

The rules and regulations described herein have been prepared and approved by Show Management. All exhibitors must execute a contract for space, remit payment and subscribe to these rules and regulations. Failure to do so may result in cancellation of the right to exhibit.

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EXHIBIT DISPLAY REGULATIONS

LINE-OF-SIGHT RULE

In the best interest of all exhibitors, the North American Commercial Vehicle Show Management has implemented the line-of-sight rule. Under this rule the ability to have products easily seen by attendees is accomplished. Specific rules for each configuration are detailed below. If you are unsure of your configuration, please email ops@nacvshow.com for clarification.

LINEAR EXHIBITS

Linear exhibits are defined as exhibits with a depth less than 20 feet generally arranged in a straight line with neighboring exhibitors on their immediate right and left, leaving one side open to the aisle. Linear corner booths are open on two sides and subject to the below guidelines:

- Exposed back and side walls must be finished and neutral (standard drape is 8 feet high)
- Company graphics are not allowed on the backwall facing neighboring exhibitors
- The maximum height of **8 feet** (2.44m) is allowed only in the rear half of the booth space
- The maximum height of **4 feet** (1.22m) restriction is imposed on all materials in the remaining space forward to the aisle
- When three or more Linear Booths are used in combination as a single exhibit space, the 4 feet (1.22m) height limitation is applied only to that portion of exhibit space which is within 10 feet (3.05m) of an adjoining booth.
- Hanging signs are NOT permitted

PERIMETER EXHIBITS

Perimeter exhibits are defined as linear exhibits that back to a wall of the exhibit facility rather than another exhibitor and are subject to the below guidelines:

- Exposed back and side walls must be finished and neutral (maximum back wall height is 12 feet)
- The maximum height of **8 feet** (2.44m) is allowed only in the rear half of the booth space
- The maximum height of **4 feet** (1.22m) restriction is imposed on all materials in the remaining space forward to the aisle
- When three or more Linear Booths are used in combination as a single exhibit space, the 4 feet (1.22m) height limitation is applied only to that portion of exhibit space which is within 10 feet (3.05m) of an adjoining booth.
- Hanging signs are NOT permitted

PENINSULA EXHIBITS

Peninsula exhibits are defined as exhibits with a depth more than 20 feet or more totaling 400 square feet or more, open on three sides to the aisles, shares a backwall with another exhibitor and subject to the below guidelines:

- The maximum height for any sign, display, product, fixture, or branded decoration within the exhibit is **16 feet**
- The maximum allowable height for lighting or unbranded structure for the use of lighting your booth space only is 20 feet
- Any back walls may run the full length of the booth width, except when adjoining to linear booths. In that case, the back wall must be limited to 4 feet in height within 5 feet of each aisle
- Double-sided signs, logos and graphics shall be set back 10 feet from adjacent booths
- Any portion of the exhibit bordering another exhibit space must have the back side of that portion finished and neutral

HANGING SIGN GUIDELINES

- Maximum height for all hanging signs is 20 feet, distance measured from the from the top of the sign to the floor
- The bottom of all hanging signs must be at 16 feet height, measured from the floor to the bottom of the sign
- Signs must be finished on all sides
- Signs, lettering, or graphics facing a neighboring exhibit must be located at least 10 feet from that exhibit
- 20 feet max height for rigged lighting or unbranded structural elements
- Subject to Show Management Approval and must be submitted with booth design through Exhibitor Dashboard
- *Please follow all Structural Integrity rules as designated by the Georgia World Congress Center*
- All hanging signs, truss and/or lighting must be shipped in their own crate to the advanced warehouse. Any items sent directly to show site cannot be guaranteed installation. Exhibitor assumes all costs associated with hanging of signs including rigging and labor.

ISLAND EXHIBITS

Island exhibits are defined as exhibits with a depth of 20 feet or more totaling 400 square feet or more, open on all sides to the aisle and subject to the below guidelines:

- The maximum height for any sign, display, product, fixture, or branded decoration within the exhibit is **16 feet**
- The maximum allowable height for lighting or unbranded structure for the use of lighting your booth space only is 20 feet
- Since there are no adjacent exhibitors, signs and displays up to 16 feet in height may be located anywhere within the exhibit

HANGING SIGN GUIDELINES

- Maximum height for all hanging signs is 20 feet, distance measured from the from the top of the sign to the floor
- The bottom of all hanging signs must be at 16 feet height, measured from the floor to the bottom of the sign
- Signs must be finished on all sides
- Signs, lettering, or graphics facing a neighboring exhibit must be located at least 10 feet from that exhibit
- 20 feet max height for rigged lighting or unbranded structural elements
- Subject to Show Management Approval and must be submitted with booth design through Exhibitor Dashboard
- *Please follow all Structural Integrity rules as designated by the Georgia World Congress Center*
- All hanging signs, truss and/or lighting must be shipped in their own crate to the advanced warehouse. Any items sent directly to show site cannot be guaranteed installation. Exhibitor assumes all costs associated with hanging of signs including rigging and labor.

APPROVAL OF BOOTH DESIGNS

All booths 400 sq. ft. and over must submit display designs by August 15, 2021 to ops@nacvshow.com. Please send any requests for variance to ops@nacvshow.com. The booth design should include dimensions, elevations of all display materials and structures including signs, walls, drapes and products to be displayed. Exhibitors will receive written approval from show management of their booth design but reserve the right to require changes before or after the exhibit is installed. Floor plans must be uploaded through the Exhibitor Dashboard.

MULTI-LEVEL EXHIBITS

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 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.
- 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 Services Department 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).

BALLOONS

The display and/or distribution of helium-filled and mylar balloons of any size is prohibited at all times within the convention center due to housekeeping and sprinkler system concerns.

CARPET

GES guarantees that its booth carpeting will be installed clean. However, due to the fact that during the move-in and installation period, activity on the exhibit floor can have an effect on the cleanliness of aisles and booths alike, they cannot guarantee that uncovered carpet will remain clean until opening morning.

CARPET CLEANING

Booth cleaning is not automatically provided with your booth space. You may order vacuuming and/or porter service by referring to the LABOR, EQUIPMENT AND HEAVY CLEANING section on the Espresso page. If plastic covering is ordered from GES or from an EAC you will be responsible for removing it prior to the opening of the show.

DEMONSTRATIONS

All demonstrations or presentations must be conducted within the confines of the exhibitor's booth. Demonstrations or presentations which cause blockage of the aisle, or which create crowds that interfere with neighboring exhibits will not be permitted.

ELECTRICAL WIRING

A house electrician or Engineering Technician must perform all wiring, electrical installations and other exclusive services; however, authorization may be granted for company engineers or technicians to perform special electrical work on their own company exhibit equipment. Authorization may also be granted for licensed electricians to perform certain audio/visual installation on theatrical sets. Contact GWCC Engineering for further information (404-223-4800).

FIRE CODE REGULATIONS

The NFPA 101 Life Safety Code 2000 Edition has been adopted with specific revisions and interpretations for review of occupancies and events in this facility.

- a. All drapes, curtains, table coverings, skirts, carpet or any materials used in exhibits must be flame retardant.
- b. Fire hose cabinets, fire extinguishers, sprinklers, fire exit doors, route of egress and any other fire safety device or facility must not be hidden, obstructed or otherwise disturbed.

- c. Crates, packing material, wooden boxes and other highly combustible materials may not be stored in exhibit halls, meeting rooms or fire exit areas.
- d. Vehicles on display must have all fuel tank openings locked and sealed in an approved manner to prevent the escape of vapors. Fuel tanks shall be full when displayed within the facility. At least one battery cable shall be removed from the batteries used to start the vehicle engine. The disconnected battery cable shall then be taped to avoid potential sparks.
- e. The use of pyrotechnics and welding equipment, open flames or smoke emitting material as part of an exhibit or display must be individually reviewed by GWCC Event Services and the Fire Marshall for the State of Georgia. All request must be submitted in writing and include appropriate and required documentation.

LABOR

Labor used for installation will not automatically be provided for dismantling. Dismantling labor should be scheduled in advance and confirmed sometime during installation and show days. Labor can begin working in booths at 1:00pm on Thursday, October 31; however, rigging requiring forklifts or other mobile equipment will not be available until aisle carpet removal is completed.

UNION LABOR

Exhibitors must agree to abide by all agreements made between the unions, NACV Show Management, its agents and the convention center pertaining to the use of the previously mentioned exclusive union labor while in the convention center. Install and dismantle labor may be conducted by agents of your company or outside insured contractors (Exhibitor Appointed Contractors).

LIGHT AND HAZE DISPLAYS

Lighting and Projection must be confined within the boundaries of the booth and should not project into other booths or into the aisles. Intermittent light devices that produce a flashing or strobe effect must be operated so as not to prove disturbing to other exhibitors. Haze, fog or low-lying fog may not be used at a booth at any time without show management approval. NACV Show Management reserves the right to determine what is acceptable.

PROJECTION AND COPYRIGHTED MATERIALS

Exhibitors may project slides, motion pictures, last imaging and television images within its own booth, up to the height limitations for displays specified in DISPLAY RULES, provided that projection equipment, screens and sound equipment shall be located so that they are not objectionable to neighboring exhibitors and viewers do not obstruct aisles. Plans or sketches for all projections must be submitted to Show Management by April 16, 2021. Show Management reserve the right to curtail any sound device. Each exhibitor assumes responsibility for compliance with union requirements relating to projection equipment and sound devices.

Each exhibitor is responsible for obtaining all necessary licenses and permits to use live or recorded music, photographs or other copyrighted material in the exhibitor's booth or display.

UTILITIES

Electrical, plumbing and telephone service will be turned off shortly after the official close at 1:00pm on Thursday, October 31. Exhibitors requiring service beyond this time must make arrangements in advance at the Exhibitor Service Center.

VEHICLES/EQUIPMENT ON DISPLAY

Vehicles on display that use Leaded or Unleaded gasoline shall have a full fuel tank. A gas cap must be in place, or the tank must be adequately sealed off.

Trucks or other large vehicles which use Diesel fuel will require a half tank or 10 gallons maximum, whichever is less. No fuel is allowed to be in the cargo tank. The cargo tank of the transport must be empty and purged of vapor before being brought in to the building.

The minimum amount of fuel for Diesel, Propane, Compressed Natural Gas (CNG) or Liquid Natural Gas (LNG) is limited to 10 gallons. These vehicles are required to have a shut-off valve on the storage container. For Hydrogen Vehicles, the fuel valve must be in the off position but no requirement on amount of hydrogen fuel.

Battery cables must be disconnected and taped to avoid sparking. This also applies to electric vehicles. If battery cables cannot be disconnected due to display request of the vehicle electronics, at a minimum, cables to the starter shall be disconnected and taped to avoid sparking.

Separate batteries that are used for auxiliary equipment are allowed to remain connected.

Visqueen or other floor protector must be placed under the vehicle.

Vehicles may not be driven or operated on the exhibit hall floor during event open hours without prior approval from Show Management and the GWCC.

VEHICLE WASH & DROP TRAILERS FOR DISPLAY

We will be providing truck wash services and drivers will be available for exhibitors that need to drop trailers for display placement. Please contact GES for more details.

SOUND REGULATIONS

Sound levels of all A/V presentations or machinery must not be audible more than 3-feet into the aisles or adjacent booths. All sound must be less than 85 decibels during show hours. The most important feature is that the dispersion of the speaker is entirely directed at the carpet or other non-reflecting surfaces (NOT into the aisles). After a reasonable number of warnings, demonstrations found to be objectionable due to noise or sound pressure/vibration level may have power disconnected at the discretion of show management.