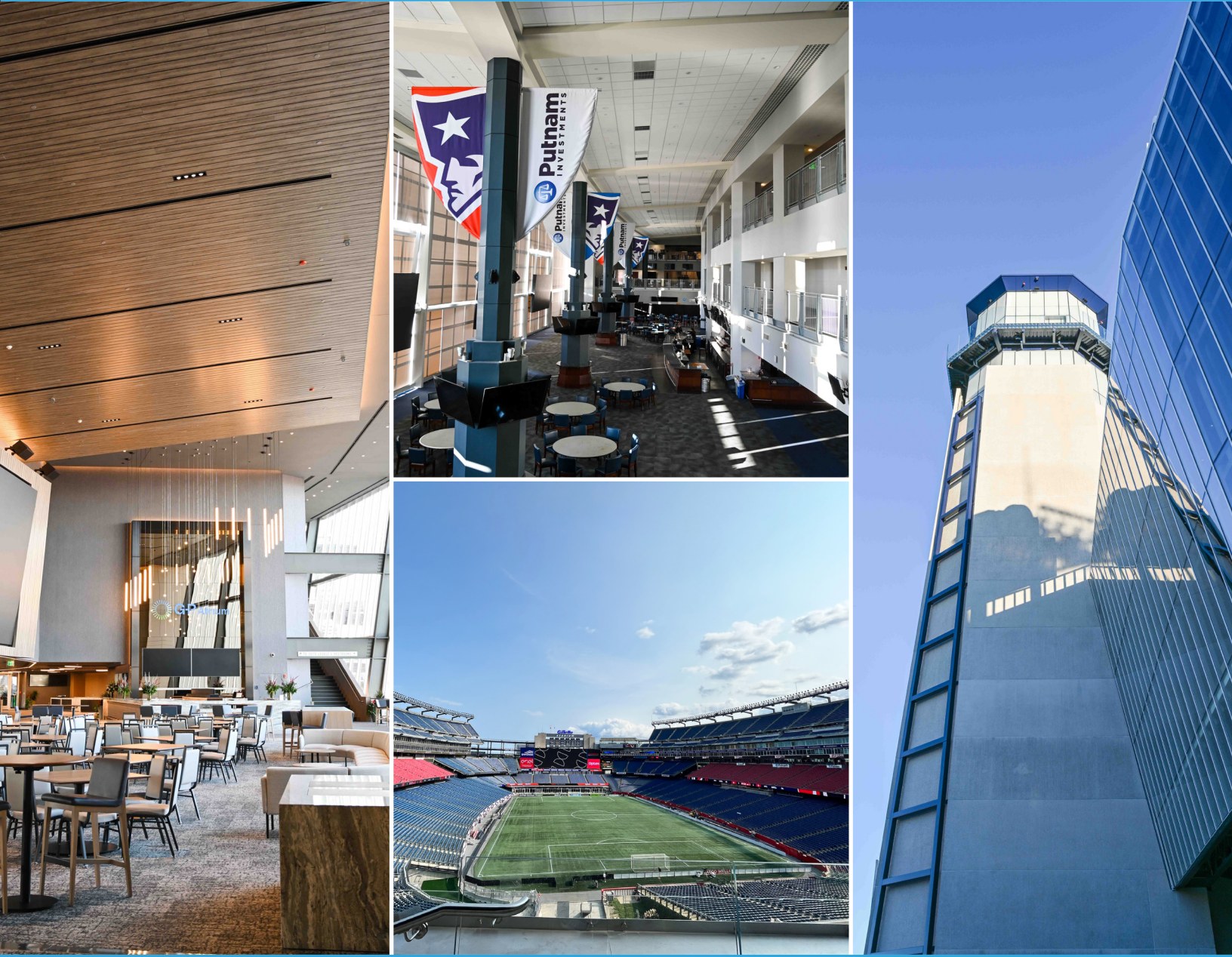


May 2, 2024

MASSBUYS EXPO

Operational Services Division



The Power of Connections

May 2, 2024

mass.gov/massbuys-expo-2024





MASSBUYS EXPO 2024: Forge Powerful Connections at Gillette Stadium!

Gear up for the ultimate networking event!

The MASSBUYS EXPO 2024 ignites the Power of Connections at the iconic Gillette Stadium on May 2, 2024. Join the Operational Services Division (OSD) for the MASSBUYS EXPO 2024 and experience a vibrant platform to:

- » Supercharge your brand: Showcase your latest offerings and solidify your presence among hundreds of key decision-makers.
- » Expand your reach: Build valuable connections with public procurement officials from across the Commonwealth to boost sales.
- » Strike a competitive edge: Assess the landscape and unlock sponsorship opportunities.

Exhibitor Day Bonus!

Mark your calendars for **May 1**, dedicated exclusively to Statewide Contract Exhibitors. In addition to setting up your booth, this day is packed with:

- » Essential vendor training sessions.
- » One-on-one meetings with Sourcing Managers.
- » Exhibitor Reception in the stunning GP Atrium.
- » Exclusive access to the new Gillette Stadium Lighthouse!

Don't miss this opportunity to forge powerful connections and propel your business forward!

Visit our [website](#) for updates and registration details.
Questions? Contact us at massbuysexpo2@mass.gov.



OPERATIONAL SERVICES DIVISION

Operational Services Division

One Ashburton Place, Room 1608
Boston, MA 02108-1552

Questions: massbuysexpo2@mass.gov

Schedule of Events



Wednesday, May 1 | Exhibitor Day*

3:00 p.m. – 6:00 p.m.	Vehicle Zone Move In	Concourse Level
10:00 a.m. – 5:00 p.m.	Exhibitor Booth Set Up	Putnam Club West
10:30 a.m. – 12:00 noon	One-on-One Sessions with Strategic Sourcing (Registration required)	Putnam Club West, South Landing (Red)
10:30 a.m. – 11:30 a.m.	Marketing Your Business to the Commonwealth	Putnam Club West, Suite 71 (Red)
1:00 p.m. – 4:00 p.m.	One-on-One Sessions with Strategic Sourcing (Registration required)	Putnam Club West, South Landing (Red)
1:00 p.m. – 2:00 p.m.	Contract Compliance and Tips for Managing Your Statewide Contract	Putnam Club West, Suite 71 (Red)
2:00 p.m. – 6:00 p.m.	Gillette Stadium Lighthouse Viewing	GP Atrium Elevator Lobby
3:00 p.m. – 4:00 p.m.	Marketing Your Business to the Commonwealth	Putnam Club West, Suite 71 (Red)
4:30 p.m. – 6:00 p.m.	Exhibitor Reception	GP Atrium

Thursday, May 2 | Show Day

6:30 a.m. – 7:45 a.m.	Exhibitor Check In	Putnam Club West (W4 Entrance)
7:45 a.m.	Putnam Club West (W4 Entrance)	Putnam Club West (W4 Entrance)
8:00 a.m. – 10:30 a.m.	Continental Breakfast	Putnam Club West and Atrium
8:00 a.m. – 3:00 p.m.	Exhibit Booths Open	Putnam Club West and Atrium
8:00 a.m. – 3:00 p.m.	Vehicle Zone Open	Concourse Level
9:00 a.m. – 2:00 p.m.	Professional Headshots	GP Atrium
9:30 a.m. – 1:00 p.m.	Comfort Dogs	GP Atrium
8:00 a.m. – 2:00 p.m.	Chair Massage	GP Atrium
3:00 p.m.	Exhibit Hall Closes	



*Agenda will be updated as workshops are confirmed.

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 secure optimal booth/table placement. Exhibitors have their choice of an 8' x 8' Booth, a 6' Tabletop, a 10' x 20' Vehicle Zone Space, 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.

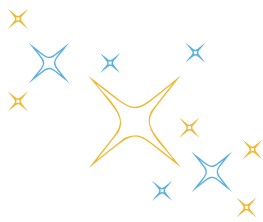
Exhibit Type	Cost	Available
8' x 8' Booth	\$1,895	225
6' Tabletop	\$1,395	51
10' x 20' Vehicle Zone	\$1,200	17
Additional Name Badges	\$125 each	Unlimited



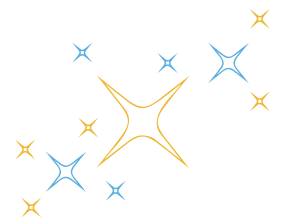
Advertising

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.

Ad Size	Measurements	Price	Available
Full Page	7 1/4" x 9 1/4"	\$960	Unlimited
Half Page	7 1/4" x 4 3/4"	\$600	Unlimited
Quarter Page	3 1/2" x 4 3/4"	\$360	Unlimited
Inside Front Cover	8 1/4" x 10 3/4" no bleed (plus 1/8" with bleed)	\$1,225	One Available
Inside Back Cover	8 1/4" x 10 3/4" no bleed (plus 1/8" with bleed)	\$1,225	One Available





Signature Sponsorships



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 250 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.

Sponsorship Level

What's Included	Platinum	Gold	Silver
Cost			\$4,500
Number Available			15
Number of Booths (8' x 8')	3	2	1
Number of Name Badges	8	6	4
Program Directory Advertising	Back Cover	Full Page	Quarter Page
Company Name on Entrance Board Signage	X	X	X
Company Name on Expo Hall Display Monitors	X	X	
Sponsor Logo for Exhibit Booth	X	X	X
Company Name on Registration Kick Panels	X		
Company Name on MASSBUYS EXPO Homepage	X	X	X
Company Recognition in MASSBUYS EXPO Program Directory	X	X	X
Company Recognition in Buyer Email Communications	X		



* Sponsorships are sold on a first-come, first-served basis.



Select Sponsorships



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. All Select Sponsorships receive recognition in the MASSBUYS EXPO Program Directory and on the Video Feed in the Exhibit Hall.



Tote Bag **\$2,500**
Company logo printed on tote bag of the MASSBUYERS EXPO with the MASSBUYERS EXPO logo. One sponsorship available

SOLD OUT



Lanyard **\$2,000**
Company logo on lanyards along with the MASSBUYERS EXPO logo. One sponsorship available

SOLD OUT



Breakfast Buffet **\$750**
Company logo displayed on signage near the breakfast buffet. Two sponsorships available at \$750 each

SOLD OUT



Lunch Buffet **\$750**
Company logo displayed on signage and monitored throughout the exhibition. Recognition in the Program Directory. Two sponsorships available at \$750 each

SOLD OUT



Directional Signage for Concourse **\$600**
Company logo displayed on directional signs guiding visitors to the Stadium and Convention Center. Three sponsorships available at \$600 each

SOLD OUT



Buyer Email Communications **\$600**
Company logo featured in email communications to registered and non-registered buyers. Five sponsorships available at \$600 each



Chair Massage **\$1,500**
Company name on signage located near the Massage Chairs. One sponsorship available



HD Board (South End Zone) **\$1,500**
Company logo or video displayed on the HD board (jumbotron). Five sponsorships available at \$1,500 each



Professional Headshots **\$1,500**
Company logo featured in the professional headshot booth. One sponsorship available



Combined Video Package **\$1,350**
Video Walls in Putnam Club West and GP Atrium Video Walls. Ten sponsorships available at \$1,350 each



Pat Patriot **\$1,250**
Secure Pat Patriot for two hours to greet guests at your exhibit booth. Two sponsorships available at \$1,250 each



Phone App – Banner Ad **\$500**
Company logo displayed on rotating banners throughout the App. Five sponsorships available at \$500 each



Phone App – Splash Screen **\$300**
Company logo displayed on the splash screen of the App. One sponsorship available

SOLD OUT



Scavenger Hunt **\$200**
Company name featured as a prompt in the MASSBUYERS EXPO 2024 Scavenger Hunt. Five sponsorships available at \$200 each

* Sponsorships are sold on a first-come, first-served basis.

Important Dates



February

Feb 29 Exhibitor Registration opens

March

March 20 Order materials needed for your booth from Corporate Communications

March 20 Order electrical service for your exhibit space

March 25 Advanced Shipping to Corporate Communications opens

April

April 1 Registration for Strategic Sourcing One-on-One Sessions opens

April 12 Deadline for submission of Food Sampling Certificate of Insurance

April 12 Program Directory advertising closes

April 22 Discount period for electrical ends

April 22 Discount period for orders and payments with Corporate Communications expires

May

May 1 MASSBUYS EXPO Exhibitor Set Up | Exhibitor Day

May 2 MASSBUYS EXPO | Event Day



OPERATIONAL SERVICES DIVISION

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The MASSBUYS EXPO is 100% Exhibitor Funded