



Guidelines for Display Rules & Regulations

2010 Update ~ 10' x 10' Booth Specifications

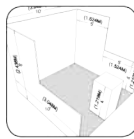
Based on the Guidelines developed by



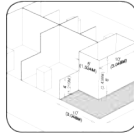
International Association
of Exhibitions and Events
formerly known as IAEM



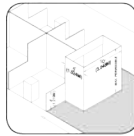
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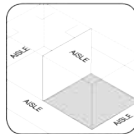
Linear Booth and Corner Booth 4



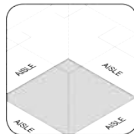
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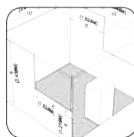
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Guidelines for Display Rules and Regulations 2010 Update

The following Guidelines for Display Rules and Regulations have been established in accordance with guidelines set forth by All Baby & Child, Inc. (AB&C) based on those established by the International Association of Exhibition and Events (IAEE).

The IAEE Guidelines for Display Rules and Regulations were originally created to promote continuity and consistency among North American exhibitions. Since their introduction, they have become the model for most domestic exhibitions.

This All Baby & Child, Inc. 2010 revised edition of Guidelines for Display Rules and Regulations is intended to be used as a resource for exhibitors and Show Management in creating consistent and fair exhibiting standards for all of the organization's events. The text and illustrations have been clarified and updated with the intent of affording exhibitors a maximum return on the exhibit investments. Compliance with fire, safety, Americans with Disabilities Act (ADA), and other government requirements have also been addressed. However, due to ever-changing federal, state and local policy and code revisions, always check with local venue and exhibition service contractors for updates to local regulations.

It is AB&C's goal that by establishing these Guidelines for Display Rules and Regulations, each exhibitor shall be provided with all the information necessary to properly design and build exhibits, as well as plan their booth's layout and content. Information regarding the professional standards of decorum expected of exhibitors can be found in the AB&C policy material and contracts. Our goal is to assure all exhibitors, regardless of exhibit size or location, an environment conducive to successful interaction with their audiences.

IAEE is a global association that serves as the foremost authority on exhibition management and operations.

Linear Booth

Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called “in-line” booths.

Dimensions

For purposes of consistency and ease of layout and/or re-configuration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Sometimes, due to constricted space or other limitations, this standard will be modified. Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep. A maximum back wall height limitation of 8ft (2.44m) is specified. The diagrams on this page represent the standard 10ft wide and 10ft deep version of a Linear Booth.

Use of Space

Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.20m), 10ft by 30ft (3.05m x 9.14m), 10ft by 40ft (3.05m by 12.19m), etc., display materials should be arranged in such a manner so as not to obstruct sight lines with neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle.

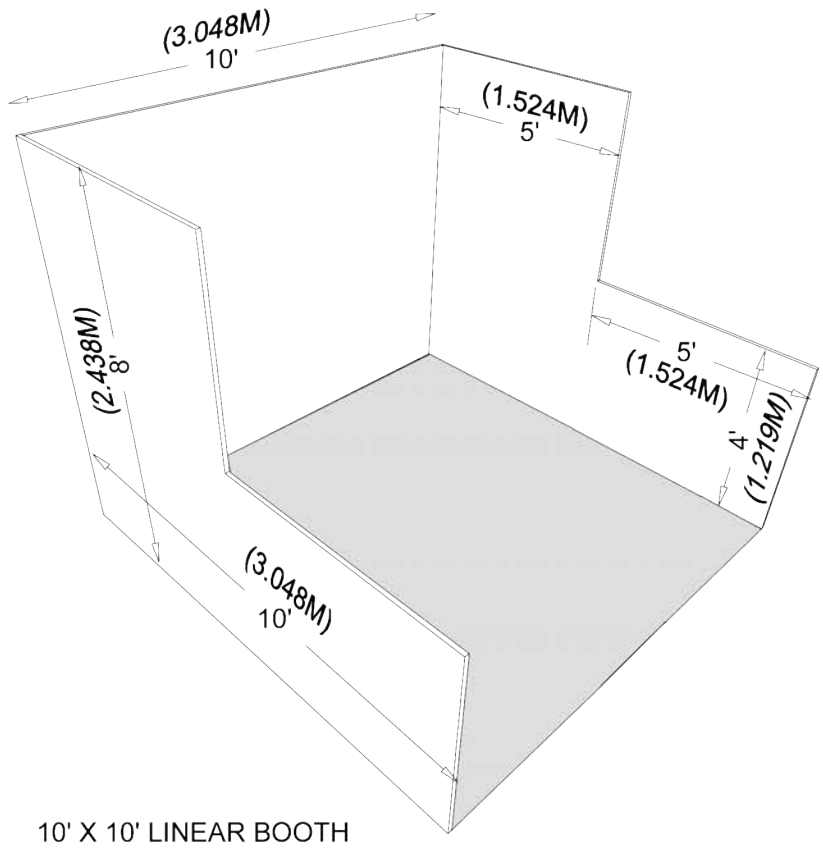
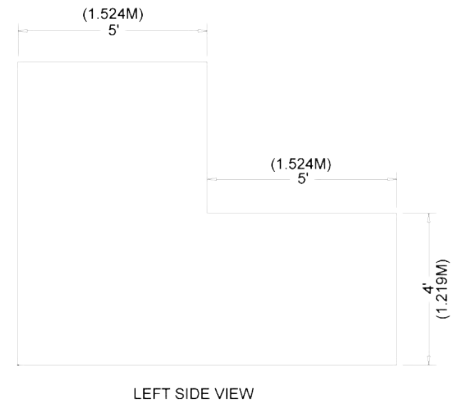
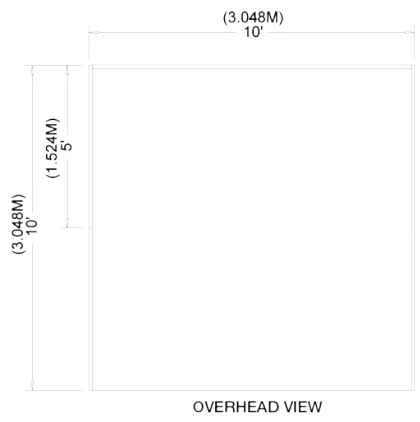
Note: When two or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 5ft (1.58m) of an adjoining booth.

Overhead Signs

Overhead signs are not permitted on booths smaller than 20ft x 20ft (6.096m x 6.096m).

Corner Booth

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



End-cap Booth

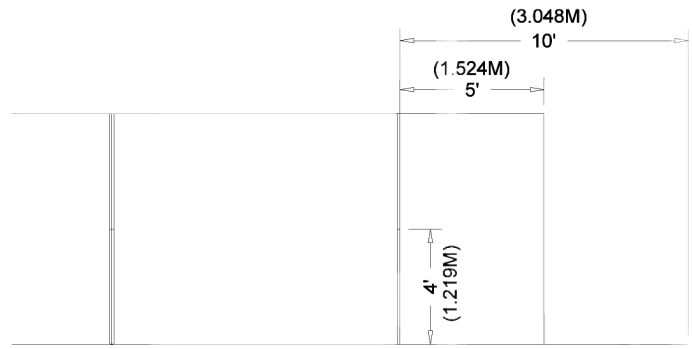
An End-cap Booth is exposed to aisles on three sides and composed of two booths.

Dimensions and Use of Space

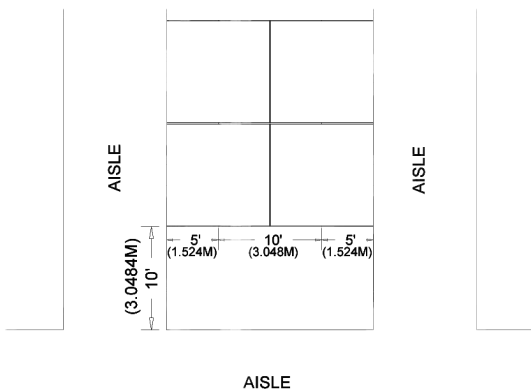
End-cap Booths are 10ft (3.05m) deep by 20ft (6.09m) wide. The maximum back wall height of 8ft (2.44m) is allowed only on a 10ft (3.05m) portion that is adjacent to neighboring “in-line” booths. This portion will be centered along the back wall which is 5ft (1.52m) from either aisle.

Overhead Signs

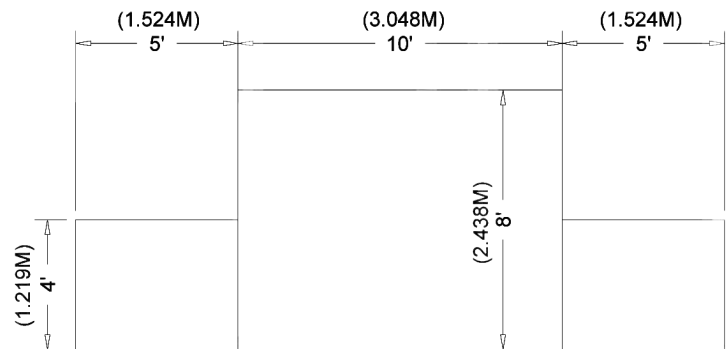
Overhead signs are not permitted on booths smaller than 20ft x 20ft (6.096m x 6.096m).



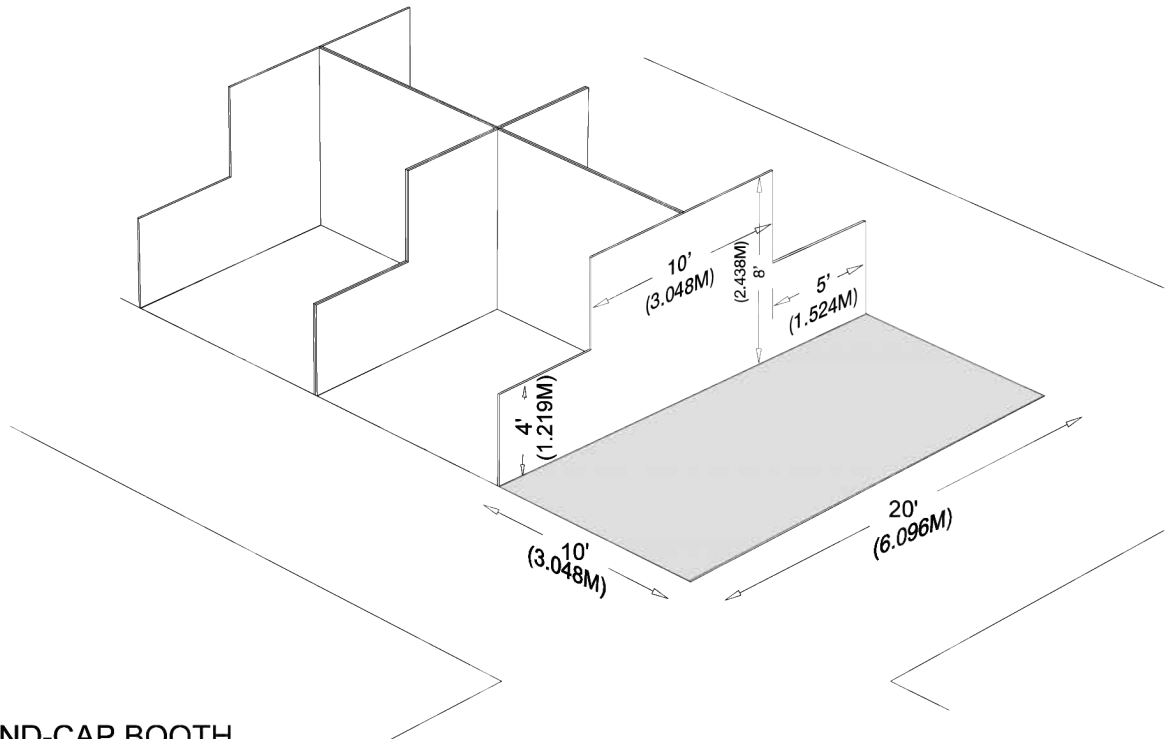
LEFT SIDE VIEW



OVERHEAD VIEW



FRONT VIEW



END-CAP BOOTH

Peninsula Booth

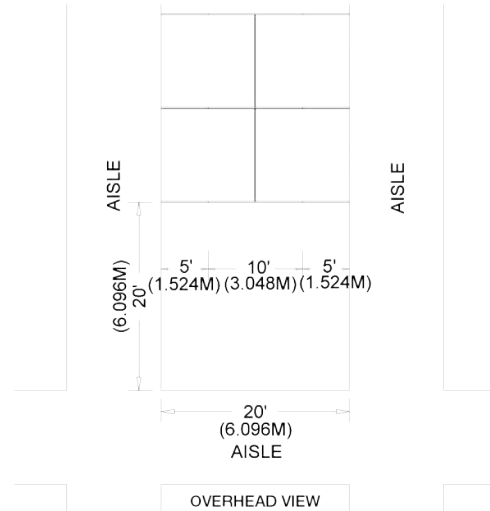
A Peninsula Booth is exposed to aisles on three (3) sides and composed of a minimum of four booths.

There are two types of Peninsula Booths:

- (a) one which backs up to Linear Booths
- (b) one which backs up to another Peninsula Booth as is referred to as a "Split Island Booth" (see following page for detailed description of this booth type)

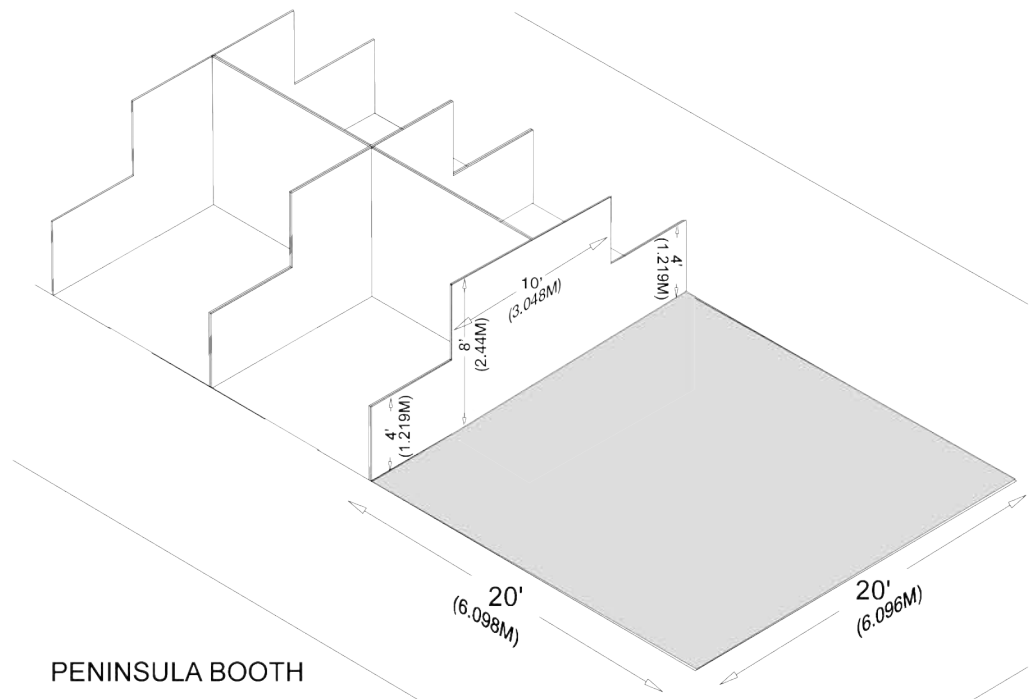
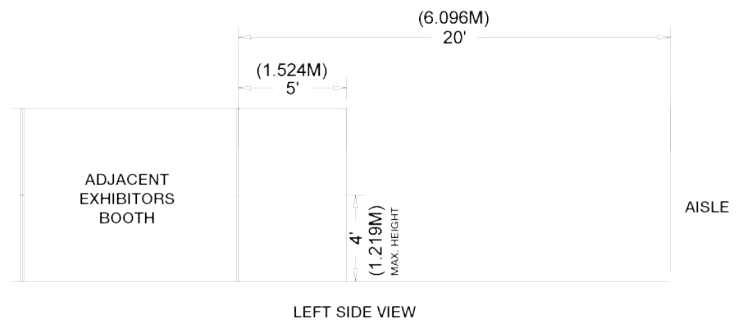
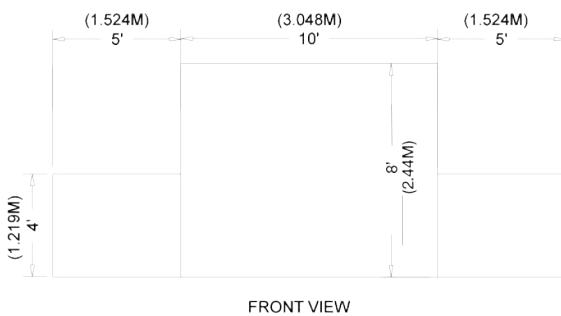
Dimensions

A Peninsula Booth is 20ft x 20ft (6.096m x 6.096m) or larger. When a Peninsula Booth backs up to two (2) Linear Booths, the back wall is restricted to 4ft (1.22m) high within 5ft (1.524m) of each aisle, permitting adequate line of sight for the adjoining Linear Booths. 8ft (2.44m) is the maximum height allowance, including signage for the center portion of the back wall.



Overhead Signs

Overhead signs are permitted on booths 20ft x 20ft (6.096m x 6.096m) and larger.

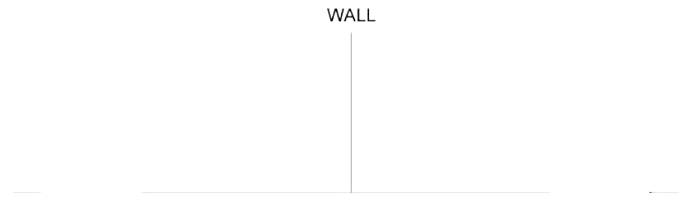


Split Island Booth

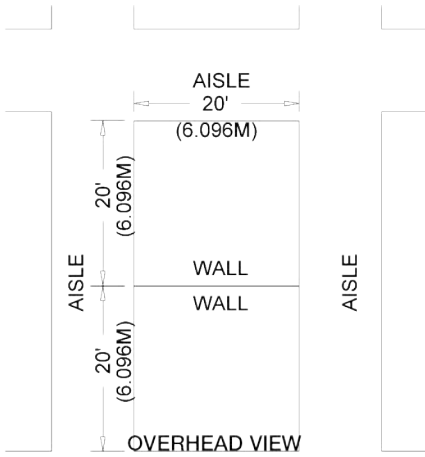
A Split Island Booth is a Peninsula Booth which shares a common back wall with another Peninsula Booth and is typically (but not always) exposed to aisles on three sides. The entire cubic content of this booth may be used, up to the maximum allowable height, without any back wall line of sight restrictions. 16ft (4.877m) is the maximum height allowance.

Overhead Signs

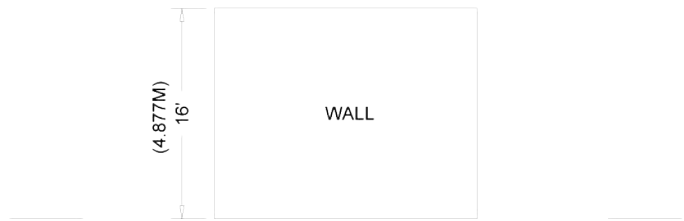
Overhead signs are permitted on booths 20ft x 20ft (6.096m x 6.096m) and larger.



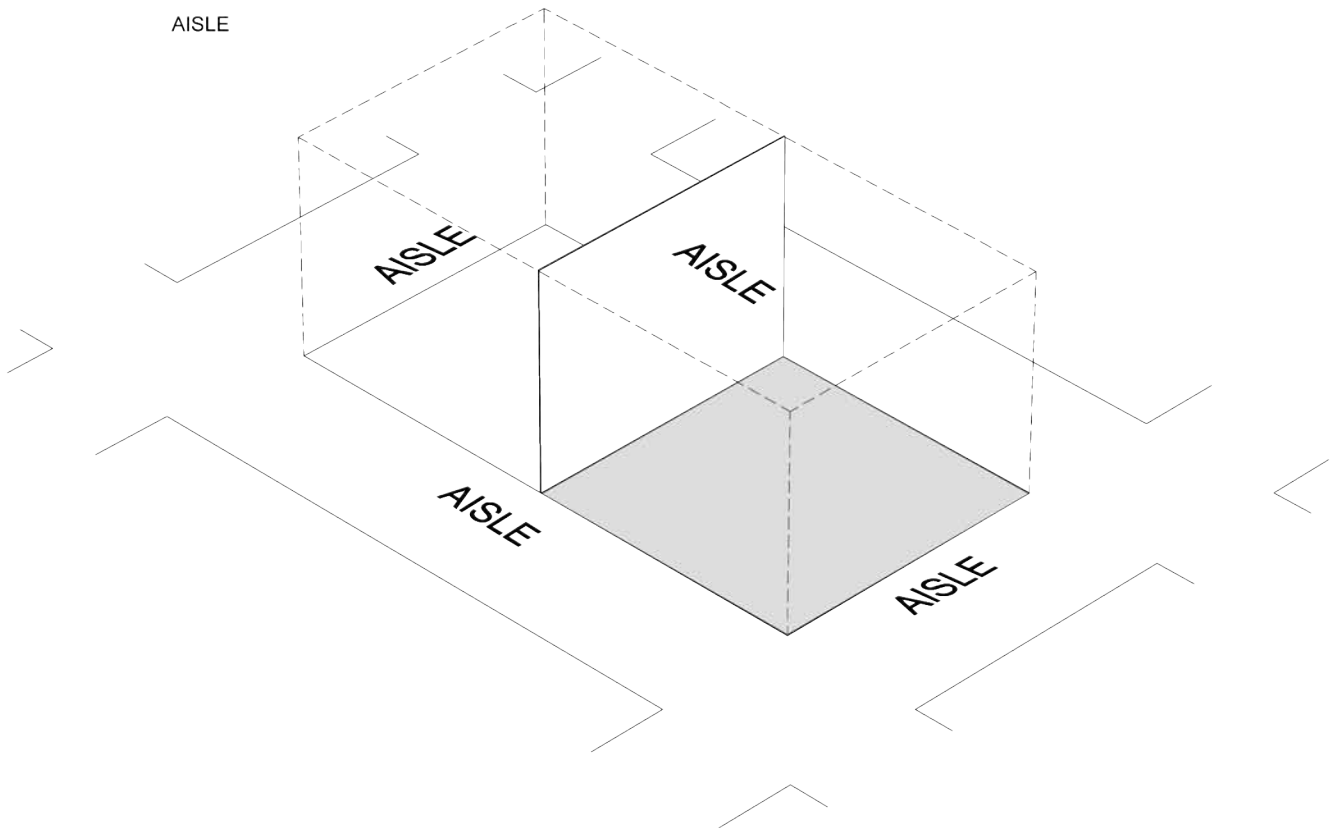
LEFT SIDE VIEW



OVERHEAD VIEW



FRONT VIEW



SPLIT ISLAND BOOTH

Island Booth

An Island Booth is any sized booth which is not directly adjacent to any other booth and is typically (but not always) exposed to aisles on all four sides.

Dimensions

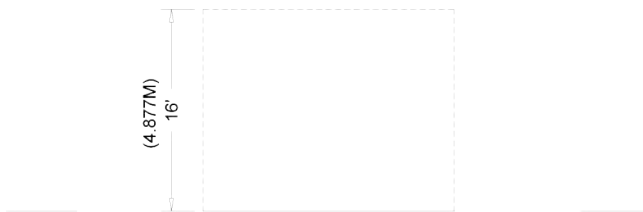
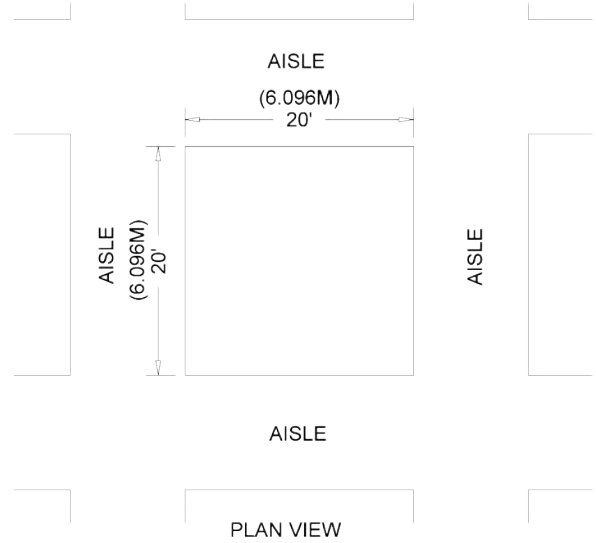
An Island Booth is typically 20ft x 20ft (6.096m x 6.096m) or larger, although it may be configured differently.

Use of Space

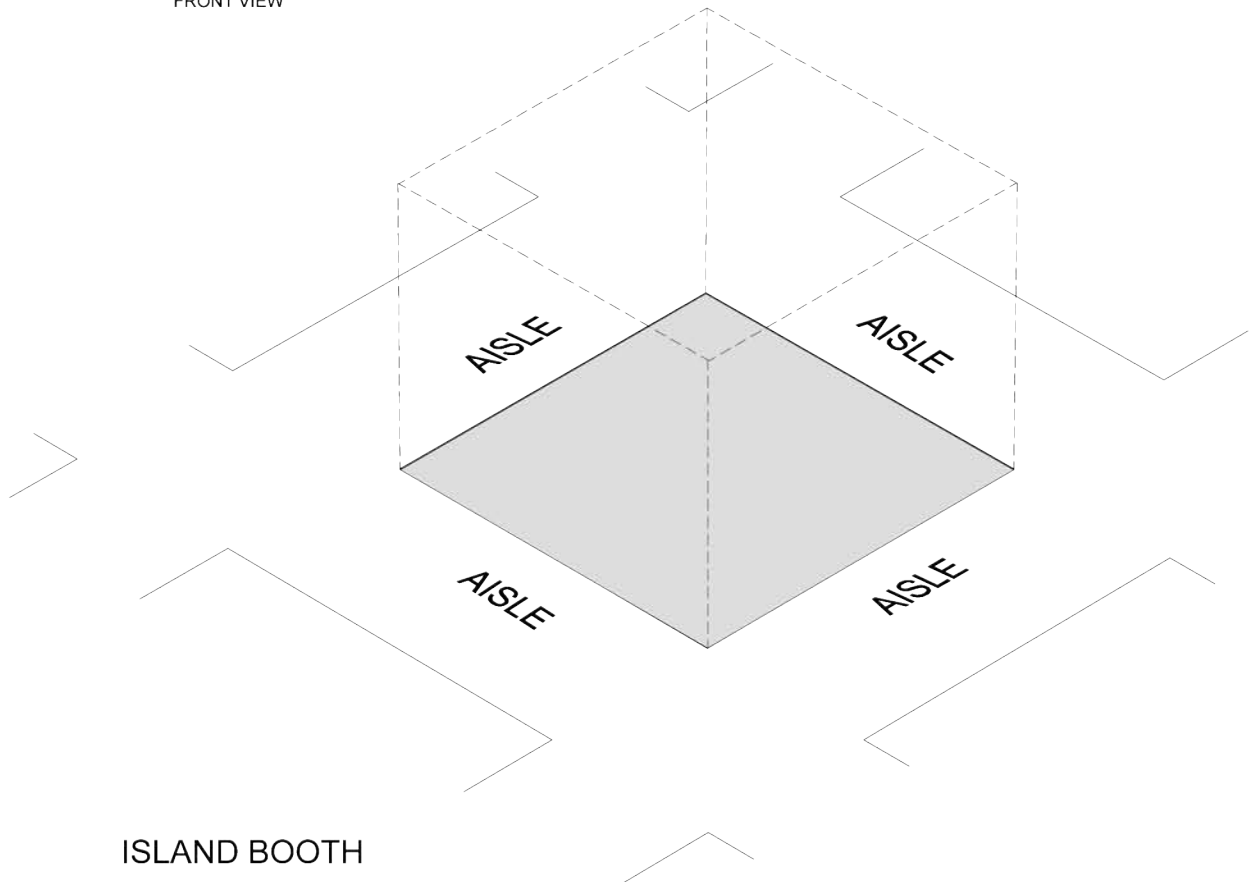
The entire cubic content of the space may be used up to the maximum allowable height which is 16ft (4.877m).

Overhead Signs

Overhead signs are permitted on booths 20ft x 20ft (6.096m x 6.096m) and larger.



FRONT VIEW



ISLAND BOOTH

Extended Header Booth

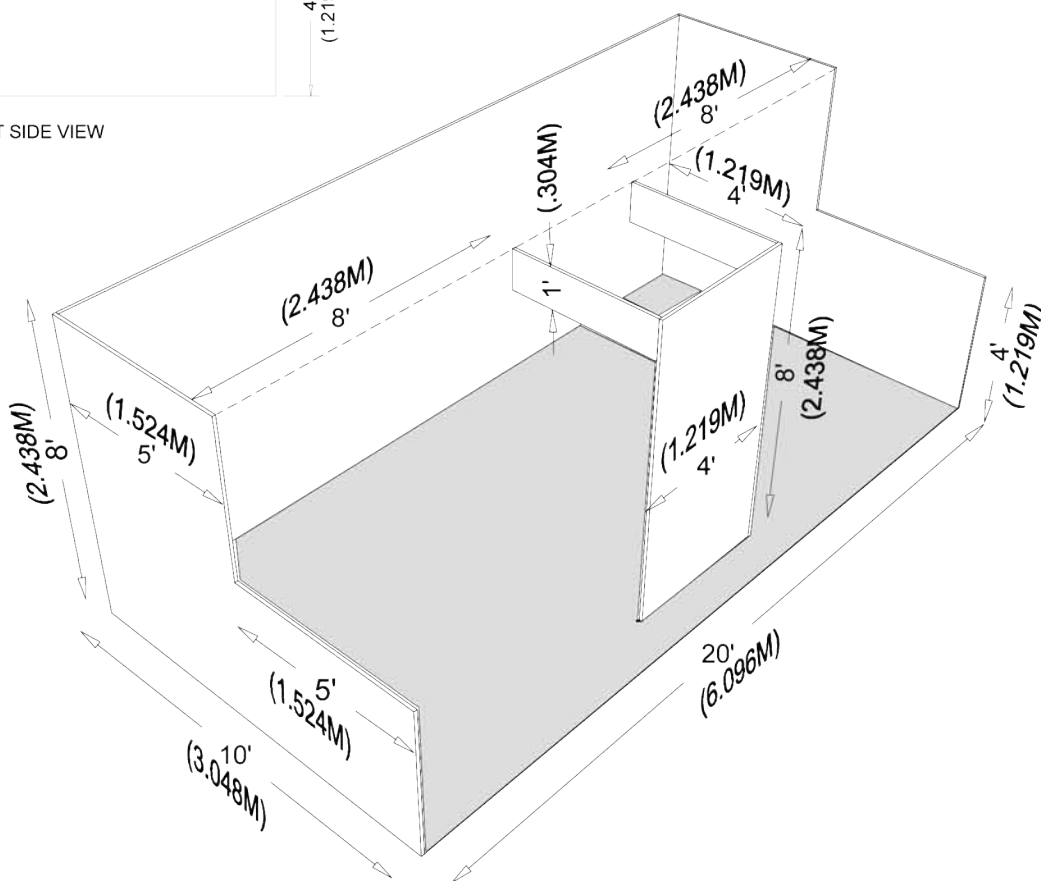
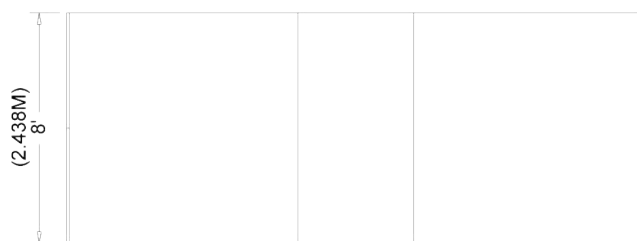
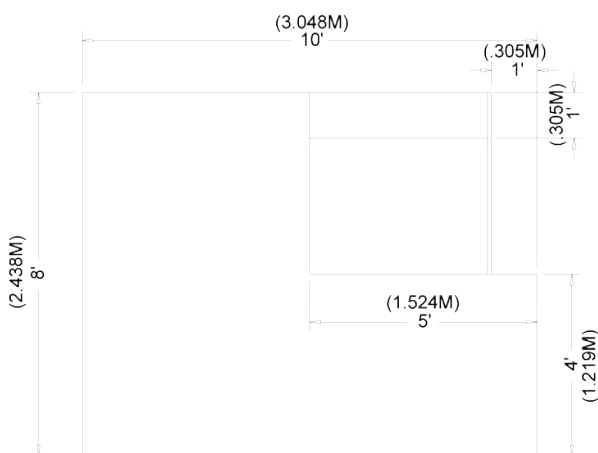
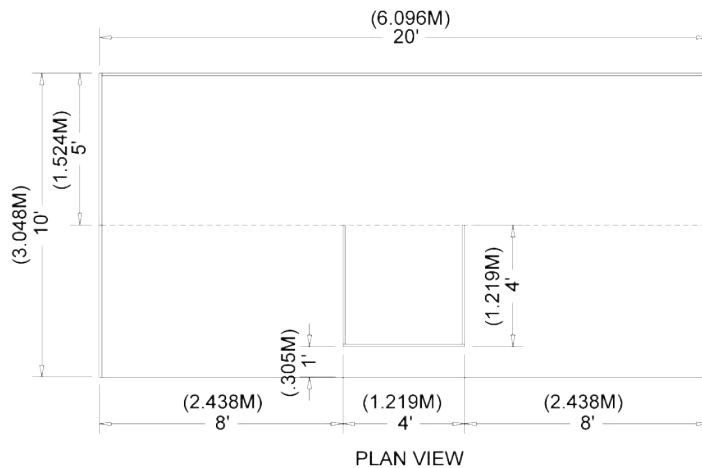
An Extended Header Booth is Linear Booth 20ft (6.096m) or longer with a center extended header.

Dimensions

All guidelines for Linear Booths apply to Extended Header Booths, except that the center extended header has a maximum height of 8ft (2.44m), a maximum width of 20 percent of the length of the booth, and a maximum depth of 9ft (2.7m) from the back wall.

Overhead Signs

Overhead signs are not permitted on booths 20ft x 20ft (6.096m x 6.096m) or smaller.



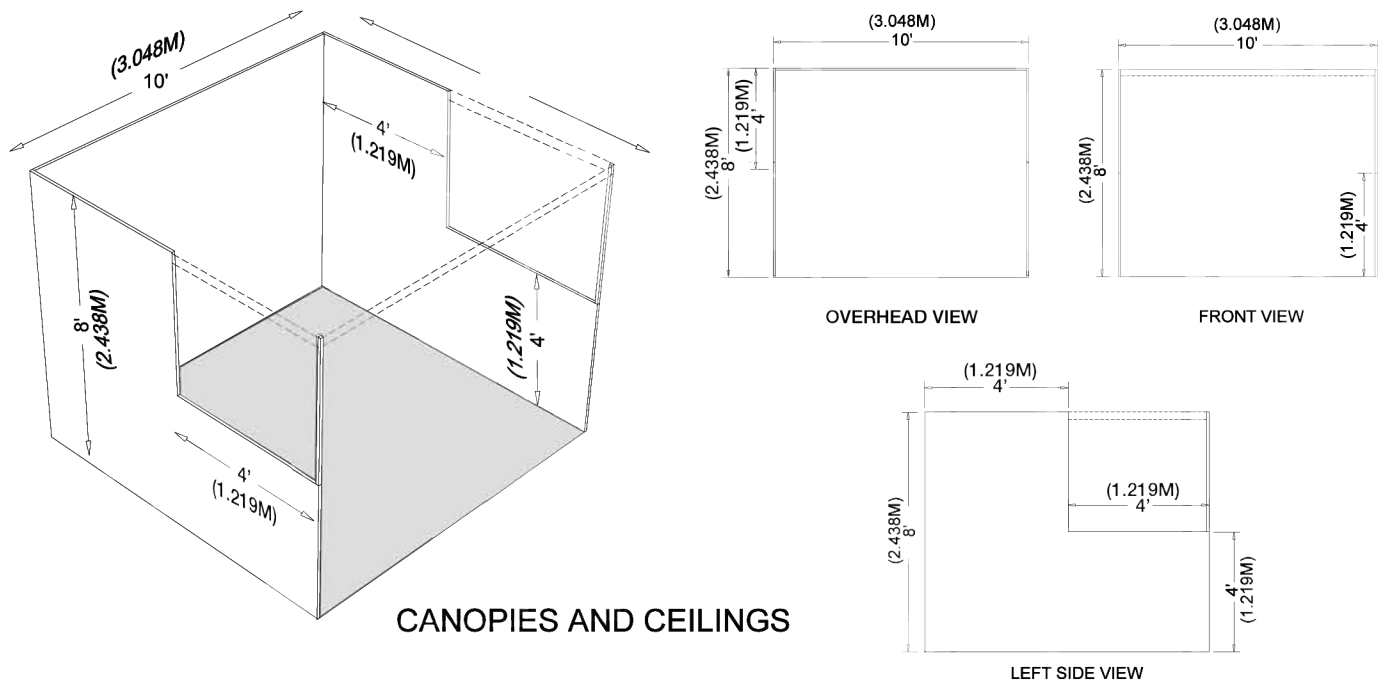
10' X 20' EXTENDED HEADER BOOTH

Other Important Considerations

Towers

A Tower is a freestanding exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit configuration being used.

Towers should not exceed 8' in height. Fire and safety regulations in many facilities strictly govern the use of towers. A building permit may be required. Check with show management before considering constructing a tower for utilization for display.



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 for display). Canopies for Linear Booths should comply with line of sight requirements (see Page 4 Guidelines for Linear Booths).

The base of the Canopy should not be lower than 7.5ft (2.29m) from the floor within 5ft (1.524m) of any aisle. Canopy supports should be no wider than 3in (6cm). This applies to any booth configuration that has a sightline restriction, such as a Linear Booth. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings and other similar coverings. Any exhibitor utilizing or constructing a canopy, tent, umbrellas, etc. must have complete and detailed flame retardant certification for any and all materials utilized in the display. Due to ever-changing guidelines, check with show management and local agencies prior to determining specific display details to ensure compliance with most recent codes.

Hanging Signs & Graphics

Hanging signs and graphics are permitted to be hung from the back pipe and drape provided with the booth package. Size is limited to a maximum of 8' (w) x 4' (h). The sign or graphics panels cannot be of excessive weight and cannot interfere with neighboring booth displays.

Hanging signs are not permitted to be hung from the ceiling over individual exhibitors booth(s) or displays.

Issues Common To All Booth Types

Americans with Disabilities Act (ADA)

All exhibiting companies are required to be in compliance with 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 web site www.usdoj.gov/crt/ada/inline.htm.

Structural Integrity

All exhibit displays should be designed and erected in a manner that will withstand normal contact with vibration caused by neighboring exhibitors, hall laborers or installation/dismantling equipment such as fork lifts and condor lifts. Displays should 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 should ensure that any display fixtures such as tables, racks or shelves are designed and installed properly to support the product or marketing materials to be displayed upon them.

Flammable and Toxic Materials

All materials used in display construction and decorating should be made of fire retardant materials and be certified as flame retardant. Samples should also be available for testing. Materials that cannot be treated to meet the requirements of the local fire marshal and fire code cannot be used. A flame proofing certificate should be available for inspection.

Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility.

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 extra hard service cord, thermoset-insulated conductors and thermoset jacket, 600V with oil resistant jacket ("SO" cord) which is minimum 14 gauge/three wire flat cord.
- Cord wiring above floor level should be hard service cord, thermoset insulated conductors and thermoset jacket, 300V. ("SJ" cord).
- 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 Underwriters Laboratory (UL) approved, with built-in over-load protectors.

Lighting

Exhibitors who choose to utilize additional lighting for display purposes should adhere to these suggested guidelines when determining booth lighting:

- No lighting fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit drawings to show management for review and approval.
- Lighting should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or show aisles.
- Lighting which is potentially harmful, such as lasers or ultraviolet lighting, should comply with facility rules and be approved in writing by show management.
- Lighting that spins, rotates, pulsates or utilizes other specialized effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.
- In certain instances specialized lighting effects may be projected on exterior structural walls.
- Any request to utilize specialized lighting needs to be submitted in writing to Show Management for review and approval.

Issues Common To All Booth Types *(continued)*

Storage

Fire regulations in most exhibit facilities prohibit storing products, literature, empty packing containers or packing materials behind back drapes, pop-up displays, back panels or under draped tables. In most cases, however, exhibitors may store a limited supply of product literature appropriately within the booth area, so long as these items do not impede access to utility services, create a safety problem or look unsightly. Generally, local fire marshals will continue to inspect the exhibit hall during set-up, show days, and tear-down to ensure compliance. Exhibits and exhibitors found to be in violation of storage guidelines may be fined or subject to special service charges in order to bring their booth into compliance with local codes.

Demonstrations

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each exhibitor to arrange displays, product presentation and demonstration areas to ensure compliance.

Special caution should be taken when demonstrating machinery or equipment that has moving parts, cooking equipment with an open flame, or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of 3ft (1m) and/or install hazard barriers as necessary to prevent accidental injury to spectators. Sound demonstrations should not exceed 85 decibels. Additionally, demonstrations should only be conducted by qualified personnel.

Sound/Music

In general, exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Rule of thumb: Sound and noise should not exceed 85 decibels.

Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music.