

NORTH AMERICA  
**SMART  
ENERGY**  
WEEK

**September 23-26, 2019**

Salt Palace Convention Center  
Salt Lake City, UT

**#NASEW19**

**EXHIBITOR BOOTH  
RULES AND REGULATIONS**

FEATURING:



POWERED BY



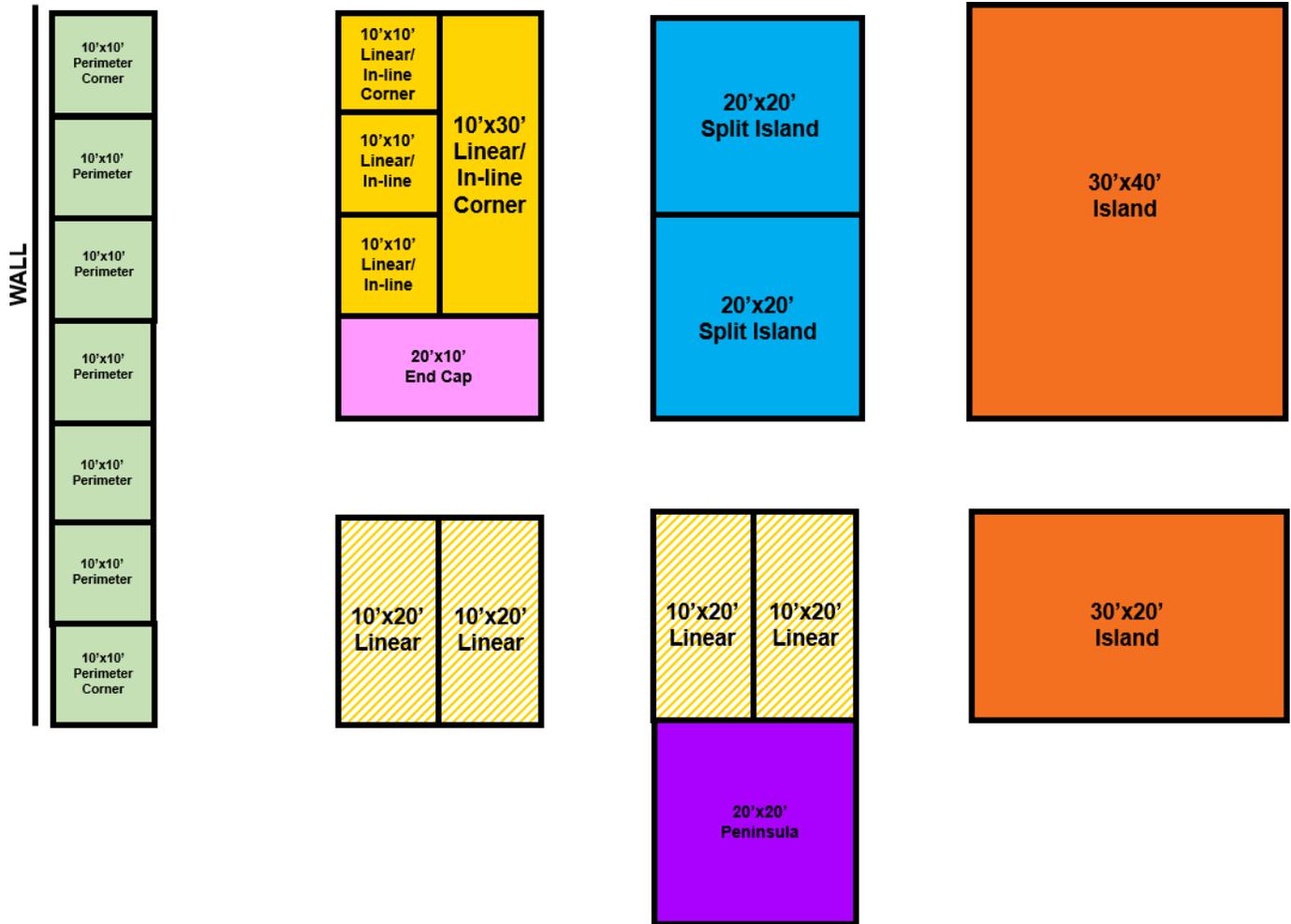
## APPENDIX G - BOOTH RULES AND REGULATIONS

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Solar Power International (SPI) has adapted the following guidelines from the International Association of Exhibitions and Events (IAEE) Guidelines for Display Rules and Regulations. Your display products must fit within the confines of your booth area and must be arranged in such a manner to not obstruct neighboring exhibits. Anything that does not comply with the SPI Booth Rules and Regulations will be removed at the exhibitor's expense. As a matter of safety and courtesy to others, exhibitors should conduct sales presentations and product 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.

## Types of Booths



**Linear / In-line (yellow):** 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. Linear Booths are most commonly 10ft. (3.05m) wide and 10ft. (3.05m) deep.

**Perimeter (green):** A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit. See “Linear / In-line” for guidelines.

**End-cap (pink):** An End-cap configuration is essentially an In-line (Linear) Booth placed in the position of a Peninsula or Split Island and is exposed to aisles on three sides.

**Peninsula (purple):** A Peninsula Booth is exposed to aisles on three sides, and is a minimum of 400 sq. ft. (37.21sqm). A Peninsula Booth backs up to Linear Booths.

**Split Island (blue):** A Split Island Booth is a Peninsula Booth, which shares a common back-wall with another Peninsula Booth.

**Island (orange):** An Island Booth is any size booth exposed to aisles on all four sides.

## Use of Space - Linear / In-line (yellow)

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. Linear Booths are most commonly 10 ft. (3.05m) wide and 10 ft. (3.05m) deep, with a maximum back-wall height limitation of 10 ft. (3.05m).

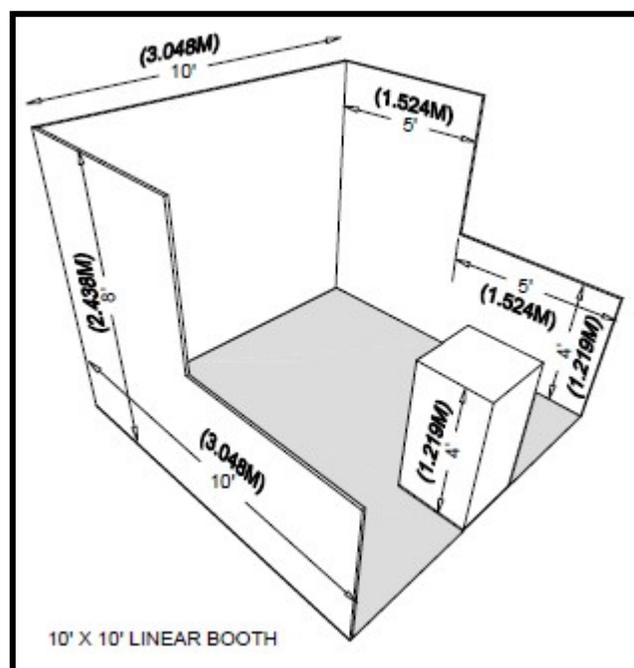
A **Corner Booth** is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All guidelines for Linear Booths apply.

A **Perimeter Booth** is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit. All guidelines for Linear Booths apply to Perimeter Booths except that the maximum height of the display in the rear half of the booth is 12 ft. (3.66m).

### Use of Space:

- **Maximum height of display in rear half of booth is 10 ft. (3.05m)**
- **Maximum height of display in the front half of the booth is 4 ft. (1.22m)**
  - When three or more Linear Booths are used in combination as a single exhibit space, the 4 ft. (1.22m) height limitation is applied only to that portion of exhibit space, which is within 10 ft. (3.05m) of an adjoining booth. Materials must be arranged in the booth so they do not obstruct sight lines of neighboring exhibitors.
  - The 4-ft. height restriction does not apply to Linear Booths that are set up like a split island. See the yellow striped booth example on the previous page.
- Display materials should be arranged in such a manner as to not obstruct sight lines of neighboring exhibitors.
- **No company logos, branding, or signage may face into an adjoining booth, including booths on either side or behind.**
- Hanging signs and trusses are prohibited.
- All machinery and other large products must be set back from the aisles by 6 inches (0.15m) for safety reasons.

**Note – drape is 8 ft. tall. Your display can go up to 10 ft., but all graphics and branding must face into your booth.**



### Pipe and Drape:

Linear Booths are equipped with complimentary 8 ft. (2.44m) high blue back-drape and 3 ft. (1.22m) high blue side-drape. Drape is not intended as a display fixture. Therefore, products and signs should not be attached or affixed. You may order a different color drape via the [Exhibitor Service Kit](#).

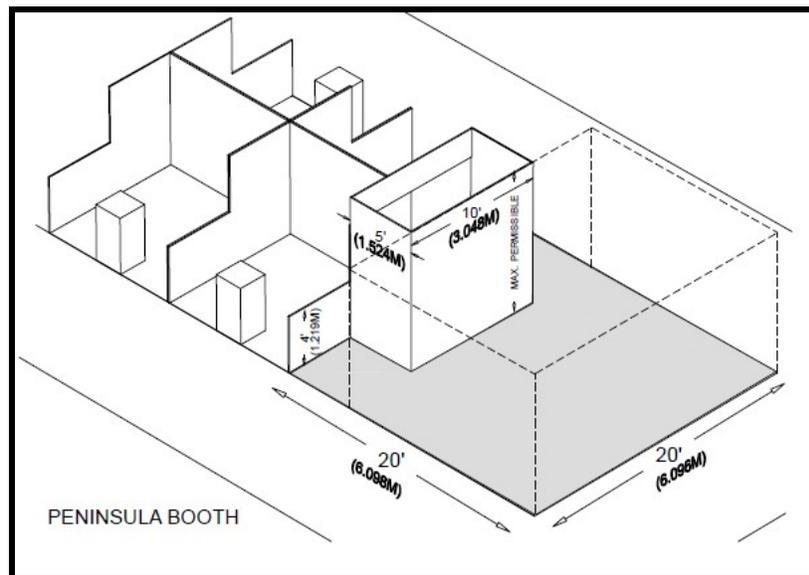


## Use of Space - Peninsula (purple)

A Peninsula Booth is exposed to aisles on three sides, and is a minimum of 400 sq. ft. (37.21sqm). A Peninsula Booth backs up to Linear Booths.

### Use of Space:

- **Maximum width of back-wall is 10 ft. (3.05m)**
- **Maximum height of back-wall is 16 ft. (4.88m)**
- **Exhibit fixtures, components, and identification signs are permitted to a maximum height of 24 ft. (7.32m).** Please refer to page 18, for more information about hanging signs.
  - Maximum height dimension of hanging sign is 6 ft. (1.83m)
  - 2 ft. (0.61m) break is required between booth structure and bottom of hanging sign
  - Hanging sign must be raised higher than 18 ft. (5.49m) and no higher than 24 ft. (7.32m)
- **Within 5 ft. (1.52m) of the two side aisles, maximum height is 4 ft. (1.22m),** permitting adequate line-of-sight for the adjoining Linear Booths.
- **Hanging signs are allowed, only in the front half of the booth.** All hanging signs must be submitted to show management for approval **by Friday, August 16.** Please refer to page 28, for more information about hanging signs.
- **The backsides of all back-wall must be finished (no exposed framing or structure) in a neutral color and may not have any graphics or logos.**
- **Signs, logos, and graphics that face into an adjoining booth must be set back 10 ft. (3.05m) from the adjoining booth.**
- All machinery and other large products must be set back from the aisles by 6 inches (0.15m) for safety reasons.



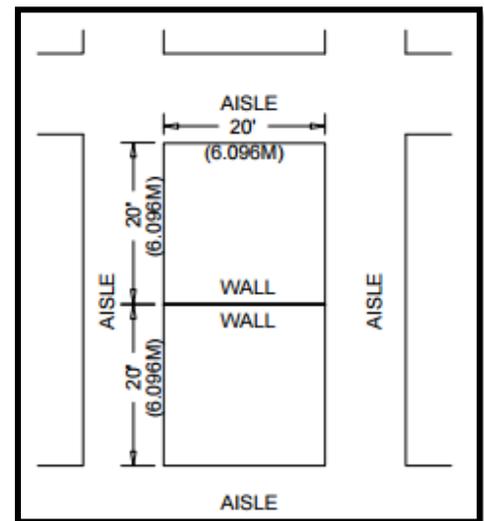
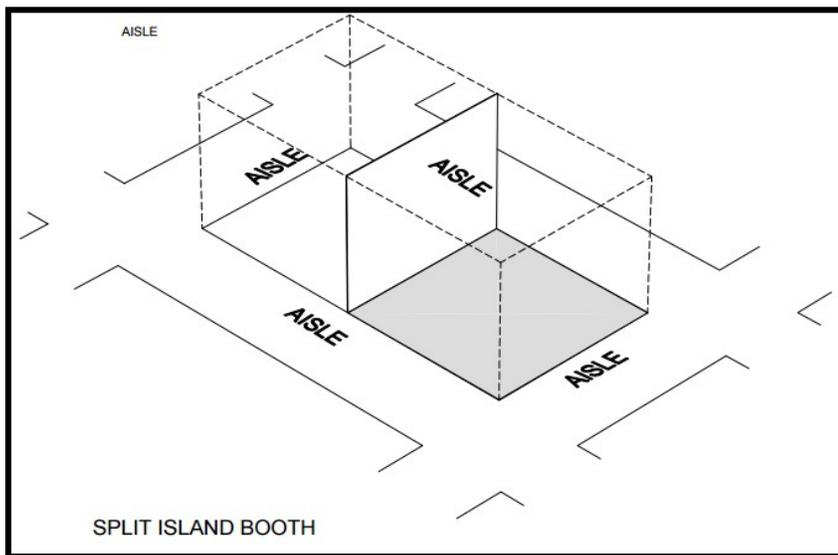
## Use of Space - Split Island (blue)

A Split Island Booth is a Peninsula Booth, which shares a common back wall with another Peninsula Booth.

\*Split Island booths must adhere to all rules for Island booths (see next page) **AND** the rules listed below.

### Use of Space:

- **The backsides of all back-wall must be finished (no exposed framing or structure) in a neutral color and may not have any graphics or logos.**
- **Signs, logos, and graphics that face into an adjoining booth must be set back 10 ft. (3.05m) from the adjoining booth.**
- Hanging signs are allowed. All hanging signs must be submitted to show management for approval **by Friday, August 16**. Please refer to page 28, for more information about hanging signs.
- Hanging trusses are prohibited.
- All machinery and other large products must be set back from the aisles by 6 inches (0.15m) for safety reasons.
- Two-story split island booths are prohibited.

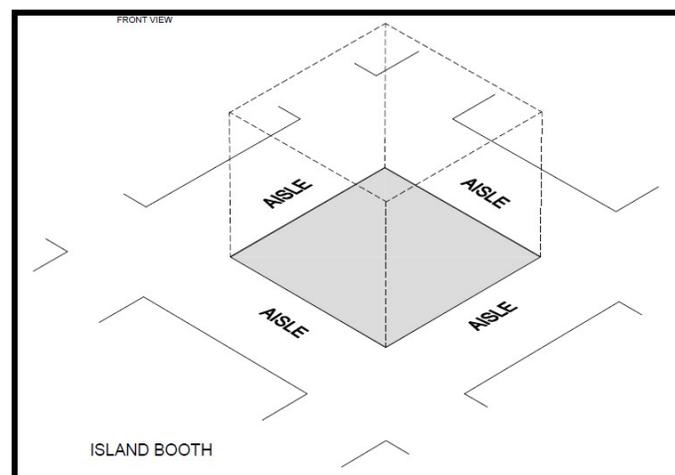


## Use of Space - Island (orange)

An Island Booth is any size booth exposed to aisles on all four sides, and is a minimum of 400 sq. ft. (37.21sqm).

### Use of Space:

- **Maximum height of structure is 16 ft. (4.88m) if you have a hanging sign. If you opt for no hanging sign, you may include a tower-like structure in your design up to 20 ft. (6.1m).** You may have one tower per 1,000 sq. ft. (92.96sqm) of booth space. The footprint of the tower may not be larger than 10 ft. (3.05m) wide x 10 ft. (3.05m) tall.
- **Exhibit fixtures, components, and identification signs are permitted to a maximum height of 24 ft. (7.32m).** Please refer to page 18, for more information about hanging signs.
  - Maximum height dimension of hanging sign is 6 ft. (1.83m)
  - 2 ft. (0.61m) break is required between booth structure and bottom of hanging sign
  - Hanging sign must be raised higher than 18 ft. (5.49m) and no higher than 24 ft. (7.32m)
- **Solid walls must feature a 6 ft. (1.83m) break every 30 ft. (9.14m) to allow for clean lines of sight to nearby booths.**
- Hanging signs are allowed. All hanging signs must be submitted to show management for approval **by Friday, August 16**. Please refer to page 26, for more information about hanging signs.
- To maintain a professional appearance, the backsides of all walls must be finished (no exposed framing or structure) in a neutral color when visible from an aisle.
- All machinery and other large products must be set back from the aisles by 6 inches (0.15m) for safety reasons.



## Use of Space – Two-Story Booths

Two-story/double decker booths, must be exposed to aisles on all four sides, and be a minimum of 400 sq. ft. Two-story booths are prohibited for peninsulas, split islands and all other booths.

- The second level of a two-story booth can only be 60% of the total square footage of the island booth, including the stairwells/steps.
- The height of the second story cannot measure more than 16 feet in height.
- **Solid walls must feature a 6 ft. (1.83m) break every 30 ft. (9.14m) to allow for clean lines of sight to nearby booths.**
- Hanging signs are allowed. All hanging signs must be submitted to show management for approval **by Friday, August 16**. Please see below, for more information about hanging signs.
- To maintain a professional appearance, the backsides of all walls must be finished (no exposed framing or structure) in a neutral color when visible from an aisle.
- All machinery and other large products must be set back from the aisles by 6 inches (0.15m) for safety reasons.
- Exhibitor must submit (2) drawings, one to the Fire Marshall and one to Exhibitor Services via the [Booth Diagram and Hanging Sign form](#) **by Friday, August 16**.

## Hanging Signs & Graphics

- All hanging signs must be submitted to show management for approval **by Friday, August 16**. Please submit the [Booth Diagram and Hanging Sign Form](#).
- It is MANDATORY that all exhibitors with a hanging sign submit a FINAL, accurate layout prior to arriving at show site. [Learn more >>](#)
- Hanging signs are only permitted in peninsula and island booths greater than 400 sq. ft. (37.2sqm).
- Hanging signs and graphics should be set back 10 ft. (3.05m) from adjacent booths and be directly over contracted space only.
- Signs and truss are limited only by ceiling height and fire regulations but must not exceed any portion of the booth perimeter.
- Drawings and written approval should be available onsite for inspection.
- The maximum size for a hanging sign is 6 ft. (1.83m) from top to bottom, and must remain within the footprint of the contracted booth space.
- Hanging signs must be raised higher than 18 ft. (5.49m) and no higher than 24 ft. (7.32m) with a 2 ft. (0.61m) break between the top of the structure and the bottom of the sign.

## Tower Signs

- All towers must be submitted to show management for approval **by Friday, August 16**. Please submit the [Booth Diagram and Hanging Sign Form](#).

- A tower is a free-standing exhibit component separate from the main exhibit fixture.
- In lieu of a hanging sign, island booths that are 400 sq. ft. (37.2sqm) and larger may opt for one tower structure per 1,000 sq. ft. (92.96sqm) of booth space, each to have a footprint no larger than 10 ft. (3.05m) x 10 ft. (3.05m). The maximum height of a tower may not exceed 20 ft. (6.10m).

### Carpet/Floor Covering

- **Professional floor covering in your booth is MANDATORY but not included with your booth purchase.** If you are not providing your own floor covering, you must rent it from GES. Booths without floor covering will automatically have carpet installed by the General Service Contractor at the exhibitor's expense.
- 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.

### Furnishing

- Unless explicitly contracted with show management, booth spaces are unfurnished. Please refer to the [Exhibitor Service Kit](#) to rent booth furniture.

### Storage

- Fire regulations prohibit storing product, literature, empty packing containers, or packing materials behind back drapes or under draped tables.
- 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 unprofessional.

### Trash Policy

- Exhibitors planning to dispose of booth properties, furniture, floor coverings, etc. at the end of the show should **PRE-ORDER** this service as it is not automatic. In the event that materials are abandoned/left on the show floor at the conclusion of move-out, additional fees will be incurred for removal of such materials at the Exhibitor's expense.

### Sound & Music

- Sound must be contained within, and directed into, the footprint of the contracted booth space.
- Sound must not be at a level that does not disrupt the activities of neighboring exhibitors. Sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth. Show management reserves the right to request you to change the volume of the sound in your booth.
- Music played in your booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. Please confirm you are in compliance with ASCAP, BMI, and SESAC, three authorized licensing organizations, that collect copyright fees on behalf of composers and publishers of music.

### Lighting / Truss

- Hanging trusses are permitted in island booths greater than 400 sq. ft. (37.2sqm).

- Drawings must be submitted to the General Service Contractor for approval **by Friday, August 16**. Please find review the [Truss Lighting Packages](#) in the service kit.
- Truss may be used to hang or secure audiovisual equipment, speakers, lights, monitors, and/or projectors. Equipment hanging from truss that is to be utilized as part of the demonstration of the products or services of the exhibitor must meet all restrictions in regards to height, placement within the booth, and all exhibit construction guidelines of the booth.
- No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space.
- Lighting, including gobos, should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or exhibition aisles.
- Lighting that is potentially harmful, such as lasers, ultraviolet lights, flashing, or strobe lights that can trigger photosensitive epilepsy should comply with facility rules and be approved in writing by Show 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.
- LED lights are recommended. They can be very bright yet generally generate less heat and require less electricity.
- Currently, some convention facilities are not allowing certain types of quartz halogen lighting fixtures in exhibits due to potential fire hazards. Check with GES.
- Reduced lighting for theater areas should be approved by show management, the utility provider, and the exhibit facility.
- If an exhibitor that is 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 ft. (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. When this approach is used, lighting must be focused onto the signage and may 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.

## Machinery

- All machinery and other large products must be set back from the aisles by 6 inches (0.15m) for safety reasons.
- Machinery is subject to line-of-sight rules and should be placed accordingly in the booth.
- Under no circumstance may machinery, or any part of your display, extend outside the boundary of your contracted booth space regardless of the height clearance from the floor of the item.
- **Please contact GES at (800) 801-7648 if you plan to display machinery that weighs over 4 tons.**

## Vehicles for Indoor Displays

- All vehicles must be submitted to the General Service Contractor for approval **by Friday, August 16** and exhibitors are **required to pay a vehicle permit fee** through Salt Lake City. Please submit the [Vehicle Placement Form](#).

- Vehicles on display from automobile dealers must have a California DMV off Premise Display License. Proof of license must be provided upon request.
- Fuel tank openings shall be locked or sealed in an approved manner to prevent escape of vapors; fuel tanks shall not contain in excess of one-quarter their capacity or contain in excess of 19L (five gal.) of fuel, whichever is less.
- At least one battery cable shall be removed from the batteries used to start the vehicle engine, and the disconnected battery cable shall then be taped. Batteries used to power auxiliary equipment shall be permitted to be kept in service.
- Batteries must be disconnected. Auxiliary batteries not connected to engine starting system may be left connected. External chargers or batteries are recommended for demonstration purposes.
- No battery charging is permitted inside the building.
- Combustible/flammable materials must not be stored beneath display vehicles.
- Fueling or de-fueling of vehicles is prohibited
- Vehicles shall not be moved during exhibit hours.
- 36" of clear access or aisles must be maintained around the vehicle.
- Vehicles must be a minimum of 20 feet from exit of door or exit pathway.
- No leaks underneath vehicles.

### **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 400 sq. ft. (36sqm). In this instance, these will be treated as hanging signs. Please refer to hanging sign rules on page 18 of this document for additional information. The display should be designed so that the balloon is stationary and will not sway in the airflow of open doors or air conditioning.

### **Human Safety**

- Ropes or other items are prohibited from being hung from the facility's ceiling trusses.
- If a booth has a raised floor, yellow and black-striped hazard tape, or an edging of a different color, must be used to increase visibility and minimize a tripping hazard.
- Exhibitors should be aware of local regulations regarding fire/safety and environment, to which they must adhere. Special caution should be taken when demonstrating machinery or equipment that has moving parts or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of 3 ft. (.91m) and/or install hazard barriers as necessary to prevent accidental injury to attendees. Additionally, demonstrations should only be conducted by qualified personnel.
- Hoverboards, Segway, and other electric vehicles are prohibited at all times. For handicap purposes, electric vehicles with a handicap-approved label are allowed; however, handicap plaques or hanging signs that you would use in a car are not acceptable.

## 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, chairs, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.

## Flammable and Toxic Materials

- Exhibitors should be aware of local regulations regarding fire/safety and environment, to which they must adhere.
- All materials used in display construction or decorating should be made of fire-retardant materials and be certified as flame retardant.
- 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.

## Food Preparation and Sampling

Per the facility guidelines, any food items not directly manufactured by the exhibitor must be purchased from and supplied by the in-house catering provider. All alcoholic beverages must be served by an employee of the in-house catering provider who is a certified bartender.

## Americans with Disabilities Act (ADA)

- All exhibiting companies are required to comply 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](http://www.ada.gov).
- Examples:
  - 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).
  - Provide the same attendee experience on both levels of a two-story exhibit.
  - Run an audio presentation for people with sight problems.
  - Arrange touch screen displays at a height to accommodate a person sitting in a wheelchair.

## Use of Space and Secondary Exhibitor Restrictions

Per the terms and conditions of the booth reservation contract signed at the time of reservation, booth shares, sublets, and/or re-sells are not permitted at Solar Power International. See below for language in contract.

*Exhibiting company may not assign, sublet or re-sell, in whole or in part, contracted exhibit space. Exhibiting companies are allowed one exhibit space on the show floor. No exhibitor shall permit any other corporation or firm or its representatives to use the space allotted to this exhibitor of record, nor shall the exhibiting company display articles not manufactured or normally sold directly by them.*

## Booth Personnel

Booth personnel must maintain a professional appearance. All staff hired for the event (defined as any booth personnel who are not full-time employees of the exhibiting company) must wear business professional attire. This includes, and is not limited to, ANY gender used by exhibitors to promote their products at SPI by using overtly sexual or suggestive methods. Partial nudity, the aggressive display of cleavage and the navel, and shorts/skirts higher than 4" above the knee are not allowed. If for any reason an exhibit and/or its contents are deemed objectionable to SPI show management, the exhibitor will be asked to alter the attire of its staff.

SPI further recommends that you encourage your booth personnel to:

- abstain from overt statements or offensive humor, which would disparage the dignity of any individual or group;
- substitute asexual words (e.g. sales representative or sales person instead of salesman);
- refrain from using labels (e.g., referring to women as "girls"); and
- eliminate from all marketing collateral sexist language (i.e., replace masculine pronouns with he or she, or reword sentences or phrases) and discriminatory jokes or visual aids that show people in stereotypical roles by presenting individuals without bias regardless of sex, race, age, groups, etc.

All booth personnel must wear a conference badge at all times.

## Suitcasing/Outboarding

SPI restricts exhibitors from hosting or participating in competing or conflicting events or activities that occur during official SPI show hours. Exhibitors violating this policy will be subject to cancellation of their booth without refund and may not be invited to participate in future Solar Power Events exhibitions.

Booth Personnel are not permitted to promote the exhibiting company outside the contracted exhibit space. All marketing must remain within the contracted exhibit space. Marketing materials may not be placed on conference tables or other areas that are not within the boundaries of the booth, both inside and outside of the exhibit hall. Show management reserves the right to remove individuals or discard display materials that do not comply with these guidelines.

SPI has a zero-tolerance policy regarding suitcasing. Please note that while all meeting attendees are invited to the exhibit floor, any attendee who is observed to be soliciting business in the aisles or other public spaces, or in another company's booth, will be asked to leave immediately.

**What is suitcasing?** Suitcasing is a business practice in which unethical companies will gain access to an

event by obtaining some type of event credential (attendee badge, expo-only badge, etc.) and then solicit business in the aisles or other public spaces used for the conference. This practice skirts the support of the organizer and the industry.

**What can you do?** Please report any violations you observe to the Trade Show Operations Manager, other SPI staff, or conference security. The exhibits manager will investigate all complaints of suitcasing.

SPI recognizes that suitcasing may also take the form of commercial activity conducted from a hotel guest room or hospitality suite, a restaurant, or any other public place in proximity to our event. For the purposes of this policy, suitcasing violations may occur at venues other than the exhibition floor and at other events. It is for this reason SPI must be informed of any hospitality suites, and expressed consent must be given prior to the event.