



DISPLAY RULES AND REGULATIONS

**January 26 – 28, 2016
Georgia World Congress Center
265 Andrew Young Intl Blvd NW
Atlanta, Ga 30313 USA**

Standard Linear (In-Line) Booth:

Standard Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only the front of booth exposed to the aisle. The Standard Linear Booth has a depth of 10ft (3.05m). A Corner Booth is a Standard Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All guidelines for Standard Linear Booths apply to Corner Booths.

DEPTH

All display fixtures over 4ft (1.22m) in height and placed within **10** lineal feet (3.05m) of an adjoining exhibit, must be confined to that area of the exhibitor's space which is **5ft (1.52m)** from the aisle.

HEIGHT

All booths will be confined to a maximum height of **8ft (2.44m)**.

The maximum height of **8ft (2.44m)** is allowed only in the rear half of the booth space, with a **4ft (1.22m)** height restriction imposed on all materials in the remaining space forward to the aisle. **Note:** When three or more linear booths are used in combination as a single exhibit space, e.g. **10ft X 30ft** or greater, the **4ft (1.22m)** height limitation is applied only to that portion of exhibit space which is within **10ft (3.05m)** of an adjoining booth. Equipment which exceeds the 8ft height limit is allowed if it is in its usual orientation or “natural state” and is in compliance with the line of sight regulations. No signs may be added to the top of such equipment. **Absolutely NO ceiling suspended signage allowed. Maximum back wall height limitation of 8ft (2.44 m). Free standing signs will NOT exceed 8ft. (2.44m) in height from floor to top of sign/sign support. Two-story booths are NOT allowed for linear booths.**

CANOPIES

Exhibitors using canopies or false ceilings over their exhibit may use vertical supports up to 3ft (7.62cm) in width in the corner of their space. Vertical supports that are strictly decorative will not be permitted if the manner in which they are used is not in keeping with the intent of the section on depth.

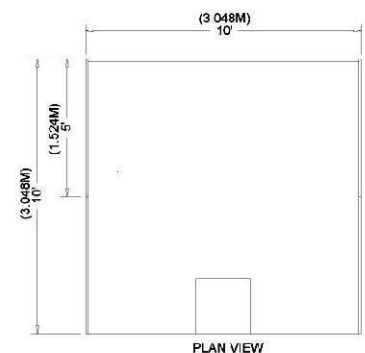
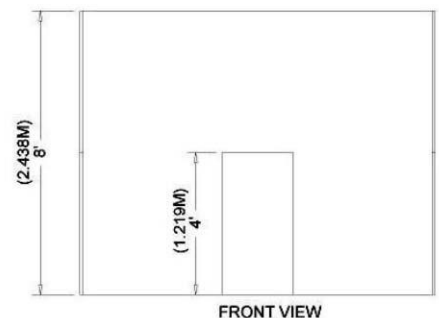
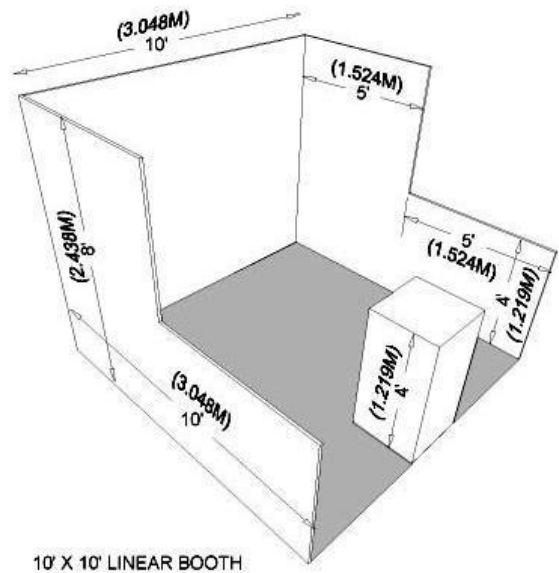
IMPORTANT

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

WAIVERS

Two companies in adjoining booths may, by mutual agreement, waive the Line of Sight requirements herein. The agreement must be in writing, signed by each exhibiting company, and must be approved by show management. The agreement must be renewed each year as the neighboring exhibitor may move from the location, making the agreement null and void.

Note: Two open corners on a linear booth does NOT make a peninsula booth. Linear booth rules apply.



Peninsula Booth:

A Peninsula Booth is exposed to aisles on three (3) sides and comprised of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs up to Linear Booths, and (b) one which backs up to another Peninsula Booth and is referred to as a "Split Island Booth." A Peninsula booth is 20ft X 20ft or larger.

DEPTH

When a Peninsula Booth backs up to two Linear Booths, all display fixtures over 4ft (1.22m) in height must be confined to the booth area outside the 5ft x 5ft (1.52m) area directly adjacent to neighbor and aisle.

Exceptions exist for a Split Island Peninsula Booth. Please refer to rules regarding Split Island Peninsula Booth for specifics about that booth type.

HEIGHT

Identification signs are permitted to a maximum height of 16ft (4.88m) if supported from floor structure and must be 5ft (1.52m) from adjacent booths. Ceiling-suspended signage is permitted to a maximum height of 24ft (7.32m), should be set back 5ft (1.52m) from adjacent booths, and be directly over contracted space only. Sign height is limited to 5ft (1.52m) from top of sign to bottom of sign.

Canopies and other structures are limited to 16ft (4.88m) height max and must be at least 7ft (2.13m) from the floor and within 5ft (1.52m) of aisle. Equipment which exceeds this limit (16ft) is allowed if it is in its usual orientation or "natural state" and is in compliance with the line of sight regulations. No signs may be added to the top of such equipment. **Two-story booths are NOT allowed for peninsula booth.**

NOTE:

Any portion of the exhibit bordering another exhibitor's booth must have the back side of that portion finished and must not carry identification signs or other graphics. Double-sided signs, logos and graphics shall be set back 5ft (1.52m) from adjacent booths.

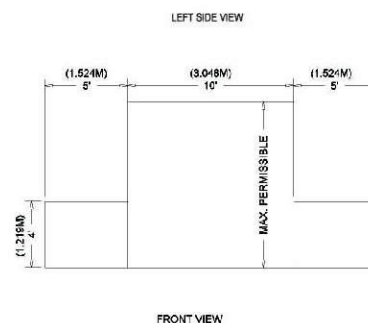
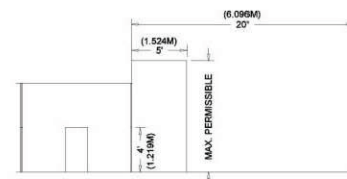
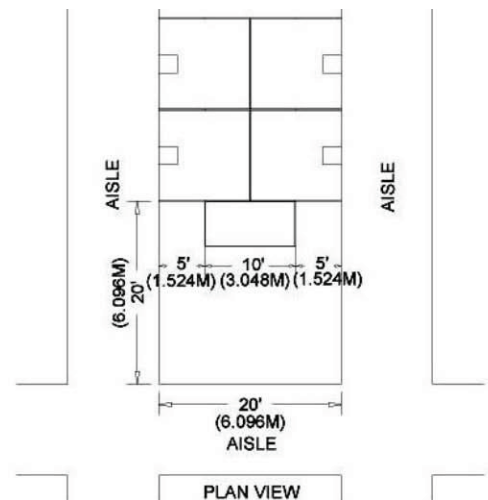
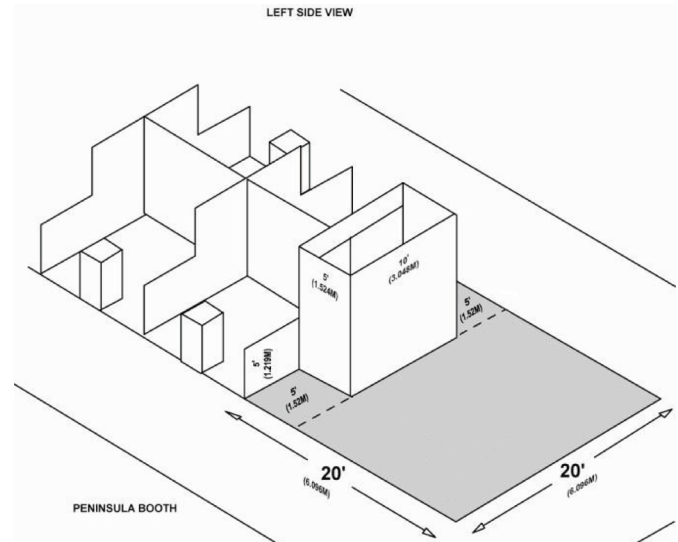
IMPORTANT

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

WAIVERS

Two companies in adjoining booths may, by mutual agreement, waive the Line of Sight requirements herein. The agreement must be in writing, signed by each exhibiting company, and must be approved by show management. The agreement must be renewed each year as the neighboring exhibitor may move from the location, making the agreement null and void.

Note: Exhibitors should submit booth designs to Expo Exhibit Manager by October 1, 2015, to ensure conformity with the rules or needs for waivers. This is especially important regarding peninsula, split-island peninsula, and island booths and any ceiling-suspended signage. Two-story booths are NOT allowed for peninsula booths.



Split Island Peninsula Booth:

A Split Island Peninsula Booth is a Peninsula Booth which shares a common back wall with another Peninsula Booth. Shared back walls/curtains are permitted to extend aisle to aisle. Booths must be 20x15 or larger to qualify.

DEPTH

The entire cubic content of the space may be used up to the maximum height of **16ft (4.88m)**, and without any back wall/curtain line-of-sight restrictions. Back wall/display may extend aisle-to-aisle. Signage rules are the same as for Peninsula Booths.

HEIGHT

Identification signs are permitted to a maximum height of **16ft (4.88m)** if supported from floor structure and must be **5ft (1.52m)** from adjacent booths. Ceiling-suspended signage is permitted to a maximum height of **24ft (7.32m)**, should be set back **5ft (1.52m)** from adjacent booths, and be directly over contracted space only. Sign height is limited to **5ft (1.52m)** from top of sign to bottom of sign.

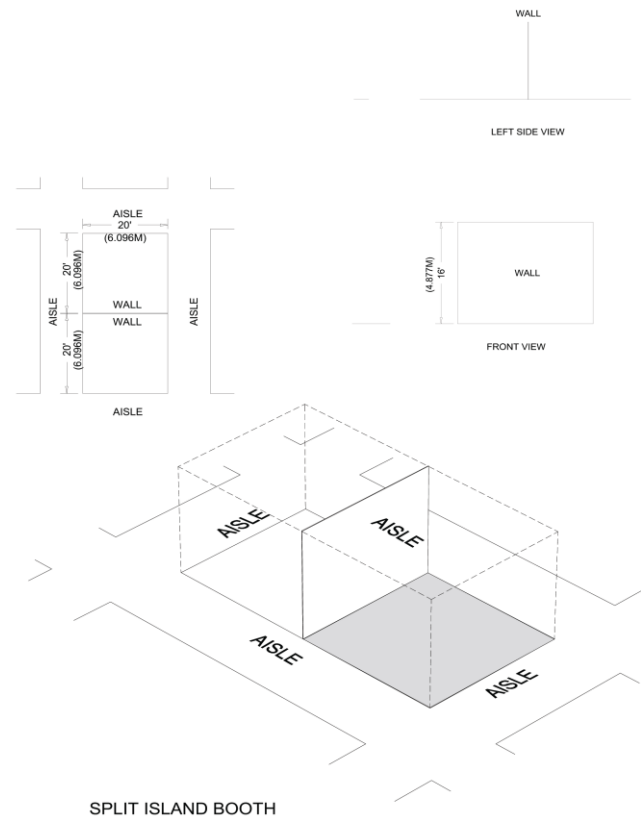
Canopies and other structures are limited to **16ft (4.88m)** height max and must be at least **7ft (2.13m)** from the floor in the area within **5ft (1.52m)** of aisle. Canopy supports should be no wider than three inches (.08 m). Equipment which exceeds this height limit (**16ft**) is allowed if it is in its usual orientation or "natural state" and is in compliance with the line of sight regulations. No signs may be added to the top of such equipment. **Two-story booths are NOT allowed for split island peninsula booth.**

Any portion of the exhibit bordering another exhibitor's booth must have the back side of that portion finished and must not carry identification signs or other graphics. Double-sided signs, logos and graphics shall be set back 5ft (1.52m) from adjacent booths.

IMPORTANT

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

Note: Exhibitors should submit booth designs to Expo Exhibit Manager by October 1, 2015, to ensure conformity with the rules or needs for waivers. This is especially important regarding peninsula, split island peninsula, and island booths and any ceiling-suspended signage. Two-story booths are NOT allowed for split-island peninsula booths.



Island Booth:

An Island Booth is any size booth exposed to aisles on all four sides.

DEPTH

Display materials up to a maximum of **16ft (4.88m)** are permitted. The entire cubic content of the space may be used up to the maximum height of **16ft (4.88m)**.

HEIGHT

Identification signs are permitted to a maximum height of **16ft (4.88m)** if supported from floor structure and be contained within the contracted booth space. Ceiling-suspended signage is permitted to a maximum height of **24ft (7.32m)** and be directly over contracted booth space. Sign height is limited to **5ft (1.52m)** from top of sign to bottom of sign.

Canopies and other structures are limited to **16ft (4.88m)** height max and must be at least **7ft (2.13m)** from the floor within **5ft (1.52m)** of aisle. Canopy supports should be no wider than three inches (.08 m). Equipment which exceeds this limit (**16ft**) is allowed if it is in its usual orientation or "natural state" and is in compliance with the line of sight regulations. No signs may be added to the top of such equipment.

Perimeter Openings:

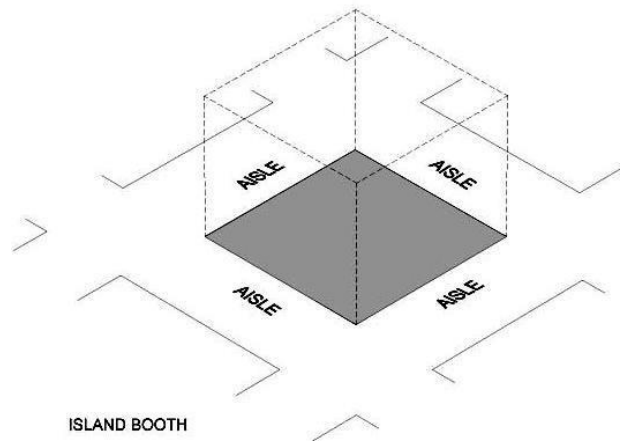
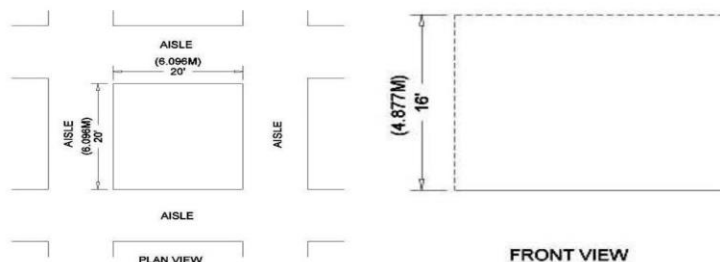
Large island booths with long high walls can create a "tunnel-like" effect. **To ensure maximum traffic flow on the exhibit floor, exhibitors are required to install a minimum 6ft (1.82m) wide by 7ft (2.13m) height opening/entrance every 30ft (9.14m) of structure. No exceptions.**

NOTE:

All portions of the exhibit must be fully finished and within the confines of the contracted booth space.

IMPORTANT

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



Note: Exhibitors should submit booth designs to Expo Exhibit Manager by October 1, 2015, to ensure conformity with the rules or needs for waivers.

Waivers:

Waiver consideration: Structural heights up to 6m (19.75ft) may be permitted through waivers if the materials and design of the structure do not impede line of sight through the space being occupied (e.g. Use of fabrics that are semi-transparent, or display suspended above the floor is such a manner that allows line of sight through the exhibit space). Dimensional renderings must be submitted to the exhibit manager by October 1 for consideration and subsequent approval or denial. Exhibitor must demonstrate that the proposed design will not adversely impact neighboring exhibitors.

MULTI-LEVEL ISLAND BOOTH

Restricted to two levels maximum. Booth space must be 900 sq. ft. or larger on base floor level to qualify for second level. Height maximum for total booth structure is 16ft (4.88m). Island booth rules apply to multi-level booths. Booth must contain smoke detector for each enclosed area and fire extinguisher on both levels (See GWCC Guidelines attached herein.)

Exhibitors with multi-level booth designs, regardless of whether people will occupy the upper level or not, must submit detailed plans to Exhibit Manager by October 1, 2015. The plans must include a signature or stamp of the authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth in the plans. Signs must also be posted on the structure indicating the maximum number of people the structure will accommodate.

MULTI-LEVEL ISLAND BOOTH – Georgia World Congress Center Guidelines

PURPOSE

The Georgia World Congress Center (GWCC) and the Georgia Dome (Dome) provide these guidelines to clarify the requirements for multi-story exhibit booths. 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-level exhibit booths. In addition, the GWCC and Georgia Dome have developed additional guidelines appropriate for the safe and orderly operation of these facilities. These guidelines are as follows:

- a. Covered or roofed areas should be furnished with acceptable battery-powered smoke detectors that emit alarms audible outside of the enclosed or covered area.
- b. The exhibit 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.
- c. Spiral stairways are not recommended for areas occupied by the public, visitors or clientele, unless specifically approved.
- d. Exhibit booth plans must be submitted to the Georgia World Congress Center/Georgia Dome Event Coordinator for review a minimum of sixty (60) days before move-in. There must be a licensed structural engineer's stamp of certification on all plans.
- e. The upper deck of multilevel exhibits greater than 300 square feet in area shall have at least two remote means of egress.
- f. 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).

Large Corner/Walk Through Booth:

Blocks of space 600 square feet or more; Openings on two opposite aisles or corner booths at least **20ft** (6.09m) in depth.

RULES

Same rules as Linear Booth except **SIGN HEIGHT**.

Sign Height: Identification signs are permitted to a maximum height of **16ft** (4.88m) if supported from floor structure and must be **10ft** (3.05m) from adjacent booths. Ceiling-suspended signage is permitted to a maximum height of **24ft** (7.32m), should be set back **5ft** (1.52m) from adjacent booths, and be directly over contracted space only. Sign height is limited to **5ft** (1.52m) from top to bottom.

Perimeter (Fixed Wall) Booth:

Linear Booth located on a permanent wall (as opposed to a temporary or air wall).

RULES

Same rules as Linear Booth except **BACK WALL/STRUCTURE HEIGHT** and **SIGNAGE HEIGHT**.

Structure Height: Exhibitor's back wall/structure is allowed up to **14ft**. **Sign Height:** Up to **14ft** supported from floor structure.

Absolutely NO ceiling-suspended signs/graphics allowed.

Vehicle Booth:

Booths displaying licensable highway vehicles; i.e., tractor trailers, buses, etc.

RULES

Same rules as Island Booth. **BOOTH MUST BE FULLY CARPETED.**

Minimum Depth: Must be at least **15ft** in depth and **10ft** longer than vehicle. There must be **5ft** of walking space around entire vehicle in order to conduct business within booth space and not in aisle.

GWCC Policy: Vehicles on display may have a maximum of one half tank not exceeding two (2) gallons of fuel in the tank. A gas cap must be in place, or the tank must be adequately sealed off. Battery cables must be disconnected and taped to avoid sparking.

Large Linear Booth:

Linear Booth along an aisle and greater than 400 square feet with booth depth greater than 15 ft.

RULES

Same rules as Linear Booth except **SIGN HEIGHT**.

Sign Height: Identification signs are permitted to a maximum height of **16ft** (4.88m) if supported from floor structure and must be **5ft** (1.52m) from adjacent booths. Ceiling-suspended signage is permitted to a maximum height of **24ft** (7.32m), should be set back **5ft** (1.52m) from adjacent booths, and be directly over contracted space only. Sign height is limited to **5ft** (1.52m) from top of sign to bottom of sign.

End Cap Booth:

An End-Cap Booth is a linear booth exposed to aisles on three sides and comprised of two linear booth increments. End-Cap Booths are generally **10ft** (3.05m) deep by **20ft** (6.10m) wide. **These booths are NOT Peninsula Booths.**

RULES

Same rules as Linear Booth.

End-Cap Booths do **NOT** qualify for ceiling-suspended signs and graphics. End-Cap booths must adhere to line-of-sight height restriction of **4ft** (1.22m) within first five feet from each side aisle.

Signage & Graphics

There are two distinct types of signage: (1) Identification signs either suspended from the ceiling or (2) extended from a structure.

Peninsula, Perimeter, Large Linear, Large Corner/Walk-Through, and Island Booths are permitted to have identification signs to a maximum height of **16ft (4.88m)** if supported from floor structure and must be **5ft (1.52m)** from adjacent booths. Ceiling-suspended signage is permitted to a maximum height of **24ft (7.32m)**, should be set back **5ft (1.52m)** from adjacent booths, and be directly over contracted space only. Sign height is limited to **5ft (1.52m)** from top of sign to bottom of sign.

Whether suspended from above, or supported from below, signs should comply with all ordinary use-of-space requirements. For example, the highest point of any sign should not exceed the maximum allowable height for the booth type.

End-Cap Booths and/or Linear Booths do NOT qualify for hanging signs and graphics.

Canopies and Ceilings

Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or to allow for hanging products). Canopies for Linear or Perimeter Booths should comply with Line-of-Sight requirements.

Smoke detector and fire extinguisher are required for any covered or enclosed area of booth.

The bottom of the canopy should not be lower than **7ft (2.13m)** from the floor within **5ft (1.52m)** of any aisle. Canopy supports should be no wider than three inches (**3" or .08m**). This applies to any booth configuration that has a sight line restriction, such as a Linear Booth. **Please submit design to Expo Exhibit Manager for approval by October 1, 2015.**

Towers

A tower is a free-standing exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit space configuration being used.

Exhibitors with towers in excess of 8ft (2.44m) should submit designs to Expo Exhibit Manager for approval by October 1, 2015. Fire and safety regulations strictly govern the use of towers. A building permit or safety lines may be required.

Carpeting

All booths must be fully carpeted. This includes vehicle island booths.