

BOOTH RULES AND REGULATIONS

Booth Approval: ALL booths, regardless of booth type (excludes booth packages and tabletops), are required to submit their Booth Approval Form along with diagrams or pictures for **approval by March 1, 2019**. Access the Booth Approval Form [here](#).

Carpet/Flooring: **All booths REQUIRE carpet/ flooring. (Carpet is not included with booth space, it can be rented through SMG or exhibitors can bring their own flooring.)**

In-Line Booths

In-Line booths have only one side 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).

Peninsula Booth

Exhibit with two or more standard booths (10ft x 10ft) (3.05m x 3.05m) with aisles on three sides. There are two types of Peninsula Booths.

- **Peninsula Booth:** Backs up to another Peninsula Booth, the two booths share a common back wall drape 8ft 3in (2.5m) high.
- **End-Cap Peninsula Booth:** The exhibiting booth backs to the side wall of two In-Line booths. (Only applies to 20ft x 20ft booth) (6.10m x 6.10m)

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 SMG if needed.

Multi-Story Booth

Exhibit spaces that have a 2nd-story.

Canopy / Ceiling Regulations

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

Pop-Up Tent

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

Hanging Signs and Ceiling Rigging

- **Hanging Signs – See booth space for details.**
- **Lighting/Truss –** Hanging truss or suspending lights from facility ceiling requires approval.

Tabletop

The display space is only the table top area. Tabletop exhibitors are not required to submit a booth approval form.

**Exhibitors must also comply with the Show Rules and Regulations in the Exhibitor Service Kit.
Additional questions or clarification should be directed to your Client Services Specialist.**

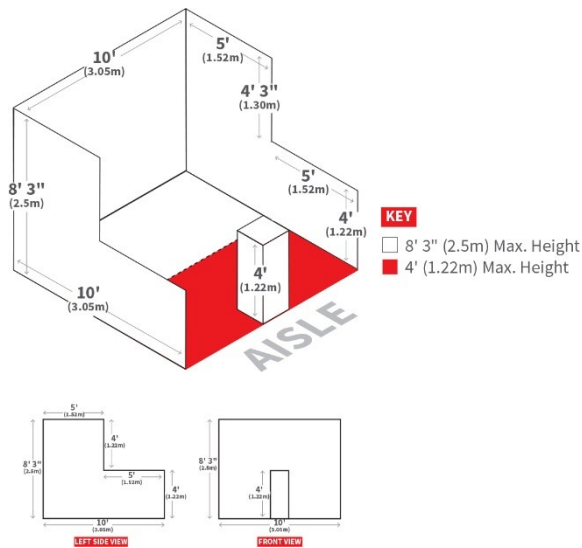
Please remember building fire hoses, extinguishers, and audible or visual devices for fire alarms should be visible and accessible at all times.

Rules and Regulations are subject to change.

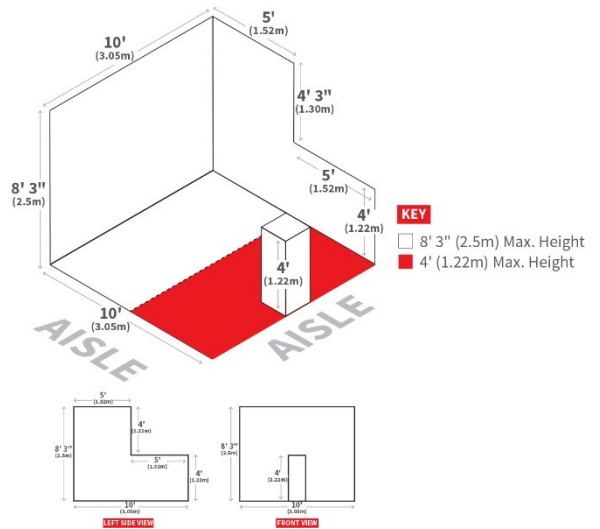
In-Line Booth

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 or maximum of 4ft (1.22m) in an 8ft x 10ft booth (2.43m x 3.05m) 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 side wall must be finished carpentry.
- 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

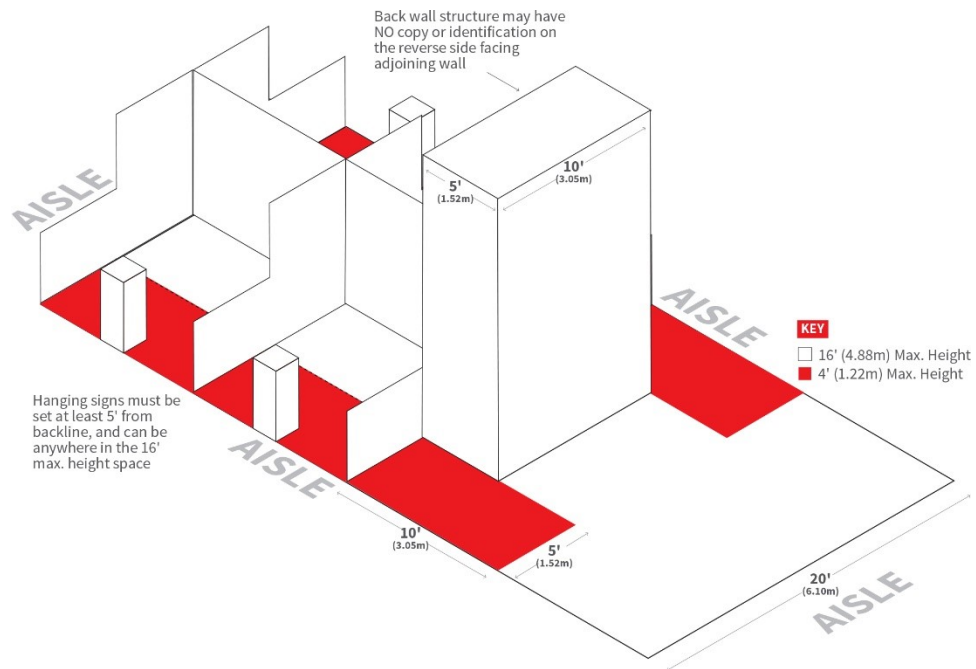


10ft x 10ft (3.05m x 3.05m) Corner

End-Cap Peninsula Booth

RULES

- Exhibits must be constructed with enough space to allow for utility service at the rear of booth (back drape, rails, power drop).
- No Pop-Up Tents 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.
- Sixteen feet (16ft) (4.88m) is the maximum height allowance, including signage for the center portion of the back wall (where ceiling heights permit).
- When an End-Cap 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.
- The back wall of any booth must be finished carpentry on the back side facing other 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.
- *Rules only apply to 20ft x 20ft booth. (6.10m x 6.10m)

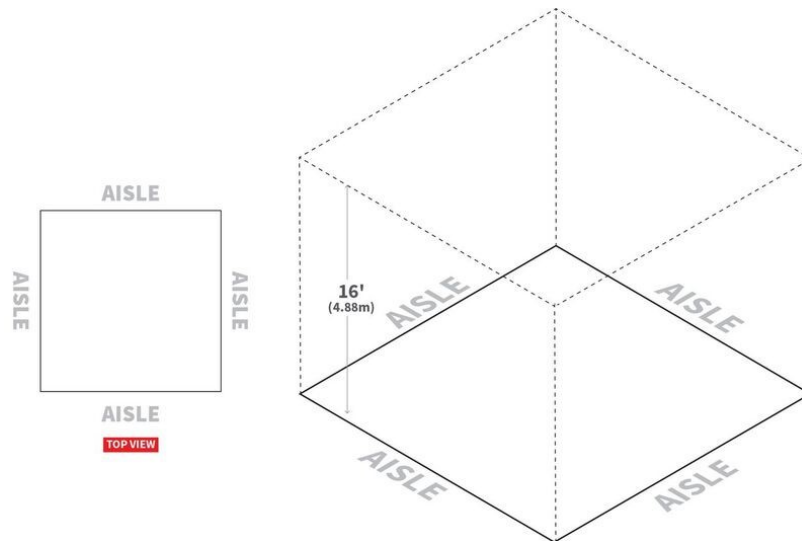


**20ft x 20ft (6.10m x 6.10m) End-Cap Peninsula
Hanging Sign Allowed**

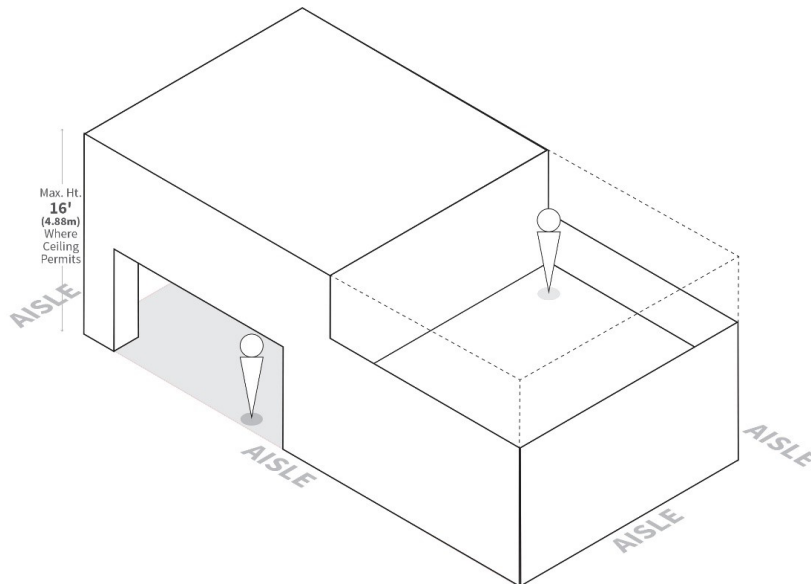
Island Booth

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 16ft (4.88m) in height.
- Hanging sign cannot exceed 20ft (6.10m) in height from the top of the sign to the floor.
- The back wall of any booth must be finished carpentry on the back side.

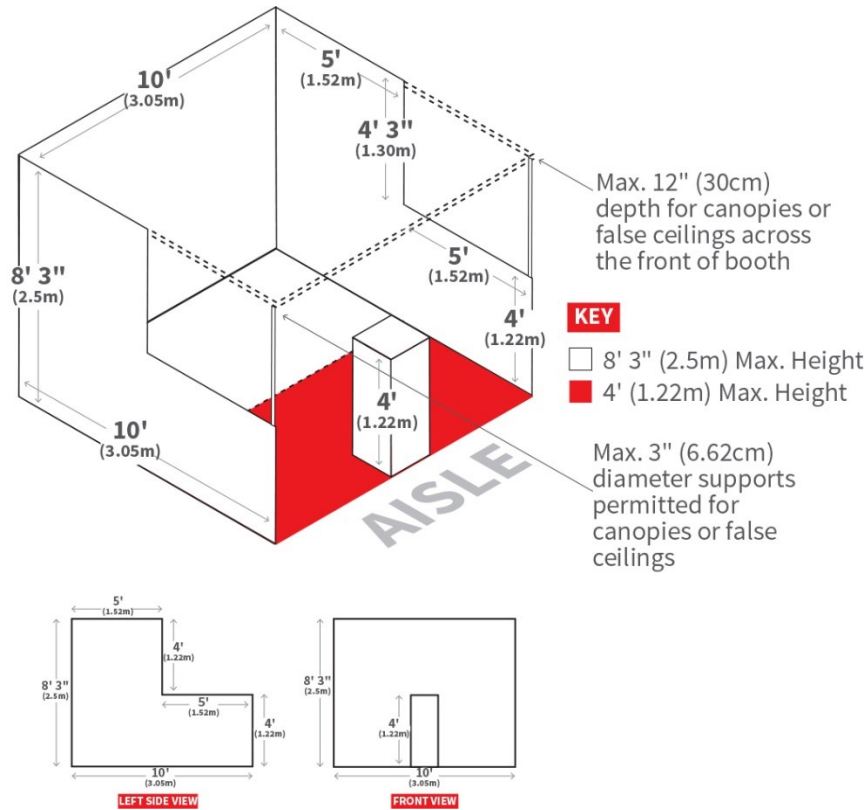


- **Multi-Story Booth:** All multi-story exhibits, regardless of whether people will occupy the upper area or not, and all exhibit fixtures and components exceeding 16ft (4.88m) in height, must have drawings available for inspection at all times.



BOOTH RULES AND REGULATIONS

- Canopy / Ceiling Regulations:** Exhibitors are cautioned when installing a display with a ceiling or canopy to check with the Fire Department to ensure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc. All canopies, false ceilings and roofs must be approved by Show Management & Fire Marshall. Umbrellas are prohibited.



- Pop-Up Tent:** Pop-Up Tents are collapsible frames with 4 legs and a canvas cover. **Pop-Up Tents are not allowed.**

Hanging Signs and Rigging

Hanging Sign Regulations: Hanging signs will only be permitted in Booth Blocks, Island Booths, Peninsula Booths and End-Cap Peninsula Booths (20ft x 20ft or larger). Hanging signs are not permitted over In-Line Booths or 10ft x 20ft End-cap Peninsula Booths. **Signs hung without approval will be removed at the exhibitor's expense.**

Definition: An exhibit component suspended above or displayed on top of an exhibit for the purpose of displaying graphics or identification.

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. Booth structure may not go higher than 16ft unless solely used for supporting an identifying sign in lieu of hanging from the ceiling.

Please contact SMG to order rigging and confirm service availability.

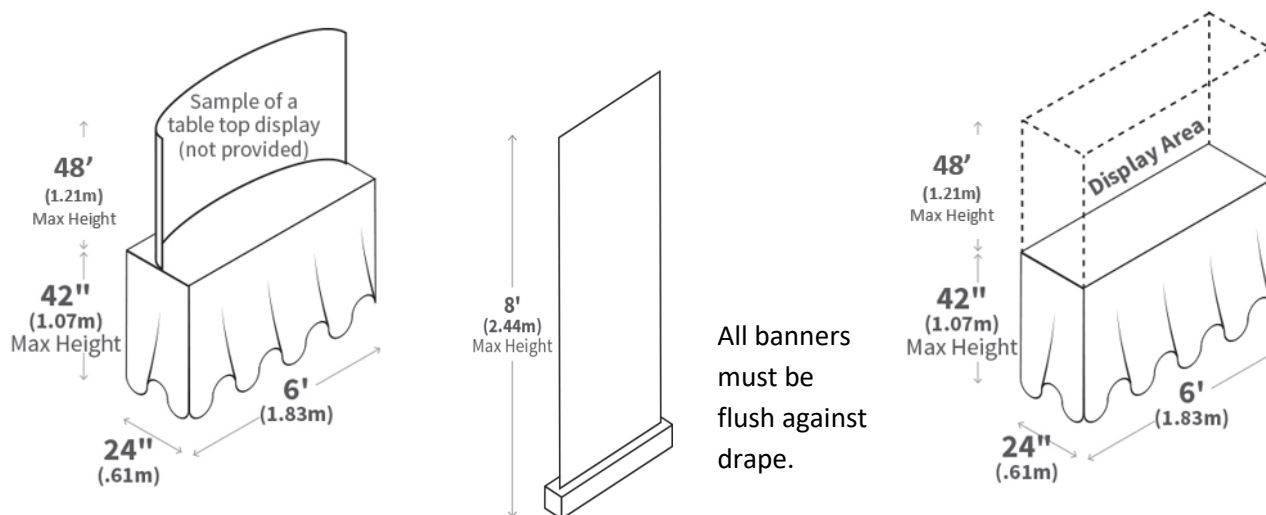
Lighting/Truss:

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.

Tabletop

- Display space is **ONLY the table top area**; the **ONLY storage space is under your tabletop**.
- Any items not stored underneath your table (or displayed on top of the table) will be removed and stored at the exhibitor's expense by SMG. No items will be allowed to be stored or set up surrounding your table.
- Bringing in your own table is **NOT** allowed. Table provided cannot be moved from front of space.
- Display space cannot extend beyond the 6'width x 24"depth tabletop surface. Maximum display height on top of table is 4'.
- Banners and pull-ups displays are only allowed if they are flat and flush against the pipe and drape behind your tabletop. Banners must be hung from the pipe and drape. Maximum size is 6ft width and cannot exceed 8ft in height. (bottom 42" will not be seen due to table)
- Exhibitors must also comply with the Show Rules and Regulations in the Exhibitor Service Kit.
- Rules and Regulations are subject to change.

Note: Exhibitors will be asked to remove any exhibits not in compliance with these guidelines and items will be stored at exhibitor's expense.



TABLETOP SPACE INCLUDES

- One (1) draped counter height table 6'W x 24"D x 42"H. (Table skirt is black)
- Standard ID sign
- Two (2) counter height chairs
- One (1) wastebasket (trash will only be emptied at the end of each day, if you are sampling, please order porter service from SMG)
- Facility is carpeted (No additional flooring is permitted)

Rules

Permitted

- YES** Hanging a sign or banner from the back pipe and drape in your exhibit space. Maximum size of sign or banner is limited to 6'W x 8'H (bottom 42" will not be seen due to table).

BOOTH RULES AND REGULATIONS

- YES** May place a branded table cloth over your tabletop. Maximum size permitted is 6'W x 42"H table front dimension and 24"W x 42"H side dimension. (Cannot extend outside of these dimensions)
- YES** Displaying items on the surface of the tabletop. Maximum size permitted is 6'W x 24"D x 3'H (see diagram).
- YES** Flat Pull-Up displays only, must be flush against the pipe and drape behind your table only. Maximum size of pull-up cannot exceed 6'W x 8'H (bottom 42" will not be seen due to table).

Not Permitted

- NO** **Storage allowed behind or around the tabletop area.** May only store items that fit under the table. Additional accessible storage space must be purchased from SMG.
- NO** Removing or replacing your table
- NO** Moving tables from front of space or pushing tables together
- NO** Each tabletop space is separate and cannot be combined with another space. (You may not move 2 tables together or utilize the back wall space between the tables)
- NO** Bringing in your own floor covering
- NO** Swapping or adding, tables, other furniture, display counters, refrigerated display cases, etc.
- NO** Refrigerator or freezer behind tabletop. Unit must fit on or under the tabletop.
- NO** Hanging signs (hanging signs rigged from the ceiling)
- NO** Building any structures that surround the table
- NO** Pop-up tents will not be allowed.