

# RULES & REGULATIONS

Exhibits are required to conform to the following rules and regulations. Exhibits must be in compliance prior to the end of exhibit set-up. These regulations will ensure all exhibitors, regardless of size, an equal opportunity, within reason, to present their product(s) in the most safe and effective manner possible.

In addition to the terms on the exhibit space contract your company signed, these rules are an integral part of our contract with you. If you have any questions or need an explanation of a regulation, please contact Vanessa Cruz, Exhibit Operations Manager at [vanessa.cruz@informa.com](mailto:vanessa.cruz@informa.com)

Rules and Regulations are subject to change.

## AMERICANS WITH DISABILITIES ACT

Exhibitors must acknowledge their responsibilities under the Americans with Disabilities Act (ADA) to make their booth accessible to persons with disabilities. The key publications of concern to exhibitors are the ADA's Title III Regulations and Guidelines for Small Businesses. These can be viewed via <http://www.ada.gov/> Exhibitors with complex displays should pay special attention to the following conditions:

- Platforms and steps should not be used, or alternative access must be provided in the form of ramps with a grade of not more than one inch to one foot.
- The maximum rise for any run is 30 inches.
- Ramps with a rise of more than six inches, or a run longer than six feet, should have railings on both sides.
- Ramps must have edge protection in the form of curbs, walls or railings, and must have level landings at the bottom and top of each ramp.
- Rough or unfinished edges are not permitted.

Landings should be at least as wide as the ramp and should be at least five feet in length. Exhibitors shall also indemnify and hold harmless Informa Exhibitions LLC, SupplySide East, SMG and Meadowlands Exposition Center against cost, expense, liability or damage which may be incident to, arise out of, or be caused by Exhibitor's failure to have their booth comply with requirements under the Act.

## AGE RESTRICTIONS

No one under of the age of 18 is allowed on the show floor without direct adult supervision at all times. At no time are persons under the age of 18 allowed on the show floor during move-in and move-out – even if supervised. This is strictly enforced. Young children (infants being held or children in strollers) can be admitted without a badge. All other children, regardless of age, require a badge. If not preregistered, they must register on-site; however, they are not charged the on-site registration fee. Children under the age of 18 are not permitted to attend sessions in classrooms. This can be disruptive to other attendees, the speaker(s) and the recording of the class.

## AISLE SPACE

Aisles, passageways and overhead spaces remain strictly under the control of SupplySide East. No signs, decorations, banners, advertising matter or special exhibits may protrude into the aisle or encroach upon neighboring booths. Uniformed attendants, models and other employees must remain in the booths occupied by their employers. All advertising material must be distributed from the exhibitor's booth

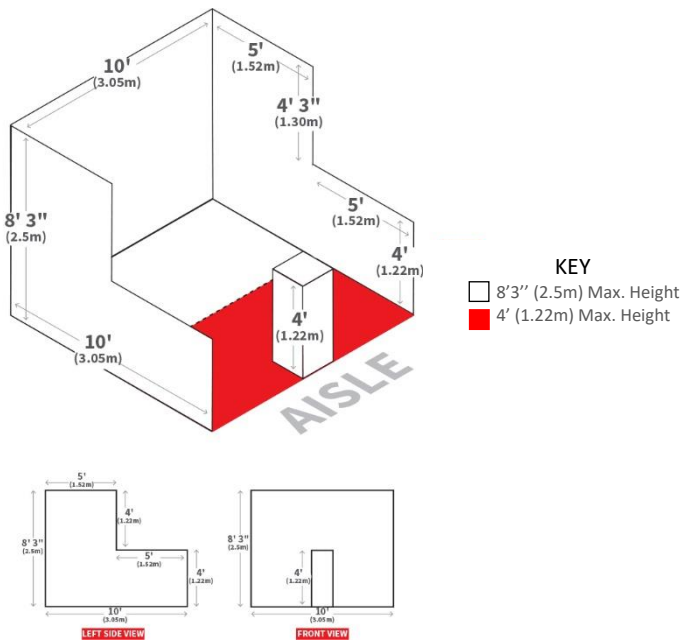
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## BOOTH SPECIFICATIONS

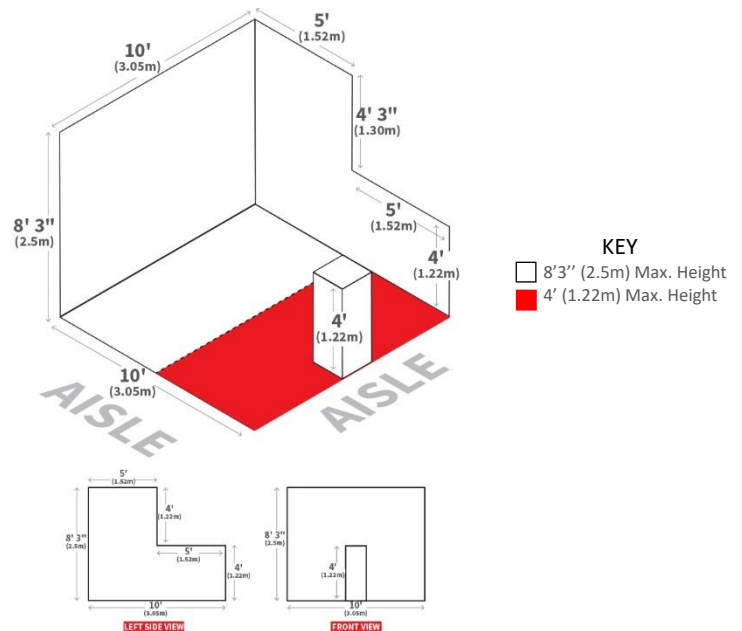
### In-Line Booths

In-Line booths (also known as Linear Booths) have one or two sides exposed to an aisle and are generally arranged in a series along a straight line. (10ft x 10ft, 10ft x 20ft, etc.) (3.05m x 3.05m, 3.05m x 6.10m, etc.)

- **In-Line Booth:** Generally arranged in a straight line with neighboring exhibitors on their immediate right and left leaving only one side exposed to the aisle. Individual booths may be combined to form a larger In-Line booth space.
- **Corner Booth:** In-Line booth exposed on two sides with an immediate neighbor on one side (all guidelines for In-Line booths apply).
- **Rules:**
  - Exhibits must be constructed with enough space to allow for utility service at the rear of booth (back drape, rails, power drop).
  - Hanging signs are not allowed in In-Line Booths.
  - Pop-Up Tents are not allowed.
  - Front of booth – no items over 4ft (1.22m) in height can be within 5ft (1.52m) of aisle (red area of diagram) as it blocks sight line.
  - Rear of booth (maximum of 5ft (1.52m) from the back drape in a 10ft x 10ft (3.05m x 3.05m) booth cannot exceed 8ft 3in (2.5m) in height.
  - Any signage or side wall facing the neighbor cannot have any logo or identification facing the neighboring booth.
  - Any portion of an exhibit over 8ft 3in (2.5m) is not allowed and will have to be moved or removed.
  - When three or more In-Line booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.



10ft x 10ft (3.05m x 3.05m) In-Line



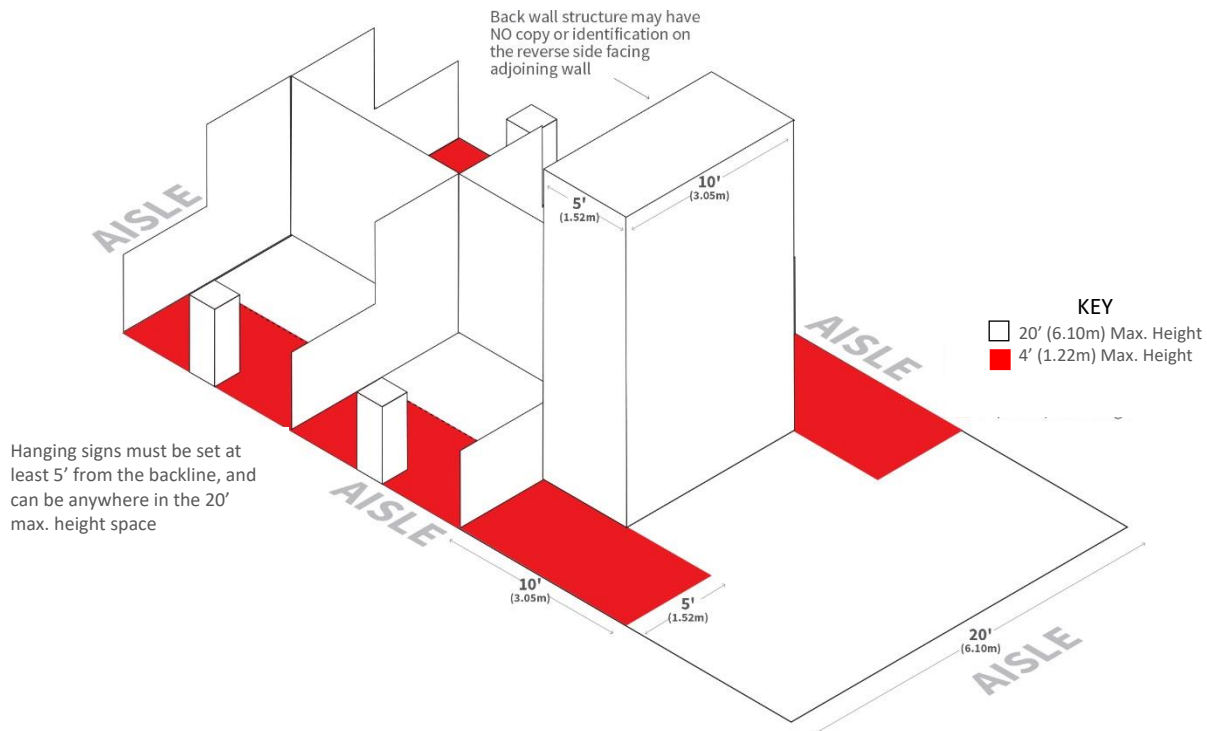
10ft x 10ft (3.05m x 3.05m) Corner

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### Peninsula Booths

Peninsula Booths are exposed to aisles on three sides and comprised of a minimum of four (10ft x 10ft) booths. There are two types of Peninsula Booths:

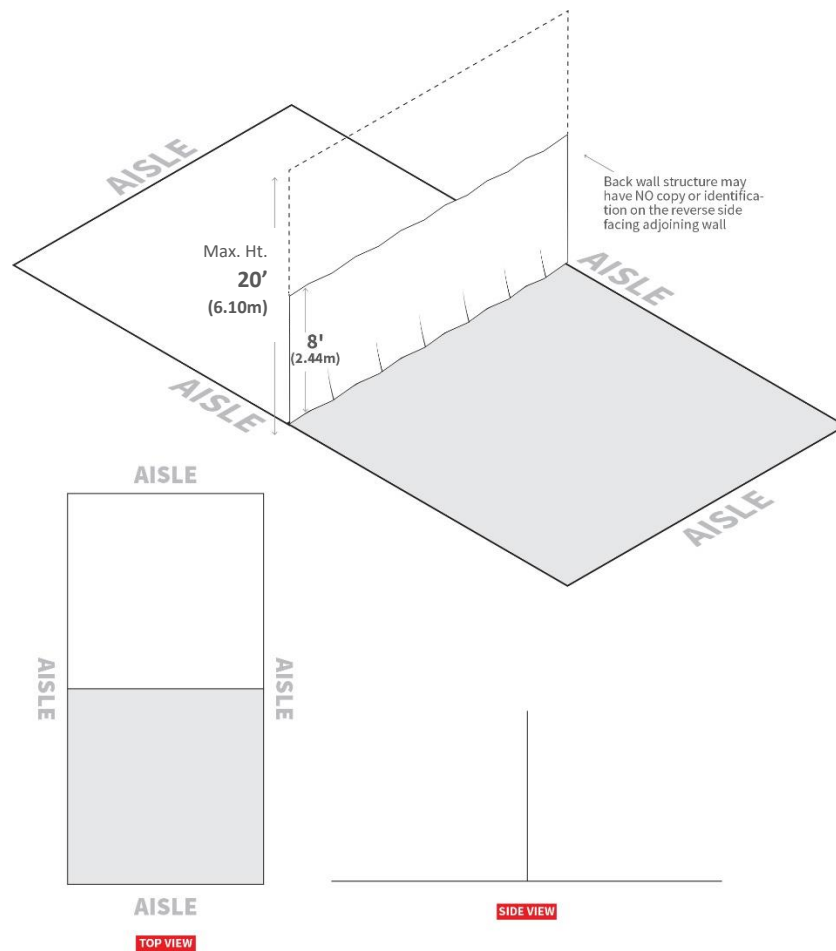
- **Peninsula Booth:** A (20ft x 20ft) (6.10m x 6.10m) booth that shares a side wall with two In-Line booths on the exhibitors back wall. Hanging sign is permitted.
  - Rules
    - Exhibits must be constructed with enough space to allow for utility service at the rear of booth (back drape, rails, power drop).
    - Pop-Up Tents are not allowed.
    - Hanging signs must be set back 10ft (3.05m) from the adjacent booth and no higher than 20ft (6.10m) from top of sign to the floor.
    - Twenty feet (20ft) (6.10m) is the maximum height allowance, including signage for the center portion of the back wall (where ceiling heights permit). Booth structure cannot exceed 20ft (6.10m) in height
    - When a Peninsula Booth backs up to two In-Line booths, the back wall is restricted to 4ft (1.22m) high within 5ft (1.52m) of each aisle, permitting adequate line of sight for the adjoining In-Line booths.
    - Any signage facing the neighbor (behind) cannot have any logo or identification facing the neighboring booth.
    - The center portion of the structure may extend from the back of the booth to the aisle.
    - Hanging Signs are allowed with approval.



**20ft x 20ft (6.10m x 6.10m) Peninsula**

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- **Split Island Peninsula Booth:** Backs up to another Peninsula Booth, the two booths share a common back wall drape 8ft 3in (2.5m) high, 20ft x 20ft or larger. Hanging sign is permitted.
  - Rules
    - Exhibits must be constructed with enough space to allow for utility service at the rear of booth (back drape, rails, power drop).
    - Pop-Up Tents are not allowed.
    - Hanging signs must be set back 10ft (3.05m) from the adjacent booth and no higher than 20ft (6.10m) from top of sign to the floor.
    - Booths share a backwall drape of 8ft 3in (2.5m) high.
    - Any signage facing the neighbor (behind) cannot have any logo or identification facing the neighboring booth.
    - Hanging Signs are allowed with approval.



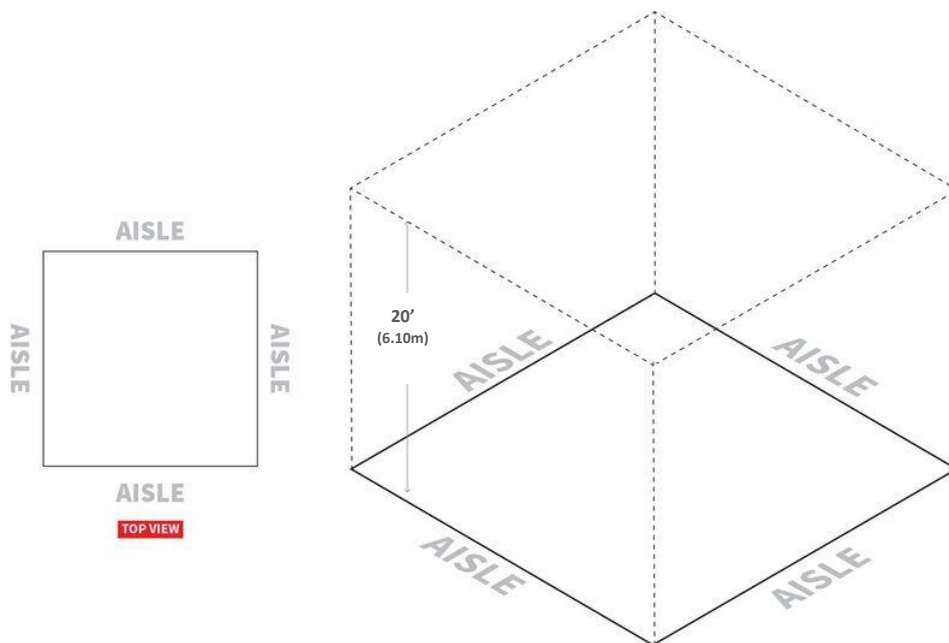
**20ft x 20ft (6.10m x 6.10m) Split-Island Peninsula**

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### Island Booth

Exhibit space enclosed by aisles on all four sides of the booth space. Island booths do not include drapery. Drapery can be ordered at an additional cost from the Official Service Contractor if needed. Hanging sign is permitted.

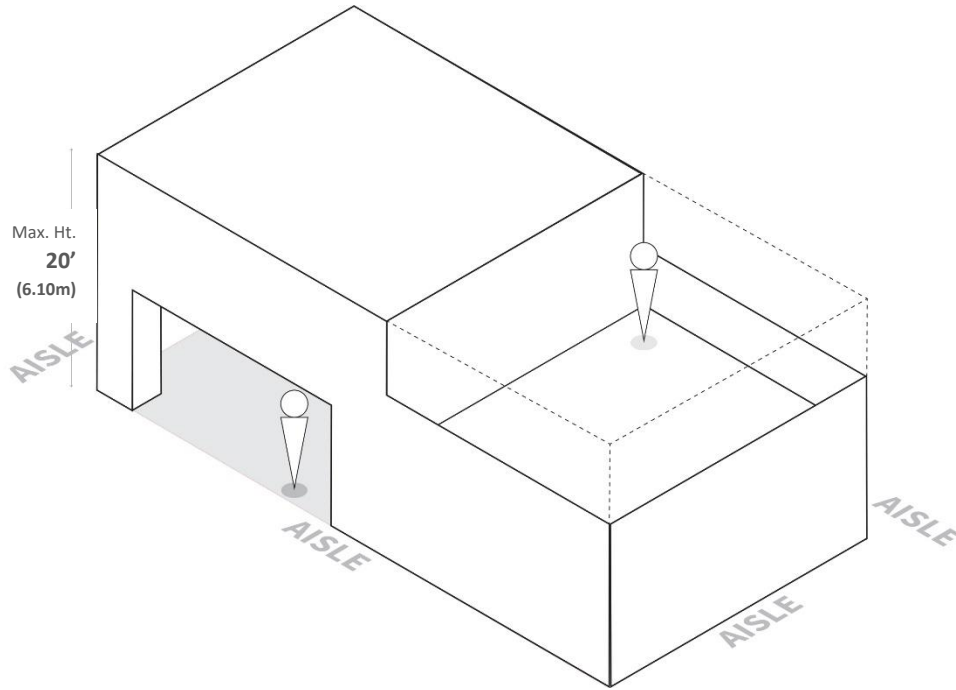
- Rules
  - Exhibitors are prohibited from installing roofed or multi-story exhibit booths (double-deck) without advance written approval from Show Management and Fire Marshal.
  - Hanging signs are allowed with approval.
  - Booth structure cannot exceed 20ft (6.10m) in height.
  - Hanging sign cannot exceed 20ft (6.10m) in height from the top of the sign to the floor.



**20ft x 20ft (6.10m x 6.10m) Island Booth**

- **Multi-Story Booth:** Exhibit spaces that have a 2nd-story. All multi-Story exhibits, regardless of whether people will occupy the upper area or not, and all exhibit fixtures must have drawings available for inspection at all times.

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**40ft x 20ft (12.20m x 6.10m) Multi-Story Booth**

### **CARPET/FLOORING**

All booths REQUIRE carpet/ flooring. (If carpet is not included with booth space, it can be rented through the Official Service Contractor. Exhibitors may also bring their own flooring.) Storage: Fire regulations prohibit storage behind drapery. One day's storage/supplies can be in the booth, additional storage /supplies must be ordered from the Official Service Contractor at an additional cost.

### **DOOR PRIZES/EXHIBITOR GIVEAWAYS**

Exhibitors are allowed to register attendees for prizes and giveaways. All activity must take place within the confines of the exhibitor's booth. NO announcements over the public address system will be allowed for such activities.

### **FASTENING MATERIALS TO BUILDING**

Decorations, signs, banners, etc., may not be taped, nailed, tacked, stapled, or otherwise fastened to ceilings, walls, doors, columns or painted surfaces. No holes may be drilled, cored or punched in the Ballroom walls or floors. Exhibitors will be billed to repair any damages caused by fastening materials to the building and any damages caused to the exhibit floor.

### **GOOD TASTE AND THE RIGHTS OF OTHERS**

Show Management may require any exhibitor to make changes in his or her exhibit if, in Show Management's opinion, the exhibit does not conform to prevailing standards of good taste. Changes will also be required if the exhibit interferes with the rights of others.

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### GRATUITIES

Convention Center and union labor employees are not permitted to accept gratuities of any kind. If you are solicited for a tip by any individual, please report the incident to Show Management.

### HANGING SIGNS AND CEILING RIGGING

- **Hanging Signs:** An exhibit component suspended above or displayed on top of an exhibit for the purpose of displaying graphics or identification. Hanging signs will only be permitted in Island Booths, Peninsula Booths and Split Island Peninsula Booths (20x20 or larger). Hanging signs are not permitted over In-Line Booths
  - Height: Hanging identification signs and graphics will be permitted to a maximum height of 20ft (6.10m) (where ceiling heights allow) from the top of the sign to the floor. Hanging signs must be set back 10ft (3.05m) from adjacent booths.
  - Intent: Hanging signs are part of the overall exhibit presentation. All identifying signs, whether suspended from the ceiling (hung) or attached to the exhibit fixture (ground supported), will be permitted to a maximum height of 20ft (6.10m).
  - Please contact your Official Service Contractor to order rigging and confirm service availability. All Hanging Signs must be shipped to the Official Service Contractor's advanced warehouse prior to the event to receive discount pricing. Signs shipped direct to show site may not be able to be hung.

Signs hung without approval will be removed at the exhibitor's expense.

- **Lighting/Truss:** Hanging truss or suspending lights from facility ceiling requires approval. Exhibitors intending to use hanging light systems should include those items when submitting drawings for approval. No overhead lighting is allowed outside the boundaries of the exhibit space.

### NON-EXHIBITING COMPANIES/SUITCASING

There are suppliers who will attend SupplySide East 2018, but do not exhibit. Some non-exhibiting suppliers may attempt to "suitcase" the Show, to approach attendees and exhibitors for the purpose of selling their product in the aisles. Suite-casing is the act of soliciting business in the aisles during the exhibit or in other public spaces, including another company's booth or a hotel lobby. This practice is prohibited by SupplySide East and Show Management. Anyone observed approaching buyers in the aisle or in an exhibitor's booth, who is not a legitimate exhibitor, should be reported to Show Management. This will be strictly enforced with the intent of preserving the integrity of the Show and maintaining a good relationship between buyers and exhibitors.

### PHOTOGRAPHY REGULATIONS

Exhibitors must authorize all photographs of their booth!

Photography and/or filming of any display or product other than the exhibitor's own is prohibited unless permission has been obtained from SupplySide East Show Management and the firm whose booth is being photographed/ filmed. The exemption to this is the SupplySide East official photographer. Any imagery collected by this photographer (who will be properly badged and identified) will be used for the sole purpose of SupplySide East 2018 promotion.

### PRODUCT DEMONSTRATIONS

All displays, product demonstrations, and sales activities in the exhibit hall must be kept within the confines of your contracted booth space. Selling in the aisles, hosting audiences in the aisles, booth encroachment into the aisles, distributing literature in the aisles, etc., will not be tolerated. This is not only unfair to your fellow exhibitors, but blocking aisles creates a potentially unsafe situation which could lead to the show floor being shut down by the fire marshal. Please be considerate to your fellow exhibitors – refrain from soliciting their business during show hours (when they are trying to make a sale).

### PROTECTION OF PROPERTY

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Show Management will provide general perimeter security. Exhibitors must make provisions for the safekeeping of their goods before the opening, during and after the closing of the show. No responsibility is assumed by Show Management, or any of its contractors, for lost or damaged merchandise. Exhibitors must insure their goods at their own expense. Exhibitors can order security for their booth by contacting Meadowlands Exposition Center Security at (201) 330 – 8227.

### **POP-UP TENT**

Pop-Up Tents are collapsible frames with four legs and a canvas cover. Pop-Up tents are not allowed.

### **SUBLETTING**

No exhibitor may assign, sublet or apportion any of their contracted exhibit