



Guidelines For Display Rules And Regulations

In order to promote continuity and consistency among exhibitors the following Guidelines for Display Rules and Regulations have been established by the International Association of Exhibitions and Events (IAEE) to use as a resource for creating consistent and fair exhibiting standards across North American exhibitions and events.

These display rules and regulations provide exhibitors with all the information necessary to appropriately design, plan and build their exhibition booth. Compliance with fire, safety, disability and other current government requirements has also been addressed.

The display rules and regulations are to ensure all exhibitors, regardless of exhibit size or location, have an environment conducive to successful interaction with their audiences.

Smarter Shows reserves the right to interpret these regulations as it deems appropriate to ensure the success of the exhibition.

Show Management Specific Rules And Regulations

Space Only Contracts: Ceramics Expo contracts state that only space is provided at the event unless specified otherwise.

Exhibitors not bringing their own custom-build booths will be required to order pipe and drape or one of the Show Special Package options through the IX Center exhibitor kit. **If you just choose to order pipe and drape you will need to bring your own furnishings and flooring.**

Carpet/Flooring: All booths **MUST** have carpet, and it is the responsibility of each exhibitor to either provide their own carpet/flooring or order it through the IX Center.

Show Special booth packages ordered through the IX Center have the following standard carpet colours available: black or silver. Exhibitors who wish to use a different colour carpet or premier colour carpet do so at their own additional expense.

Height Restrictions: The standard height of any individual exhibition booth is considered to be 8ft for the back wall and 4ft side walls. All exhibitors will be able to build up to this height without gaining prior permission as long as it meets the requirements outlined below.

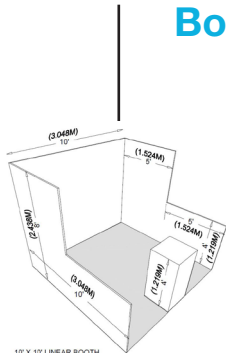
All exhibitors must complete the compulsory booth forms located within the online manual.

If any exhibitor plans to build over 8ft permission will need to be obtained, and neighbouring booths will be informed if likely to be affected.

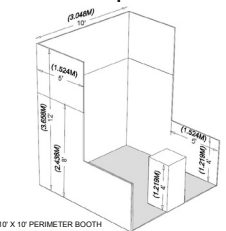


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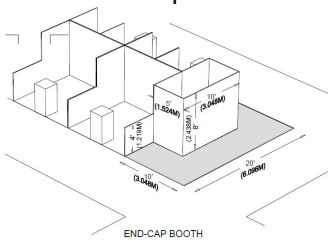
Booth Building Regulations



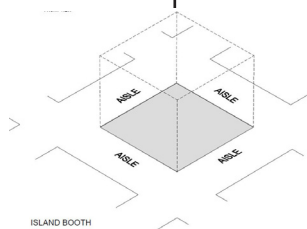
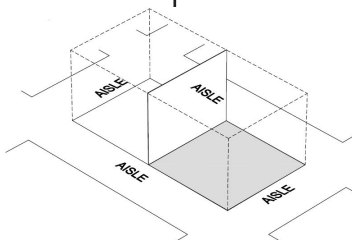
10' X 10' LINEAR BOOTH



10' X 10' PERIMETER BOOTH



END-CAP BOOTH



ISLAND BOOTH

Linear “In-Line” Booths – Linear booths are generally arranged in a straight line and will have a neighbouring booth on both the left and right side. The maximum height of 8ft is allowed along the back wall and 5ft in to each side. The remaining space (within 5ft of the aisle) on the side walls should only be built to 4ft.

Corner Booths – These are the end booth in a row of linear booths. They will have 2 open sides. The same guidelines apply as above however we would suggest the side next to the aisle should remain open to allow for maximum exposure.

Hanging banners will not be permitted.

Perimeter Booths – These are linear booths which back on to the outside wall of the hall as opposed to another booth.

All guidelines for linear booths apply, however the height of the back wall can be built above 8ft. Any exhibitor wishing to build above the standard 8ft height must complete the booth approval form and gain permission prior to the event.

Hanging banners will not be permitted.

End Cap Booths – An End Cap booth is usually placed in the position of a peninsula or split island booth. They will usually have three open sides with booths behind them. To keep the line of sight to the booths behind, the central part of the back wall (e.g. 10ft of a 20ft back wall) can be built up to 8ft. The area of the back wall within 5ft of the aisles should only be built up to 4ft.

Hanging banners will not be permitted.

Peninsula – Split Island Booths – These are booths which are open on three sides, and back on to another peninsula booth. The standard build height for the back and side walls will be considered to be 8ft high, however you may build higher as long as you gain approval from Show Management. If you wish to build over 8ft please submit the booth approval form along with your booth plans to gain permission for this build prior to the show.

You may display double-sided signs, logos and graphics as long as they are set back 10ft from adjacent booths, and you have gained permission from Show Management.

Island Booths – An Island booth is exposed on all four sides. The standard build height for the back and side walls will be considered to be 8ft high, however you may build higher as long as you gain approval from Show Management. If you wish to build over 8ft please submit the booth approval form along with your booth plans to gain permission for this build prior to the show.

You may display double-sided signs, logos and graphics as long as you have gained permission from Show Management.



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Please Note The Following:

- If you choose to build a structure above the standard height of 8ft you must gain approval first and ensure that all of the walls of the structure are finished to a high standard with clean and neutral surfaces for the entire side that borders a neighbouring booth and not just for the part over 8ft.
- No advertising or logos for your booth should directly overlook any neighbouring booth.
- All exhibiting companies must complete and return the compulsory booth forms (Health & Safety/Risk Assessment and either the Booth Approval Form A (for under 8ft builds) or the Booth Approval Form B (for over 8ft builds) by the deadline given. Failure to submit these forms may result in delays during the exhibition move-in.
- Plans above 8ft submitted after the deadline date of Monday March 26, 2018 will be subject to approval.

The maximum permissible build height is 20ft

Hanging Signs

Exhibitors can hang a sign if they have a standard Peninsula or Island Booth, to a maximum height range of 20ft from the top of the sign. **End-cap Booths do not qualify for hanging signs and graphics.** The distance is measured from the floor to the top of the sign. Whether suspended from above, or supported from below, they should comply with all ordinary use-of-space requirements.

Hanging Signs and Graphics should be set back 10ft 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 at least 60 days prior to installation. Variances may be issued at the exhibition management's discretion. Drawings should be available for inspection.

For further information/clarification on the building rules, please download the **IAEE Guidelines for display rules & regulations** here - www.smartershows.com/assets/docs/2014-IAEE-Guidelines.pdf



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Issues Common To All Booth Types

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 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 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-



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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 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.

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.



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- 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

Vehicles: Rules vary depending on the facility, but generally it is required that vehicles on display have no more than one fourth tank of gas. The filler cap should be sealed and the batteries disconnected. External chargers are usually recommended for demonstration purposes. Keys should always be surrendered to show management while participating in an exhibition or event.