

GATE SHOWS: CLIENT GUIDELINES, INFORMATION AND REGULATIONS

Please note that all of the rules and regulations in the previous Client Guidelines and Regulations section apply to Gate shows as well. What follows are additional guidelines for all gate shows.

CONSUMER SHOWS: A consumer show or public show is an event that serves specific industries or interests, held for a particular duration of time (1 – 10 days) that are open to the general public. They include home shows, car shows, sportsman shows, RV and boat shows, computer and technology shows, craft shows and many other, large and small.

*** (this was taken from the NACS web-site www.publicshows.com)*



GATE SHOWS INFORMATION TIMELINE: IMPORTANT DATES AND DEADLINES

THIS TIMELINE IS A TOOL TO ASSIST YOU WITH YOUR PRE-PLANNING PROCESS.

<p>18 -24 Months prior to Event</p>	<p>Sign and return two copies of your Event License Agreement (ELA). (One executed copy will be returned for your records.)</p>
<p>15-18 Months prior to Event</p>	<p>Your Event Services Manager (ESM) and Catering Sales Manager will contact you to discuss details of your Event.</p>
<p>10 Months prior to Event</p>	<ul style="list-style-type: none"> • Place your ESM and your Catering Sales Manager on your mailing list. • General Service Contractor to forward six (6) full-scale copies of working floor plans for exhibit hall(s) and ballroom(s) to your ESM for Public Safety approval. Floor plans must include: <ol style="list-style-type: none"> 1. Box Office location and size 2. Turnstiles location, quantity and size 3. All physical construction plans 4. Registration location(s) 5. All planned space usage • General Service Contractors are required to utilize the base plan provided by the MCCA, and located at http://www.massconvention.com/apps/bcecfloorplans/
<p>6 Months prior to Event</p>	<p>Provide the following:</p> <ol style="list-style-type: none"> 1. Overview of show 2. Preliminary Transportation Plan 3. Preliminary Event Security Plan 4. Copies of all license applications 5. Send an exhibitor kit to your ESM for approval prior to printing 6. Rigging requirements
<p>3 Months prior to Event</p>	<p>Provide the following:</p> <ol style="list-style-type: none"> 1. Submit final event security requirements 2. Final Transportation Plan and Signed Certificate of Compliance 3. Loading Dock and Marshalling Plan
<p>2 Months prior to Event</p>	<p>Provide the following:</p> <ol style="list-style-type: none"> 1. Certificate of Insurance 2. Registration floor plans - six (6) copies 3. All public space floor plans - six (6) copies 4. Signage and sponsorship plans (45 days) 5. Production plans
<p>2 Weeks prior to Event</p>	<p>To help with your budget needs, your ESM will forward a cost estimate to sign-off on services ordered. Three (3) days prior please send sample tickets to your ESM.</p>

SHOW MANAGEMENT MANDATORY SERVICES: HALL EVENTS GATE SHOWS

THE TABLE ON THIS PAGE AND THE FOLLOWING PAGE PROVIDE A SNAPSHOT TO ASSIST YOU WITH BUDGET PLANNING. PLEASE REFER TO THE CLIENT ORDERING GUIDE PREPARED BY YOUR EVENT SERVICES MANAGER SPECIFICALLY FOR YOUR EVENT FOR PRICING.

ITEM	DESCRIPTION
Public Safety Officers	Please see Public Safety section for mandatory coverage
Fire Safety Detail	All show hours
Police Detail	All show hours
Medical	Mandatory – Beginning one hour before event opens and ending one hour after event closes
Aisle Cleaning	Each show day
Cleaning Attendants	Two cleaning attendants per hall during show hours
Ticket Collectors	Collector of all paid tickets at point of entry
Hand Stampers	Hand stamps attendees at point of entry
Implementation of Transportation Management Plan	The Transportation Department will send out the MCCA Comprehensive [Transportation] Plan to City and State stakeholders once completed.

MCCA EXCLUSIVE SERVICES: HALL EVENTS GATE SHOWS

ITEM	SERVICE DESCRIPTION
Business Center	Refer to your Event Services Manager (ESM) for contact information
Cleaning	Refer to Client Ordering Guide for detailed description of services and pricing
Coat Check	Refer to your ESM for contact information
Compressed Air & Gases	Refer to Client Ordering Guide for detailed description of services and pricing
Electrical	Refer to Client Ordering Guide for detailed description of services and pricing
Food & Beverage	Refer to your ESM for Catering Sales Manager contact information
House Sound	Refer to your ESM for contact information
Internet	Refer to Client Ordering Guide for detailed description of services and pricing
Medical	Refer to Client Ordering Guide for detailed description of services and pricing
Plumbing	Refer to Client Ordering Guide for detailed description of services and pricing
Public Safety/Security	Refer to your ESM for contact information.
Rigging	Includes the operation of ground-supported crank-ups, and the operation and provision of lifts for theatrical purposes Refer to your ESM for contact information
Telephone	Refer to Client Ordering Guide for detailed description of services and pricing

TICKET COLLECTION REQUIREMENTS FOR GATE SHOWS

These guidelines facilitate the collection of the \$1 surcharge, per paid admission ticket, which is payable to the MCCA at the conclusion of the event.

Turnstile / Point of Entry

Each gate show is required to designate one central point of entry through which all paid attendees will enter the exhibit hall. The Massachusetts Convention Center Authority (MCCA) will supply and set turnstiles at the designated central point of entry to capture the number of paid attendees. Paid attendees are defined as the bearer of any revenue-generating ticket sold by the Licensee or its designee.

At the designated turnstile entrance, a separate entry point without a turnstile is required for paid attendees utilizing wheelchairs/electric scooters and strollers. Non-paying attendees should also utilize this entry point and should not pass through a turnstile. Non-paying attendees include children (meeting the minimum age requirement as defined by the Licensee) and attendees bearing a complimentary ticket issued by the Licensee or its designee. A count of paid attendees will be collected manually at this point of entry by an MCCA ticket collector equipped with a hand-operated clicker.

The MCCA requires each attendee to receive a hand stamp upon entry to the exhibit hall. The MCCA will supply the hand stamp which will be administered by an MCCA hand stamper. This is included in the event-specific ticket collector/hand stamper proposal.

The MCCA will be the sole collector of revenue-generating tickets during published show hours. All collected tickets will be released to the Licensee at the close of each show day.

Re-Entry / Exhibitor Entrance

A separate point of entry is required for paid attendees and non-paying attendees to re-enter the exhibit hall each show day. The same entrance is also designated for daily exhibitor entry. All re-entering attendees and exhibitors should not pass through a turnstile. Re-entering attendees are identified by a hand stamp and exhibitors are identified by a badge.

Signage

The Licensee is responsible for providing signage at each attendee and exhibitor point of entry. Signage should clearly direct attendees and exhibitors to the correct entrance. Three separate signs are required to identify points of entry: Attendee, Exhibitor and Attendee Re-Entry.

Ticket Collection / Attendee Count

The MCCA prepares an event-specific ticket collector/hand stamper proposal based on show hours and attendance. Each turnstile is staffed by an MCCA ticket collector who collects the ticket from the attendee and an MCCA hand stamper who administers a hand stamp. The Licensee must provide the MCCA with examples of each ticket produced for use during the event. Sample ticket information must be received at least three business days prior to the opening show day.

If the Licensee elects to utilize scanners for E-tickets or other similar tickets, the Licensee is responsible for supplying one scanner per turnstile and one for the designated handicap entrance along with an instructional sheet for each scanner. The use of scanners must be pre-approved by the MCCA.

Ticket Collection Box

The MCCA ticket collector collects a ticket from each attendee via a collection box at each turnstile and at the designated handicap entrance. The MCCA will supply and set these collection boxes. Collected tickets will be counted, as necessary, to validate turnstile and hand-clicker attendance counts.

TRANSPORTATION

Facility Rules and Procedures for Public (Gate) Shows

The MCCA (the Authority) Transportation Department facility Rules and Procedures for public shows-also known as gate shows-are the same as MCCA facility rules and procedures for convention and trade shows, with the following exceptions:

1. Boston Police detail officers will be hired in sufficient numbers so as to insure that vehicular traffic generated by public shows on surrounding city streets does not gridlock, and to work in conjunction with State Police to ensure that the highway system operates safely with as little disruption as possible. Key intersections will be

- identified solely by the MCCA Transportation Department.
2. Massachusetts State Police detail officers will be hired in sufficient numbers so as to ensure that vehicular traffic generated by public shows on state owned highways and streets does not gridlock, and to ensure that the regional highway system operates safely, and with as little disruption as possible. Key intersections, highway on/off ramps and other key state roadways will be identified solely by the MCCA'S Transportation Department.
 3. The MCCA Transportation Department will assess and determine the appropriate number of Portable Variable Message Signs (PVMS) needed for the safe and efficient movement of traffic and vehicles during the event.

PUBLIC SAFETY

Facility Rules and Procedures for Public (Gate) Shows

The MCCA (the Authority) Public Safety Department facility Rules and Procedures for public shows-also known as gate shows-are the same as MCCA facility rules and procedures for convention and trade shows, with the following exceptions:

1. Boston Police detail officers will be hired in sufficient numbers so as to insure that public shows are conducted in a safe and orderly environment. Detail officers will be deployed inside MCCA facilities at strategic posts as determined jointly by the MCCA Public Safety Department and show management. Examples of such posts include but are not limited to ticket booth areas, cash rooms, liquor distribution areas, etc. Detail officers will also be deployed around city owned streets that comprise the perimeter of MCCA facilities in order to assist at pedestrian crossings, to direct traffic, and to prevent gridlock at key intersections as determined solely by the MCCA Public Safety Department.
2. Boston Fire Department detail officers will be hired in sufficient numbers so as to insure the safety of MCCA facility occupants and the facilities themselves, at the sole discretion of the MCCA Public Safety Department.
3. The Licensee will arrange to hire security officers in sufficient numbers to ensure that public shows are conducted in a safe and orderly environment. Security officers are deployed inside MCCA facilities at strategic posts as determined jointly by the MCCA's Public Safety Department and show management. Examples of such posts include, but are not limited to, ticket sale areas, cash rooms, liquor distribution areas, hall entry points, loading docks etc.
4. Show management will hire Medical personnel in sufficient numbers to ensure that, in addition to a City of Boston Emergency Medical Services response, on site medical services are available in a timely manner should they become needed during an event at MCCA facilities. The required coverage times for events is from thirty minutes before the doors open and continuing until thirty minutes after the conclusion of the event/show or until the building is cleared. The MCCA recommends that medical personnel be on site during the dates and times exhibitors move in and move out due to the type of work being conducted and heavy equipment being used.
5. A Security Officer will be hired when cash registration is set on site to control access and provide asset protection to these specific areas. This officer will be required beginning one hour before registration and ending when the cash has been secured at the conclusion of each particular day.
6. An Officer will be required to patrol each exhibit hall being used for gate shows. This officer will provide crowd control, emergency response and assist entrance staff during high volume periods with access control. This coverage will begin 1 hour before the event hours and conclude 1hour after closing time each day.