

**EXHIBITOR GUIDELINES, INFORMATION AND REGULATIONS**



## RULES AND REGULATIONS — EXHIBITOR PARTICIPATION

### Access Control and Credentialing

The following information applies to all Exhibitors traveling to the BCEC, unloading Exhibitor-related cargo, and parking at the BCEC:

Exhibitors accessing the BCEC must be processed by the BCEC Public Safety Department before entering the facility. Issued Exhibitor Credentials must be worn on the outermost garment (or on the right wrist if an ID band is issued) of the Exhibitor at all times while inside the facility. Exhibitors should check in with the General Service Contractor (GSC) Marshalling Lot Trailer, or go directly to the South Parking Lot if directed by the GSC or Licensee, before proceeding into the building at Southwest Badging.

### Affixing to the Facility Structure

Licensee shall not allow exhibitors to:

- Rigging of cable/hanging devices or affixing any materials to the ceiling, electrical buss ducts and conduits, on sprinkler pipes, ventilation equipment, windows, columns or any other physical structure at the BCEC is strictly prohibited.
- Exhibits shall not cause or permit any nails, staples, hooks, tacks, screws, or the like to be driven into the facility structure (including, but not limited to, any wall, ceiling, column, stone, window, drape, painted, carpeted or concrete surfaces) of the premises.
- Exhibits shall not erect any decorations or use adhesive materials, including tape that can deface the walls, ceilings, floors, facilities, and equipment contained on the premises.
- Walls, floors, ceilings, or other areas of the facility or its furnishings or fixtures are not to be painted or have permanent coverings applied.

### Booth Set-Up and Dismantle Exhibitors

The unpacking, assembling, dismantling, and packing of displays and equipment may be done by full-time employees of an exhibiting company. Exhibitors are allowed to set-up and/or dismantle their own booths, provided that they use their own bona fide, full-time employees. It is acceptable for exhibitors to safely use power tools to set-up and/or dismantle their own booths.

No one under the age of 18 is permitted on the loading docks, in truck bays or in the loading dock yard. Additionally, no one under the age of 18 is permitted in the exhibit halls during move-in or move-out operations. The Licensee will determine age restrictions, if any, for hours when the exhibit hall is open for attendees.

### Cabling

No cables (telephone, Internet, electrical, audio, video, etc.) should be run in front of any doorways at any time. If cables must cross a doorway, cables must be flown — cable trays are not an acceptable substitute.

### Caution Tape

Use of 'Caution Tape' is prohibited. Yellow or red plastic tape with black stripes, or printed with 'Caution', 'Do Not Enter' or other warning messages may only be placed by the MCCA to warn individuals of a hazardous condition. The MCCA prohibits the use of yellow or red plastic tape to restrict access to an event or exhibit display. Rope and stanchion is available from the General Service Contractor or in limited quantities from MCCA Event Services.

### Cooking Demonstrations

Exhibitors shall provide a Class K fire extinguisher for hazards where there is a potential for fires involving combustible cooking media (vegetable or animal oils and fats). Maximum travel distance shall not exceed 30 feet (9.15 meters) from the hazard to the extinguisher(s).

### Double-Decker Booths and/or with a Roof

All Double-Decker exhibits are subject to applicable state and city building codes and are subject to inspection by state/city officials and the MCCA. Maximum occupancy load for upper level(s) must be posted at the base of the stairway and enforced by the exhibitor. Smoke detectors must be installed on the first floor of the exhibit and every subsequent enclosed level. Automatic extinguishing systems are required of any exhibit that has a roof, or any other covering, that would impede the effective use of the facility's sprinkler system. A 10 lb. ABC fire extinguisher must be visible on every level of the exhibit. Any exhibit that is deemed a hazard by the MCCA must be removed from the facility. All costs for removal are the responsibility of the Licensee. The City of Boston Fire Code prohibits the use of fabric attached to a ceiling or used to cover any portion of an exhibit.

## Exclusive Services

The BCEC will be the exclusive provider of the following services: food & beverage, cleaning, security, electrical, medical, business center, telephone, Internet, rigging, the operation of ground-supported crank-ups, the operation and provision of lifts for theatrical purposes, plumbing, the use of the house sound system and the supply of compressed airs and gases.

## Exhibitor Product

Exhibitors are prohibited from offering or selling **any product(s)** to any employee, agent, contractor or subcontractor working at the BCEC.

At the conclusion of the event all products must be either:

- Removed from MCCA facilities by the exhibitor; or
- Properly disposed of; or
- Donated to a previously identified non-profit charity; or
- Sold to an established business with sales receipts supplied and produced on demand.

Any MCCA employee, agent, contractor or subcontractor working in MCCA facilities who is determined to be removing and/or accepting from another event related product(s) is subject to immediate termination of employment or prohibition from working at all MCCA facilities.

ALL PERSONS, VEHICLES, BAGS, CONTAINERS, ETC. ARE SUBJECT TO SEARCH.

## Fire Safety

This section of the BCEC Event Planning Guide's Public Safety provisions adheres to National Fire Protection Association (NFPA) rules and the City of Boston (COB) Fire Code.

### Fire Safety Equipment

Fire extinguishers are located on each of the support columns in the exhibit hall area and on the perimeter walls. All brackets are 40 inches (102 cm) from the floor. Support column fire extinguishers are primarily mounted on the northwest quadrant. Fire extinguishers on the support columns along the north end of Hall A, and those on the south side of the air walls, are mounted on the southwest quadrant. General Service Contractors (GSC) and exhibitors are required to maintain a minimum unobstructed path of

no less than 48 inches (122 cm), 24 inches (61 cm) on center for fire extinguishers.

Fire extinguishers shall not be removed or temporarily relocated by any exhibitor, the Licensee or the GSC. The GSC is responsible for ensuring that emergency exits, fire extinguishers, fire pull stations, fire department value boxes and fire alarm flashers are not obstructed or obscured from view at any time in the facility. Anyone found responsible for moving, removing or blocking fire safety equipment is subject to a fine.

### Fire Safety Limitations

The following limitations apply to all exhibits located in the exhibition halls in the BCEC:

1. The following items are fire-hazards and are prohibited for use in the BCEC:
  - Compressed flammable gases (Exception: Butane in a one pound UL approved canister for cooking demonstration with prior approval from your Event Services Manager.)
  - Pyrotechnics, flammable/combustible liquids, hazardous chemicals/materials, blasting agents and explosives
  - Untreated Christmas trees, cut evergreens or similar trees
  - Fireplace logs, charcoal and similar materials
  - Untreated mulch and Spanish moss or similar vegetation
  - Untreated hay or straw
2. The following shall be protected by automatic fire extinguishing systems:
  - Single-level exhibit booths exceeding 300 square feet (28 square meters) and covered by a ceiling
  - Each level of a multi-level exhibit, including the uppermost level where the uppermost level is covered by a ceiling.
  - Any home or house constructed within the exhibit hall must also include smoke/fire alarms and a 10 lb. ABC fire extinguisher on each level.
3. A single exhibit or group of exhibits with ceilings that do not require sprinklers shall be separated by a distance of not less than 10 feet (3050 mm) where the aggregate ceiling exceeds 300 square feet (28 square meters). The Boston Fire Department prohibits the use of fabric as a display ceiling or covering.

4. The travel distance within an exhibit booth or exhibit enclosure (including temporary office/meeting spaces) to an exit access aisle shall not exceed 50 feet (15 meters)
5. Any interior finish, either permanent or temporary, will be required to meet the requirements of the Massachusetts State Building Code.
6. Open flame devices may be permitted when they are a necessary part of the exhibit. Devices must be isolated from attendees by either four (4) feet or a barrier; be placed on a non-combustible surface; be separated from other devices by five (5) horizontal feet; and have a 20 lb. ABC fire extinguisher present within the exhibit.
7. Candles are permitted so long as the flame from the candle does not exceed the height of the required fire safe enclosure, which is usually made of glass or other non-combustible material. Candles can be placed on tables only. Candles cannot be placed on any shelving, window ledges or sills, or any other place where the candle and its encasement could fall and cause injury and or fire. Use of candelabras and other such arrangements are prohibited. Candles cannot be placed on, in, or near the same area with other combustibles, such as dried flower arrangements, confetti, etc. All candles and required encasements to be used must be approved by the MCCA Public Safety Department at least 60 days prior to the date of their intended use. The exhibitor is required to have a 10 lb. ABC fire extinguisher readily accessible within the exhibit.
8. Any vehicle or apparatus which has a fuel tank and is part of a display is required to be equipped with a locking (or taped) gas cap and contain no more than three (3) gallons of fuel, or 1/8 tank, whichever is less; at least one (1) battery cable used to start the engine must be disconnected and the end of the disconnected battery cable taped ; vehicles shall not be moved during exhibit hours. Fueling or defueling of vehicles is prohibited. Vehicles may not be started or operated within the exhibit hall for the first 15 minutes after the exhibit hall closes to the public for the day or final closing of the event. No vehicle may be operated on the exhibit hall without a lead person walking in front of the vehicle warning people of vehicle movement.
9. Curtains, drapes, banners, decorations and acoustical material (including but not limited to cotton, hay, paper, straw, moss, split bamboo and wood chips) must be flame-retardant treated and submitted to the Boston Fire Department Chemist for approval. Material that cannot be treated for flame retardancy shall not be used.
10. All tent canopies and tarps must be fire resistant and meet CPAI 84 (Canvas Products Association International) specifications. The original flame retardant compliance tag must be attached to tent, canopy or tarp. Additionally, exhibitors must have the manufacturer documentation available for on-site inspection. Open flame, cooking or other sources of heat are prohibited under any tent, canopy or tarp. The exhibitor is required to have a 10 lb. ABC fire extinguisher readily accessible within the exhibit. Individual exhibitor tents, canopies or tarps, exceeding 300 square feet (28 square meters) shall be protected by automatic fire extinguishing systems. A single exhibit or group of exhibits covered by a tent, canopy or tarp that do not require sprinklers shall be separated by a distance not less than 10 feet (3050 mm) where the aggregate ceiling exceeds 300 square feet (28 square meters). Tents exceeding 400 square feet (37 square meters) require a tent permit from the Boston Fire Department.
11. The GSC or individual exhibitor must have on-site a copy of the Certificate of Flame Resistance for all floor covering. The Boston Fire Department prohibits the use of carpet on walls, ceilings, seating products or as decorative material.
12. The hanging or rigging of signs, displays or banners, etc. shall not interfere with the building fire sprinkler system. Rigged items shall not exceed 300 square feet in surface area in a horizontal plane, nor be more than a 15 degree angle from a vertical plane relative to the exhibit hall floor.
13. Exhibitors are prohibited from covering displays with drop cloths, sheets, table cloths or other non-flame resistant material.
14. Exhibitors shall move, remove, or arrange with the General Service Contractor to remove wooden pallets, shipping crates, cardboard boxes and other packing materials from the exhibit hall area as soon as possible. These items are not permitted in the exhibit halls during events.

### Flame-Retardant Treated Materials

The following rules apply regarding flame-retardant treatments:

1. All decorations, drapes, signs, banners, acoustical materials, hay, straw, moss, split bamboo, plastic cloth, and similar decorative materials shall be flame-retardant to the satisfaction of the Boston Fire Department and State Fire Marshal.
2. Combustible materials,  $\frac{3}{8}$  inch or more in thickness, glass or asbestos cloth may be used without flame-retardant treatment.
3. The use of oilcloth, tarpaper, sisal paper, nylon, Orlon®, and certain other plastic materials that are not flame-retardant, is prohibited.
4. Table coverings used in exhibit halls must be flame-retardant treated, unless they lie flat, and have an overhang of no more than six (6) inches.
5. All materials must be certified by the Boston Fire Department within six (6) months of the event. The Boston Fire Department does not accept certificates from other jurisdictions. Materials may be sent directly to the Boston Fire Department for testing.
6. The City of Boston Fire Code prohibits the use of:
  - fabric attached to a ceiling or used to cover any portion of an exhibit.
  - carpet on ceilings, walls, seating products, or as decorative material.

### Lasers

All lasers must comply with Massachusetts Code of Regulations (CMR) – 105 CMR 121.000. Class 2 or greater lasers require written approval of the MCCA Public Safety Department. Class 3B and Class 4 must be registered with the Massachusetts Department of Public Health (DPH). Class 3B and Class 4 lasers are subject to on-site inspection and final approval by the Massachusetts DPH. Additional information is available at [www.mass.gov/Eeohhs2/dph/regs/105cmr120\\_001.pdf](http://www.mass.gov/Eeohhs2/dph/regs/105cmr120_001.pdf).

### Food & Beverage Samples

The BCEC prohibits any food or alcoholic beverages from being brought into the building. The distribution of alcoholic beverages, regardless of type and/or quantity, is the sole responsibility of the MCCA's exclusive Food & Beverage provider. Food & Beverage sampling in conjunction with specific food distribution

exhibits may be permitted, by approval in writing, by the exclusive F&B service provider General Manager.

In order to obtain authorization to distribute food & beverage items, one of the following conditions must exist:

1. The party interested in distributing food and/or beverage must be the manufacturer of said product. The interested party must only distribute SAMPLE sizes (two (2) ounces of pre-packaged food items or four (4) ounces of non-alcoholic beverages) of his/her product and cannot participate in cash sales of said product during the show.

--OR--

2. The party interested in distributing food and/or beverage items may pay a fee to be determined by the exclusive F&B service provider as an exclusivity waiver.

If a party brings unauthorized food and/or beverage items into the BCEC and does not subsequently meet one of the conditions listed above, the party must immediately remove the unauthorized item(s) from their exhibit or meeting space. If this is not possible, the exclusive F&B service provider will pick up the product from the exhibit or meeting space and hold it in storage until the close of the event.

Please direct any questions you may have to the exclusive F&B service provider Sales Office at (617) 954-2380.

### Glitter, Confetti, Popcorn, and Other Materials

The use of glitter, confetti, sand, or simulated snow types of material, as well as popcorn, is NOT permitted in the BCEC without prior approval from your Event Services Manager. If your request is approved, an additional cleaning cost may apply.

Additionally, adhesive-backed decals may not be given away or utilized. Any costs incurred by the BCEC for the removal of these items will be charged to the Licensee.

### Gratuities Policy

It is against the MCCA's policy for any employee or service contractor to accept gratuities or gifts from the Licensee and/or any exhibitors. Offering of tips and gratuities to personnel employed by the MCCA, or its contractors, agents, or suppliers, is not necessary and strictly prohibited and if you are approached or

solicited by any MCCA or service contractor personnel please report this violation to the Chief of Public Safety at (617) 954-2222.

### Guardrails and Stairs

Any platforms exceeding 30" in height will require a Massachusetts State building code compliant guardrail system. The guardrail shall be 42" in height with balusters or solid material such that a sphere with a four (4") diameter cannot pass through any opening.

The guardrails shall not have an ornamental pattern that would provide a ladder effect. This includes a guardrail on stairs.

The guardrail system shall be capable of withstanding a load of 200 pounds (minimum).

Stair construction shall meet Massachusetts State building code for riser height of 7" maximum and a tread depth of 11" minimum. These stairs shall have a handrail that shall be continuous, without interruption by newel posts, other structure elements or obstructions. Handrails shall not be less than 34" or more than 38". The handrail ends shall be returned to a wall or post. All stairway handrails shall have a circular cross section with an outside diameter of at least 1-1/4" and not greater than 2".

Stair width shall be a minimum of 36". Many multi-level displays are designed without risers, which is not permitted by the Massachusetts State building code as the stairway is part of a means of egress. The easiest way to address this issue with minimal cost, is to secure a fitted piece of fire-rated plywood or sheet rock to the underside of the treads.

### Hand-Carry Policy

The MCCA reserves the right to restrict all freight and package deliveries to the loading dock. MCCA Public Safety personnel will be on site to direct and assist exhibitors during move-in and move-out.

For the convenience and safety of exhibitors and patrons, all freight and material handling must enter and exit the facility through the loading dock. The Licensee and its exhibitors will be allowed to hand carry **one** item, one time, in or out of the facility without having to access the loading dock. (Hand-carried freight is defined as one item that can be easily carried by an individual, without the need for dollies or other mechanized equipment.)

No parking is allowed at the entrance of the facility; and the use of passenger elevators for movement of freight is not allowed. All packages are subject to inspection by facility personnel.

This policy is strictly enforced at The Westin Boston Waterfront Hotel skybridge as well.

### Lights

Only Underwriters Laboratories (UL) approved clamp-on types of portable spotlights, are allowed. All display lights must be turned off when the exhibitor leaves for the day. Only UL approved extension cords 12 gauge or greater rated for 20 amp are allowed. Note: Household extension cords are not permitted. These are generally 14 or 16 gauge and only rated at 15 amp.

### Material Handling

Exhibitors are allowed to perform their own material handling, providing all of the following criteria are met:

- Exhibit personnel performing the work **must** be bona fide, full-time employees ("authorized personnel") of said company.
- Exhibitors may choose to off-load from a company-owned truck or rental vehicle, or from a car, van or truck owned by personnel of the company provided the vehicle is co-owned or rental vehicles **must** be less than 24 feet in length.
- Exhibitors may use only hand-operated equipment, which they have provided; two-wheeled hand trucks and four-wheeled flat trucks are permitted as well.
- At no time can vendors (A/V, furniture design firm, etc.) unload their items. An approved General Service Contractor (GSC) or the Exclusive Rigging Service Provider (ERSP) must be hired by the Licensee to unload/re-load and push in all vendors.

### Move-In Procedures

ALL Exhibitor move-in is restricted to the BCEC Loading Dock. No exhibitor will be allowed access with his or her move-in materials via any other entrance to the facility. Please note the hand carry rule within the Exhibitor Participation Rules/General Conditions Section of the Event Guide.

### Non-Credentialed Exhibitor Staff

Exhibitor staff arriving at the facility must identify themselves with a photo ID (preferably a valid state issued motor vehicle operator's license) by the

Southwest Loading Dock Public Safety Officer. Once positively identified, the Exhibitor will be referred to the Licensee in order to register and receive event credentials.

#### **Parking on Loading Dock Limited to 30 Minutes**

Exhibitor staff members parking on the loading dock and displaying their loading dock parking pass on the dashboard of the motor vehicle for the purposes of unloading cargo have a limit of 30 minutes in order to do so. Exhibitor staff remaining in the loading dock area beyond the 30 minute limit and/or who do not properly display a valid loading dock parking pass subject themselves to towing at the vehicle owner/operator's risk and expense.

#### **Positive Means of Identification Required**

While inside the facility Exhibitor staff must be in possession of a positive means of identifying themselves with photo identification (ID), preferably a state issued motor vehicle operator's license, etc.

#### **Public Safety Recommendations**

The MCCA is not liable for nor does the MCCA carry any insurance on Exhibitor property or fixtures. Please bear in mind that all of your exhibit material and displays are your property. Therefore, it is important that you take every precaution to protect this material. Below are some suggestions toward this end:

1. Ship your materials with a qualified carrier and be sure to lock trunks/crates.
2. If cartons are used, be sure that they are securely taped or banded and under no circumstances marked with the name or type of articles contained therein.
3. Be sure to furnish your shipping company with an accurate account and complete bill of lading.
4. Do not leave your booth unattended during the set-up period.
5. Do not leave exhibit material under tables or displays.
6. Do not include exhibit material in containers to be stored with empties.
7. At the close of the exhibit, be sure to pack as quickly as possible and under no circumstances leave your space unattended during this period.

8. If at all possible, have one of your staff remain in your space with your shipment, until it is actually picked up by the drayage contractor's personnel.
9. Promptly report any missing items or suspicious person(s) to Public Safety.

#### **Smoking**

The BCEC is a non-smoking facility. Smoking is NOT allowed in the building at any time. Designated smoking areas are located outside the building.

#### **Solicitations**

No solicitations or collections in the BCEC, whether for charity or otherwise, shall be made, attempted, or allowed without the prior written consent of the General Manager.

#### **MCCA SERVICES**

The BCEC and its contracted entities are the exclusive providers of the following services: food & beverage, cleaning, public safety/security, electrical, medical, business center, telephone, Internet, rigging, the operation of ground-supported crank-ups, plumbing, and the supply of compressed air and gases. Most of these services are available directly to exhibitors and can be provided through the Exhibitor Services Center. They are subject to prices and conditions detailed in our Exhibitor Ordering Guide. Our services can NOT be resold or bundled as a package without prior written approval from the General Manager. Discounts may apply to some services by meeting the advance payment deadlines and conditions notes on the forms.

For rates and additional information, exhibitors should contact our Exhibitor Services Center at (617) 954-2230 or visit our secure online ordering web site at [www.massconvention.com](http://www.massconvention.com).

#### **ATMs**

Guests will find ATMs on Level One in the North Lobby and the Food Court and on Level o East.

#### **Audio/Visual Services**

The BCEC offers in-house A/V services on a preferred basis with a preferred audio/visual provider to help provide comprehensive event support and services. All types of audio and visual display devices, screens, and computer interfaces are available, along with skilled operators. The BCEC features a digital audio system and extensive use of fiber optic cabling to distribute signals throughout the facility. The BCEC has a clear line of sight to all satellites and dedicated truck

parking spaces complete with power and signal distribution. The preferred audio/visual provider is the exclusive provider for the use of the in-house sound systems. All other A/V Companies must bring in a stand-alone speaker system.

### **Booth Packages**

Our services can NOT be resold or bundled as a package without prior written approval from the BCEC General Manager.

### **Business Center**

MCCA in-house vendor (FedEx Kinko's) is the exclusive service provider of the Business Center. From simple documents to complex projects and on-going programs FedEx Kinko's will provide document management solutions to meet your needs. FedEx Kinko's document solutions capabilities include: copying and digital printing, document production, supplies, computer services, electronic file submission, signage, custom printing services, document distribution, notary public services, pack and ship options, FedEx express and ground service, fax service with delivery on incoming messages and desktop/word processing.

### **Satellite Services**

Two downlink dishes are located on the roof of the BCEC. Signals may be distributed to any location in the facility. Both C and Ku bands are available.

The BCEC has a clear line of sight to all satellites and convenient parking spots for uplink and downlink trucks. Power and signal distribution is available at all truck locations. Please contact your Event Services Manager for more details and pricing.

## **TRANSPORTATION**

### **Public Transportation**

We strongly encourage you to promote public transportation as an efficient transportation option for your attendees and exhibitors. Public transportation in the Boston area is provided by the Massachusetts Bay Transportation Authority (MBTA or "The T"). A number of excellent public transportation options are available for service to and from the BCEC. South Station, the premier regional transportation center, is a ten minute walk from the front door of the BCEC. Services available at South Station include the MBTA's Red and Silver lines, Amtrak regional service, bus service, and commuter rail.

Additional information about public transportation in Boston can be found on the MBTA's website: <http://www.mbta.com>.

Information about water taxi service can be found at <http://www.citywatertaxi.com>.

### **Taxi Information**

MCCA staff will coordinate with the individual taxi cab companies and the Boston Hackney Division for the needs of each event. Assigned staff will manage taxi service logistics. *Level One, North Entrance at 415 Summer Street is the required location for taxi cab drop-off and pick-up.* This taxi stand location will be separate from the other transportation operations for the event.

Taxis will arrive at the designated taxi stand and wait in a short queue for customers as long as necessary for a passenger to board. The only limitation is that the taxis at the end of the queue do not block open lane traffic. Taxis unable to enter the designated curb lane will be required to proceed to the designated taxi pool area and will be called as service requires. The BCEC may create a temporary taxi pool on Northwest Level One. Curbside managers at the designated taxi stand will be in radio contact with monitors at the pool site to dispatch taxis when a steady flow of taxis is required, such as during an event break.

For a complete list of taxi companies and their contact information, please visit the BCEC transportation website.

### **Parking**

The BCEC currently maintains 1,345 parking spaces in the South Parking Lot. There are also 200 parking spaces that are utilized for valet parking. Please keep in mind that there is no 24-hour parking, or overnight parking at the BCEC. For larger events there are nearly 10,000 parking spaces at nearby parking facilities that could be used to create "blocks" of parking for BCEC events. The parking element of the Transportation Plan will describe the use of these parking resources. The Plan will seek to minimize displacement of parkers from existing facilities and parking-related impacts in the South Boston residential neighborhood.

### **ADA Parking**

If valet service is available for the event, those attendees that are driving themselves can park with valet. Those wishing to park their own vehicles will be directed to park in the ADA area in the South Parking

Lot, in the rear of the facility. From there, they can take a handicap-accessible sidewalk to Level Zero, where they can enter the BCEC through the Southeast lobby.

### **Valet Parking**

The MCCA may have valet parking services available at the BCEC. The permanent location of valet parking is on the east side of the North Plaza. Please note that the valet parking lot capacity is limited, and the service will be closed once this lot has filled.

### **Parking Options and Directions**

Motorists can find the BCEC by using the highway ramps from I-90 and I-93 that are conveniently located in the South Boston Waterfront area. South Boston Waterfront parking lots can also be easily accessed from these highways. Directions and appropriate temporary directional signs placed in the local street network will be provided to guide event attendees to off-site parking facilities that support a BCEC event. These signs will be placed at the direction and expense of the Licensee and will be designed to complement permanent directional signs that are in place to direct motorists to the BCEC. The Licensee will distribute directions to parking areas to event attendees with the purpose of keeping motorists on the highway system prior to entering the South Boston Waterfront.