

THE SMART JEWELRY SHOW

powered by **INSTORE & INDESIGN**



April 13 – 15, 2013 at Navy Pier in Chicago, IL – Conference Begins April 12

DISPLAY REGULATIONS

The following display regulations are very important to your show participation. We are providing this information to you so that there are no costly problems to fix on site. A complete review and thorough understanding of these regulations will help you avoid any costly on-site changes that may be necessary to have your booth conform to these specifications.

We highly recommend that all exhibitors with elaborate booth displays send us a diagram of their booth so that we may review your design and compare it to the show display regulations. Your diagram should include length, width and height measurements of your display. We will issue some recommended changes if it does not meet with these display regulations so that the problem areas can be fixed prior to the show. If your booth design meets the display regulations, we will send you a letter of confirmation as our approval.

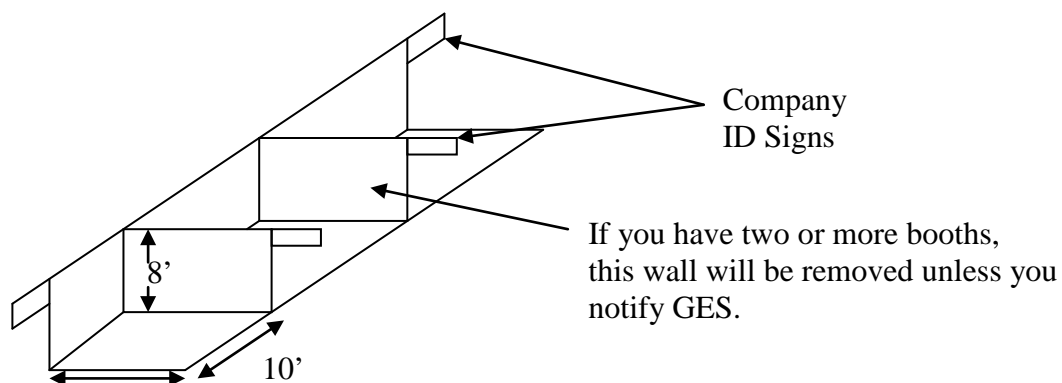
GENERAL DISPLAY RULES:

- 1) Signs suspended from the ceiling of the convention center are not permitted.
- 2) The use of strobe or blinking lights is not allowed.
- 3) Projecting images outside of the cubic content of your booth is prohibited.
- 4) Helium balloons are not permitted in the convention center.

STANDARD/LINEAR BOOTHS: One or more 10' x 10' booths in a row.

DESIGN RULE: These type of booths may not exceed 8' in height. However, you may use the entire cubic content of your booth up to the 8' height limit. Light fixtures may be allowed to extend above the 8' height limit if prior approval is obtained from Show Management. No hanging signs are allowed in the show.

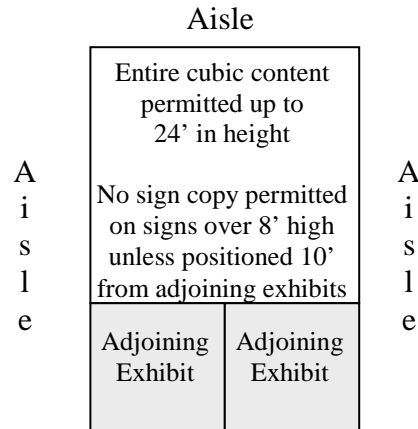
REASON: This rule was established in order to maintain an equitable relationship between similar standard/linear booths.



PENINSULA BOOTHS: Four or more booths positioned with three aisles surrounding the exhibit.

DESIGN RULE: These types of booths may use the entire cubic content of the booth up to 24' in height. Advertising/sign copy that extends above 8' in height and that faces the adjoining exhibits must be set back at least 10' from the adjoining exhibits. Advertising/sign copy not facing the adjoining exhibits can be positioned anywhere in the booth up to the 24' height limit.

REASON: This rule was established to allow the larger booths to use the entire cubic content of their exhibit up to 24' in height without overshadowing the potentially smaller adjoining exhibitors behind them.



ISLAND BOOTHS: Four or more booths with aisles on all four sides of the exhibit.

DESIGN RULE: These type of booths may use the entire cubic content of the booth up to a height of 24'.

REASON: This rule was established to allow the larger booths to use the entire cubic content of their booth up to 24' in height.

