



## SPONSORED AREAS

# LOBBY RULES & REGULATIONS

### 1) FLOOR PLAN & APPROVAL PROCESS

All first draft floor plans must be submitted to Deanna Marankie, [deanna.marankie.us@informa.com](mailto:deanna.marankie.us@informa.com) for Show Managements review which includes GES (show decorator), Moscone Convention Center and the Fire Marshal. Approval or requests for changes may be required so please have the first draft ready for review at least 60 days before the scheduled event. Final floor plans with the CAD version must be submitted to Deanna Marankie, [deanna.marankie.us@informa.com](mailto:deanna.marankie.us@informa.com) before. Engineered stamped drawings may be required depending on the complexity of the buildout.

### 2) EXHIBITOR APPOINTED CONTRACTORS (EACs & THIRD PARTIES)

Each vendor is required to complete the [EAC process](#) available from the [Exhibitor Service Manual](#). Vendors supporting multiple areas may list each area they are supporting on a single Certificate of Insurance and EAC submission. Show Management will provide the “booth” (area) names for this process.

### 3) POWER SOURCE

Lobby Sponsorships like Exhibit Booths are sold as clear, open space only. Additional power must be coordinated directly with the show’s approved onsite vendor.

### 4) TWO-STORY BUILDOUTS

Two-story buildouts are not permitted in the lobby areas of the Moscone Convention Center.

### 5) COVERED AREAS

Booths with full ceilings are not permitted. Acceptable ceilings must be at least: ¼” square open Grid pattern rather than a true ceiling/covering.

### 6) HEIGHT RESTRICTIONS

Structures and truss equipment must hang no less than 18” below the ceiling tiles and are required to use the designated rig points. A copy of the rig points in your assigned area are available upon request or you may view them by clicking here for the [Moscone Convention Center](#) website.

### 7) SIGNAGE

Some signage may be included with the Lobby agreement but is not always guaranteed to be included in a Lobby sponsorship. The GDC agreement will indicate sponsor and GDC's responsibilities for art development, production, installation/dismantle and shipment arrangements.

- BANNER(s) - Size, art and placement must be approved by Show Management, before being produced and shipped. The Show Information section has all Marketing & Promotion details regarding additional banner locations and prices. Please contact your sales representative for details. Most banners must be arranged by the sponsor and GDC will install/dismantle.
- 22"x28" ID SIGN(s) - This sign will be placed within the perimeters of the contracted lobby space, to indicate the hours or featured schedule of the lobby presentation.
- ARTWORK - Sponsor is responsible for developing and submitting print ready artwork.

### **8) RIG POINTS**

Only rig points within the perimeters of the contracted lobby area may be used. Rigpoints outside the lobby area, must be approved by Show Management. Sponsor must work directly with GES once floor plan is approved with Show Management.

### **9) AISLE SPACE**

A minimum of 15' of clearance for attendees to safely pass through is required. This pertains to all perimeters (columns, stairs, escalators, etc.) surrounding the lobby area, and may require corners from the lobby lounge footprint to be cut off in order to accommodate. Sponsors must maintain all equipment, setup and signage within the assigned lobby area and cannot have items extend beyond the perimeters into the aisles (including queuing).

### **10) WEIGHT & CAPACITIES**

All Hall floors allow a maximum 125 pounds per square foot. Sponsors and vendors will work with GES once plans are submitted and approved by Moscone Convention Center and the Fire Marshall. Suggestion to submit plans in progress before deadlines, in order to identify areas needing further review and consideration.

**REFER TO SHOW RULES & REGULATIONS FOR DETAILS ON ALL OTHER GENERAL REQUIREMENTS.**