

Massachusetts Manufacturing
MASH-UP

EXHIBITOR GUIDE

Tuesday, October 27, 2026
9:00 AM - 2:30 PM
Gillette Stadium
Foxborough, MA

Powered by:



MASSACHUSETTS CENTER for
ADVANCED MANUFACTURING



General — Event Info



Who and What to expect:

- 1500+ attendees from manufacturers, start-ups, educators, Legislators, state officials, and more
- 500+ students from colleges, universities, and Innovation Pathway high schools
- 90+ exhibitors
- A day packed with forward thinking presentations, award ceremonies, and networking opportunities

2026 Manufacturing Mash-Up Agenda:
<https://mashupmfg.org/mashup-agenda>

PARKING

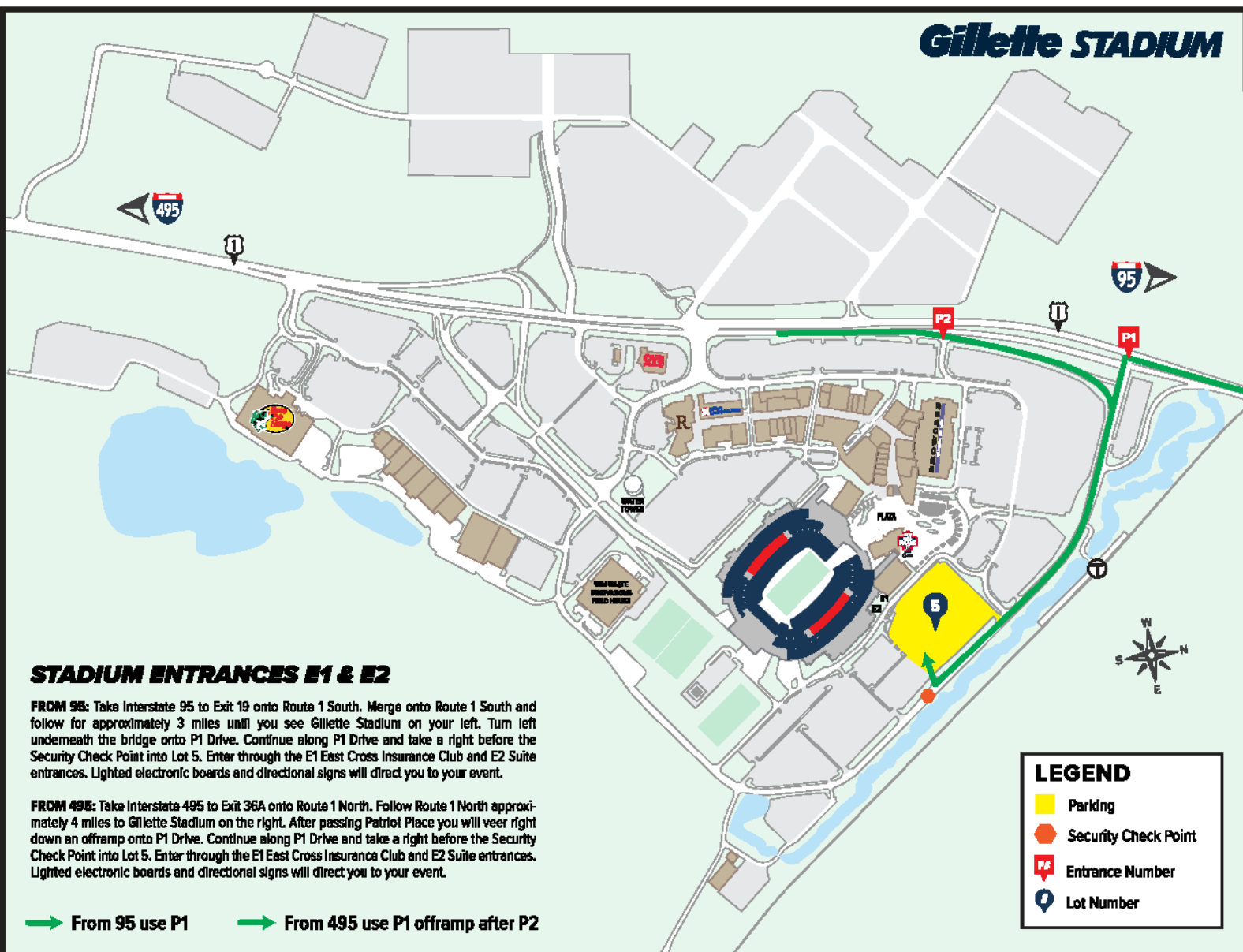
- Event parking is available in Lot 5 (highlighted yellow on the map)
- Registration is located in the lobby of the E1 entrance
- Elevator Access is in the E2 lobby. If you need to use the elevator, please retrieve your badge first in the E1 lobby

DIRECTIONS

- Gillette Stadium is located in Foxborough, MA, 29 miles southwest of downtown Boston and 25 miles northeast of downtown Providence, RI
- If you'd like to use your GPS, entering "Gillette Stadium Lot 5" will route you directly to the correct parking lot.
 - Note: Lot 5 will not show in the GPS for those of you who use the Google Maps app, but can be found on Apple Maps and Waze
- More information can be [found here](#)

Note: The event this year is on the same side of the stadium as the 2025 event

Parking Map & Entrance Guide



EXHIBITOR INFORMATION

Exhibitor package includes:

- 6' dressed table
- 2 chairs
- Standard power outlet IF REQUESTED

(Note: A standard power outlet will be provided if requested. If more power is required, it will be an additional cost to you. If you require power, please let us know, otherwise you will not have an outlet at your disposal.)

If you have multiple devices to plug in, we recommend bringing a power strip with multiple outlets to expand your capacity.

Complimentary lunch will be provided for all attendees and exhibitors.

WiFi Network Name:

Gillette stadium (there is no password, the network is open)

All team members must be registered!

[Click here to register](#)

Please forward this link to anybody from your org who will be attending

Set-Up

Day Before (Preferred Set-Up)

Monday, 10/26

1:00pm - 4:00pm

- Allows you to walk right in on event day!
- You can make set-up requests, if needed
- Gillette Stadium has security monitoring overnight

Morning of Event Day

Tuesday, 10/27

6:45am - 7:45am

- Will have 1 hour to set up
- Special set-up requests may not be honored
- Must be complete no later than 7:45 to prepare for doors to open at 8:00am

Breakdown

Tuesday, 10/27

2:30pm - 4:00pm

- Early breakdown is **not** permitted

Shipping

Please **do not mail** any exhibit items directly to the stadium before the event.

Gillette Stadium is a massive operation with hundreds of packages being delivered daily. Packages often get misplaced or delivered to the wrong department.

Plan to bring all exhibit materials with you either the day before or the morning of the event.

MassTech and Gillette Stadium are not liable for any misplaced items or packages.

If you absolutely need to ship some materials, please reach out to mashup@masstech.org for more information.



Download the Whova app for an elevated Mash-Up experience

As an exhibitor/sponsor, you will have access to many tools provided by Whova to gain more attention at the Mash-Up. You can view the attendee list, exhibitor list, and more.

Please visit the below guides on how to set your company up in the app before the event, and how to maximize your exposure and make connections during the event.

<https://whova.com/pages/whova-app-exhibitor-guide/>

<https://whova.com/resources/how-to-guide/leadgen-tutorial/>

Lead Collection on Event Day:

Whova allows exhibitors to scan attendee QR codes and collect leads directly through the mobile app.

On the app, navigate to:
Home > Exhibitor Hub > Collect Leads and
Contacts

From there, you can:

- 1) Scan an attendee's QR code by selecting "Scan QR Code." Attendees can access their QR code through My Contact Info & QR Code in Whova.
- 2) Add a lead manually by selecting "Add Lead Manually" and entering their information.

We recommend having the Whova app downloaded and your booth staff added before arriving at Gillette Stadium so your team is ready to use these features on event day.



EXHIBITOR CHECKLIST

- Have you started promoting the Mash-Up event?
- Have you determined your marketing plan to engage attendees?
- Have you ordered your company-branded items, signage and linen for your table?
- Have you and your team registered for the Mash-Up? If not, register them today!

QUESTIONS?

Reach out to the Center for Advanced Manufacturing team
mashup@masstech.org

THANK YOU

