



June 22-24, 2008  
George R. Brown Convention Center  
Houston, TX

# EXHIBITOR DISPLAY GUIDELINES, RULES & REGULATIONS

## DISPLAY BOUNDARIES

Exhibit space is sold in 10' x 10' blocks. However, a limited number of 8' x 10' perimeter booths are available. Booths are created by various combinations of those blocks. Although the spaces are sold as 10' x 10' units, a more accurate width measurement for an interior structure is 9'8" allowing for the pipe and drape. Exhibitors should take this into account when determining the dimensions of their exhibits. Booths have an 8' high draped background with 36" high dividers of draped aluminum pipe. Dividers may be removed when one exhibitor purchases two or more connecting booths.

No exhibit material may extend beyond the boundaries of the exhibit space or exceed the height restrictions for that type of booth.

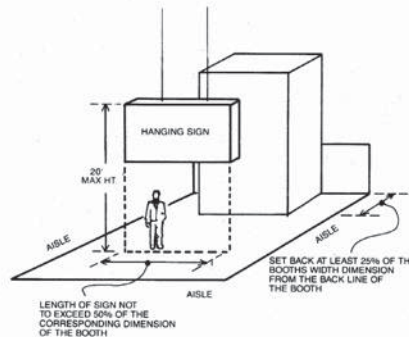
## DISPLAY AREA

Exhibitors are only allowed to use the area of the show floor that they have under contract for the display of their exhibit, and the solicitation of attendees. Under no circumstances may an exhibitor extend his display into an aisle or adjoining space even if it is not being used.

Personnel working for an exhibiting company are prohibited from soliciting outside their designated booth space. This includes the use of personnel in costumes distributing promotional materials or bags and the use of mechanical robots or toys.

## HANGING SIGNS

Exhibit fixtures, components and all types of identification/hanging signs cannot be attached to any fixture that is part of the exhibit hall. This includes any fixture not approved herein for display as part of an exhibit. Hanging identification signs and graphics will be permitted to a maximum height of twenty feet (20'), for all islands and peninsulas. Any other booths will need written approval from Show Management.



## OUTSIDE CONTRACTORS

Exhibitors are allowed to designate outside contractors to erect and dismantle their booths. However, exhibitors are required to notify Show Management by completing the appropriate form in the Exhibitor Service Manual. The contractor is also required to show proof of liability coverage before set-up. If Show Management does not receive proof of insurance, none of the contractors' employees will be allowed to work in the exhibit hall.

## LINEAR BOOTH

### Definition

Exhibit consisting of one side exposed to an aisle and are generally in a series along a straight line. They are also called "in-line" booths.

### Height

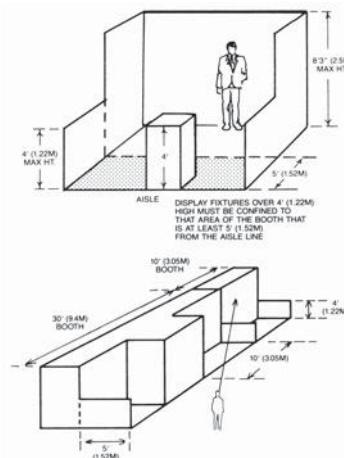
Exhibit fixtures, components and identification signs will be permitted to a maximum of eight feet (8').

### Intent

If a portion of an exhibit booth extends above eight feet (8') high, the exhibit booth's background will detract from the overall impact of the exhibit directly behind that booth regardless of how the backside of the offending booth is finished.

### Depth

All display fixtures, components and signs over four feet (4') in height and placed within ten lineal feet (10') of an adjoining exhibit, must be confined to that area of the exhibitor's space which is at least five feet (5') from the aisle.





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### **Intent**

Each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of exhibit space. Exhibitors with larger space — thirty lineal feet (30') or more — should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over four feet (4') high within five feet (5') of the aisle line, and within ten lineal feet (10') of a neighboring exhibit is intended to accomplish both of these aims.

### **Important**

Space dimensions shown on floor plan are from center line of booth equipment, such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.

## **PERIMETER WALL BOOTH**

### **Definition**

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

### **Height**

Exhibit fixtures, components and identification signs will be permitted to a maximum height of fourteen feet (14').

### **Intent**

Because the outer perimeter booths are not backed up against another exhibitor's booth, display back walls and materials over eight feet (8') will not interfere with or distract from any other exhibit booth.

### **Depth**

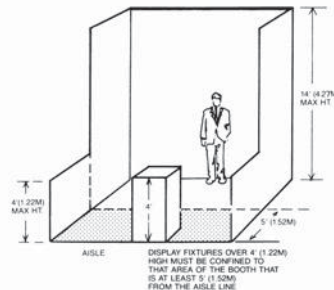
All display fixtures, components and signs over four feet (4') in height and placed within ten lineal feet (10') of an adjoining exhibit, must be confined to that area of the exhibitor's space which is at least five feet (5') from the aisle line.

### **Intent**

Each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of exhibit space. Exhibitors with larger space — thirty lineal feet (30') or more — should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over four feet (4') high within five feet (5') of the aisle line and within ten lineal feet (10') of a neighboring exhibit is intended to accomplish both of these aims.

### **Important**

Space dimensions shown on the floor plan are from center line of booth equipment, such as rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.



Exhibitors considering a perimeter wall booth to take advantage of the extra height should design the exhibit for use at either the eight feet (8') height or the fourteen feet (14') height, so that it can be used in all future shows even if a perimeter wall space is not available.

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## PENINSULA BOOTH

### Definition

Exhibit of at least 4 booths that occupy both corners at the end of a row of booths with an aisle on three sides.

### Height

Exhibit fixtures, components and identification signs will be permitted to a maximum height of twenty feet (20').

### Intent

When an exhibit in a peninsula booth configuration exceeds eight feet (8'), it does not interfere with other exhibitors because it does not back up against another exhibitor's back wall. The extra height is often needed to permit the open walk-through approach normally used in this type of location. The twenty feet (20') height limitation has been set to avoid undue competition between exhibitors to see who can go the highest or be seen the furthest with each negating the other's efforts. Also, the twenty feet (20') high exhibit will fit into most exposition centers, thus permitting the exhibitor to get the maximum use of his or her exhibit.

### Depth

All display fixture components and identification signs over four feet (4') in height and placed within ten lineal feet (10') of a neighboring exhibit must be confined to that area of the booth space that is at least five feet (5') from the aisle line to avoid blocking the sight line from the aisle to the adjoining booth space.

### Intent

Exhibitors adjoining peninsula exhibits are entitled to the same reasonable sight line from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth.

### Structural Integrity

All multi-story exhibits, regardless of whether people will occupy the upper area or not, and all exhibit fixtures and components exceeding twenty feet (20') in height must have drawings available for inspection by Show Management that include a signature or stamp of a reviewing structural engineer indicating that the structure design is properly engineered for its proposed use, together with a signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth on the drawings. Signs must also be posted indicating the maximum number of people the structure will accommodate.

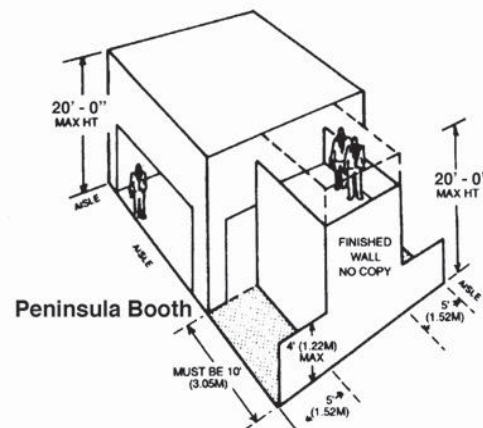
### Intent

Exhibitors in the vicinity of peninsula exhibits are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.

### Important

Peninsula booths are "faced" towards the cross aisle. Any portion of the exhibit bordering another exhibitor's booth must have the back side of that portion finished to the satisfaction of Show Management and must not carry identification sign exhibit.

Exhibitors are cautioned when installing a display with a ceiling or second level to check with the local fire department to ensure that their display meets with the necessary fire safety precaution involving smoke alarms, fire extinguishers, sprinkler systems, etc.





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## ISLAND BOOTH

### Definition

Exhibit with aisles on all four sides. An island booth is typically 20'x20' or larger.

### Height

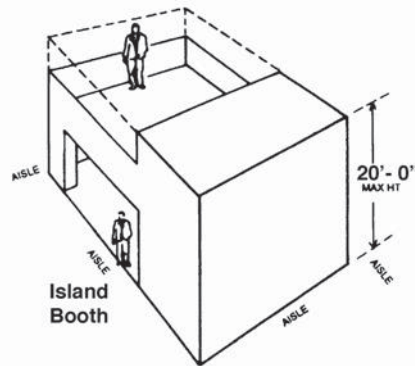
Exhibit fixtures, components and identification signs will be permitted to a maximum height of twenty feet (20').

### Intent

When an island booth exceeds eight feet (8'), it does not interfere with other exhibitors because it obviously does not back up against another exhibitor's back wall. The extra height is often required in an island booth exhibit to permit the open walk-through approach normally used in this type of location. The twenty feet (20') maximum height limitation has been set to avoid undue competition between exhibitors to see who can go the highest or be seen the farthest with each negating the other's efforts. Also, the twenty feet (20') high exhibit will fit into most exposition centers, thus permitting each exhibitor to get the maximum use of his or her exhibit.

### Depth

Because an island booth is automatically separated by the width of an aisle from all neighboring exhibits, full use of the floor plan is permitted.



### Structural Integrity

All multi-story exhibits, regardless of whether people will occupy the upper area or not, and all exhibit fixtures and components exceeding 20' in height must have drawings available for inspection by Show Management. The drawings must include a signature or stamp of a reviewing structural engineer indicating that the structure design is properly engineered for its proposed use together with a signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth on the drawing. Signs must be also posted indicating the maximum number of people the structure will accommodate.

### Intent

Exhibitors in the vicinity of island exhibits are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.

### Important

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

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## CANOPIES AND CEILINGS

### Definition

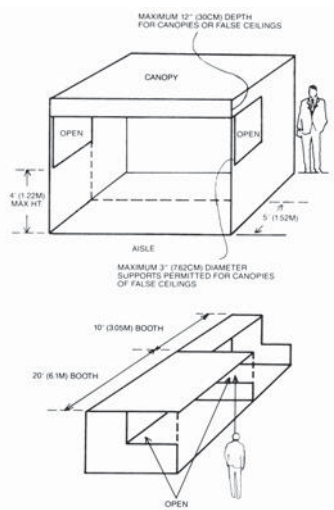
An exhibit component supported over an exhibitor's space for decorative purposes only.

### Height

Canopies, fake ceilings and umbrellas will be permitted to a height that corresponds to the height regulations for the appropriate exhibit configuration for which they are a part. For example, canopies will not exceed eight feet (8') in height in a linear booth configuration. Furthermore, the canopy or false ceiling will not exceed twelve inches (12") in depth and cannot be used for identification or display purposes.

### Intent

Exhibitors requiring canopies or false ceilings to create the desired exhibit environment within their booth space should be allowed to do so as long as the canopy and its supporting structure does not violate the intent of the height or depth regulation.



### Depth

Canopies may extend out to the aisle line and up to the booth line on either side of an exhibitor's space providing that the support structure will not exceed three inches (3") in width when placed within ten lineal feet (10') of an adjoining exhibit and not confined to the area of the exhibitor's space which is at least five (5') from the aisle line. Furthermore, canopies, false ceilings or umbrellas will not be used for identification or display purposes except as would normally be allowed for any exhibit component within the regulation set forth for the exhibit configuration.

### Intent

Exhibitors adjoining exhibits with canopies are entitled to the same reasonable sight line from the aisles as they would expect if they were adjacent to an exhibitor with a standard booth.

### Important

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

**TOWERS**

**Definition**

A free standing exhibit component separate from the main exhibit fixture that is used for identification and display purposes only.

**Height/Depth**

Towers will be permitted to a height and depth that correspond to the height and depth regulations for the appropriate exhibit configurations of which they are a part. For example, towers that are a part of a peninsula exhibit will not exceed twenty feet (20') in height and will not be placed within 10 lineal feet of a neighboring exhibit unless they are confined to that area of the exhibitor's space which is at least five feet (5') from the aisle line to avoid blocking the sight line from the aisle to the adjoining booth.

**Intent**

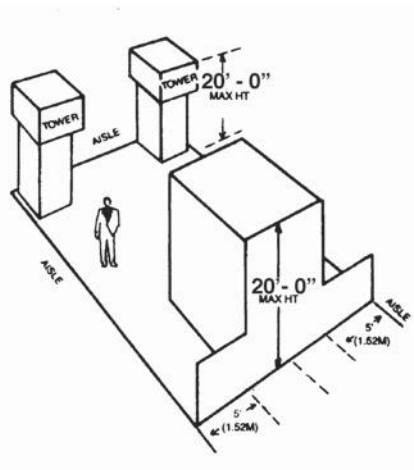
Towers are part of the overall exhibit presentation and, therefore, must be treated as a component of the total exhibit configuration. The maximum height and depth regulations have been set to avoid undue competition between exhibitors to see who can go the highest or be seen the farthest, while also assuring exhibitors who are adjoining with towers of the same reasonable sight line from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth.

**Structural Integrity**

All towers in excess of twenty feet (20') in height must have drawings available for inspection by Show Management. The drawings must include a signature stamp of a reviewing structural engineer indicating that the structure design is properly engineered for its proposed use, together with a signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth on the drawings.

**Intent**

Exhibitors adjoining exhibits with towers are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.



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## DEMONSTRATIONS

### Definition

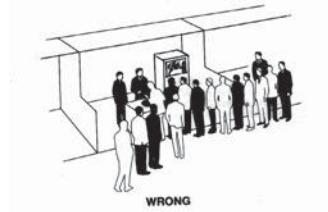
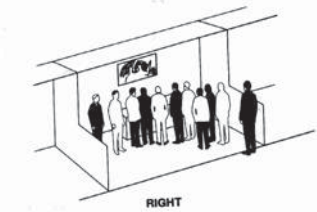
The part of the exhibit program involving the interaction of exhibit personnel and their audience through corporate presentations, product demonstrations or sampling

### Regulation

Demonstration area must be organized within the exhibitor's space so as not to interfere with any traffic aisle and sampling or demonstration tables must be placed a minimum of two feet (2') from the aisle line. Spectators or samplers should not interfere with the normal traffic flow in the aisle or overflow into neighboring exhibits.

### Intent

The aisles are the property of the entire show and each exhibitor has the responsibility to assure proper flow of traffic through the entire show. When large crowds gather to watch a demonstration or for sampling and interfere with the flow of traffic, it is an infringement on the rights of other exhibitors. Aisles must not be obstructed at any time.



## SOUND

The use of sound systems or equipment producing sound is a privilege, not a right. Show Management reserves the right to determine at what point sound constitutes interference with others and must be discontinued.

## VARIANCES

Any exceptions or alterations to the restrictions and boundaries described herein must meet with the approval of Show Management and must be obtained prior to the booth set up. If, at the Expo, Show Management determines that your exhibit obstructs or interferes in any way with other exhibits in the area, you will be asked to conform to the rules during the Expo. If you are unable to comply with the rules, you may be instructed to dismantle your booth or the part of the booth that does not conform. Show Management will not give refunds to any exhibitors asked to dismantle their booths.

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