



**Gillette STADIUM™ • February 22 - 24, 2008**

## **Expo Exhibitor Information Letter**

Dear Exhibitor,

It is a pleasure to welcome you as a participant in BEWI Productions, Inc.'s 2008 New England Youth Sports Festival (YSF) Expo. This correspondence is designed to facilitate your needs as an exhibitor and to help ensure that your participation is a success.

You are taking part in a very exciting endeavor, which includes not only the **Expo** at which you are exhibiting, but also a **Sporting Goods Sale** within the expo and a series of **Interactive Skill Zone Clinics** and **Educational Workshops** going on throughout the entire three days of the Festival. The Skill Zone Clinics, which will take place in the Dana-Farber Field House, are scheduled clinics and demonstrations for girls and boys (ages 5-18) to learn and practice their favorite sport or be introduced to a new one, all under the guidance of top area coaches and pros from local organizations and team partners. The Educational Workshops, developed for parents, coaches and administrators, will cover topics such as sports injury prevention, sportsmanship, scholarships, sports nutrition, safety, and other important topics. They will be taking place in various locations in the Field House or tents adjacent to it. Advanced tickets are \$20 for kids participating in up to three Skill Zones (\$30 on-site, plus \$5 for each additional clinic on a space available basis), \$10 for anyone over 18, and \$5 for non-participating kids; kids under 6 are FREE!

Following are the details on the Festival Expo location, public hours, contractor services (decorating, electrical, shipping, etc.), public relations contact, set-up and tear-down times, and the Official YSF Hotel. **Please review this information, making special note of all DEADLINES. Be sure to give a copy to anyone else in your organization who is involved with the Expo.**

Please note the set-up and tear-down hours for the Expo, which must be observed by all exhibitors. Not only is this crucial to the success of the Expo, but to each and every exhibitor's participation. It is more costly when you are late (labor overtime charges), but more important, a shabby presentation during opening hours hurts the rest of the Expo and jeopardizes its, and your, success.

To facilitate an orderly set-up and to ensure the Expo is ready to open on time, the freight entrance will be closed ONE HOUR before the Expo's scheduled opening time. PLEASE NOTE: Exhibitors are responsible for timely arrival, and no refunds will be made for unoccupied booths due to late arrivals or inability to get material into the Field House. If you have any special requirements, please call Christine Donovan at (781) 890-3234 or email [exhibitorinfo@NewEnglandYouthSportsFestival.com](mailto:exhibitorinfo@NewEnglandYouthSportsFestival.com).

**Expo Location:** The New England Youth Sports Festival Expo will be taking place in the Dana-Farber Field House at Gillette Stadium, One Patriot Place, Foxborough, MA 02035

**Expo Hours:** Friday, Saturday, and Sunday, February 22<sup>nd</sup> - 24<sup>th</sup> ~ 9am - 6pm all three days

**Move-in Hours:** Thursday, February 21<sup>st</sup> ~ 8am - 6pm.

**Move-out Hours:** Sunday, February 24<sup>th</sup> ~ 6pm - 10pm. All exhibit materials must be removed from the Field House by 10pm Sunday evening.

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**Load-in/Parking:** Parking at Gillette Stadium for the YSF is free for everyone the entire weekend. For Load-in, Expo exhibitors should enter at the **P1** (coming from the north) or **P2** (coming from the south) entrance off of Rt. 1 and proceed straight on the vehicle access road around the stadium. Take a right turn into the small parking area before the Dana Farber Field House (look for Exhibitor Load-in signage). You will be able to temporarily park your vehicle next to the Field House to unload, and then must exit and drive around the field house to the West Clubhouse Lot, where exhibitors should parking on the far side of the lot, closer to Route 1. Throughout the Festival weekend the entrances to use to access this lot will be P1 coming from the north and P8 (recommended) or P2 coming from the south. See enclosed diagram of the stadium complex for more details.

**Exhibit Space:** All standard booths are 10' wide and 8' deep and come with an 8' draped back wall and 3' draped side rails unless noted differently on the floorplan. **The Expo exhibit area is NOT carpeted**, but carpet can be ordered for your booth for \$56 when you fill out your contract. If you have already sent your contract but did not order carpet you can do so by sending a note in writing (fax or email) indicating that you wish to order carpet. The booth does includes a draped 6' table, two chairs, and a sign. Should you require any additional furnishings they may be ordered from the Expo decorator, SER Exposition Services. The Exhibitor Services Kit from SER can be accessed on their webpage at:

<http://www.serexpo.com/Exhibitor%20Service%20html/ExhibitorServices.html>

The Show ID is 02222008B and the password is mklkjctn. Both are case-sensitive. If you have trouble accessing the information or would like a hard copy of the Service Kit mailed to you please contact SER directly:

**SER Exposition Services**  
**35B New Street, Worcester, MA 01605**  
**P(508) 757-3397 / F(508) 757-9136**

**Material Handling:** If you have any materials that need to be shipped to the expo you may ship them to SER ahead of time for arrival at their warehouse between January 21<sup>st</sup> and February 15<sup>th</sup>. Be prepared to pay drayage charges to SER. **Do not ship anything directly to Gillette Stadium or the shipment will be refused.** Details for shipping, including all paperwork that needs to be complete and the exact shipping address, are available in the SER Exhibitor Services Kit which can be accessed on their webpage (see above for log-in info).

**Electrical & Telecommunications:** If you require electrical, telephone or internet service for your booth space it should have been ordered when you completed your booth contract. If it was not, but you do require it please notify BEWI in writing (fax or email) of your desire to order any of these services. The advanced order costs are \$85 for a 0-500 watt (5amp) electrical outlet and \$100 for a 500-1000 (10amp) electrical outlet, (contact BEWI for the cost for higher amp or voltage service), \$250 for an internet connection and \$150 for a telephone line. All electrical and telecommunications service orders must be placed by **February 1<sup>st</sup>** to obtain this pricing, and must be paid for in advance. **Orders placed after February 1<sup>st</sup> will be charged a higher rate.**

**Exhibitor Badges:** Each exhibitor is entitled to FOUR (4) BADGES per 8'x10' booth (double booths are entitled to eight (8) badges, etc.). These badges are your exhibitor pass and will be valid for the duration of the entire Expo. They are non-transferable and must be worn at all times while in the Field House. All badges will be distributed during move-in at the Exhibitor Check-In desk. If you need additional Exhibitor Badges they may be purchased from BEWI for \$10.00 per badge only during Exhibitor Check-In.

**\*\*PLEASE FILL IN AND RETURN THE ATTACHED FORM OR SEND AN EMAIL WITH THE NAMES OF THE PEOPLE WHO WILL BE REPRESENTING YOUR ORGANIZATION AT THE YSF EXPO NO LATER THAN FRIDAY, FEBRUARY 1<sup>st</sup>.** By sending in your badge request to BEWI in advance (fax: 781-890-0534 or email: [badges@newenglandyouthsportsfestival.com](mailto:badges@newenglandyouthsportsfestival.com)), it will allow us to have your badges pre-made and save you time by alleviating long lines during Exhibitor Check-In. If we do not have names of your staff in advance, they will not be given badges and will have to pay admission to the Expo.

**Complimentary Guest Tickets:** Our policy concerning complimentary guest tickets is very simple: Any one exhibitor badge (out of your allotment) may be exchanged for three complimentary guest tickets during Exhibitor Check-In only. Additional guest tickets may be purchased either in advance or at Will Call for \$5.00 each. Please have names for everyone requiring guest tickets with you in writing at Exhibitor Check-in. All tickets will be waiting

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for your guests at "Will Call" (see below). No one will be admitted into the Expo unless you have given us their name in advance. Please note that complimentary and guest tickets are not eligible for any prize drawings or participation in the Skill Zone Clinics.

**Will Call:** There is a special exhibitor registration area at the Festival entrance. "Will Call" is provided as a free service to all exhibitors to assist in distributing exhibitor badges/guest tickets. Anyone who has been to a public show knows what a hassle it can be trying to leave badges/tickets for someone, or even worse, trying to pick up tickets you "know" were left for you. Such problems can be alleviated if everyone follows these rules: (1) Whoever picks up your company's badges should see that all are distributed promptly to your staff, (2) if you are not 100% sure you will see someone before they arrive at the expo DO NOT pick up their badge for them, let them get the badge when they arrive themselves, and (3) If you tell someone you're leaving badges and/or tickets at the door—DO IT!!!

**Payment:** Just a reminder: If you have not paid your booth fee, or have not made an arrangement for payment by the time you arrive at the Festival, you will not be allowed to occupy your booth. Please send any outstanding payment in now. Call if you have any questions or problems.

**Outside Food:** Vendors are prohibited from selling or sampling food or beverages unless they obtain (i) written approval from Gillette Stadium's Executive Director of Food & Beverage Services which shall be provided in the sole discretion of NPS and (ii) a Food Distribution License through the Foxborough Board of Health (508-543-1207) at least thirty (30) days prior to the Event. Anyone without this license will not be allowed to sell or sample at the Event. Please contact BEWI for further info.

**NEYSF Hotel:** BEWI Productions has selected the **Residence Inn by Marriott - Norwood** as the Official Festival Hotel. The hotel has set aside a number of rooms for the use of New England Youth Sports Festival exhibitors at a special rate of \$85/night for a king studio suite (includes kitchen, pull-out coach & complimentary hot breakfast). Rooms will be released on a first come basis, so if you plan to take advantage of the special rates, we recommend calling the hotels immediately to book your rooms, mentioning you are an exhibitor with the New England Youth Sports Festival. Rates and availability are not guaranteed after the cut-off date of **January 22<sup>nd</sup>**.

**Residence Inn by Marriott - Norwood**  
275 Norwood Park South, Norwood, MA 02061  
P(781) 278-9595 / F(781) 278-9597  
<http://www.marriott.com/bosbw>


**Press/Publicity:** BEWI will launch an intensive advertising and public relations campaign to create public awareness of and increase attendance at the New England Youth Sports Festival. If you have any special "news" that can be used to help promote the Festival and your involvement, please get in touch with Bernie Weichsel at BEWI (berniew@bewisports.com or 781-890-3234 x103).

**Website:** Up-to-date information on the YSF--including access to a discount admission coupon--can be obtained on the web at **www.NewEnglandYouthSportsFestival.com**. Please contact us to arrange for reciprocal hyperlinks between our site and your company's site--it would be great if all of our exhibitors with websites make mention on their site that they will be exhibiting at the Festival Expo, to let your customers know where they can come to talk to you in person and bring even more people to the event.

**PLEASE NOTE:** Pursuant to the terms of your Contract for Exhibit Space you have agreed not to sublet or apportion space within your exhibit area at the Festival Expo to anyone, or to promote the interests of any other company or organization other than your own. This includes, but is not limited to, automobiles and credit card companies.

That should cover everything. If you have any questions or there is something particular you need, please don't hesitate to give us a call at (781) 890-3234 or send an email: exhibitorinfo@NewEnglandYouthSportsFestival.com. Thanks for your support of the New England Youth Sports Festival.

See you at the Expo,

  
Christine Donovan  
Festival Director

**Below is a summary of some of the most important details for exhibitors at the 2008 New England Youth Sports Festival Expo. Please review the full Exhibitor Letter for more specifics.**

**Expo Hours:** Friday, February 22<sup>nd</sup> ~ 9am - 6pm  
Saturday, February 23<sup>rd</sup> ~ 9am - 6pm  
Sunday, February 24<sup>th</sup> ~ 9am - 6pm

**Move-in Hours:** Thursday, February 21<sup>st</sup> ~ 8am - 6pm

**Move-out Hours:** Sunday, February 24<sup>th</sup> ~ 6pm - 10pm

**Parking:** Parking is free. See diagram at right for details.

**Decorator:** SER Exposition Services  
35B New Street, Worcester, MA 01605  
P-(508) 757-3397 / F-(508) 757-9136  
<http://www.serexpo.com/>  
Show ID: **0222200B**; Password: **mklkjctn**

**Electrical & Telecommunications:** Order deadline, February 1<sup>st</sup>.

**Exhibitor Badges:** Deadline for submitting names is February 1<sup>st</sup>.

**NEYSF Hotel:** Residence Inn by Marriott - Norwood  
275 Norwood Park South, Norwood, MA 02061  
P(781) 278-9595 / F(781) 278-9597  
<http://www.marriott.com/bosbw>

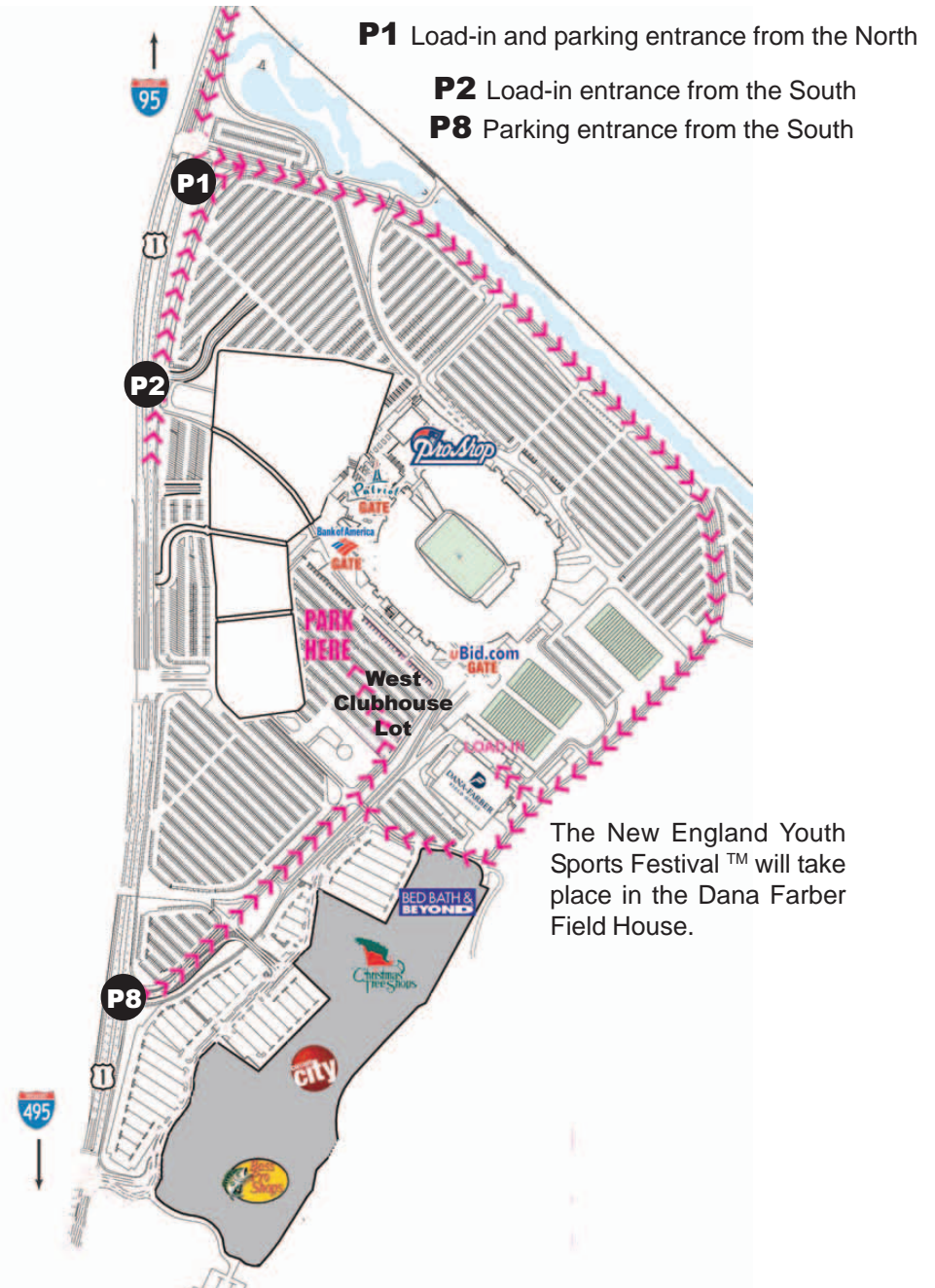
Rate: \$85, King Studio Suite w/pull-out couch;  
Cut-off : January 22<sup>nd</sup>



Produced by: **BEWI Productions, Inc.**  
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[www.NewEnglandYouthSportsFestival.com](http://www.NewEnglandYouthSportsFestival.com)

**Gillette STADIUM™**

One Patriot Place, Foxborough, MA 02035





## BADGE REQUEST FORM

Please mail or fax this form to BEWI or send an email to [badges@newenglandyouthsportsfestival.com](mailto:badges@newenglandyouthsportsfestival.com) with a list of names for your company's badges, being sure to include the company name in your message.

**DEADLINE: Friday, February 1, 2008**

**ALL BOOTH PERSONNEL MUST HAVE EITHER A BADGE OR TICKET TO BE ADMITTED INTO THE FESTIVAL.**

Badges, which must be worn during all Festival hours, will be available for pick-up at the Exhibitor Check-in / Will Call Desk at the Festival entrance in the Dana Farber Field House.

**REMEMBER, only four badges per standard 8'x10' booth.**

~~~~~ PLEASE TYPE OR PRINT CLEARLY ~~~~~

BOOTH/EXHIBITOR NAME: \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

Name \_\_\_\_\_

**BEWI Productions, Inc.** • 240 Bear Hill Road, Suite 201, Waltham, MA 02451  
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email: [badges@NewEnglandYouthSportsFestival.com](mailto:badges@NewEnglandYouthSportsFestival.com)