

Booth Display Types & Regulations

The following display rules and regulations are in general accordance with the International Association of Exhibitions and Events (IAEE) and will be strictly enforced by the Bonnier Events Show Management Team.

Variance Requests

Only exhibits that do not comply with the booth display rules and regulations must submit a booth variance request to Show Management. If you feel your booth space does not fit into one of these categories, please contact show management.

- Show Management will review all submissions carefully and respond in writing
- Bonnier reserves the right to require a structural engineer's approval
- Approved variances are valid for the 2022 show only
- Variance requests will not be accepted on site

Booth Diagrams (Required)

All booths 400 sq. ft. or larger (linear, perimeter or island) are required to submit a booth diagram identifying all booth heights, solid walls, header graphics, etc. All objects that may obstruct line of sight must be identified for review and approval by show management sixty (60) days out from event.

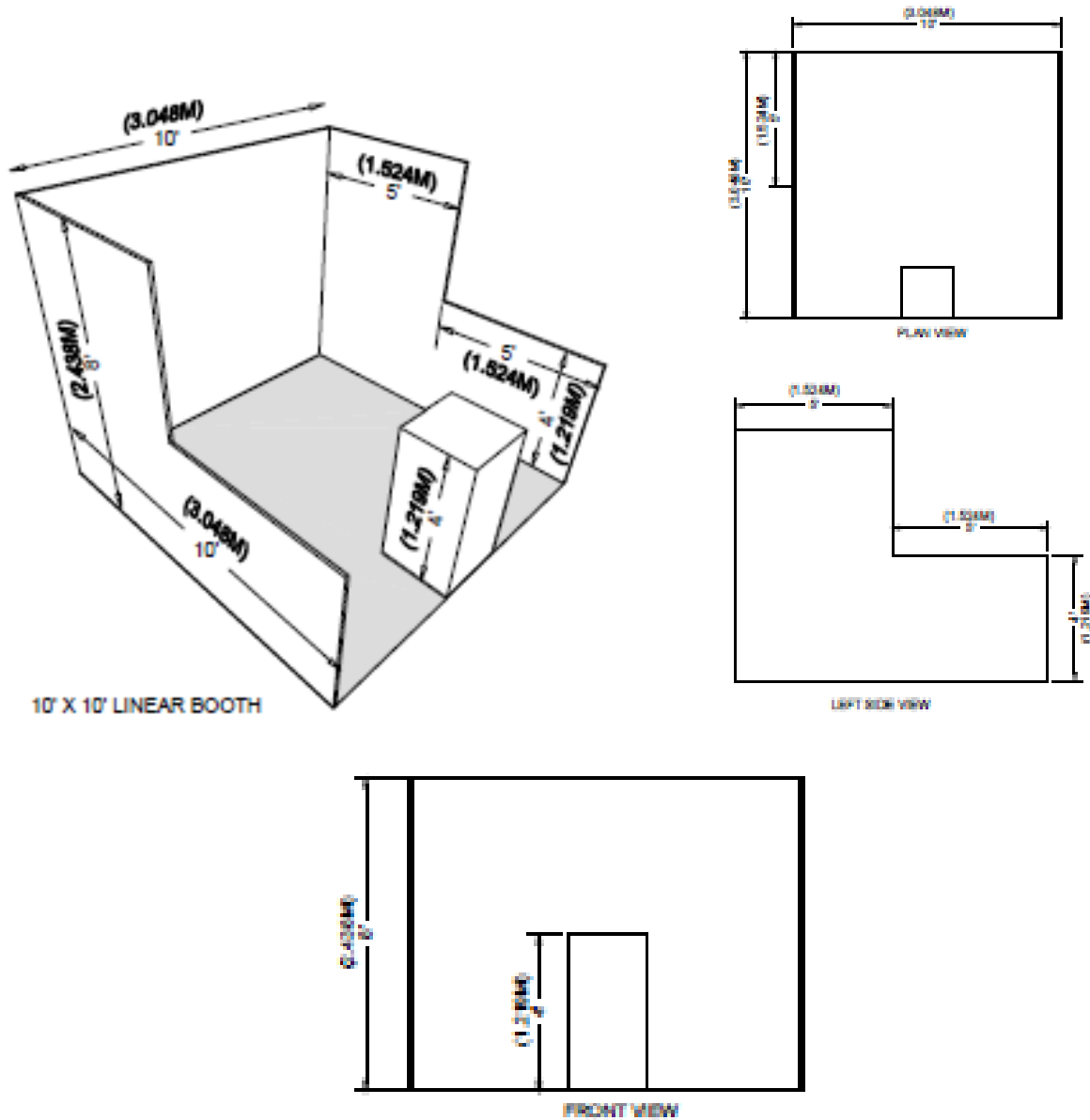
Linear Booth

Linear Booths also referred to as "inline" booths, are arranged in a straight line and may have neighboring exhibitors on their immediate left and right only one side exposed to the aisle. Most commonly 10' wide and 10' deep, i.e., 10'x10'.

- The maximum back wall height limitation is eight feet (8ft). Exception: Perimeter booths that are linear are allowed to have a [twelve foot (12ft)] back wall.
- Regardless of the number of linear booths utilized, e.g. 10'x20', 10'x30', 10'x40', etc. display materials must be arranged in such a manner so as not to obstruct sight lines (line-of-site rule) of neighboring exhibitors. The maximum height of 8' is allowed only in the rear half of the booth space (the back 5'), with a 4' height restriction imposed on all materials in the remaining space forward to the aisle.
- Hardwall booths must be a minimum of nine (9) inches from the back booth line for electrical access.

- Linear Booths include black 8' high draped back wall and 36" draped side rails to define the space.

The diagram below is an example of what will be permitted for Linear Booth Construction.



Corner Booth

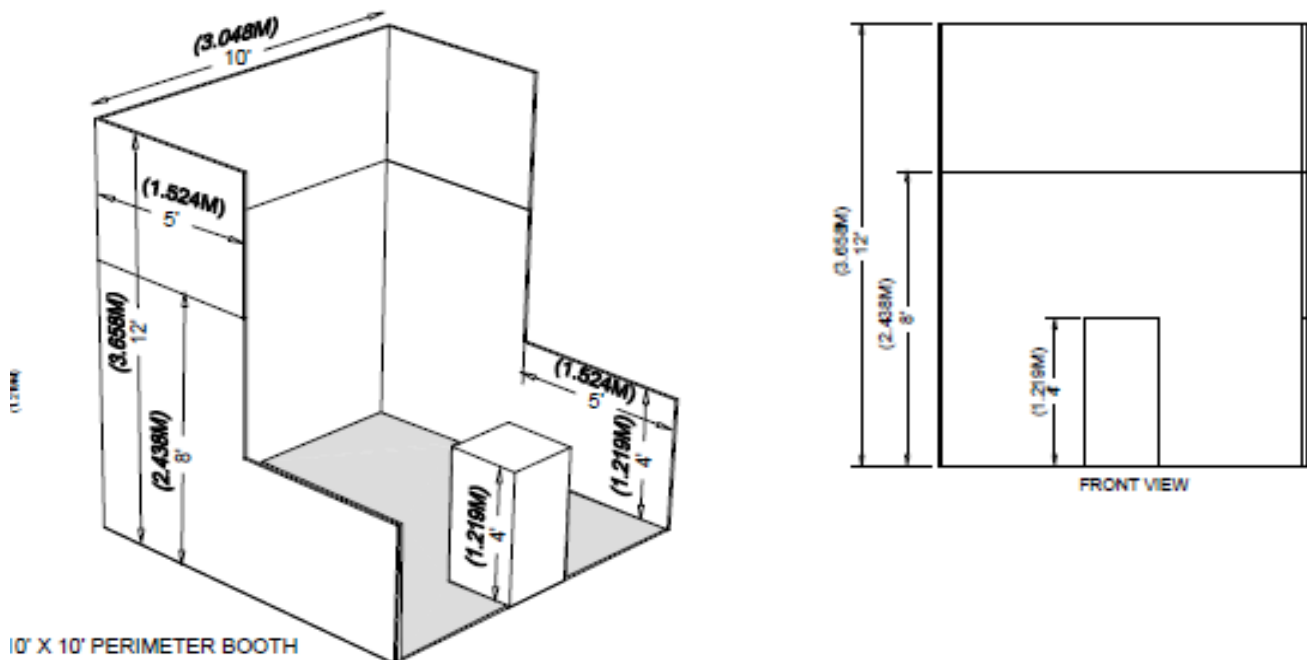
A Corner Booth is a Linear Booth exposed to aisles on two (2) sides. All other guidelines for Linear Booths apply.

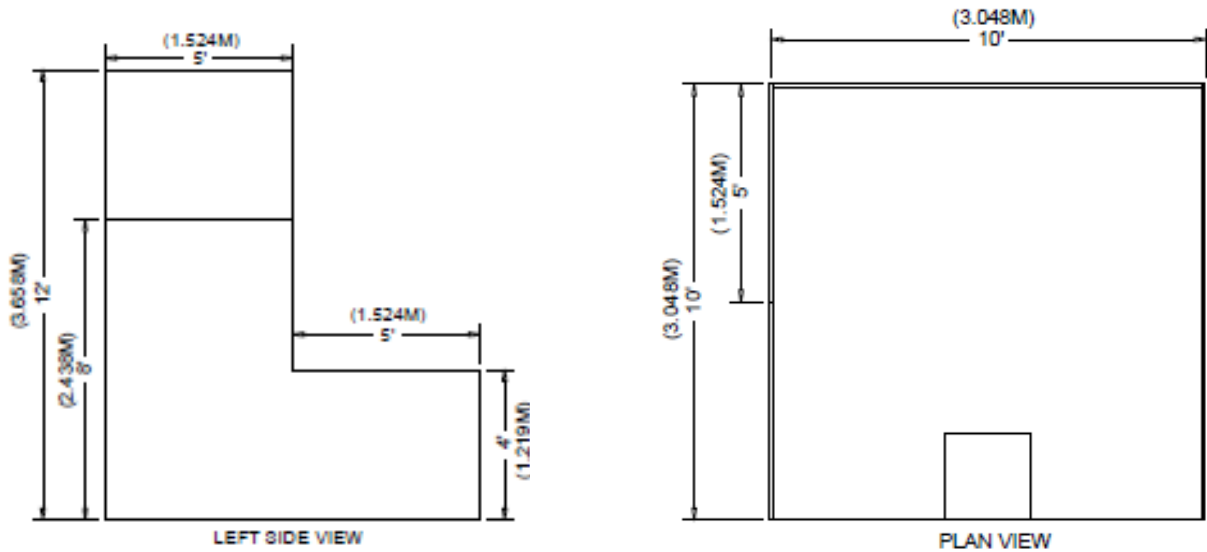
Perimeter Booth

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

Booth Package: Includes black 8' high draped back wall and 36" draped side rails, and 7" x 44" Company ID Sign.

- All guidelines for Linear Booths apply to Perimeter Booths except that the maximum back wall height is twelve feet (12ft).
- All fire equipment (hoses, extinguishers, strobe lights, speakers) must remain unobstructed and visible at all times.



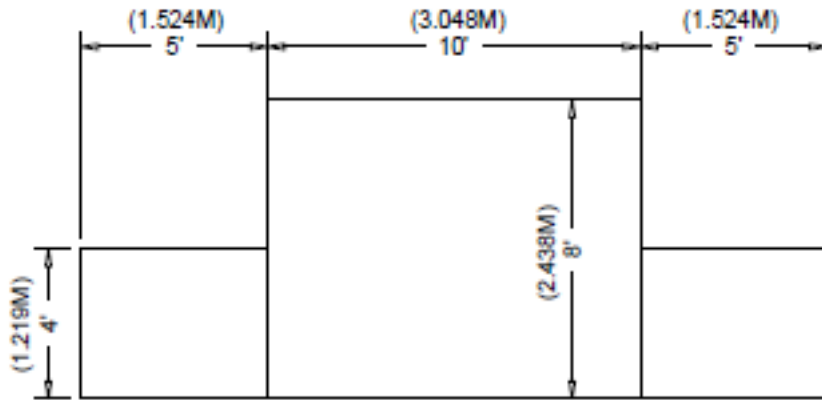
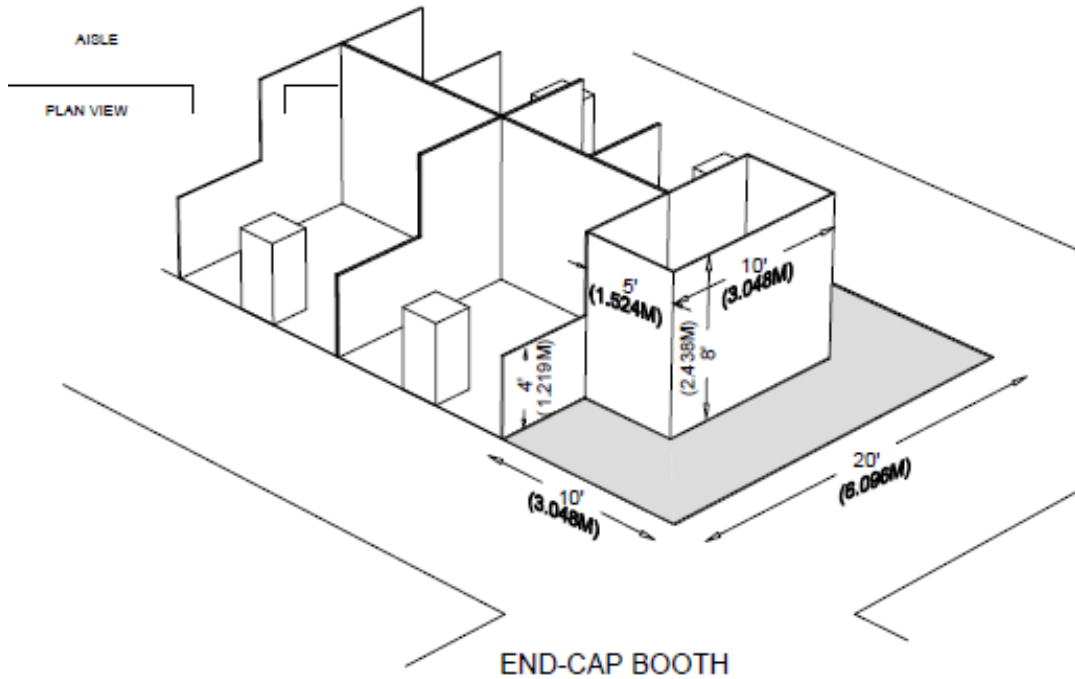


End-Cap Booth

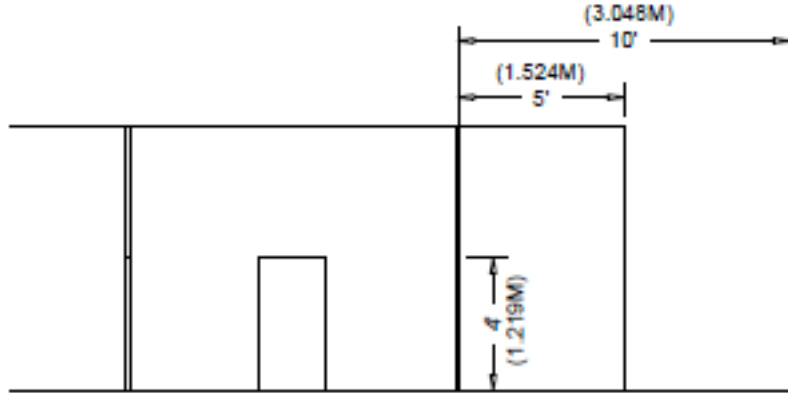
An End-Cap configuration is an in-line (linear) booth placed in the position of a Peninsula or Split Island.

Booth Package: Includes 10 feet of black 8' high draped back wall and 36" draped side rails, and 7" x 44" Company ID Sign

- End-cap booths are generally 10ft deep by 20ft wide. The maximum back wall height allowed is 8ft and the maximum back-wall width allowed is 10ft at the center of the back wall with a maximum 5ft height on the two side aisles. Within 5' of the two side aisles, the maximum height for any display materials is 4'.
- Display materials must be arranged in such a manner so as not to obstruct sight lines (line-of-site rule) of neighboring exhibitors.



End Cap Booth Images – Cont'd.



LEFT SIDE VIEW

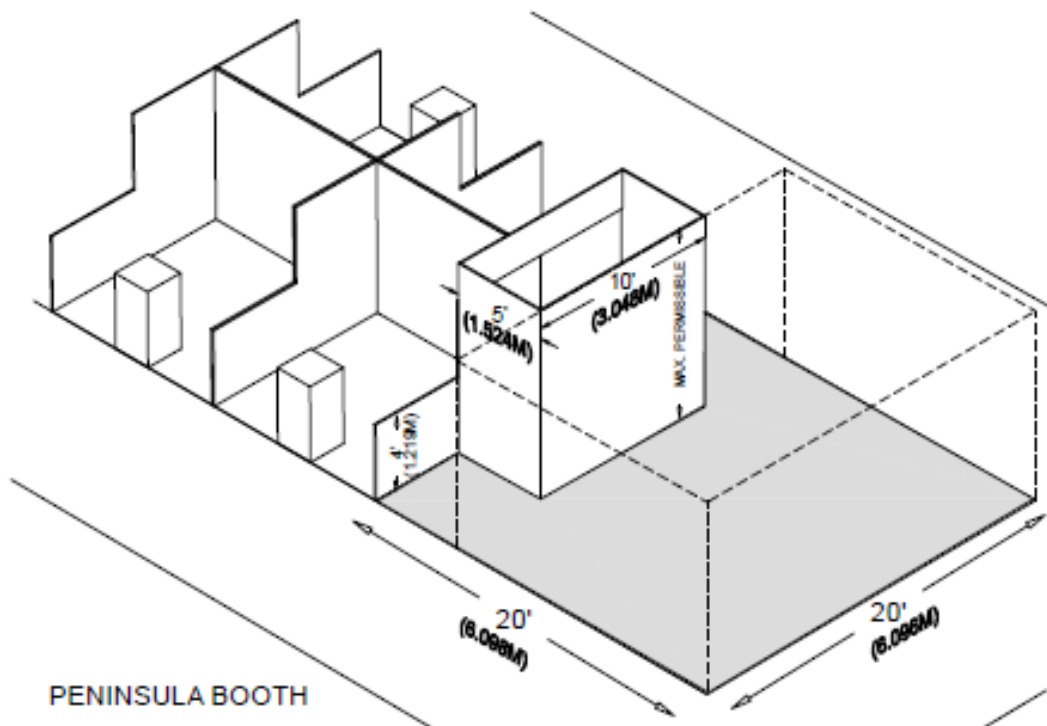


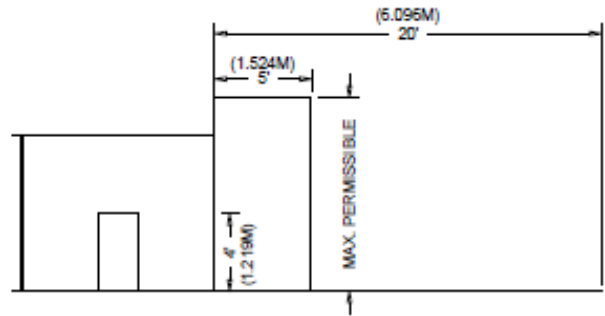
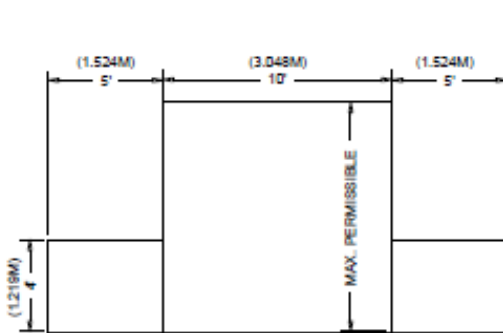
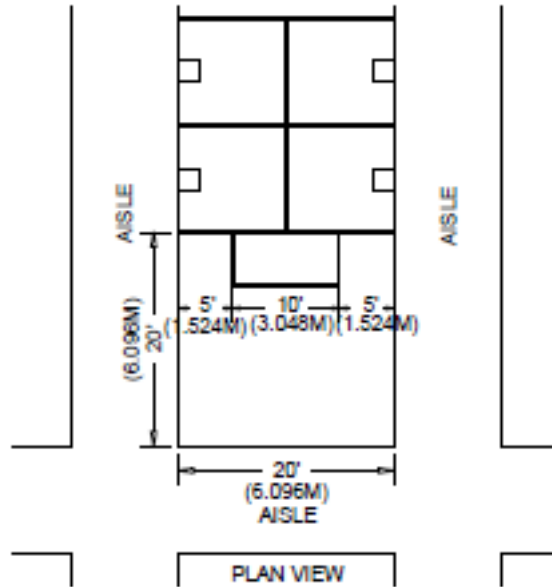
Peninsula Booth – Backed up to Linear Booth

Exposed to aisles on three (3) sides and is composed of a minimum of four 10' x 10' booths and backs up to Linear Booths.

Booth Package: Includes 10 feet of back wall drape consisting of (2) 36" H x 5'W and 8'H x 10'W and 7" x 44" Company ID Sign

- A Peninsula Booth is usually a 20' x 20' (6.1m x 6.1m) or larger. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to four feet (4ft) high within five feet (5ft) (1.52m) of each aisle, permitting adequate line-of-sight for the adjoining Linear Booths.
- Sixteen feet (16ft) is the maximum height allowance, including signage, for the center portion of the back wall. Double-sided signs, logos and graphics shall be set back ten feet (10ft) from adjacent booths.



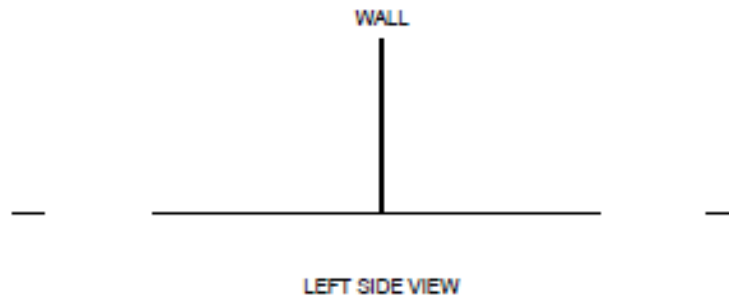
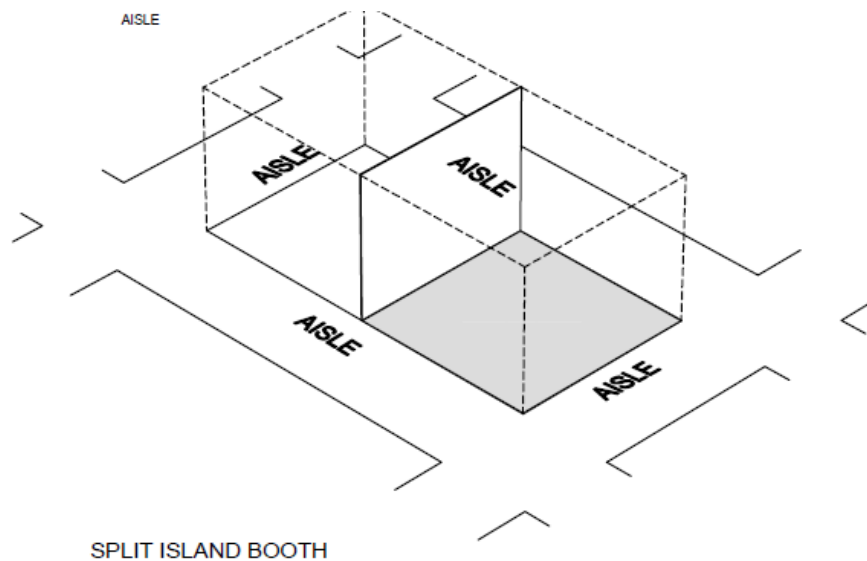


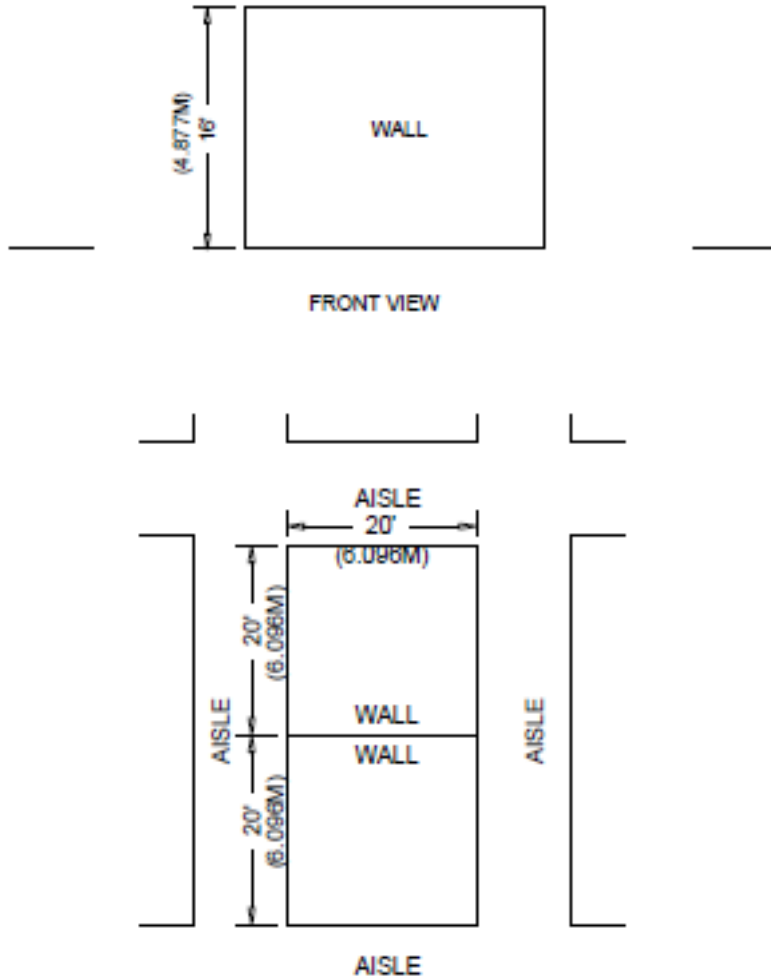
Split Island Peninsula Booth

A Split Island Booth is a Peninsula Booth that shares a common back wall with another Peninsula Booth.

Booth Package: Includes 8' high draped back wall, separating the adjoining peninsula booth.

- The entire cubic content may be used, without any back wall line-of-sight restrictions
- Sixteen feet (16ft) is the maximum height allowance, including ground, supported signage
- The common back wall must be finished with paint or drape and may not carry any branding or identification that would detract from the adjoining exhibit. All signs, branding and logos must be set back ten feet (10ft) from the adjoining booth

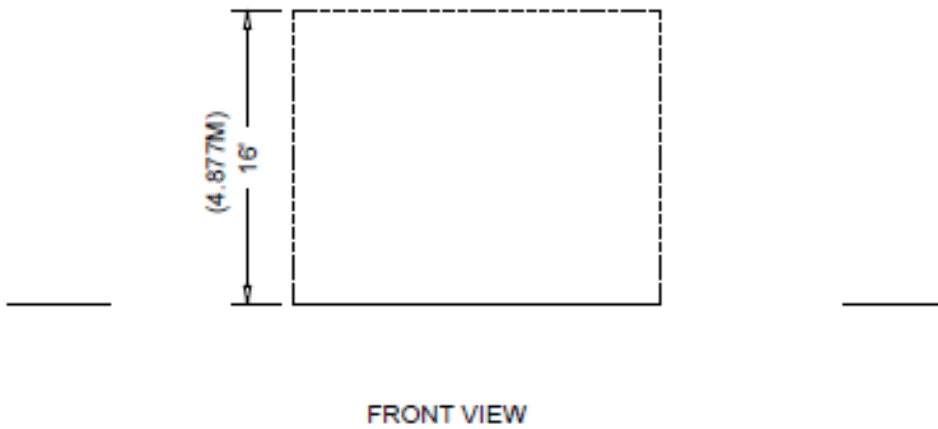
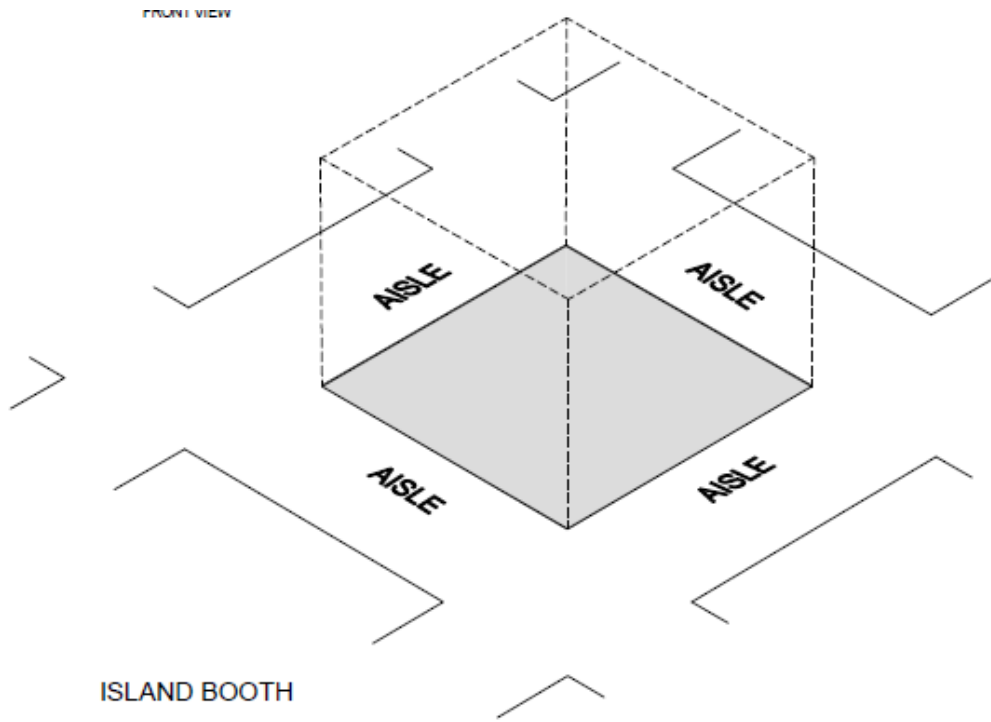


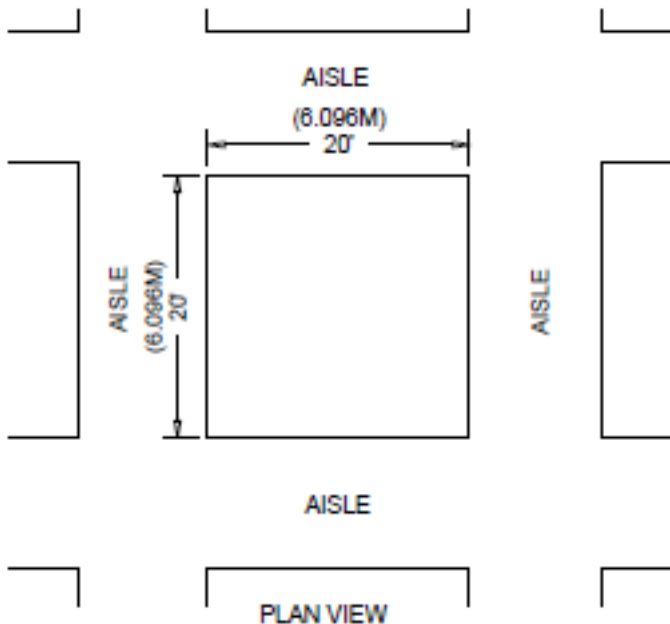


Island Booth

An Island Booth is any size booth exposed to aisles on all four sides.

- Island booth diagram required to be submitted for approval
- Sixteen feet (16ft) is the maximum height allowance, including ground, supported signage
- Multi-Story booths are prohibited
- Hanging Signs requests are permitted but must be approved
- Multi-Story booths are prohibited
- Pipe and drape is not included

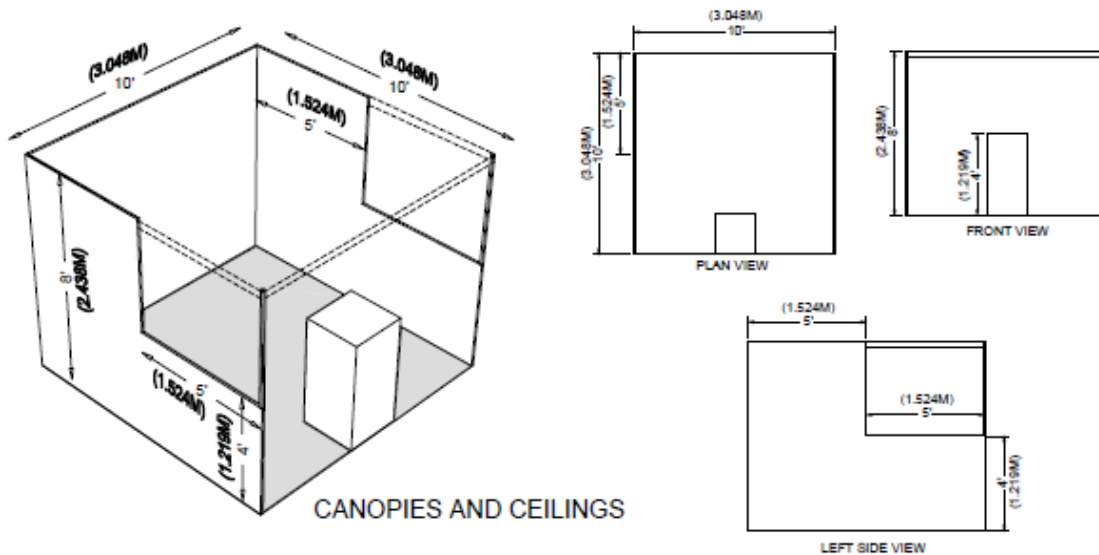




Canopies and Ceilings

Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or for hanging products). Canopies for Linear or Perimeter Booths must comply with line-of-sight requirements for Linear and Perimeter Booths.

- The base of the Canopy should not be lower than seven feet (7ft) from the floor within five feet (5ft) of any aisle. Canopy supports should be no wider than three inches (3in). This applies to any booth configuration that has a line-of-site rule, such as Linear Booth.
- Exhibitors are cautioned when installing a display with a ceiling to check with the local fire department to ensure that display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc. Smoke alarms will be required in any covered booth.



Theatrical Truss, Lighting, Speakers and Fixtures

- Exhibitors are cautioned when installing a display with trussing to comply with the permissible height corresponding to their booth configuration (for example, the highest point of any truss may not exceed the maximum allowable height for the booth type).
- **NOTE: Ceiling supported truss hangs and hanging signs are not permitted**
- No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space.
- Lighting must be directed to the inner confines of the booth space. Lighting must comply with facility rules
- 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.

Light Projection

Company product that projects lights or lasers.

- Lighting must be directed to the inner confines of the booth space and must not be directed outside of the booth.
- 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.

- For questions please contact exhibitorservices@bonniercorp.com

Atmospheric Effects

Theatrical fog, also known as special effect fog or haze, is a category of atmospheric effects and requires written approval prior to use.

- The use of atmospheric effects requires approval from venue and Bonnier LLC. Please reach out to exhibitorservices@bonniercorp.com
- Effects must not interfere with or discomfort neighboring Exhibitors or otherwise detract from the general atmosphere of the event.
- If approved, exhibitor would need to pay for fire watch, according to approved demonstration schedule.
- Product Demonstrations may only take place during show hours
- It is important that atmospheric effects, such as fog, haze, and theatrical smoke effects be safe. All hazing must be water based.

Other Important Considerations

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 Web site www.ada.gov/infoline.htm.

Booth Activity/ Crowd Control

Booth activity of any kind must be confined within the contracted booth space so as not to interfere with traffic flow in the aisles or encroach into neighboring exhibits. Exhibitors must contract sufficient booth space in order to comply with these rules. If planning any type of booth activity which may draw a crowd, exhibitor is required to assign booth personnel and/or hire security guards to manage the area and keep the aisles and neighboring exhibits clear. If necessary, Bonnier Events reserves the right to hire security to manage the area at the exhibitor's expense.

Carpet/ Flooring

The exhibit area and aisles will NOT be carpeted. Show Management will not require exhibitors to have booth carpet/flooring. As a reminder, all cords will need to be taped down and/or secured to maintain safety. Rental carpet is available through [INSERT GSC]. Please refer to the Carpet Brochure and Order form located in the resource center for options.

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" (minimum 14-gauge/three-wire) flat cord that is insulated to qualify for "extra hard usage."
- Cord wiring above floor level can be "SJ" that 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 are not recommended and are often prohibited.
- Power strips (multi-plug connectors) should be UL approved, with built-in overload protectors.
- Electrical access must remain inside the booth confines.

Fire Equipment

The Exhibit Facility's fire hoses and extinguishers must be visible and accessible at all times, including but not limited to those attached to a column located inside the confines of a booth.

Flammable and Toxic Material

- All materials used in display construction or decorating should be made of retardant materials and be certified as flame retardant. Samples should also be available for testing.
- Materials that cannot be treated to meet the requirements are not advised.
- A flame proofing certificate should be available for inspection.
- Exhibitors must dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility.

Pipe & Drape

Black pipe and drape is used to define the booth space, however it is not designed or intended to be used as a display fixture. Hanging product and signs, with the exception of light weight signage or soft goods, from this is not advised and may be prohibited onsite by the Bonnier Show Management Team.

Sound/Music

- Sound must be contained within, and directed into, the footprint of the contracted booth space. Speakers must be directed toward the interior of the exhibit space. Speakers may not face aisles or other exhibitors' booths.
- Sound must not be at a level that does not disrupt the activities of neighboring exhibitors. Sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth. Show management reserves the right to request you to change the volume of the sound in your booth.
- Music played in your booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. Please confirm you are in compliance with ASCAP, BMI, and SESAC, three authorized licensing organizations, that collect copyright fees on behalf of composers and publishers of music.
- NEW Exhibitors must make every effort to respond to neighboring exhibitors' complaints regarding noise, sound and/or vibration nuisances

Storage

No storage of any kind is allowed behind booths or near electrical service. All materials such as literature and giveaways must be stored neatly within the booth. Violators will be notified and if not removed by show opening, Bonnier Events will remove and store at the exhibitor's expense.

All empty cartons or crates must be labeled and removed for storage or they will be removed as trash. Crates or cases used for display must be masked or in exhibition suitable condition.

Structural Integrity

All exhibit displays must 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 forklifts. Displays must 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. Exhibitors must ensure that any display fixtures such as tables,

racks or shelves are designed and installed properly to support the product or marketing material to be displayed upon them.

Unfinished Booths

Any portion of the exhibit bordering another Exhibitor's booth must have the back side of that portion finished with paint or drape and must not carry identification signs or other copy that would detract from the adjoining exhibit. Exhibitors with any visible unfinished portions to their booth prior to show opening may incur charges to have these portions finished on-site.

Vehicles

Please be aware that all gas fueled vehicles used for display shall have batteries disconnected, fuel supplies at 1/4 tank or 5 gallons, whichever is less, and be furnished with locking gas caps or caps sealed with tape. Protection must be placed underneath all display vehicles in order to prevent any damage in the event of a leak. To coordinate your vehicle delivery to your booth, please contact exhibitorservices@bonniercorp.com.