

# Show Rules & Exhibitor Guidelines



This section contains information on the below items – please print out and keep for future reference.

Feel free to contact Lorri Monty, Director of Operations with any questions.

You can reach her at [lmonty@advanstar.com](mailto:lmonty@advanstar.com)

**Show Rules**

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# Show Rules & Guidelines



## **SHOW MANAGEMENT MUST BE CONTACTED WHEN:**

- Exhibit does not meet or exceeds the specifications outlined in the exhibit guidelines.
- Exhibit space has an area with solid walls and/or ceilings.
- The exhibit is a multi-level island.
- You plan on hanging a sign or banner. *First submit an order form to the facility and the facility will coordinate with show management.*
- Exhibit space has a canopy/ceiling that exceeds 200 square feet
  - Step 1: Send a description and diagram via fax or email to show management operations for approval by **December 21, 2009**.
  - Step 2: Send approved description and diagram to the Fire Marshal for final approval.
  - Step 3: Bring approved descriptions and diagrams to show site.

## **ADA ACCESS**

All booths must accommodate and be accessible to people with disabilities in compliance with the American Disability Act – regardless of the company's size or booth size.

## **BOOTH CHANGES**

Changes to booth locations can occur at anytime from the initial assignment until show opening. Modifications to the entire exhibit including fixture placement, material display, material distribution, model's attire and noise levels may be made by show management at any time. All exhibits are subject to on-site Fire Marshall approval. *Note – this usually occurs when the exhibitor has not paid attention to the rules and regulations of the show. Please note what type of booth you have and build accordingly.*

## **CANOPIES, POP-UP CANOPIES AND CEILINGS**

Canopies cannot exceed the maximum booth height or booth depth. They may cover the entire booth area, but the support structures cannot be wider than 3" when placed in the front 5' of the booth. Standard booth sight-lines rules still apply. Canopies must be fire retardant and meet all fire regulations. If 200 square feet or more is covered, additional precautions are required. Exhibitors must comply with the local fire rules and regulations when using a canopy or a ceiling. Send a fax or an email to show management operations with a complete description and diagram of the booth. The Fire Marshall will review and approve.

## **CARPET AND DRAPE**

In general, all exhibitors must provide carpet or floor covering for their booths. In areas with existing carpet, islands and peninsulas must place "carpet over carpet" or "floor covering over carpet." In areas with existing carpet, in-line booths (10x10, 10x20, etc.) are not required to place carpet or floor covering. This is mainly if your exhibit is in a meeting room or public space. If confused, please call show management to verify your booth location.

## **CONTRACTOR AND FACILITY SERVICES**

The show decorator, official contractors, vendors and the facility will have a staffed service desk on site to assist with any questions regarding orders with them, including shipments, labor, furniture, electrical orders, telephone, etc. Be sure to bring copies of all orders made to the show.

## **DEMONSTRATIONS**

All demonstrations, video presentations or special activities held in the exhibit space must be staged completely within the booth. Spectators/participants must not block any aisles or inhibit the ability of other exhibitors to conduct business. Noise levels must not inhibit the ability of exhibitors to conduct business. Show management reserves the right to: alter/stop demonstrations and requires security to be present (at exhibitors expense) to control flow and access.

# Show Rules & Guidelines



## **ELECTRICAL**

Only the facility (Indianapolis Convention Center) can provide electrical service for exhibitors. The order forms may be found online at [www.icclos.com](http://www.icclos.com) (Click on “Services” / click on “Utility Order Forms”.) The electrical service rate includes labor charges for placement in the booth in a location convenient for the facility. It also includes any disconnect charges. Specific placement of service will require additional labor charges. Please make sure to order early to take advantage of rate discounts.

Complete electrical rules and regulations can be found on the back of the *Electrical Service Order Form*. To assist the planning process, please follow the guidelines below:

- All electrical connections, installations, assemblies, motors or any electrical operating gear must conform to all federal, state and local electrical, fire and safety codes.
- The facility reserves the right to inspect, and if necessary, reject any and all connections, equipment and facilities used by the exhibitor.
- Power will be turned on one hour prior to show opening and will remain on for a limited time after show closing.
- 24 hour services can be provided, but must be ordered from the facility. Additional service fees will apply.
- In most cases, electrical outlets are installed on the floor at the back of the booth. Island booth outlets are brought to one perimeter location.
- Each exhibitor must have a separate outlet for each piece of equipment to be connected.
- Building outlets, including flood lights and column/wall outlets, are not a part of the booth space and may not be used.
- All  $\frac{3}{4}$  horsepower and larger engines must have a safety switch for disconnect and overload protection.
- All equipment must be properly tagged with complete information about type of current, voltage, phase cycle, horsepower, etc.
- Use of open clip sockets, duplex and triplex plugs, and latex or lamp cords are prohibited.
- Neither the facility, the contractor, nor Advanstar Communications are responsible for voltage fluctuations or power failure.
- A 550 watt (5 amps) outlet can typically support 1 VCR and a television.

## **EXPOSED WALLS**

All exposed walls or fixtures must be finished with no visible wiring, framing, etc. Show management reserves the right to drape or cover unfinished sides at the exhibitor’s expense. Two examples specifically are when the exhibitor erects a “pop-up” and the backside is unfinished or when a peninsula back wall is unfinished. A solid back drape may be ordered from the Fern Service Desk at a nominal fee.

## **FACILITY MIS-USE**

Do not attach any materials or puncture any surface that is part of the facility, including columns. This means no screws, nails, tacks, tape, carpet tape, stickers and/or decals on anything but your own property. Doing so will result in a charge to your company from the facility for repair and clean-up.

# Show Rules & Guidelines



## **FIRE & SAFETY REGULATIONS**

All exhibitors must abide by the rules and regulations listed below.

- All materials must be flame resistant. This includes, but is not limited to drapes, curtains, drops, table coverings, etc.
- No straw or chips, even if treated, are allowed for use as display materials.
- No combustible materials should be attached to or hung from the dies or the back of the booth.
- Areas enclosed by solid walls and/or ceilings **must be approved in advance by the Fire Marshal** and require operational smoke detectors inside the enclosed area. They must also have an alarm, fire extinguisher or a smoke detector in or connected to the outside area. Other restrictions may apply.
- Aisles and exits must be kept clear and free of obstructions.
- Facility fire extinguishers, fire hoses and sprinkler closets must be visible and accessible at all times – they may not be covered with exhibitor's booth structure.
- No Storage of any kind is permitted behind the back drape line of the booth.
- Empty packing containers, wrapping or display materials must be removed from the exhibit hall. If your booth was delivered via the Show Decorator (Fern), go to the service desk and get "Empty Stickers". Fern will not store freight they did not bring in.
- Use or storage of compressed gases, flammable liquids, explosives, and other toxic or hazardous materials is not permitted.
- Combustible rubbish must be removed from the booth daily.
- Open flames for welding, cooking, lighting, etc. are not permitted.
- Glitter, confetti and any kind of stickers are not permitted in the facility.
- No standing on chairs, tables, rented furniture or any facility equipment.
- If sand is used, it must be placed on plastic and kept from spreading beyond plastic area.

## **HANGING SIGNS AND BANNERS FROM THE CEILING**

- Signs and banners may be hung over a peninsula or island booth ONLY. They must be located in an area that allows for a hanging sign/banner.
- The bottom edge of signs and banners cannot hang below 16'.
- Signs and banners must not extend beyond the dimensions of the exhibit space (over aisles or other exhibits).
- Signs and banners must be made of non- combustible materials.
- Signs and banners should have a board batten at the top with eye bolts so they are ready to hang with wire "S" hooks.
- Signs and banners must be two-sided or finished on one side.
- Signs and banners must first be approved by show management and the facility.
- Only the facility (Indiana Convention Center) may hang a sign or banner from the ceiling. The exhibitor will be charged for the labor required to hang/remove the banner.

## **HANGING SIGNS AND BANNERS FROM THE CEILING**

**Indiana Convention Center:** Island and peninsula in booths 100 – 3799 may hang signs or banners, with show management approval. Banners and signs cannot be hung over booths 849, 1049, 1053, 1155, 1254, 1348, 1349, 1352, 1449, 1453, 1549, 1553, 3001, 3201, 3500, 3501 and 3601 booths. Banners cannot be hung over that portion of booths 849 and 1049 with a lower ceiling height. Banners are not allowed over any booths between 4000 – 6999 in the Indiana Convention Center.

# Show Rules & Guidelines



## **HELIUM AND INFLATABLES**

Helium tanks and inflatable balloons are not permitted in the facility.

## **INSURANCE**

Exhibitors must provide proof of insurance to show management a minimum of 30 days prior to the show. Wells Fargo Insurance Services can provide low-cost insurance for show exhibitors. Please see the **Insurance** section for additional information. EAC's are required to have applicable insurance also.

## **INTERNET SERVICE**

Smart City Networks is the internet provider for the Indiana Convention Center. The order forms may be found online at [www.icclos.com](http://www.icclos.com) (Click on "Services" / click on "Utility Order Forms".)

## **LEAD RETRIEVAL**

Lead retrieval services are available at the show. These units capture vital leads at the show by collecting attendee information. Information and order forms are included in the **Authorized Vendors** section.

## **LIGHT PROJECTION**

The projection of any light or laser in any form outside of the exhibit space – this includes aisles space around the exhibit, onto any part of the facility or another exhibit, is strictly prohibited.

## **MODELS**

Models shall act in a manner and wear clothing that is considered both professional and in good taste. String bikinis, thong bathing suits, and front or rear nudity are not allowed. Models, as well as other company representatives are not allowed to work outside the booth. They may only pass literature, business cards, samples, etc. and approach customers from within the booth space.

## **NOISE LEVELS**

Sound levels in the booths must not prevent neighboring exhibitors from conducting business. Speakers should be directed into the booth. Show management shall have the right to lower volume to a reasonable level, remove sound equipment, or disconnect power if necessary for compliance.

## **EXHIBITOR APPOINTED CONTRACTORS (EAC)**

If using an EAC (outside labor), Advanstar Communications, Inc. and the official show contractor (George Fern Company) must be informed by completing the *Intent to use an Exhibitor Appointed Contractor Form* (in the **EAC Information** section). EAC's are required to provide a certificate of insurance to the official show contractor and Advanstar Communications Inc. by **January 15, 2010**.

## **NON-SMOKING FACILITY**

The entire Indiana Convention Center (including hallways, food service areas and restrooms) is a non-smoking facility.

## **PA ANNOUNCEMENTS**

The PA system will only be used to announce the show's opening and closing each day, and for Dealer Expo® show announcements. The PA system will not be used to make general or exhibitor promotion announcements.

## **PETS & ANIMALS**

Pets and animals are not allowed in the facility with the exception of those used to assist people with disabilities.

# Show Rules & Guidelines



## **PHOTOGRAPHY**

The still and video photography of exhibits is permitted. If you DO NOT want the booth photographed or filmed, please post a sign stating "NO PHOTO OR VIDEO RECORDING ALLOWED".

If you want your booth photographed before or after show hours, special arrangements can be made. Please contact the operations staff either at the show office or exhibitor registration.

## **PRODUCT REMOVAL**

Product removed during show days requires a signed receipt from the exhibitor. Security will not allow product to be removed without a signed receipt. Information on the receipt must include: exhibiting company name, booth number, product description, name of person and company receiving product, date and signature of authorized exhibitor.

## **PROMOTIONAL ITEM DISTRIBUTION**

Promotional items can not be distributed outside of the confines of the exhibitor's space. This includes aisles or anywhere other than the actual exhibit space.

## **RESERVING SPACE FOR A MEETING, FUNCTION, OR SPECIAL EVENT**

If you are planning a meeting, hospitality function or special event that requires meeting or ballroom space at a hotel or the convention center, please complete the enclosed *Meeting Room Request Form* (in the **Promotional Opportunities** section) and return by **December 21, 2009**.

## **SECURITY**

Show management will provide perimeter guard service during the show and while the exhibit hall is closed. Exhibitor agrees that show management is not liable for anything its guard service, or facility security does or fails to do. This includes, but is not limited to, damage, theft, or loss sustained by exhibitor's exhibit or its representatives. Exhibitor will not be allowed into the exhibit area after show hours. Exhibitor may want to consider arranging security for its specific booth space for either during or after show hours.

## **SECURITY TIPS**

Most losses occur during move in, move out and the first ½ hour after a show closes. Taking the following precautions may prevent a loss from the booth.

- Do not leave your booth unattended at any time.
- Secure product and exhibit materials when possible.
- Cover tables and products when away from your booth during move in and after show hours. The cover (a sheet or any opaque plastic sheet works well) can then be secured with bungee cords or duct tape. This is a simple, low cost method to keep items "out of sight, out of mind".
- Place items of value out of sight during move in and after show hours. TVs, VCRs, cash registers and even product should be placed under a table or in a box. Again – "out of sight, out of mind".
- Do not indicate the contents on the outside of boxes and crates. These items pass through many hands during the shipping process.
- Permanent identification on property will reduce temptation and make the return of these items easier should they be found.
- NEVER leave MONEY in your booth! Take cash, credit cards, and credit cards receipts at the end of each day. Most hotels have safe deposit boxes.
- NEVER leave valuables (wallet, purse, laptop, cell phone) in clear view and within easy reaching distance during show hours or after show hours.
- Once a show closes, always be sure to pack valuables first.
- Keep copies of show inventory (with serial ID numbers) as well as credit card numbers, passwords and access numbers.

# Show Rules & Guidelines



## **STICKERS**

Stickers of any kind are NOT allowed in the Indiana Convention Center. Cost of removal of company stickers will be charged to the exhibitor by the facility.

## **TELEPHONE SERVICE**

Telephone service is available throughout the Indiana Convention Center with few exceptions. The order forms may be found online at [www.icclos.com](http://www.icclos.com) (Click on "Services" / click on "Utility Order Forms".) Be sure to order service in advance for pricing discount.

## **VEHICLE AND MACHINERY IN THE BOOTH**

All vehicles and large machinery that will be used as part of the exhibit must comply with the requirements detailed below. Remember, the entire vehicle (including trailer hitch and/or other accessories) must fit within the exhibit space.

- There is absolutely no race fuel allowed on the show floor. Any vehicle on the show floor may have up to ¼ tank of gas (including diesel).
- Gas caps must be locked or taped shut.
- All battery cables must be disconnected.
- Plastic or visqueen must be placed under the motor/engine and drive-train components.
- Keys must be kept on site if an emergency requires the removal of the vehicles.
- Vehicles & exhibits can't block exit doors or fire lanes.
- Vehicles can only be operated to move in and out of the facility. Vehicles/engines cannot be operated at any other time.
- All vehicles, trucks, trailers, etc. must have clean, resilient (non-marking) tread wheels, wall-saver rubber bumpers and corner guards.
- No ignition source may be within 20' of the vehicle.
- Steel-wheeled vehicles are not permitted in the facility.
- All vehicles are subject to Fire Marshal approval.
- Fuel vents must be sealed to prevent the escape of volatile and flammable vapors.
- Emptying and refueling of vehicle gas tanks must be done outside the facility and appropriate safety equipment must be used.

## **VEHICLE REMOVAL PASSES**

Vehicle removal passes will be issued by show management on the last day of the show. These passes will be given only to a person staffing the booth and wearing an exhibitor badge for the company. All vehicles to be removed must have a pass and be removed by a person wearing an exhibitor badge from the company.

The vehicle removal pass is presented to security upon removal. Each vehicle requires a vehicle removal pass. For safety and security reasons, please do not attach passes to vehicles and leave them unattended. Any special circumstances or late pick-up should be brought to the attention of the show management.

## **VIDEOS**

Videos that display illegal riding are not permitted. Show management reserves the right to ask that exhibitor removes the video, equipment or cut power as necessary.

## **WATER & DRAIN, GAS AND COMPRESSED AIR**

These services are available in the Indiana Convention Center with few exceptions. Please make sure to contact show management to verify availability. The order forms may be found online at [www.icclos.com](http://www.icclos.com) (Click on "Services" / click on "Utility Order Forms".)

# Building Specifications



## BUILDING SPECIFICATIONS AND THE EXHIBIT

Please be sure crates, freights, exhibit materials and display vehicles will fit in the doors, freight elevators and “pass throughs”. Also, please check the capacity of the freight elevators and maximum floor loads for exhibit materials.

### DOORS

If the booth is located in the Indiana Convention Center meeting room; freight, exhibit materials and display vehicles will need to fit through a standard double door. For planning purposes assume the typical double door provides a 5’2” wide x 6’8” high opening.

### PASS THROUGHS – Indiana Convention Center

If the booth is located on the first floor of the Indiana Convention Center (booths 4000 – 4999), freight, exhibit materials and display vehicles must “pass through” (not exceed) the opening of either Hall C or Hall E Freight elevators.

#### HALL C FREIGHT ELEVATOR

Dimensions: 10’ high x 9’2” wide x 18’ deep

#### HALL E FREIGHT ELEVATOR

Dimensions: 8’6” high x 10’ wide x 13’6” deep

Weight capacity: 20,000 pounds

### CEILING HEIGHT – Indiana Convention Center, Westin & Marriott

To make sure the exhibit does not exceed the minimum ceiling height, please review the chart below.

#### BOOTH NUMBERS

100 – 3764  
 1053, 1155, 1254, 1352, 1453  
 849, 1049, 1348, 1349, 1449, 1549, 1553  
 3042 – 3056  
 4000 – 4227 (500 BR)  
 4300 – 4413 (Reception Room)  
 4600 – 4725 (Rooms 101-106)  
 5112 – 5326 (Wabash BR)  
 6000 – 6355 (Sagamore BR)  
 6400 – 6460 (2<sup>nd</sup> Level Public Space – along wall near Rm. 210)  
 6500 – 6550 (2<sup>nd</sup> Level Rooms 201-204)  
 6600 – 6650 (2<sup>nd</sup> Level Rooms 208-209)  
 6700 – 6750 (2<sup>nd</sup> Level Rooms 205-207)  
 6800 – 6858 (2<sup>nd</sup> Level Public Space – between Hyatt & Westin)  
 Westin Ballroom  
 Marriott Ballroom

#### MINIMUM CEILING HEIGHT

35’  
 12’  
 20’ (all or part of booth)  
 8’  
 20’  
 10’  
 10’  
 20’  
 32’ (8.5’ - perimeter walls)  
 8.5’  
 12’  
 10’  
 12’  
 12’  
 10’  
 14’

Please check the “*Hanging Signs & Banners from the Ceiling*” in the **Exhibit Guidelines** section to determine if banners are allowed in the booth. Remember, banners cannot be hung from the ceiling over an in-line booth (10’ x 10’, 10’ x 20’, 10’ x 30’, etc.) regardless of ceiling height of location.

### FLOOR LOADS

Please make sure that the total weight of the exhibit (including display items, vehicles, etc.) does not exceed the maximum floor load:

#### BOOTH NUMBER

100 – 999 ..... 500 psf  
 1000 – 2999..... 600 psf  
 3000 – 3999..... 100 psf  
 4000 – 5999..... 100 psf  
 6000 – 6355..... 200 psf  
 6400 - 6860..... 100 psf

#### MAXIMUM FLOOR LOAD

If there are any concerns or questions regarding the size and weight of the freight or exhibit, please contact show management immediately.

# Glossary



**ADVANCE ORDER:** Goods and/or services ordered prior to deadline date.

**BILL OF LADING:** Document or form listing goods to be shipped.

**BOOTH SIGN:** 7" x 44" sign indicating company name, city, state and booth number.

**CARPENTER:** Skilled craftsman used in the installation of exhibits and displays.

**COMMON CARRIER:** Transportation company which handles all exhibit materials.

**CONTACTOR:** Company who contracts with Show Management to supply certain labor, services, furniture, carpet, and/or materials.

**CORNER BOOTH:** Exhibit space with aisles on two sides.

**CTW:** Abbreviation for "hundred weight".

**DECORATOR:** Craft person used to install drape, fabric, signs, etc.

**DISMANTLE:** Take down and removal of exhibits.

**DISPLAY BUILDER:** Company which fabricates displays.

**DOLLY:** Low, flat, platform usually two feet square, on four wheels used for carrying freight.

**DRAYAGE:** Transfer of freight from building docks to exhibit space.

**DRAYAGE CONTRACTOR:** Company responsible for handling exhibit materials.

**EXHIBITOR APPOINTED CONTRACTOR (EAC):** Any company (other than the designated "official" contractors listed in the service kit) providing a service (display installation and dismantling, models/demonstrators, florist, photographers, audiovisual, etc.) and needing access to an exhibit any time during installation, show dates, and/or dismantling.

**EXHIBIT HALL:** Area(s) within a facility where exhibits are located.

**EXHIBIT MANAGER:** Person in charge of an individual exhibit.

**FHC:** Notation on floor plans indicating location of fire hose/fire hose cabinets.

**FLOATER:** Worker(s) used by foreman to help out assigned labor for short periods.

**FLOOR MANAGER:** Person retained by show management to supervise the installation, dismantling and operation of the exhibit area.

**FLOOR ORDER:** Order for labor or services placed on site. Many times at substantially higher rates.

**FORKLIFT:** Vehicle with a power operated pronged platform for lifting and carrying loads.

**FREIGHT FORWARDER:** Shipping company.

**GENERAL CONTRACTOR:** Company which provides all labor and services to show management and exhibitors (same as official contractor).

**HAND TRUCK:** Small hand-propelled implement with two wheels and handles used for transporting small loads.

**HARDWALL EXHIBIT:** Exhibit constructed of plywood or similar materials (versus exhibits formed by drapery only).

**EAC:** Company hired by an exhibitor to install and dismantle exhibit. Must comply with all EAC rules & regulations – all EAC's must have required insurance.

**ISLAND BOOTH:** An exhibit with aisles on all four sides.

**LABOR:** (1) Method of securing union employees, (2) Time specified for labor reports (as in 7:00 am call.) (3) Minimum amount for which labor must be paid.

**LEKO LIGHT:** High (usually 1,000 + watts) theatrical light.

**LOADING DOCK:** Area of facility where freight is received.

**MASKING DRAPE:** Drapes used to cover (mask) storage or other unsightly areas.

**MODULAR EXHIBIT:** Exhibit constructed with interchangeable components.

# Glossary



**MOVE IN:** Date specified for beginning of exhibit installation.

**MOVE OUT:** Date Specified for dismantling of exhibits.

**OFFICIAL CONTRACTOR:** Company designated by show management to provide labor and/or services to show management and exhibitors (same as general contractor).

**OT LABOR:** Work performed on overtime that is billed at either time-and one-half or twice the published labor rates.

**PADDED VAN SHIPMENT:** Freight shipped via van lines where material is pad wrapped but not crated.

**PALLET:** Wooden platform to stack or hold goods for shipment or storage.

**PENINSULA BOOTH:** Booth space with aisles on three sides.

**PERIMETER BOOTH:** Booth located on the outer most wall of exhibit hall.

**RENTAL BOOTH:** Complete booth package offered to exhibitors on a rental basis.

**RIGGER:** Skilled person for the handling and assembly of machinery, steel construction and heavy materials.

**SECURITY CAGE:** Metal cage provided by security contractor to lock-up exhibitor materials.

**SHOW MANAGER:** Person from show management who is responsible for a show.

**SIDE RAIL:** Low divider wall, usually pipe and drape, used to divide one exhibit space from another.

**SPECIAL HANDLING:** Applies to material shipments requiring extra labor, equipment, or time in delivery to exhibit space.

**ST LABOR:** Straight time labor performed at the published rate.

**SUBCONTRACTOR:** Company retained by general contractor to provide services.

**UNION STEWARD:** On-site union official. The steward is elected by his co-workers to oversee his particular union's work in the facility. Stewards are responsible for resolving disputes which may occur regarding union jurisdiction.

**VAN SHIPMENT:** Shipment of exhibit properties via van lines, often consisting of large pieces, crated or uncrated, such as furniture or exhibit materials.

## Booth Design Guidelines

On the following pages are booth guidelines for standard inline, perimeter, peninsula and island booths. These will allow for the best use of space without interfering with neighboring exhibits regardless of the size of booth.

These guidelines apply to all exhibitors at the Indiana Convention Center.

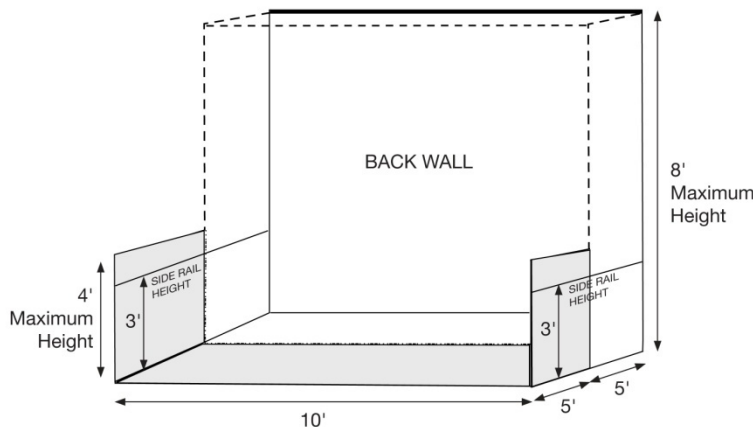
Please read carefully and let us know immediately if you have any questions.

# Booth Design Guidelines – Standard or Inline Booth



## BOOTH CONSTRUCTION AND DESIGN GUIDELINES

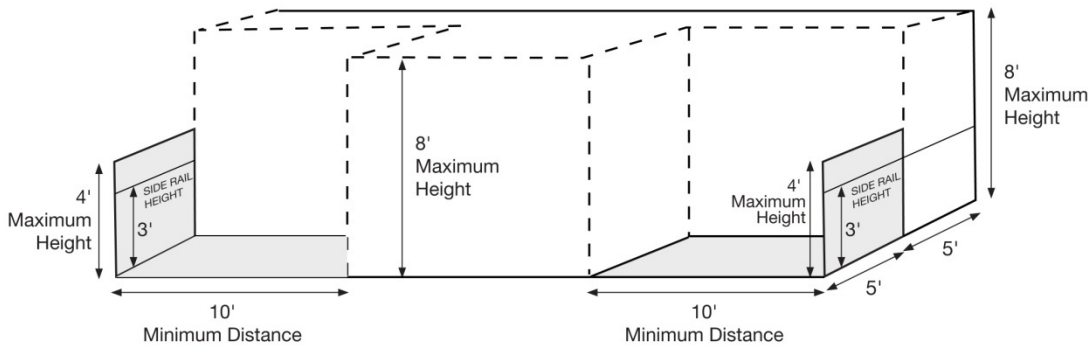
The intent of these guidelines is to allow for the best use of booth space without interfering or obstructing neighboring exhibitors. These guidelines allow for a reasonable sight line from the aisle regardless of booth size.



**Definition:** One or more standard 10' x 10' booths in a straight line.

**Equipment:** Booth will have 3' high black side drapes, 8' high back drapes and a 7" x 44" company ID sign.

**Booth height:** From the aisle to 5' back into the booth, the maximum height is 4'. From 5' to the back of the booth, the maximum height is 8'. This includes any product, display, booth structure or signage.



**Three or more inline booths:** In the area from the aisle to 5' back into the booth AND a minimum of 10' from an adjacent booth the maximum height is 8'. This includes any product, display, booth structure or signage.

**Signage:** Signs and banners can only be hung from the exhibit structure in the back of the booth to a maximum height of 8'. Signs and banners cannot be hung from the ceiling over this booth.

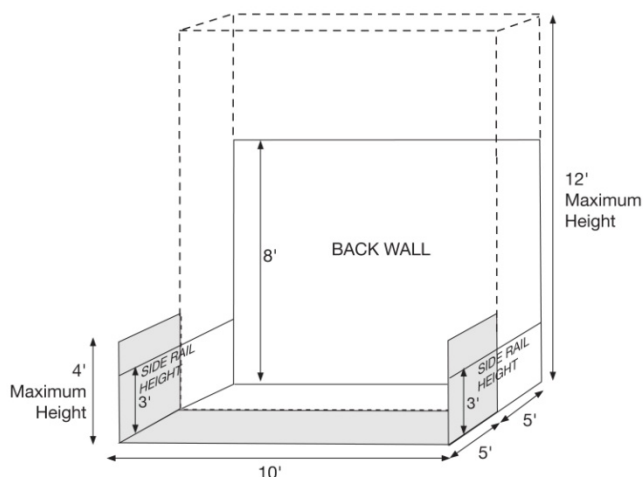
**Important:** Space dimensions shown on the floor plan and diagrams are from the centerline of booth equipment, such as side rails and/or back drape (back wall). Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.

# Booth Design Guidelines – Perimeter Booth



## BOOTH CONSTRUCTION AND DESIGN GUIDELINES

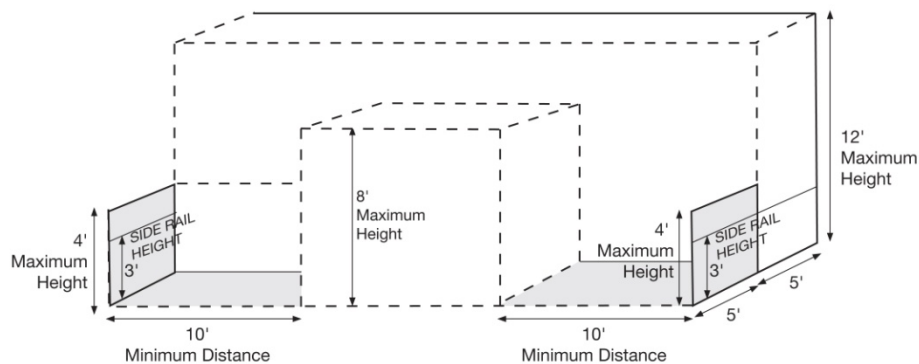
The intent of these guidelines is to allow for the best use of booth space without interfering or obstructing neighboring exhibitors. These guidelines allow for a reasonable sight line from the aisle regardless of booth size.



**Definition:** One or more standard 10' x 10' booths in a straight line, against a wall.

**Equipment:** Booth will have 3' high black side drapes, 8' high back drapes and a 7" x 44" company ID sign.

**Booth height:** From the aisle to 5' back into the booth, the maximum height is 4'. From 5' to the back of the booth, the maximum height is 12'. This includes any product, display, booth structure or signage. The increased height is possible since booths cannot be located behind it.



**Three or more perimeter booths:** In the area from the aisles to 5' back into the booth AND a minimum of 10' from an adjacent booth, the maximum height is 8'. This includes any product, display, booth structure or signage.

**Signage:** Signs and banners can only be hung from the exhibit structure in the back of the booth to a maximum height of 8'. Signs and banners cannot be hung from the ceiling over this booth.

**Important:** Space dimensions shown on the floor plan and diagrams are from the centerline of booth equipment, such as side rails and/or back drape (back wall). Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.

# Booth Design Guidelines – Peninsula Booth

Backing up to inline booths



## BOOTH CONSTRUCTION AND DESIGN GUIDELINES

The intent of these guidelines is to allow for the best use of booth space without interfering or obstructing neighboring exhibitors. These guidelines allow for a reasonable sight line from the aisle regardless of booth size.

**Definition:** Four or more standard 10' x 10' booths (20' x 20' minimum space). The peninsula has aisles on three sides. The fourth side is a common wall with two other standard inline booths. This common wall is considered a back wall by the peninsula and a sidewall by the two standard/inline booths.

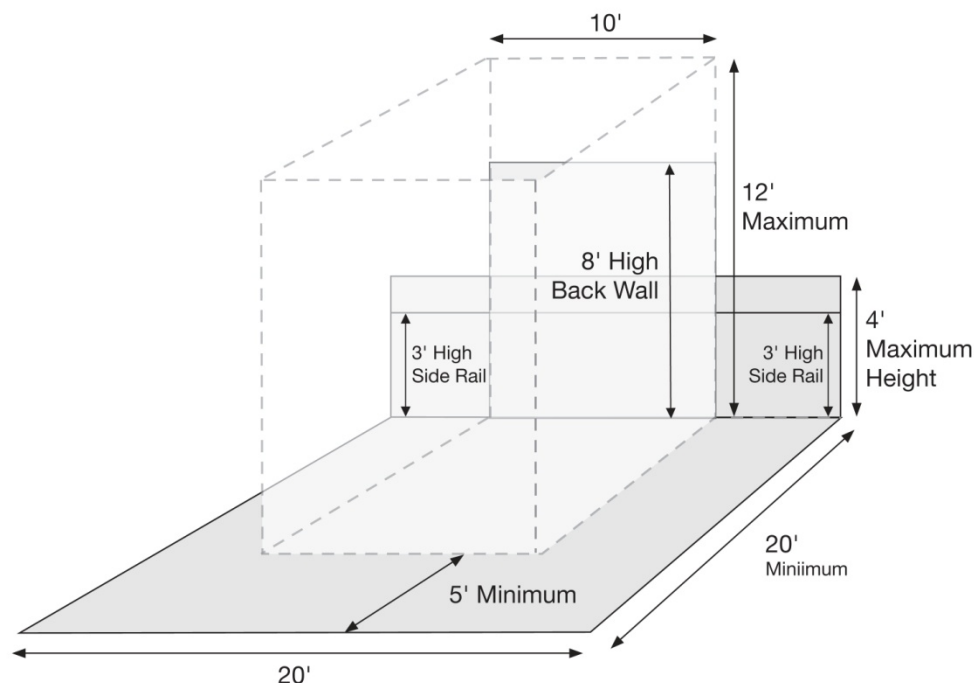
**Equipment:** The center 10' section of the back wall will have an 8' high drape. The 5' long sections on either side will have a 3' high sidewall drape. The booth will also be provided a 7" x 44" company ID sign.

**Booth height:** The area defined by the center 10' section of the back wall, out to a 5' distance from the aisles has a maximum height of 12'. The remaining area within 5' of the aisles has a maximum height of 4'. This includes any product, display, booth structure or signage. The 4' of display above the black drape must be finished on back side.

**Signage:** Signs and banners can only be hung from the exhibit structure and may not exceed the maximum height designated for that area of the booth. Signs and banners can also be hung over the booth from the ceiling to a minimum height of 16'. Signs and banners must be centered over booth.

Please see the **Exhibit Guidelines** section to determine if the booth is located in an area that allows for the hanging of signs and banners from the ceiling. Signs & banners must first be approved by show management and the facility. Please return the *Sign & Banner Hanging Order* (in the **Facility Services** section) to the Indiana Convention Center for approval.

**Important:** Space dimensions shown on the floor plan and diagrams are from the centerline of booth equipment, such as side rails and/or back drape (back wall). Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.



# Booth Design Guidelines – Peninsula Booth

Backing up to another Peninsula



## BOOTH CONSTRUCTION AND DESIGN GUIDELINES

The intent of these guidelines is to allow for the best use of booth space without interfering or obstructing neighboring exhibitors. These guidelines allow for a reasonable sight line from the aisle regardless of booth size.

**Definition:** Four or more standard 10' x 10' booths (20' x 20' minimum space). The peninsula has aisles on three sides. The fourth side is a common wall with another peninsula. This common wall is considered the back wall of both peninsulas.

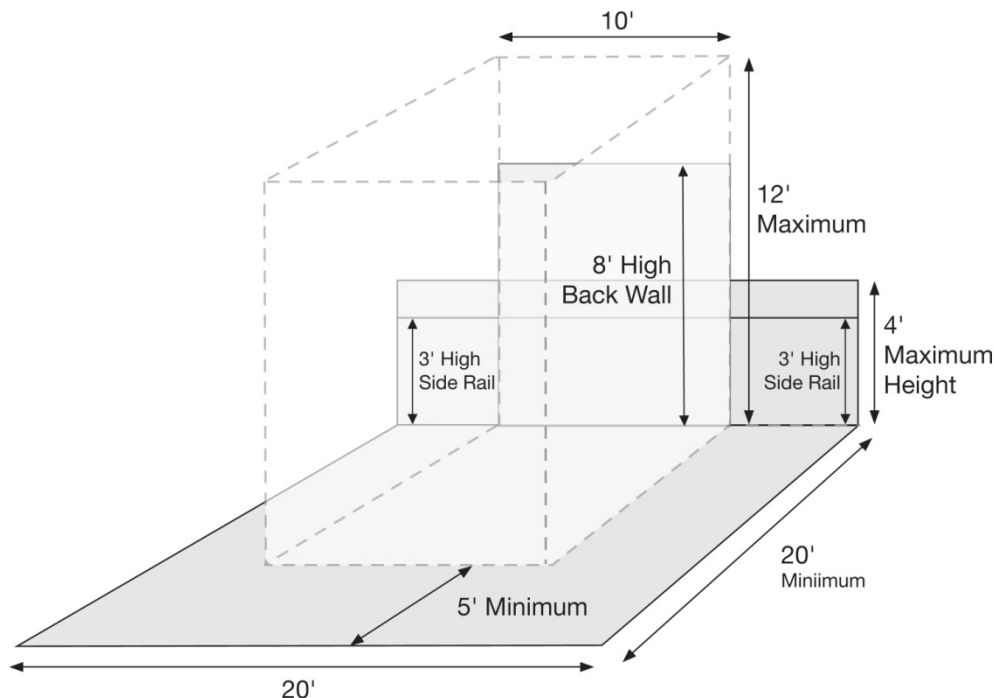
**Equipment:** The center 10' section of the back wall will have an 8' high drape. The 5' long sections on either side will have a 3' high sidewall drape. The booth will also be provided a 7" x 44" company ID sign.

**Booth height:** The area defined by the center 10' section of the back wall, out to a 5' distance from the aisles has a maximum height of 12'. The remaining area within 5' of the aisles has a maximum height of 4'. This includes any product, display, booth structure or signage. The 4' of display above the black drape must be finished on back side.

**Signage:** Signs and banners can only be hung from the exhibit structure and may not exceed the maximum height designated for that area of the booth. Signs and banners can also be hung over the booth from the ceiling to a minimum height of 16'. Signs and banners must be centered over booth.

Please see the **Exhibit Guidelines** section to determine if the booth is located in an area that allows for the hanging of signs and banners from the ceiling. Signs & banners must first be approved by show management and the facility. Please return the *Sign & Banner Hanging Order* (in the **Facility Services** section) to the Indiana Convention Center for approval.

**Important:** Space dimensions shown on the floor plan and diagrams are from the centerline of booth equipment, such as side rails and/or back drape (back wall). Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.



# Booth Design Guidelines – Island Booth



## BOOTH CONSTRUCTION AND DESIGN GUIDELINES

**Definition:** Four or more standard 10' x 10' booths (20' x 20' minimum space) with aisles on all four sides.

**Booth height:** The maximum height of the booth is 16'. Booths in excess of 12' high must bring to the show structural plans approved by a certified structural engineer. If the booth has multiple levels, show management operations must first be informed. Then contact and provide the Fire Marshal with plans approved by a certified structural engineer at least 60 days prior to the show (the earlier the better). Fire Marshal approved plans must be brought to the show.

**Signage:** Signs and banners can be hung from the exhibit structure up to a height of 16'. Signs and banners can be hung over the booth from the ceiling to a minimum height of 16'. Please see the *Show Rules & Guidelines* in the **Exhibit Guidelines** section to determine if the booth is located in an area that allows for the hanging of signs and banners from the ceiling.

Signs & banners must first be approved by show management and the facility. Please return the *Sign & Banner Hanging Order Form* (in the **Facility Services** section) to the Indiana Convention Center for approval.

**Solid Walls/Multi-Level:** Please follow these steps if the exhibit space has multiple levels or a booth with solid walls:

- ❖ Step 1: Send a description and diagram via fax or email to Show Management operations for approval by the deadline of **December 21, 2009**. *Please note it takes several weeks for Fire Marshall Approval so don't wait until the last minute or plans may not be approved.*
- ❖ Step 2: Send Show Management approved description and diagram to Fire Marshal for final approval.
- ❖ Step 3: Bring Fire Marshal approved description and diagrams to show site.