

CAPITAL[®]

convention contractors

**A Complete Service Presentation
Prepared Especially
For:**



2024 Fall Conference

October 22-23, 2024

**DCU Center Ballroom
Worcester, MA**

Presented to:
Michael S. Gormley
MFAA
President
P.O. Box 1027
Dedham, MA 02027

July 2, 2024

Presented by:
John LaPlant
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EXECUTIVE SUMMARY

Capital Convention Contractors is proud to be included in the selection process as the official service contractor for the MFAA 2024 Fall Conference.

Based on our knowledge of your event, we are pleased to present this comprehensive proposal that includes all the products and services that we feel confident will make your conference a complete success.

Capital is committed to implementing operational and production strategies, result-oriented service programs, and a competitive cost structure. We are certain that a collaborative relationship between MFAA and *Capital* will produce results that surpass your expectations for an official service contractor to deliver a truly outstanding event experience.

Capital's goal is to provide Show Management with a dynamic environment for you and your exhibitors.

It is our understanding that your primary objectives for the conference are:

- To receive competitive pricing structure that does not compromise service and equipment.
- To provide the best possible service and value available to your associates and exhibitors.
- To work with a creative, forward-thinking contractor who can elevate your conference to "the next level" of design and service.
- To work closely with a service contractor who is dedicated to your success both professionally and personally.

CAPITAL[®]
convention contractors

EXCEEDING YOUR EXPECTATIONS!

SHOW MANAGEMENT SERVICES AND EQUIPMENT

Revenue Requirements and Transportation Fee

Capital requires MFAA to meet a minimum revenue requirement of \$5,000.00 on the final invoice for this event, plus a one-time \$400.00 transportation fee. The minimum revenue may be achieved using any of the goods and services offered within this contract, except for any potential exhibitor revenue and the transportation fee.

Exhibitor Booth Packages

Capital will install and dismantle the required number of exhibit booth packages:

Quantity	Description	Includes	Cost
As required	Booth Package	8' High back drape 3' High side drape One (1) 6' draped table Two chairs Wastebasket Exhibitor ID sign	\$90.00/ each

Registration

Capital recognizes that the Registration Area for the conference is the first impression on your arriving attendees. *Capital* will work with you to plan an area that is functional, attractive, properly situated and identified to make that impression the best one possible. With that goal in mind, *Capital* proposes the following:

Quantity	Description	Includes	Cost
Up to three	Registration counters	Installation & removal	No Charge
Up to three	6' or 8' draped tables	Installation & removal	No Charge
As needed	8' or 3' High drape	Installation & removal	No Charge
As needed	Chairs/Wastebaskets	Installation & removal	No Charge
As needed	registration Header signs	Digital Graphics	\$90.00 each

Floor Plans

Capital will assist in the development of your floor plan to maximize its potential while ensuring an exceptional traffic flow. All floor plans will comply with local fire and life safety regulations, and following your approval of the floor plan, we will take the responsibility of securing the required approvals from the Fire Marshal and Facilities Director. We will also ensure that all the necessary parties have copies of the floor plan from which to coordinate their efforts. Any changes related to Fire Marshal approval will be free of charge.

Quantity	Description	Includes	Cost
As needed	Floor plan design & approvals	Revisions as necessary	\$100.00 Flat fee

Marking Exhibit Hall Floor Layout

Capital will measure and mark the exhibit floor according to the approved floor plan to facilitate freight distribution and exhibitor move-in.

Quantity	Description	Includes	Cost
As needed	Floor marking of exhibit hall	Floor marking & removal	No Charge

Masking Drape

Capital will provide masking drape at the following rates as requested by Show Management:

Quantity	Description	Each Includes	Cost
As required	8' High Masking Drape	Installation & dismantle	\$2.75 per linear foot
As required	3' High Masking Drape	Installation & dismantle	\$1.50 per linear foot

Show Management Furniture

Capital will provide Show Management with a 50% discount from our standard furniture rental rates and a 25% discount from our standard rates on all custom furniture rentals.

Signs and Banners

For unmistakable directional guidance, *Capital* will design and produce a well-planned sign and directional system that clearly labels exhibits, registration, and other necessary information. We will require the copy to be submitted at least four weeks prior to the move-in of the conference. Late graphics may be assessed as an additional charge.

Quantity	Description	Includes	Cost
As required	1-meter directional	Production	\$225 each (single-sided) \$450 each (double-sided)
As required	14" x 22" signs	Production	\$25.00 each
As required	22" x 28" signs	Production	\$55.00 each
As required	28" x 44" signs	Production	\$75.00 each
As required	Banners	Production	\$9.00 per sq. ft.
As required	Graphic Design	Design services	\$60.00 per hour

Show Management Material Handling

Capital will receive at its warehouse all of Show Managements materials and deliver the materials to specific areas as consigned at the DCU Center. This service, to include outbound loading, will be provided on the first 400 pounds of materials at **no charge**. Additional materials over 400 pounds will be charged \$90.00 per CWT (100lbs.).

Show Management Labor

Capital will provide Show Management with the following discounted rates for professional labor to assist with any of Management's needs:

- Straight Time Rate **\$80.00 per hour**
- Overtime Rate **\$120.00 per hour**

Note: Straight time rates apply Monday – Friday from 8:00am – 4:30pm. Overtime rates apply Monday – Friday from 4:30pm – 8:00am, and all-day Saturday and Sunday.

CAPITAL CONVENTION CONTRACTORS MANAGEMENT TEAM

Capital Convention Contractors Management Team

Account Executive

John LaPlant will handle all planning and details of your event, and act as a liaison between all departments at *Capital*, the MFAA and the DCU Center.

Operations Management

Eric Palm will be responsible for purchases and planning for the operations department in preparation of your event.

General Foreman

John Strunk will be responsible for production of your event at the show site as it relates to booth set up, sign hanging, all labor, and freight handling. John has a dedicated staff of zone supervisors who will assist him in his efforts.

Exhibitor Customer Service

Our team of dedicated Customer Service Representatives will interact with your exhibitors to ensure they have everything they need to ensure a productive and successful trade show.

EXHIBITOR SERVICES AND EQUIPMENT

Exhibitor Service Center

Capital will maintain an Exhibitor Service desk throughout the move-in process and through the entire move-out. The Service desk will serve as the focal point in the coordination of all details during the conference and will also serve as the supply center for the following services:

- Furnishing Rentals
- Complete Sign Service
- Labor Pool
- Drayage Information and Service

A professional Exhibitor Service Representative will operate the Exhibitor Service Center. The ESR will have available the exhibitor list, floor plans and all other pertinent show information to expedite services to all exhibitors and show managers. If requested, *Capital* can provide a move-out letter detailing the move-out procedure and place a copy of this flyer into each booth prior to move-out.

John Laplant, your Account Executive will supervise the installation of booth equipment and serve as a liaison in coordinating the various phases of exhibitor set-up, thus assuming responsibility for the exhibit area.

ABF (official show carrier) may provide professional on-site assistance for exhibitors during the move-out.

Exhibitor Service Manual

Forms will be provided for the Exhibitor Service Manual which will be sent electronically to each exhibitor who has contracted for space at your event. These forms will be presented to you for your inspection and approval and then emailed to your exhibitors at a minimum of 90 days prior to move-in.

OUR EXHIBITOR TECHNOLOGY RESOURCES INCLUDE:

Online Ordering System — Our online ordering system makes it easy for exhibitors to view our inventory of furnishings and services and place orders all in one place. Exhibitors can view orders with easy access to their ordering activity.

Online Exhibitor Services Manuals & Deadline-focused Email Campaigns — Our manuals are available online to exhibitors through the *Capital* website if requested. In addition, our email outreach ensures exhibitors know about upcoming deadlines and discounts.

Cost.....**No Charge**

Exhibitor Material Handling

Capital will provide exhibitors with advance warehouse storage up to 30 days prior to move-in as well as on-site drayage service. *Capital* will unload the exhibitor's materials at the loading dock, deliver the materials to the booth, remove the empty crates, and return the empty crates to the booth at the conclusion of the conference. *Capital* will also load the exhibitor's materials on the exhibitor's designated carrier.

- Advanced warehouse rate..... **\$97.00 per CWT (100lbs.)**
- Direct show site rate..... **\$95.00 per CWT (100lbs.)**

Exhibitor Labor Rates

Capital will provide professional labor for booth installation and dismantle for those exhibitors who request additional help.

- Straight time rate..... **\$102.00 per hour**
- Overtime rate..... **\$153.00 per hour**

Note: Straight time rates apply Monday – Friday from 8:00am – 4:30pm. Overtime rates apply Monday – Friday from 4:30pm – 8:00am, and all-day Saturday and Sunday.

COMPLETE PRICE SUMMARY

Show Management Pricing Summary

Revenue Minimum.....	\$5,000.00
Transportation Fee.....	\$400.00
Booth Package Equipment	
Exhibit booth package	\$90.00 each
Registration Area	
Registration counters (up to 3)	No Charge
Additional Registration Counters.....	\$125.00 each
Floor plans.....	No Charge
Marking Exhibit Floor.....	No Charge
Masking Drape	
8' high drape.....	\$2.75 per linear foot
3' high drape.....	\$1.50 per linear foot
Show Management Furnishing Rates	
Standard furnishings	50% Discount
Custom furnishings	25% Discount
Show Management Labor Rates	
Straight time rate.....	\$80.00 per hour
Overtime rate	\$120.00 per hour
Show Management Material Handling Rate	
First 400 pounds.....	No Charge
Additional rate after 400 pounds.....	\$90.00 per CWT (100lbs.)
Signs and Banners	
Meter single-sided panels.....	\$225.00 each
Meter double-sided panels.....	\$450.00 each
22" x 28" signs.....	\$55.00 each
28" x 44" signs.....	\$75.00 each
Banners.....	\$9.00 per square foot
Graphic design labor rate.....	\$60.00 per hour

Exhibitor Pricing Summary

Exhibitor Service Center	No Charge
Exhibitor Service Manual	No Charge
Exhibitor Material Handling	
Advance rate.....	\$97.00 per CWT (100lbs.)
Show site rate.....	\$95.00 per CWT (100lbs.)
Exhibitor Labor Rate	
Straight time.....	\$102.00 per hour
Overtime.....	\$153.00 per hour

CONCLUSION

We believe we have addressed the major requirements of your conference and are confident that the outline of costs is competitive within the marketplace.

We look forward to you choosing *Capital!*

ACCEPTANCE



2024 Fall Conference

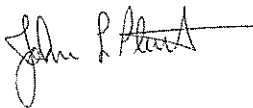
October 22-23, 2024

DCU Center Ballroom
Worcester, MA

Capital welcomes the opportunity of working with MFAA. If our proposal for services meets your approval, please sign a copy, and return it by August 10, 2024, to confirm the agreement and guarantee the pricing stated within this contract proposal.

Submitted by:

Capital Convention Contractors, Inc.

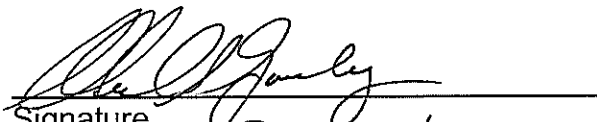


John Laplant

July 2, 2024

Date

Accepted by:



Signature
MFAA - President.

7/11/2024
Date

**PLEASE RETURN THIS SIGNED FILE COPY
THANK YOU**

TRADE SHOW AGREEMENT

This Trade Show Agreement is entered into by and between *Capital* and MFAA on the date the agreement is signed on page eleven (11) of this document

1. **Insurance:** *Capital* carries adequate liability and other insurance. A certificate of Insurance will be provided upon request.
2. **Cancellation:** Should an emergency of any nature arise prior to the opening of MFAA, which would prevent its scheduled opening, such as destruction or damage to the exhibit building by fire, wind, a storm strikes, acts of God, etc., reimbursement to *Capital* is to be made only to the extent of actual cost reflected by labor timecards and special materials purchased for use in your show. Time and expenses for preparatory work plans or meetings are not to be reimbursed regardless of time of cancellation.
3. **Payment Policy:** Upon acceptance of this proposal, *Capital* requires a 50% deposit of the estimated Show Management invoice two weeks before the installation of the exhibits. Invoice summaries will be provided prior to move-in for your review, updated at show site, and finalized prior to move-out. Final payment is due 30 days from the receipt of invoice. Credit card payments exceeding \$5,000.00 are subject to a 3% processing fee.
4. **Independent Contractor:** The parties shall be and act as independent contractors and under no circumstances shall this agreement be construed as of agency, partnership, joint venture, or employment between the parties. Nothing contained in this agreement shall be deemed to create, in party, the right or authority to incur any obligation on behalf of the other party, or to bind the other party in any way.
5. **Limited Liability:** In an action for breach of this agreement, *Capital* will not be liable to the Client for any lost profits or other incidental, special, or consequential damages for any of its acts or omissions whatsoever, whether or not appraised of the possibility or likelihood of such damages or lost profits.
6. **Binding Nature of the Agreement:** This agreement shall be binding upon and benefit the respective successors and assigns of the parties, and *Capital's* right to perform under this agreement shall not be affected by the sale, merger, or acquisition of the Show.
7. **Indemnification:** Subject to Section 5, each party agrees to indemnify and hold the other party harmless from all claims, demands, costs and expenses, including reasonable attorney's fees for the defense thereof, arising from the indemnifying party's, or its employee's, agent's, or representative's wrongful or neglectful act or omission in or about the Venue(s). Section 7 shall survive termination of this agreement.
8. **Complimentary and Discounted Services:** The complimentary and discounted services provided within this proposal are based upon delivery and pickup of the complimentary and discounted services occurring simultaneously with the scheduled installation and dismantle of the exhibits. Should Show Management require these services to be provided early or dismantled later, we reserve the right to assess the appropriate fees.