

## Display Rules & Regulations

### Installation Deadlines

Exhibition space must be occupied by Tuesday, March 27 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.

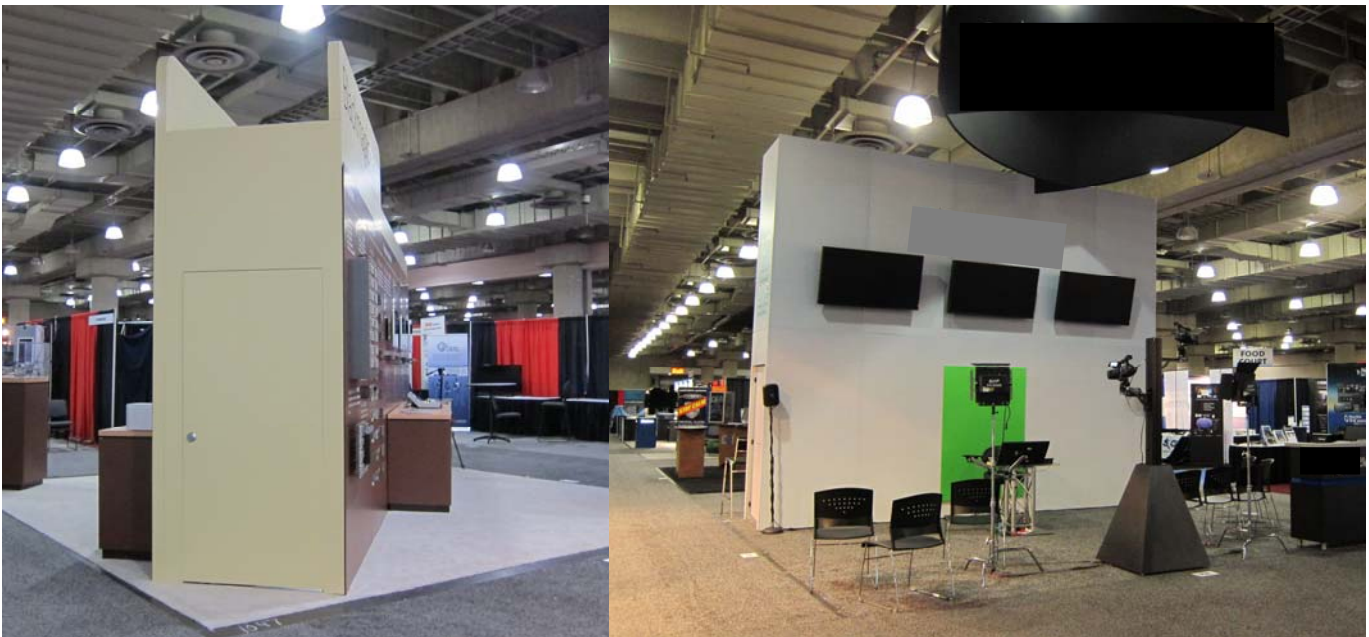
### Booth Approval

**Deadline: February 24<sup>th</sup>.**

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.

Booths with large structures that impede full line of sight are prohibited. Contact Lou Mancini, VP Operations, for more information at 203-371-6322 or [lou@jdevents.com](mailto:lou@jdevents.com).

### Examples of impeding lines of sight:



All drawing and consultations should be directed to Lou Mancini ([lou@jdevents.com](mailto:lou@jdevents.com) 203-371-8894 fax)

**Customer Engagement Technology World-Operations**

**Att: Lou Mancini**

**5520 Park Ave**

**Suite 305**

**Trumbull, CT 06611**

### **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 24 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) maybe 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**

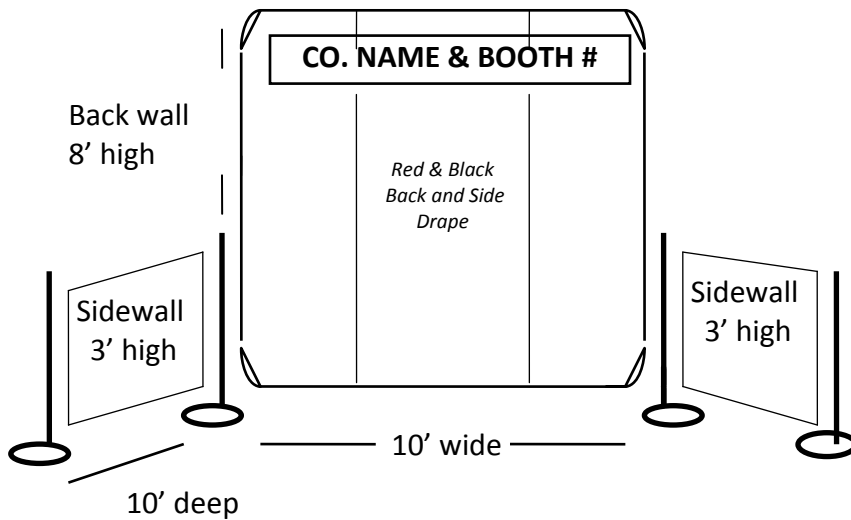
Sound level of presentations must be maintained at a level so as not to prove disturbing to other exhibitors.

## 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.

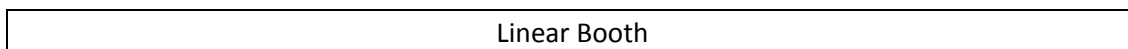
DRAPE: Black & Red  
 AISLE CARPET: Beige

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

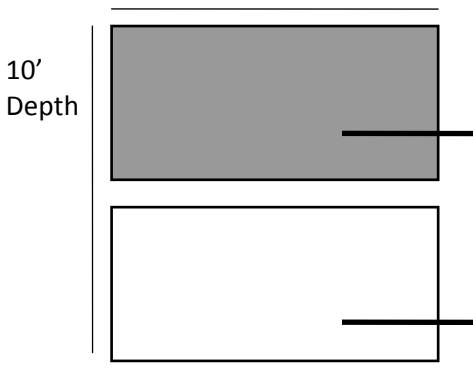


**Booth package** and **Mobile Engagement Zone** exhibitors do not have standard booth equipment. Please contact [Melissa@jdevents.com](mailto:Melissa@jdevents.com) for information on what comes with your booth.

## Exhibit Height Regulations



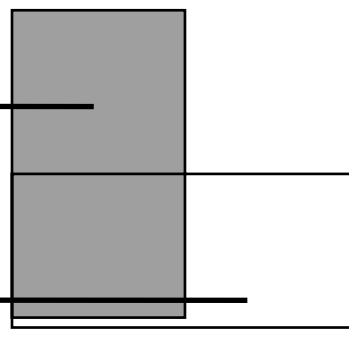
**Linear Booth**  
Overhead View

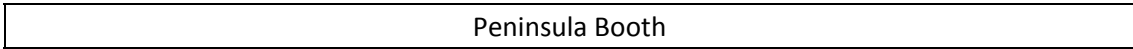


**Linear Booth**  
Side View

Back Half of Booth  
Exhibit Height Regulation  
0' to 8' high

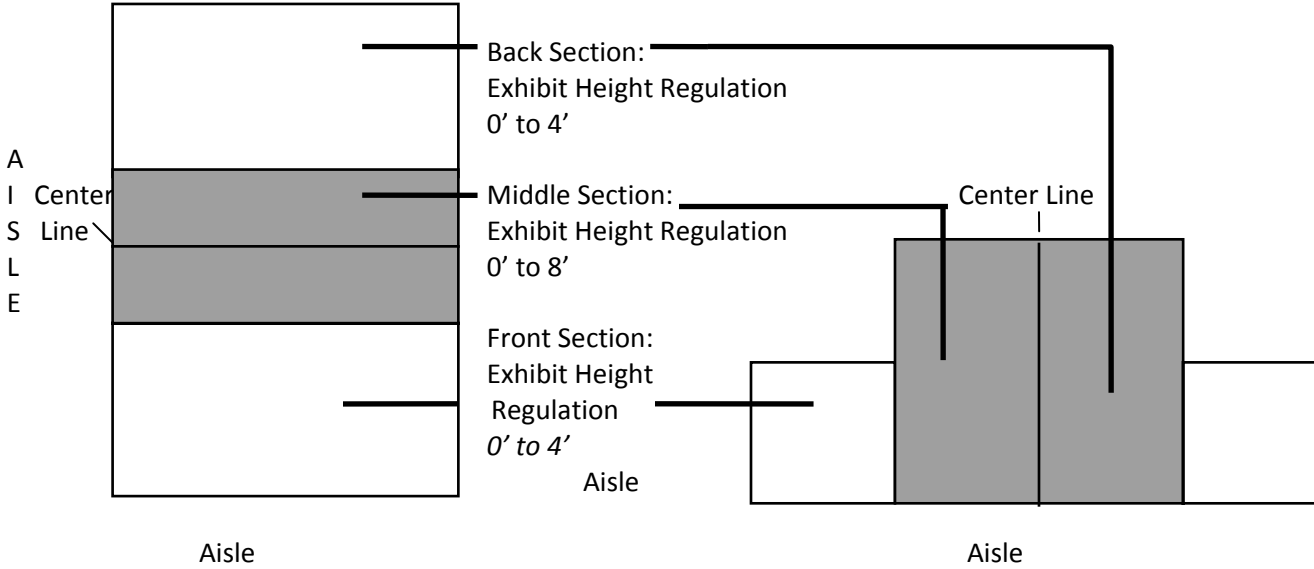
Front Half of Booth  
Exhibit Height Regulation  
0' to 4' high





**Peninsula Booth**  
*Overhead View*

**Peninsula Booth**  
*Side View*



## Island Booth Height Regulations

All booths 20'x 20' and larger should submit a rendition to show management (Att: Lou Mancini 203.371.8894 or [lou@jdevents.com](mailto:lou@jdevents.com)) for consultation and approval. **Due February 24, 2011**

*Side View*

