



BOOTH RULES AND REGULATIONS

This event subscribes to IAEE Guidelines
for Display Rules and Regulations

Booth Types: Booths are Pipe and Drape or Space Only

Carpet/Flooring: Gray carpet will be provided for all pipe and drape 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 GES 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. These booths will typically have a 3' high drape between them, with a height limit of items within the booth (see the 'line of sight' information on the following pages).
- **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 10'.

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, 10ft 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 and drape, this will be a space only booth and must provide their own flooring for the entirety of the booth space.

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 (Linear) Booths

In-line (linear) booths are arranged in a continuous row with neighboring exhibitors on both sides and one side open to an aisle.

Dimensions

Standard booth size is typically 10 ft x 10 ft (3.05 m x 3.05 m), with booth widths generally based on 10 ft (3.05 m) increments. Multiple in-line booths may be combined to create larger exhibit spaces (e.g., 10 ft x 20 ft, 10 ft x 30 ft, etc).

Side Walls and Structure

Any wall or structure facing an adjacent booth must be free of branding logos, graphics or advertising. Exposed side walls must have a finished appearance and be completed with finish carpentry or an equivalent professional finish.

Combined In-Line Booths

When three or more contiguous in-line booths are combined into a single exhibit space, the 4 ft height restriction applies only to areas located within 10 ft of an adjoining exhibitor's booth.

Line-of-Sight Requirements (3ft high side drape)

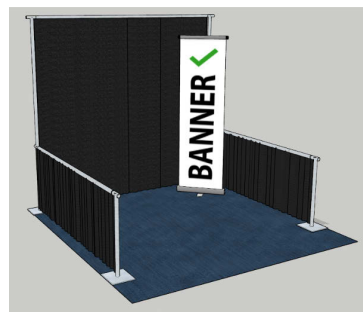
To maintain clear sight lines between neighboring exhibitors, in-line booths with a 3 ft high side drape must comply with the following:

- No display, fixture, product, sign, or other item exceeding 4ft (1.22 m) in height may be placed within the front 5ft of the booth.
- Items exceeding 4ft in height are permitted only within the rear 5ft of the booth.
- The maximum height of any booth structure or display is 8ft .
- Displays must be arranged so as not to obstruct the sight lines of neighboring exhibitors.

Hanging Banners and Signs

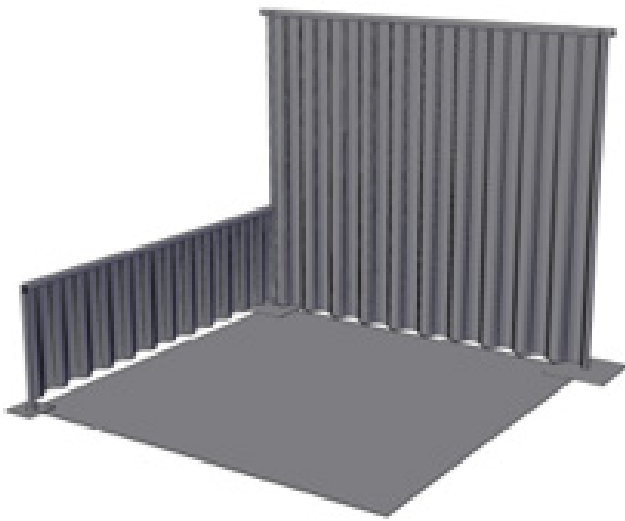
- Hanging banners and signs are permitted only with prior written approval from Show Management and are subject to a \$1,000 airspace fee.
- Approval is granted at the sole discretion of Show Management and may be subject to booth location, venue restrictions, and other event requirements.
- If approved, the exhibitor is solely responsible for all costs associated with the production, printing, rigging, installation, and removal of the hanging banner or sign. All rigging arrangements and payments must be made directly with the show's official service providers and must comply with venue and safety regulations.

Line of Sight Banner Examples

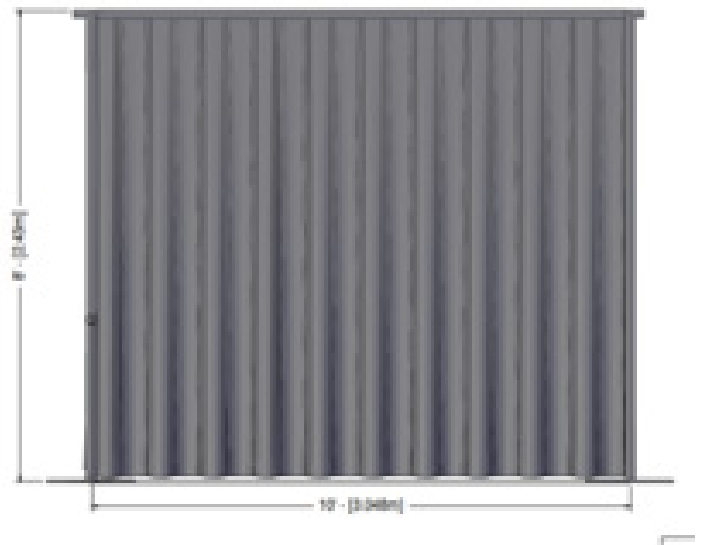


Corner Booths

A corner booth is an in-line booth located at the end of a row and exposed to intersecting aisles on two sides. All in-line booth regulations and line-of-sight requirements apply as per the previous page. A corner booth may have 3' or 8' high drape. Speak to your Account Manager to confirm what your booth will have.



Corner Booth



Back View

Island Booth

An island booth is any booth exposed to aisles on all four sides.

Dimensions

Island booths are typically 20 ft x 20 ft (6.10 m x 6.10 m) or larger, although alternative configurations may be permitted.

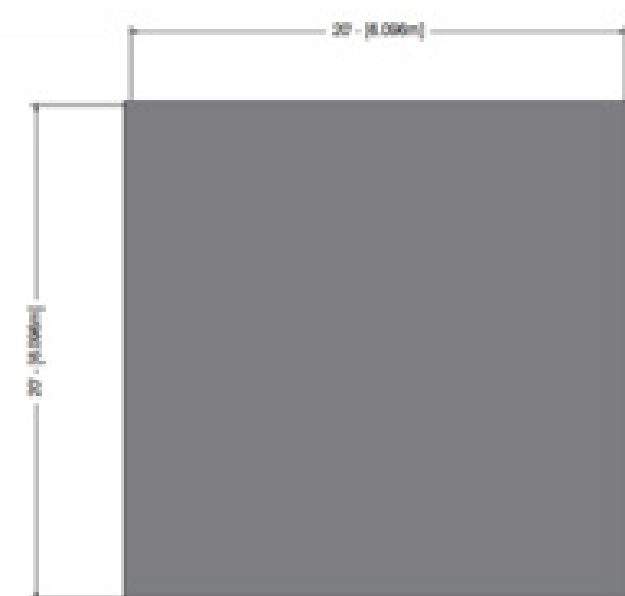
Restrictions

Roofed exhibits and multi-story (double-deck) booths are prohibited unless approved in advance in writing by Show Management and the Fire Marshal.

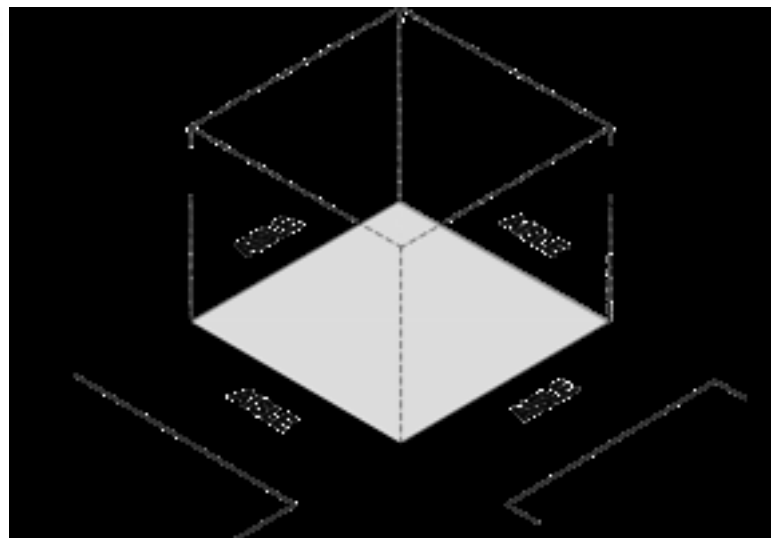
Height and Use of Space

The maximum booth structure height is 16 ft (4.88 m).

- The full cubic volume of the booth may be utilized up to the approved maximum height.
- Hanging signs are permitted only with prior approval from Show Management.
- The maximum height from the floor to the top of a hanging sign is 20 ft (6.10 m)..



Top View



Other Important Information

Hanging Signs & Graphics

Hanging banners, signs, and graphics are approved on a first-come, first-served basis and are subject to booth location, venue restrictions, and the proposed booth design.

All hanging banners, signs, and graphics require prior written approval from Show Management and are subject to a \$1,000 airspace fee. Exhibitors wishing to install a rigged banner above their booth should contact their Account Manager in the first instance.

Requests for hanging signs must be submitted to your Account Manager no later than **60 days prior to move-in** and must include detailed drawings and specifications for review. Approval is granted at the sole discretion of Show Management, and variances may be issued where deemed appropriate.

The permitted height of all hanging signs and graphics will be determined during the approval process based on booth location, venue regulations, and neighboring exhibits. The overall height is measured from the show floor to the highest point of the sign, including any supporting structure.

Hanging signs and graphics must be installed directly above the exhibitor's contracted booth space and must be set back a minimum of 5 ft from adjacent booths.

If approved, the exhibitor is solely responsible for all costs associated with the design, production, printing, rigging, installation, and removal of the hanging sign or graphic. All rigging arrangements and payments must be made directly with the show's official service providers and must comply with all venue, safety, and fire regulations.

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

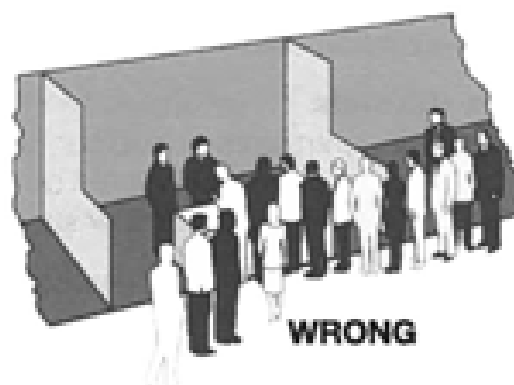
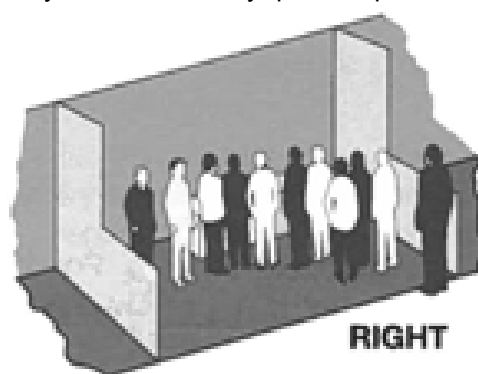
Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:

- 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

Any vehicle displayed within the exhibition hall must comply with all venue, Show Management, and Fire Marshal regulations.

Vehicles may contain no more than one (1) gallon (3.8 L) of fuel, must have a locking fuel cap, and must remain turned off at all times while on display. Battery cables must be disconnected and taped. Vehicles must be locked during non-show hours and may not be refueled, serviced, repaired, or moved once positioned without prior approval from Show Management and the venue.

Exhibitors displaying a vehicle must provide an appropriately sized ABC fire extinguisher within their exhibit space and install a suitable protective floor covering beneath the vehicle.

All vehicles must be approved by Show Management in advance. Exhibitors wishing to display a vehicle must submit a completed **Vehicle Display Application Form** to their Account Manager no later than **60 days prior to move-in**. The application must include vehicle make, model, year, dimensions, weight, fuel type, and any other information requested by Show Management. Approval is subject to venue regulations, floor loading restrictions, access requirements, and Fire Marshal approval.

Additional requirements may apply based on the type of vehicle being displayed. Show Management and Venue reserves the right to deny any vehicle display that does not meet venue, safety, or operational requirements.