



Display Regulations - Quick Fact Sheet

Installation Deadlines

Exhibition space must be occupied by Tuesday, November 9 by 4:30 pm. If not, and management has not been advised of the delay, the booth space will be considered abandoned and will be used at the discretion of the management.

Booth Height Regulations

Inline booth displays, pop-ups, materials etc. may not exceed a height of 8'. Any material over 4' in height must be displayed in the back 4' of the booth so as not to obstruct site lines of neighboring exhibitors.

Booth Approval

All exhibitors occupying 400 or more square feet or those exhibitors with a Peninsula/End Cap booth must submit drawings or rendition of their intended booth for consultation and approval by show management. The detailed drawing/rendition should include dimensions, exhibit layout, structure walls, signage, towers, product, locations, etc. Deadline for Booth Approval is October 8th.

Finished Surfaces

Any portion of the exhibit bordering another exhibitor's booth must have the back side of that portion finished, and must not carry identification signs or other copy that would detract from the adjoining exhibit.

Exposed Walls

All exposed parts of constructed displays must be finished to present an attractive appearance when viewed from aisles or other adjoining booths. Exposed back and sidewalls may not display copy, logos, graphics or other advertising if they adjoin a neighboring booth.

Exhibitors using curved pop up backdrop/displays are required to provide masking drape at their expense if the curvature exposes more than 3 feet of the back scaffolding.

Hanging Signs

Linear booths (in line booths) may not exceed the height of 8' for signage. Hanging signs are not permitted for in line booths.

No items can be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floor, ceiling, furniture or other property of the convention center. The cost of repairing damages inflicted by the exhibitor, its employees, contractors or representatives to the convention center will be billed to and paid for by the exhibitor.

Signs may not exceed the maximum height limitation of 14 feet.

Obstruction of Aisles of Booths

The aisles are the property of the entire show and each exhibitor has the responsibility to assure the proper flow of traffic through the exhibit hall. Any demonstration or activity, which results in obstruction of aisles, prevents ready access to nearby exhibitor's booths or otherwise creates a hazardous condition, is an infringement on the rights of other exhibitors. The aisles must not be obstructed at any time.

Restricted Activity

The distribution of literature, promotional items, samples, etc. is restricted in location to your contracted exhibit space. Any distribution or other activity interfering with the activities or neighboring exhibitors or obstruction of aisles will not be allowed.

Photographing or videotaping any exhibit booth other than one's own contracted booth, is strictly prohibited. An exhibit booth and/or products(s) may be photographed or videotaped only with the express written permission of the contracted exhibitor of that booth. Photographing or videotaping common areas or the show in general requires the written permission of the show management.

Fire Laws

All display material **must** be flameproof. Wiring must comply with local fire department and underwriters rules. Smoking in exhibits is forbidden. Exhibits must not block aisles, fire exits and fire extinguishers. No decorations of paper, pine bough, leafy decorations, free branches or other combustible materials are allowed. NO storage behind exhibits is provided or permitted. Acetate and most rayon drapes are not flameproof and are prohibited.

Sound Level

Sound level of presentations must be maintained at a level so as not to prove disturbing to other exhibitors.

DEFINITIONS

Please note the following terms used in this exhibitor manual.

***Booth**

The booth is the actual space that you have contracted with Show Management.

The standard booth usually measures 10' wide by 10' deep. This space is normally equipped with curtains that extend across the back of the space and are 8' high. Side rails extend from the back corners to the aisle and are 3' high. Within this space you may erect your exhibit and/or display your products.

***Exhibit**

The exhibit is the display that you may erect within your booth space.

While exhibits range from the very simple to the very elaborate, certain guidelines apply to all exhibits depending on the type of booth you have. Booths fall into three types: Linear, Peninsula and Island. (see: Exhibit Regulations and Diagrams)

***Product**

Your product is the materials or services that your company is showing at the exposition.

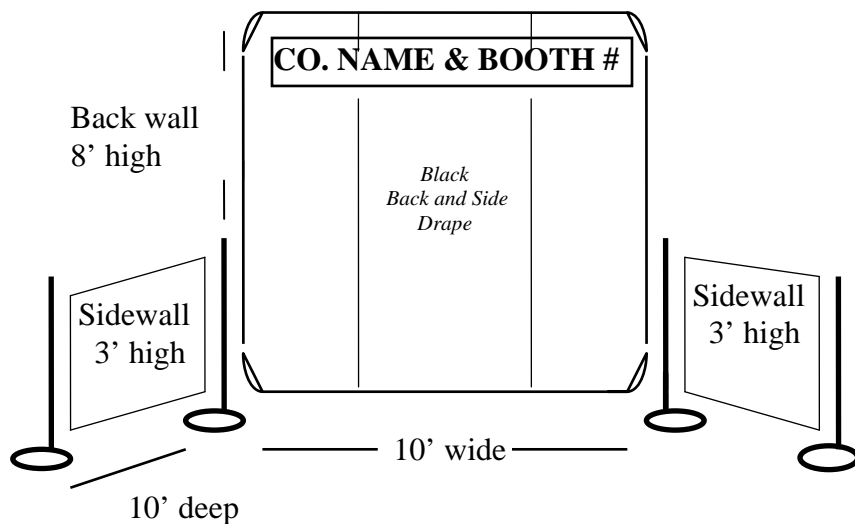
Exhibit restrictions do not apply to your product. For example, it is not a violation of Show rules if your *product* exceeds eight feet in height, and you are in a linear booth. However, if your *exhibit* exceeds eight feet in height in a linear booth, then you do violate Show rules. We do request that if the placement of your product detracts from or inhibits another exhibitor from fairly displaying his product, that you adjust your product placement in such a way that all exhibitors have a fair opportunity.

STANDARD BOOTH EQUIPMENT

The standard booth is equipped with a polished frame, decorated with flameproof curtains in show colors. The back wall stands eight (8') feet high and is ten (10') feet long. The sides are three (3') feet high. Within this space, or multiples of it, you may erect your exhibit. Please consult the "Exhibit Height Regulations" in this manual. Your booth will automatically come with a company sign, which will be printed using your name from your signed contract.

DRAPE: Black
AISLE CARPET: Red
Booth area needs to be carpeted by exhibitor

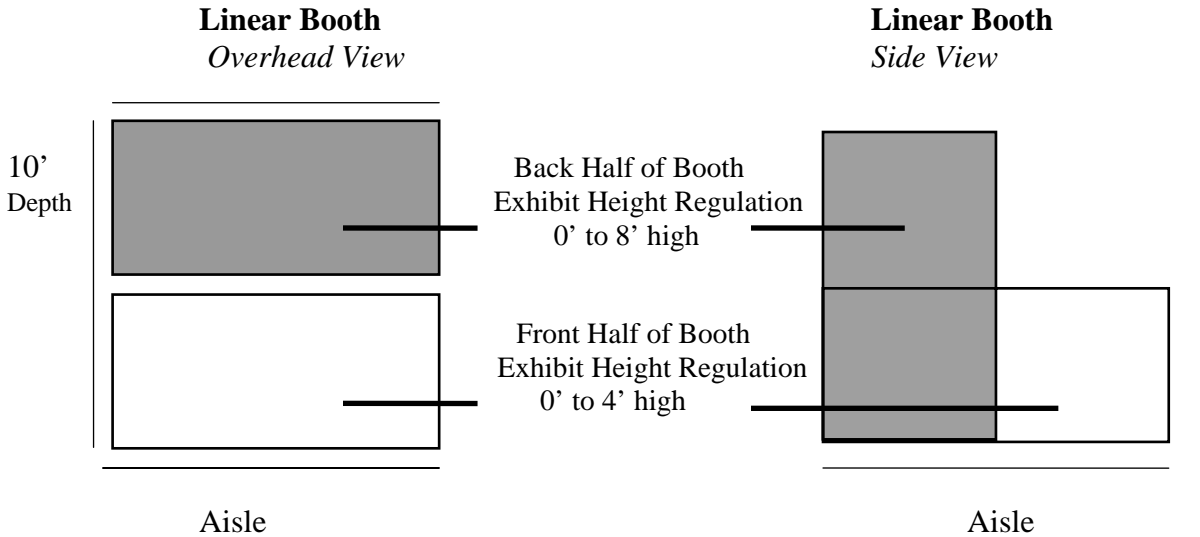
STANDARD SIZE: 10' wide, 10' deep
8' high back wall with 3' sides



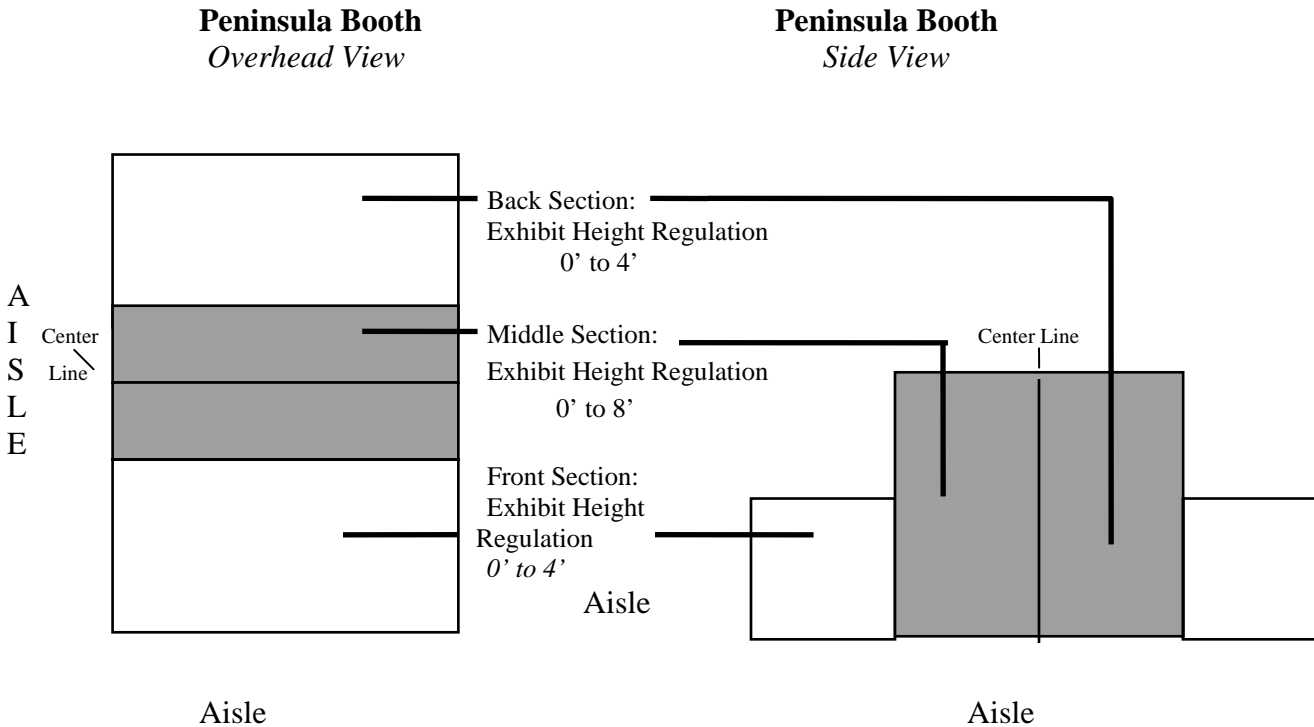
For exhibitors who have purchased the economy booths please see additional insert regarding what is contained in that package.

EXHIBIT HEIGHT REGULATIONS

Linear Booth



Peninsula Booth



Island Booth

All booths 20' x 20' and larger should submit a rendition to show management (Att: Lou Mancini 203.371.8894 or lou@jdevents.com) for consultation and approval. Due October 8, 2010.