



Exhibit Space & Booth Layout Guidelines

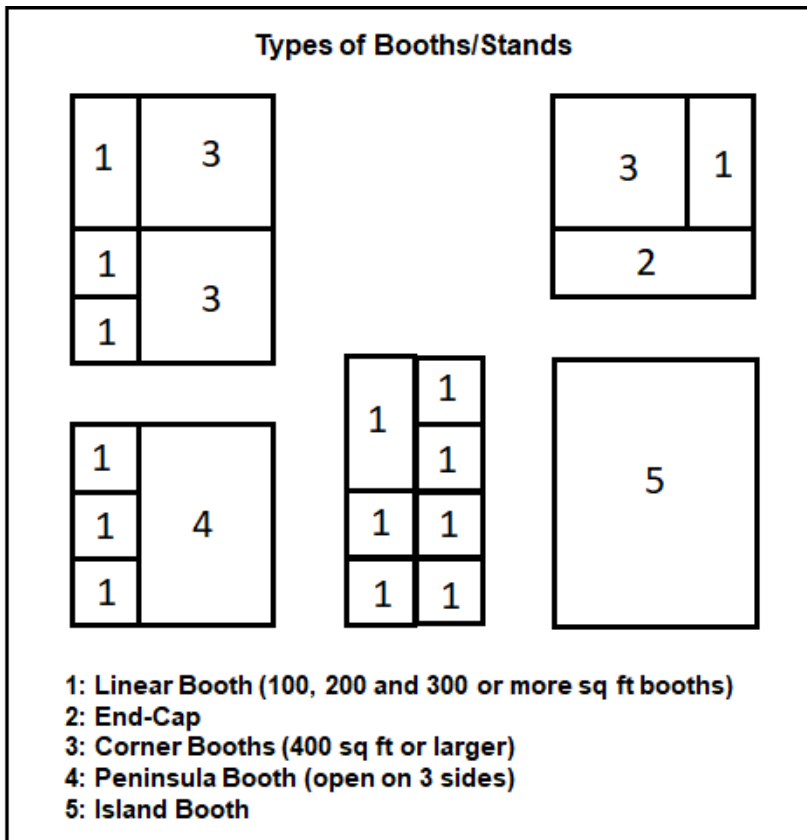


Exhibit Space & Booth Display Rules

*The following display rules have been designed using the **IAEE (International Association of Exhibitions and Events)** guidelines and modified to incorporate some of the needs of this show and the many International exhibitors who are present at Clarion Events exhibitions. Every attempt has been made to maintain fairness to exhibitors in booths of all sizes and to maintain clear lines of sight to neighboring booths. These rules will be enforced in the exhibit hall and you must have written approval from Clarion Events to display anything that does not adhere to the limits set forth in this document. Please contact SOF.ES@Clarionevents.com if you have any questions regarding these display rules.*

General notes:

- *** TCC LEVEL 1 EXHIBIT HALL CEILING HEIGHT IS 19' ***
- *** JW MARRIOTT EXHIBIT HALL CEILING HEIGHT IS 13' ***
- Multi-level booths and covered areas 900 SF or more must send stamped engineering drawings to show management for booth approval no less than 60 days out from the first move in day. Show Management will submit drawings to the Fire Marshal's office for approval. Any modifications made to booth designs that have already been approved by the Fire Marshal must be re-submitted for additional approval. **No exceptions.**
- Flooring in your exhibit space is required for TCC Level 3 booths and suggested for TCC Level 1 and JW Marriott booths. TCC Level 1 and JW Marriott booth areas are carpeted, you must provide flooring to protect the existing carpet based on your exhibit.
- If you are not providing your own flooring for your booth, you can rent carpet or flooring from the show's General Service Contractor (please see the Online exhibitor manual for more information). Show Management reserves the right to "force carpet" in any exhibit area that is without flooring before the end time for booth move-in/setup. Exhibitor is responsible for the flooring cost.
- Under no circumstances may machinery or any part of an exhibitor's display extend outside of the boundary of your contracted exhibit space regardless of the height clearance from the floor. This rule also applies to lights,

speakers, and hanging signs. If you have any type of projection in your booth, it must stay within your booth space. You cannot project onto the walls or aisles of the exhibit halls. If you do, you will be asked to remove the projection.

- To maintain a professional appearance of the exhibit halls, booths must have back sides of displays covered when visible from an aisle (eg: panels on the back side of a pop-up structure in an island booth to cover the frame).
- Utility connections (electrical or internet wires, air/water/gas hoses, etc) must be hidden from view to maintain a high level of safety and professional appearance.
- Unless explicitly contracted with Show Management, **booth spaces are unfurnished**. Please refer to Exhibitor Manual to rent booth furniture.
- Distributing literature or promotional items outside of the contracted booth space is prohibited.
- Any booth with a structured wall (meaning a continuous structure, fabric or otherwise, that encloses or divides an area of space) **cannot exceed 20' in height**. Structured walls over 20' long are subject to Fire Marshal approval.
- If using a non-official contractor to set-up and/or dismantle your exhibit, the required form to request for set-up by non-official contractor along with the Certificate of Insurance naming the Official General Contractor as an additional insured, must be received by the specified deadline in the Exhibitor Manual. Otherwise labor will have to be hired from the General Contractor by the non-official contractor for them to supervise your exhibit. These stipulations are strictly enforced to protect you, show management and the General Contractor.
- The use of a fog machine must be approved by Exhibit Services before arriving on show site. Approval is based on convention center requirements. The use of any chemicals is strictly prohibited. The direction of the smoke/fog must be towards the inside of the exhibitor's booth space. Smoke/fog cannot be directed toward the aisles.

EXHIBIT BOOTH EXAMPLES

Linear Booth

Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called "in-line" booths.

Dimensions

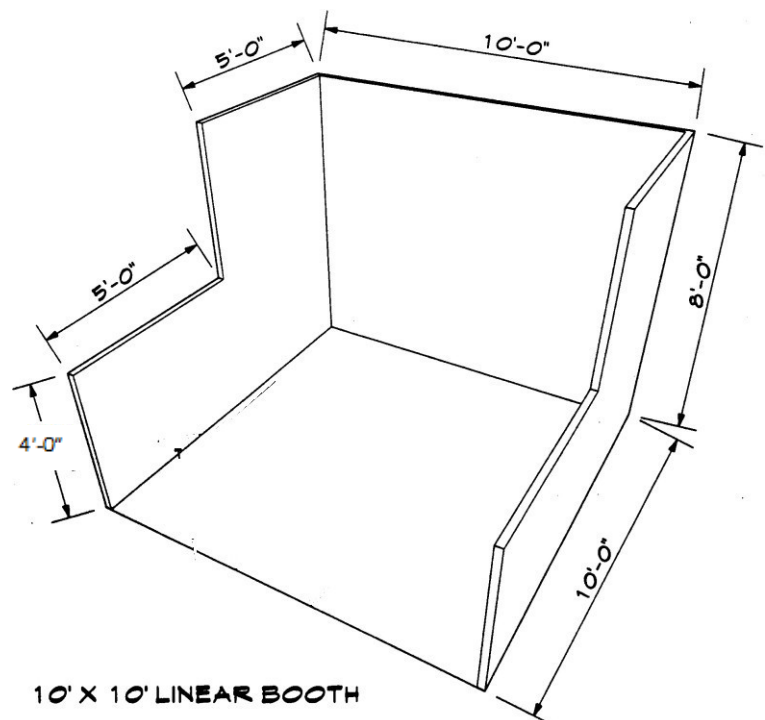
To maintain consistency and for ease of layout and/or reconfiguration, floor plan design in increments of 10 ft (3.05m) has become the standard. Therefore, Linear Booths are most commonly 10 ft (3.05m) wide and 10 ft (3.05m) deep (10'x10').

Maximum backwall height limit: 8 ft (2.44m)

Use of Space

Regardless of the number of Linear Booths utilized, display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors.

The maximum height of 8 ft (2.44m) is allowed only in the rear half of the booth space, with a 4 ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Please contact your exhibit services managers regarding any equipment or display that will be higher than 8ft.



End-Cap Booth

An End-Cap booth is a 10ft deep booth and either 20ft or 30ft wide placed at the end of linear or corner booths.

Dimensions and Use of Space

All guidelines for Linear Booths apply to End-Cap Booths. The maximum back wall height allowed is 8ft (2.44m) and the back-wall width is 10ft or 20ft depending upon the width of the booth, 8ft drape is positioned at the center of the back wall. Within 5ft of the two side aisles, the maximum height for any materials is 4ft (1.22m).

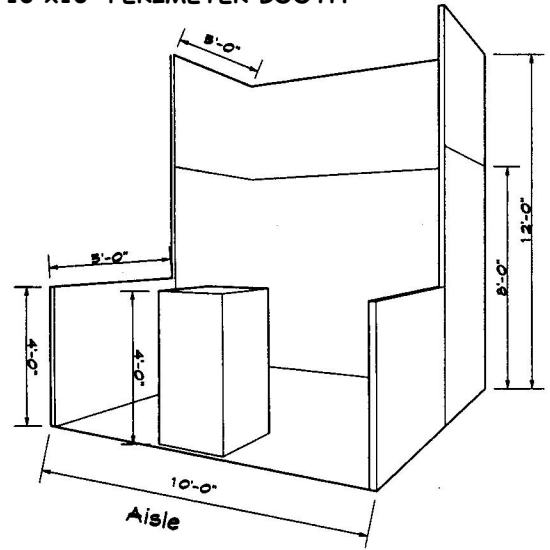
Perimeter Booth

A Perimeter Booth is simply a Linear Booth that backs to a wall of the exhibit facility rather than to another exhibit.

Dimensions and Use of Space

All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum backwall height is 12 ft (3.66m).

10'x10' PERIMETER BOOTH



Corner Booth (400 sq ft or larger)

A Corner Booth is a 20'x20' or larger booth exposed to aisles on two sides.

Dimensions and Use of Space

A Corner Booth is 20'x20' (6.1m x 6.1m) or larger. When a Corner Booth backs up to a Linear Booth or another Corner Booth, 8' drape will define booths. Materials are restricted to 4 ft (1.22m) high within 5 ft (1.52m) of each aisle, permitting adequate line of sight for the adjoining Booths. Overhead hanging signs are not permitted for booths under 400 sq. ft.

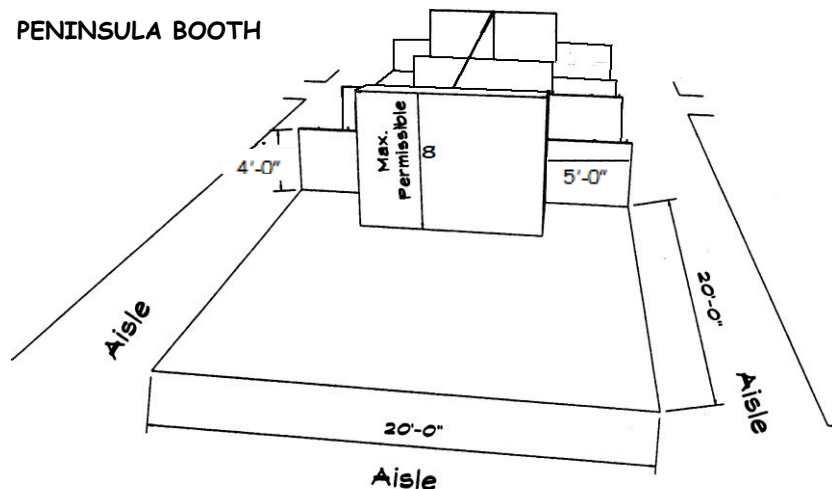
Peninsula Booth

A Peninsula Booth is exposed to aisles on three (3) sides.

Dimensions:

A Peninsula Booth is 20'x20' (6.1m x 6.1m) or larger. When a Peninsula Booth backs up to two or more Linear Booths, the backwall is restricted to 4 ft (1.21m) high within 5 ft (1.52m) of each aisle, permitting adequate line of sight for the adjoining Linear Booths. Overhead hanging signs are not permitted for booths under 400 sq. ft.

PENINSULA BOOTH



Island Booth

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

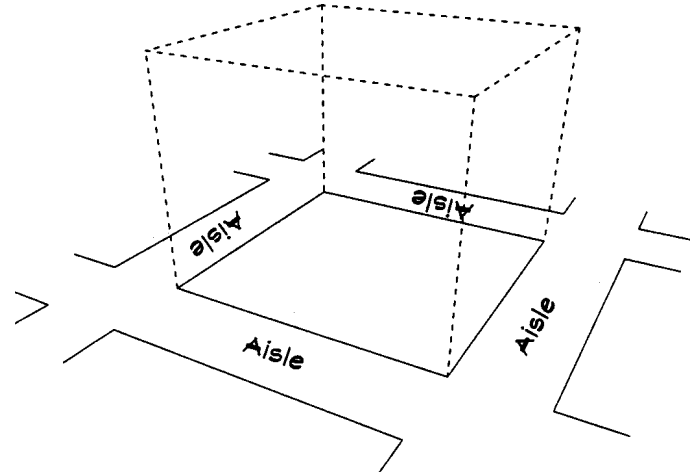
Dimensions

An Island Booth is typically 20 ft x 20 ft (7.75m x 7.75m) 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 20 ft (6.1m), including signage.

*If an exhibitor has an island bigger than a 20x40 and would like to create aisles within their cut booths, they should reach out to their Exhibit Services Manager as additional restrictions may apply.



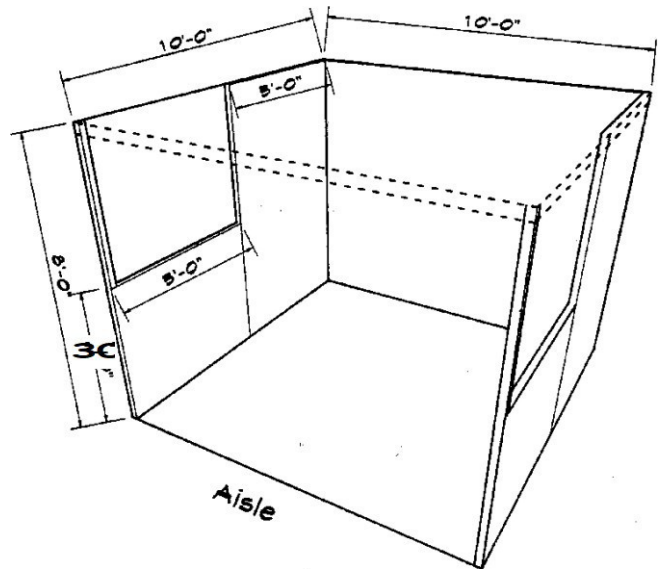
TCC LEVEL 1 EXHIBIT HALL CEILING HEIGHT IS 19' *
JW MARRIOTT EXHIBIT HALL CEILING HEIGHT IS 13' *

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Other Important Considerations

Line of Sight - Inline Booths:

All inline booths must be conscious of the arrangement of display materials so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8 ft is allowed only in the rear half of the booth space, with a 4 ft (0.91m) height restriction imposed on all materials in the remaining space forward to the aisle.



Canopies and Ceilings

Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or for hanging products). Canopies for Linear or Perimeter Booths should comply with line of sight requirements (see "Use of Space for Linear or Perimeter Booths").

The base of the Canopy should not be lower than 7ft (2.13m) from the floor within 5 ft (1.52m) of any aisle. Canopy supports

should be no wider than three inches (3"). This applies to any booth configuration that has a sightline restriction, such as a Linear Booth. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings and other similar coverings. Check with the appropriate local agencies prior to determining specific exhibition rules.

Hanging Signs & Graphics

Hanging signs and graphics may be permitted in Corner (400 sq ft or larger), Peninsula and Island Booths with Show Management and Venue approval, usually to a maximum height of 20 ft (6.1m). Whether suspended from above or supported from below, they should comply with all ordinary use-of-space requirements per the specific Venue Rules and Regulations (for example, the highest point of any sign should not exceed the maximum allowable height for the booth type).

Hanging Signs & Graphics should be set back 10 ft (3.05m) from adjacent booths.

Approval for the use of Hanging Signs & Graphics should be received from Show Management at least 60 days prior to installation. Drawings must be available for inspection.

Booth Height Overview

The standard booth height limit at the Exhibition is eight (8) feet, but this limitation is also determined by Exhibitor's booth size and location on the floor. The following chart will show the acceptable heights. **Any exhibit exceeding the regulated height restrictions (including signs) must be approved by Clarion Events regardless of booth size or location.** Submit a request in writing along with the booth design and dimensions of the proposed booth for approval to SOF.ES@Clarionevents.com 60 days out from the first move in day.

<u>Inline & End Cap Booth</u>	<u>Perimeter Booth</u>	<u>Corner (400sqft +)</u>	<u>Peninsulas</u>	<u>Island Booth</u>
8'	(against a wall) 12'	20'	20'	20'

***All height restrictions are subject to physical limitations of the Exhibition hall. Prior to construction, Exhibitor has the responsibility to check on height capabilities for Exhibitor's assigned location.**

Hanging Signs & Graphics Height Restrictions

Hanging signs and graphics may be permitted in Peninsula and Island Booths with Show Management and Venue approval. Approval for the use of Hanging Signs & Graphics should be received from Show Management at least 90 days prior to installation. Drawings must be available for inspection.

Whether suspended from above or supported from below, they should comply with all ordinary use-of-space requirements per the specific Venue Rules and Regulations (for example, the highest point of any sign should not exceed the maximum allowable height for the booth type)

***Hanging Signs & Graphics should be set back 10 ft (3.05m) from adjacent booths.**

***Signs must stay within the leased booth space without exception.**

Towers

A Tower is a freestanding exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit configuration being used.

Towers exceeding 8' (2.44m) must have drawings available for inspection and have Show Management and Venue approval. Fire and safety regulations in many facilities strictly govern the use of towers. A building permit may be required.

Columns

Exhibits with a full column in the booth area may utilize the column to enhance the booth design, provided fire cabinets and strobe lights remain visible and accessible. Column widths vary in size and Clarion Events recommends that Exhibitor contact its Exhibitor Services Manager if Exhibitor has any questions. Exhibitor may use the columns to the maximum height within the perimeter of the booth only. Consult with the venue for specific measurements and location of columns prior to installation. **Note: Columns with fire hoses will require special attention so that fire hoses always remain accessible.**

Multi-story Exhibit

A Multi-story Exhibit is a booth where the display fixtures exceed 12 ft (3.66m), including Double-decker and Triple-decker Booths. The city building department needs to issue a building permit based on an application and drawings prepared and submitted by a licensed architect or engineer. Exhibitors should obtain local building regulations early on to ensure that all time constraints are met.

Multi-storied Exhibits require approval from the following:

- Clarion Events Show Management to ensure compliance with display rules

- The General Service Contractor to ensure that there are no physical obstructions that will create problems during setup
- The exhibit facility and/or relevant local government agency because it is deemed to be a “structure” for building purposes.

The rules set in place by convention centers and their local fire marshals vary from city to city with regards to the level of fire alarms, sprinklers, extinguishers, etc., that are required in multi-story booths. Stamped engineering drawings will need to be submitted for approval by the fire marshal, Clarion Events, and the General Service Contractor will need a copy of the approved booth on file before booth construction may commence.

- *Please contact Clarion Events Show Management for additional information and include drawings or renderings of the proposed design. Show Management will determine if the proposed design works with our display rules and will forward the design to the show’s General Service Contractor. The Contractor will work with the local fire marshal to give structural approval of the design.*

Exhibit Space Lighting and Sound:

- Without exception, all light and sound must be contained within, and directed into, the footprint of the contracted exhibit space.
- Additional lighting may be brought in for the exhibit space however this lighting must be restricted to the contracted exhibit space. Lighting should not shine onto the aisles or into a neighbor’s exhibit space.
- Sound must not be at a level that interferes with normal levels of communication in neighboring exhibit space and not exceed 75 decibels.

Vehicles for Indoor Displays:

Vehicles to be displayed indoors must adhere to the following guidelines and display will likely be inspected on-site by the local fire marshal. A floor covering is required under all vehicles.

- Gas tanks must be less than 1/2 a tank for cars and less than 1/4 if larger than a car
- Battery must be removed or disconnected.
- Gas tank must feature a locking cover or cover sealed with tape.
- Ignition keys removed and turned over to building security.
- Propane or similar compressed gas tanks removed.
- A fire extinguisher must be present in any booth featuring a display vehicle.
- *Other guidelines may apply depending on the individual Venue Rules and Regulations.*

Balloons (Static and Controlled):

- Balloons filled with helium or hydrogen are not permitted (tethered or un-tethered, controlled or stationary)
- Balloons filled with air may be suspended from the ceiling in exhibits with a minimum size of 400sqft (36sqm), pending Venue approval. In this instance, these will be treated as hanging signs. Please refer to hanging sign rules in this document for additional information. This should be designed so that the balloon is stationary and will not sway in the airflow of open doors or air conditioning.
- Air tanks must remain secured outside the building during the event.
- *Other guidelines may apply depending on the individual Venue Rules and Regulations.*

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 fork- lifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open.
- 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.
- 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.

Electrical:

- 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 cord, lamp cord, open clip sockets, and two wire clamp-on fixtures is not recommended and is often prohibited. Cube taps are prohibited.
- Power strips (multi-plug connectors) should be UL approved, with built-in over-load protectors.

Conducting Business outside of Exhibit Space:

- Distributing literature or promotional items outside of the contracted booth space is prohibited. If additional space is needed, please contact your sales manager to purchase additional exhibit hall floor space.

Compliance with Laws

Exhibitor shall observe and abide by all applicable federal, state, and local laws, codes, ordinances, ADA, rules, and regulations, as well as all rules and regulations of Clarion Events and the Exhibition hall. Exhibitor shall conduct itself, and shall require its agents, employees, independent contractors, and representatives, to conduct themselves, always in accordance with customary standards of decorum and good taste in the industry.

Copyrighted Materials

Exhibitor agrees not to play, broadcast, perform, or distribute any copyrighted material owned by others without first obtaining (at its own expense) all necessary rights and licenses and paying in full all required royalties or other fees.

Exhibit Activities/Demonstrations

"Live" demonstrations and costumed characters for promoting Exhibitor's products will be permitted on the Exhibition floor only within the confines of Exhibitor's booth. Exhibitor shall not conduct any activities in aisles or in space other than Exhibitor's booth space. All sound amplification devices and other sound-producing equipment and activities shall be limited to reasonable volume levels (no louder than 75 decibels) which shall not project beyond the boundaries of Exhibitor's booth space or otherwise interfere with the Exhibition or other exhibitors' activities. An audiometer may be used to measure sound levels. Clarion Events reserves the right to bar or eject Exhibitor from the Exhibition and/or close Exhibitor's booth for failure to comply with any provision of the Agreement.

Excessive Trash

Any Exhibitors promoting giveaways from their booths which generate additional trash are required to order porter service for their booth. Exhibitors who require porter service for their booths, but do not order it, will automatically be billed for this service. Any wooden crates or large containers left on the show floor (not labeled as empty storage) will be subject to an additional fee for dismantling and disposal.

No Assignment

Exhibitor understands and agrees that it may not assign the Agreement, in whole or in part, or any rights thereunder to any third-party without the prior written permission of Clarion Events. In addition, Exhibitor is not authorized and has no right to sublet any portion of its exhibit space or booth without the prior written permission of Clarion Events.

Limited License in Exhibitor's Name

Exhibitor grants to Clarion Events a fully-paid, perpetual, worldwide, non-exclusive license to use, display, and reproduce (in print, electronically, or otherwise) Exhibitor's name, trade names, logos, and product names in any listing of those companies exhibiting at or registered to exhibit at the Exhibition and in Exhibition promotional materials. In addition, Exhibitor authorizes Clarion Events to take photographs of Exhibitor's booth, exhibit, and staff during, before, or after the Exhibition and to use such photographs for any legitimate promotional purpose of Clarion Events.

Booth Storage

Materials may be stored behind your booth during the show however all materials stored must be masked/covered so they are not visible. A drape or cover may be ordered through the General Services Contractor.

Unightly Booths

Any unsightly booth areas must be masked off by Exhibitor. This is commonly done with drape. Clarion Events, in its sole discretion, will determine whether booths are unsightly or have unsightly areas

Use of Unmanned Aircraft Systems (UAS) inside Venue

All proposed UAS use by an exhibitor in the venue must be pre-approved by Clarion Events and the Venue no later than thirty (30) days before the first day of the event and the operation of all drones must comply with the following rules.

- Visual Line of Sight must be maintained, and is defined as: unaided (corrective lenses and/or sunglasses accepted) visual contact between a pilot in command and an unmanned aircraft sufficient to maintain safe operational control of the aircraft
- The pilot in command (PIC) must hold either an airline transport, commercial, private, recreational, or sport pilot certificate.
- Prior to starting operations, the pilot must provide a Certificate of Insurance in a form acceptable to Clarion Events
 - Exhibitor will be responsible for all personal injury or property damage caused by the operation of the UAS. Exhibitor's Liability Insurance shall include a rider to cover all UAS activity
 - Drone/AUV liability insurance, to include products and completed operations property damage & bodily injury limit of \$1M per occurrence/\$2M aggregate.
- To obtain pre-approval the exhibitor must disclose the nature and frequency of UAS use and provide the operating specifications of all UAS to be flown.
- All Unmanned Aircraft Systems must be operated in a safe and reasonable manner
- Clarion Events or the venue may require a fire watch depending on the proposed use of the UAS. The costs of any fire watch shall be prepaid by Exhibitor.
- UAS operation is subject to the same restrictions of video on the Exhibit Floor as stated in the terms and conditions of the Exhibit Space Agreement
- UAS use is subject to additional Venue rules and regulations
 - All UAS use shall comply with all applicable federal and other laws
 - Exhibitor shall defend and indemnify Clarion Events from all claims, suits, damages, judgments, or losses, of any kind made by any third party relating to the Exhibitor's use of drones and such indemnification shall include Clarion Events' reasonable attorney's fees.

Any exhibitor in violation of the Use of Unmanned Aircraft Systems Policy will immediately cease and desist operation of the UAS and may be subject to further governing body sanctions. Furthermore, if the prior approved use is deemed by Clarion Events, at its sole discretion, to be a nuisance to other exhibitors or attendees, Clarion Events may prohibit or otherwise restrict the use of the UAS. Exhibitor agrees that Clarion Events' decisions and discretion in such matter are final.

Use of Unmanned Aircraft Systems (UAS) outside or in National Airspace

UAS are NOT permitted in exterior spaces due to proximity to Tampa General Hospital & Peter O'Knight Airport.

Outside Food and Beverage

In compliance with the Convention Center's Rules and Regulations, outside food and beverages will not be permitted on the property of the Convention Center during SOF Week.

Booth and/or Material Abandonment

Exhibitors that leave excessive literature and/or display materials in their booth at the end of the published move-out time will be deemed to be guilty of "material abandonment". Any charges incurred on behalf of show management to remove the abandoned materials to ensure that show management can comply with the published move-out schedule of the facility as stated in their license agreement for the event will be billed to the exhibitor directly. Show Management & the facility will NOT be responsible for the recovery of abandoned materials that are left in an exhibitor's booth past the move-out dates/times as published in the Exhibitor Manual.

PLEASE NOTE: If using a non-official contractor to set-up and/or dismantle your exhibit, the required form to request for set-up by non-official contractor along with the Certificate of Insurance naming the Official General Contractor as an

additional insured, must be received by the specified deadline in the Exhibitor Manual. Otherwise labor will have to be hired from the General Contractor by the non-official contractor for them to supervise your exhibit. These stipulations are strictly enforced to protect you, show management and the General Contractor.

Pictures below represent unsightly booth storage and booth displays that are not allowed.



****unsightly booth storage***



****unsightly booth storage***



**conducting business outside of exhibit space*



**unsightly booth storage*



**unauthorized storage & exposed backwall*



**exposed backwalls should be dressed in plain or neutral color*

Thank you for adhering to these display rules. Please do not hesitate to contact your [Exhibit Services Manager](#) SOF.ES@clarionevents.com if you have any questions regarding your exhibit. If possible, please include a graphic of your booth design with your email to assist us in answering your questions quickly and accurately.