



Guidelines for Display Rules and Regulations

The following Guidelines for Display Rules and Regulations have been established by the International Association of Exhibitions and Events® (IAEE) to assist in promoting continuity and consistency among North American exhibitions and events. This revised 2019 edition is offered as a resource for exhibition and event organizers to use in creating consistent and fair exhibiting standards for their events.

As an IAEE member, AIHA has adopted these Guidelines for Display Rules and Regulations for our trade shows as stated in this document.

LINEAR BOOTH

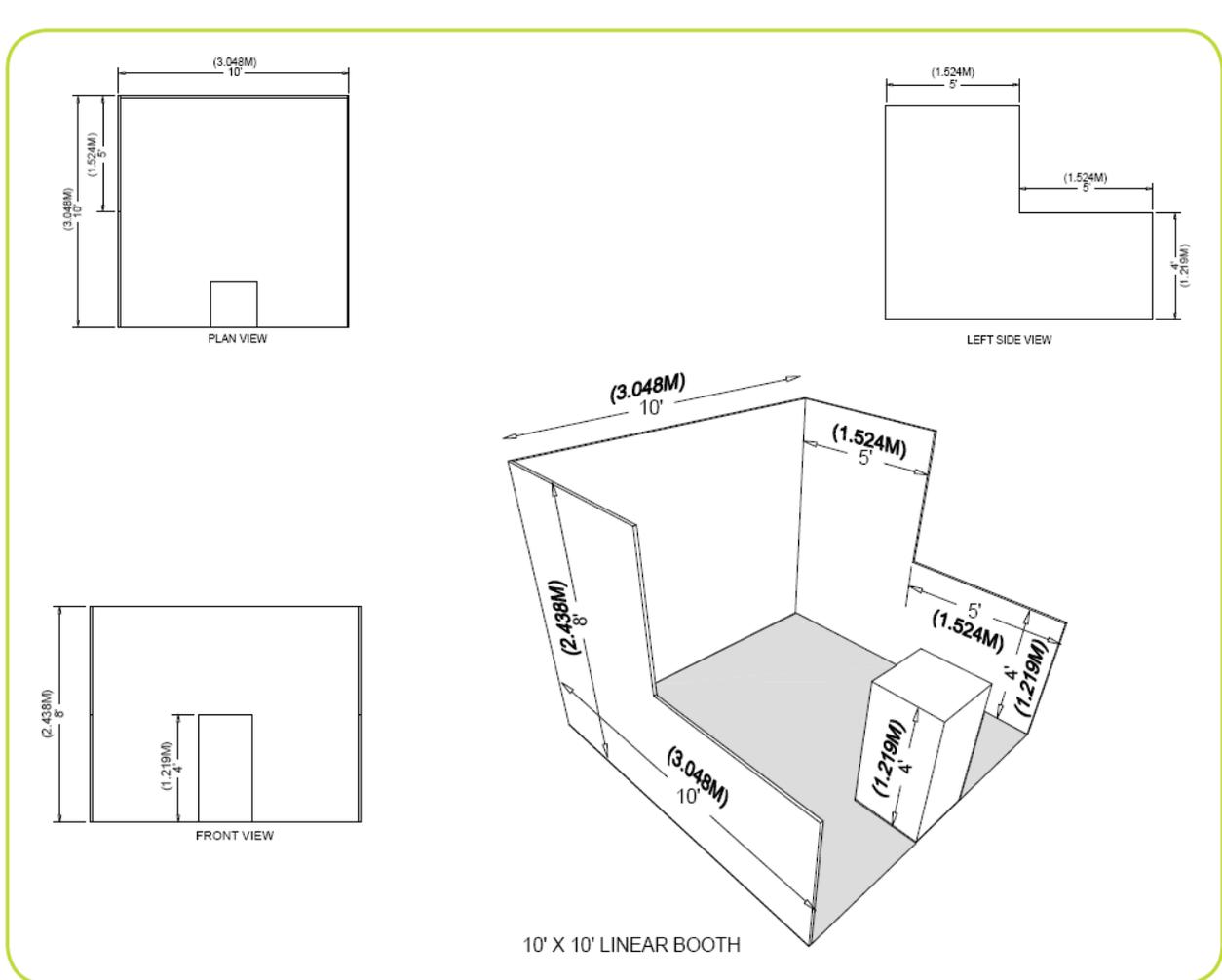
The ability to have products or services easily seen by attendees as they walk the aisles is essential to all exhibitors, and that is the basis for the Linear Booth Line-of-Sight setback rule. Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

Dimensions

Linear Booths are 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 specified to prevent display materials from imposing on neighboring exhibits behind the back wall.

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. 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

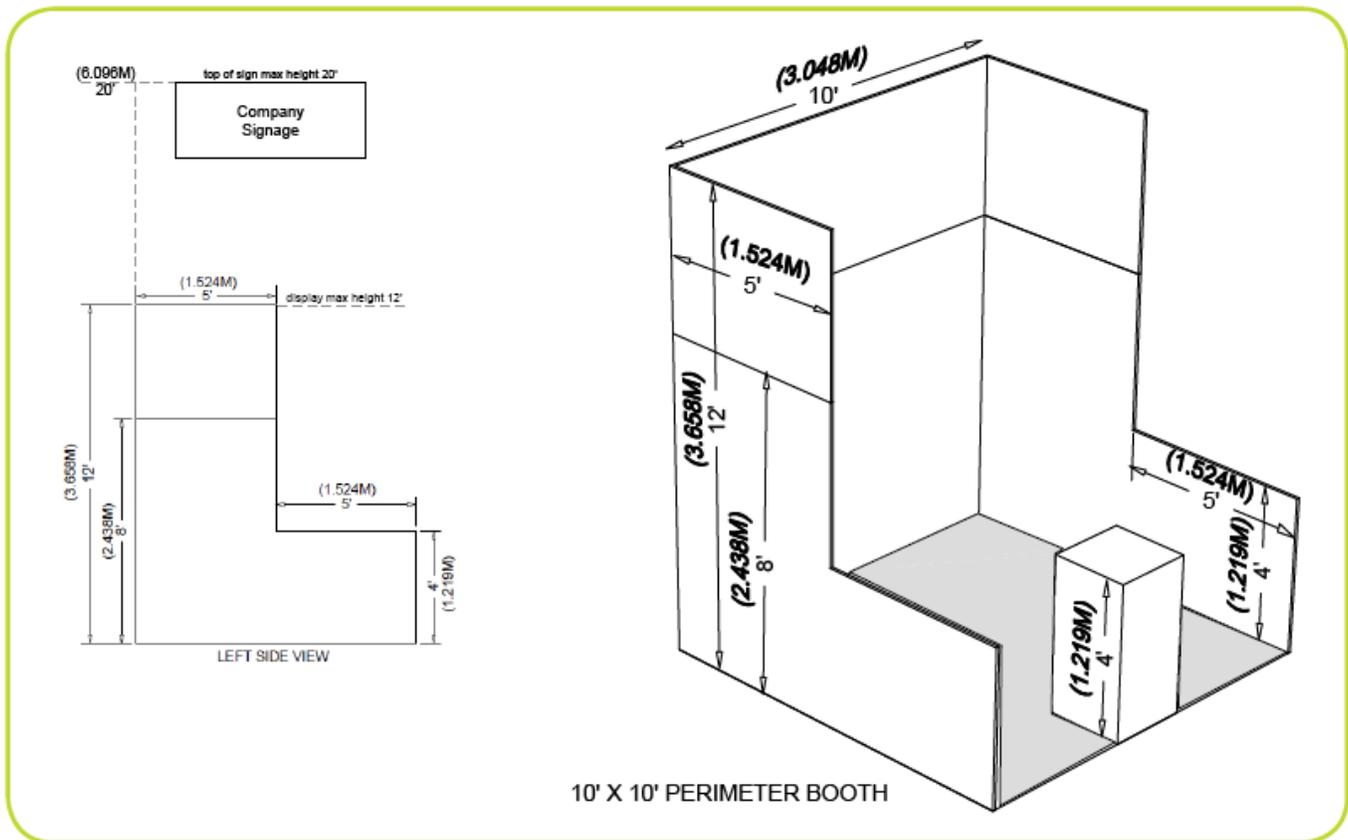
A Corner Booth is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All guidelines for Linear Booths apply.

PERIMETER BOOTH

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

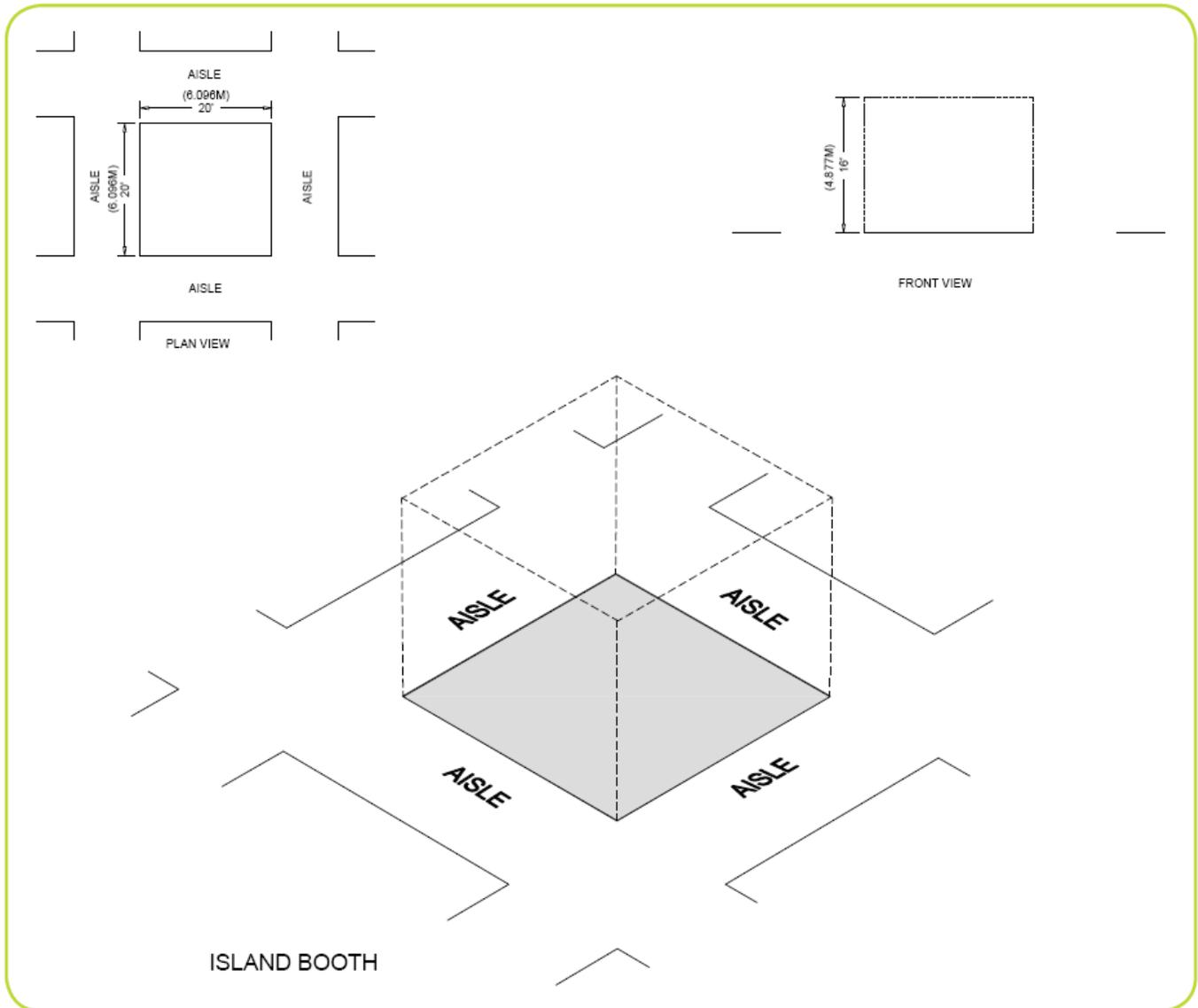
Dimensions and Use of Space

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



ISLAND BOOTH

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



Dimensions and Use of Space

An Island Booth is typically 20ft by 20ft (6.10m by 6.10m) or larger, although it may be configured differently. The entire Cubic Content of the space may be used up to the maximum allowable height, which is 18ft, including signage.

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 Linear or Perimeter Booths should comply with Line-of-Sight requirements. (See "Use of Space" for Linear or Perimeter Booths).

The bottom of the canopy should not be lower than 7ft (2.13m) from the floor within 5ft (1.52m) of any aisle. Canopy supports should be no wider than three inches 3in (.08m). This applies to any booth configuration that has a sight line restriction, such as a Linear Booth. NOTE: Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings and other similar coverings.

HANGING SIGNS & GRAPHICS

AIHce EXP allows for Hanging Signs and Graphics in all standard Island Booths, to a maximum height of 18ft from the top of the sign. 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 ordinary use-of-space requirements. For example, the highest point of any sign should not exceed the maximum allowable height for the booth type. (An exception to this rule is made for Perimeter Booths, which can have a 12ft [3.66m] backwall but max sign height can be 20ft. [6.10m]. See page 3 Perimeter Booth for diagram.)

Hanging Signs and Graphics should be set back 10ft (3.05m) from adjacent booths and be directly over contracted space only.

Approval for the use of Hanging Signs and Graphics, at any height, should be received at least 60 days prior to installation. Drawings should be available for inspection.

U.S. AMERICANS WITH DISABILITIES ACT (ADA)

All exhibiting companies are required to be in compliance with the U.S. 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.

Some examples of how to design an exhibit for ADA compliance:

- 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). Ramps should have a minimum width of 36 inches.
- Ramp the entry or use hydraulic lifts to trailer exhibits.
- 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.

To avoid potential fines by the U. S. Department of Justice, exhibitors must adhere to the ADA rules. Exhibits are not exempt from ADA compliance.

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 forklifts. 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 exhibits 20ft by 20ft (6.10m by 6.10m) and larger require a drawing, plans or renderings, preferably digital, to be submitted to AIHA, and to the show's Official Services Contractor.

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, and must adhere to, all local regulations regarding fire/safety and environment.

Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the U.S. Environmental Protection Agency, or the appropriate government entity in the country the exhibition will be held, and the facility.

HAZARDOUS WASTE

Hazardous waste requires special arrangements to be prepared in advance of event dismantle with either the facility or a local independent disposal company. Exhibitors are responsible for all costs associated with such specialized removal.

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, as long as these items do not impede access to utility services, create a safety problem, or look unsightly.

ELECTRICAL

Every exhibit facility has different electrical requirements; however, minimum guidelines are suggested:

- All 110-volt wiring should be grounded three-wire.
- Wiring that touches the floor should be "SO" cord (minimum 14-gauge/three-wire) flat cord, which is insulated to qualify for "extra hard usage." It is particularly important for exhibitors to use flat electrical cord in under-carpet installations.
- Cord wiring above floor level can be "SJ" which is rated for "hard usage."
- Using zip cords, two-wire cords, latex cords, plastic cords, lamp cords, open clip sockets, and two-wire clamp-on fixtures is not recommended and is often prohibited. Cube taps are prohibited.
- Power strips (multi-plug connectors) should be UL approved, with built-in over-load surge protectors.
- Local code commonly requires access to electrical cords and connections along the back wall of exhibit booths; typically, the back 9 inches of the space should remain accessible for this purpose. (This applies to all booth types with a back wall.)

LIGHTING

It is important to remember that lighting issues need to be identified as early as possible during the move-in process so they can be addressed and corrected while the necessary equipment is still available on the show floor and booths can be accessed.

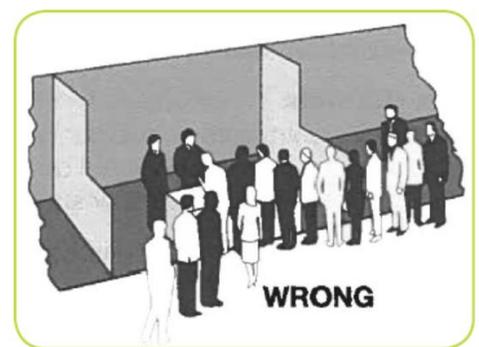
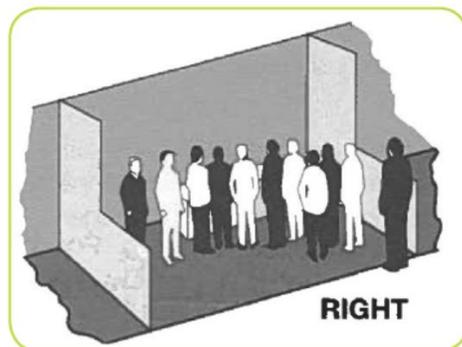
Exhibitors should adhere to the following minimum guidelines when determining booth lighting:

- No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit drawings to AIHA for approval.
- Lighting should not project onto other exhibits or exhibition aisles. Lighting, including gobos, should be directed to the inner confines of the booth space.
- 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 AIHA.
- 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.
- LED lights can be very bright yet generally generate less heat.
- Currently, some convention facilities are not allowing certain types of quartz halogen lighting fixtures in exhibits due to potential fire hazards.
- Reduced lighting for theater areas should be approved by AIHA, the utility provider, and the facility.

DEMONSTRATIONS

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations, product demonstrations, press conferences and other media events in a manner which assures all exhibitor personnel and attendees of such in-booth events are within the contracted exhibit space and not encroaching on the aisles or neighboring exhibits. Any queue lines formed for exhibitor customer interaction must also be contained within the booth footprint. It is the responsibility of each exhibitor to arrange displays, product presentation, audio visual presentations, and demonstration areas to ensure compliance with all other previously listed rules and regulations. Exhibitors should be aware of, and adhere to, local regulations regarding fire/safety and environment.

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 exhibitor personnel.



SOUND/MUSIC

In general, the use of sound equipment in booths is permitted as long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned to direct sound inward (to be contained within the booth) rather than outward (toward aisles and other exhibitor booths). Generally, sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth. If an exhibitor or attendee is standing within ten feet of an exhibitor's booth and cannot carry on a normal voice-level conversation, the noise source is too loud. (Refer to the U.S. Occupational Safety and Health Act [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. Authorized licensing organizations, including but not limited to ASCAP, BMI and SESAC, collect copyright fees on behalf of composers and publishers of music. It is the exhibitors' responsibility to be informed of copyright laws and submit fees to the appropriate organizations.

VEHICLES

- Display vehicles must have battery cables disconnected and taped, and alarm systems deactivated.
- Fuel tank openings shall be locked or sealed in a manner to prevent escape of vapors through filler caps.
- Vehicles shall be limited in the amount of fuel that can remain in the tanks; no more than one-quarter the tank capacity or a maximum of five gallons of fuel, whichever is less.
- Fueling or de-fueling of vehicles on the facility premises is prohibited.
- Once placed, display vehicles may not be started or moved without the approval and direction of show management.
- Auxiliary batteries not connected to engine starting system may remain connected. External power is recommended for demonstration purposes. No battery charging is permitted inside buildings.
- Combustible/flammable materials must not be stored beneath display vehicle. There may be no leaks underneath vehicles.