



March 5-7, 2010
Dallas Convention Center, Dallas, Texas

Rules & Regulations

Display Guidelines & Regulations

DISPLAY BOUNDARIES

Exhibit space is sold in 10' x 10' blocks. 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.

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.

STANDARD IN-LINE BOOTH

Definition

Exhibit consisting of one or more standard units in a straight line.

Height

Exhibit fixtures, components and identification signs will be permitted to a **maximum of 8'3"**.

Intent

If a portion of an exhibit booth extends above 8'3" 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

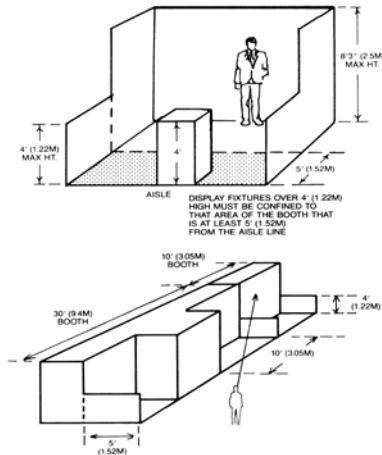
All display fixtures, components and signs over 4'0" (48 inches or 1.22m) in height and placed within 10 lineal feet (3.05m) of an adjoining exhibit, must be confined to that area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle.

Intent

Each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of exhibit space. Exhibitors with larger space — 30 lineal feet (9.14m) 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 4'0" high within 5'0" of the aisle line, and within 10 lineal feet of a neighboring exhibit is intended to accomplish both of these aims.



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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

Standard booth located on the outer perimeter walls of the exhibit floor.

Height

Exhibit fixtures, components and identification signs will be permitted to a **maximum height of 14'0"**.

Intent

Because the outer perimeter booths are not backed up against another exhibitor's booth, display back walls and materials over 14'0" will not interfere with or distract from any other exhibit booth.

Depth

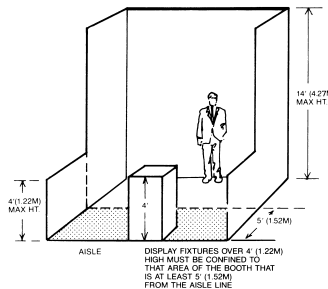
All display fixtures, components and signs over 4'0" (48 inches or 1.22m) in height and placed within 10 lineal feet (3.05m) of an adjoining exhibit, must be confined to that area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line.

Intent

Each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of exhibit space. Exhibitors with larger space — 30 lineal feet (9.14m) 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 4'0" high within 5'0" of the aisle line and within 10 lineal feet 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 8'3" (2.5m) height or the 14'0" (4.27m) height, so that it can be used in all future shows even if a perimeter wall space is not available.

PENINSULA BOOTH

Definition

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

Height

Exhibit fixtures, components and identification signs will be permitted to a **maximum height of 16'0"**.

Intent



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When an exhibit in a peninsula booth configuration exceeds 16'0", 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.

Depth

All display fixture components and identification signs over 4'0" (1.22m) in height and placed within 10 lineal feet (3.05m) of a neighboring exhibit must be confined to that area of the booth space that is at least 5'0" (1.52m) 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.

ISLAND BOOTH

Definition

Exhibit with aisles on all four sides.

Height

Exhibit fixtures, components and identification signs will be permitted to a **maximum height of 16'0"**.

Intent

When an island booth exceeds 16', 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.

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.

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.

CANOPIES AND CEILINGS

Definition

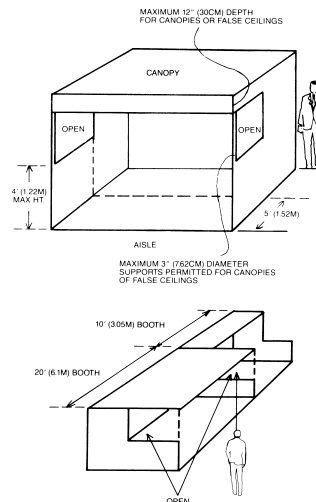
An exhibit component supported over an exhibitor's space for decorative purposes only.

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 10' in height in a standard booth configuration.

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



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structure will not exceed 3" (7.62cm) in width when placed within 10 lineal feet (3.05m) of an adjoining exhibit and not confined to the area of the exhibitor's space which is at least 5'0" (1.52m) 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 16'0" in height and will not be placed within 10 lineal feet (3.05m) of a neighboring exhibit unless they are confined to that area of the exhibitor's space which is at least 5'0" (1.52m) 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.

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.

At the Show, if 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 Show. 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.
