



## 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.**
- All booths in Halls ABC and F must be carpeted entirely due to safety and aesthetic reasons. Please note that Halls DE are carpeted. You may purchase carpet if you wish to do so, but it is not required.
- 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.

### 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 Danielle Tempesta at [danielle.tempesta@ubm.com](mailto:danielle.tempesta@ubm.com) before February 7, 2020. 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. 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 Danielle Tempesta at [danielle.tempesta@ubm.com](mailto:danielle.tempesta@ubm.com) before February 7, 2020.
- 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 24, 2020.

### 6) TWO-STORY EXHIBITS

Any exhibitor considering a two-story booth design must email a Height Variance Request form to Danielle Tempesta at [danielle.tempesta@ubm.com](mailto:danielle.tempesta@ubm.com). The deadline to submit a Height Variance request for



a two-story exhibit is by February 7, 2020. 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. 2-story booths are allowed in the section of Hall D (Center Hall) that has a 24' ceiling area. Double decker booths are not allowed in the 18' area.

The second story of double decker booths cannot have a ceiling anywhere in Moscone Center.

## **7) 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. The maximum structure height is 18'. Exhibits 3,600sf and larger may request a height variance up to 23' and may not exceed the width of the contracted booth space. Read the pertinent booth construction rules in this section. If you are unsure about your booth design please contact Danielle Tempesta at [danielle.tempesta@ubm.com](mailto:danielle.tempesta@ubm.com). All requests must be received by February 7, 2020.

- Fill out all necessary forms: [Hanging Sign Request form](#), [Height Variance Request form](#), [Automobile Request form](#), or [Lights Out Request form](#).
- Request forms will be submitted automatically via those Formstack links. Email any questions about forms and requests to Danielle Tempesta at [danielle.tempesta@ubm.com](mailto:danielle.tempesta@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 Danielle Tempesta at [danielle.tempesta@ubm.com](mailto:danielle.tempesta@ubm.com).
- If changes are made to a booth after initial approval you must submit any revisions to your design to Danielle Tempesta at [danielle.tempesta@ubm.com](mailto:danielle.tempesta@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

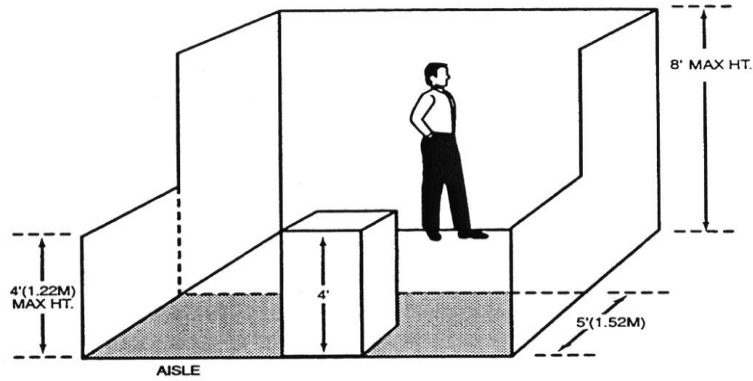
**STANDARD LINEAR BOOTH:** One or more standard booth units (10 x 10) in a straight line.

- 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 Danielle Tempesta by February 7, 2020 – [Danielle.tempesta@ubm.com](mailto:Danielle.tempesta@ubm.com)
- All booths must be fully carpeted for safety and aesthetic reasons.

**(Examples of standard linear booths on next page)**

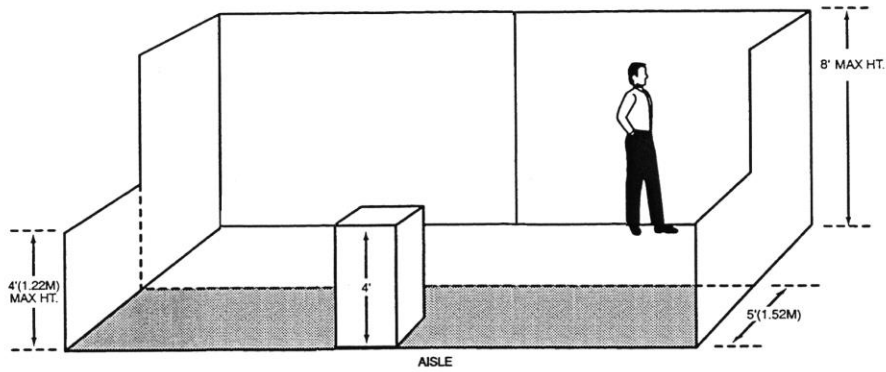
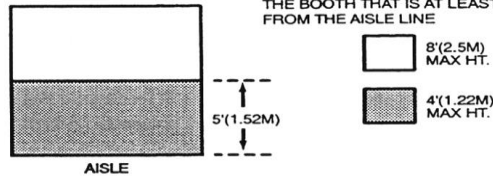
# GDC

## EXAMPLE OF STANDARD LINEAR BOOTHS:

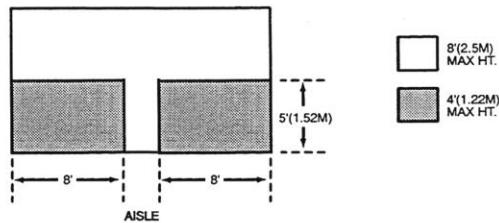


**Single Standard Booth Unit**

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 DANIELLE TEMPESTA BY  
FEBRUARY 7, 2020.**

**EMAIL: [DANIELLE.TEMPESTA@UBM.COM](mailto:DANIELLE.TEMPESTA@UBM.COM)**



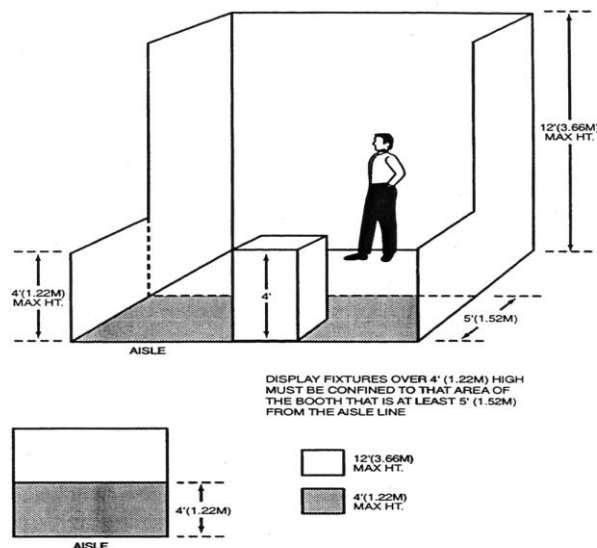
## REGULATIONS & GUIDELINES

# 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 Danielle Tempesta by February 7, 2020 – Email [danielle.tempesta@ubm.com](mailto:danielle.tempesta@ubm.com)
- All booths in Halls ABC and F must be carpeted entirely due to safety and aesthetic reasons. Please note that Halls DE are carpeted. You may purchase carpet if you wish to do so, but it is not required.

### **EXAMPLE OF A PERIMETER LINEAR BOOTH:**



**SHOW MANAGEMENT MUST APPROVE ALL COLUMNS OR PILLARS.  
PLEASE SUBMIT HEIGHT VARIANCE REQUEST AND DRAWINGS TO DANIELLE TEMPESTA BY  
FEBRUARY 7, 2020. EMAIL: [DANIELLE.TEMPESTA@UBM.COM](mailto:DANIELLE.TEMPESTA@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.

### DIMENSIONS & USE OF SPACE

- The maximum structure height is 18'. Exhibits 3,600sf and larger may request a height variance up to 23' and may not exceed the width of the contracted booth space. Submit the Height Variance Request to Danielle Tempesta by **February 7, 2020**.
- **Ceiling height varies throughout the exhibit hall; make sure to consult the ceiling height diagrams in this section before designing your booth.**

### HANGING SIGNS

- Island Booths 20'x20' or larger may hang banners or signage above their booths to a maximum height of 23' and may not exceed the width of the contracted booth space. All hanging signs, hanging graphics, and hanging banners must be pre-approved by Show Management. Submit the Booth & Hanging Sign / Rendering Form to Danielle Tempesta by **February 7, 2020**.

### SOLID WALLS

- Walls may be installed in any portion of the booth; however, 20% 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.

### FLOORING

- All booths in Halls ABC and F must be carpeted entirely due to safety and aesthetic reasons. Please note that Halls DE are carpeted; you may purchase carpet if you wish to do so, but it is not required.
- Any raised floors must include an ADA ramp

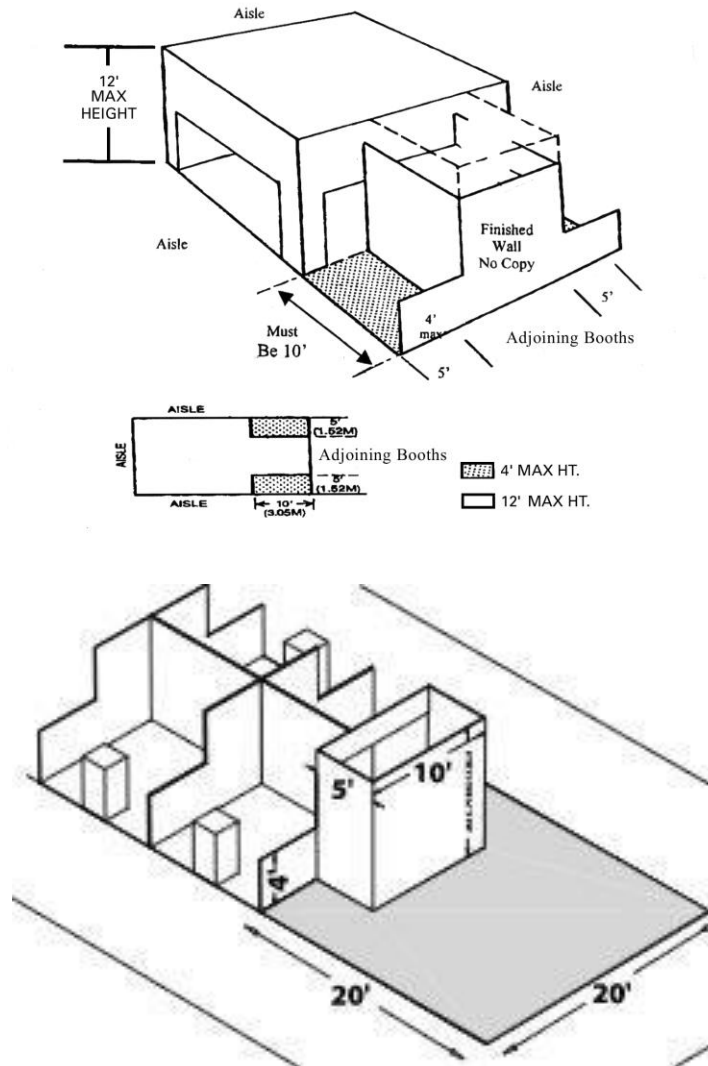
### MULTI-STORY / CANOPIES / CEILINGS

- Use of multi-story exhibits, canopies, and ceilings must be pre-approved by Show Management. Submit the Height Variance Request to Danielle Tempesta by **February 7, 2020**.
- All exhibitors approved to install a multi-story booth, canopy and/or ceiling 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 peninsula booths on next page)**

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## EXAMPLE OF A PENINSULA BOOTH:



**ALL PENINSULA BOOTHS MUST SUBMIT BOOTH DRAWINGS FOR APPROVAL.  
PLEASE SUBMIT YOUR DRAWINGS TO DANIELLE TEMPESTA BY FEBRUARY 7, 2020.  
EMAIL: [DANIELLE.TEMPESTA@UBM.COM](mailto:DANIELLE.TEMPESTA@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.

### DIMENSIONS & USE OF SPACE

- The maximum structure height is 18'. Exhibits 3,600sf and larger may request a height variance up to 23' and may not exceed the width of the contracted booth space. Submit the Height Variance Request to Danielle Tempesta by **February 7, 2020**.
- **Ceiling height varies throughout the exhibit hall; make sure to consult the ceiling height diagrams in this section before designing your booth.**

### HANGING SIGNS

- Island Booths 20'x20' or larger may hang banners or signage above their booths to a maximum height of 23' and may not exceed the width of the contracted booth space. All hanging signs, hanging graphics, and hanging banners must be pre-approved by Show Management. Submit the Booth & Hanging Sign / Rendering Form to Danielle Tempesta by **February 7, 2020**.

### SOLID WALLS

- Walls may be installed in any portion of the booth; however, 20% 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.

### FLOORING

- All booths in Halls ABC and F must be carpeted entirely due to safety and aesthetic reasons. Please note that Halls DE are carpeted; you may purchase carpet if you wish to do so, but it is not required.
- Any raised floors must include an ADA ramp

### MULTI-STORY / CANOPIES / CEILINGS

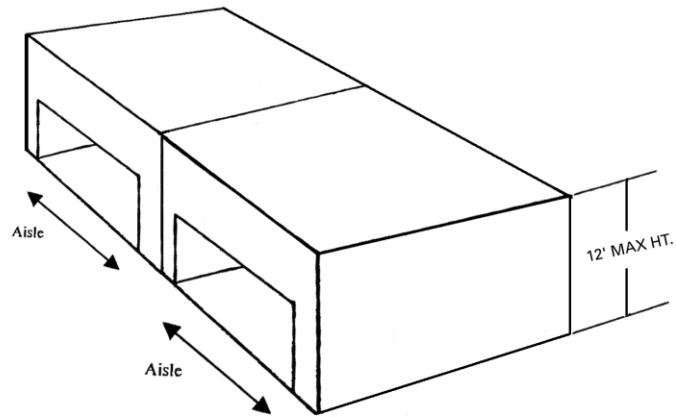
- Use of multi-story exhibits, canopies, and ceilings must be pre-approved by Show Management. Submit the Height Variance Request to Danielle Tempesta by **February 7, 2020**.
- All exhibitors approved to install a multi-story booth, canopy and/or ceiling must bring a copy of their US Engineer-stamped plans onsite for the Fire Marshal. The Fire Marshal reserves the right to deny booth construction without these plans.

**(Examples of split-island booths on next page)**



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**EXAMPLE OF A SPLIT-ISLAND BOOTH:**



**SHOW MANAGEMENT MUST APPROVE ALL SPLIT ISLAND PENINSULA BOOTHS.  
PLEASE SUBMIT YOUR DRAWINGS TO DANIELLE TEMPESTA BY **FEBRUARY 7, 2020.**  
EMAIL: [DANIELLE.TEMPESTA@UBM.COM](mailto:DANIELLE.TEMPESTA@UBM.COM)**



## REGULATIONS & GUIDELINES

# BOOTH CONSTRUCTION REGULATIONS & DIAGRAMS ISLAND BOOTH

**ISLAND BOOTH:** Any size booth exposed to aisles on all four sides, typically 20'x20' or larger.

### **DIMENSIONS & USE OF SPACE**

- The maximum structure height is 18'. Exhibits 3,600sf and larger may request a height variance up to 23' and may not exceed the width of the contracted booth space. Submit the Height Variance Request to Danielle Tempesta by **February 7, 2020**.
- **Ceiling height varies throughout the exhibit hall; make sure to consult the ceiling height diagrams in this section before designing your booth.**

### **HANGING SIGNS**

- Island Booths 20'x20' or larger may hang banners or signage above their booths to a maximum height of 23' and may not exceed the width of the contracted booth space. All hanging signs, hanging graphics, and hanging banners must be pre-approved by Show Management. Submit the Booth & Hanging Sign / Rendering Form to Danielle Tempesta by **February 7, 2020**.

### **SOLID WALLS**

- Walls may be installed in any portion of the booth; however, 20% 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.

### **FLOORING**

- All booths in Halls ABC and F must be carpeted entirely due to safety and aesthetic reasons. Please note that Halls DE are carpeted; you may purchase carpet if you wish to do so, but it is not required.
- Any raised floors must include an ADA ramp

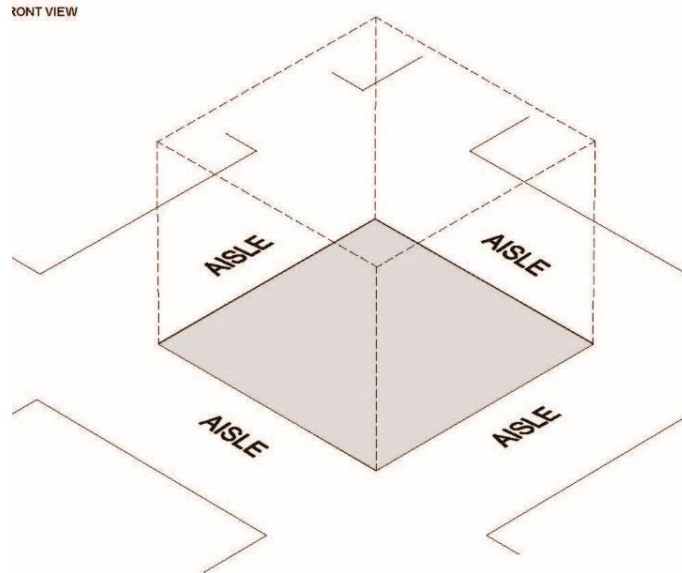
### **MULTI-STORY / CANOPIES / CEILINGS**

- Use of multi-story exhibits, canopies, and ceilings must be pre-approved by Show Management. Submit the Height Variance Request to Danielle Tempesta by **February 7, 2020**.
- All exhibitors approved to install a multi-story booth, canopy and/or ceiling 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)**

# GDC

## EXAMPLE OF ISLAND BOOTH:



**SHOW MANAGEMENT MUST PRE-APPROVE ALL ISLAND BOOTHS RENDERINGS.  
PLEASE SUBMIT YOUR DRAWINGS TO DANIELLE TEMPESTA BY **FEBRUARY 7, 2020**.  
EMAIL: [DANIELLE.TEMPESTA@UBM.COM](mailto:DANIELLE.TEMPESTA@UBM.COM)**