



JANUARY 9-11, 2014 ORLANDO, FL
ORANGE COUNTY CONVENTION CENTER, WEST HALL

Booth Display Rules & Regulations

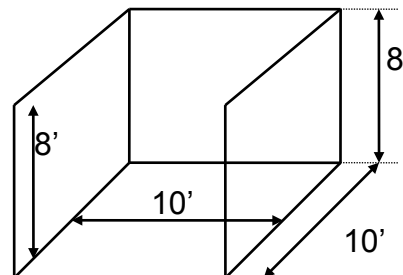
Please note that we will be strictly enforcing booth display rules and regulations in order to ensure that all of our exhibitors have the best show possible.

STANDARD OR LINEAR BOOTHS

Definition One to three 10' x 10' booths arranged in a straight line; also referred to as 'in-line' booths. Linear booths can range from 10' x 10' up to 10' x 30'.

Regulations

- Exhibit fixtures, components, and identification signs will be permitted to a maximum height of 8 feet on back and side walls.
- Hanging and/or rotating signs are not permitted.**
- As a courtesy to neighboring booths **we must keep a consistent height regulation.** If any part of your booth exceeds height restrictions above you will be asked to conform on-site.
- Show Management reserves the right to deduct show participation points for non-compliance to display rules and regulations.



Booth Construction

- No display or exhibit shall be so installed as to interfere in any way with access to any required exit or with visibility of any required exit or any required exit sign; nor shall any display block access to firefighting equipment.
- Booth materials must be non-combustible or treated to be flame retardant.
- Thatch or small bamboo (wall thickness of bamboo less than 1/4") must be able to demonstrate that the material is flame retardant. Non-treated decorations will be removed from the show floor.
- All displays or exhibits must be constructed to maintain structural integrity so as not to create a safety nuisance.

Canopies and Ceilings

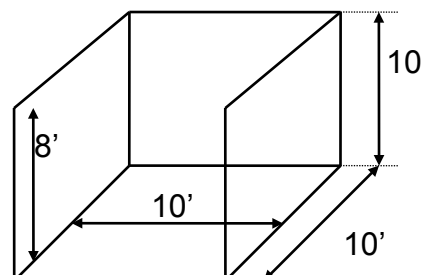
- Canopies and ceilings are exhibit components over an exhibitor's space for decorative purposes only and must conform to OCCC fire code regulations.
- Canopies, false ceilings and umbrellas will be permitted to a height of 8 feet for linear booths less than 300 square feet.
- Canopies may extend out the aisle line and up to the booth line on any side of the exhibitor's space, provided that the support structure does not exceed 3" in diameter.

LARGE SPACE STANDARD OR LINEAR BOOTHS

Definition Four or more 10' x 10' booths arranged in a straight line; also referred to as 'in-line' booths. Linear booths can range from 10' x 40' up to 10' x 80'.

Regulations

- Large space standard or linear booth approval
 - An exhibitor purchasing large space standard or linear booths may request a booth height variance subject to show management approval, to a maximum of 10 feet on the back wall only. Materials used that project above 8' on the back wall must have a solid white or black backing so as not to show designs or branding through to neighboring exhibitors' booth(s).
- Hanging and/or rotating signs are not permitted.**
- As a courtesy to neighboring booths **we must keep a consistent height regulation.** If any part of your booth exceeds height restrictions above you will be asked to conform on-site.



IMPORTANT

Avoid unnecessary complications by following these rules and referring to the Fire Department Regulations to make certain your display meets all the necessary requirements.

- Show Management reserves the right to deduct show participation points for non-compliance to display rules and regulations.

Booth Construction

- No display or exhibit shall be so installed as to interfere in any way with access to any required exit or with visibility of any required exit or any required exit sign; nor shall any display block access to firefighting equipment.
- Booth materials must be non-combustible or treated to be flame retardant.
- Thatch or small bamboo (wall thickness of bamboo less than ¼") must be able to demonstrate that the material is flame retardant. Non-treated decorations will be removed from the show floor.

Canopies and Ceilings

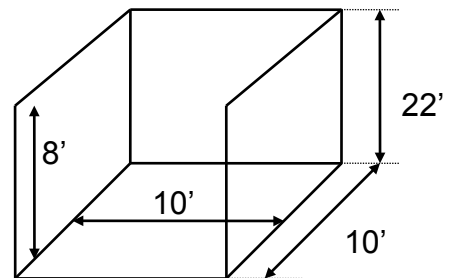
- Canopies and ceilings are exhibit components over an exhibitor's space for decorative purposes only and must conform to OCCC fire code regulations.
- Canopies, false ceilings and umbrellas will be permitted to a height of 10 feet for linear booths greater than 300 square feet, subject to show management approval.
- Canopies may extend out the aisle line and up to the booth line on any side of the exhibitor's space, provided that the support structure does not exceed 3" in diameter.

PERIMETER WALL BOOTHS

Definition: One or more 10' x 10' booths arranged in a straight line located on the outer perimeter wall of the show floor

Regulations

- Exhibit fixtures and components will be permitted to a maximum height of 8 feet on side walls so long as it is finished in a solid material; no logos, branding, etc. are to be visible in neighbor's booth.
- Exhibit fixtures and components will be permitted to a maximum height of 22 feet on the back wall
- Hanging and/or Rotating signs are not permitted
- As a courtesy to neighboring booths we must keep a consistent height regulation. If any part of your booth exceeds height restrictions above you will be asked to conform on-site.
- Show Management reserves the right to deduct show participation points for non-compliance to display rules and regulations.



Booth Construction:

- No display or exhibit shall be so installed as to interfere in any way with access to any required exit or with visibility of any required exit or any required exit sign; nor shall any display block access to firefighting equipment.
- Booth materials must be non-combustible or treated to be flame retardant.
- Thatch or small bamboo (wall thickness of bamboo less than ¼") must be able to demonstrate that the material is flame retardant. Non-treated decorations will be removed from the show floor.

Canopies and Ceilings:

- Canopies and ceilings are exhibit components over an exhibitor's space for decorative purposes only and must conform to OCCC fire code regulations.
- Canopies, false ceilings and umbrellas will be permitted to a height of 15 feet for perimeter wall booths.
- Canopies may extend out the aisle line and up to the booth line on any side of the exhibitor's space, provided that the support structure does not exceed 3" in diameter.

IMPORTANT

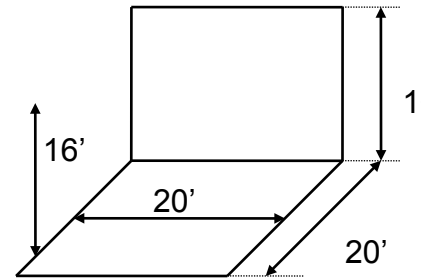
Avoid unnecessary complications by following these rules and referring to the Fire Department Regulations to make certain your display meets all the necessary requirements.

PENINSULA BOOTHS

Definition 20' x 20' booth or larger with aisles on three sides. Peninsula booths can either back up to two linear booths or another peninsula booth.

Regulations

- Exhibit fixtures, components, and identification signs will be permitted to a maximum height of 16 feet on all sides
- All outer walls must be completely finished
- Hanging banners will be permitted to a maximum height of 22 feet from the exhibit floor to the **top of the banner** and must be set back 10 feet from adjacent exhibitor.
- Rotating signs are not permitted
- Branded banners are not permitted on back wall unless the back of the banner is finished off in a solid material.
- Multi-level booths must notify show management and the Orange County Fire Department in advance by submitting plans for approval; a sealed engineered drawing signed by a licensed engineer is required.
- As a courtesy to neighboring booths **we must keep a consistent height regulation**. If any part of your booth exceeds height restrictions above you will be asked to conform on-site.



Booth Construction

- No display or exhibit shall be so installed as to interfere in any way with access to any required exit or with visibility of any required exit or any required exit sign; nor shall any display block access to firefighting equipment.
- Booth materials must be non-combustible or treated to be flame retardant.
- Thatch or small bamboo (wall thickness of bamboo less than ¼") must be able to demonstrate that the material is flame retardant. Non-treated decorations will be removed from the show floor.
- Enclosed booths exceeding 50 contiguous feet require additional fire exits.** (The travel distance within the exhibit booth or exhibit enclosure to an exit access aisle shall not be greater than 50 feet). *See Fire Department Regulations.*

Canopies and Ceilings

- Canopies and ceilings are exhibit components over an exhibitor's space for decorative purposes only and must conform to OCCC fire code regulations.
- Canopies, false ceilings and umbrellas will be permitted to a height of 16 feet for peninsula booths.
- Canopies may extend out the aisle line and up to the booth line on any side of the exhibitor's space, provided that the support structure does not exceed 3" in diameter.

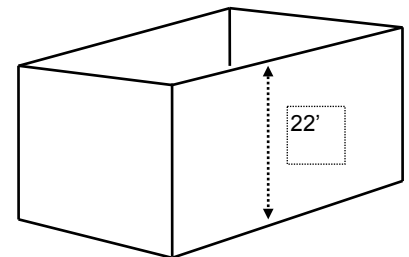
ISLAND BOOTHS

Definition: 20' x 20' booth or larger with aisles on all four sides.

Regulations

- Exhibit fixtures, components, and identification signs will be permitted to a maximum height of 22 feet on all sides
- Rotating signs must notify show management for approval in advance
- All outer walls must be completely finished

- Hanging banners will be permitted to a maximum height of 22 feet from the exhibit floor to the **top of the banner** & must be set back 10 feet from adjacent exhibitor.
- Multi-level booths must notify show management and the Orange County Fire Department in advance by submitting plans for approval; a sealed engineered drawing signed by a licensed engineer is required.
- As a courtesy to neighboring booths we must keep a consistent height regulation. If any part of your booth exceeds height restrictions above you will be asked to conform on-site.



Booth Construction:

- No display or exhibit shall be so installed as to interfere in any way with access to any required exit or with visibility of any required exit or any required exit sign; nor shall any display block access to firefighting equipment.
- Booth materials must be non-combustible or treated to be flame retardant.
- Thatch or small bamboo (wall thickness of bamboo less than ¼") must be able to demonstrate that the material is flame retardant. Non-treated decorations will be removed from the show floor.

IMPORTANT

Avoid unnecessary complications by following these rules and referring to the Fire Department Regulations to make certain your display meets all the necessary requirements.

- **Enclosed booths exceeding 50 contiguous feet require additional fire exits.** (The travel distance within the exhibit booth or exhibit enclosure to an exit access aisle shall not be greater than 50 feet). *See Fire Department Regulations.*

Canopies and Ceilings

- Canopies and ceilings are exhibit components over an exhibitor's space for decorative purposes only and must conform to OCCC fire code regulations.
- Canopies, false ceilings and umbrellas will be permitted to a height of 22' for island booths
- Canopies may extend out the aisle line and up to the booth line on any side of the exhibitor's space, provided that the support structure does not exceed 3" in diameter.

HANGING SIGNS

Definition An exhibit component suspended above an island, peninsula or perimeter booth display, for the purpose of displaying graphics or company identification. **Note: Hanging, lighted or rotating signs are not permitted in standard linear booths.**

Regulations

- Written approval must be received from Surf Expo Management at least 30 days prior to the show
- Hanging signs are **not permitted** over in-line booths or booths smaller than 20'X20'
- **Minimum height** from exhibit floor to bottom of sign is 10 feet unless banner is back drop of booth; all back drops must be finished in a solid color and material
- **Maximum height** from exhibit floor to top of sign is 22 feet
- Hanging signs for **peninsula booths** must be set back 10' from adjacent exhibitor
- Hanging signs must be stationary; *rotating signs are not permitted unless approved in advance by show management*
- Electrical and/or flashing signs are not permitted
- Hangings signs **cannot** extend into the aisle, public spaces or another exhibitor's booth
- Signs must pertain primarily to the exhibitor's products or brands and be in good taste
- Installation **must be** arranged through the Orange County Convention Center

Surf Expo Management will provide the OCCC rigging department a list of approved hanging signs to rig. OCCC has been instructed **not** to rig any signs which are not on the Surf Expo list. It is the exhibitor's responsibility to inform management of any hanging signs in order to avoid complications on site. Any hanging signs that do not have approval will be removed at the exhibitor's expense.

Send all requests by email to the Operations Department; jmosley@surfexpo.com
For rigging information call the Orange County Convention Center at 407-685-9824.

AISLE CARPET

- Surf Expo utilizes 9' wide aisle carpet in 10' wide aisles. There will be 6" of exposed concrete between your booth and the aisle.

IMPORTANT

Avoid unnecessary complications by following these rules and referring to the Fire Department Regulations to make certain your display meets all the necessary requirements.