

••• Operational Services Division •••

MASSBUYS EXPO

••• June 7, 2023 •••

Opportunity Awaits



100% Exhibitor Funded





Welcome to MASSBUYS

The MASSBUYS EXPO 2023 takes place on June 7, 2023, at the Hynes Convention Center in Boston, Massachusetts. After a five-year hiatus, the Operational Services Division looks forward to hosting the MASSBUYS EXPO once again, renewing connections with our Exhibitors and Buyers, and making new contacts.

Here's what you may look forward to as an Exhibitor at the MASSBUYS EXPO:

- » Strengthen your brand's awareness and promote new products and services
- » Connect with existing customers and build your prospect list
- » Stay competitive and assess your competition
- » Spotlight your business with sponsorship opportunities, including some first-time offers

OSD has cultivated a list of decision makers who will be given priority registration, ensuring your target audience will be in attendance. At the MASSBUYS EXPO, you'll meet hundreds of public purchasers and procurement officials from:

- » Executive Departments
- » Cities and Towns
- » Public Schools and Institutions of Higher Education
- » Housing Authorities
- » Quasi-Public Authorities
- » Eligible Non-Profits

Be sure to mark your calendars for June 6 — Exhibitor Day — a day dedicated to our Exhibitors. In addition to setting up your exhibit space, this day offers two important vendor training sessions, one-on-one meetings with Sourcing Managers, and the Exhibitor Reception.

We look forward to your participation in the MASSBUYS EXPO 2023!

Find event updates on our website. Send questions to massbuysexpo2@mass.gov.



OPERATIONAL SERVICES DIVISION

Operational Services Division
One Ashburton Place, Room 1017
Boston, MA 02108-1552

Questions: massbuysexpo2@mass.gov

Website: www.mass.gov/massbuysexpo

Schedule of Events

Tuesday, June 6 | Exhibitor Day

11:00 a.m. – 7:00 p.m.	Exhibitor Registration and Exhibit Booth Set Up	Pre-Function Area Exhibit Hall C and Veterans Memorial Auditorium, <i>Second Floor</i>
1:00 p.m. – 4:00 p.m.	One-on-One Sessions with OSD Sourcing Contract Managers	Room 207, <i>Second Floor</i>
1:00 p.m. – 2:00 p.m.	Exhibitor Workshop: What’s New in Sourcing — the Contract and Relationship Management Teams and Procurated Overview	Room 208, <i>Second Floor</i>
2:00 p.m. – 3:00 p.m.	Exhibitor Workshop: How to Respond to Bids in COMMBUYS	Room 208, <i>Second Floor</i>
3:00 p.m. – 4:00 p.m.	Exhibitor Workshop: How to Market Your Business	Room 208, <i>Second Floor</i>
5:00 p.m. – 7:00 p.m.	Exhibitor Networking Reception	Ballroom Foyer, <i>Third Floor</i>
7:00 p.m.	Exhibitor Registration and Exhibit Booth Set Up Close	Exhibit Hall C and Veterans Memorial Auditorium, <i>Second Floor</i>

Wednesday, June 7 | Event Day

6:30 a.m. – 7:45 a.m.	Exhibitor Registration and Exhibit Booth Set Up (hand carry only)	Pre-Function Area Exhibit Hall C and Veterans Memorial Auditorium, <i>Second Floor</i>
8:00 a.m. – 3:00 p.m.	Exhibit Hall Hours	Exhibit Hall C and Veterans Memorial Auditorium, <i>Second Floor</i>
12:30 p.m. – 2:00 p.m.	Buffet Lunch	Ballroom, <i>Third Floor</i>
3:00 p.m. – 7:00 p.m.	Exhibitor Dismantle	Exhibit Hall C and Veterans Memorial Auditorium, <i>Second Floor</i>

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 10' Booth, a 6' Tabletop, a 10' x 20' Vehicle Zone Space, a 12' x 10' Equipment 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 10' Booth	\$1,895	214
6' Tabletop	\$1,600	50
10' x 20' Vehicle Zone	\$1,540	12
12' x 10' Equipment Zone	\$1,340	6




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
Full Page	7 ¼" x 9 ¼"	\$960
Half Page	7 ¼" x 4 ¾"	\$600
Quarter Page	3 ½" x 4 ¾"	\$360



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 300 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	Diamond	Platinum	Gold	Silver
Cost	\$7,000	\$6,000	\$5,000	\$4,000
Number Available	1	2	5	15
Number of Booths (8' x 10')	3	2	1	1
Number of Name Badges	10	8	6	4
Program Directory Advertising	Full Page**	Full Page***	Full Page	Quarter Page
Company Name on Entrance Board Signage	X	X	X	X
Company Name on Expo Hall Display Monitors	X	X		
Sponsor Logo for Exhibit Booth	X	X	X	X
Company Name on Registration Kick Panels	X			
Company Name on MASSBUYS EXPO Homepage	X	X	X	X
Company Recognition in MASSBUYS EXPO Program Directory	X	X	X	X
Company Recognition in Buyer Email Communications	X	X		

* Sponsorships are sold on a first-come basis.

** Location choices: Back Cover, Inside Front Cover, or Inside Back Cover.

*** Location choices: Inside Front Cover, Inside Back Cover, or Back Cover (if not selected by Diamond Sponsor).

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

\$2,000

Company logo printed on one side of the MASSBUYS EXPO tote bag along with MASSBUYS EXPO logo
One sponsorship available



Lanyard

\$1,800

Company logo printed on lanyards along with the MASSBUYS EXPO logo
One sponsorship available



Breakfast Buffet

\$720

Company logo displayed on signage near the breakfast and coffee stations
Two sponsorships available at \$720 each



Lunch Buffet

\$720

Company logo displayed on signage and monitors throughout the Ballroom area
Recognition signs at every table
Two sponsorships available at \$720 each



Directional Signage

\$500

Company logo displayed on six directional signs guiding attendees around the Hynes Convention Center
Two sponsorships available at \$500 each



Buyer Email Communications

\$600

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



Massage Chairs Zone

\$1,500

Company name on signage located near the Massage Chairs
One sponsorship available



Staff Shirt

\$1,000

Company logo on the OSD staff shirts
One sponsorship available



Professional Headshots

\$1,000

Company logo featured in the professional headshot booth
One sponsorship available



Photo Booth

\$1,200

Company signage at photo booth
One sponsorship available



Exhibitor Presentations

\$1,200

Exhibitors may offer a 30-minute presentation/workshop on a topic of their choice.**

Signage in front of breakout room
Four sponsorships available at \$1,200 each

* Sponsorships are sold on a first-come basis.

** Topic and presentation must be pre-approved by OSD; OSD has the discretion to refuse any presentation submissions.

Workshop Tracks

This year, the MASSBUYS EXPO offers three concurrent workshop tracks: Climate Change, Health & Wellness, and Procurement. Gain additional exposure for your company by sponsoring a workshop track. All Workshop Track Sponsorships receive recognition in the MASSBUYS EXPO Program Directory and on the Video Feed in the Exhibit Hall.



Climate Change Track

\$500

Company name and logo printed on signage in workshop rooms
One sponsorship available



Health & Wellness Track

\$500

Company name and logo printed on signage in workshop rooms
One sponsorship available



Procurement Track

\$500

Company logo printed on signage in workshop rooms
One sponsorship available

Important Dates

March

- | | |
|---------------|---|
| March 20 & 21 | Exhibitor Webinar – MASSBUYS EXPO Overview |
| March 21 | Exhibitor Registration opens |
| March 21 | Order materials needed for your booth from Corporate Communications (discount period starts) |
| March 21 | Order electrical service and hardwired Internet for your exhibit space (discount period starts) |

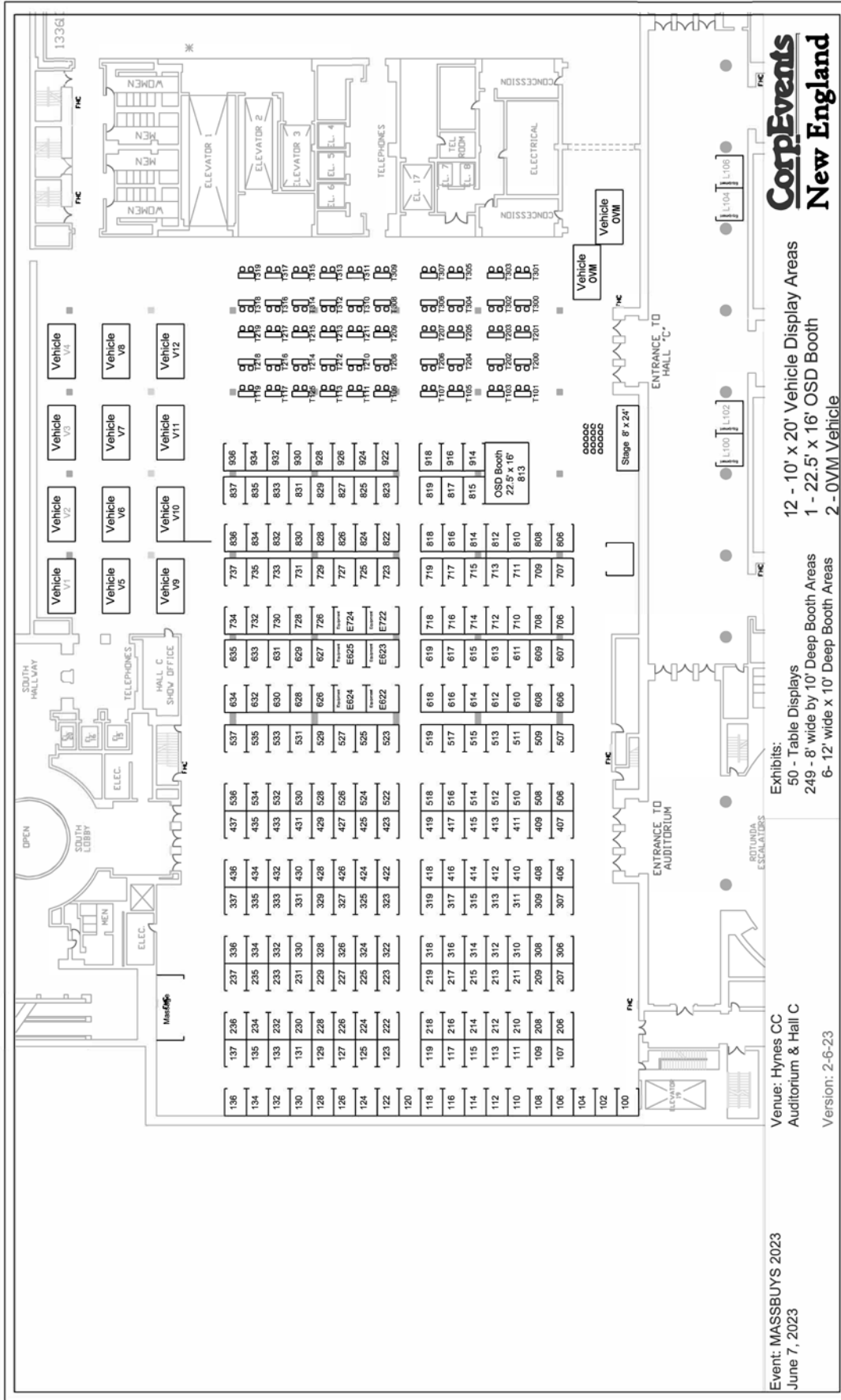
May

- | | |
|--------|---|
| May 3 | Strategic Sourcing One-on-One Sessions open |
| May 8 | Advanced Shipping to Corporate Communications opens |
| May 8 | Deadline for Food Sampling Permit submission |
| May 12 | Program Directory advertising closes |
| May 16 | Discount period for electrical service and hardwired Internet expires |
| May 22 | Registration for Sourcing One-on-One Sessions opens |
| May 26 | Discount period for orders and payments with Corporate Communications expires |

June

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| June 6 | MASSBUYS EXPO Exhibitor Set Up Exhibitor Day |
| June 7 | MASSBUYS EXPO Event Day |

Floor Plan



CorpEvents
New England

12 - 10' x 20' Vehicle Display Areas
1 - 22.5' x 16' OSD Booth
2 - OVM Vehicle

Exhibits:
50 - Table Displays
249 - 8' wide by 10' Deep Booth Areas
6-12' wide x 10' Deep Booth Areas

Venue: Hynes CC
Auditorium & Hall C
Version: 2-6-23

Event: MASSBUYS 2023
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