPPING INFO/ EXHIBIT HOURS:** Please view the Freeman [Quickfacts](#).

**REGISTRATION/BADGE PICK UP:**

**Registration opens at 8am the day of the show and exhibitor registration will be open during exhibit hall movie-in.**

You receive 2 complimentary full conference registrations that include access to the networking event and 5 Customer Invitations (Expo Only Passes) per 100 sq. ft with your booth. To redeem your passes, you need to enter a unique promo code in the registration form. You will receive your codes shortly after you sign your booth space contract. If you

cannot remember your registration promo codes, please contact your sales person.

Any additional staff working the event must purchase a pass. [Register Now](#)

**Official Hotel:** Do not delay in reserving your hotel. The hotel room block is on a first-come, first-served basis, and room availability is limited. [Hotel Information](#)

**OFFICIAL VENDORS: The Vendors Below Are Exclusive For RE+ Northeast**

**General Contractor:** Freeman

**Lead Retrieval:** [Convention Data Services](#)

**AV:** ShepardAV

**Internet:** BCEC

**Booth Catering:** BCEC

**Electric:** BCEC

**Rigging:** BCEC

**EXHIBITOR MARKETING TOOLKIT:** Your best leads will come from those intentionally seeking out your services and products. We have taken the work out of it for you! The [Exhibitor Marketing Toolkit](#) includes various sizes of pre-designed banners, pre-written social media posts, and a customer invitation letter.

**USE OF SPACE:**

**Linear Booths**

- Maximum height of display in rear half of booth is 10 ft. (3.05m). However, drape will be 8ft. high.
- Maximum height of display in the front half of the booth is 4 ft. (1.22m)
- Display materials should be arranged in such a manner as to not obstruct sight lines of neighboring exhibitors.
- No company logos, branding, or signage may face into an adjoining booth, including booths on either side or behind.
- Hanging signs and trusses are prohibited.
- All machinery and other large products must be set back from the aisles by 6 inches (0.15m) for safety reasons.

**Pipe and Drape:** Drape is not intended as a display fixture. Therefore, products and signs should not be attached or affixed.

**Island Booths:**

An Island Booth is any size booth exposed to aisles on all four sides and is a minimum of 400 sq. ft. (37.21sqm).

- Maximum height of structure is 16 ft. (4.88m) if you have a hanging sign. If you opt for no hanging sign, you may include a tower-like structure in your design up to 20 ft. (6.1m). You may have one tower per 1,000 sq. ft. (92.96sqm) of booth space. The footprint of the tower may not be larger than 10 ft. (3.05m) wide x 10 ft. (3.05m) tall.
- Exhibit fixtures, components, and identification signs are permitted to a maximum height of 24 ft. (7.32m).
- Maximum height dimension of hanging sign is 6 ft. (1.83m)
- 2 ft. (0.61m) break is required between booth structure and bottom of hanging sign
- Hanging sign must be raised higher than 18 ft. (5.49m) and no higher than 24 ft. (7.32m)
- Solid walls must feature a 6 ft. (1.83m) break every 30 ft. (9.14m) to allow for clean lines of sight to nearby booths.
- Hanging signs are allowed. All hanging signs must be submitted to show management for approval by Tuesday, January 16.

- To maintain a professional appearance, the backsides of all walls must be finished (no exposed framing or structure) in a neutral color when visible from an aisle.
- All machinery and other large products must be set back from the aisles by 6 inches (0.15m) for safety reasons.

**BOOTH PERSONNEL:** Booth personnel must maintain a professional appearance. All staff hired for the event (defined as any booth personnel who are not full-time employees of the exhibiting company) must wear business professional attire. This includes, and is not limited to, ANY gender used by exhibitors to promote their products at RE+ by using overtly sexual or suggestive methods. Partial nudity, the aggressive display of cleavage and the navel, and shorts/skirts higher than 4" above the knee are not allowed. If for any reason an exhibit and/or its contents are deemed objectionable to RE+ show management, the exhibitor will be asked to alter the attire of its staff.

RE+ further recommends that you encourage your booth personnel to:

- abstain from overt statements or offensive humor, which would disparage the dignity of any individual or group;
- substitute asexual words (e.g. sales representative or salesperson instead of salesman);
- refrain from using labels (e.g., referring to women as "girls"); and
- eliminate from all marketing collateral sexist language (i.e., replace masculine pronouns with he or she, or reword sentences or phrases) and discriminatory jokes or visual aids that show people in stereotypical roles by presenting individuals without bias regardless of sex, race, age, groups, etc.

All booth personnel must wear a conference badge at all times.