

Americans with Disabilities Act (ADA) - Exhibit Compliance

The Managing Directors require all exhibitors to comply with their responsibilities to the physically challenged. Exhibits are considered "public accommodations" and are subject to the requirements of the Americans with Disabilities Act (ADA). The following are some suggestions for accommodating attendees to EXHIBITOR2009: who are physically, visually or hearing impaired. Non-compliant exhibitors will be asked to make alterations to remove architectural barriers wherever it is readily achievable and technically feasible, and where removal of such barriers does not place an undue financial burden on the company.

Hearing Impaired

- ✓ Provide listening systems.
- ✓ Avoid high noise levels as this is particularly frustrating to people with limited hearing.
- ✓ Live demonstrations should have printed materials to complement oral presentations.
- ✓ Reserve a front row demonstration seat for those with hearing problems.

Visually Impaired

- ✓ Convert text into Braille.
- ✓ Avoid protruding objects that a visually impaired person could walk into.
- ✓ Avoid raised platforms.
- ✓ For long meetings with visually impaired customers accompanied by a seeing-eye dog, have water and/or dog food available.
- ✓ Have large print literature available, or put materials on disk for use on computers.
- ✓ Provide a sound readback for people with sight problems, or other audio presentation.
- ✓ Avoid sharp corners.
- ✓ Avoid carpet piling, as well as wires and "bumps".
- ✓ If a presentation is held on the second deck, offer a videotaped version in a lower lounge.

Physically Impaired

- ✓ Entrance width to the booth should be wide enough to accommodate a wheelchair.
- ✓ Avoid raised platforms or provide proper ramping.
- ✓ Booth catering should be served at a height to accommodate a person sitting in a wheelchair.
- ✓ Touchscreen displays should be reachable by persons in wheelchairs.
- ✓ Avoid sharp corners at eye level for wheelchair and motor skill-impaired attendees.
- ✓ Avoid carpet piling, as well as wires and "bumps".
- ✓ If a presentation is held on a second deck, offer a videotaped version in a lower lounge.
- ✓ Counters and displays should be lowered to 34 inches.

Staff Training

- ✓ Train a member of staff in signing for hearing-impaired visitors.
- ✓ Speak directly at a person with a hearing impairment. Don't look down.
- ✓ Let him or her see you speak. Don't raise your voice unless asked.
- ✓ When speaking with a person in a wheelchair sit down so you are at the same eye level.
- ✓ Talk directly to a person with a disability. Don't talk to him or her through a companion.
- ✓ Let disabled people give you instructions for accommodating their needs.
- ✓ Booth staffers should be prepared to describe what the booth contains and what a product demo is doing.

Sources: EXHIBITOR, Expo Magazine, International Association for Exhibitions & Events