

THE BUSINESS SHOW

BOOTH RULES AND REGULATIONS

The Business Show subscribes to IAEE
Guidelines for Display Rules and Regulations

Booth Types: Booths are Pipe and Drape or Space Only
(The proceeding diagrams are for height restrictions only)

Carpet/Flooring: carpet will be provided for all 10x10 and 10x20 booths. 20x20 and bigger will be Space Only and are required to provide their own flooring.

Storage: Fire regulations prohibit storage behind drapery.
1 day's storage can be in the booth, additional storage must be ordered from Freeman using the link in the Exhibitor Portal at an additional cost.

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Booth Regulations and Guidelines

In-line Booth:

In-Line booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. (10ft x 10ft, 10ft x 20ft, etc.)

- **In-line Booth:** Generally arranged in a straight line with neighboring exhibitors on their immediate right and left leaving only one side exposed to the aisle. Individual booths may be combined to form a larger in-line booth space.
- **Corner Booth:** In-line booth exposed on two sides with an immediate neighbor on one side (all guidelines for in-line booths apply).
- **Perimeter Wall Booth:** In-line Booth backs to an outside wall of the exhibit facility rather than to another exhibit. Please note: The height restriction is 8'.

Peninsula Booth:

Exhibit areas combined with two or more standard booths (10ft x 10ft) (3.05m x 3.05m) and aisles on three sides. There are two types of Peninsula Booths.

- **Peninsula Booth:** Backs up to another peninsula booth, the two booths share a common back wall drape 8ft (2.5m) high, 20ft x 20ft or larger.
- **End-cap Peninsula Booth:** The booth shares a side wall with two in-line booths on the exhibitors back wall.

Island Booth:

Exhibit space enclosed by aisles on all four sides of the booth space. No pipe/drape or furniture, space only.

Hanging Signs and Ceiling Rigging

- **Hanging Signs:** See booth space for details.
- **Lighting/Truss** Hanging truss or suspending lights from facility ceiling requires approval.
- Exhibitors must also comply with the Show Rules and Regulations.

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Note: Exhibitors will be asked to remove any exhibits not in compliance with these guidelines. Items will be stored at exhibitor’s expense.

Additional questions or clarifications should be directed to your account manager.

Please remember building fire hoses, extinguishers, strobes, and audible or visual devices for fire alarms should be visible and accessible at all times!

Rules & Regulations are subject to change.

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In-Line

In-Line Booths, also called “linear” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

Dimensions

For purposes of consistency and ease of layout and/ or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft(3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m).

There is a maximum back wall height limitation of 8ft (2.44m)

Use of Space

Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc. display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors.

The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. (See Line-of-Sight exception: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.

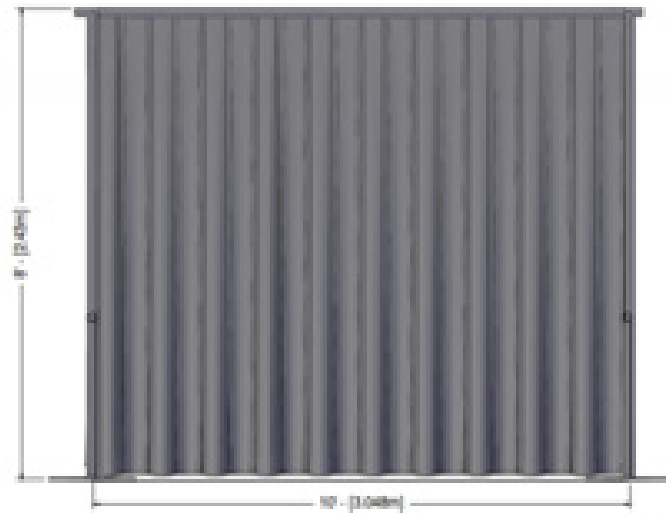
RULES

Exhibits must be constructed with enough space to allow for utility service at the rear of booth(back drape, rails, power drop).

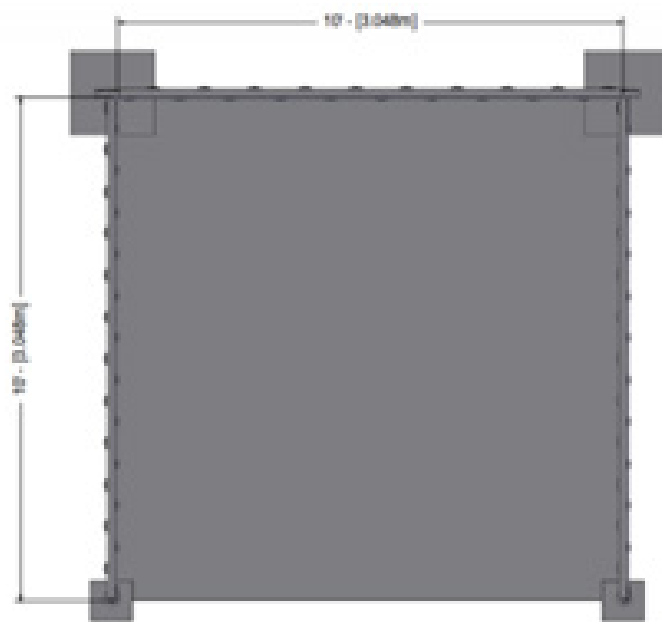
- Hanging signs are prohibited.
- **Pop-Up Tents are prohibited.**
- Front of booth - no items over 4ft (1.22m) in height can be within 5ft (1.52m) of aisle (red area of diagram) as it blocks sight line.
- Back of booth - **The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space.**
- Any structure facing the neighboring booth must be free of any branding/logos.
- Any side wall must be finished carpentry.
- When three or more In-Line booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.
- **Umbrellas are prohibited.**



In-Line Booth



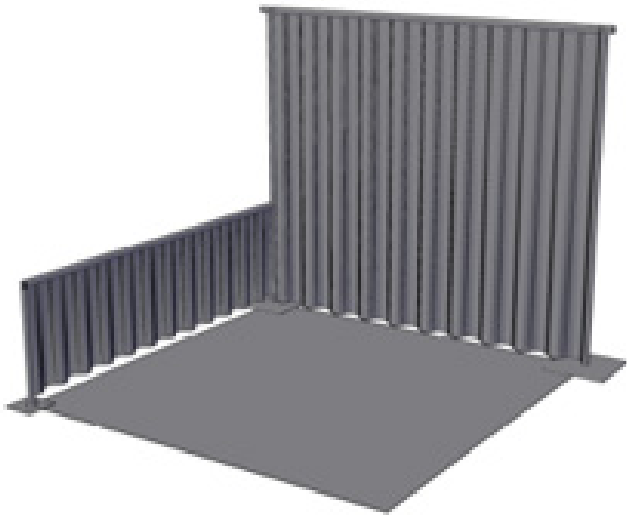
Back View



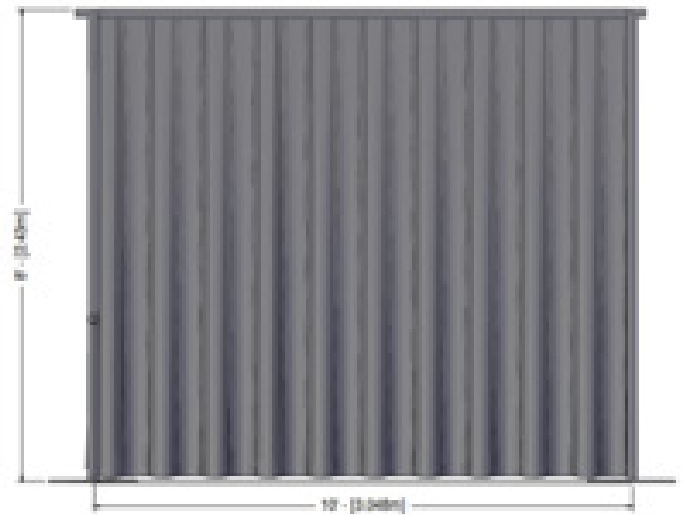
Top View

Corner

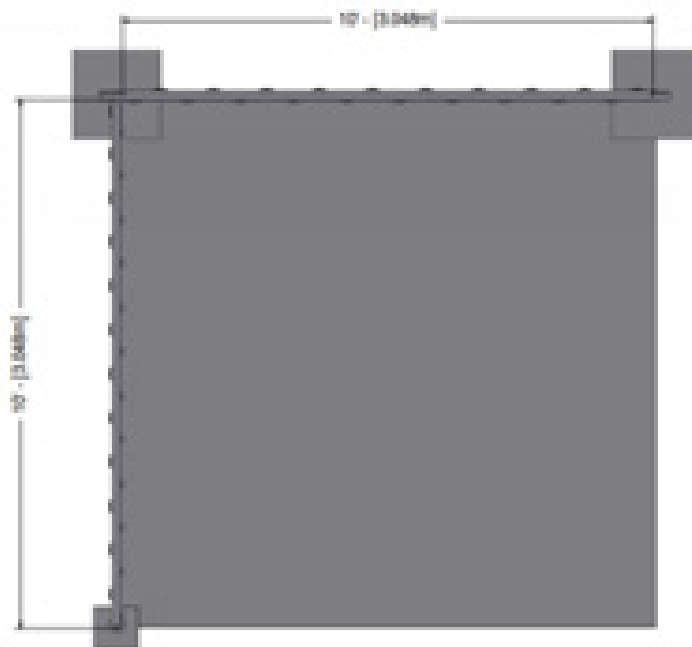
A Corner Booth is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All other guidelines for linear booths apply.



Corner Booth



Back View



Top View

Island Booth

An Island Booth is any size booth exposed to aisles on all four sides.

Dimensions

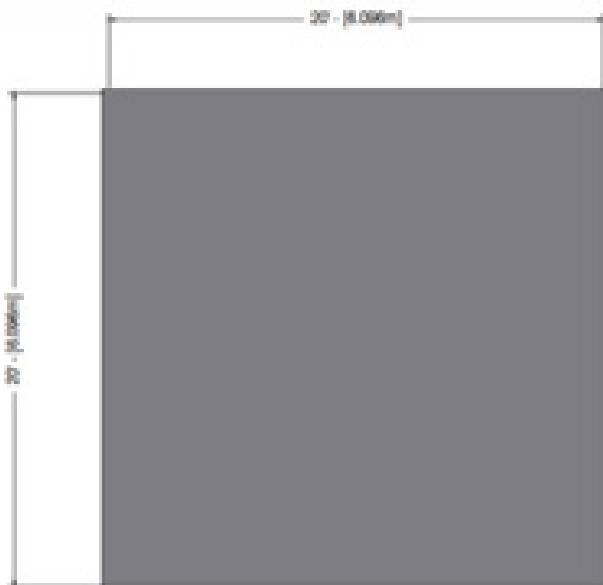
An island booth is typically 20ft by 20ft (6.10m by 6.10m) or larger, although it may be configured differently.

Use of Space

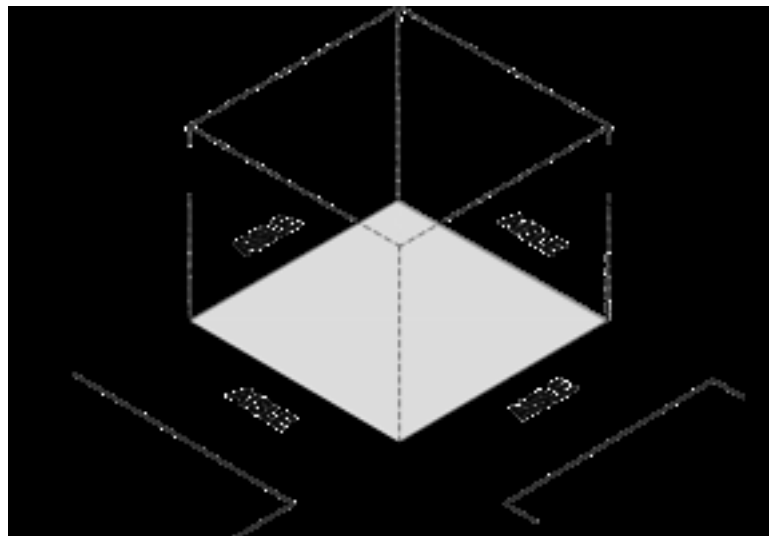
The entire cubic content of the space may be used up to the maximum allowable height, which is usually a range of 16ft to 20ft (4.88m to 6.10m), including signage.

RULES

- ***Exhibitors are prohibited from installing roofed or multi-story exhibit booths (double-deck) without advance written approval from Show Management and Fire Marshal.***
- Hanging signs are allowed with approval
- Booth structure cannot exceed 16ft (4.88m) in height.
- Hanging sign cannot exceed 20ft (6.10m) in height from the top of the sign to the floor.



Top View



Multi-Story Booths

All multilevel booths/structures will need to be approved by a State licensed structural engineer and permitted by the State Building Department.

Design requirements for multi-story booths are as follows:

- Upper level floor systems shall support a live load of one hundred (100) pounds per square foot (488.21 kilograms per square meter) and have guardrails a minimum of 42" (1.07 meters) in height and intermediate rails through which a 4" (10.16 centimeter) sphere cannot pass.
- Stairs for upper levels shall support a live load of seventy-five (75) pounds per square foot (366.18 kilograms per square meter) and have a minimum width of 36" (91.44 centimeters) when serving less than fifty (50) occupants and 44" (1.12 meters) when serving fifty (50) or more occupants.
- Stair risers should be not less than 4" (10.16 centimeters) nor greater than 7" (17.78 centimeters) in height and treads shall have a minimum run of 11" (27.94 centimeters), excluding nosing.
 - Spiral stairs are not recommended for areas occupied by the general public, visitors or clientele, unless specifically approved by the Fire Department.
 - Handrails shall be provided on at least one side of every stairway.
- Upper level(s) shall have at least two (2) exits for every three hundred (300) square feet (27.87 square meters) of occupied space, and these shall be as far from each other as possible.

Other Important Information

Hanging Signs & Graphics

Most exhibitions and events rules allow for hanging signs and graphics in all standard peninsula and island booths, usually to a maximum height range of 16ft to 20ft (4.88m to 6.10m) from the top of the sign, or as determined by the show organizer. End-cap booths do not qualify for hanging signs and graphics. The distance is measured from the floor to the top of the sign. Whether suspended from above, or supported from below, they should comply with all ordinary use-of-space requirements. For example, the highest point of any sign should not exceed the maximum allowable height for the booth type.

Hanging signs and graphics should be set back 10ft (3.05m) from adjacent booths and be directly over contracted space only.

Approval for the use of Hanging Signs and Graphics, at any height, should be received from your account manager at least 60 days prior to installation. Variances may be issued at the exhibitions or events management's discretion. Drawings should be available for inspection.

Issues Common To All Booths

Americans with Disabilities Act (ADA)

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA), and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800) 514-0301, and from the ADA website at www.ada.gov. Some examples of how to design an exhibit for ADA compliance:

- Make exhibits wheelchair accessible by ramping raised exhibit flooring without extending a ramp into the aisle. Note: a standard wheelchair ramp should have a grade no steeper than 1:12. This means that for every inch of rise (change in height), there should be 12 inches of run (change in length)
- Ramp the entry or use hydraulic lifts to trailer exhibits
- Avoid double-padded plush carpet to ease mobility device navigation
- Provide the same attendee experience on both levels of a two-story exhibit
- Offer a signer or other auxiliary hearing-impaired apparatus for sound presentations or have a printed copy of the presentation available
- Run an audio presentation for people with sight problems
- Arrange touch screen displays at a height to accommodate a person sitting in a wheelchair

To avoid heavy fines by the U. S. Department of Justice, exhibitors must adhere to the ADA rules. Exhibits are not exempt from ADA compliance.

Structural Integrity

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as forklifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures.

It is recommended that all 20ft by 20ft (6.10m by 6.10m)

and over exhibits require a drawing, plans or renderings, preferably digital, to be submitted to the show organizer, and to the show's general service contractor.

Exhibitors should ensure that any display fixtures such as tables, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.

Flammable and Toxic Materials

All materials used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant. Samples should also be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flame-proofing certificate should be available for inspection. Exhibitors should be aware of local regulations regarding fire/safety and environment which must be adhered to.

Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility.

Storage

Fire regulations in most exhibit facilities prohibit storing product, literature, empty packing containers, or packing materials behind back drapes. In most cases, however, exhibitors may store a limited supply of literature or product appropriately within the booth area, so long as these items do not impede access to utility services, create a safety problem, or look unsightly.

Electrical

Every exhibit facility has different electrical requirements. However, minimum guidelines are suggested:

- All 110-volt wiring should be grounded three-wire.
- Wiring that touches the floor should be "SO" cord (minimum 14-gauge/three-wire) flat cord, which is

insulated to qualify for “extra hard usage.”

- Cord wiring above floor level can be “SJ” which is rated for “hard usage.”
- Using zip cords, two-wire cords, latex cords, plastic cords, lamp cords, open clip sockets, and two-wire clamp-on fixtures is not recommended and is often prohibited. Cube taps should be prohibited.
- Power strips (multi-plug connectors) should be UL approved, with built-in over-load surge protectors.

Lighting

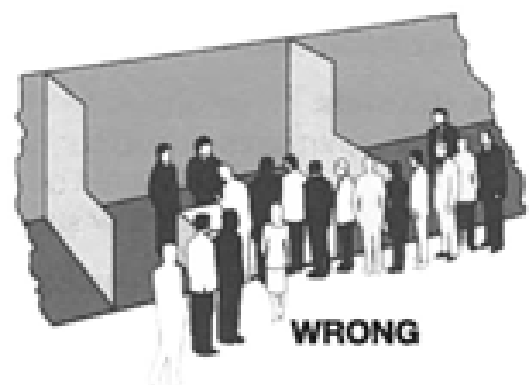
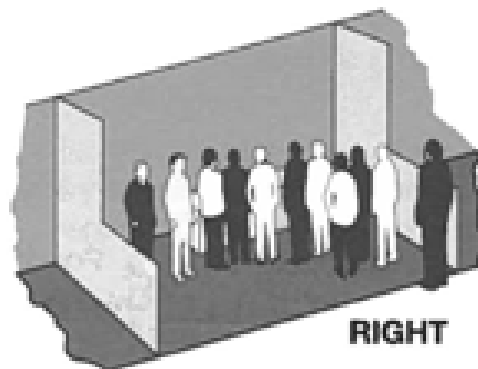
Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:

- No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit drawings to exhibition management for approval.
- Lighting, including gobos, should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or exhibition aisles.
- Lighting that is potentially harmful, such as lasers, ultraviolet lights or flashing or strobe lights that can trigger photosensitive epilepsy should comply with facility rules and be approved in writing by exhibition management.
- Lighting that spins, rotates, pulsates, and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.
- LED lights can be very bright yet generally generate less heat.
- Currently, some convention facilities are not allowing certain types of quartz halogen lighting fixtures in exhibits due to potential fire hazards. Check with exhibition management.
- Reduced lighting for theater areas should be approved by the exhibition organizer, the utility provider, and the exhibit facility.

Demonstrations

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each exhibitor to arrange displays, product presentation, audio visual presentations, and demonstration areas to ensure compliance. Exhibitors should be aware of local regulations regarding fire/safety and environment which must be adhered to.

Special caution should be taken when demonstrating machinery or equipment that has moving parts, cooking equipment with an open flame, or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of 3ft (.91m) and/or install hazard barriers as necessary to prevent accidental injury to spectators. Additionally, demonstrations should only be conducted by qualified personnel.



Sound/Music

In general, exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Rule of thumb: **Sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth.** (Refer to OSHA at www.osha.gov for more information.)

Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI, and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music.

Vehicles On Display

Vehicles on display at the Convention Center shall comply with the following:

- All fuel tank openings shall be locked and sealed in an approved manner to prevent the escape of vapors. Fuel tanks shall not be more than one-quarter full or contain more than four (4) gallons (15.14 liters) of fuel, whichever is less.
- At least one battery cable shall be removed from the batteries used to start the vehicle engine. The disconnected battery cable shall then be taped.
- Fueling or de-fueling of vehicles shall be prohibited.
- Vehicles shall not be moved during Show hours.
- Vehicle location must be confirmed with Show Management on-site, and must not obstruct any aisles or exit ways.
- Complete manufacturer specifications will be shared with your Account Manager no later than thirty five (35) days prior to build.
- All display vehicles will be required to provide a set of driving keys to Show Management once the vehicle is in place. The keys will be returned following the end of the Show, during breakdown.