



Regulations & Guidelines

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 Request to Exceed Height Restrictions & Other Amendments (# 8 below) 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 on-site.

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 must be sent to Joey Cruz: joey.cruz@ubm.com by **September 30, 2016**. When hanging sign is approved, please read the Hanging Sign/Truss Information sheet provided by GES, and then submit their Hanging Sign Labor Order Form by **September 30, 2016**. Both of these forms are found in the **Labor, Equipment & Storage** section.



6. PENINSULA BOOTHS

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

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. This applies to Island and Peninsula Booths only. Read the pertinent booth construction rules in this section. If you are unsure about your booth design please contact Joey Cruz: joey.cruz@ubm.com. All requests must be received by **September 30, 2016**.

- Fill out all necessary forms: Hanging Sign Request form, Height Variance Request form, Automobile Request form, or Lights Out Request form.
- Include 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.
- Send your request to Joey Cruz: joey.cruz@ubm.com by **September 30, 2016**
- Two-story booths and booths with ceilings need to be submitted to the Center after Show Management has approved the height of the booth. Once approved by Show Management, drawings will need to be submitted to the Fire Marshal.
- 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 Joey Cruz: joey.cruz@ubm.com
- If changes are made to a booth after initial approval you must submit any revisions to your design to Joey Cruz: joey.cruz@ubm.com

PLEASE BRING ALL CERTIFICATES OF FIREPROOFING, AND HAVE ALL U.S. CERTIFIED, ENGINEER STAMPED, STRUCTURAL DRAWINGS AVAILABLE ONSITE.

9. TWO-STORY EXHIBITS

- Any exhibitor considering a two-story booth design must email a request for a two-story exhibit to Joey Cruz: joey.cruz@ubm.com by **September 30, 2016**