

## Rules and Regulations

### BOOTH DISPLAY RULES AND REGULATIONS

#### 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.

#### 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.

#### 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.

#### 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.

#### HANGING SIGN INFORMATION

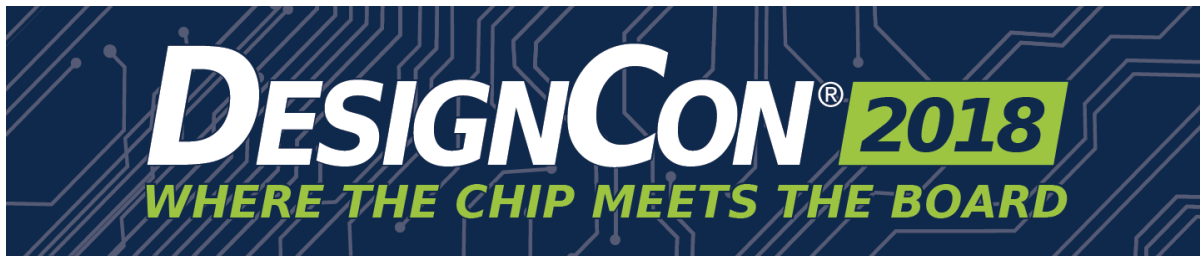
All exhibit booth signs, banners, booth ceilings or canopies, lighting grids, or other exhibit-related equipment, should be free-standing and floor-supported. Attachment to exhibit hall ceiling beams or trusses is not permitted except when approved by Event Management and installed by GES.

**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 Frank Misceo (frank.misceo@ubm.com) by **Monday January 8th 2018**. When hanging sign is approved, please order sign hanging service from GES directly.

#### PENINSULA BOOTHS

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



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#### PLATFORM BOOTHS

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

#### 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.

- 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. 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 [frank.misceo@ubm.com](mailto:frank.misceo@ubm.com) by **December 15, 2017**.
- 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 [frank.misceo@ubm.com](mailto:frank.misceo@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.

#### TWO-STORY EXHIBITS

Any exhibitor considering a two-story booth design must submit a request to [frank.misceo@ubm.com](mailto:frank.misceo@ubm.com) as early as possible in order to request approval from the facility and the fire marshal.