

Booth Information & Display Rules & Regulations

These guidelines for Display Rules and Regulations have been established by Smarter Shows (Tarsus) Ltd., to use as a resource for creating consistent and fair exhibiting standards across our exhibitions and events.

These display rules and regulations provide Exhibitors with all the information necessary to appropriately design, plan and build their exhibition booth.

The display rules and regulations are to ensure all Exhibitors, regardless of exhibit size or location, have an environment conducive to successful interaction with their audiences.

Smarter Shows (Tarsus) Ltd. reserves the right to interpret these regulations as it deems appropriate to ensure the success of the exhibition.

Organizer Specific Display Rules & Regulations

Booth Space Information

The exhibition has been sold on a **'space only'** basis.

'Space only' is a marked-out area on the floor only – with no carpet, drape/walls, or electricity supply provided by the Organizer.

Providing drape/walls and carpet/floor covering is the responsibility of the Exhibitor and is considered **compulsory** for all booked space. You can either order this through the Official General Service Contractor, or use an independent 3rd party contractor to build a custom booth.

Organizer approval is required for ALL booth and booth structures (Booth categories A, B and C).

ALL Exhibitors are required complete and submit the **Compulsory Booth Information Form** - which also acts as a **Risk Assessment & Health and Safety Declaration** - to the **Organizers** prior to the deadline to receive **'Permission to Build'**. This form can be found on the online Exhibitor portal.

Plans should be submitted for approval no later than [Friday April 26, 2024](#).

ALL custom booth builds are required to submit a plans and/or a diagrams (showing all dimensions, heights & elevations, including raised platform floors and all proposed ceiling-suspended banner constructions) alongside the **Compulsory Booth Information Forms**.

Risk Assessments are required for **Booth Categories B & C, and also for all booth types bringing machinery**. A template can be found under the Booth Design & Build Section of the portal.

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Booth Categories

Booth Category A – Ordering a booth package or a modular package through the official General Service Contractor:

1. A booth package will typically include 8' high rear and 3' high dividing booth drape, carpet, basic furnishings, ID sign and booth number, and basic power.
2. A modular hard wall package will typically include 8' rear and 3' dividing hard walls, carpet, modular lighting, ID sign and booth number. Please note that no electrical supply is included. This must be ordered separately. Additional furniture, fittings, printed graphics and accessories can also be ordered through the General Service Contractor Kit via the online Exhibitor portal. You must submit the **Compulsory Booth Information Form** for approval, prior to the deadline of **Friday April 26, 2024**.

Booth Category B – Building your own booth:

Exhibitors are permitted to build their own booths, so long as they are compliant to the display and build rules, and they have gained approval from the Organizer.

*** Pop-up displays and standalone graphics are not considered walls, and will need to be accompanied by a pipe and drape or modular back and side walls to be permitted.**

The backs of all walls of any structure must have clean and neutral surfaces, finished to a high standard and clear of wires. This applies to the entire back surface, whether bordered by a neighbour, a wall in the venue, or exposed. Designs, risk assessments and other documentation must be submitted along with your **Compulsory Booth Information Form** for approval, prior to the deadline of **Friday April 26, 2024**.

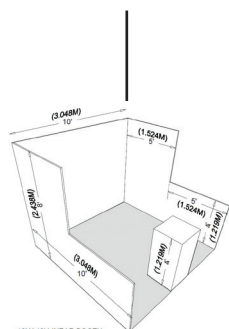
Booth Category C – Custom-built booth by an External Contractor:

Custom-build booths by an externally appointed contractor are allowed, permitting that they comply with the Display Rules and Regulations and have gained permission from the Organizer. The backs of all walls of any structure must have clean and neutral surfaces, finished to a high standard and clear of wires. This applies to the entire back surface, whether bordered by a neighbour, a wall in the venue, or exposed. Technical plans are available on request.

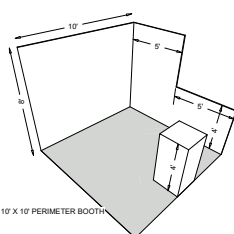
Detailed designs including dimensions, risk assessments, any other documentation and contractor contact details must be submitted along with your **Compulsory Booth Information Form** for approval, prior to the deadline of **Friday April 26, 2024**.

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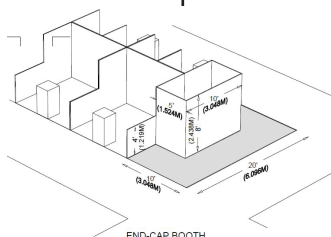
Booth Types – Display Rules



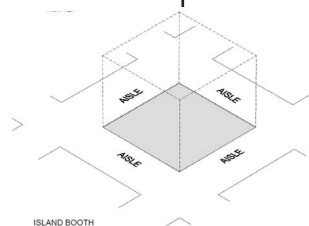
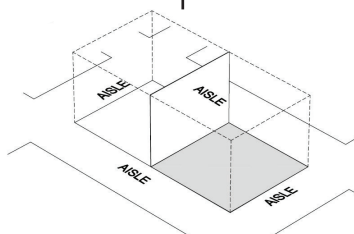
10' X 10' LINEAR BOOTH



10' X 10' PERIMETER BOOTH



END-CAP BOOTH



ISLAND BOOTH

Linear “In-Line” Booths – Linear booths are arranged in a straight line and will have a neighbouring booth on both the left and right side, sometimes backing onto another inline row or the venue walls. The standard height of 8ft is allowed along the back wall and 5ft from the aisle on either side. For the remaining sides (at the front 5ft of the booth), the height is restricted to 4ft.

- * **Line of sight to your neighbour is required in the front half of the booth.**
- * **Ceiling suspended banners are not permitted for this booth type.**

Corner Booths – Corner booths are the end booth in a row of linear booths. They will have two open sides. The standard height of 8ft is allowed along the back wall and 5ft from the aisle on either side. For the remaining side wall, the front 5ft is restricted to 4ft. We would suggest the side next to the aisle should remain open to allow for maximum exposure.

- * **Line of sight to your neighbour is required in the front half of the booth.**
- * **Ceiling suspended banners are not permitted for this booth type, unless floorspace is 400sqft or over.**
- * **Banners and/or logos and branding must be installed at least 10ft from adjacent booths, so as not to directly overlook a neighbouring booth. Permission must be gained from the Organizer.**

End-Cap Booths – An End Cap booth is usually placed in the position of a peninsula or split island booth, but with two rows of inline booths running at 90 degrees directly behind them. They will usually have three open sides. To keep the line of sight to the rows of booths behind, the central part of the back wall (e.g. 10ft of a 20ft back wall) can be built up to 8ft. The area of the back wall within 5ft of the aisles should only be built up to 4ft.

- * **Line of sight to your neighbours is required on both sides (5ft from the aisle) of your booth space.**
- * **Ceiling suspended banners are not permitted for this booth type, unless floorspace is 400sqft or over.**
- * **Banners and/or logos and branding must be installed at least 10ft from adjacent booths, so as not to directly overlook a neighbouring booth. Permission must be gained from the Organizer.**

Peninsula – “Split Island” Booths – These are booths which are open on three sides with one full back wall and back on to another peninsula booth. The standard height of 8ft is allowed along the back wall and 50% of each side. Enclosing walls (i.e. directly onto the aisle) are restricted to up to 50% of the length of the side of the booth and should be made to look interesting from the aisle and neighbouring booths.

- * **Ceiling suspended banners are not permitted for this booth type, unless the floorspace is 400sqft or over.**
- * **Banners and/or logos and branding must be installed at least 10ft from adjacent booths, so as not to directly overlook a neighbouring booth. Permission must be gained from the Organizer.**

Island Booths – An Island booth is exposed on all four sides. Any walls must comply with the 50% rule. Enclosing walls (i.e. directly onto the aisle) are restricted to up to 50% of the length of the side of the booth and should be made to look interesting from the aisle and neighbouring booths.

- * **You may have ceiling suspended banners and/or logos and branding if you have gained permission from the Organizer.**

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Build Heights & Restrictions

- The 'standard height' of any individual exhibition booth is 8ft for the back wall and 4ft for the side walls - excluding end-cap booths (see Booth Types - Above).
- If you are unsure what is considered the 'back wall' and/or 'side wall' of your booth space, please contact your Operations Manager.
- All Exhibitors have the right to build over 8ft on their back wall with permission from the Organizer. We do not inform Exhibitors if their neighbour is building over 8ft. If you would like to know what height your neighbour is building to, please contact your Operations Manager.
- The maximum permissible build height for this show is 20 ft*, including any ceiling suspended banners. * With exception of Adhesives & Bonding Exhibitors under the balcony level in aisles 400 – 1000 (see technical floorplan) – whereby the maximum build height is 12' with no hanging banners permitted for any booth types.

General Build Rules for all Booth Types

- All booths, regardless of size, must be in keeping with the environment of Foam Expo and Adhesives & Bonding Expos as a whole. Any display deemed unprofessional in appearance, at the sole discretion of the Organizer, will not be permitted.
- It is compulsory for all booths to have drape or walls and suitable carpet/flooring, and it is the responsibility of each Exhibitor to either provide their own or order the necessary items through the Exhibitor Portal.
- Your contracted exhibition space is considered the marked floorspace. Pipe & drape or walls will cut into your usable space. Please plan accordingly for any pop-ups or own builds that are the same width as your contracted space (i.e. 10ft display for your 100sqft booth space), as these are not permitted to be placed into the aisle at all.
- Pop-up displays and standalone graphics are not considered walls, and should be accompanied by drape and/or modular walls on all sides bordered by a neighbour.
- Using the back or side of a neighbour's drape or wall is not permitted.
- No advertising or logos should directly overlook any neighbouring booth.
- 'Directly Overlooking' is considered as on the back or side (over 8ft) of your booth space, where this can be seen from within a neighbouring booth space.
- The backs of all walls of any structure must have clean and neutral surfaces, finished to a high standard and clear of wires. This applies to the entire back surface, whether bordered by a neighbour, a wall in the venue or exposed. Technical plans are available on request.
- Wires must be tidied or hidden so as not to look unsightly. Floor trailing wires MUST be taped down correctly so as not to cause a trip hazard.
- LED backlit exhibition structures/light boxes must be dressed correctly on the back side of the display to stop any light leakage into neighbouring booth spaces – the entire back side must be covered with adequate blackout material, not just drape.
- Booths with spotlights must ensure that they are angled correctly, so as not to impact neighbouring booth spaces.

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If you do not fulfil these requirements, you may be required to order additional items or make amendments onsite - which may incur significant additional charges.

The Organizer reserves the right to request amends to onsite violations or request that the exhibitor dismantles their exhibit (in part or in full) onsite should they not follow the build rules & regulations – including builds that are found to differ from what was submitted alongside the Compulsory Booth Information Form. This includes disconnecting electrical supply for illuminated booths or items which are deemed as negatively affecting other exhibiting booths.

Technical Build Rules & Regulations

Americans with Disabilities Act (ADA)

All exhibiting companies should 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 at www.ada.gov

Examples include:

- Make exhibits wheelchair accessible by ramping raised exhibit flooring without extending a ramp into the aisle. Note: a standard wheelchair ramp should have a grade no steeper than 1:12. This means that for every inch of rise (change in height), there should be 12 inches of run (change in length)
- Avoid double-padded plush carpet to ease mobility device navigation
- Provide the same attendee experience on both levels of a two-story exhibit
- Offer a signer or other auxiliary hearing-impaired apparatus for sound presentations or have a printed copy of the presentation available
- Run an audio presentation for people with sight problems
- Arrange touch screen displays at a height to accommodate a person sitting in a wheelchair

Structural Integrity

- All exhibit displays should be designed and built to withstand normal contact or vibration caused by neighbouring Exhibitors, hall laborers, or installation/dismantling equipment, such as forklifts.
- Chipboard/OSB can only be used if affixed to a structural frame & fire treated. This is not considered a weight bearing material.
- Booths 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.

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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/a flame proofing certificate should be available for inspection.
- Artificial plants and flowers are combustible and give off toxic fumes. Therefore, they must not be used for stand dressing. Silk-type flowers are acceptable, providing they are fireproof or have been treated and marked as such.
- Further information on venue-specific fire safety and environment regulations can be found within the venue rules.
- Flammable liquids and substances must be stored safely and separately from waste or other risk areas.

Storage

- Empty packing containers can be stored by the General Service Contractor until the show closes
- 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.

Electrical

Electrical work must ONLY be undertaken by the official services contractor – Boco Enterprises.

- All 110-volt wiring should be grounded three-wire.
- 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."
- Cord wiring above floor level can be "SJ" which is rated for "hard usage."
- All wires must be tidied / secured. Cable ties are permitted, so long as they do not damage wiring.
- Power strips (multi-plug connectors) should be UL approved, with built-in over-load surge protectors.

Lighting

- No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the defined exhibit space – including out into aisle space, and above the maximum build height for booth space.
- Lighting should only be pointing into your own booth space. Care should be taken so that lights are not angled or project into neighbouring booth space.
- Exhibitors intending to use hanging light systems should submit drawings to exhibition management for approval.
- Lighting that is potentially harmful, such as lasers, ultraviolet lights or flashing or strobe lights that can trigger photosensitive epilepsy should comply with facility rules and be approved in writing by the Organizers.
- Lighting that spins, rotates, pulsates, and other specialized lighting effects should be in good taste and not interfere with neighbouring Exhibitors or otherwise detract from the general atmosphere of the event.

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- LED lights can be very bright yet generally generate less heat.
- Light boxes must be backed by blackout material to avoid light pollution into other booths.
- Currently, some convention facilities are not allowing certain types of quartz halogen lighting fixtures in exhibits due to potential fire hazards. Check with the Organizers.
- **Show Management reserves the right to disallow any illuminated exhibits which we consider to be detrimental to other exhibit booth spaces.**

Demonstrations / Working Machinery

- Exhibitors conducting sales presentations or demonstrations must only do so within their allocated booth space, and not encroaching on the aisle or neighbouring booths
- Special caution should be taken when demonstrating machinery or equipment that has moving parts, or any product that is otherwise potentially dangerous. A risk assessment should be completed.
- Exhibitors should establish a minimum setback of 3ft and/or install hazard barriers as necessary to prevent accidental injury to spectators.
- Demonstrations should only be conducted by qualified personnel.
- **If you are planning to use Working Machinery as part of your exhibit, we will need the following information: Onsite operative information, weight & dimensions, a detailed risk assessment, images & specifications including any safety measures such as automatic cut-offs and compliances to regulations**

Sound/Music

- Exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighbouring Exhibitors or the conferences. **The Organizers reserve the right to ask for sound to be reduced if they receive complaints or deem this to be too loud.**
- Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle or a neighbouring booth.
- As a guideline, sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth
- 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.

Vehicles

- Vehicles will only be permitted with Organizer approval, and detailed risk assessments.
- Rules vary depending on the facility, but generally it is required that vehicles on display have no more than one fourth tank of gas. The filler cap should be sealed, and the batteries disconnected. External chargers are usually recommended for demonstration purposes. Please check the venue-specific rules.
- Keys should always be surrendered to the Organizer while participating in an exhibition or event.

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Onsite Rules & Regulations

Exhibitor Responsibilities

Smarter Shows (Tarsus) Ltd., Foam Expo, and Adhesives & Bonding Expo take their Health and Safety responsibilities very seriously, and it is vital that Exhibitors and their contractors do likewise.

As an Exhibitor, you must ensure the health, safety and welfare of your employees, contractors and attendees as far as is reasonably practicable throughout the exhibition. You should ensure that your actions (or in-actions) do not give rise to accidents, injuries or unsafe working environments, provide proper information, instruction and training and supervise all parties throughout the show.

Every employer has a duty to co-operate with other employers (e.g. Exhibition Organizers) when sharing a workplace, whether temporarily or permanently.

Nominated Health & Safety Person

- This should be the person listed as the onsite contact on your Compulsory Booth Information Form.
- Please ensure that you have received the Organizer's final pre-show notes, and hold a copy of your company's insurance, company health & safety policy, risk assessments and any appointed contractor/agent/supplier risk assessments (if applicable).
- Please ensure that all members of staff/contractors/representatives have seen a copy of the Site Rules, and adequate training to be onsite.

PPE & Onsite Safety

- All onsite personnel should be wearing PPE relevant to their role onsite. At minimum (for booth decoration) this should be closed-toe shoes and suitable clothing. Contractors must observe more rigorous guidelines.
- Ladder safety should be observed, and ladders must only be used correctly by trained personnel.
- If scaffolding is to be used, ensure that this has the correct safety features, this is stabilized and propped, and only trained personnel in correct PPE use it.
- Aisles must be kept clear at all times – including empty crates, trailing wires etc.
- Emergency exits are clearly marked and emergency aisles must be kept clear at all times.

Housekeeping

- Exhibitors and Exhibitor Appointed Contractors must keep the aisles clear at all times.
- Any work which requires power should be done within the booth boundaries, to ensure that wires are not trailing in the aisles. Live tools should not be left unattended. Wireless tools are preferred.
- 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. Waste/trash removal can be ordered through the venue.