



Conference: January 28-31 • Expo: January 29 & 30

## Rules & Regulations

### BOOTH RULES & REGULATIONS

#### 1. BOOTH APPEARANCE

All booths, regardless of size, must adhere to the Rules & Regulations put forth in this manual. Drapery backgrounds are 8' high, with side rails approximately 3' high. ID signs are approximately 7" X 44". Island and peninsula booths will not be provided with drapery or signs.

#### 2. CANOPIES/CEILINGS

Booths with canopies or ceilings are subject to approval by the Santa Clara Convention Center Fire Marshall. Requests for approval must be submitted to Event Management in writing and accompanied with a diagram of the exhibit design. See #8 (Request to Exceed Height Restrictions & Other Amendments) for instructions.

#### 3. EXPOSED WALLS

All exposed parts of constructed displays must be finished to present an attractive appearance when viewed from the aisles or adjoining booths. Exposed back and side walls may not display copy, logos, graphics, or any other advertising or signage (island booths are exempt). Exhibitors using curved pop- up backdrops/displays will be required to provide side masking drape, at their own expense, if the curvature exposes the back scaffolding and/or electrical cords.

#### 4. FLAMMABLE MATERIALS

All materials used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant. Materials that cannot be treated to meet the requirements should not be used. Samples of the material, as well as a flame proofing certificate, should be available for inspection onsite.

#### 5. HANGING SIGN INFORMATION

All exhibit booth signs, banners, booth ceilings or canopies, lighting grids, or other exhibit-related equipment, should be free-standing and floor-supported. Attachment to exhibit hall ceiling beams or trusses is not permitted except when approved by Event Management and installed by GES.

**Approval for hanging signs will be considered for peninsula booths or island booths (20'x 20' space or larger) only**, provided the signs are not objectionable in content and there are no physical constraints at the facility. Maximum height of signage (booth presence) in Exhibit Halls is 21' feet. Requests for approval must be submitted in writing and accompanied with a description and drawing of the item(s) to be hung, location of hanging points, total weight of the item(s) and any other pertinent technical information.

The Event Management's Hanging Sign Request form (found in this section) must be sent to Keri Schnakenburg ([keri.schnakenburg@ubm.com](mailto:keri.schnakenburg@ubm.com)) by January 8, 2014. When hanging sign is approved, please order sign hanging service from GES directly.

#### 6. PENINSULA BOOTHS

All peninsula booths must submit booth drawings for approval. See #8 (Request to Exceed Height Restrictions & Other Amendments) for instructions.

#### 7. PLATFORM BOOTHS

Due to safety and accessibility issues, raised platform booths (in which the entire booth floor is raised) are not allowed.



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#### 8. REQUEST TO EXCEED HEIGHT RESTRICTIONS & OTHER AMENDMENTS

If you are interested in making any variations to the standard rules and regulations regarding having canopies or ceilings, exceeding height restrictions or having two-story structures, and for hanging signs please follow the instructions below. **Please note that variances and hanging sign requests will only be considered for peninsula, split island, and island booths, size 20x20 or larger.**

- Requests to exceed height restrictions should be submitted for applicable types of booths only.
- Put your request in writing. Be sure to include any pertinent information Event Management will need to make a full assessment of your request.
- Include 8 ½" x 11" diagrams showing the design, canopy or height variances that you are requesting. Also include plan view, elevations, and dimensions. Do not submit an incomplete request. Any incomplete request will not be reviewed. **PLEASE DO NOT SEND ARCHITECTURAL DRAWINGS OR DRAWINGS BIGGER THAN 8 ½" x 11".**
- Please note that there is an additional form for requesting a hanging sign.
- Email all your requests to [keri.schnakenburg@ubm.com](mailto:keri.schnakenburg@ubm.com) by January 8, 2014.
- Two-story booths and booths with ceilings need to be submitted to the Fire Marshall after Event Management has approved the height of the booth.
- To ensure that you do not incur additional costs (i.e. design cost or the tear down of an unapproved structure), please wait for Event Management's approval before beginning production or construction. **Do not assume that a non-response to your request is an approval. Please follow up on your request by emailing [keri.schnakenburg@ubm.com](mailto:keri.schnakenburg@ubm.com).**
- Please allow for at least 1 week response time to your request. Often times the requests need to be sent to the Fire Marshall and/or GES for further review.

#### 9. TWO-STORY EXHIBITS

Any exhibitor considering a two-story booth design must submit a request to [keri.schnakenburg@ubm.com](mailto:keri.schnakenburg@ubm.com) by January 8, 2014.

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### BOOTH CONSTRUCTION REGULATIONS & DIAGRAMS

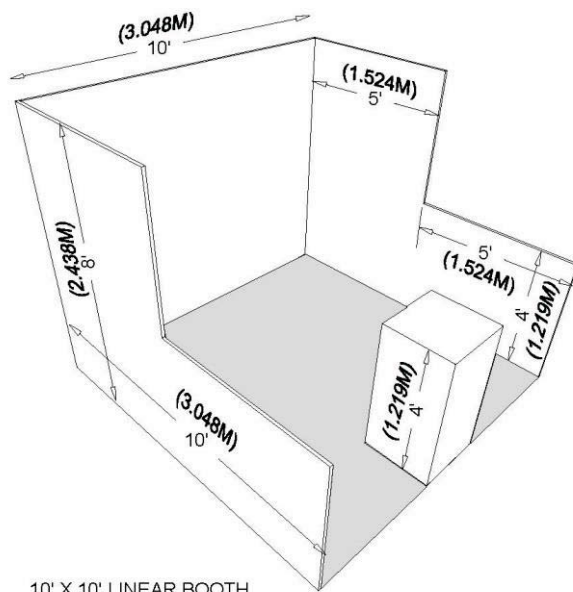
#### STANDARD LINEAR BOOTH

**Definition:** One or more standard booth units (10x10) in a straight line.

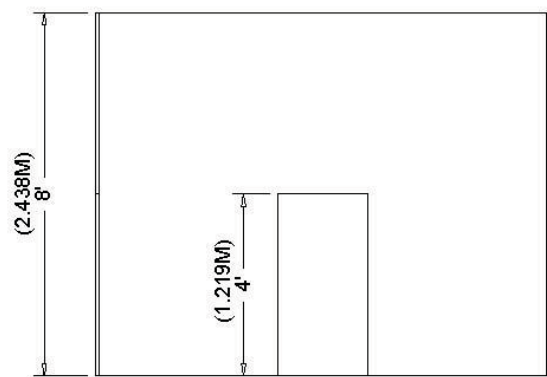
#### Height Limit Specifications:

- Back 5' of booth has a maximum height of 8'.
- Front 5' of booth has maximum height of 4'.
- Displays are limited to 4' in height, in the front portion of each booth. Machinery, equipment, or products may not be shown on a raised/built-up platform or counter if they interfere with the height restrictions. If your display exceeds 4' in height, it is required that you place it away from the 5' x 10' sightline area in the front of the booth in order to provide a "see-through" lane for neighboring exhibitors.
- All booths must have carpet/flooring and no cement is allowed to show at sides or front of booth.

Approvals for hanging signs and for variances will not be considered for standard linear booths.



10' X 10' LINEAR BOOTH



FRONT VIEW



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#### PERIMETER LINEAR BOOTH

Definition: A linear booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

#### Height Limit Specifications:

- Back 5' booth has a maximum height of 8', however, you may request to extend to 12' in height in the back 5' area of your booth. **Please submit the "Request for Height Variance Form" found in this section if you wish to extend your booth height above 8'. Requests should be submitted by January 8, 2014.**
- Front 5' of booth has maximum height of 4'.
- Displays are limited to 4' in height, in the front portion of each booth. Machinery, equipment, or products may not be shown on a raised/built-up platform or counter if they interfere with the height restrictions. If your display exceeds 4' in height, it is required that you place it away from the 5' x 10' sightline area in the front of the booth in order to provide a "see-through" lane for neighboring exhibitors.
- All booths must have flooring/carpet and no cement is allowed to show at sides or front of booth due to safety reasons.

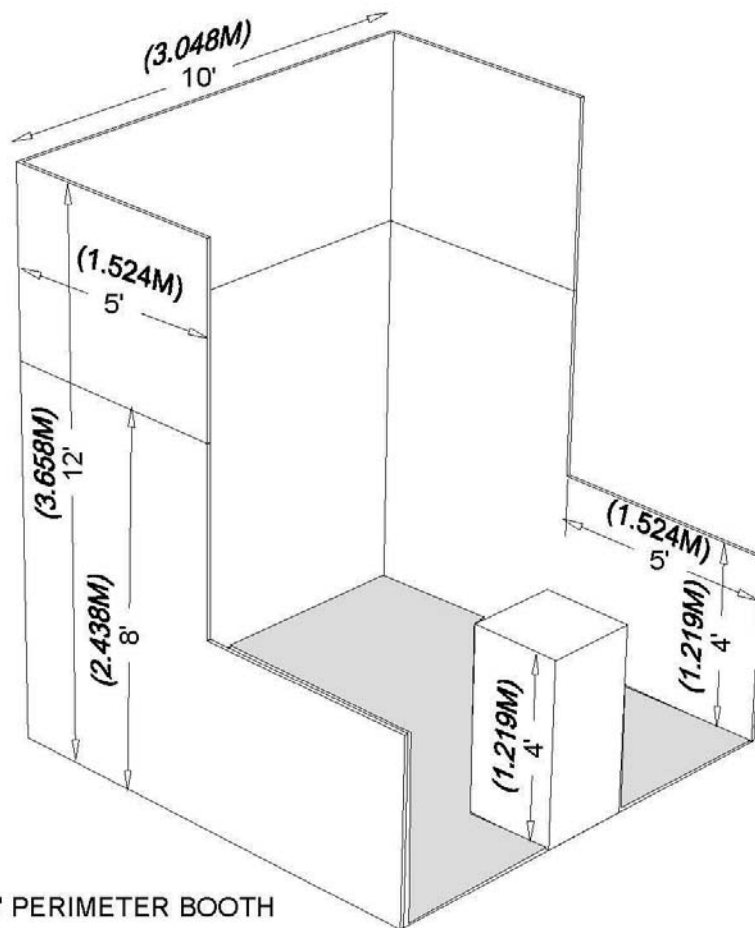
**Approvals for hanging signs will NOT be considered for perimeter linear booths.**

*Diagram continued on next page...*

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### BOOTH CONSTRUCTION REGULATIONS & DIAGRAMS

#### PERIMETER LINEAR BOOTH - DIAGRAM



10' X 10' PERIMETER BOOTH



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### PENINSULA BOOTH

Definition: A booth with aisle space on 3 sides of the configuration that backs up to Linear Booths, and is 20'x20' or larger.

- Maximum height of 12', and higher with Event Management approval. Booth presence (including signs/graphics) can be 21' where available with Event Management pre-approval. Request to exceed 12' must be received by Event Management by January 8, 2014. Please submit the "Request for Height Variance Form" located in this section.
- **The backwall and all display fixtures are restricted to four feet (4') high within five feet (5') of each aisle, permitting adequate line of sight for the adjoining Linear Booths. Machinery, equipment, or products may not be shown on a raised/built-up platform or counter if they interfere with the height restrictions.**
- All peninsula booths must now submit booth drawings for approval, regardless of height. Please submit your drawings to [keri.schnakenburg@ubm.com](mailto:keri.schnakenburg@ubm.com) by January 8, 2014.
- If you have any type of interactive display, you must have a 2-foot clearance from the aisle(s) to allow for crowds.
- To request to exceed height restrictions please follow the instructions on the page titled "Requests to Exceed Height Restrictions" in this section of your manual.
- Any portion of the booth bordering another exhibitor's booth must have a finished back side and must not carry identification signs or other copy that would detract from the adjoining exhibit.

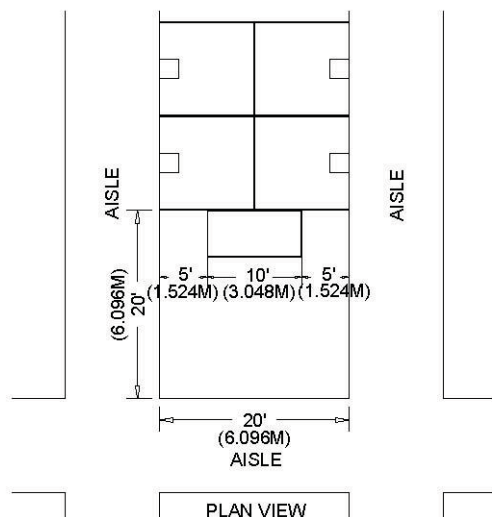
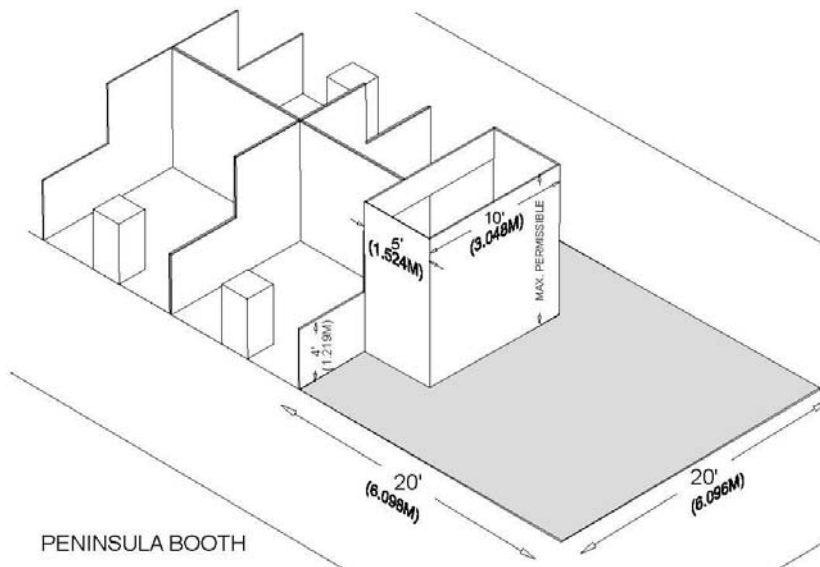
**\*ALL PENINSULA BOOTHS MUST SUBMIT THEIR DRAWINGS FOR APPROVAL BY:  
January 8, 2014.**

*DIAGRAM CONTINUED ON NEXT PAGE...*

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### BOOTH CONSTRUCTION REGULATIONS & DIAGRAMS

#### PENINSULA BOOTH - DIAGRAM



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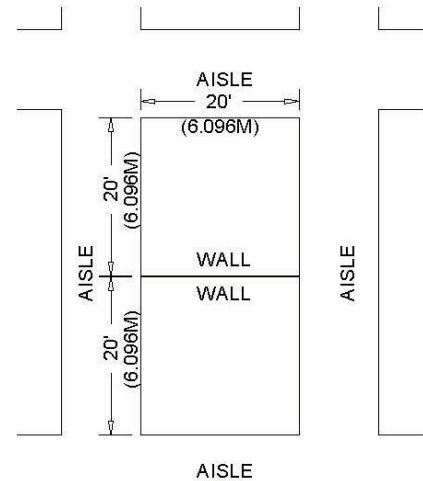
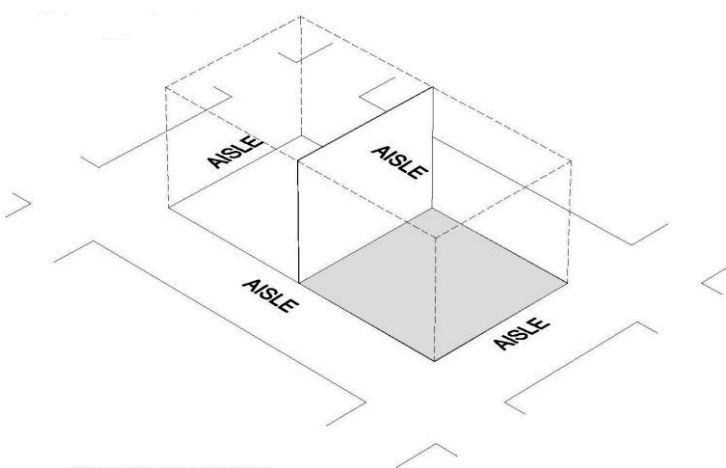
### BOOTH CONSTRUCTION REGULATIONS & DIAGRAMS

#### SPLIT-ISLAND BOOTH

Definition: A Split Island is a Peninsula Booth that shares a common wall with another Peninsula Booth and is 20x20 or larger.

#### Height Limit Specifications:

- Maximum height of 12', and higher with Event Management approval. Booth presence (including signs/graphics) can be 21' where available with Event Management pre-approval. Request to exceed 12' must be received by Event Management by **January 8, 2014**. Please submit the "Request for Height Variance Form" located in this section.
- If you have any type of interactive display, you must have a 2-foot clearance from the aisle(s) to allow for crowds.
- Walls may be installed in any portion of the booth; however, 30 percent of the perimeter of the booth must be left open. The entire cubic content of this booth must be used, up to the maximum allowable height. Walls must be finished on both sides so as not to be unsightly to neighboring exhibitors.
- **Any portion of the exhibit bordering another exhibitor's booth must have a finished back side and must not carry identifications signs or other copy that would detract from the adjoining exhibit.**





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#### ISLAND BOOTH

Definition: A booth with aisles surrounding all four sides of the exhibit.

Height Limit Specifications:

- Maximum height of 12', and higher with Event Management approval. Booth presence (including signs/graphics) can be 25' where available with Event Management pre-approval. Request to exceed 12' must be received by Event Management by **January 8, 2014**. Please submit the "Request for Height Variance Form" located in this section.
- If you have any type of interactive display, you must have a 2-foot clearance from the aisle(s) to allow for crowds.
- Walls may be installed in any portion of the booth; however, 30 percent of the perimeter of the booth must be left open. The entire cubic content of this booth may be used, up to the maximum allowable height. Walls must be finished on both sides so as not to be unsightly to neighboring exhibitors.
- All booths must be carpeted entirely, or covered with flooring. No concrete is allowed to show on any portion of the floor due to safety reasons.

