



simple.savvy.diverse.

Expo 2023

September 21, 2023
DCU - Worcester, MA

EXHIBITOR PROSPECTUS



EXPO-2023: Autumn in New England

simple.savvy.diverse.

2023 Exhibit Spaces

Type	Size w x d	Price	Exhibi- tor ID Sign	6' Table	Chairs	Exhibi- tor Passes	Free WiFi	Free Parking	Exhibi- tor Re- ception	Pro- gram Direc- tory Listing	Break- fast & Lunch at Event
Small Busi- nesses	10 x 10	\$1,150	√	1	2	2	√	√	√	√	√
Standard	10 x 10	\$1,550	√	1	3	3	√	√	√	√	√
End Cap Booths	10 x 10	\$1,800	√	2	3	3	√	√	√	√	√

2023 Sponsorships

Sponsor booth locations have been reserved; refer to map

PREMIUM	Size w x d	Cost	Exhibi- tor ID Sign	6' Table	Chairs	Exhibi- tor Passes	Free WiFi	Free Parking	Exhibi- tor Re- ception	Pro- gram Direc- tory Listing	Break- fast & Lunch at Event	Color Ad in Program
Platinum	20 x 10	\$5,000	√	2	8	8	√	√	√	√	√	<ul style="list-style-type: none"> Full back cover ad page in program booklet Two page ad inside program booklet
Diamond	20 x 10	\$4,000	√	2	6	6	√	√	√	√	√	<ul style="list-style-type: none"> Front or back inside cover ad in program booklet One page ad inside program booklet
Program	10 x 10	\$4,000	√	1	3	3	√	√	√	√	√	<ul style="list-style-type: none"> Brand placement on front of Expo program booklet One page ad in program booklet
Gold (6)	10 x 10	\$3,500	√	1	3	3	√	√	√	√	√	<ul style="list-style-type: none"> Half page ad in program booklet
Attendee Bag	10 x 10	\$3,500	√	1	3	3	√	√	√	√	√	<ul style="list-style-type: none"> Half page ad in program booklet

√ = included

All Booths are outfitted with an ID sign (7" x 44"), draped tables, folding chairs and waste basket, plus all exhibitors will have access to FREE WiFi and parking as well as reception attendance the eve prior to the event. Exhibitor Passes are required to enter the exhibition hall and dining location. The number of passes are determined by your booth package. Additional passes are available at \$150 each at time of registration or on-site the day of the event.

For more information please contact: Christina Betances-Orrell: CBetances-Orrell@mhec.net

Please note: Small Businesses = /<50 FT Employees

Sponsor Branding throughout Venue	Logo on MHEC Sponsor Page	Logo on MHEC Home Page	Re-served Reception Seating	Electric	# of Guests at Private MHEC Dinner
<ul style="list-style-type: none"> Full column graphic on show entrance walk-through tower display Tile ad on landing page for which supplier is on contract Brand recognition on Expo slider on MHEC website Floor graphic at show entrance Floor graphic in front of booth Logo on 6 stand up directional placed throughout the hall 	√	√	√	√	2
<ul style="list-style-type: none"> Logo at registration booth Logo placement on show entrance walk-through tower display Floor graphic in front of booth Logo on 6 stand up directional placed throughout the hall 	√	√	√	√	N/A
<ul style="list-style-type: none"> Logo placement on show entrance walk-through tower display Floor graphic in front of booth Logo on 6 stand up directional placed throughout the hall 	√	√	N/A	√	N/A
<ul style="list-style-type: none"> Logo placement on show entrance walk-through tower display Floor graphic in front of booth Logo on 6 stand up directional placed throughout the hall 	√	√	N/A	√	N/A
<ul style="list-style-type: none"> Logo on bag Logo placement on show entrance walk-through tower display Floor graphic in front of booth Logo on 6 stand up directional throughout the hall 	√	√	N/A	√	N/A

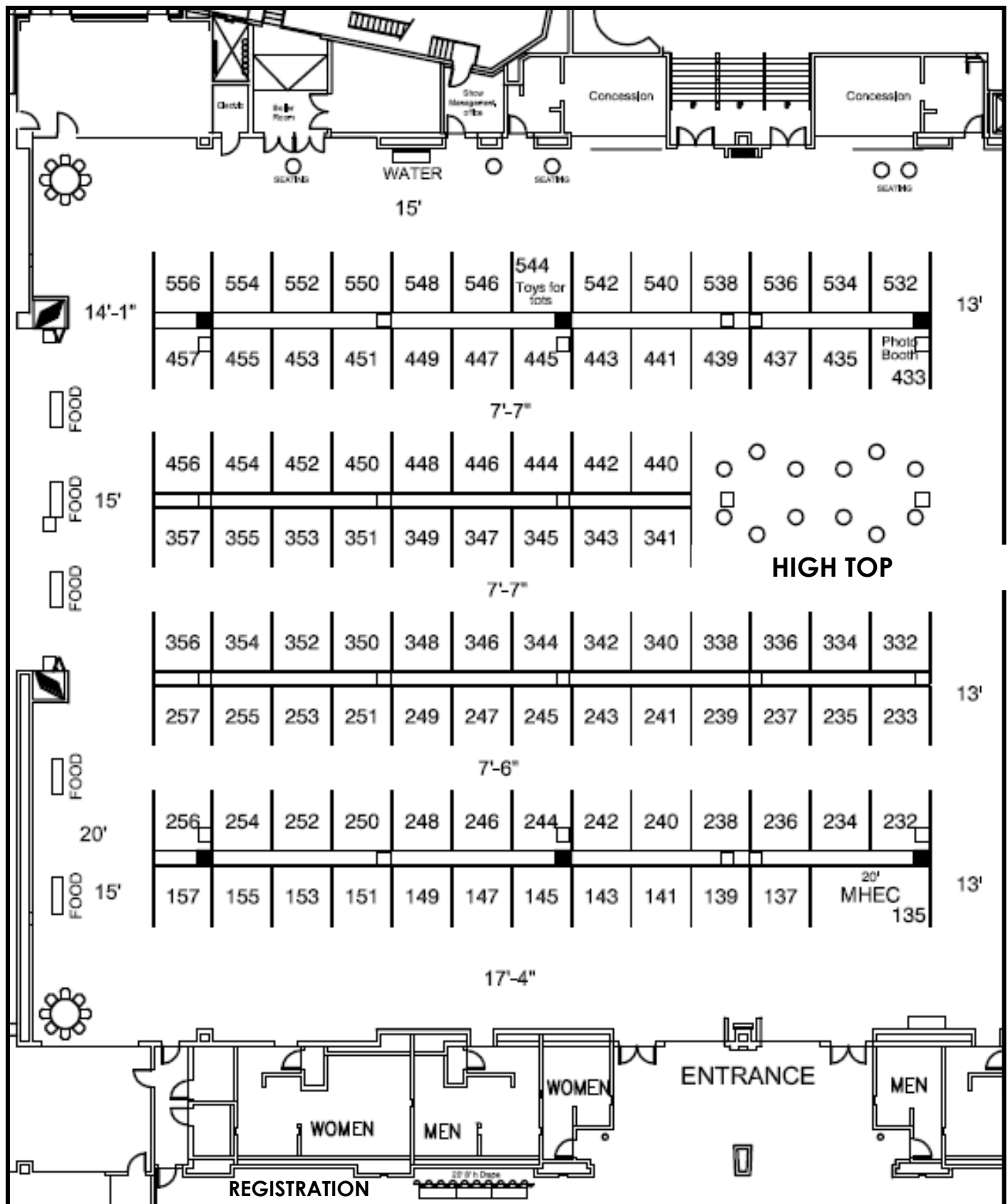
2023 Sponsorships Continued

PREMIUM	Size w x d	Cost	Exhibi- tor ID Sign	6' Table	Chairs	Exhibi- tor Passes	Free WiFi	Free Parking	Exhibi- tor Re- ception	Pro- gram Direc- tory Listing	Break- fast & Lunch at Event	Color Ad in Program
Badges	10 x 10	\$3,500	√	SOLD				√	√	√	√	• Half page ad in program booklet
Lunch	10 x 10	\$3,500	√					√	√	√	√	• Half page ad in program booklet
Dessert	10 x 10	\$3,500	√	1	3	3	√	√	√	√	√	• Half page ad in program booklet
Breakfast	10 x 10	\$3,500	√	1	3	3	√	√	√	√	√	• Half page ad in program booklet
Coffee	10 x 10	\$3,500	√	N/A				√	√	√	√	• Quarter page ad in program booklet
Water	10 x 10	\$3,500	√					√	√	√	√	• Quarter page ad in program booklet
Parking	10 x 10	\$3,500	√	SOLD				√	√	√	√	• Quarter page ad in program booklet
Photo-booth	None	\$2,500	N/A					√	√	N/A	√	• Business card ad in program booklet

Sponsor booth locations have been reserved; refer to map

Sponsor Branding throughout Venue	Logo on MHEC Sponsor Page	Logo on MHEC Home Page	Re-served Reception Seating	Electric	Number of Guests at Private MHEC Dinner
<ul style="list-style-type: none"> Company logo on all badges Floor graphic in front of booth Logo on 6 stand up directional throughout the hall 	✓	N/A	N/A	✓	N/A
<ul style="list-style-type: none"> Logo placement on show entrance walk-through tower display Floor graphic in front of booth Logo on 6 stand up directional throughout the hall 	✓	N/A	N/A	✓	N/A
<ul style="list-style-type: none"> Sponsorship signage displayed at dessert tables Floor graphic in front of booth Logo on 6 stand up directional throughout the hall 	✓	N/A	N/A	✓	N/A
<ul style="list-style-type: none"> Floor graphic in front of booth Logo on 6 stand up directional throughout the hall 	✓	N/A	N/A	✓	N/A
<ul style="list-style-type: none"> Signage at coffee concession Floor graphic in front of booth Logo on 6 stand up directional throughout the hall 	✓	N/A	N/A	✓	N/A
<ul style="list-style-type: none"> Signage at water concession Floor graphic in front of booth Logo on 6 stand up directional throughout the hall 	✓	N/A	N/A	✓	N/A
<ul style="list-style-type: none"> Additional table in lobby for ticket validation with branded signage Floor graphic in front of validation table Floor graphic in front of booth Logo on 6 stand up directional throughout the hall 	✓	N/A	N/A	✓	N/A
<ul style="list-style-type: none"> Company name and logo on outside of photo booth and on photo strips Floor graphic at show entrance Floor graphic in front of booth Logo on 6 stand up directional throughout the hall 	✓	N/A	N/A	✓	N/A

Expo Exhibit Hall Floor Plan





Booth registration opens May 1, 2023. For further details and to order exhibit space, sponsorships, or ads, contact:

Christina Betances-Orrell
Expo@mhec.net

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Expo Program Advertising Opportunities

The program provides attendees with complete information about the event. The program will be distributed at the event and published on the MHEC website prior to the event. The MHEC also distributes the program throughout the year at member training events and supplier fairs.

**Must be submitted in jpeg format to expo@mhec.net no later than August 15, 2023.
PDF's will not be accepted.**

Type	Cost	Available	Eligibility	Description of Ad
Full Page (7.5"w x 9"h)	\$ 660		Contracted Supply Partners, Expo attendance not required	Full Color
Half Page (7.5"w x 4.5"h)	\$ 330		Contracted Supply Partners, Expo attendance not required	Full Color
Quarter Page (3.5"w x 4.5"h)	\$ 165		Contracted Supply Partners, Expo attendance not required	Full Color
Business Card (2"w x 3.5"h)	\$ 80		Contracted Supply Partners, Expo attendance not required	Full Color