Booth Building & Display Regulations

Carefully review this section for specific Toy Fair Dallas 2020 booth display regulations for raw spaces, atrium-facing spaces, and private showrooms. If you are not certain which type of booth you have selected or have other questions, please contact Show Management. If a booth does not adhere to these regulations, exhibitors will be required to modify their exhibits on-site at their own expense.

Exhibit Design Approval Request Form

Any exhibit not provided by GES, the general contractor, must be approved by Show Management. Submit the Exhibit Design Approval Request Form and a diagram of your exhibit no later than **Friday, August 28, 2020** for consideration. Please understand that submitting a request form does not guarantee approval.

Fire Regulations at the Dallas Market Center

- No merchandise may be hung on the exterior walls of booths.
- Merchandise, racks, displays, chairs, etc., must be kept out of the aisles and within the exhibit space. Firefighting and emergency equipment including fire extinguishers, strobes, fire hose cabinets and standpipes, may not be hidden, blocked or obstructed. **All emergency exits, hallways and aisles must be kept clear and unobstructed. Fire lanes must be left open at all times**.
- All shipping containers that exhibitors wish to reuse for their outbound shipping are to be completely emptied, properly labeled and stored by GES per the guidelines in the *Shipment & Receipt of Exhibit Materials* section. **Nothing may be stored behind or beside an exhibit.**
- Exhibitors and contractors must comply with all federal, state and local fire regulations and building codes that apply to places of public assembly. All curtains, draping, foam core, decorative items, etc., must be made of flame-retardant materials.

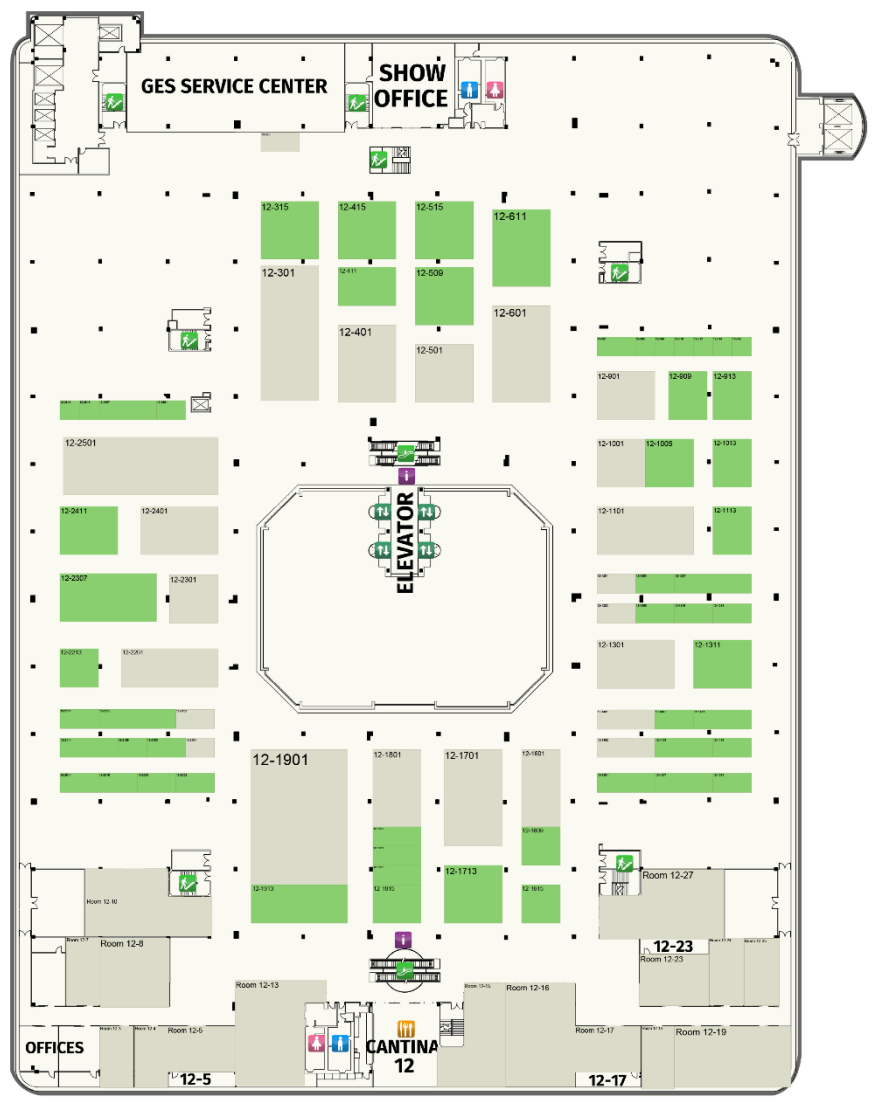
General Display Guidelines

- No display deemed unprofessional in appearance, at the sole discretion of Show Management, will be permitted. If any exhibit interferes with the rights of other exhibitors or does not conform to prevailing standards of good taste, Show Management may require immediate changes. Exhibitors must keep their booths neatly arranged in order to maintain and improve the overall appearance of the exhibit.
- Toy Fair Dallas exhibit space includes no furnishings except for carpeting where it already exists. **Traditional pipe and drape will not be provided or available.**
- All exterior exhibit display/booth surfaces must be finished; no unfinished surfaces or wiring/frameworks/supports are to be exposed on the front, sides or back of any exhibit.
- Exhibit space floor covering is mandatory. There is preexisting carpet on the 12th floor, and standard black carpet will be provided with all GES Standard Booth Packages on the 13th floor.

1. 12th Floor – Non-Atrium-Facing Raw Space

- 8' maximum height restriction for any booth or display element.
- There is permanent neutral-colored carpet throughout the floor.
- Hanging signs will not be permitted.

LEVEL 12 – DALLAS MARKET CENTER



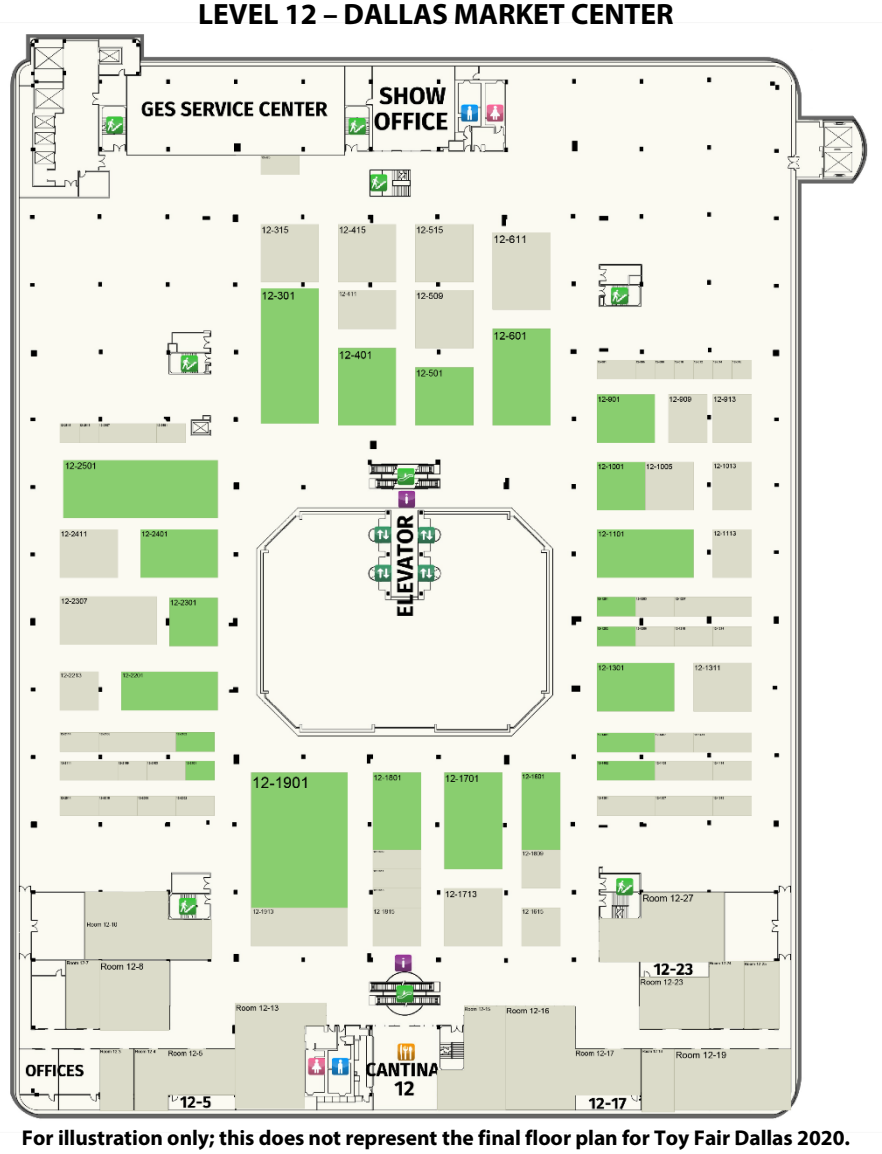
For illustration only; this does not represent the final floor plan for Toy Fair Dallas 2020.

***Nothing may be taped, tacked, nailed or screwed or affixed in any way to columns, walls, floors or other Dallas Market Center surfaces. Any damage caused by infraction of this rule will be repaired at the exhibitor's expense.**

2. 12th Floor – Atrium-Facing Raw Space

- 8' maximum height restriction for any booth or display element.
- **You must include a 1-meter deep display (showcase or open front) that spans the atrium-facing side of your booth. The storefront display design must show a visual merchandising effort and include product. Please note that all booth designs must be approved by GES and Show Management.**
- There is permanent neutral-colored carpet throughout the floor.
- Hanging signs will not be permitted.

LEVEL 12 – DALLAS MARKET CENTER



For illustration only; this does not represent the final floor plan for Toy Fair Dallas 2020.

***Nothing may be taped, tacked, nailed or screwed or affixed in any way to columns, walls, floors or other Dallas Market Center surfaces. Any damage caused by infraction of this rule will be repaired at the exhibitor's expense.**

3. 12th Floor – Private Showrooms

- 8' maximum height restriction for any display element.
- There is permanent neutral-colored carpet throughout the floor.
- The space does not include furnishings. All furniture and additional display items are to be provided by individual exhibitor or rented from GES.
- The walls are shelf-ready (not slat wall), and shelves for these showrooms are available for rent from the Dallas Market Center only. See *Permanent Showroom Shelf Order Form* under *Additional Exhibitor Services* of this *Exhibitor Kit*.
- There are functioning electrical outlets.
- Hanging signs will not be permitted.

LEVEL 12 – DALLAS MARKET CENTER



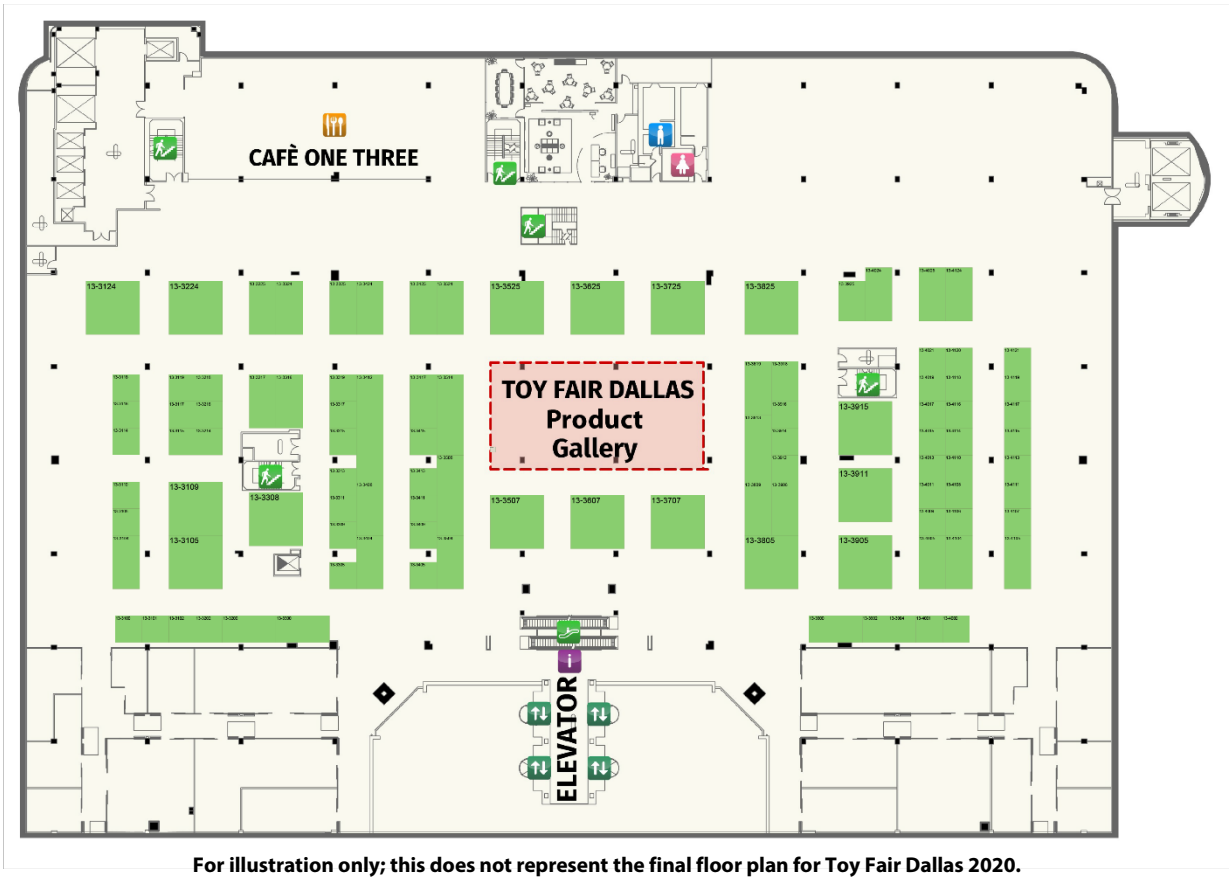
For illustration only; this does not represent the final floor plan for Toy Fair Dallas 2020.

***Nothing may be taped, tacked, nailed or screwed or affixed in any way to columns, walls, floors or other Dallas Market Center surfaces. Any damage caused by infraction of this rule will be repaired at the exhibitor's expense.**

4. 13th Floor – Raw Space

- 8' maximum height restriction for any booth or display element.
- Standard black carpet will be provided with all GES Standard Booth Packages.
- The aisle carpet will be tuxedo.
- Hanging signs will not be permitted.
- **Companies with booths facing the Product Gallery are strongly encouraged to create an attractive storefront display design. Please note that there could be educational and networking activities taking place in the Product Gallery throughout the show.**

LEVEL 13 – DALLAS MARKET CENTER



For illustration only; this does not represent the final floor plan for Toy Fair Dallas 2020.

***Nothing may be taped, tacked, nailed or screwed or affixed in any way to columns, walls, floors or other Dallas Market Center surfaces. Any damage caused by infraction of this rule will be repaired at the exhibitor's expense.**