



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 11" X 17". **Island and peninsula booths will not be provided with drapery or signs.**

2) CANOPIES/CEILINGS

Booths with canopies or ceilings must be approved by the Moscone Convention Center Fire Marshal. Requests for approval must be submitted to Show Management and accompanied with a diagram of the exhibit design with dimensions. Please submit the Height Variance Request form located in this Section to Meredith Omori: meredith.omori@ubm.com before February 9, 2018. See Rule #6 for further instructions. Booths may require added fire watch security payable by the exhibitor to be determined by the Fire Marshal.

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) 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 Show Management and the Moscone Convention Center Management and installed by GES.

5) 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 23 feet and the sign must hang at least 10 feet from any adjoining/adjacent booth. If you have a hanging sign, there must be at least 3' of clearance from the top of the booth to the bottom of the sign. Requests for approval must be submitted by filling out the Height Variance Request form (located in this section) 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 Show Management's Hanging Sign Request Form must be emailed to Meredith Omori at meredith.omori@ubm.com before February 9, 2018.
- Once the hanging sign is approved by Show Management - please read the GES Hanging Sign/Truss Labor Information sheet (H-1) and submit the GES Hanging Sign Labor Order Form (H-2) by February 26, 2018.

6) TWO-STORY EXHIBITS

Any exhibitor considering a two-story booth design must email a Height Variance Request form to Meredith Omori: meredith.omori@ubm.com. The deadline to submit a Height Variance request for a two-story exhibit is by February 9, 2018. After the Variance Request has been approved by Show Management, we will submit to the Fire Marshal. Covered booths may require added fire watch security payable by the exhibitor to be determined by the Fire Marshal.



7) NEIGHBOR NOTIFICATION – NEW FOR 2018

Once a Height Variance Request of 15 feet or higher has been approved for an exhibit of 2,400 square feet or larger, Show Management will notify the immediate neighbors (within 12 feet) on all four sides of the booth of the exhibitor's intent to build up. Please note that Show Management is unable to share neighboring exhibitor contact information or booth plans.

8) SIGHTLINES – NEW FOR 2018

For booth 2,400 square feet or larger, the front 20% portion of the booth space facing NORTH (closest to the entrance of the exhibit hall), displays and walls are limited to 4' in height. 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 front 20% sightline area in the front of the booth in order to provide a "see-through" lane for neighboring exhibitors.

9) 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 where allowed 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 Meredith Omori: meredith.omori@ubm.com.

All requests must be received by February 9, 2018.

- Fill out all necessary forms: Hanging Sign Request form, Height Variance Request form, Automobile Request form, or Lights Out Request form.
- Email your requests to Meredith Omori: meredith.omori@ubm.com.
- 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.
- 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 insure that you do not incur additional costs (i.e. design cost or the tear down of an unapproved structure), please wait for Show 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 Meredith Omori: meredith.omori@ubm.com.
- If changes are made to a booth after initial approval you must submit any revisions to your design to Meredith Omori: meredith.omori@ubm.com.

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



REGULATIONS & GUIDELINES

BOOTH CONSTRUCTION REGULATIONS & DIAGRAMS STANDARD LINEAR BOOTH

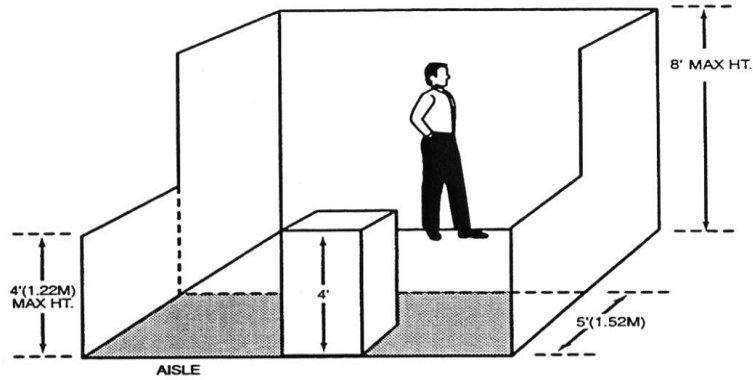
STANDARD LINEAR BOOTH: One or more standard booth units (10 x 10) in a straight line.

- 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.
- If your booth space is 10' x 20' or larger, you may request to extend the height in the front portion of the booth, to allow for a column or pillar style booth (including a floor-supported header). Please fill out the Height Variance Request form, found in this section. You may be allowed to extend one 4 sq. ft. area or two 2 sq. ft. areas, to 8' in height. The Height Variance form is due to Meredith Omori by January 25, 2017 – Email Meredith Omori: meredith.omori@ubm.com.
- All booths must be fully carpeted for safety and aesthetic reasons.

(Examples of standard linear booths on next page)

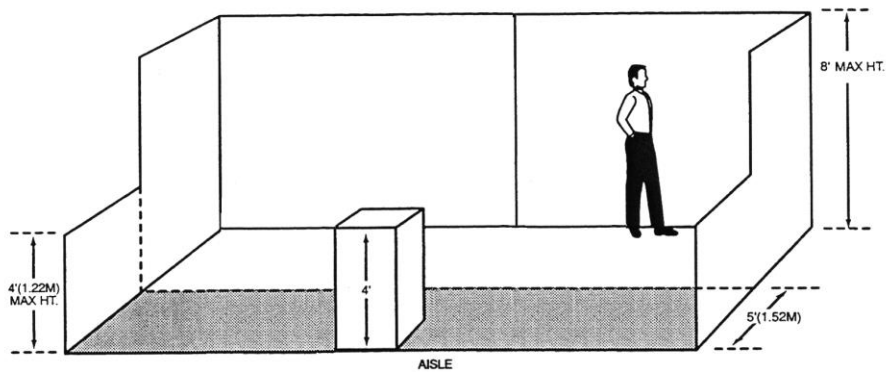
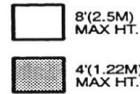
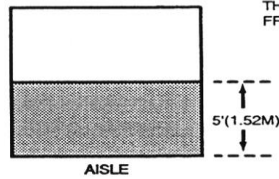
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EXAMPLE OF STANDARD LINEAR BOOTHS:

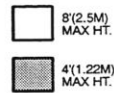
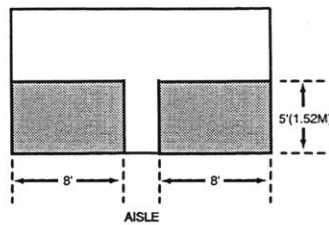


Single Standard Booth Unit

DISPLAY FIXTURES OVER 4' (1.22M) HIGH MUST BE CONFINED TO THAT AREA OF THE BOOTH THAT IS AT LEAST 5' (1.52M) FROM THE AISLE LINE



Two or More Standard Booth Units



**SHOW MANAGEMENT MUST APPROVE ALL COLUMNS OR PILLARS.
PLEASE SUBMIT HEIGHT VARIANCE REQUEST AND DRAWINGS TO MEREDITH OMORI BY
FEBRUARY 9, 2018.**

EMAIL: MEREDITH.OMORI@UBM.COM

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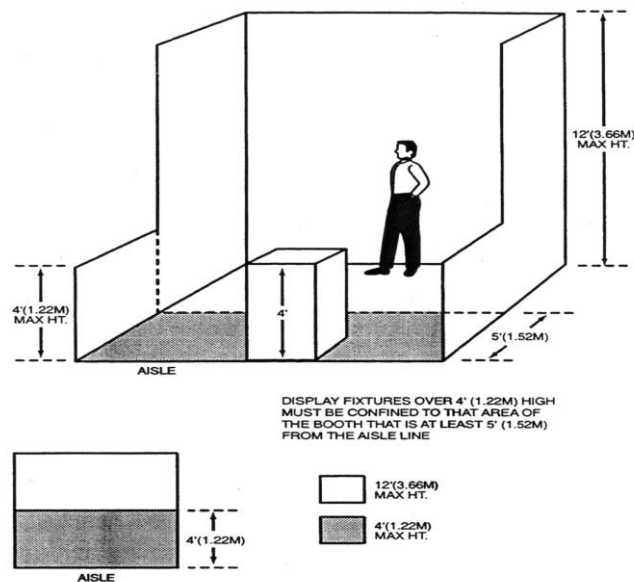
REGULATIONS & GUIDELINES

BOOTH CONSTRUCTION REGULATIONS & DIAGRAMS PERIMETER LINEAR BOOTH

PERIMETER LINEAR BOOTH: Standard booths located on the outer-perimeter wall of the exhibit floor.

- You may extend to 12' in height in the back 5' area of your booth.
- 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.
- If your booth space is 10' x 20' or larger, you may request to extend the height in the front portion of the booth, to allow for a column or pillar style booth (including a floor-supported header). Please fill out the Height Variance Request form, found in this section. You may be allowed to extend one 4 sq. ft. area or two 2 sq. ft. areas, to 8' in height. The Height Variance form is due to Meredith Omori by February 9, 2018 – Email meredith.omori@ubm.com
- All booths must be fully carpeted due to safety and aesthetic reasons.

EXAMPLE OF A PERIMETER LINEAR BOOTH:



**SHOW MANAGEMENT MUST APPROVE ALL COLUMNS OR PILLARS.
PLEASE SUBMIT HEIGHT VARIANCE REQUEST AND DRAWINGS TO MEREDITH OMORI BY
FEBRUARY 9, 2018.**

EMAIL: MEREDITH.OMORI@UBM.COM



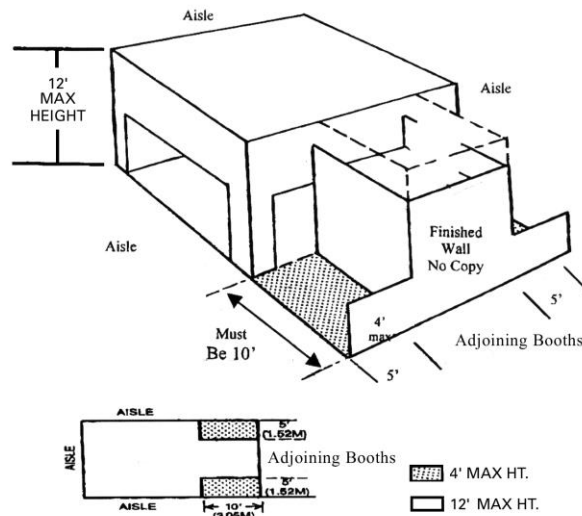
REGULATIONS & GUIDELINES

BOOTH CONSTRUCTION REGULATIONS & DIAGRAMS PENINSULA BOOTH

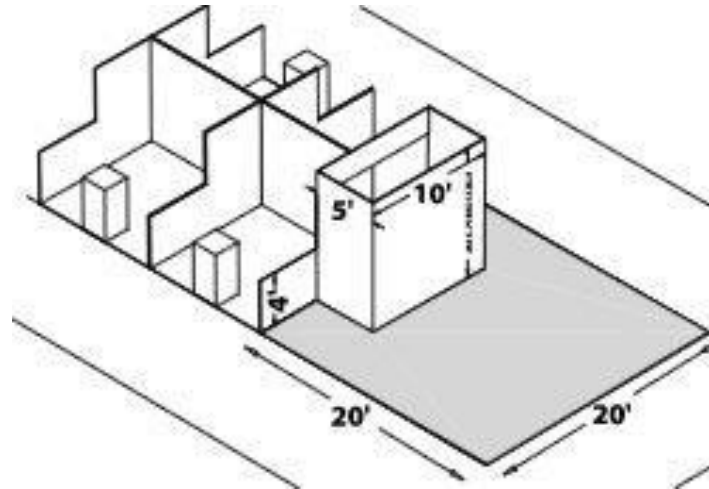
PENINSULA BOOTH: A minimum of four standard linear booths (2 backed up to two) with aisle space on 3 sides of the configuration that backs up to Linear Booths, and is 20'x20' or larger.

- Maximum height of 12', (higher with Event Management approval.) Booth presence (including signs/graphics) can be 23' with show management pre-approval. All Peninsula booths must be sent to Meredith Omori by **February 9, 2018** – Email meredith.omori@ubm.com
- If you have a hanging sign, there must be at least 3' clearance from the top of the booth to the bottom of the sign and the total booth presence cannot exceed 23'.
- 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.
- If you have any type of interactive display, you must have a 3-foot clearance from the aisle(s) to allow for crowds.
- 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.
- Please bring all US Engineer-stamped, approved plans onsite for the Fire Marshal. The Fire Marshal reserves the right to deny booth construction without these plans.

EXAMPLE OF A PENINSULA BOOTH:



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**ALL PENINSULA BOOTHS MUST SUBMIT BOOTH DRAWINGS FOR APPROVAL.
PLEASE SUBMIT YOUR DRAWINGS TO MEREDITH OMORI BY FEBRUARY 9, 2018.
EMAIL: MEREDITH.OMORI@UBM.COM**



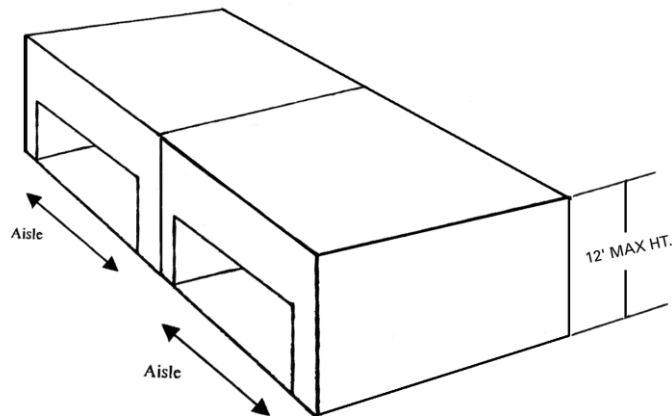
REGULATIONS & GUIDELINES

BOOTH CONSTRUCTION REGULATIONS & DIAGRAMS SPLIT-ISLAND PENINSULA BOOTH

SPLIT-ISLAND PENINSULA BOOTH is a Peninsula Booth that shares a common back wall with another Peninsula Booth and that is 20' x 20' or larger.

- Maximum height of 12', (or higher with Show Management approval.) Booth presence (including signs/graphics) can be 23' with Show Management pre-approval. All Split-Island Peninsula booths must be sent to Meredith Omori by **February 9, 2018** – Email meredith.omori@ubm.com
- If you have a hanging sign, there must be at least 3' clearance from the top of the booth to the bottom of the sign and your entire booth presence cannot exceed 23'. Hanging sign must be 10' from the adjacent booth.
- If you have any type of interactive display, you must have a 3' clearance from the aisle(s) to allow for crowds.
- All booths must be carpeted entirely due to safety and aesthetic reasons.
- All exhibitors must bring a copy of their US Engineer-stamped plans onsite for the Fire Marshal. The Fire Marshal reserves the right to deny booth construction without these plans.

EXAMPLE OF A SPLIT-ISLAND BOOTH:



**SHOW MANAGEMENT MUST APPROVE ALL SPLIT ISLAND PENINSULA BOOTHS.
PLEASE SUBMIT YOUR DRAWINGS TO MEREDITH OMORI BY FEBRUARY 9, 2018.
EMAIL: MEREDITH.OMORI@UBM.COM**



REGULATIONS & GUIDELINES

BOOTH CONSTRUCTION REGULATIONS & DIAGRAMS ISLAND BOOTH

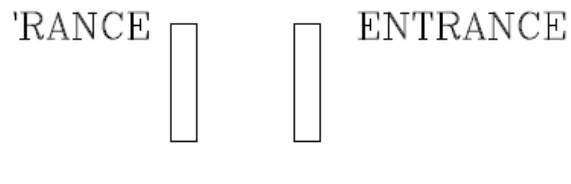
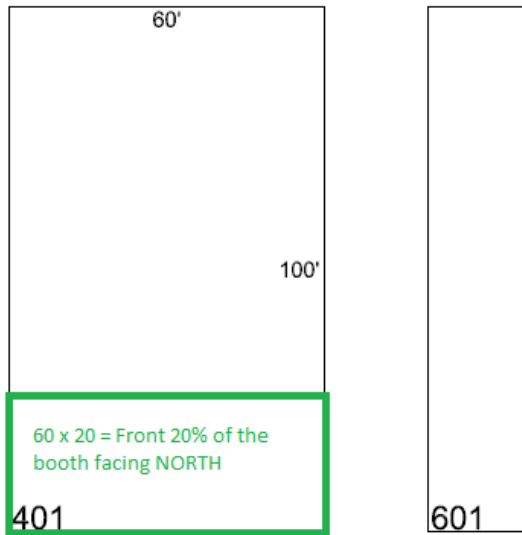
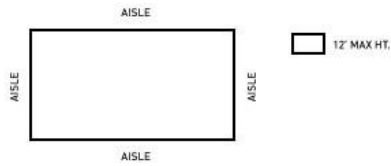
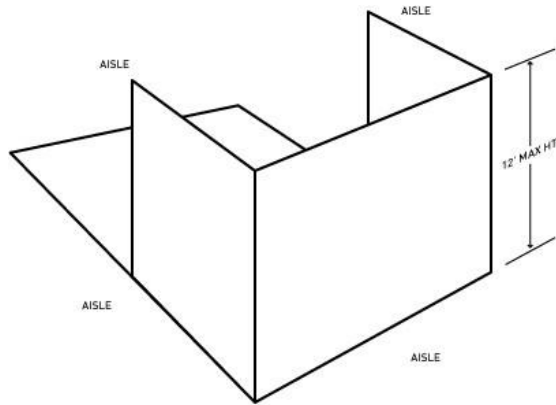
ISLAND BOOTH: A minimum of four standard booths with aisles surrounding all four sides of the exhibit.

- The maximum height is 12', (higher with Show Management approval.) Booth presence (including signs/graphics) can be 23' with show management pre-approval. Request to exceed 12' must be sent to Meredith Omori by **February 9, 2018** – Email meredith.omori@ubm.com
- **NEW FOR 2018** - Once a Height Variance Request of 15' or higher has been approved for an exhibit of 2,400 square feet or larger, Show Management will notify the immediate neighbors (within 12') on all four sides of the booth of the exhibitor's intent to build up. Please note that Show Management is unable to share neighboring exhibitor contact information or booth plans.
- **NEW FOR 2018** - For booth 2,400 square feet or larger, the front 20% portion of the booth space facing NORTH (closest to the entrance of the exhibit hall), displays and walls are limited to 4' in height. 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 front 20% sightline area in the front of the booth in order to provide a "see-through" lane for neighboring exhibitors.
- If you have a hanging sign, there must be at least 3' clearance from the top of the booth to the bottom of the sign. Total height including sign cannot be higher than 23'.
- If you have any type of interactive display, you must have a 3-foot clearance from the aisle(s) to allow for crowds.
- **UPDATED FOR 2018** - Walls 4' and higher, may be installed in back 80% of the booth; however, 50 percent of the perimeter of the booth must be left open. Walls must be finished on both sides so as not to be unsightly to neighboring exhibitors.
- All booths must be carpeted entirely due to safety and aesthetic reasons.
- All exhibitors must bring a copy of their US Engineer-stamped plans onsite for the Fire Marshal. The Fire Marshal reserves the right to deny booth construction without these plans.

(Examples of island booths on next page)

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EXAMPLE OF ISLAND BOOTH:



**SHOW MANAGEMENT MUST APPROVE ALL BOOTHS OVER 12 FEET.
PLEASE SUBMIT YOUR DRAWINGS TO MEREDITH OMORI BY FEBRUARY 9, 2018.
EMAIL: MEREDITH.OMORI@UBM.COM**