

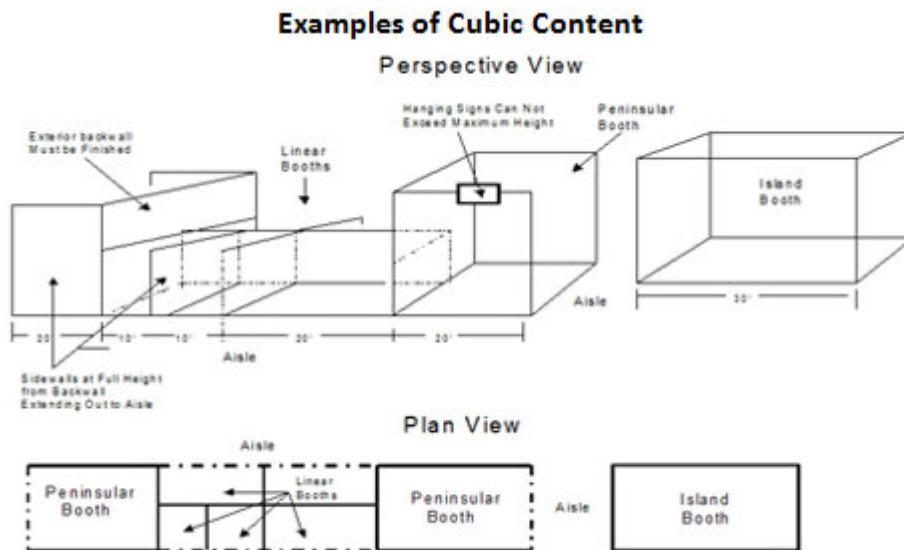
For assistance, please contact your Customer Success Specialist Aimee Nichio, [anichio@reedexpo.com](mailto:anichio@reedexpo.com), 203-840-5506.

Click on the [Exhibitor Action Checklist/Additional Official Contractors Services section](#) of the manual to see all approved vendors for C2E2 2017.

**CUBIC CONTENT:**

C2E2 follows the cubic content rule, which allows Exhibitors to make maximum use of their Booth Space. Under the cubic content rule, Exhibitors may build up to the front of their Booths, and up to the maximum allowable height according to Booth type as indicated below. **However, anything above the provided drape heights must be finished, neutral and devoid of copy on any wall adjacent to another Exhibitor.**

The following maximum height limits will be strictly enforced. No height variances will be granted prior to or onsite at the Show. Please plan your Booth display and sign structures accordingly. Maximum allowable height is also directly affected by the ceiling height of your Booth area.



**LINEAR BOOTH**

Bounded by 1 or 2 aisles. Hanging Signs are not permitted in linear Booths. It is much more cost effective to floor mount signage with a linear booth height limit of 12 feet. Note: side-drape provided is 3 feet high and the back-drape provided is 8 feet high.

**Maximum height limit within a linear booth = 12 feet.**



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### **PENINSULA BOOTH**

Bounded by 3 aisles. Exhibit Booths must also be at least 20 feet deep and 20 feet wide to meet Show Managements requirements for hanging signs. Hanging signs in peninsula Booths may reach a height limit of 20 feet to top of sign. Two-sided signs must be hung 5 feet from the back wall and the side facing rear of the Booth. Signs must be clear of copy, logos or other graphics so as not to be an eyesore to neighboring Exhibitors. Note: the back-drape provided is 8 feet high.

**Maximum height limit within a peninsula booth = 20 feet.**

### **ISLAND BOOTH**

Bounded by 4 aisles. Booths must also be 20 feet deep and 20 feet wide to meet Show Managements requirements for hanging signs. Hanging signs in island Booths may reach a height limit of 25 feet to top of the sign.

**Maximum height limit within an island booth = 25 feet.**

PLEASE NOTE: Nothing will be permitted above these maximum heights, including signs, banners, truss structures, lighting and/or display materials. Maximum allowable height is also directly affected by the ceiling height of your Booth area.

### **DEMONSTRATION AREAS**

Demonstration areas must be confined within the exhibit space so as not to interfere with any traffic in the aisles. Exhibitors must contract sufficient space to be able to comply with this rule. When large crowds gather to watch a demonstration and interfere with the flow of traffic down the aisles or create excessive crowds at neighboring Booths, it is an infringement on the rights of other Exhibitors. Aisles may not be obstructed at any time.

### **DEMONSTRATION EQUIPMENT**

Equipment, product or machinery, when displayed to demonstrate or simulate industrial application, are exempt from the foregoing height limits, but are restricted only by ceiling height, as well as building and safety codes.

### **HEIGHT RESTRICTIONS**

Exhibitor's display Booth(s) shall conform to the following specifications. The maximum height of a display Booth at the backwall, including any form of lighting system, signage or header shall be:

- In-Line (standard) booth 12'
- Peninsula booth 20'
- Island booth 25'

\*\*If you have a question about your Booth, for assistance, please contact your Customer Success Specialist Aimee Nichio, [anichio@reedexpo.com](mailto:anichio@reedexpo.com), 203-840-5506\*\*

### **DO NOT BLOCK AISLES OR INVADE NEIGHBOR'S SPACE**

No sign or decorative materials may protrude into the aisles or encroach upon neighboring Booths. No obstruction may be placed in any aisle, passageways, lobby or exit leading to any fire extinguishing appliances.



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### **EXHIBITORS WITH SPECIAL REQUESTS**

In the interest of fairness to all Exhibitors, variances to allowable display heights will not be granted. Exhibitors wanting to discuss special needs for their Exhibit should send detailed plans of their proposed display for this approval to:

**Skip Haile Operations Manager**

**Reed Exhibitions**

**shaile@reedexpo.com**

**Tel: 203.840.5912, Fax 203.840.9912**

### **EXPOSED AREAS MUST BE FINISHED**

All back walls, sidewalls or any other exposed areas of the display must be draped or finished surfaces. No graphics, logos or print facing into another Booth is allowed. Any company advertisement or promotion must face into the aisle. In-line and peninsula Booths must have a finished back wall covering the back of the Booth. See-through back walls or displays which do not cover the back-wall completely will not be allowed. Please note that ALL FIRE HOSE CABINETS MUST BE KEPT VISIBLE AND CLEAR.

After 4:00 PM on Thursday, April 21<sup>st</sup> any part of a Booth with unfinished side or back-walls will be draped by Show Management at the expense of the Exhibitor.

### **GOOD TASTE AND THE RIGHTS OF OTHERS**

Show Management may require any Exhibitor to make changes in their Exhibit if, in Show Management's opinion, the exhibit does not conform to prevailing standards.

### **GRAPHICS ON NEIGHBORS' SIDE**

The backside of walls, the common border facing a neighboring booth, must be finished, neutral/clear of copy, logos or other graphics, so as not to be an eyesore to neighboring Exhibitors.

### **HANGING SIGNS**

Hanging signs must comply with the height limitations guidelines listed below. This includes all hanging or suspended material such as banners and balloons (where permitted), etc. The top of the sign (or other material) may not exceed the height limitation specific to your type of Booth. Booths which qualify to suspend "hanging signs" are only Island, Peninsula or Walk-Through Booths of 400 square feet or larger.

- Linear Booth: MAXIMUM HEIGHT LIMIT WITHIN A LINEAR BOOTH = 12 FEET
- Peninsula Booth: MAXIMUM HEIGHT LIMIT WITHIN A PENINSULA BOOTH = 20 FEET
- Island Booth: MAXIMUM HEIGHT LIMIT WITHIN AN ISLAND BOOTH = 25 FEET

PLEASE NOTE: Nothing will be permitted above these maximum heights, including signs, banners, truss structures, lighting and/or display materials.



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### HELIUM BALLOON DISPLAYS

Helium-filled balloons and/or helium tanks are not permitted in any area of the Center unless they are the product displayed. A helium balloon responsibility form for helium related product displays can be obtained from the Convention Services Division. Helium balloon displays must be approved by the Show Management and McCormick Place.

For assistance, please contact your Customer Success Specialist Aimee Nichio, [anichio@reedexpo.com](mailto:anichio@reedexpo.com), 203-840-5506 to help get the needed forms and instructions for these balloon based items.

### INSPECTION DEADLINE

Any Booth not occupied by 2:00 PM on Thursday, April 21 will be presumed abandoned. If there is freight in the Booth and Show Management believes the Exhibitor will be late, then GES will set up the display as best they can with the information available. If there is no freight in the Booth and/or Show Management believes the Exhibitor will not participate in the Show, the Booth will be reassigned.

Exhibitors arriving after this time will be given space available and may incur additional costs.

- All Exhibits must be completely set by 4:00 PM on Thursday, April 21
- No shipment will be accepted at any time past 5:00 PM on Thursday, April 21, or beyond
- Absolutely no shipment, equipment or material may be brought onto the Show Floor during Show hours.

### MOTOR VEHICLES

Motor Vehicles for display are permitted subject to the following criteria:

- No more than one gallon of fuel is permitted per vehicle
  - Tanks cannot be refueled or emptied inside the Center
  - Fuel tanks must be equipped with a locking gas cap
  - Battery cables must be disconnected and the ends taped
  - During non-Show hours, vehicles must be locked
  - A properly tagged set of keys to each vehicle must be left with McCormick Place Public Safety Division prior to display
  - No repairs or alterations may be made on vehicles
  - Fire extinguishers, in appropriate numbers and classifications, must be provided by exhibitors
  - Vehicles displayed in house carpeted halls must have floor covering installed beneath the motor
- Other Regulations Regarding Motor Vehicles
- Motor vehicles must be turned off when parked inside
  - Operating equipment or machinery must not be left unattended
  - Motor vehicles may be operated on carpeted areas of the Center when approval is given by Center Staff. Protective material must be placed in the carpeted areas for protection of floor surface.
  - All forklifts or other heavy loading devices operated within the Center must be operated by certified personnel
  - Forklifts are not permitted to operate on terrazzo areas. Special permission is granted in certain circumstances by McCormick Place management. In those instances, the forklift must have pneumatic tires



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- Forklifts are not permitted to operate in the Galleria/River Pavilion or in carpeted halls 1D and 1E, unless a pathway of masonite is constructed
- Parking on the loading docks or inside the Center (except for loading and unloading) is prohibited; violators will be towed at owner's expense
- Utility carts may be operated in the Center exhibit halls, loading docks and main roadway only. Under no circumstances are vehicles or personnel carts to be operated in meeting rooms, concourses or lobby during Show hours.

### **USE OF NAILS OR SCREWS**

Nothing may be posted, tacked, nailed or screwed to columns, walls, floors or other parts of the building. Any damage or defacement caused by infractions of this rule will be remedied by Show Management at the expense of the rule-breaking Exhibitor.

### **SOUND LEVELS**

Sound level of presentation should be kept within the confines of the booth area and must not interfere with neighboring exhibits. Show Management will exercise their right to provide and maintain a fair exhibiting environment to all customers. Excessive sound can be offensive and distracting. Each Exhibitor is entitled to an atmosphere that is conducive to conducting business, without excess noise from other Exhibitors. Any audio equipment (i.e., sound system, audio from a video wall, microphones), whether in the Booth or as part of a display, may not exceed a sound level of eighty-five (85) decibels. C2E2 will be sensitive and responsive to complaints registered by spectators, neighboring Exhibitors or other personnel, and will have appointees to respond to all complaints.