

2013 EXHIBIT DESIGN REGULATIONS

NRA SHOW 2013

May 18-21, 2013 | McCormick Place | Chicago, IL USA

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The National Restaurant Association has developed these Exhibit Design Regulations in accordance with the guidelines set forth by the International Association of Exhibition & Events, in order to provide a fair and consistent environment for all participating exhibitors. It is the primary goal of NRA to have an attractive and successful event for all, and for all exhibitors to have the opportunity to present product(s) in the most effective manner possible. Each exhibitor is entitled to reasonable sight lines from the aisle regardless of the size of exhibit. By signing the Exhibit Space Application & Contract, NRA expects each exhibitor to be in full compliance with these regulations, and reserves the right to enforce any of the guidelines outlined in the following document.

Please be sure to pass along these regulations to your display company, if you have one, before the construction of your booth begins. It will save your company time and money if you build your booth to be in compliance from the beginning. Large fees can accrue if you are required to alter any unapproved designs onsite.

Note that NRA does not give variances to the Exhibit Design Regulations. It is expected that each exhibitor reviews the regulations and is in full compliance. *If your company fails to comply, participation at future NRA Shows may be in jeopardy.*

IMPORTANT: For Island and Peninsula booths, designs not approved by NRA in advance of the Show will not be installed on the Show floor.

Maximum Height Quick Reference Grid

	STANDARD	PERIMETER	PENINSULA	ISLAND
MAXIMUM HEIGHT PERMITTED:	8' 3" FROM FLOOR TO HIGHEST POINT IN BOOTH (SEE PG. 2 FOR APPROVED SPACE)	14' FROM FLOOR TO HIGHEST POINT IN BOOTH (SEE PG. 3 FOR APPROVED SPACE)	16' FROM FLOOR TO HIGHEST POINT IN BOOTH (SEE PG. 4 FOR APPROVED SPACE)	16' FROM FLOOR TO HIGHEST POINT IN BOOTH
REQUIRED TO SUBMIT FLOOR PLAN?	NO	NO	YES	YES
PERMITTED TO HANG SIGN?	NO	NO	YES (UP TO 16FT)	YES (UP TO 16FT)

STANDARD BOOTH (IN-LINE, 1 CORNER AND 2 CORNER)

DEFINITION

Exhibit consisting of one or more standard units in a straight line. Also called “In-line” or “Linear” Booths.

HEIGHT

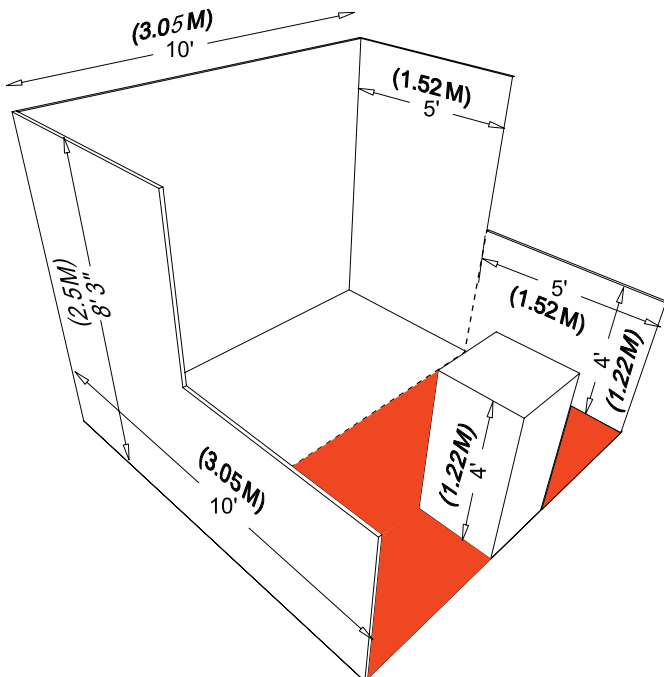
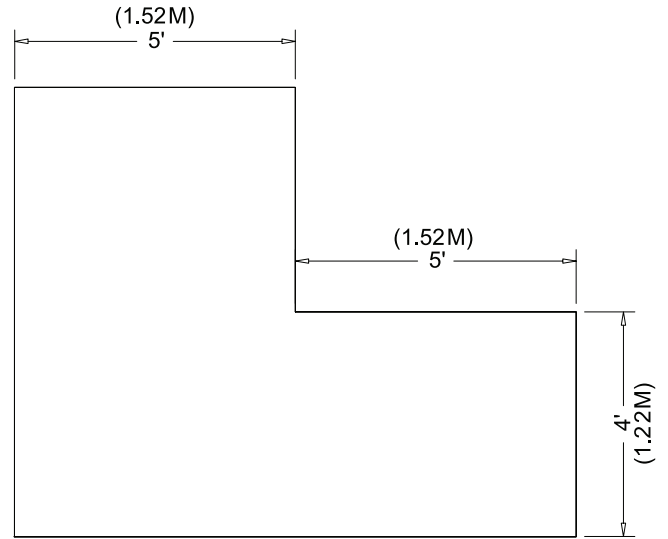
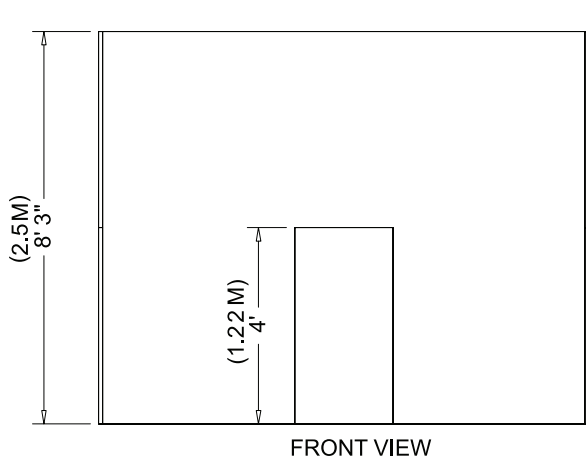
Exhibit fixtures, components, products and identification signs will be permitted to a maximum height of 8ft 3in (2.5m) except where height is limited to 4ft (1.22m) maximum. See “DEPTH.”

DEPTH

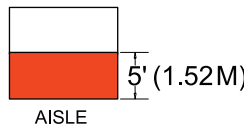
Display fixtures and product over 4ft (1.22m) in height may not be placed within 5ft (1.52m) of the aisle line and 10ft (3.05m) of the neighboring exhibitor. If a booth has less than 10ft of depth (aisle line to back of booth), display fixtures and product over 4ft in height must be placed in the back half of the booth.

PRODUCT DISPLAY

If the height of your product is over 8ft 3in (2.5m) and cannot be altered to meet the design regulations for a Standard Booth, you must be assigned to a Perimeter, Peninsula, or Island Booth. Your product, along with your display, must comply with all regulations set for your particular booth type as stated in these Exhibit Design Regulations.



KEY



- 8' 3" (2.5M) Max Height
- 4' (1.22M) Max Height

PERIMETER BOOTH

DEFINITION

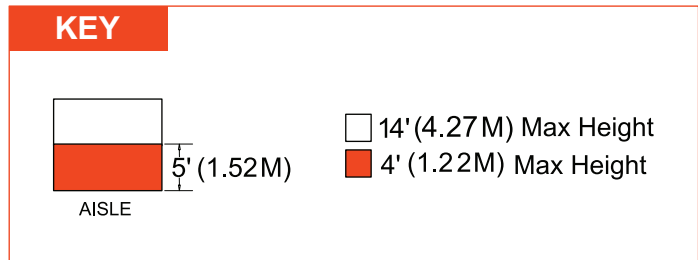
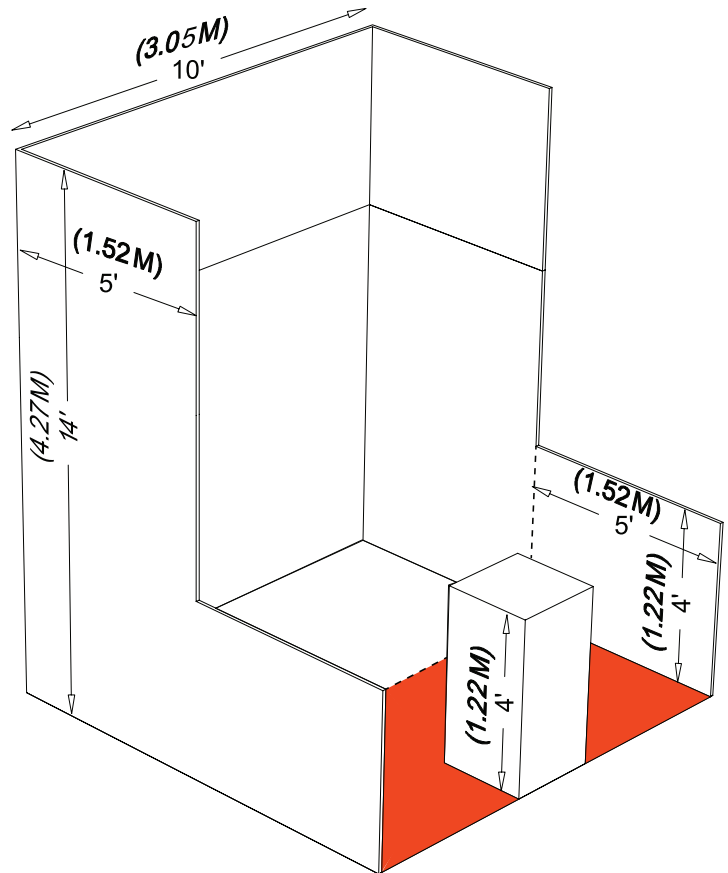
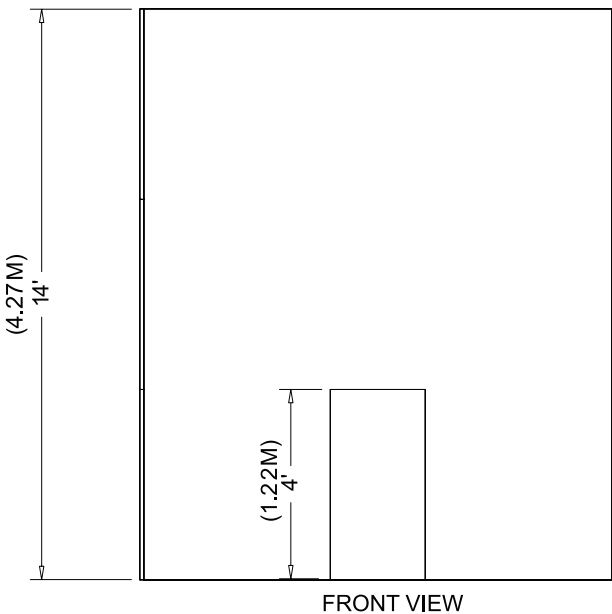
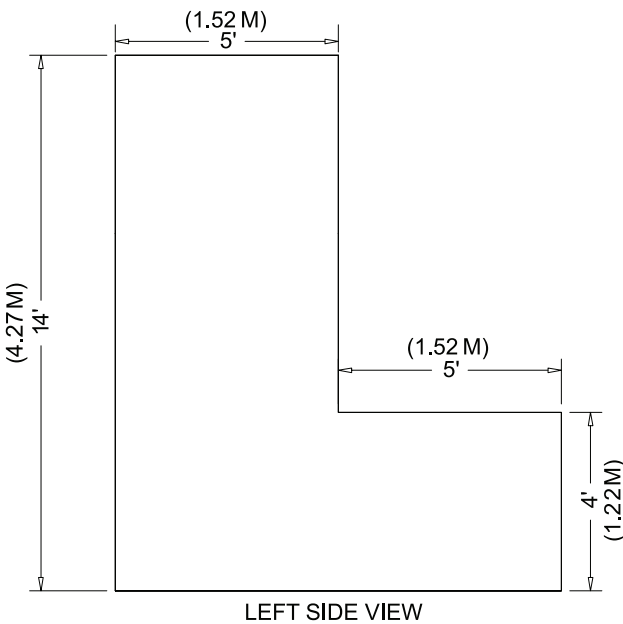
Standard Booth located on the outer wall of the exhibit floor.

HEIGHT

Exhibit fixtures, components, products and identification signs will be permitted to a maximum height of 14ft (4.27m) except where height is limited to 4ft (1.22m) maximum. See "DEPTH."

DEPTH

Display fixtures and product over 4ft (1.22m) in height may not be placed within 5ft (1.52m) of the aisle line and 10ft (3.05m) of the neighboring booth. If a booth has less than 10ft of depth (aisle line to back of booth), display fixtures and product over 4ft in height must be placed in the back half of the booth.



PENINSULA BOOTH

DEFINITION

Exhibit exposed to aisles on three sides facing a cross aisle. Peninsula Booths in NRA Show face north or south towards the cross aisles which run east and west.

NOTE: Check your Confirmation Contract to confirm your booth type before designing your exhibit. Not all booths with three open sides are considered Peninsula Booths.

HEIGHT

Exhibit fixtures, components, products and identification signs will be permitted to a maximum height of 16ft (4.88m) except where height is limited to 4ft (1.22m) maximum. See "DEPTH".

DEPTH

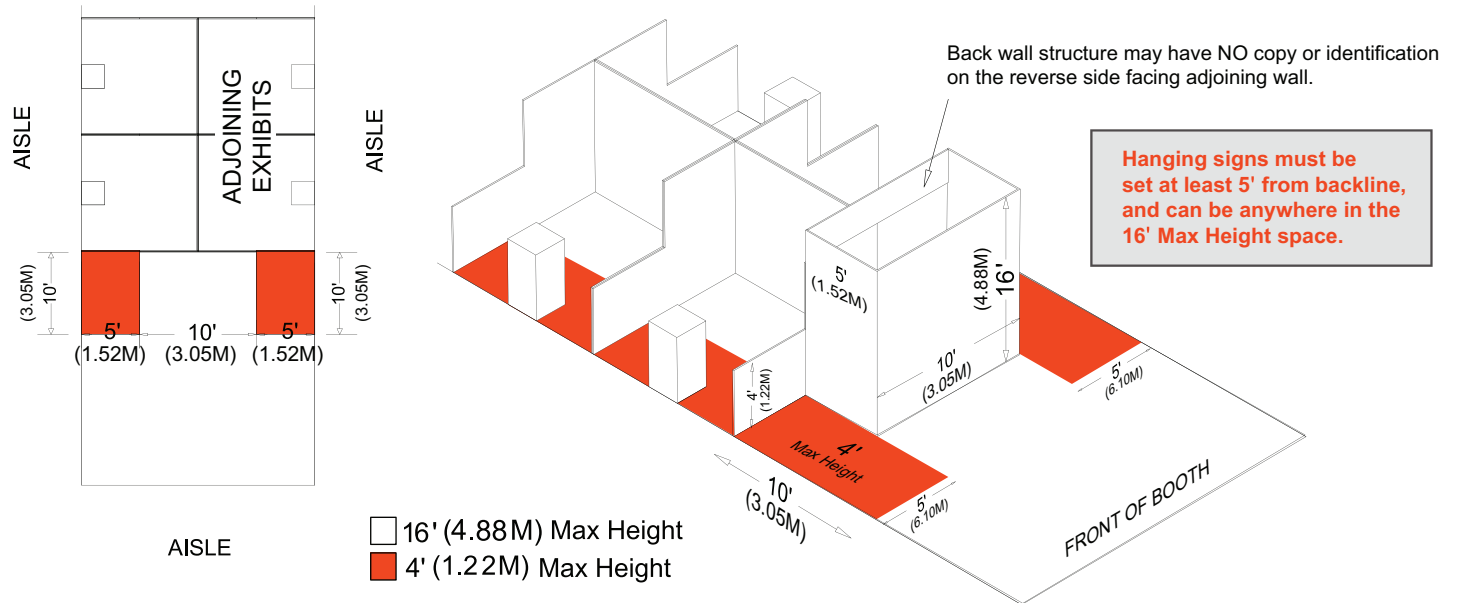
Display fixtures over 4ft (1.22m) in height may not be placed within 5ft (1.52m) of the aisle line and 10ft (3.05m) of the neighboring booth to avoid blocking sight lines of exhibitors next to the back wall of a Peninsula Booth (refer to image for clarification).

DRAPE

The drape will be set at 4ft for the first 5ft in from the aisle, then up to 8ft in the middle, and back down to 4ft for the remaining 5ft from the opposite aisle.

APPROVAL

Booth designs not approved by NRA in advance of the Show will not be installed on the Show floor. Submit your floor plan for approval to Danielle Garvey at dgarvey@restaurant.org by March 1, 2013.



ISLAND BOOTH

DEFINITION

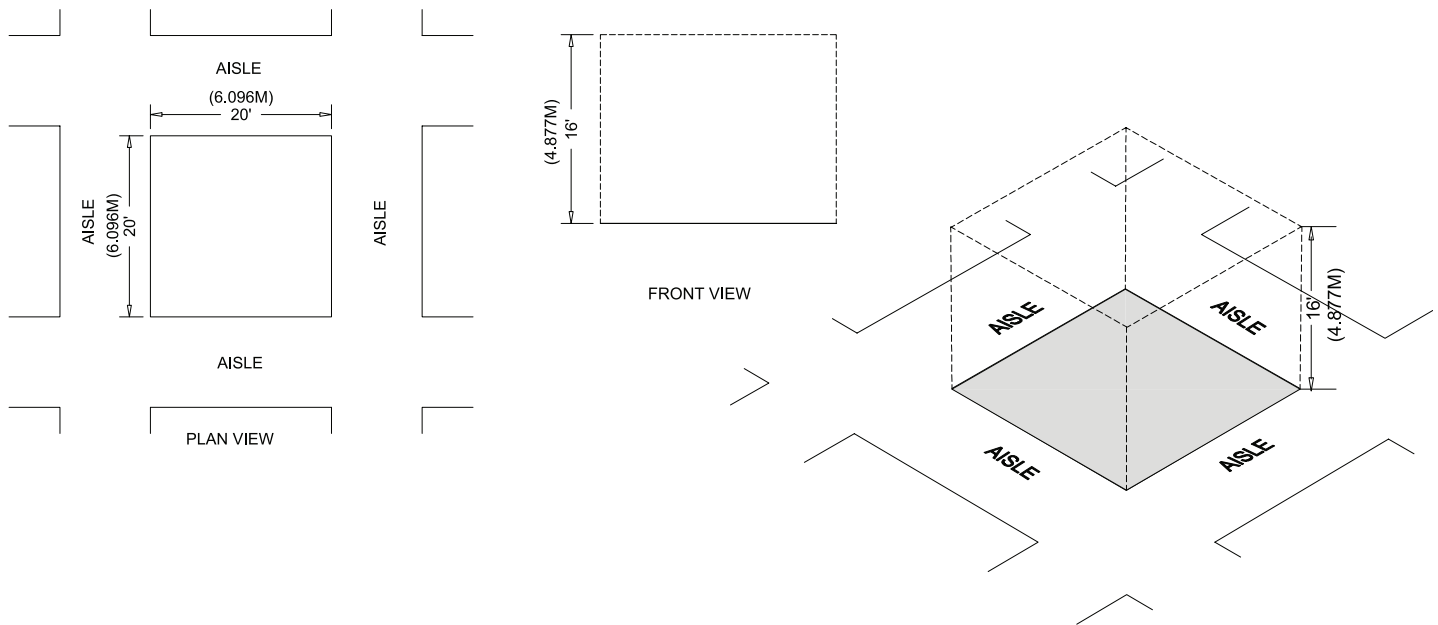
Exhibit exposed to aisles on all four sides.

HEIGHT

Exhibit fixtures, components, products and identification signs will be permitted to a maximum height of 16ft (4.88m) from the floor to the highest point in the booth.

APPROVAL

Booth designs not approved by NRA in advance of the Show will not be installed on the Show floor. Submit your floor plan for approval to Danielle Garvey at dgarvey@restaurant.org by March 1, 2013.



HANGING SIGNS

DEFINITION

Any exhibit component, including but not limited to signs and machinery, that are hung from or attached to ceilings, exhibit structures, or building supports for the purpose of displaying graphics or identification. ***Hanging signs will be permitted in Island and Peninsula Booths only.***

HEIGHT

Hanging identification signs and graphics will be permitted to a maximum height of 16ft (4.88m) from the floor to the highest point in the booth in an Island or Peninsula Booth, provided written approval is received from NRA.

DEPTH

Peninsula Booths:

Hanging signs must comply with depth requirements set forth under regulations for a Peninsula Booth. In addition, hanging signs must be set 5ft (1.52m) from the backline of the booth.

Island Booths:

Full use of booth dimensions is permitted.

CANOPIES AND CEILINGS

DEFINITION

An exhibit component supported over a booth space for decorative or functional purposes only; may not be used for identification or display purposes.

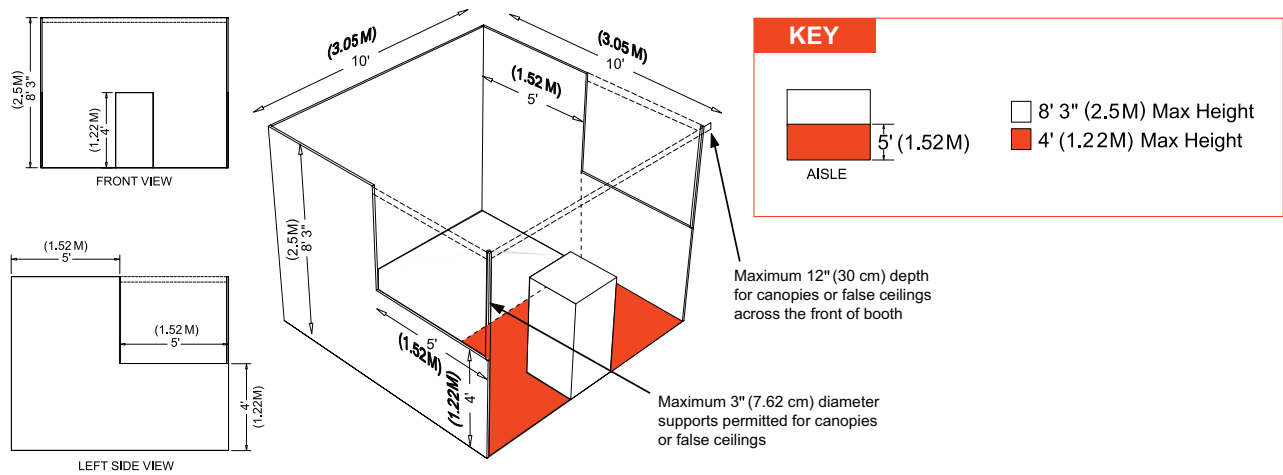
HEIGHT

Canopies, including ceilings, umbrellas and canopy frames, will be permitted to the height regulation for the appropriate booth type of which they are a part. For example, canopies will not exceed 8ft 3in (2.5m) in height in a Standard Booth. Furthermore, the canopy or false ceiling will not exceed 12in (30cm) in depth. The base of the canopy cannot be lower than 7ft from the floor within 5 ft of any aisle.

DEPTH

Canopies may extend out to the aisle line and up to the booth line on either side of an exhibitor's space providing the support structure does not exceed 3in (7.62cm) in width when placed within 5ft (1.52m) of the aisle line and 10ft (3.05m) of the neighboring exhibitor.

NOTE: Signs or branding are not permitted on the top of the area of the canopy or false ceiling if that portion is facing a neighboring exhibit within 10 ft.



DOUBLE-DECKER EXHIBITS

DEFINITION

A Double-Decker exhibit is a two-story structure where the second story is functional and may be occupied by people. **Double-Decker exhibits will be permitted in Island and Peninsula Booths only.**

HEIGHT

Double-Decker exhibits may not exceed 16ft (4.88m) in height, including signage. Exhibitors using Double-Decker exhibits must abide by all regulations defined for their respective booth type.

STRUCTURAL INTEGRITY

Drawings are required for all Double-Decker exhibits to include a signature or stamp of a reviewing structural engineer indicating the structure design is properly engineered for its proposed use, and a signature of an authorized official of the exhibit building company indicating the structure is built in compliance with the details and specifications set forth on the drawings. If the second story of a Double-Decker exhibit is functional, signs must be posted indicating the maximum number of people the structure will accommodate safely.

APPROVAL

When installing a display with a ceiling or second level, exhibitors must get approval from McCormick Place Safety & Security Department to insure their display meets with necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, ADA guidelines, etc. Please send your floor plan for review to Danielle Garvey at dgarvey@restaurant.org AND to Dan Cozzi at DCozzi@mccormickplace.com or to McCormick Place, 2301 S. Lake Shore Drive, Chicago, IL 60616, ATTN: Fire Marshall, Safety and Loss Prevention by March 1, 2013.

TRUSS SYSTEMS

DEFINITION

A truss system is a support structure made up of metal bars and is used specifically for lighting purposes, with light directed into the booth and which contains NO identification. Truss may exceed the 16ft (4.88m) height limit in Peninsula and Island Booths *if approved by Show Management* sixty (60) days prior to the opening day of the NRA Show.

ISSUES COMMON TO ALL BOOTH TYPES

EXHIBIT STRUCTURES must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth. Portions of an exhibit bordering and facing a neighboring booth space must be finished and may not carry identification or other copy.

STRUCTURAL INTEGRITY

All exhibit fixtures and components exceeding 12ft (3.66m) in height must have drawings available for review by NRA, the installation and dismantling contractor, the exhibitor and governmental authority during the time the exhibit is being erected, exhibited and dismantled at the Show site.

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as fork lifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures.

Exhibitors should ensure that any display fixtures such as tables, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.

FLAMMABLE & TOXIC MATERIALS

All materials used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant. Samples should also be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flame-proofing certificate should be available for inspection. Exhibitors should be aware of local regulations regarding fire/safety and environment which must be adhered to. All open flames must be shut off after the Show closes each day. Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility.

STORAGE

The amount of product, materials or literature that may be staged within a booth space must not exceed a one-day supply.

FIRE CABINETS

This equipment is strategically located throughout the building and must be kept completely clear and unobstructed at all times. Please review the floor plan for exact locations of the fire hose cabinets and fire extinguishers.

VIDEO PROJECTION

Exhibitor must receive written approval to use video projection and may only project into their own booth and not into public space or neighboring space. The height of the video projector may not exceed the maximum height for the booth space.

UTILITY PORTS

If your booth is not equipped with a utility port, access will be drawn from a neighboring booth, or if necessary, dropped from overhead. Conversely, utilities may be drawn from your booth for a neighboring booth even if you have not ordered electrical or plumbing connections.

EARLY TEAR-DOWN PROHIBITED

Please remember the Show officially closes at 3:00pm on Tuesday, May 21st. Attendees visiting the Show on the last day expect and deserve a full, robust line-up of exhibitors. Early tear-down, packing and/or leaving your booth unmanned is not permitted or approved for any exhibitor. If your company breaks down or leaves early, your participation in future NRA Shows will be in jeopardy.