



## 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 with multi-level structures or structures with ceilings or canopies 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 [Matthew.Flemming@informa.com](mailto:Matthew.Flemming@informa.com) before **February 10, 2023**. 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.

**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. There must be 3' of clearance from the top of the booth and 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 [Matthew.Flemming@informa.com](mailto:Matthew.Flemming@informa.com) before **February 10, 2023**.
- 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 27, 2022**.



## 5) TWO-STORY EXHIBITS

Any exhibitor considering a two-story booth design must email a Height Variance Request form to [Matthew.Flemming@informa.com](mailto:Matthew.Flemming@informa.com). The deadline to submit a Height Variance request for a two-story exhibit is by **February 10, 2023**. 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.

## 6) 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 [Matthew.Flemming@informa.com](mailto:Matthew.Flemming@informa.com). All requests must be received by **February 10, 2023**.

- 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 [Matthew.Flemming@informa.com](mailto:Matthew.Flemming@informa.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 [Matthew.Flemming@informa.com](mailto:Matthew.Flemming@informa.com).
- If changes are made to a booth after initial approval you must submit any revisions to your design to [Matthew.Flemming@informa.com](mailto:Matthew.Flemming@informa.com).

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