



Booth Building & Display Regulations

Carefully review this section for specific booth display regulations for raw spaces and tabletops. 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 Thursday, August 18, 2022 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](#)

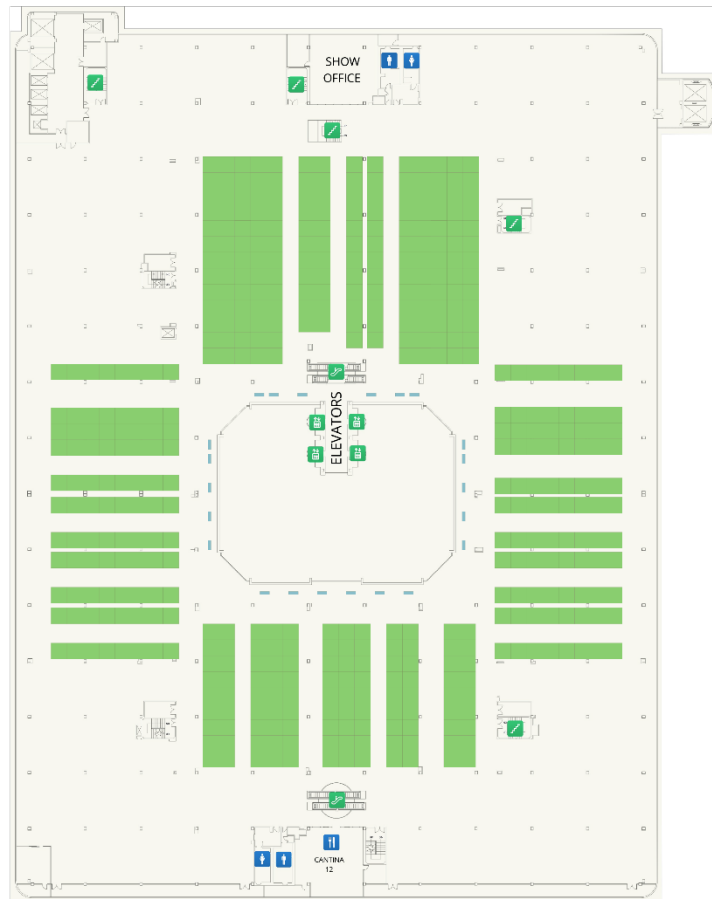
- No display deemed unprofessional in appearance, at the sole discretion of Show Management, will be permitted. If any exhibit interferes with the rights of other exhibitors or does not conform to prevailing standards of good taste, Show Management may require immediate changes at the exhibitor's expense. Exhibitors must keep their booths neatly arranged in order to maintain and improve the overall appearance of the exhibit.
- Exhibit space does not include furnishings. **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.
- The show floors in the Dallas Market Center are concrete. While floor covering is no longer mandatory in your exhibit space, we do encourage you to consider a flooring option such as carpet. Exhibitors may provide their own, or order carpet through GES. See *GES Exhibit Flooring* under *Booth Furnishings Rental* of this exhibitor kit for available options.

1. *Raw Space*

- 8' maximum height restriction for any booth or display element.
- **You are encouraged to include a storefront element as part of your booth display. Attendees have indicated that the ability to preview products in an open setting encourages their walk-in business.**
- The show floors are concrete. We encourage you to consider a flooring option such as carpet.
- Hanging signs will not be permitted.

DALLAS MARKET CENTER – WORLD TRADE CENTER

LEVEL 12



For illustration only; this does not represent the final floor plan for The Toy Association's 2023 Preview & 2022 Holiday Market.

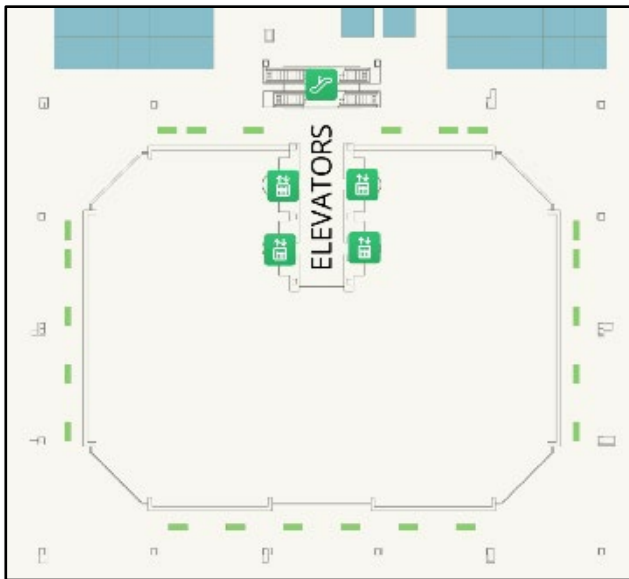
***Nothing may be taped, tacked, nailed, or screwed or affixed in any way to columns, walls, floors, or other Dallas Market Center surfaces. Any damage caused by infraction of this rule will be repaired at the exhibitor's expense.**

2. Tabletops

- Each tabletop is equipped with:
 - (1) – 6' table (6'w x 2'd x 2.5'h)
 - (2) – chairs
 - (1) – wastebasket
 - (1) – ID sign
- The maximum height for merchandise and/or display fixtures placed in the tabletop area is 6' off the ground.
- **All product must be displayed and restricted to the surface area of the table provided. Floor standing signs are not permitted.**

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