

Guidelines for Display Rules & Regulations



McCormick Place - Lakeside Center
Chicago, Illinois
perio.org/meetings



Guidelines for Display Rules and Regulations - 2019 Update

- Lineal booths and End-cap booths:

The back wall of a lineal booth is 8'0" high; side dividers are 3'0" high. Materials above four feet in height and placed within ten lineal feet of an adjoining exhibit may not be placed within five feet from the numbered aisle. Materials placed more than five feet from the back wall must be no higher than four feet from the floor.

The back wall on an end-cap booth is 8' and allowed only in the rear half of the booth space and within 5' of the two side aisles, with a 4' height restriction imposed on all materials in the remaining space forward to the aisle.

- No special signs, booth construction apparatus, equipment, lighting fixtures, etc. will be permitted to extend above 8'0" with the exception of island or peninsula spaces where height limitation is 16'0", and perimeter spaces where height limitation is 12'0".
- Island booths:
Island booths must be approved in advance by the Sponsor as ceiling heights throughout the Exhibit Hall may vary. The design of the booth must allow 50% see-through visibility from all four aisles.
- Exhibits shall be so installed that they will in no case project beyond the space allotted and floor covering must be confined to booth space and not project into the aisle. All exhibits must be confined to the spatial limits of their respective booths as indicated on the floor plan.
- Exhibits shall not obstruct the light, view or space of others.
- Open or unfinished visible sides of exhibits must be covered so as not to be unsightly or objectionable to other exhibitors.
- Signage must be made professionally.
- Exhibitor shall be responsible for damage to property (facility).
- **No portion of the booth, or its related parts, contents or signage may be suspended from the ceiling of the exhibit hall.**
- Floor covering is mandatory. Therefore, it is the sole responsibility of the exhibitor to provide booth floor covering.

For display rules and regulations specific to an exhibition or event, consult the exhibition or event organizer.

Linear Booth

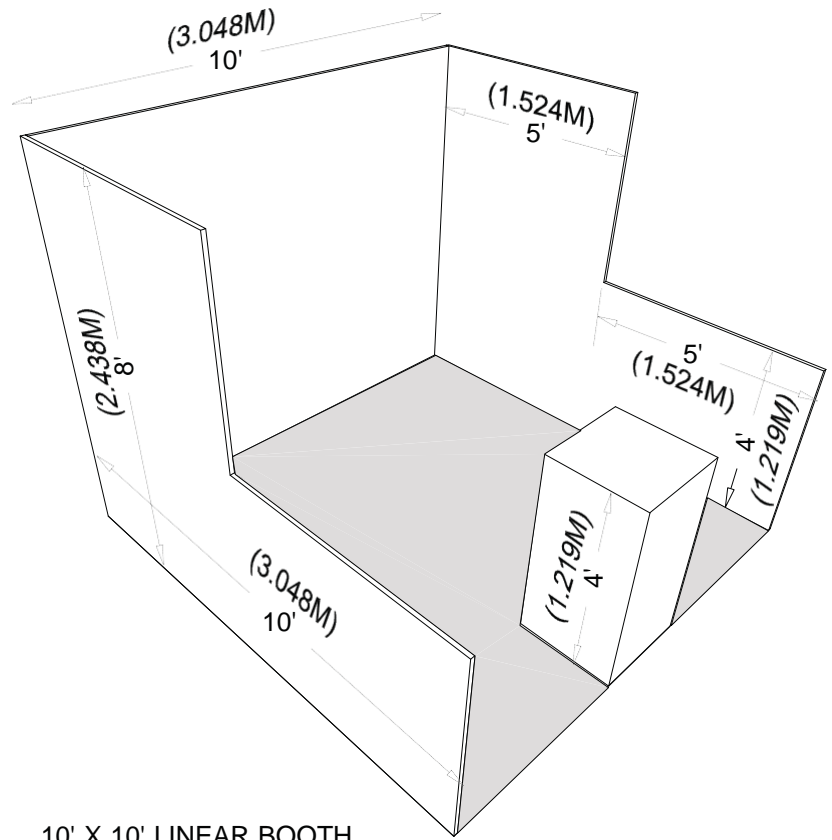
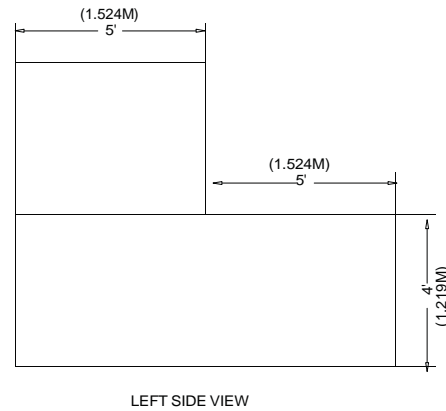
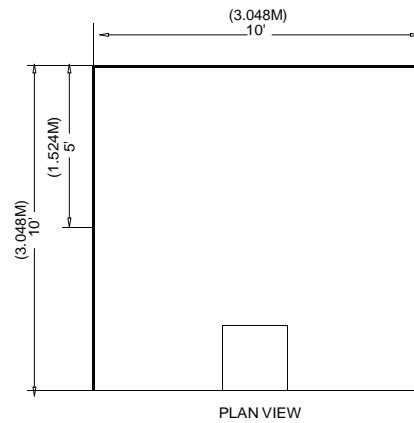
Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is generally specified.

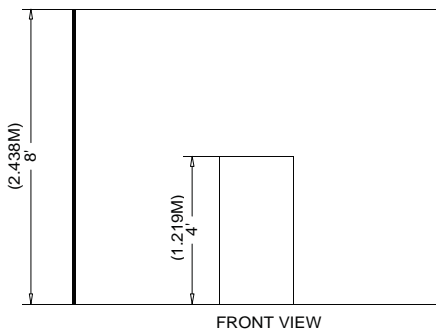
Use of Space

Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 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 of 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. (See Line-of-Sight exception on page 8.) Note: When three 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 10ft (3.05m) of an adjoining booth.



Corner Booth

A Corner Booth is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All other guidelines for Linear Booths apply.

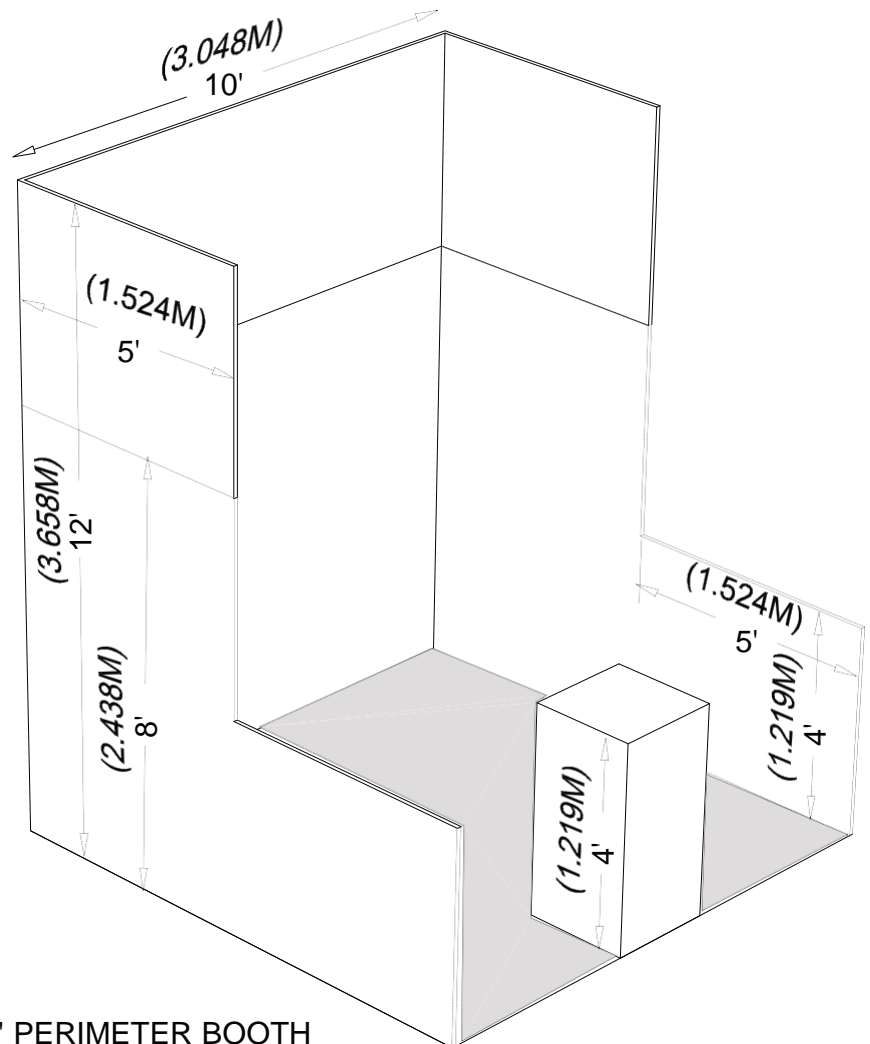
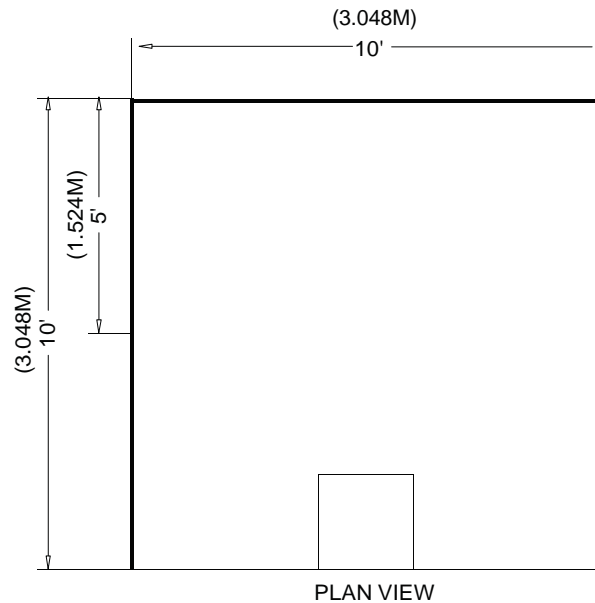
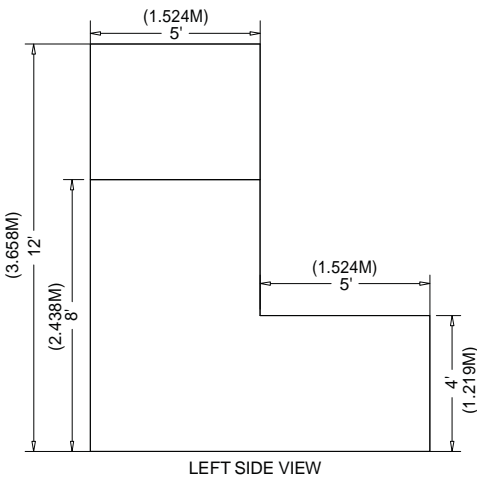
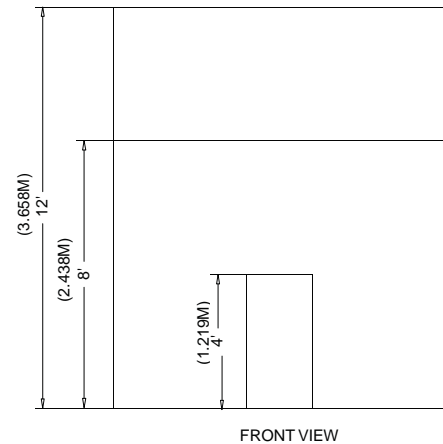


Perimeter Booth

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

Dimensions and Use of Space

All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height is 12ft (3.66m).



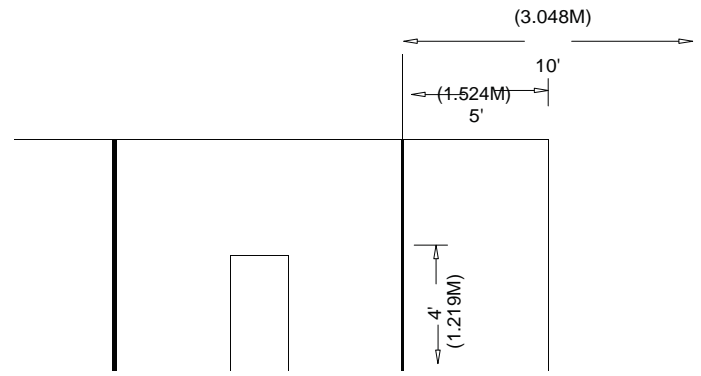
10' X 10' PERIMETER BOOTH

End-cap Booth

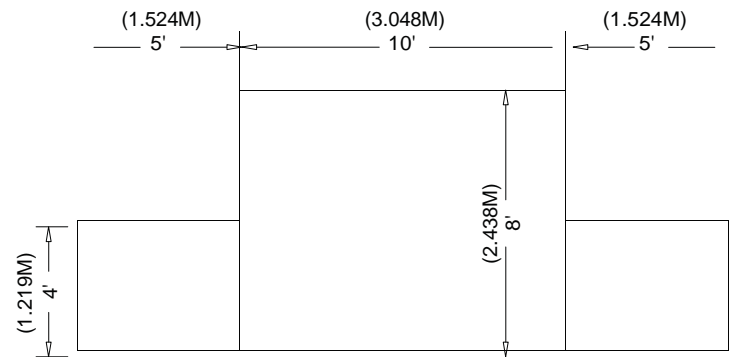
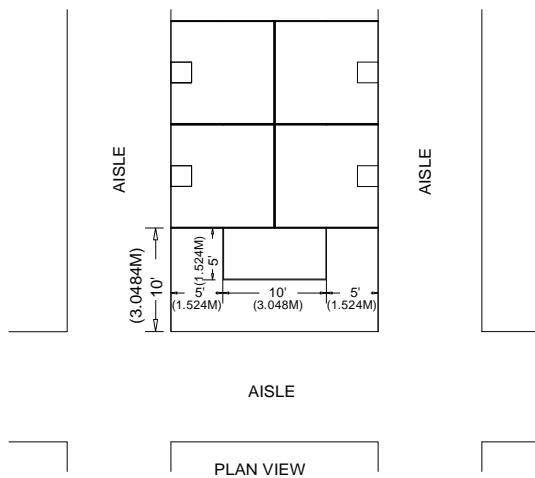
An End-cap Booth is exposed to aisles on three sides and comprised of two booths.

Dimensions

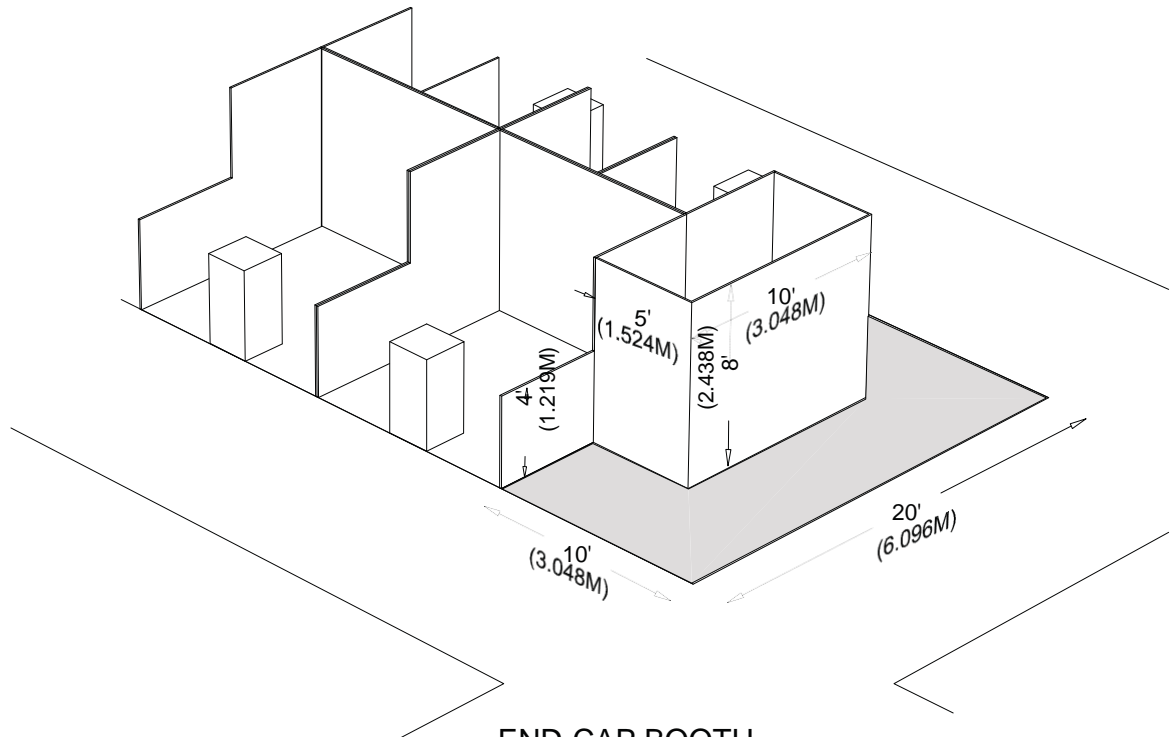
End-cap Booths are generally 10ft (3.05m) deep by 20ft (6.10m) wide. The maximum back wall height of 8ft (2.44m) is allowed only in the rear half of the booth space and within 5ft (1.52m) of the two side aisles, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle.



LEFT SIDE VIEW



FRONT VIEW



END-CAP BOOTH

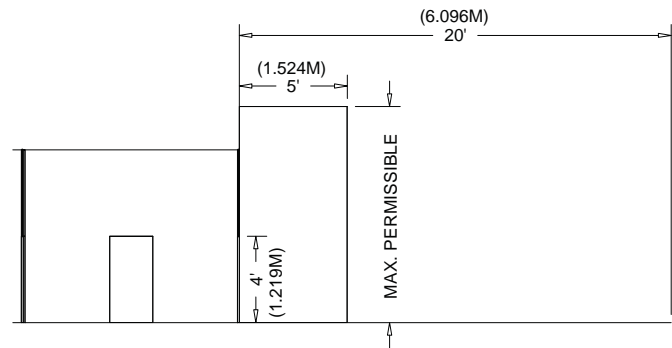
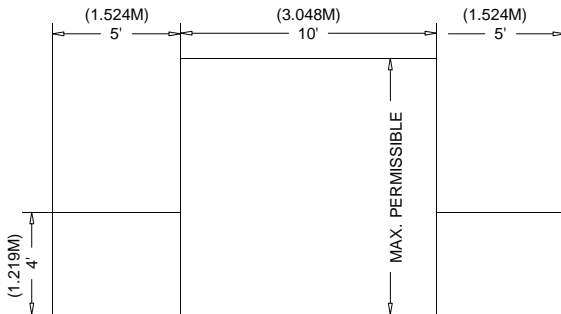
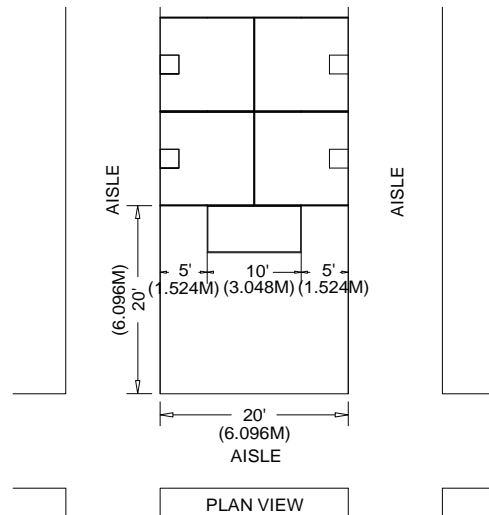
Peninsula Booth

A Peninsula Booth is exposed to aisles on three sides, and comprised of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as a “Split Island Booth.”

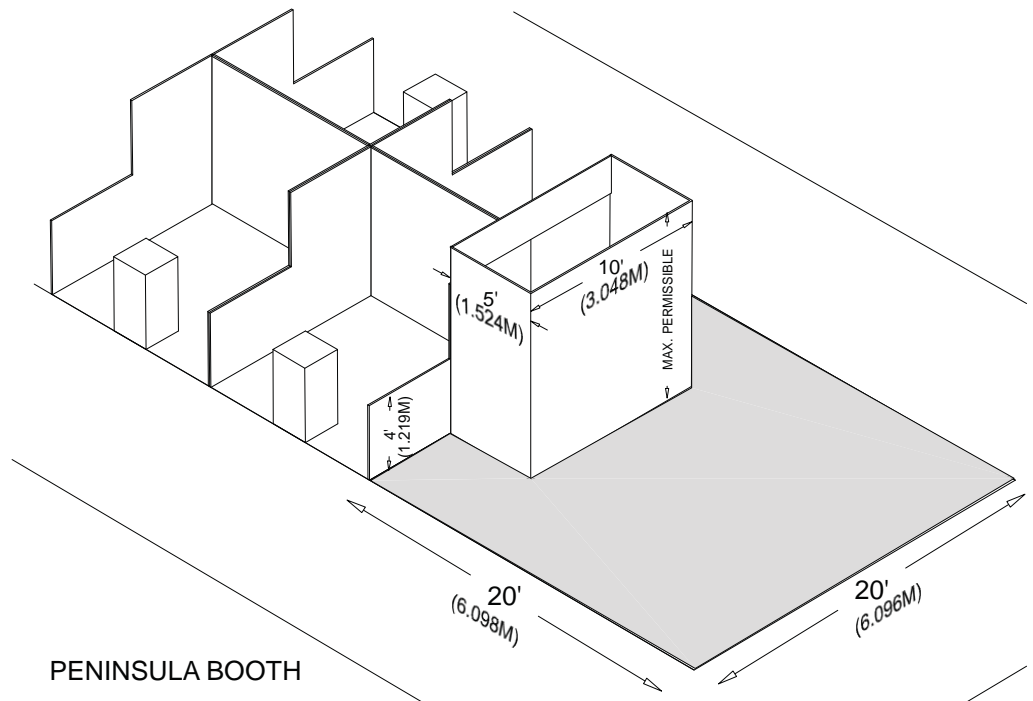
Dimensions

A Peninsula Booth is usually 20ft by 20ft (6.10m by 6.10m) or larger. When a Peninsula Booth backs up to two Linear 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 Linear Booths. (See Line-of-Sight exception.) The maximum height is 16ft, including signage for the center portion of the back wall.

Double-sided signs, logos and graphics shall be set back ten feet (10') (3.05m) from adjacent booths.



FRONT VIEW



Island Booth

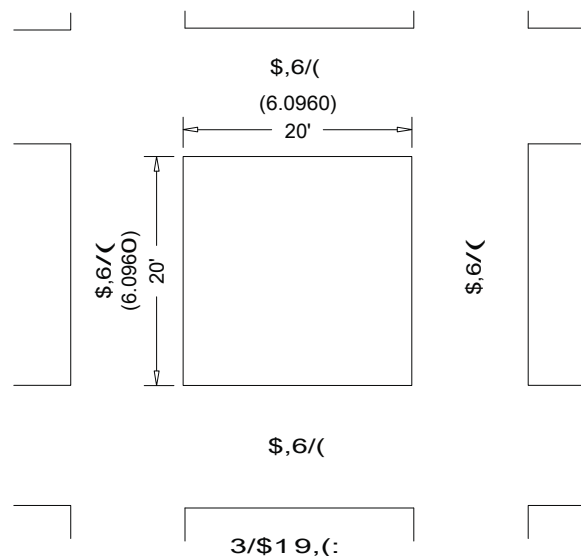
An Island Booth is any size booth exposed to aisles on all four sides.

Dimensions

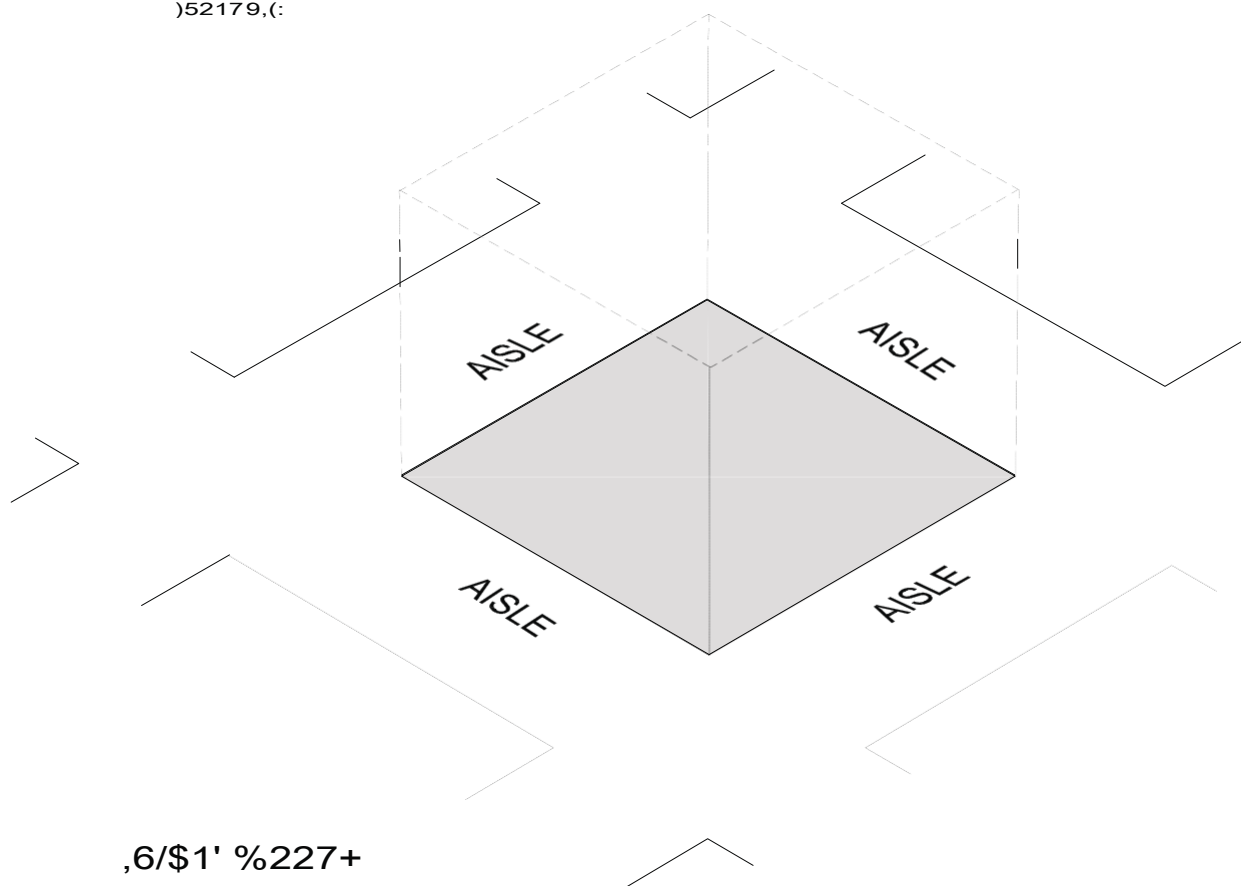
An Island Booth is typically 20ft by 20ft (6.10m by 6.10m) or larger, although it may be configured differently

Use of Space

Island booths maximum allowable height is 16ft (4.88m), including signage. The booth design and configuration must allow 50% see-through visibility from all four aisles. Line-of-site/visibility must not be greater than 4ft (1.22).



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Issues Common To All Booth Types

Americans with Disabilities Act (ADA)

All exhibiting companies are required to be in compliance with the 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 ADA Information Line, (800) 514-0301, and from the ADA Web site at www.usdoj.gov/crt/ada/adahom1.htm.

Structural Integrity

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as fork 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.

It is recommended that all 20ft by 20ft (6.10m by 6.10m) and over exhibits require a drawing, plans or renderings, preferably digital, to be submitted to the show organizer.

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.

Flammable and Toxic Materials

All materials used in display construction or 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 should not be used. A flame-proofing certificate should be available for inspection. Exhibitors should be aware of local regulations regarding fire/safety and environment which must be adhered to.

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:

- r All 110-volt wiring should be grounded three-wire.
- r Wiring that touches the floor should be “SO” cord (minimum 14-gauge/three-wire) flat cord, which is insulated to qualify for “extra hard usage.”
- r Cord wiring above floor level can be “SJ” which is rated for “hard usage.”
- r 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 should be prohibited.
- r Power strips (multi-plug connectors) should be UL approved, with built-in over-load protectors.

(continued on next page)

Issues Common To All Booth Types *(continued)*

Lighting

Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:

- r 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 exhibition management for approval.
- r Lighting, including gobos, should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or exhibition aisles.
- r Lighting which is potentially harmful, such as lasers or ultraviolet lighting, should comply with facility rules and be approved in writing by exhibition management.
- r Lighting that spins, rotates, pulsates, and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.
- r Currently, some convention facilities are not allowing quartz halogen lighting fixtures in exhibits due to potential fire hazards. Check with exhibition management.
- r Reduced lighting for theater areas should be approved by the exhibition organizer, the utility provider, and the exhibit facility.

Storage

Fire regulations in most exhibit facilities prohibit storing product, literature, empty packing containers, or packing materials behind back drapes or under draped tables. In most cases, however, exhibitors may store a limited supply of literature or product appropriately within the booth area, so long as these items do not impede access to utility services, create a safety problem, or look unsightly.

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, audio visual presentations, and demonstration areas to ensure compliance. Exhibitors should be aware of local regulations regarding fire/safety and environment which must be adhered to.

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 (.91m) and/or install hazard barriers as necessary to prevent accidental injury to spectators. 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 when measured from the aisle immediately in front of a booth. (Refer to OSHA at www.osha.gov for more information.)

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.