



**Exhibitor Package**  
**2009 Annual Meeting & Conference**  
**The DCU Center in Worcester**  
**Monday, November 9, 2009**

Fall is almost here and already we're gearing up for the 2009 Annual Meeting & Conference at the DCU Center in Worcester! As you may already know, close to 700 attorneys and legal professionals attended our 2009 Spring Conference last May, providing a record number of networking contacts for our exhibitors. Other benefits include:

- Your name printed on the conference syllabus, which is given to every attendee at the meeting and later sold as a popular publication.
- Access to the mailing list of conference attendees, so you can market to the hundreds of attorneys and real estate professionals before or after the event.
- Exposure to up to 700 attorneys and real estate professionals the day of the event.
- An opportunity to market to all 3,000 REBA members in our quarterly edition of the *REBA News*. REBA has priced the exhibit space at \$750, with a \$250 special discount to contract advertisers of *REBA News*. Detailed information is enclosed.

To register as an exhibitor, complete the enclosed **Exhibitor Registration Form** and **Exhibitor Order Form**. Submit both forms with payment to reserve your table(s) and note that prime exhibit space is available on a first-come, first-served basis once payment is received. Please circle your top three booth location preferences on the enclosed Floor Plan on page 9 and return your selections with this registration form, the order form and payment. In order for your company's name to appear in our conference brochure please submit payment by August 21, 2009. **The final deadline for exhibitor registration is October 22, 2009.** Also enclosed you will find sponsorship information. Keep in mind that some sponsorships come with a free or discounted exhibitor table, so be sure to review all materials carefully.

You are welcome to call me at (617) 854-7555 or email [hardy@reba.net](mailto:hardy@reba.net) with any questions. We look forward to seeing you in the fall!

Cordially,

*Andrea*

Andrea Hardy  
Event Coordinator

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## **Exhibitors' Registration Form**

- Circle your top three booth location preferences on the enclosed floor plan on page 9 and return your selections with this registration form, the order form and payment.
- Prime exhibitor space (in the main hallway) is reserved for the first 30 paid registrants.
- We try to locate displays requiring electricity as close to an outlet as possible.
- Please be prepared to set up your display between 6:00 and 7:30 am as Registration opens at 7:30 am.
- Table tent signs with your organization's name will be provided.
- There will be an "Exhibitors' Hour" from 7:30 am to 8:30 am.
- Please see enclosed instructions on page 6 for rates and set-up instructions for high-speed internet use. Be sure to bring a Visa, MasterCard, American Express or Discover card with you the day of the event.

We are looking forward to another successful program and want to say "Thank-You" once again for your past and continued support of The Real Estate Bar Association!

*(Please type or neatly print:)*

Exhibitor: \_\_\_\_\_

Contact Name(s): \_\_\_\_\_

Business Description: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Tel: (\_\_\_\_) \_\_\_\_-\_\_\_\_ Mobile: (\_\_\_\_) \_\_\_\_-\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_-\_\_\_\_

E-Mail: \_\_\_\_\_ Web Site: \_\_\_\_\_

Will you need an electric outlet? (No additional cost) Yes: ☐ No: ☐

\* Please bring your own extension cords. There is a \$5 fee to rent an extension cord the day of the conference.

**Names of Exhibitors staffing the Exhibitor table not registering for the educational program and meal:**  
*(There is no additional cost for registering exhibitor staff. Please list all staff members so nametags can be printed.)*

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

**Please complete and return this registration form, along with the enclosed order form, to REBA Foundation, in the attention of Andrea Hardy by mail, e-mail or fax.**

*Please Note: REBA and the DCU Center are not responsible for any lost or stolen items. Please be sure to keep an eye on all valuables.*



## ~ EXHIBITOR BINGO ~

At the 2009 Spring Conference we played our first ever game of “Exhibitor Bingo”, and it was a big success! The way this works is this... Each conference registrant will receive a bingo card the morning at registration. This card will have a square for every *participating* exhibitor on one side, and a map of where each exhibitor is located on the other side. When registrants visit your table you will give them a star to put on your company’s square. Star stickers will be left for you at your exhibitor table the morning of the event.

Once registrants have filled every square they can then submit their card to be entered into a raffle for cash and gift prizes.

The goal of this game is to encourage our attendees to visit each exhibitor table in hopes of increasing the amount of contacts you make at our event. The cost to play is \$25. You can register to play using the Order Form enclosed in this packet. If you prefer to submit a prize with a value of \$25 or more, please contact Andrea at [hardy@reba.net](mailto:hardy@reba.net) for details.

Good luck!



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### **DCU Center Unloading Procedures**

The day of the event exhibitors are welcome to arrive as early as 6:00 a.m. There will be a security guard on duty from 6:00 a.m. until 7:30 a.m., guarding the unloading area as well as directing exhibitors to the service elevator.

To ensure all exhibitors follow proper unloading procedures and safely bring their items to their exhibitor tables, please follow the directions below.

1. Pull your vehicle to *DOOR 3* (see enclosed map).
2. Unload your items.
3. Leave your items in the unloading area. The guard on duty will be there to keep an eye on them.
4. Park your vehicle in the garage across the street from the DCU Center or use our valet parking service to park your car for you. (see enclosed map).
5. Return to the unloading area and with the assistance of movers and carts bring your items to the third floor of the DCU Center using the service elevator located just inside *DOOR 3*.
6. Once on the third floor you will be instructed by REBA Staff as to where your exhibitor table is located. There will also be a map of the third floor describing your table location.

\* Please keep in mind, REBA will provide movers to assist you in bringing your items to your table. Carts will also be available.

If you should have any questions regarding the unloading of your exhibitor items please feel free to contact Andrea Hardy at (617) 854-7555 or at [hardy@reba.net](mailto:hardy@reba.net). The day of the event you are welcome to call Andrea on her cell phone at (978) 855-5895.

Thank you.



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**Directions and Parking for the DCU Center**

**From Route 495 or points East or from Route 190 points North**

Route 290 West to Exit 16  
 Turn Right at lights at end of ramp  
 Straight through lights at Summer Street  
 Enter Garage right before lights at Major Taylor Blvd.

**From Mass Pike or Points West**

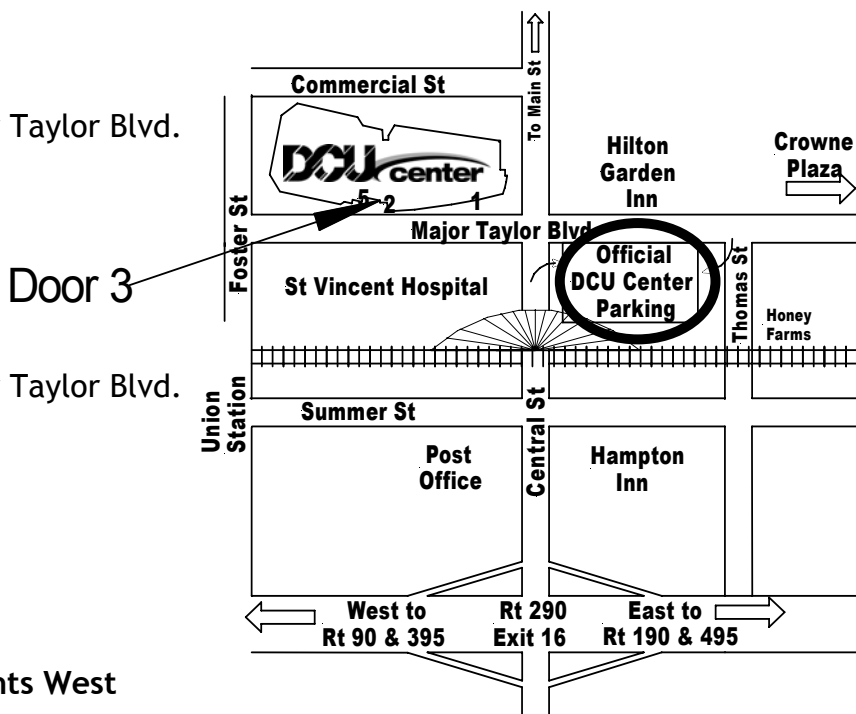
Route 290 East to Exit 16  
 Turn left at lights at end of ramp  
 Straight through next set of lights  
 Straight through lights at Summer Street  
 Enter Garage right before lights at Major Taylor Blvd.

**From Route 146 and points South**

Route 146 North to Route 290 East  
 Follow directions from Points West

**From Route 395 Connecticut**

Route 395 North to Route 290 East  
 Follow Directions from Mass Pike or Points West



**Worcester Municipal Parking Garage**  
 30 Major Taylor Blvd.  
 Worcester, MA 01608  
 508-792-0314

**PLEASE NOTE:** Valet parking is available to all exhibitors. Please pull your car to the front of the DCU Center and a valet attendant will park your car for you. If you prefer to self-park REBA will provide parking vouchers for Worcester Municipal Parking Garage, located on 30 Major Taylor Boulevard. We will be happy to reimburse you for up to \$5 for parking at any lot. Please visit the **PARKING TABLE** next to registration on the second floor of the DCU Center for details and to receive your parking voucher.



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## **Wireless Internet Set-Up Instructions**

The DCU Center is equipped with wireless Internet access throughout the entire exhibitor hallway.

The daily rate for internet ranges from \$7.95 to \$49.95 per PC. Pricing options are listed below:

Option	Price	Connection Speed
4 Hour Lite	\$ 7.95	256 downstream, 128 upstream
1 Day Basic	\$ 9.95	512k downstream, 256k upstream
1 Day Plus	\$24.95	1M downstream, 512k upstream
1 Day Premium	\$49.95	3M downstream, 1M upstream

You can pay for the service onsite with your credit card. Please print these instructions and bring them with you the day of the event.

1. Open your browser
2. Select your speed
3. Enter your credit card information when prompted

Their system works with both PCs and MACs.

If you have any questions regarding the set-up of wireless internet please contact Bob Gaudette, IT Manager, at REBA. His contact information is below.

Bob Gaudette, IT Manager  
The Real Estate Bar Association  
50 Congress Street, Suite 600  
Boston, MA 02109-4075  
Tel: (617) 854-7555  
Fax: (617) 854-7570  
[gaudette@reba.net](mailto:gaudette@reba.net)





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## **Exhibitors' FAQ**

*Q. How early can I arrive to set up at the DCU center?*

A. You are welcome to arrive as early as 6:00 a.m. to set up for the event. Remember, doors open at 7:30 a.m. for registrants so be sure to give yourself plenty of time to set up before they arrive.

*Q. What will be provided for exhibitors the day of the event?*

A. Each exhibitor will have a six-foot table supplied with linen and a table skirt, although you are welcome to bring your own, if you prefer. Two chairs will also be provided.

*Q. What do you mean by “prime” exhibitor space?*

A. When we say “prime” exhibitor space we are referring to the first thirty tables visible from the top of the escalator on the third floor.

*Q. How do I indicate my booth location preference when registering?*

A. The easiest way to indicate your booth location preference when registering is to include a copy of the floor plan, which is enclosed in your exhibitor materials. On the floor plan simply circle the area in which you would like to be placed. You are also welcome to write “choice 1, choice 2, choice 3”, etc. next to your preferred locations.

*Q. Will there be movers and carts at the loading/unloading area on the day of the event to assist me with bringing my belongings to my table?*

A. Yes. Movers and carts are available to assist you in bringing your items to your exhibitor table on the morning of the event. Please proceed to DOOR 3 to unload the items in your vehicle.



*Q. Will exhibitors be able to purchase lunch?*

A. Yes. A bag lunch can be ordered for all exhibitors at \$15 per person. This can be ordered on the Exhibitor Order Form, which is included. There will be a choice of smoked turkey, tuna club roll or garden and fruit salad. All lunches come with cookie, chips, fruit and drink. Please be sure to specify on your order form how many lunches you would like to order. If you would prefer not to have the lunch please be sure to specify this on your registration form. There is a cafeteria at the St. Vincent Hospital across the street from the DCU Center, as well as several restaurants in the area.

*Q. Will there be staff, either from REBA or the DCU Center, available to assist me with setting up the morning of the event?*

A. Yes. There will be a DCU Manager and staff members on the 3<sup>rd</sup> floor the morning of the event, ready to assist you with hanging banners, setting up internet and answering any other questions you may have.

*Q. Will there be a security guard at the loading/unloading area at the end of the event?*

A. Yes. The guard will be returning to DOOR 3 at the end of the event guarding this area and answering any questions exhibitors may have.

*Q. What is the policy for hanging banners, signs, etc. at the DCU Center?*

A. Exhibitors are welcome to bring stands, tripods, etc. to display their banners and signs. REBA is offering tripod rentals for \$5 per tripod. If this is of interest to you, please mark it on the order form. The DCU Center does not allow taping, gluing, stapling, tacking or affixing of any kind without prior approval. If you have any questions please see Andrea Hardy the day of the event.

*Q. Will valet parking be available for exhibitors?*

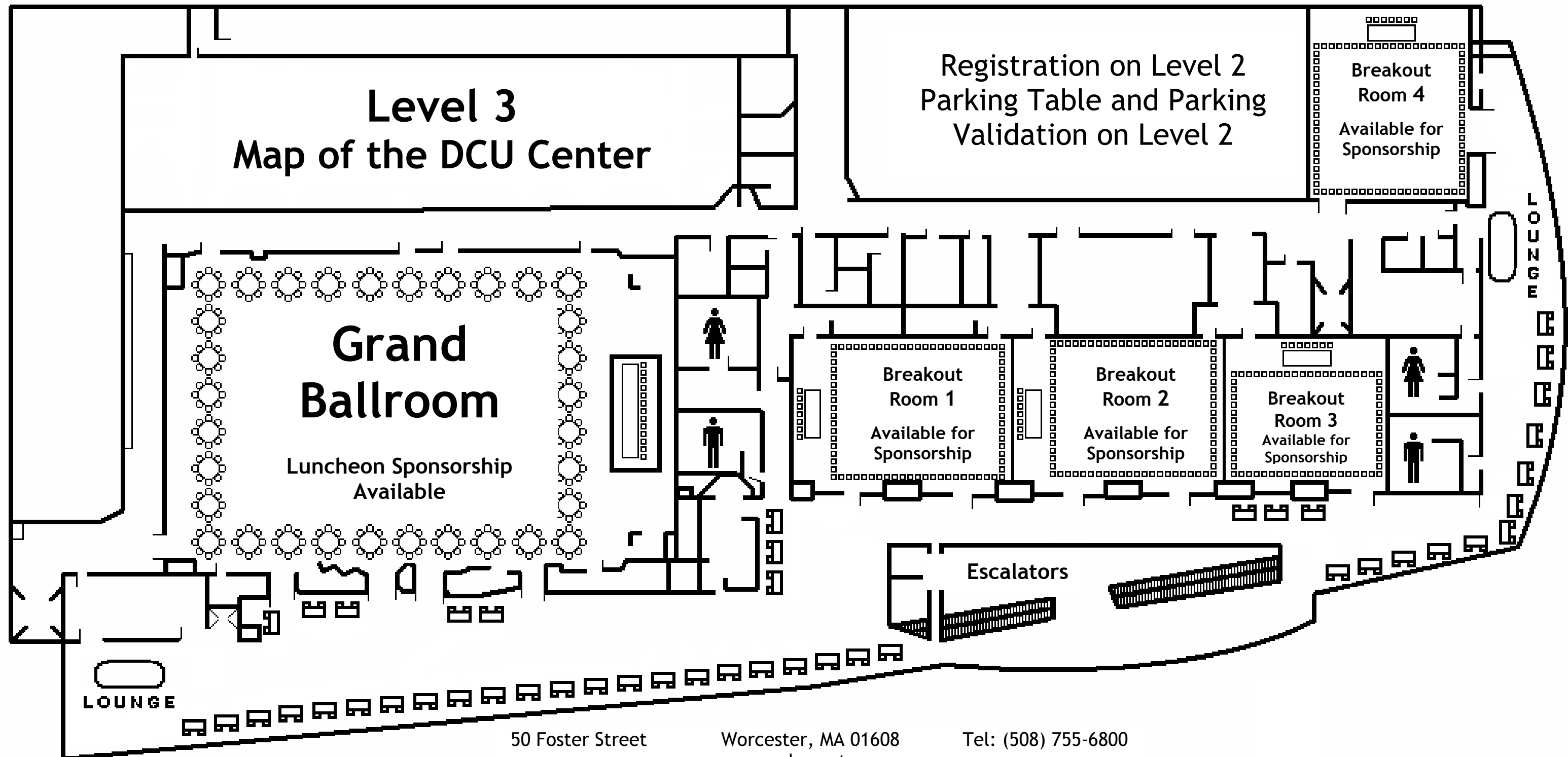
A. Yes. Valet parking is available to all exhibitors. Please pull your car to the front of the DCU Center and a valet attendant will park your car for you. If you prefer to self-park REBA will provide parking vouchers for Worcester Municipal Parking Garage, located on 30 Major Taylor Boulevard. We will be happy to reimburse you for up to \$5 for parking at any lot. Please visit the PARKING TABLE next to registration on the second floor of the DCU Center for details and to receive your parking voucher.

*Q. What time does the event end?*

A. We will be ending the event at approximately 2:45 p.m.

## Level 3 - Map of the DCU Center

Monday, November 9, 2009



# REBA NEWS

*The Real Estate Bar Association For Massachusetts*

## REBA News

REBA News is published quarterly by REBA in partnership with Massachusetts Lawyers Weekly and inserted in the full distribution of Massachusetts Lawyers Weekly's 10,000 weekly distribution. 500 additional copies provided to REBA for additional distribution. REBA News is available on-line at [www.massrelaw.com](http://www.massrelaw.com) and [www.masslawyersweekly.com](http://www.masslawyersweekly.com). Newspaper advertising will also appear in on-line version of REBA News. According to Readex Research 16,400 lawyers practice real estate law in Massachusetts.

## Mechanical Data

*Trim Size:* 11" x 13.5"

*Printable Area:* 10" x 12"

*Binding:* Fold

*Method of Printing:* Offset full run

*Halftone Screen Requirements:*

85 line screen preferred; 100 maximum

240 maximum density

*Digital Ad Specifications:*

Ad documents created in Macintosh platform in QuarkXpress. Must provide all screen and printer fonts. Images must be at 100 line screen, 200dpi at 100%; TIFF format for black and white and EPS for color. All colors must be in CMYK mode. Macintosh format CD-Roms or 100MB Zip disks. Call for settings and specifications for PDF files.

*Errors:*

Advertisers are responsible for checking the first insertion of the advertisement and notifying their Lawyers Weekly representative of any errors. Advertisers must report errors immediately to receive any compensation. No allowance will be made for errors that do not materially affect the value of the ad.

*Printing Specifications:*

Specifications for web offset publications (SWOP) adopted.



## Advertising Rates 2009

Size	1x	4x
Back Page	2835	2100
Full	2400	1785
Half	1450	1040
1/4	800	580
1/8	435	320

MLW Contract advertisers:  
5% discount

Real Estate Service Directory: \$185/year, 4 issues

4 Color \$450

2 color \$205

Banner ad on REBA News Web page  
\$165/Month, Dimensions: 239 x 65 pixels

## Advertising Dimensions

Full Page	10" x 12"
1/2 Page Vertical	5" x 12"
1/2 Page Horizontal	10" x 6"
1/4 Page Vertical	5" x 6"
1/4 Page Horizontal	10" x 3"
1/8 Page Vertical	2.375" x 6"
1/8 Page Horizontal	5" x 3"
Service Directory	1.878" x 2"

**2009 Issue Dates:** Jan. 19, April 13, July 6, Oct. 12  
Deadline 3 weeks prior to issue date

Effective January 1, 2009

For advertising in REBA News call 617-218-8145 or email [masales@lawyersweekly.com](mailto:masales@lawyersweekly.com)