

WELCOME!

We are excited to have you as a sponsor at INBOUND 2023. Please use this document for general information regarding logistics around the Exhibit Hall and your sponsor booth or footprint. We encourage you to reach out to Diane Tamulavage at dtamulavage@hubspot.com if you have any specific questions that are not answered in this document.

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Note

The live version of this document lives at <https://bit.ly/in23sponsors> and will be updated periodically with new pertinent information.

GENERAL SHOW INFORMATION

EXHIBIT RESOURCES WEBSITE

Please visit <https://e.ges.com/081601075/> for all information regarding your booth details, booth furnishings, upgrades available, graphic uploads and onsite show logistics.

EXHIBIT HALL HOURS

- Wednesday, September 6: 8:30AM – 5:30PM
- Thursday, September 7: 8:30AM – 5:30PM
- Friday, September 8: 8:30AM – 3:00PM

NOTES:

Sponsors have access to the show floor 30 minutes prior to opening, beginning at 8:00AM. Sponsors booths should be staffed during all show hours. Please arrive on time and do not pack up early.

LOAD IN TIMING

- **Remarkable, Inspirational, Memorable and Standard Sponsors**
 - Tuesday, September 5: 1:30 PM – 5:30 PM
- **Custom Activation & Lounge Sponsors**
 - Tuesday, September 5: 11:00 AM – 5:30 PM
- **Blank Footprint Sponsors**
 - Saturday, September 2: 12:00 PM – 8:00 PM
 - Sunday, September 3: 8:00 AM – 6:00 PM
 - Tuesday, September 5: 11:00 AM – 5:30 PM [final fit & finish, no building]

LOAD OUT DETAIL

- **Remarkable, Inspirational, Memorable, Standard, Custom Activation & Lounge Sponsors**
 - Friday, September 8 3:30 PM – 5:30 PM
- **Blank Footprint Sponsors**
 - Friday, September 8 3:30 PM – 8:00 PM
 - Saturday, September 9 8:00 AM – 12:00 PM
- Exhibitors can start their load out after the show floor is closed, following the last Spotlight Session that ends at 3:00 PM. Please do not pack up before show floor is cleared, approx. 3:30pm
- Any boxes that were labeled for EMPTY STORAGE or ACCESSIBLE STORAGE can take up to (2) hours to be returned to your booth. All boxes will be returned to exhibitors by 5pm

LUGGAGE CHECK

There is no bag check or storage available for attendee luggage onsite. Please leave your luggage at your hotel and do not bring it to the event.

INBOUND VENUE

Boston Convention & Exhibition Center
415 Summer Street, Boston, MA 02210

INBOUND WEBSITE

Please visit <https://www.inbound.com/> for information regarding Agenda, Speakers, INBOUND Experience and more.

LOAD IN & LOAD OUT LOGISTICS**LOAD IN & LOAD OUT TIMING**

Please see page 2 for load in and load out timing for each sponsorship level.

HAND CARRY POLICY

Sponsors may hand carry individual small boxes through the North Lobby doors. This would be considered items that one person can carry by themselves, such as a single box or item. Carts and large boxes/rolling cases are not permitted through the North Lobby entrance. These items would need to arrive via the loading dock.

EMPTY BOXES

Empty boxes cannot be left in your booth during show hours.

- For any boxes you'd like to keep for the end of the event, show management will store and return these boxes.
- Please visit the Exhibitor Services Desk to retrieve Empty Stickers to label your boxes for "Empty Storage". These boxes will not be accessible throughout the show.
- Empty storage will be returned after the show floor is cleared on the final day of the show. Please allow for 2 hours after the final keynote for these boxes to be returned.

ACCESSIBLE STORAGE

Each turnkey booth will have storage cabinets to keep swag and collateral within the booth footprint. Each cabinet is 4' W x 2' D x 3'H with a shelf, please reference the exhibit kit to see how many cabinets are included in your booth set up/sponsorship tier.

Limited accessible storage is available for purchase on a first come first served basis.

- If accessible storage is needed, please visit the exhibitor services site to obtain proper labels and order this storage retrieval throughout the show.
- Any boxes that are labeled "Empty" will be put in empty storage and are not accessible throughout the show.
- Sponsors with custom sponsorship levels have accessible storage on-site included in their sponsorship. Boxes will need to be labeled for accessible storage and can request retrieval from the exhibitor services desk.

GARBAGE COLLECTION

During load in, please break down empty boxes and leave garbage in a tidy pile to be collected by the cleaning team.

SPONSOR BOXED LUNCH ORDERS

Sponsors have the opportunity to order boxed lunches to be delivered to their booth during show hours. Lunch will be delivered on a rolling basis between 11:45 AM and 12:15 PM. To order lunch(es), fill out the Lunch Order Form and submit to the individuals noted on the bottom of the form.

Alternatively, sponsors have the option to purchase lunch at any of the venue F&B areas, or at the food trucks on Lawn on D between 11:00 AM and 2:00 PM. Please note that long lines are anticipated at the venue F&B areas and food trucks during peak lunch hours. While you are planning lunch for your team, we ask that your booth is staffed by at least one person at all times.

Deadline to submit lunch orders is August 7th. Lunch Order Form linked [HERE](#):

SHIPPING TO THE SHOW

Please visit the Exhibitor Resources Site for shipping address, deadlines, required labels and information on material handling fees. <https://e.ges.com/081601075/shippinghandling>

OUTBOUND SHIPPING

GES LOGISTICS

Outbound shipping will be available through GES Logistics. Please visit the Exhibitor Services Desk to schedule outbound shipments. When using GES Logistics, exhibitors can leave sealed and labeled shipments in their booth for pick up.

BCEC FEDEX

There is a FedEx Office Print & Ship Center located on the second floor of BCEC. If using FedEx, exhibitors will need to facilitate getting packages there on their own. Show management does not assume any liability for packages shipped through the BCEC FedEx. Package handling fees apply, please visit the BCEC FedEx office for price details. BCEC FedEx is open Monday through Friday 9AM – 5PM.

PROMO & MARKETING MATERIALS

MARKETING MATERIAL GUIDELINES

- Sponsors may not distribute marketing materials in areas beyond their booth footprint. This includes the outdoor area surrounding the BCEC Venue.
- Sponsor furniture, activations, signage, and booth staff may not extend beyond the established footprint. Please be respectful of your neighbors.
- Sponsors are able to bring additional signage. Additional signage should be limited to table top signage or pop up banners that fit within the booth footprint.
- Pop Up Banners should be less than 3 ft. W x 7ft H.
- Standard Booths – Limit (1) Banner
- Remarkable, Inspirational, Memorable Booths – Limit (2) Banners
- INBOUND reserves the right to remove any additional marketing materials or signage.

BOOTH ACTIVITIES

No marketing stunts can take place without prior approval by HubSpot. This includes:

- “Celebrity” appearances with planned lines/cues
- Mascots
- No music or amplified audio is allowed within the booth.

INBOUND reserves the right to remove or conclude any booth activities.

GAMES CONTESTS & RAFFLES

We encourage creative engagement in your booth activities! Sponsors are responsible for making sure any giveaways, raffles or sweepstakes conducted at INBOUND 2023 must comply with State, Federal and contest & sweepstakes laws. HubSpot does not make announcements to publicize raffle winners therefore sponsors will be responsible for contacting winners individually.

SWAG & GIVEAWAYS

- We expect approximately 11,000 in-person attendees. Based on past experiences, we expect 10% – 25% of attendees to take a swag item.
- We encourage sponsors to provide sustainable swag and giveaway options to be aligned with the larger sustainability initiatives at INBOUND.
- Any swag must fit within your booth space. Booth storage is limited to the cabinets within the booth and that cabinets do not lock (there will be general security in the space overnight). Booths should be kept tidy with no extra boxes of materials stacked around the booth area.
- HubSpot reserves the right to remove any swag or signage deemed inappropriate or in violation of partnership guidelines. If an item is in question, please don't hesitate to contact us for approval.
- Food & drink items, including candy, mints, etc.. are prohibited by the venue and can not be offered as giveaway items per the venue requirements.
- Keep in mind many attendees are traveling. Avoid giving away anything that would not be allowed through TSA security – lighters, knives, aerosol sprays, liquids over 3.4 ounces, etc.
- Please do not giveaway:
 - Anything on the prohibited items list below.
 - Any Food or drink items, including candy, mints, etc
 - Noisemakers, such as whistles, horns, clickers, etc.
 - Laser pointers
 - Large items that require storage or are difficult for attendees to carry

BOOTH DECOR AND SIGNAGE

WHAT'S INCLUDED IN YOUR BOOTH

Please visit the Exhibitor Resources Site to see what is included in your booth and to select booth furnishing upgrades. <https://e.ges.com/081601075/PackageOrdering>

BOOTH STORAGE

Each turnkey booth will have storage cabinets to keep swag and collateral within the booth footprint. Each cabinet is 4' W x 2' D x 3'H with a shelf, please reference the exhibit kit to see how many cabinets are included in your booth set up/sponsorship tier. Please note that booth cabinets do not lock.

BOOTH DECOR

- We encourage you to bring small table top decor items to bring your brand to life within your booth.
- Please be considerate in your use of adhesive or double sided tape that can damage booth veneer or venue equipment, floors, and walls.
- Low tack mounting tape can be used to adhere light decor to the peg board. Please do not adhere anything to the booth outside of the pegboard. Please do not use push pins on the peg board
- *Any damage to the booth from sponsor provided decor will incur cost.*

BOOTH SIGNAGE

In addition to the signage provided with your sponsorship package, sponsors are able to bring supplemental signage elements. *Additional signage should be limited to table top signage or pop up banners.*

- Pop Up Banners should be less than 3 ft. W x 7ft H.
- Standard Booths - Limit (1) Banner
- Remarkable, Inspirational, Memorable Booths - Limit (2) Banners

Please visit <https://e.ges.com/081601075/PackageOrdering> for more information on your included booth graphics. **Deadline to submit booth graphics is July 27th.**

MONITORS

- Mounted monitors are included on Remarkable, Inspirational and Memorable booths.
- Additional table top and floor stand monitors are available to rent through the order form on the exhibitor kit website at <https://e.ges.com/081601075/otherservices>
- Sponsors may not bring their own monitors or screens.

CLEANING & TRASH

- During load in, please break down empty boxes and leave garbage in a tidy pile to be collected by the cleaning team.
- Cleaning services will be provided on an ongoing basis throughout the event.
- Small trash cans will be provided for your booth, trash will be picked up at the end of the day or by request as needed.

RULES & REGULATIONS

PROHIBITED ITEMS

The Boston Convention and Exhibition Center Prohibits the following items:

- Outside food and beverage
- Pets or animals
- Balloons, Glitter, Confetti, sand, simulated snow, and popcorn.
- Caution Tape: Yellow or red plastic tape with black stripes, or printed with 'Caution', 'Do Not Enter' or other warning messages
- Smoking or Vaping materias, CBD based or cannabis containing substances
- Fog Machines
- Adhesive backed decals
- Drones
- RC Cars, motorized equipment, or anything with a combustion/gas engine.

Please see *INBOUND T&Cs* for additional detail. <https://legal.hubspot.com/inbound-2023>

PHOTOGRAPH AND VIDEO

- We request that all filming be done using consumer-level equipment, such as smartphones or DSLR digital cameras. Professional camera gear, lighting and audio recording equipment are not allowed.
- You're welcome to disseminate the recordings and photos you take through social media (like tweeting, or posting to Facebook, Instagram or LinkedIn), as long as the video clips are less than one minute in length. Here are a couple of examples of what's allowed: Tweeting "I'm learning so much at #INBOUND2023" with a picture of you or your team attending a session, or posting a photo of Yamini Rangan or Dharmesh Shah's talk on Instagram.
- Unless you have the express prior written permission of the event producer, you may not bring to the event any of the following
 - Any photography device which is designed for, or suitable for, any commercial purpose selfie sticks/tripods/ monopods boom arms; or any device which could be used to mount or hold a photography device, or could be used to extend a person's reach.
- The event producer reserves the right, in its sole discretion, to prohibit any device it believes may be used in violation of these terms, which it believes poses a safety risk, or which it believes may lessen the enjoyment of the event by others.
- Here are a couple of examples of what's not allowed: Live-streaming any session, or posting a picture on Instagram of a Speaker after we announced that recordings and photography aren't allowed.
- INBOUND reserves the right to remove or conclude any unapproved photo or video activities.

AMERICANS WITH DISABILITIES ACT

As a reminder, nondiscrimination and disability laws ensure equal access to all participants at HubSpot Events. It is the responsibility of the Sponsor to make its booth space fully accessible to persons of all races, colors, national origins, genders, disabilities and other protected classifications and to comply with all applicable laws and regulations, including without limitation the American with Disabilities Act.

KEY CONTACTS

Please reach out to Diane Tamulavage at dtamulavage@hubspot.com with any specific questions regarding your sponsorship, or show logistics and production.