



Exhibit Space Display and Event Regulations

In addition to the rules and regulations on the commitment form, please review the following:

Age Restriction:

No one under 18 years of age will be allowed in the exhibit halls during install or dismantle. Event Management reserves the right to require proof of age prior to admission into the event.

Alcohol:

Alcohol will not be permitted during any student related activity, sponsored or hosted by sponsors or exhibiting companies.

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 website, www.ada.gov.

Balloons:

No balloons of any kind will be permitted in the exhibit halls.

Booth Types and Restrictions

Inline: Space rental includes standard 8ft drape back wall. The drape will be a combination of 8ft drape and 3ft side rails. A 7"x44" company identification sign (Company name will be listed as it appears on your space contract/invoice). 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. 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 the exhibit space which is within 10ft (3.05m) of an adjoining booth.

Perimeter: A perimeter exhibit space is an In-line or linear exhibit space that is located on the outer-perimeter of the expo floor, with no exhibitors behind them. Use of Space: Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. Space rental includes: Standard 8ft drape back wall. The drape will be a combination of 8ft drape and 3ft side rails. A 7"x44" company identification sign (Company name will be listed as it appears on your space contract/invoice). The hall is NOT carpeted, carpet or floor covering is required, see exhibit display & event regulations for more information. Height: All display fixtures, components including graphics and identification signs are allowed a maximum height of 12ft only in the rear half (measuring 5 ft from the back wall) of the exhibit space. A maximum height of 4 ft is allowed in the front half of the exhibit space (measuring 5 ft from the aisle).

Corner Perimeter Exhibit Spaces: A corner perimeter exhibit space is at the end of a series of exhibit spaces with exposure to intersecting aisles on two sides. All guidelines for perimeter exhibit spaces apply. **10x30's or larger In-line Exhibit Spaces:** When three or more in-line or linear exhibit spaces are used in combination to create a single exhibit space, the 4ft height limitation only applies to the portion of the exhibit space which is within 10ft of an adjoining exhibit or corner. All exhibit spaces must adhere to display regulations: Including ADA, demonstrations, lighting, sound, structural integrity and storage.

Island: An island exhibit is 400 square feet or larger with aisles on all four sides. Use of Space: An island exhibit space is separated by the width of an aisle from all neighboring exhibits so full use of the exhibit space is permitted. Height: All display fixtures, components including



graphics and identification signs are allowed a maximum height of 20ft. Some venues have low ceiling areas so please check the exhibitor resources for any notices for exhibits in a low ceiling location. Multi-level or Ceilings: Exhibitors installing a display with a ceiling or second level must meet all building, fire safety and structural integrity regulations. All exhibit spaces must adhere to display regulations: Including ADA, demonstrations, lighting, sound, structural integrity, and storage.

An Island Booth is any size booth exposed to aisles on all four sides. The entire cubic content of the space may be used.

All activities are confined to island booths. If your exhibit falls outside of your booth, you will be asked to purchase additional booths or contain all activities in your existing booth(s).

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 to allow for hanging products). Canopies for in-line/linear or perimeter exhibit spaces must comply with line-of-sight requirements. (See "Use of Space" for in-line/linear or perimeter exhibit spaces.)

The bottom of the canopy should not be lower than 7ft from the floor within 5ft of any aisle. Canopy supports should be no wider than 3 inches. This applies to any exhibit space configuration that has a sight line restriction, such as an in-line/linear exhibit space. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings and other similar coverings. Check with the appropriate local agencies prior to determining specific exhibition rules.

Carpet:

The expo hall is **not** carpeted. Exhibit spaces are **required** to have carpet or floor covering. You are allowed your own or order from the official event contractor. If you need to use the concrete floor to demonstrate your product, please contact Event Management for approval.

Aisle Carpet Color: Aisle carpet will be tuxedo black.

Demonstrations:

As a matter of safety and courtesy to others, exhibitors should conduct presentations and 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 building and local regulations regarding fire/safety and environment which must be adhered to. Any demonstrations involving hazardous materials must have prior authorization from Event Management.

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 3' (.91m) and/or install hazard barriers as necessary to prevent accidental injury to spectators. Additionally, demonstrations should only be conducted by qualified personnel. Items such as moving vehicles, mascots, and any item associated with your booth that obstructs aisles are prohibited unless otherwise authorized by SHPE show management.

Dismantling Early:

Early dismantling of booths is prohibited. Please contact Event Management for any questions.

Distribution of Marketing Material:

SHPE does not allow the distribution of marketing materials within entrances and exits throughout the event. Distribution of these items is only allowed within a sponsors' event and/or an exhibitor's booth space. Non-compliance will lead to further applicable action by SHPE.

Exhibitor Conduct:

The distribution of any articles that interfere with the activities or obstruct access to neighboring exhibit spaces, or that impedes the aisles is prohibited. Exhibitors must conduct their activities only from within the confines of their exhibit space.



Exhibit space personnel, hired staff, promotional features (traffic builders) along with distribution of any marketing materials must be within the confines of the exhibit space. Any exhibit space personnel, hired staff or promotional features that obstruct access to neighboring exhibit spaces, or that impedes aisles, is prohibited.

Exhibitor Badges and Expo Hall Access:

All personnel representing the exhibitor or their agents must be identified with the official SHPE exhibitor badge for access to the expo hall (including installation and dismantle). Badges must be worn at all times while in the exhibit halls or meeting spaces.

Exhibitors are allowed access during installation and dismantle hours. On show days, exhibitors will be allowed access to the expo hall one (1) hour prior to expo hours with the official SHPE show badge. See Schedule at a Glance for hours. If an exhibitor needs to stay in his/her exhibit space after expo hours, please contact Event Management so we can notify security.

Fire Equipment and Egress Signs:

Exhibit space displays and equipment shall not impair the visibility of egress signs, fire hoses, extinguishers, and audible or visual devices.

Floor Plan:

The floor plan is often changing due to new sales, exhibit space moves, etc. It is the exhibitor's responsibility to monitor the online floor plan. If you see that a competitor has selected a location near you or a location opens that you would be interested in relocating to, please contact your Exhibitor Account Executive.

Food and Beverage:

The convention center has an exclusive service provider for food and beverage. Please refer to the in-house provider for order requirements. If you want to provide samples, please refer to the exclusive provider for guidelines on this service.

Hanging Signs & Graphics:

Hanging signs and graphics are only allowed in island exhibit spaces. The maximum height is 20ft to the top of the sign. (In-line/linear, or perimeter exhibit spaces cannot have hanging signs and graphics). The distance is measured from the floor to the top of the sign. Whether suspended from above, or supported from below, they should comply with all use-of-space requirements. For example, the highest point of any sign should not exceed the maximum allowable height for the exhibit space type. Hanging signs and graphics must be set back 10ft (3.05m) from adjacent booths and be directly over contracted space only. Drawings should be available for inspection as requested by SHPE.

Interview Booths:

There will be no signs allowed in the aisle spaces of the interview booth areas. Banners and individual signs for each Interview Booth area will be available to assist people with locating booths.

Lighting:

Exhibitors should adhere to the following suggested minimum guidelines when determining exhibit space 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 Event Management for approval. Lighting, including gobos, should be directed to the inner confines of the exhibit space. Lighting should not project onto other exhibits or exhibition aisles. Lighting which is potentially harmful, such as lasers or ultraviolet lighting, should comply with facility rules and be approved in writing by Event Management.

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. Currently some convention facilities are not allowing quartz halogen lighting fixtures in exhibits due to potential fire hazards, please check with the facility. Reduced lighting for theater areas should be approved by the exhibition organizer, the utility provider, and the exhibit facility.



Multi-Story Exhibit:

A multi-story exhibit is an exhibit space where the display fixture includes two or more levels. In many cities, a multi-storied exhibit requires prior approval by the exhibit facility, and/or relevant local government agency, as well as Event Management because it is deemed to be a “structure” for building purposes. The city building department generally needs to issue a building permit based on an application and drawings prepared and submitted by a licensed architect or engineer. Exhibitors should obtain local building regulations early on to ensure that all time constraints are met.

Open Exhibit Space Locations:

Any open exhibit space location will be available at the current exhibit space rental. To purchase an additional open space location, contact a member of Event Management for pricing and payment options. Any exhibitor that expands into another exhibit space location that is not contracted to them will be charged for the additional space.

Product Height:

Some exhibitors have products that exceed display height restrictions. Exhibition organizers have guidelines for displaying such products. Products exceeding height restrictions are usually permitted, providing they are displayed in operating mode, and the names and logos, etc. on the product are as it is sold and no additional advertising is attached. Please contact Event Management for approval for variance in height regulations.

Recruiting, Suitcasing and Outboarding:

“Recruiting” outside of the confines of your booth or hosted event activity is not permitted. In addition, conducting interviews in areas not designated to your company is not permitted.

“Suitcasing” is the act of suppliers or sales representatives soliciting business in the aisles of the exhibition, in another company’s exhibit space, during any event activities without authorization from Event Management. Notify Event Management if you witness anyone “Suitcasing.”

“Outboarding” is the act of non-exhibiting companies, Associations, suppliers or sales representatives conducting meetings, hospitality functions, training or showrooms with event participants off the expo floor (in hotels, restaurants, parking lots and other venues) without having purchased an exhibit space at the event or having authorization from Event Management.

These are all violations of SHPE policy. Please report any violations to Event Management.

Sound/Music:

In general, exhibitors may use sound equipment in their exhibit spaces 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 exhibit space 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 an exhibit space.

Exhibitors should be aware that music played in their exhibit spaces, 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.

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 exhibit space area, so long as these items do not impede access to utility services, create a safety problem, or look unsightly. Exhibit spaces on the end of an aisle where the back of the exhibit space is visible and unsightly, may be required by Event Management to add drape to mask the unsightliness.



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 expo 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.

Tower:

A tower is a free-standing exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit space configuration being used. Towers in excess of 8ft should have drawings available for inspection. Fire and safety regulations in many facilities strictly govern the use of towers. A building permit or safety lines may be required.

Vehicles:

Vehicles cannot be placed in carpeted areas within the convention center. Exhibitors wishing to display a vehicle will need authorization from Event Management. Depending on the exhibit space location, a targeted move-in may be required for the vehicle. Once installed the vehicle must remain the designated space throughout the event, there will be no removal prior. Vehicle keys must be left with Event Management and vehicle should contain no more than a ¼ tank of gas.

Questions?

If you have any questions regarding this information or need assistance with the Exhibit or Interview areas, please contact customer service team: exhibits@shpe.org