



# New Display Regulations for IWF 2016

August 24-27, 2016 Atlanta, Georgia USA  
Georgia World Congress Center

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The follow Display Regulations have been added/changed for 2016

## **EXHIBIT SPACES THAT SURROUND A COLUMN**

Exhibitors that have contracted for exhibit space which contains the entire base of a building column within the confines of the exhibit space are allowed to use display materials to enclose or mask the entire column from floor to ceiling. The exhibitor cannot affix anything to the column and the column must have an access door or some other means that would allow access to the column by the GWCC engineering department if needed. Refer to Display Regulations on Page 23 for detailed information.

## **SPLIT ISLAND CONFIGURATION**

A new space configuration designated as "Split Island" has been added which allows back-to-back peninsula spaces to use the entire area within the space for display materials (up to 16' 6" in height).

## **HANGING SIGNS**

Hanging signs will be allowed in Island, Peninsula and Split Island exhibit space configurations that are a minimum of 600 sq. ft. or larger in size. All hanging signs and light displays must be submitted to IWF Show Management at least two months prior to your assigned freight arrival date for approval. The complete IWF 2016 display regulations are included in this manual. Hanging signs must be ordered from GES using Form H-2 Hanging Sign/Truss Labor Order Form by July 27, 2016.

## **IMPORTANT!**

Be sure your exhibit display is in compliance with the display regulations prior to your company's move-in. We ask that all exhibitors contracted for Island, Split Island and Peninsula exhibit space configurations submit your preliminary display floor plans to IWF show management for approval at least two months prior to your assigned freight arrival date as shown on the freight arrival/removal floor plans in the exhibitor manual. List all dimensions for height, width and depth along with the locations of your graphics placement.

If you would like the exact dimensions and schematics of your booth, please contact Debbie Hulseley at [debbie@iwfatlanta.com](mailto:debbie@iwfatlanta.com). Any other questions regarding regulations for booth display, please contact J.P. Roberts at [jp@iwfatlanta.com](mailto:jp@iwfatlanta.com).

# IWF 2016 Display Regulations

*Your exhibit booth display must comply with the regulations as outlined here.  
Please refer to your exhibit space confirmation letter or contract for your specific space configuration.*

## IWF Safety Guidelines

The purpose for the display rules and height restrictions is to provide visibility to all exhibitors. At the same time, these regulations should maintain the inherent benefits of differing exhibit space configurations. For this reason, all exhibit spaces have restrictions. The International Woodworking Fair, LLC established these rules in an effort to maintain consistency and visibility for all exhibitors.

Display materials consist of exhibit fixtures, display of exhibitor products, signage, lights, prefabricated columns, counters, display racks, pedestals with products, A/V equipment or small machinery on top, etc.

Restrictions apply to display materials only. Machinery, including dust collection systems, may be placed anywhere within the exhibit space. Please consider your neighbors' sightlines when locating machinery and dust collection equipment.

The key to building displays is to make them flexible so they may be used in several different exhibit space configurations for one or more shows.

Please Note: Exhibitors desiring to build raised floors or platforms as part of their displays must comply with the requirements of the American with Disabilities Act (ADA).

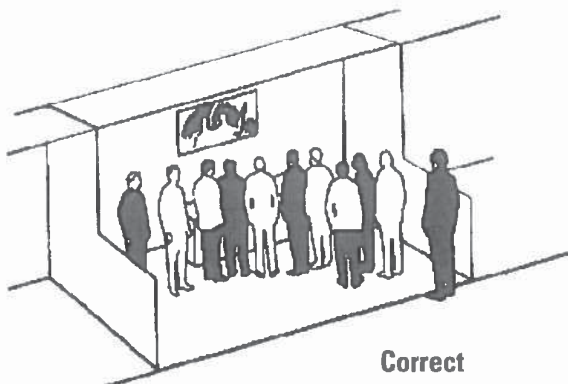
IWF Show Management reserves the right to allow, at their discretion, variances due to an obstruction caused by the physical plant or building structure.

### IMPORTANT

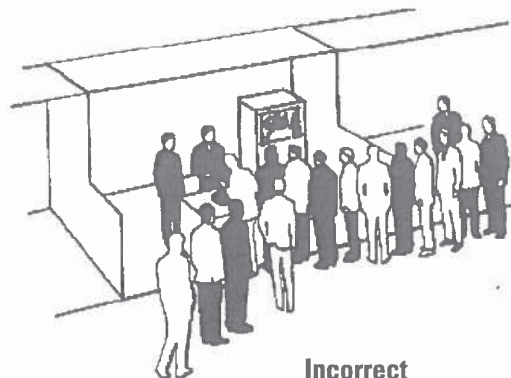
Exhibits not in compliance with show rules or display regulations will be required to conform before the opening of the show at the exhibitor's expense. **Failure to do so will result in loss of priority position assignment in the next IWF.** Please contact Show Management prior to planning and/or building your display with any questions about your exhibit space configuration or compliance with display regulations.

## Demonstrations

**Definition:** The part of the exhibit program involving the interaction of exhibit personnel and their audience through corporate presentations, product demonstrations or sampling.



Correct



Incorrect

- A. All signs, lighting, floor coverings and displays must be within the confines of your exhibit space. For hanging signs and lights, refer to the display regulations for hanging signs and lights. If your exhibit space surrounds the entire base of a building column, refer to the New display regulations for Booths With Columns.
- B. No machine or other exhibit component may impede traffic flow in any aisle.
- C. Exhibitors must display warning signs conspicuously indicating dangers or hazards.
- D. Dust removal systems, equipment and guarding must be used on operating machines, where applicable. Aisle spanning systems must be marked during move-in and move-out for safety.
- E. Safety gear, including eye and ear protection, must be worn by operators demonstrating machines that present danger.
- F. Exhibitors are required to provide on request hearing protection devices to booth personnel, surrounding exhibitors and visitors to their booth.
- G. Machines are to be operated or demonstrated by exhibitor personnel only.
- H. Operating areas shall be established around machines for the safety of operators and visitors.
- I. Demonstrations must take place within the exhibit space area only. Exhibitors may be requested by Show Management to schedule demonstrations if visitors crowd adjoining exhibits or impede traffic flow in the aisle. (see diagram below)
- J. Exhibitors must comply with applicable electrical safety conformance standards.
- K. All applicable fire and safety laws applying to the venue must be strictly observed by the exhibitor. Cloth decorations must be fire retardant. Aisles and fire exits must not be blocked. No decoration of paper, leaves or tree branches are allowed. Acetate and other non-fire retardant drapes are not permitted. No storage behind exhibits is provided or permitted.
- L. Show Management retains the right to shut an exhibit down if it violates any of the above rules, or if in the opinion of Show Management, an exhibitor's conduct is not in the best interest of the Fair.

# Hanging Signs and Lights

Hanging signs and lights will only be allowed in Island, Peninsula and Split Island exhibit space configurations that are a minimum of 600 sq. ft. or larger in size.

The maximum allowable height for hanging signs or lights is twenty five feet (25 ft. / 7.62m) to the top of the sign or lights and twenty feet (20 ft. / 6.10m) to the bottom.

Hanging signs or lights are not allowed in the area above the booth between sixteen feet six inches (16 ft. 6 in. / 5m) and twenty feet (20 ft. / 6.10m). All hanging signs and lights must be within the confines for the contracted exhibit space.

Lighting cannot be projected from outside contracted exhibit space into booth from ceiling or truss mounted lighting. Any hanging signs or lighting in violation of these regulations must be corrected or removed at exhibitors expense.

GES is responsible for assembly, installation and removal of all hanging signs and and lighting trusses. You must complete the Hanging Sign/Truss order form that will be in the IWF 2016 Exhibitor Information Manual and send to GES.

All hanging sign and light displays must be submitted to IWF Show Management at least two months prior to your assigned freight arrival date for approval. List all dimensions for height and width along with the locations of your graphics and lighting placement. If exhibitor or third party display builder acting on exhibitors' behalf, does not submit the required plans to IWF by the submission date, the hanging sign or lighting cannot be used in the IWF 2016 show.

# Display Regulations for Exhibit Spaces That Surround a Column

## (NEW for IWF 2016)

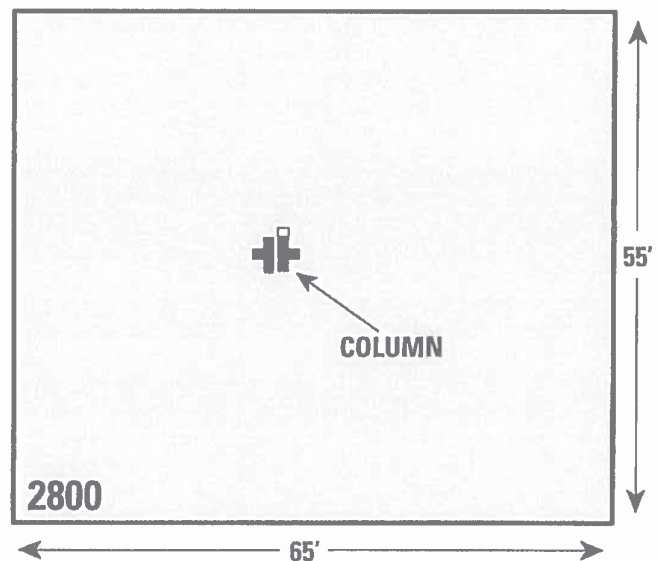
**New for IWF 2016**, exhibitors that have contracted for exhibit space which contains the entire base of a building column within the confines of the exhibit space are allowed to use display materials to enclose or mask the entire column from floor to ceiling. The exhibitor cannot affix anything to the column and the column must have an access door or some other means that would allow access to the column by the GWCC engineering department if needed.

The intent of this new regulation is to allow an exhibitor the use of the vertical column space to enhance their display and not detract from the design of their display property for the show.

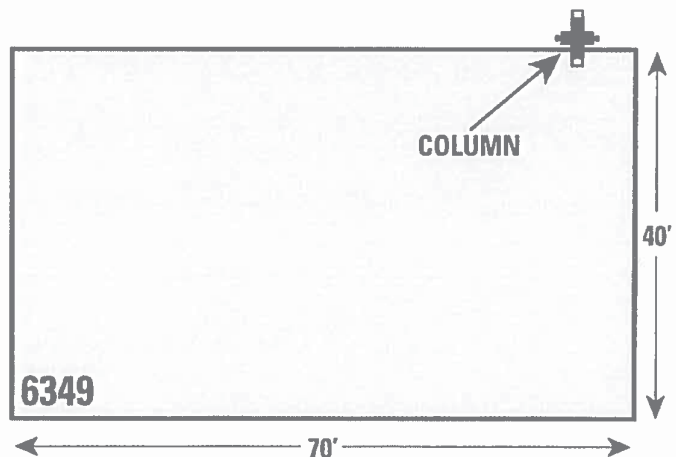
This new regulation does not apply to any exhibit space with only a portion of the column base within the confines of the contracted exhibit space.

This new regulation applies to all booth configuration types as defined on the following pages of the IWF 2016 display regulations.

Below is an example of booths with **an entire column base** within the confines of the space for which this new regulation **WOULD** apply.



Below is an example of booths with **a portion of a column base** within the confines of the space for which this new regulation would **NOT** apply.



# Standard Exhibit Space

## Definition

One or more standard (inline) exhibit spaces in a straight line.

## Height



Display materials, components and identification signs will be permitted to a maximum height of 8 feet 3 inches (2.5 m).

## Intent

If a portion of an exhibit extends above 8 feet 3 inches (2.5 m) high, the exhibit background will detract from the overall impact of the exhibit space directly behind that exhibit space regardless of how the rear of the offending exhibit is finished.

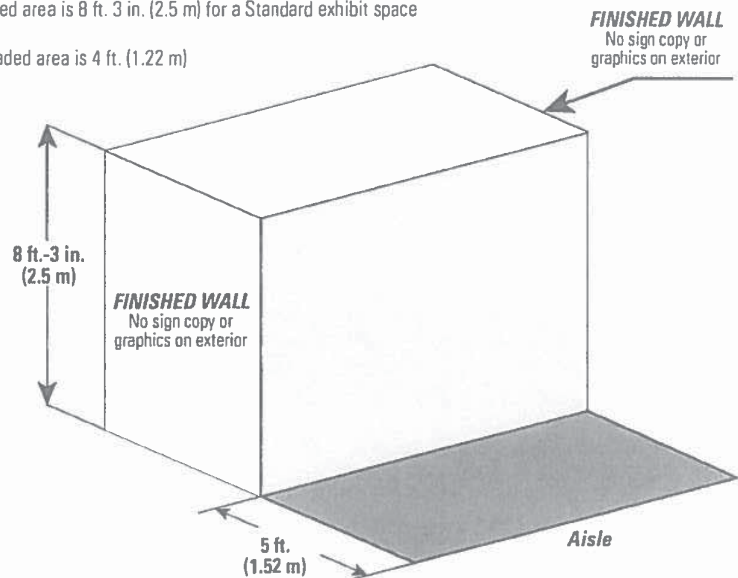
## Depth

All display fixtures over 4 feet (1.22 m) in height must be confined to that area of the exhibit space which is at least 5 feet (1.52 m) from the aisle line. This applies to all Standard Exhibit Spaces regardless of depth.

-  Maximum height of display materials placed in light shaded area is 8 ft. 3 in. (2.5 m) for a Standard exhibit space
-  Maximum height of display materials placed in darker shaded area is 4 ft. (1.22 m)

**IMPORTANT**



Space dimensions shown on floor plan are from center line of exhibit space equipment such as rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and utility service at the rear of the exhibit space.

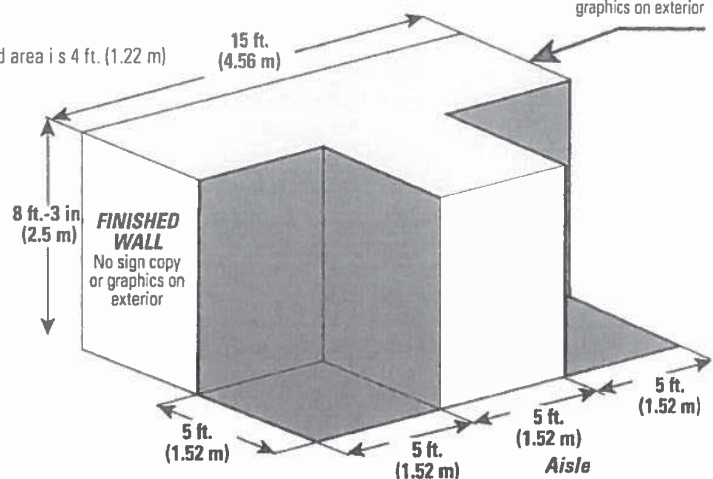


## REFER TO THIS DIAGRAM FOR STANDARD AND PERIMETER WALL EXHIBIT SPACES WITH FIFTEEN OR MORE LINEAR FEET

## Intent

Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of exhibit. Exhibitors with spaces 15 linear feet (4.56 m) or more should be able to use as much of the total floor space as possible as long as they do not interfere with the rights or sightlines of others.

-  Maximum height of display materials placed in light shaded area is 8 ft. 3 in. (2.5 m) for Standard exhibit spaces and 16 feet 6 inches (5m) for Perimeter Wall exhibit spaces
-  Maximum height of display materials placed in darker shaded area is 4 ft. (1.22 m)



# Perimeter Wall Exhibit Space

## Definition

An exhibit space located on the perimeter wall of the exhibit floor.

## Height

Display materials, components and identification signs will be permitted to a maximum height of 16 feet 6 inches (5 m) in a Perimeter Wall exhibit space.

Refer to the diagrams below for additional display regulations for the exhibit spaces with 15 or more linear feet and spaces with 7 feet or more space between the adjacent exhibit spaces.



## Intent

Because of their location, Perimeter Wall exhibit spaces do not back up against or adjoin the backwall of another exhibit space and do not interfere or distract from exhibit spaces behind them. This rule's intent is to provide visibility for exhibit spaces in these locations.

## Depth

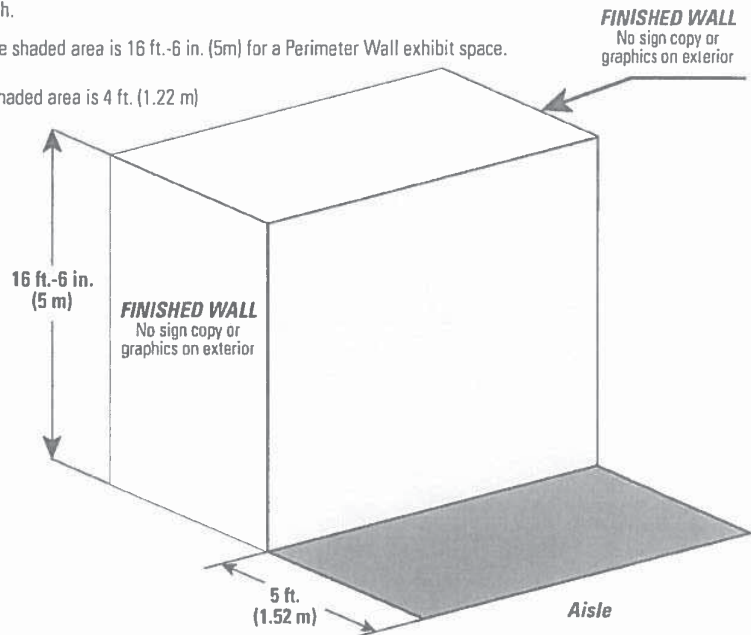
All display fixtures over 4 feet (1.22 m) in height must be confined to that area of the exhibit space which is at least 5 feet (1.52 m) from the aisle line.

This applies to all Perimeter Wall exhibit spaces regardless of depth.

-  Maximum height of display materials placed in light blue shaded area is 16 ft.-6 in. (5m) for a Perimeter Wall exhibit space.
-  Maximum height of display materials placed in darker shaded area is 4 ft. (1.22 m)

**IMPORTANT**

Space dimensions shown on floor plan are from center line of exhibit space equipment such as rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and utility service at the rear of the exhibit space.





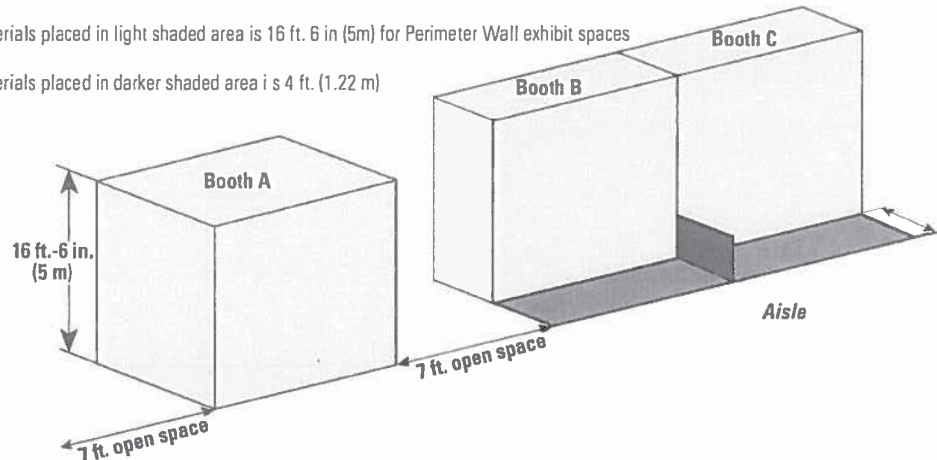
## REFER TO THIS DIAGRAM FOR PERIMETER WALL EXHIBIT SPACES WITH NO ADJACENT EXHIBIT SPACES

## Intent

Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of exhibit. Exhibitors with Perimeter Wall spaces with no adjacent booths that have minimum of 7 ft. of open space from the nearest booth should be able to use as much of the total floor space as possible as long as they do not interfere with the rights or sightlines of others. Therefore, display materials up to a maximum of 16 feet 6 inches (5m) are permitted in all areas of the exhibit space.

Refer to Booth A in the diagram below.

-  Maximum height of display materials placed in light shaded area is 16 ft. 6 in (5m) for Perimeter Wall exhibit spaces
-  Maximum height of display materials placed in darker shaded area is 4 ft. (1.22 m)





# Peninsula Exhibit Space

## Definition

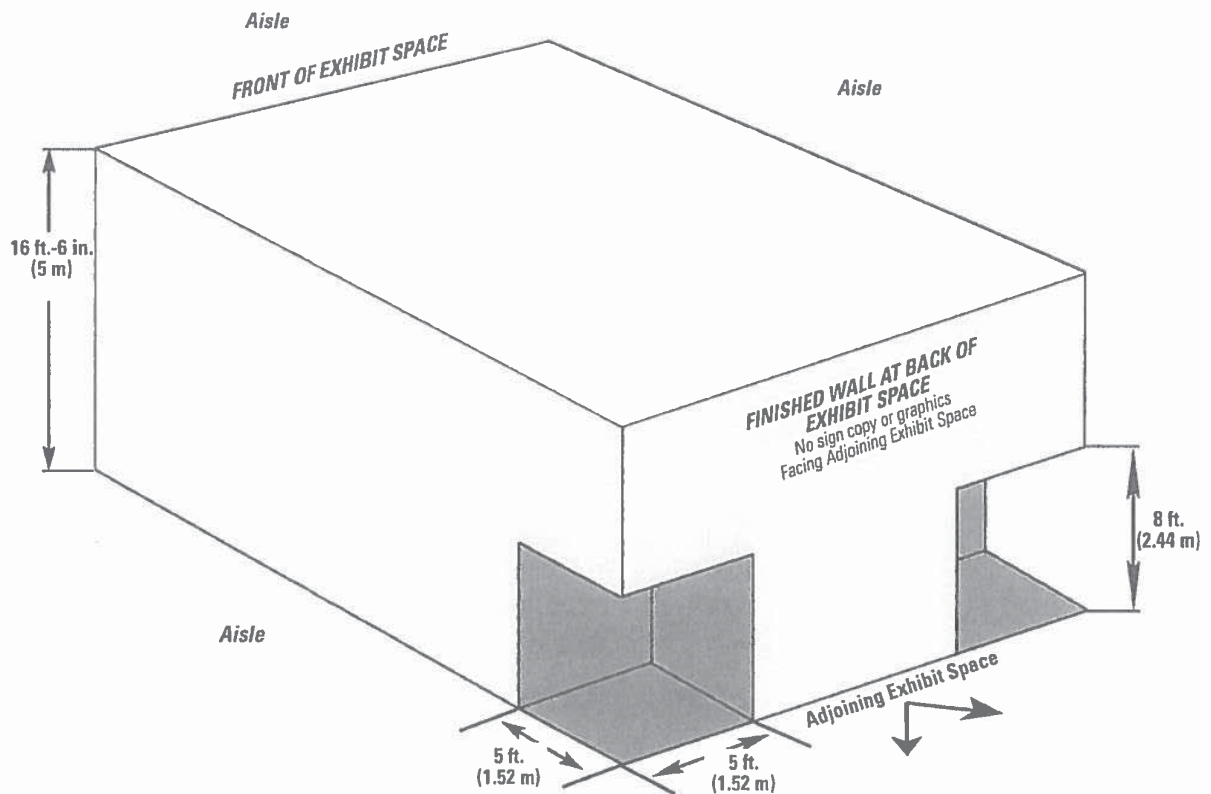
An exhibit space with traffic aisles on three sides which backs up to standard (inline) exhibit spaces.

## Intent

Each exhibitor is entitled to a reasonable sightline from the adjoining space(s). Therefore, an area extending 5 feet (1.52m) into the exhibit space from the aisle and 5 feet (1.52m) in from the back wall of the adjoining space(s) and 8 feet high (2.44m) must not have display materials over 4 feet (1.22m) in height. Display materials in all other parts of the exhibit space are permitted to a maximum of 16 feet 6 inches (5m) in height. Lights, supports or other display materials can be no higher than 16 feet 6 inches (5m) and must be within the confines of your exhibit space, (refer to Hanging Sign/Light display regulations if not being supported from within your booth space).

**These restrictions apply to display materials only. Machinery, including dust collection systems, may be placed anywhere within the exhibit space. Please consider your neighbor's sightline when locating machinery and dust collection equipment. The back wall facing the adjacent exhibit space must not carry any identification signs or other copy that would detract from the adjoining booth.**

-  Maximum height of display materials placed in light shaded area is 16 ft. 6 in (5m) for a Peninsula exhibit space
-  Maximum height of display materials placed in darker shaded area is 4 ft. (1.22 m)



## IMPORTANT

Be sure your exhibit display is in compliance with the display regulations prior to your company's move-in. Submit your preliminary floor plans to IWF show management at least two months prior to your assigned freight arrival date for approval of your Peninsula exhibit space display. List all dimensions for height, width and depth along with the locations of your graphics placement.

# Split Island Exhibit Space

## Definition

A peninsula exhibit space which shares a common backwall with another peninsula exhibit space

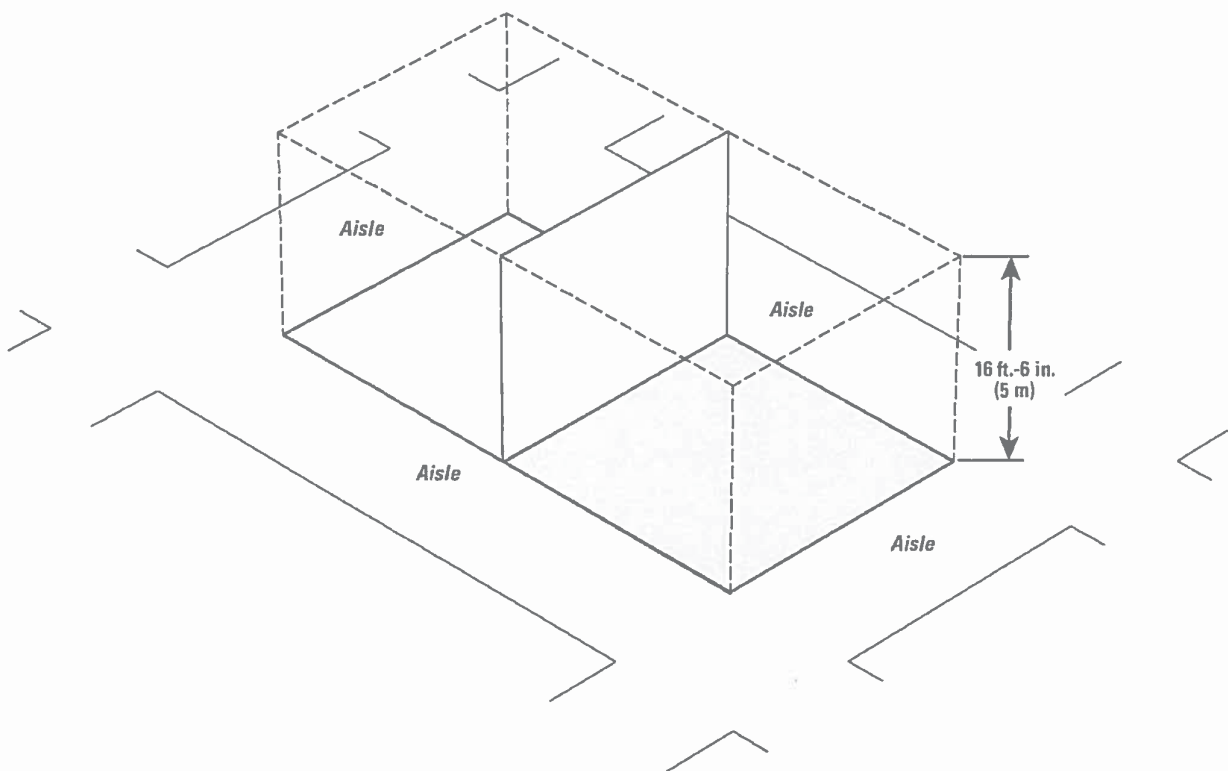
## Intent

Each exhibitor is entitled to a reasonable sightline from the adjoining space(s). Therefore, display materials up to a maximum height of 16 feet 6 inches (5m) are permitted in all areas of the exhibit space.

Lights, supports or other display materials can be no higher than 16 feet 6 inches (5m) and must be within the confines of your exhibit space, (refer to Hanging Sign/Light display regulations if not being supported from within your booth space).

**These restrictions apply to display materials only. Machinery, including dust collection systems, may be placed anywhere within the exhibit space. Please consider your neighbor's sightline when locating machinery and dust collection equipment. The back wall facing the adjacent exhibit space must not carry any identification signs or other copy that would detract from the adjoining booth.**

 Maximum height of display materials in light shaded area is 16 ft. 6 in. (5m) for an split island exhibit space.



## IMPORTANT

Be sure your exhibit display is in compliance with the display regulations prior to your company's move-in. Submit your preliminary floor plans to IWF show management at least two months prior to your assigned freight arrival date for approval of your Split Island exhibit space display. List all dimensions for height, width and depth along with the locations of your graphics placement.



# Island Exhibit Space

## Definition

An exhibit space with traffic aisles on all four sides.

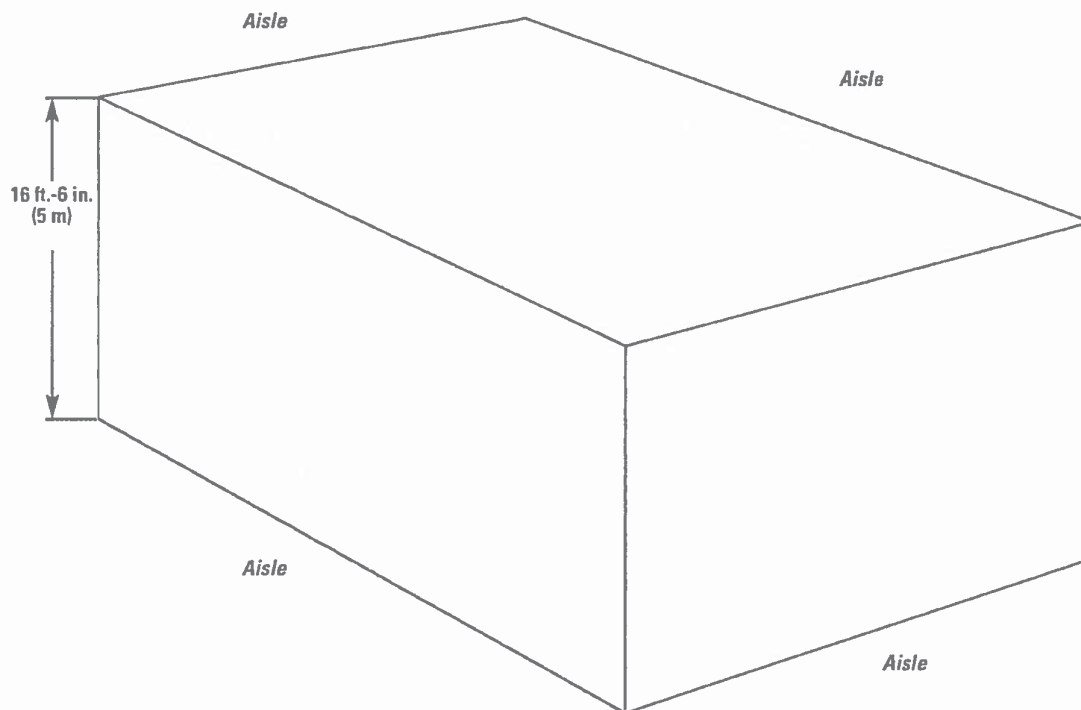
## Intent

Each exhibitor is entitled to a reasonable sightline from the adjoining space(s). Therefore, display materials up to a maximum height of 16 feet 6 inches (5m) are permitted in all areas of the exhibit space.

Lights, supports or other display materials can be no higher than 16 feet 6 inches (5m) and must be within the confines of your exhibit space, (refer to Hanging Sign/Light display regulations if not being supported from within your booth space).

**These restrictions apply to display materials only. Machinery, including dust collection systems, may be placed anywhere within the exhibit space. Please consider your neighbor's sightline when locating machinery and dust collection equipment.**

 Maximum height of display materials placed in light shaded area is 16 ft. 6 in. (5m) for an Island exhibit space.



## IMPORTANT

Be sure your exhibit display is in compliance with the display regulations prior to your company's move-in. Submit your preliminary floor plans to IWF show management at least two months prior to your assigned freight arrival date for approval of your Island exhibit space display. List all dimensions for height, width and depth along with the locations of your graphics placement.

# MULTI-STORY EXHIBITS - Rules and Regulations

1. 2016 exhibitors with seniority points using a multi-story exhibit (multi-level or double-decker) will be charged an additional 50% of the per square foot rate for the elevated area utilized. For all other contracting exhibitors the cost is 50% of the per square foot rate for the elevated area.
2. Multi-story exhibits are limited to island configurations only and must cover at least 20% of the exhibit level booth space.
3. Height limitation: 16 feet - 6 inches (5 m) from the building floor to the top of the exhibit.
4. The maximum allowable height for hanging signs or lights is twenty five feet (25 ft./ 7.62m) to the top of the sign or lights and twenty feet (20 ft. / 6.10m) to the bottom. Hanging signs or lights are not allowed in the area above the booth between sixteen feet six inches (16 ft. 6 in. / 5m) and twenty feet (20 ft. / 6.10m). **Please see the Hanging Sign Display regulations for further regulations regarding hanging signs.**
5. Exhibit booth plans for multi-story exhibits must be submitted in writing to IWF Show Management and the Georgia World Congress Center Event Services Department for approval no later than Monday, June 6, 2016. There must be a licensed structural engineer's stamp of certification on all plans.
6. IWF Show Management and the Georgia World Congress Center will have final approval on all plans submitted.

NOTE: The Fire Marshal has provided basic guidelines for compliance with Paragraph 9-4.4.3.7 of NFPA 101 Life Safety Code, which governs multi-story exhibit booths. In addition, the GWCC has developed additional guidelines appropriate for the safe and orderly operation of these facilities. These guidelines are listed below.

7. Covered or roofed areas should be furnished with acceptable battery powered smoke detectors that emit alarms audible outside of the enclosed or covered area.
8. The Exhibitor will provide for a Fire Watch within the booth space. Personnel providing Fire Watch services must be supplied with a class 2A10BC fire extinguisher in each enclosed area covered by the floor above. Personnel must be trained in the use of extinguishers. Neither IWF nor the Georgia World Congress Center provide or have fire extinguishers available. The Exhibitor must provide the proper class and size of fire extinguisher for their own use.
9. Spiral stairways are not recommended for areas occupied by the public, visitors, or clientele, unless specifically approved.
10. The upper deck of multi-story exhibits greater than 300 sq. ft. in area shall have at least two remote means of egress (i.e. two exits).
11. Areas within the exhibit booth that are totally enclosed (i.e., walls and roof/ceiling) must be served by an emergency lighting source (i.e., battery powered) when such areas lead to exit access from the space (e.g., stairs, aisles, corridors, ramps, and passageways leading to an exit from the booth space).