

## Display Construction Guidelines

### In-Line Booth Regulations *One or more 10'x10' booths in a straight line*

Linear booths, also called "in-line" 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. Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors.

#### Height

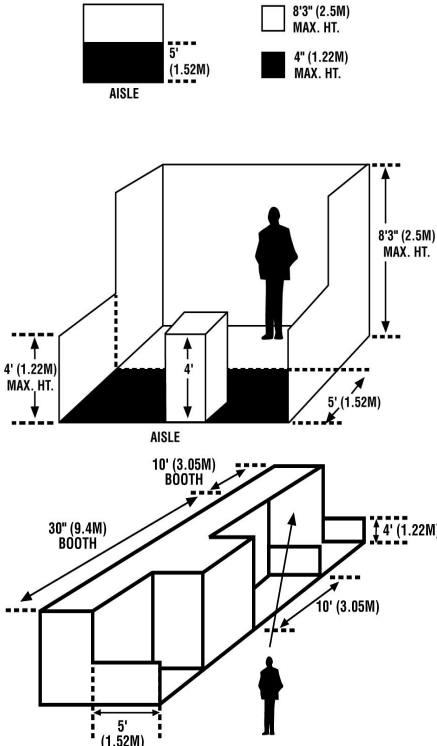
Exhibit fixtures, components and identification signs will be permitted to a maximum height of 8'3" (2.5m).

#### Hanging Signs

Hanging signs are prohibited in linear booths.

#### Set-Back

All display fixtures over 4'0" (1.22m) in height and placed within 10 lineal feet (3.5m) of an adjoining exhibit must be confined to the rear five feet of the exhibit space to avoid blocking your neighbor's visibility. Exhibitors with larger spaces – 30 lineal feet (9.14m) or more may extend booth fixtures, signage, and other display items all the way to the front line of their exhibit booth; provided that these items are at least 10 lineal feet away from any neighboring booth.

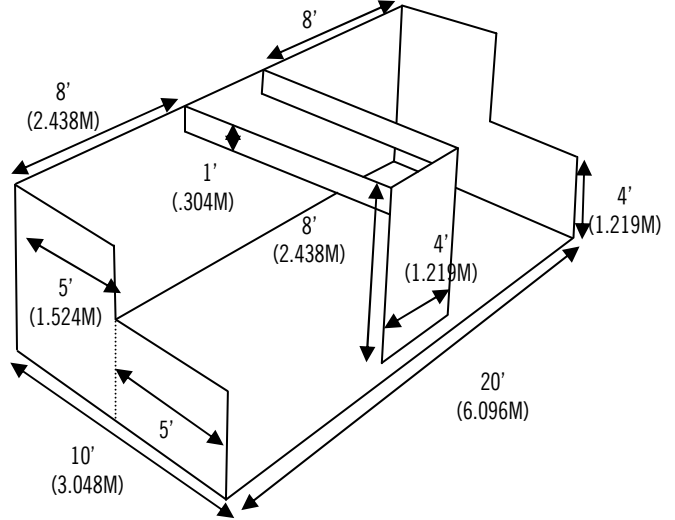


### Extended Header *For use with in-line booth booths*

#### Extended Header Booth

An Extended Header Booth is a Linear Booth 20ft (6.10m) or longer with a center extended header.

The rules and restrictions for Linear Booths apply to Extended Header Booths. An extended center header is subject to a maximum height of 8ft (2.38m), a maximum width of 20 percent of the length of the booth *in this case, 4ft (1.219M), or 20% of 20ft*, and a maximum depth of 1' in height for the horizontal support arms. The vertical panel must be positioned no more than 9ft (2.743m) from the back wall.



### Canopies and Ceilings *For use with in-line booth booths*

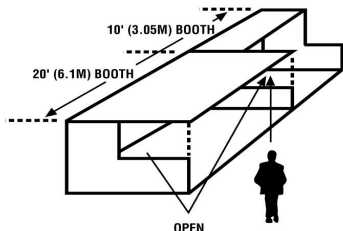
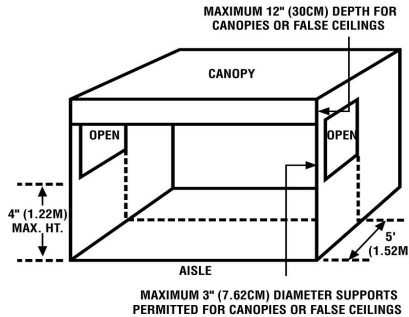
#### Canopies and Ceilings

Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or to allow 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 bottom of the canopy should not be lower than 7ft (2.13m) from the floor within 5ft (1.52m) of any aisle. Canopy supports should be no wider than three inches 3in (.08m). This applies to any booth configuration that has a sight line 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.

**IMPORTANT**  
Exhibitors are cautioned when installing a display with a ceiling to check with the local fire department to insure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.



### Perimeter Booth Regulations *One or more 10'x10' booths in a straight line on a perimeter aisle*

A perimeter booth is a linear booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

#### Height

Exhibit fixtures, components and identifications signs will be permitted to a maximum height of 12'0" (3.66m).

#### Intent

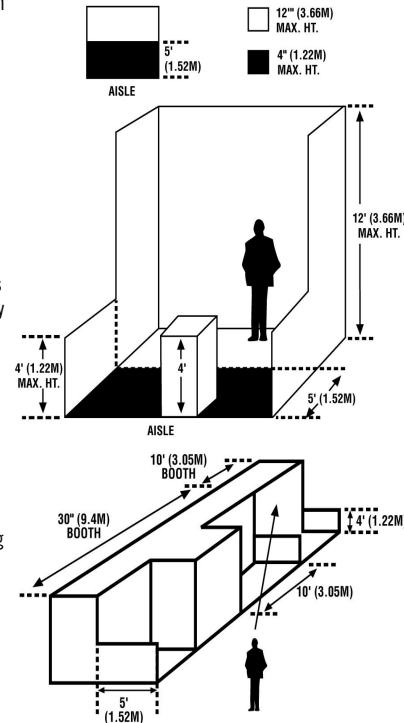
Outer perimeter booths do not back up to another exhibitor's booth. Display back walls and materials over 8'3" will not interfere with or distract from any other exhibit booth.

#### Hanging Signs

Hanging signs are prohibited in perimeter linear booths.

#### Set-Back

All display fixtures over 4'0" (1.22m) in height and placed within 10 lineal feet (3.05m) of an adjoining exhibit must be confined to the rear five feet of the exhibit space to avoid blocking your neighbor's visibility. Exhibitors with larger spaces – 30 lineal feet (9.14m) or more may extend booth fixtures, signage, and other display items all the way to the front line of their exhibit booth; provided that these items are at least 10 lineal feet away from any neighboring booth.



## Island Booth Regulations

*Exhibit space, 400sf or greater, with aisles on four sides.*

An Island Booth is a booth exposed to aisles on all four sides. The entire cubic content may be used up to the maximum allowable height.

### Height

Exhibit Fixtures and components will be permitted to a maximum height of 20'.

### Hanging Signs & Graphics

Signs and truss are limited only by ceiling height and fire regulations but must not exceed any portion of the booth perimeter. Truss may be used to hang or secure audio visual equipment, speakers, lights, monitors, and/or projectors. Equipment hanging from truss to be utilized as part of the demonstration of the products or services of the exhibitor must meet all display restrictions in regards to height, placement within the booth, and all exhibit construction guidelines of the booth. 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 the exhibition organizer and the building (due to hanging points and weight) at least 60 days prior to installation. Variances may be issued at the exhibition management's discretion. Drawings should be available for inspection.

### Towers

A Tower is a free-standing exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit space configuration being used. Towers in excess of 8ft (2.44m) should have drawings available for inspection. Fire and safety regulations in many facilities strictly govern the use of towers. A building permit or safety lines may be required.

### Lighting

Lighting must be directed exclusively into the exhibitor's booth, not in the aisles, nor in any other part of the exhibit hall.

### Multi-story Exhibit

A Multi-story Exhibit is a booth where the display fixture includes two or more levels. In many cities, a Multi-storied Exhibit requires prior approval by the exhibit facility, and/or relevant local government agency, as well as show management because it is deemed to be a "structure" for building purposes. The city building department generally 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. Exhibition organizers are prepared to assist exhibitors in this application process.

### 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 at (800) 514-0301, and from the ADA Web site at: [www.usdoj.gov/crt/ada/adahom1.htm](http://www.usdoj.gov/crt/ada/adahom1.htm).

### 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. Refer to local building codes that regulate temporary structures. It is required that all 20ft by 20ft (6.10m by 6.10m) and over exhibits require a drawing, plans or renderings, preferably digital, be submitted to the show organizer. 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

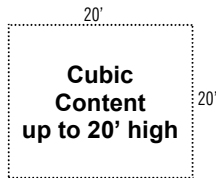
All materials used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant. Samples should also be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flame-proofing certificate should be available 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.

### 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) flatcord, which is insulated to qualify for "extra hard usage."



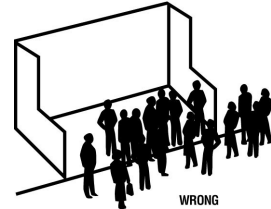
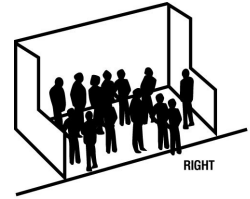
## Booth Demonstrations; Sound/Music

### 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](http://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.

## Issues Common to all Booth Types

- 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 should be prohibited.
- Power strips (multi-plug connectors) should be UL approved, with built-in over-load 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 which is potentially harmful, such as lasers or ultraviolet lighting, 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.
- Currently, some convention facilities are not allowing 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.

### Storage

Fire regulations in most exhibit facilities prohibit storing product, literature, empty packing containers, or packing materials behind back drapes or under draped tables. 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.

*Display Guidelines excerpted from IAEE's 2009 Revised Guidelines for Display Rules and Regulations*