

EXIBITOR GUIDELINES

UPDATED: 01/2024



**MassMutual
Center**

**MASSACHUSETTS
CONVENTION CENTER
AUTHORITY**



DRIVING DIRECTIONS



TRAVELING NORTH on I-91

Take Exit 5 (formerly Exit 6, Springfield Center), onto East Columbus Avenue. Continue up East Columbus Avenue (about ¼ mile) to Court Street. Take a right onto Court Street and proceed past Symphony Hall, City Hall, and MassLive Building. MassMutual Center is located at the corner of Court and Main Street across from Court Square.



TRAVELING SOUTH on I-91

Take Exit 5B (formerly Exit 7, Hall of Fame Ave/Downtown/Springfield). Turn left at the light at the end of the ramp. Circle under the highway and go straight through one light. Take a right at the second light onto Main Street. MassMutual Center is located at 1277 Main Street across from Court Square.



TRAVELING WEST on I-90 (MA TURNPIKE)

Take Exit 51 (formerly Exit 6) off the Mass Turnpike to Rt. 291. From Rt. 291, take Dwight Street Exit. Turn left at the end of the ramp and follow Dwight Street to MassMutual Center.



TRAVELING EAST on I-90 (MA TURNPIKE)

Take Exit 45 (formerly Exit 4) onto I-91 South. Follow directions for travelling South on I-91.



HOTEL ROOMS

GUEST ROOMS

There are over 1,300 first-class hotel rooms within walking distance of the MassMutual Center (MMC), ranging from limited service to full-service resorts. The Massachusetts Convention Center Authority, owner of the convention center, partners with the Greater Springfield Convention and Visitors Bureau (GSCVB) to be the liaison between the facility and the hotel community for sourcing your room block needs. The GSCVB works with the MMC and hotel community to contract room blocks, monitor block activity, gauge economic impact, and reiterate contact-tracing requirements. The GSCVB also offers a full-service housing bureau. As the Destination Marketing Organization in Western Mass, the GSCVB will also assist you with destination information, registration boosters and supply contacts for vendors you may need. We will facilitate an introduction to the GSCVB Vice President of Sales Alicia Szenda when you are ready to source your room blocks. You may also reach out to Alicia directly at aszenda@explorewesternmass.com or at 413-755-1346. Please reference your event at the MassMutual Center in your initial contact with Alicia.



LOCAL AREA HOTELS

- MGM Springfield – Walking Distance | 3,400 parking spaces (Free Parking)
- Sheraton Springfield – Walking Distance | Paid Parking Garage for hotel guests



SHERATON
EST. 1937

- Hilton Garden Inn | Open flat parking lot (Free Parking)
- LaQuinta | Open flat parking lot (Free Parking)



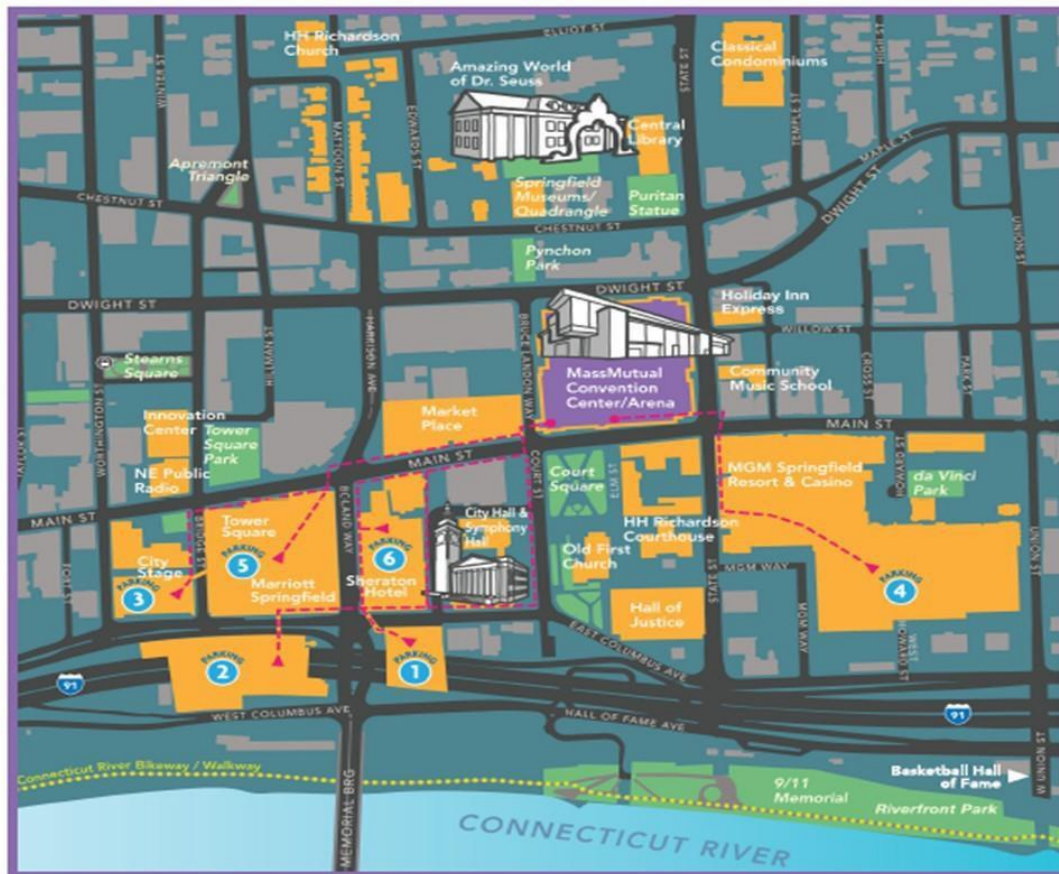
Hilton
Garden Inn

- Holiday Inn Express – Walking Distance | Open flat parking lot (Free Parking)
- Hampton Inn | Open flat parking lot (Free Parking)



NEARBY AVAILABLE PARKING

CONVENTION CENTER PREFERRED PARKING



- PARKING 1**
I-91 SOUTH GARAGE
1620 E. COLUMBUS AVE
- PARKING 2**
I-91 NORTH GARAGE
1870 E. COLUMBUS AVE
- PARKING 3**
COLUMBUS CENTER
GARAGE
150 BRIDGE ST
- PARKING 4**
MGM SPRINGFIELD
GARAGE
ONE MGM WAY
- PARKING 5**
TOWER SQUARE
GARAGE
1500 MAIN ST
- PARKING 6**
SHERATON HOTEL
GARAGE
ONE MONARCH PLACE



For more information call 413.273.8440

AVAILABLE DOWNTOWN PARKING

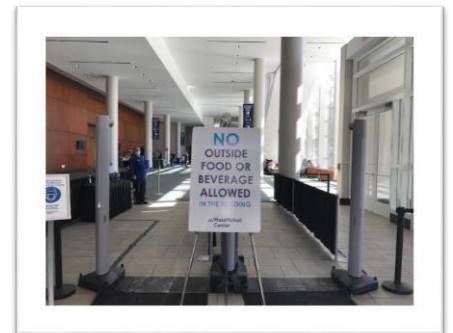
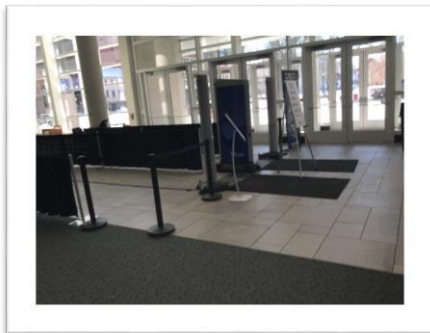
There are several parking garages located around the MassMutual Center.

- All parking locations are walkable to the MassMutual Center
- Event Rate parking will be available at the following garages
- I-91 South Garage | I-91 North Garage | Columbus Center Garage
- Free parking available at MGM Springfield
- Keep in mind no minors under the age of 21 are allowed to transit through the casino floor
- Tower Square Garage & Sheraton Garages are also available and are the best options for those guests staying overnight at either of those hotels

MASSMUTUAL CENTER MAIN ENTRANCE

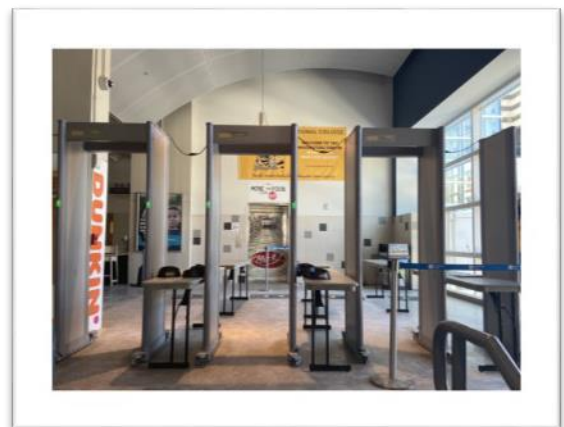
CONVENTION CENTER ENTRANCE

- The convention center main entrance is located at the corner of Main St. and Bruce Landon Way.
- This entrance is only accessible during posted event
- There are other doors that are located on the Main Street side of the building but those doors are solely used as emergency exits
- Once entering the building all guests will be screened through Evolve security screening machines.



ARENA ENTRANCE

- The arena entrance is located on Bruce Landon Way.
- The Box Office is accessible through these main entrance doors.
- Once entering the building all guests will be screened through magnetometers once they arrive to the top of the stairs and once they pass through screening guests will then have their ticket scanned prior to entrance into the event.



MASSMUTUAL CENTER LOADING DOCK

MassMutual Center features a large, indoor loading dock, located on the northeast side of the building, which can be accessed in two locations:

DWIGHT STREET ENTRANCE - 18' wide x 15'6" high

STATE STREET ENTRANCE - 19' wide x 16'4" wide

The loading dock has four truck bays with dock levelers

53' tractor trailers must enter the loading dock through the State Street entrance nose first and then back straight into the dock. There are four truck bays, all on a slight negative slope and with dock levelers. The distance from the floor to the dock leveler is 4'10". The distance from the dock levelers to the arena floor is approximately 220' (push includes a ramp down from the dock and a ramp up to the arena floor). Generally, one dock must be kept open for normal deliveries.

At the discretion of MassMutual Center Management, tractor trailers and box trucks can back up to the ramp leading to the arena, or drive on the arena floor for loading and unloading purposes for certain events.



TRAVELING NORTH on I-91

Take Exit 5 (formerly Exit 6, Springfield Center), onto East Columbus Avenue. Continue up East Columbus Avenue (about ¼ mile) to Court Street. Take a right onto Court Street and proceed past Symphony Hall, City Hall, and the MassLive Building. Go through the set of lights and at the next set of lights turn right onto Dwight Street and the Dwight Street Loading Dock overhead door will be on the right hand side



TRAVELING SOUTH on I-91

Take Exit 5B (formerly Exit 7, Hall of Fame Ave/Downtown/Springfield). Turn left at the light at the end of the ramp. Circle under the highway and go straight through two lights. Take a right at the third light onto Dwight Street. Go through the next set of lights, and the Dwight Street Loading Dock overhead door will be on the right hand side



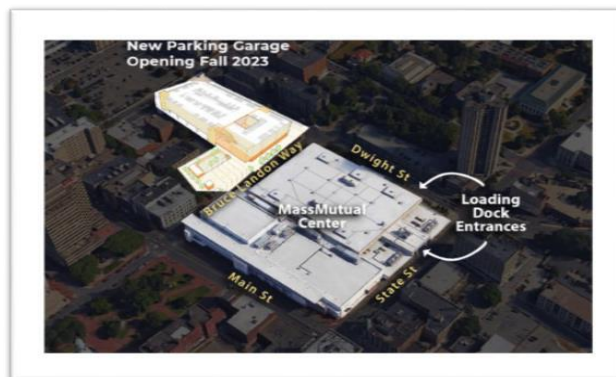
TRAVELING WEST on I-90 (MA TURNPIKE)

Take Exit 51 (formerly Exit 6) off the Mass Turnpike to Rt. 291. From Rt. 291, take Dwight Street Exit. Turn left at the end of the ramp and follow Dwight Street to MassMutual Center, and the Dwight Street overhead door will be on your right hand side.



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GENERAL TERMS AND CONDITIONS

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- All booth number changes must be communicated by the exhibitor, to Exhibitor Services prior to exhibitor move-in. Additional charges may result if services must be moved after initial set-up.
- All equipment and material furnished by the MassMutual Center shall remain the property of the MassMutual Center and shall be removed only by MassMutual Center personnel.
- Standard wall outlets and other permanent building outlets (e.g., electrical, telephone, plumbing, etc.) are not part of the booth space and may not be used by anyone other than MassMutual Center personnel or designated service provider.
- Service connections must be made by MassMutual Center personnel or designated service provider.
- Connection services generally cover the installation of service to the booth area in the most convenient manner to the MassMutual Center.
- All equipment must comply with state and local safety codes. MassMutual Center will refuse connection to any equipment that constitutes a safety hazard.
- Unless otherwise directed, MassMutual Center personnel are authorized to cut floor coverings to permit installation of services.
- Labor rates are subject to change without notice.

PRICING

Discount, Standard and On-Site rates are available for most services. To qualify for the discount rate, order requests and payment must be received 21 days prior to the show opening. Standard rates will apply to orders received after this discount cut-off date and be effective until the move-in begins. On-site rates will apply to orders received once move in has begun.

ORDERING

Service Order Forms will follow in a separate document

EXHIBITORS SHOULD BE AWARE OF THE FOLLOWING WHEN PLACING ORDERS:

- All payments must be in US currency
- The date payment is received determines the applicable rate
- Incomplete order or payment information will delay processing
- Booth numbers (s) must be identified on all order forms

PAYMENTS

Payment for services must be received in advance. Service will be delivered only after payment is received. All outstanding charges must be paid before the close of the show. Please note that there will be no additional taxes added to service charges.

Make Check Payable To: MASSMUTUAL CENTER

Mail To:

MASSMUTUAL CENTER
1277 MAIN STREET, SPRINGFIELD, MA 01103
ATTN: FINANCE DEPARTMENT

TO PAY BY CREDIT CARD: PLEASE EMAIL: FinanceMMC@mgmspringfield.com

PHONE: 413-787-6610 Ext: 6

THERE IS A 3.5% PROCESSING FEE FOR ALL CREDIT CARD TRANSACTIONS

REFUNDS

Claims for refunds must be submitted by the exhibitor to Event Manager prior to event close. Credit will not be given for services installed and not used. Refunds are issued in the same way payment was received.

EXHIBITOR GUIDELINES

WIFI ACCESS – Go to settings →select wi-fi. Find MMC Show network and click network Web Browser will appear on screen → click box accepting terms and conditions → press connect

OUTSIDE FOOD AND BEVERAGE – The MassMutual Center has a strict no outside food and beverage policy. Anyone entering the venue will be asked to finish any food or beverage item purchased outside of the MassMutual Center prior to entering the venue or you will be asked to dispose of it when entering.

PRINTING NEEDS – If small printing jobs are needed while on site, we are happy to provide this service. Pages can be printed for a charge of \$0.10 per page. Client or exhibitor will be responsible for sorting of pages printed. Please work with your Event Manager if this service is needed.

EVENT SHIPMENTS – No materials for your booth should be mailed or delivered to the MassMutual Center. Please work with Show Management to obtain the mailing information that all show related packages should be mailed to. If packages are delivered that have not been previously discussed with venue staff, the delivery will be refused.

LOAD IN – Push carts are available at the main entrance doors, and the overhead door in the exhibition hall closest to the loading dock. Once you have unloaded your materials to your booth please bring the cart back to the main entrance. Once you have your items at your booth you will need to move your car and park at one of the local garages listed above, or Monday-Friday (prior to 6pm) meter parking is available, and you will pay at the meter. Metered parking is free Monday-Friday (after 6pm) and on the Weekends. Please contact your show promoter to find out if the loading dock is available for loading in items. Load in is not allowed from Bruce Landon Way as this street is ADA parking along the curb. Anyone parked in an ADA space without the applicable parking placard is subject to ticketing or towing.

LOAD OUT – Push carts are available at the main entrance door, and the overhead door in the exhibition hall closest to the loading dock. Exhibitors will be asked to leave a form of ID with the usher at the door. Please contact your show promoter to find out if the loading dock is available for loading out items, if the dock is available, you may only bring your car into the loading dock to load out once your booth is completely packed up. Load out is not allowed from Bruce Landon Way as this street is ADA parking along the curb. Anyone parked in an ADA space without the applicable parking placard is subject to ticketing or towing.

GENERAL INFORMATION - FREIGHT ELEVATOR & LIFT

FORKLIFTS

MassMutual Center owns two forklifts for use in the building. All forklift drivers operating in MMC MUST have a Hoisting License (Class 1C, 1B, or 1A) issued by the State of Massachusetts and a certificate stating that the driver has received training and education about OSHA standards regarding powered industrial trucks. (OSHA standard 1910.178).

Forklift operation for production material (audio/video/lighting/scenic) requires a certified IATSE 53 driver. Drivers who meet the above criteria must also familiarize themselves with the area(s) in which they will be operating a forklift prior to the beginning of the shift. Show management may provide

drivers for other loads, provided that current copies of the driver's hoisting license and safety certificate as described above are forwarded to the Event Manager prior to arrival. No exceptions to the above IATSE drivers' policies will be permitted. Certified MMC staff drivers are available for most labor calls; please consult your Event Manager for forklift rental and labor rates.

FORKLIFT SPECIFICATIONS	YALE FORKLIFT	DAEWOO FORKLIFT
Weight Capacity	6,000 lbs	5,050 lbs
Max Lift Height	10'6"	15'6"
Fork Length	6'	5'
Fuel System	Liquid Propane	Liquid Propane
Tires	Pneumatic	Pneumatic

MODEL	PLATFORM DIMENSIONS	MAX PLATFORM HEIGHT	MAX PLATFORM LOAD	EXTENSION IN / EXTENSION OUT
Genie Single Lift	AWP30S	20" x 26"	35'6"	350 lbs
Aichi Scissor Lift	SV3246C	3'6" x 8'	31'4"	1,000 lbs* / 250 lbs
JLG Scissor Lift	2030ES	2'6" x 7'6"	20'	800 lbs / 250 lbs
Terex Scissor Lift	TSM20	2' x 8'	20'	750 lbs / 250 lbs
Condor Scissor Lift	V2033XL	2' x 7'6"	20'	750 lbs
JLG Boom Lift	600A	3' x 8'	60'	1,000 lbs / 500 lbs**

SCISSOR / BOOM LIFTS

MassMutual Center owns several different types of lifts, which are available to rent for event load-ins and load-outs. An IATSE rigger must drive the lift for any rigging work in the building. A certified MassMutual Center employee may drive the lift for other uses. Independent contractors without use language in forklift section will not be allowed to drive any lift in the building. Please contact your Event or Sales Manager for daily rates on these lifts.

*Maximum platform load above 26' with the extension in is 700 lbs.

**There is no platform extension on the boom lift. Loads are restricted to 500 lbs. at certain extensions and angles of the arm as detailed in the user's manual.

The boom lift operates on diesel fuel; all other lifts are battery operated.

FREIGHT ELEVATORS

Dimensions and weight capacities of MMC's freight elevators are as follows:

ELEVATOR #	POUNDS	LENGTH	WIDTH	HEIGHT
Freight Elevator # 4	20,000	218"	122"	95.5"