

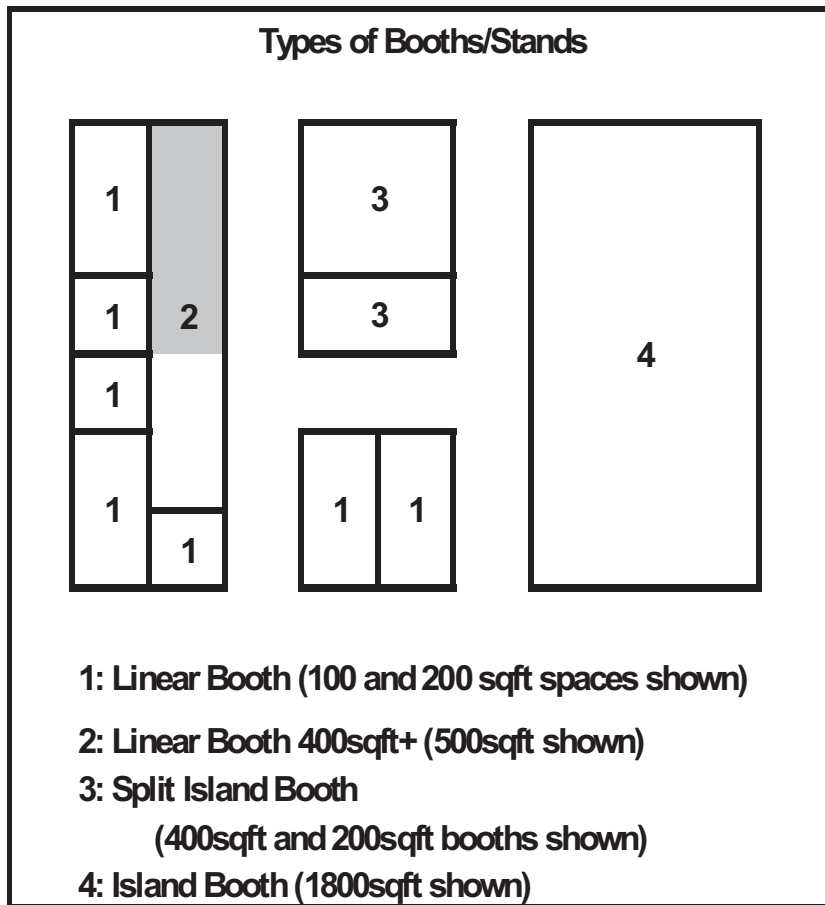


# American Wind Energy Association (AWEA)

## Exhibit Booth Display Rules and Exhibitor Guidelines

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## Background and Important Notes



The following display rules have been designed using the IAEE (International Association of Exhibitions and Events) guidelines and modified to incorporate some of the needs of the many international exhibitors who are present at AWEA exhibitions.

Every attempt has been made to maintain fairness to exhibitors in booths of all sizes and to maintain clear lines of sight to neighboring booths.

These rules will be enforced in the exhibit hall and you must have written approval from AWEA to display anything that does not adhere to the limits set forth in this document.

Confused or unsure if your booth design will work within our display rules? Contact us at [exhibition@awea.org](mailto:exhibition@awea.org); we'll be happy to offer comments and suggestions to make your design work within these rules.

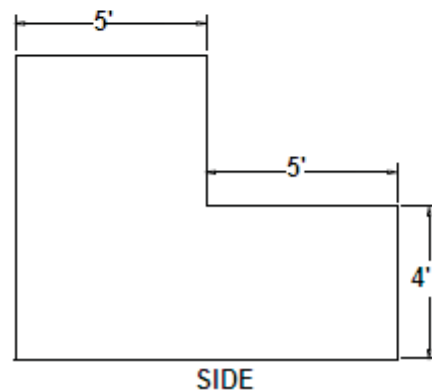
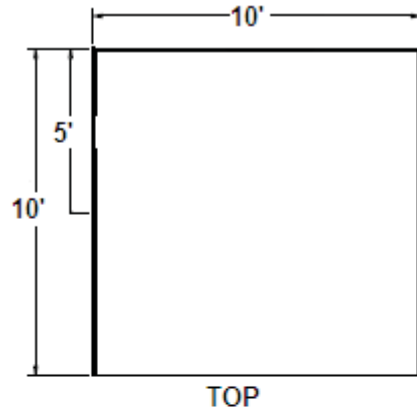
### General notes:

- **Please note**, new additions/revisions are marked throughout with “**NEW**”.
- Flooring in your booth is mandatory but not provided with your booth space purchase from AWEA. If you are not providing your own flooring for your booth, you must rent carpet from the show's General Service Contractor. Please refer to the exhibitor manual for more information.
- Under no circumstances may machinery or any part of an exhibitor's display (including hanging signage and trusses) extend outside of the boundary of said exhibitor's contracted booth space regardless of the height clearance from the floor of said item.
- No company logos or branding may face into joined booths, including hanging signage when permitted, from within 10' (3.05m) of the joining side. Signage set back 10' (3.05m) from a joining wall may face any direction.
- All Machinery and other large products must be set back from the aisles by 6" (0.15m) for safety.
- Please contact AWEA at [exhibition@awea.org](mailto:exhibition@awea.org) if you plan to display machinery that weighs over 4 tons/4 tonnes. This information helps with our planning and helps exhibitors as this is used as a reference when media request information on equipment that will be present.

**100 - 300sqft (9-27sqm) Linear (Inline) Booth:**

*Booth type 1 on page 1 graphic*

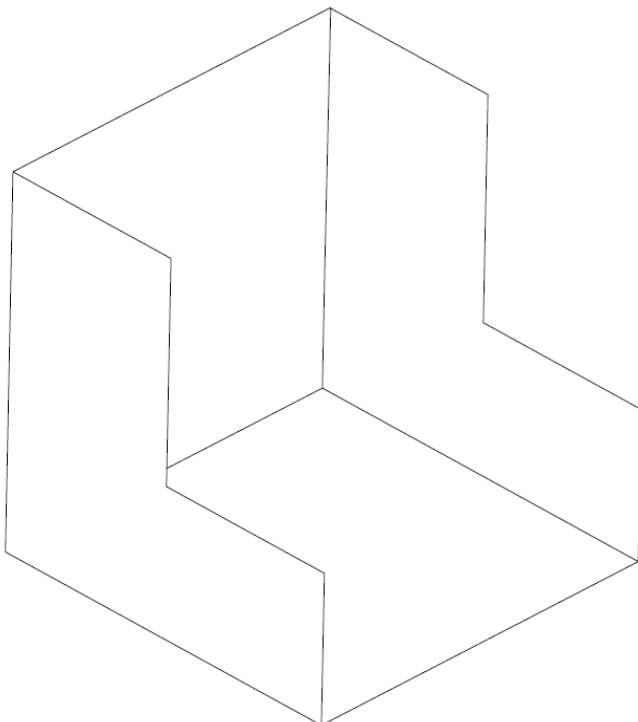
- Maximum height of display is 10' (3.05m).
- Machinery may exceed this height limit *if the physical size of the item is taller*, but no branding or company logos may be present above 10'.
- No signage may face into an adjoining booth, within 10' (3.05m) of said booth.
- No hanging signs or hanging trusses.
- IAEE guidelines of 5' (1.5m) setback above 4' (1.2m) for solid objects applies (this does not apply to island booths and split island booths of this size).
  - NEW: Note that this rule does not apply when linear booths are set up in a split-island scenario.
- All machinery must be set back 6" (0.15m) from aisles for safety.
- All machinery is subject to line of sight rules and should be placed accordingly within the booth space.



**400sqft+ (37.2sqm+) Linear Booth:**

*Booth type 2 on page 1 graphic*

- Rules as above, PLUS
- No height setback from aisle for items greater than 20' (6.1m) from neighboring booths (for example, the upper 30' shaded in gray of booth type 2 on the page 1 graphic would not have to adhere to the 5' [1.5m] setback).

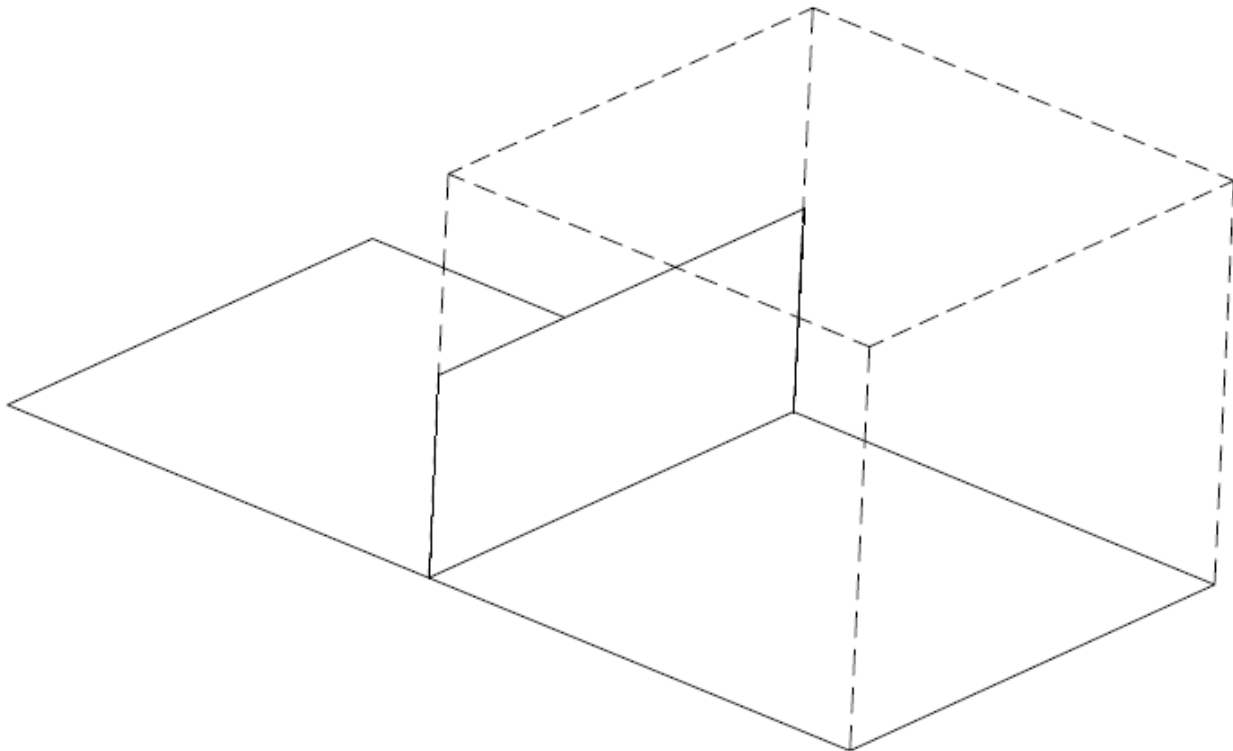


Portions of display that fall into this cut out area must not be solid objects, to maintain a clear line of sight to neighboring booths. Items such as truss columns are generally acceptable as they usually do not interfere with sight lines. Please contact [exhibition@awea.org](mailto:exhibition@awea.org) for more information.

## Split Island Booths

### *Booth type 3 on page 1 graphic*

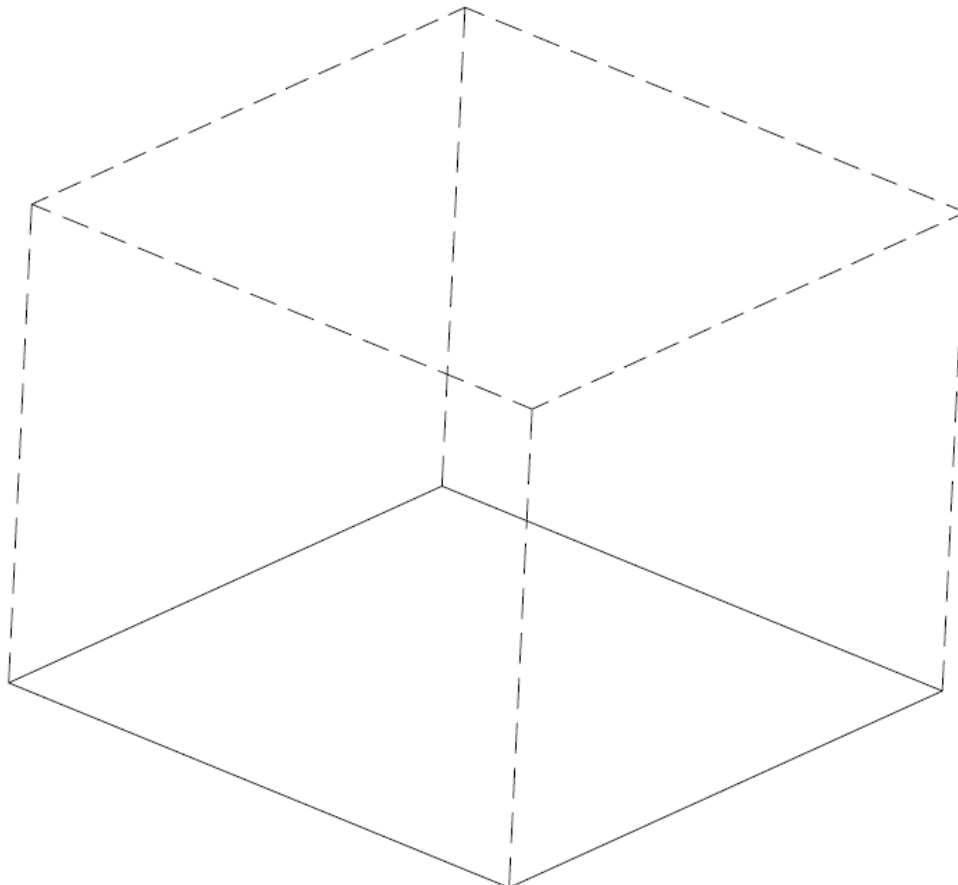
- Split island booths are defined as one 20' (6.1m)-wide booth joined to another.
  - **NEW:** A 10x20' booth may be considered a split island space when joined to a 20x20' booth space, however two 10x20' booths joined together remain inline/linear booth spaces with the exception that these spaces do not need to adhere to line of sight cutouts.
- Split island booths are separated by an 8' (2.44m)-high drape and are open on three sides.
- Maximum structure height is 16' (5m). If machinery is to be displayed that is taller than this height, please refer to guidelines on page 6.
- Any company logos, branding, or signage that is facing into the adjoined booth must be set back at least 10' (3m) from this booth. This rule applies to hanging signage also.
- No hanging trusses without written approval from Show Management (please email [exhibition@awea.org](mailto:exhibition@awea.org)).
- **NEW:** Show management reserves the right to deny a hanging structure on site (truss or signage) if there is a consensus between Show Management and the General Contractor that the item(s) may be unsafe. Show Management will attempt to have an engineer review any items in question but retains the right to make the final decision.
- All machinery must be set back 6" (0.15m) from aisles for safety.



### Island Booths:

*Booth types 4 and 6 on page 1 graphic*

- Maximum structure height is 16' (5m). If machinery is to be displayed that is taller than this height, please refer to guidelines on page 6.
- **NEW:** Booth spaces sized 2,500sqft and larger may build to 20' (6m) high
  - **NEW:** All structures over 16' in height will require approval from AWEA and the fire marshal holding jurisdiction over the convention center as is already standard. AWEA needs to have stamped engineering drawings on file before any construction may commence.
- Hanging signs and hanging truss structures are permitted in island booths with a **minimum size of 400sqft** (37.2sqm). Please refer to guidelines on page 7.
- **NEW:** Show management reserves the right to deny a hanging structure on site (truss or signage) if there is a consensus between Show Management and the General Contractor that the item(s) may be unsafe. Show Management will attempt to have an engineer review any items in question but retains the right to make a final decision.
- Machinery must be set back 6" (0.15m) from aisles for safety.
- Solid walls must feature a 5' (1.5m) break every 30' (9.1m) to allow for some clean lines of sight to nearby booths. For example, a 60' (18.3)-long booth may not use this entire length for one solid wall; however two solid walls may be used on this 60' length, provided that there is the 5' minimum space between them.



### **Human Safety:**

- Under no circumstances may ropes or other items be hung from the facility's ceiling trusses for the purposes of human, machinery, or equipment demonstrations.
- If a booth design is to feature a raised floor, yellow and black-striped hazard tape or an edging of a different color than the floor itself should be used to add visibility and minimize any tripping hazards.

### **Booth Personnel Conduct and Exhibit Material:**

- Booth Personnel (including all personnel hired for the event) must maintain a professional appearance and are not permitted to promote the exhibitor's company outside of the contracted exhibit space.
- Attendee badges must be worn at all times.
- Display material, display graphics, and handouts deemed damaging or offensive (including racial, ethnic, religious, or sexually insensitive) are not permitted.
- All marketing must remain within the contracted exhibit space. Marketing materials of any kind are not permitted to be placed on lunch tables or other non-booth display areas, both inside and outside of the exhibit hall. Materials will be promptly discarded (recycled when possible). Violations witnessed are to be reported to Show Management immediately.
- Show Management reserves the right to remove individuals or display materials that do not comply with these guidelines.

### **Flooring, Carpeting, and Booth Furnishings:**

- Flooring is mandatory in all booths. If flooring is not provided by exhibitor or the exhibitor's appointed contractor, carpet must be rented through the show's General Service Contractor.
- Show Management reserves the right to "force carpet" any exhibit area without flooring within three hours of the end time for booth move-in/setup. Exhibitor is responsible for the flooring cost.
- To maintain a professional appearance of the exhibit hall, booths must have back sides of displays covered when visible from an aisle (eg: panels on the back side of a pop-up structure in an island booth to cover the frame). Utility connections (electrical or internet wires, air/water/gas hoses, etc) must be hidden from view, to maintain a high level of safety and professional appearance.
- Unless explicitly contracted with Show Management, booth spaces are unfurnished. Please refer to Exhibitor Manual to rent booth furniture.

### **Machinery:**

- Machinery may extend above maximum booth height if the item is physically larger than what will fit within guidelines, but signage **MUST** be kept to maximum allowable booth structure heights noted.
- Machinery displayed is subject to the appropriate line of sight rules for the booth space.
- Unless deemed structurally necessary, heavy equipment and other machinery may not be displayed at a height greater than the allowable booth structure heights. Written approval from AWEA required for items taller than allowable booth structure height.
- Machinery may not block lines of sight to nearby booths with the exception of island and split-island booths. Show Management must approve any items that are in question.

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### **Hanging Signs and Tall Booth Tower Structures:**

- Hanging signs are permitted in island booths 400sqft (37.2sqm) and larger . Signs are not permitted in any booth with a dimension of 10' (3m) and written approval is required from Show Management to have hanging signs in split island booths.
- The maximum size for hanging signs is 6' (1.2m) from top to bottom, and must remain within the footprint of the contracted booth space.
- **NEW:** The bottom of hanging signs must be a minimum of 18' (5.47m) from the ground and in cases for 2500sqft+ booths using higher structures, a minimum 2' (0.61m) vertical distance must separate hanging sign and structure below
- **NEW:** In lieu of hanging signage, 400sqft-minimum island booths may opt for one tower structure per 1,000sqft or booth space, each to have a footprint no larger than 10x10'. The maximum height of towers may not exceed 4' (1.2m) higher than the appropriate maximum structure height stated on page 4.
- **NEW:** AWEA must approve tower plans in writing, and towers may be stabilized by the addition of a cable connected to the roof truss if approved by the convention center.
- *Note that these tower guidelines do not apply to a tower as part of a product display; only signage*

### **Americans with Disabilities Act (ADA):**

- Booths must be in compliance with the Americans with Disabilities Act (ADA). For more information on ADA compliance, please visit [www.usdoj.gov/crt/ada/adahome1.htm](http://www.usdoj.gov/crt/ada/adahome1.htm).
- Booths with a floor that is raised from ground level must feature at least one wheelchair ramp; preferably one ramp per open side.

### **Booth Lighting, Sound, and Hanging Truss Structures:**

- Hanging trusses are permitted in island booths greater than 400sqft. Hanging trusses are NOT permitted in linear booths, and written approval is required from Show Management to have these structures in split island and peninsula booths.
- Light and sound must be contained within, and directed into, the footprint of the contracted booth space
  - **NEW:** If an exhibitor eligible to hang signage wishes to have lighting directed onto the signage from outside of the contracted booth space, the lighting must be hung within 5 feet (1.5m) of the booth space unless the physical structure of the convention center requires otherwise, in which case the lights must be placed as close as possible.
    - **NEW** When this approach is used, lighting must be focused onto the signage and not bleed into neighboring booth spaces. Show Management reserves the right to request that such lighting be removed in the event it is determined to have a negative impact on other exhibitors ability to do business
- Sound must not be at a level that does not interfere with normal levels of communication in neighboring booths.

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### **Vehicles for Indoor Displays:**

- Vehicles to be displayed indoors must adhere to the following guidelines and display will likely be inspected on-site by the local fire marshal.
- Gas tank must be no more than 1/8 full.
- Battery must be removed or disconnected.
- Gas tank must feature a locking cover or cover sealed with tape.
- Ignition keys removed.
- Propane or similar compressed gas tanks removed.
- A fire extinguisher must be present in any booth featuring a display vehicle.

### **Balloons (Static and Controlled):**

- Balloons filled with helium or hydrogen are not permitted (tethered or untethered, controlled or stationary)
- Balloons filled with air may be suspended from the ceiling in booths with a minimum size of 400sqft (36sqm). In this instance, these will be treated as hanging signs. Please refer to hanging sign rules in this document for additional information. This should be designed so that the balloon is stationary and will not sway in the airflow of open doors or air conditioning.

### **Multi-Story Structures:**

- All multi-story exhibits will require stamped engineering drawings on file with, and approvals from, the following:
  - AWEA, to ensure compliance with display rules.
  - The General Service Contractor to ensure that there are no physical obstructions that will create problems during setup.
  - The local fire marshal. The rules set in place by convention centers and their local fire marshals vary from city to city with regards to the level of fire alarms, sprinklers, extinguishers, etc, that are required in multi-storey booths.
  - Construction will not be permitted to begin on a display until Show Management and General Service Contractor have a copy of stamped engineering drawings on file.
- Please contact AWEA Show Management for additional information at [exhibition@awea.org](mailto:exhibition@awea.org) and if possible include drawings or renderings of the proposed design. AWEA will determine if the proposed design works with our display rules and will forward the design to the show's General Service Contractor. The Contractor will work with the local fire marshal to give structural approval of the design.

### **NEW Outdoor Displays:**

- **NEW:** In the event outdoor exhibit space is to be used, structures and flooring for outdoor displays must be water resistant and stabilized for high wind situations.
- **NEW:** Unlike indoor booths, there is no requirement for carpeting/flooring an outdoor booth space.

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### **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.
- 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.
- 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**

- 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.”
- 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 are prohibited.
- Power strips (multi-plug connectors) should be UL approved, with built-in over-load protectors.

*Thank you for adhering to these display rules. Please do not hesitate to contact [exhibition@awea.org](mailto:exhibition@awea.org) if you have any questions regarding your exhibit. If possible, please include a graphic of your booth design with your email to assist us in answering your questions quickly and accurately.*

*Created by Mike Swinburne, CEM, Exhibition Sales & Services Coordinator, December 3, 2009  
Last Update: Mike Swinburne, CEM, Exhibition Sales & Services Coordinator, July 20, 2011*