



## 2021 PROCESS EXPO SHOW RULES

### **I. SHOW MANAGEMENT**

The words "Show Management" as used herein, shall hereinafter refer to PE Events, LLC. In the interpretation and enforcement of the following rules, the decision of Show Management shall be final. All matters not specifically covered by these rules are subject to the decision of Show Management.

### **II. ELIGIBILITY CRITERIA**

Companies that manufacture or supply machinery, equipment, ingredients, flavorings, services or supplies to the food, beverage or pharmaceutical industries are eligible to exhibit at PROCESS EXPO.

The name of the exhibiting company must be the primary promotion within the booth. Non-exhibitors' components or ancillary products may be incorporated into an exhibitors' booth as long as those products are used in their role as components, equipment or supplies needed to demonstrate an exhibitor's products.

All matters relative to the eligibility of exhibits are subject to the decision of Show Management, and when an exhibit is found to be ineligible in whole or part, Show Management may reject the exhibit and eject the exhibitor if violations are not promptly corrected.

### **III. GENERAL EXHIBITION RULES**

#### **A. Relocation of Exhibits**

With timely notice being given to affected exhibitors, Show Management reserves the right to alter location of exhibits as shown on the official floor plan if deemed advisable in the best interests of the Exposition. Show Management reserves the right to alter the official floor plan at any time, including elimination of and/or redirection of aisle space.

#### **B. Booth Size**

Booths on the floor plan may not be subdivided, but may be merged to create larger booths.

#### **C. Delivery & Removal During Show**

Dates and hours for installation, showing and dismantling has been specified by Show Management in its Exhibitor Service Manual. Show Management reserves the right to alter the Exposition hours in any manner whatsoever in the best interests of the Exposition.

Exhibitors may not disturb, dismantle or remove their exhibits, without Show Management approval, until after the Exposition has been announced as officially closed by Show Management. If early dismantling does occur without Show Management approval, exhibitor may be liable to loss of privileges in subsequent Expositions and subject to a \$1,000 fine. All storage and handling charges for failure to remove exhibit material from the Exposition floor before the conclusion of the move-out period shall be a responsibility of the exhibitor.

Exhibitors requesting the scrapping of any exhibit material, crates, etc., shall pay for any expenses involved thereby.

#### **D. Installation & Dismantling**

Exhibitors will be assigned a target date on which their shipments must be delivered to McCormick Place. Penalties will be assessed for failure to meet this schedule. Show Management reserves the right to schedule deliveries. All exhibits must be installed by 2:00 PM November 1, 2021. If installation of exhibit has not been started by 2:00 PM, November 1, Show Management reserves the right to authorize the official contractor to affect the necessary installation of the exhibit at the exhibitor's expense. Inspection of all booths will take place during set-up and violations will be reported to said exhibitor for correction.

Dismantling will start only after the close of the show at 3:00 PM on November 5, 2021. Penalties may be involved for violation of this provision. Exhibitors will be notified of the date and time by which their exhibit materials must be removed from McCormick Place. Show Management reserves the right to schedule removal of all exhibit materials from McCormick Place.

In the event any exhibitor fails to remove its exhibit in the allotted time, Show Management reserves the right to authorize the official contractor to ship the exhibit materials through a carrier of their choosing or to a storage warehouse, subject to the exhibitor's disposition, or make such other disposition on this property as it may deem desirable without any liability to Show Management.

#### **E. Attire**

Business attire is recommended.

#### **F. Demonstrations or Entertainment**

As a matter of safety and courtesy to others, exhibitors shall conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisles or neighboring exhibits. It is the responsibility of each exhibitor to arrange displays, products demonstrations, audio visual presentations and demonstration areas to ensure compliance. No activities should be planned or products displayed in a manner that would require an audience to gather in the aisles. Show management reserves the right to determine if a demonstration interferes with adjacent exhibit spaces and when it must be discontinued. Exhibitors must submit a request for approval from Show Management regarding any of the above activities.

Every exhibitor must monitor its own booth to be sure that the noise level from any demonstration or sound system is kept to a minimum and does not interfere with others. Show Management reserves the right to determine at what point sound constitutes interference with others and must consequently be discontinued.

- Games of chance or skill are permitted, however subject to any state or local legal restrictions and exhibit facility rules or regulations.
- All sound systems used with demonstrations, motion pictures, product presentations, etc. must be constructed to contain the sound. Self-contained audio visual devices relating to the exhibitors' product will be permitted, however the sound systems must not be audible in a neighboring booth or from the aisle. Machines or devices that create excessive noise may be restricted to periodic operation. The decision of Show Management in this regard shall be final.
- Music Performance: The exhibitor acknowledges that any live or recorded performance of copyrighted music, which occurs in their booth must be licensed from the appropriate copyright

owner or agent. The exhibitor undertakes full responsibility for obtaining any necessary licenses and agrees to indemnify and hold harmless Show Management and PE Events, LLC from any damages or expenses incurred by operation. The decision of Show Management in this regard shall be final.

#### **G. Giveaways**

Giveaways may be distributed at exhibitors' booths, but may be prohibited if considered inappropriate by Show Management. Any questions regarding the propriety of souvenirs must be cleared by Show Management in advance.

#### **H. Food and Beverage**

Food and beverages, including alcoholic beverages, may be distributed and served from within an exhibitor's booth at the exhibitor's own risk and expense. Exhibitor must provide Show Management a certificate that its general liability insurance covers any liability that may arise as a result of exhibitor's serving or distributing alcoholic beverages and that PE Events, LLC is an additional insured on such insurance policy. The serving of all refreshments must be confined within the exhibitor's booth so as not to block aisles or a neighboring exhibitor. Exhibitors must comply with all applicable Federal, State and Local Sanitary and Safety laws and must comply with McCormick Place's Catering Department's food and beverage distribution and sampling regulations. **Please note: Savor...Chicago has exclusive food and beverage distribution rights within the McCormick Place Convention Center. Exhibitors planning to give out food and/or beverages must fill out appropriate forms and may have to pay fees to Savor...Chicago. Forms are included in the Exhibitor Service Manual.**

#### **I. Trash Removal**

Exhibitors are responsible for the cleaning of any excessive amount of trash or garbage in or around the exhibitor's booth and the exhibit hall caused by activities such as distribution of food and beverage. Any perishables must be stored properly or disposed of at the end of each day. Exhibitors should order Porter Service through the Exhibitor Service Manual to handle trash removal.

#### **J. Conducting Business in Exhibitor's Booth**

All promotional efforts of an exhibitor within the Exposition building shall be confined to an exhibitor's booth.

- Exhibitor may not, from aisle or from its booth, harass visitors to enter booth.
- Exhibitor may not promote business in booths other than its own, except for inter-exhibitor contracts; however, a representative of another exhibiting company may serve in exhibitor's booth for consultant purposes when one of that company's products is incorporated as an essential part of exhibitor's total display.
- Any attendee or exhibitor observed to be soliciting business in the aisles, other public spaces or in violation of any portion of this policy, is subject to removal without refund and additional penalties.
- An exhibitor shall not be permitted to solicit sales from another exhibitor or visitor on a "cash and carry" basis. Exhibitors shall be permitted to take written orders for a sale within the confines of their booths. Items can be shipped following the show.

## **K. Aisles**

Aisles belong to the show and may not be used by an exhibitor. All business must be conducted within the booth and equipment must be so arranged that show visitors do not stand in the aisle while examining equipment or watching demonstrations. No exhibit or advertising matter will be allowed to extend beyond the space allotted to the exhibitor.

Carpeting may not be extended into aisles beyond exhibitor's booth.

## **L. Utility Core**

Utility Cores belong to the show and may not be used by the exhibitor for any purpose except connecting equipment to utilities. Any property found in the utility core before, during or after the show will be removed (with appropriate notice) at the exhibitor's expense.

Please note, a utility core may or may not fall within your booth space. Labor charges may result if a line has to be run from a utility core that does not fall within the confines of your booth space. A schematic can be requested from the General Contractor detailing the exact location of the closest utility core.

## **M. Safety/Fire/Health**

The exhibitor must comply with safety, fire and health ordinances regarding installation and operation of equipment. All display materials and equipment must be reasonably located and protected by safety guards and fireproofing to prevent fire hazards and accidents.

All booth materials shall be fire resistant. No exhibitor shall have more than one day's supply of materials in booth or storage area. This is in compliance with the County laws, ordinances and regulations pertaining to health, fire prevention and public safety. Compliance with such laws is mandatory and the sole responsibility of the exhibitor.

Exhibitors are liable for any damage caused by them, their agents or employees to building floors, walls, columns, standard booth equipment, other exhibitors' property or to persons. Exhibitors may not apply paint, lacquer, adhesive or any other coating to the building columns, floors or standard booth equipment.

Exhibitor agrees to make no claim for any reason whatsoever against PE Events, LLC for loss, theft, damage or destruction of goods, nor for any injury to the exhibitor or to its employees arising out of the negligent acts or omissions of the exhibitor, exhibitor's agents or employees; for the removal of the exhibit; or for failure to hold the Exposition as scheduled because of reasons beyond control.

## **N. Photography, Videography Recording and Sketching**

Cameras of any type/ size or videotaping equipment\* may be carried in exhibit area by exhibitors or their official representatives, but under no circumstances may photographs or videotapes\* be taken without expressed written authority of the exhibitor concerned in each case. Use of photographic equipment with tripod or other aisle obstruction will not be permitted during show hours. Sketching or drawing machinery on display is prohibited.

\*Additional videotaping guidelines will be provided in your Exhibitor Service Manual, formulated to specify required labor and to monitor electrical safety as specified by Cook County's electrical code.

## **O. Building Occupancy/ Cancellation of Event**

If McCormick Place, or any portion thereof, shall be destroyed or damaged by fire or other calamity so as to prevent the use of the premises for the purpose, and during the period specified herein, or if the

premises cannot be used, or it would be impossible, impractical or inadvisable to hold the event, because of strikes, acts of God, national emergency, any act of, or threat of, or fear of terrorism or use of any biological, chemical, radioactive or nuclear agent, material, device or weapon, or other cause beyond the control of Show Management, then this Agreement shall terminate and the exhibitor hereby waives any claim against Show Management for damages by reason of such termination.

#### **P. Subleasing**

Exhibitor may not sublease, reassign or apportion the whole or any part of the space assigned to it.

#### **Q. Cross References**

Contracted Exhibitors may request Cross Reference listings for their booth, only if the cross referenced entity is a wholly owned subsidiary of the Contracted Exhibitor; if the Contracted Exhibitor is the agent/distributor or OEM supplier to the crossed referenced entity; or the Contracted Exhibitor has an active business relationship with the cross referenced entity. Burden of proof of this relationship is on the Contracted Exhibitor, and must be submitted in writing to Show Management. The cross referenced entity can receive an alphabetical listing of company name and booth number in the show guide, but may not appear on the printed floor plan and will not receive an exhibitor portal online, priority points or any other benefits of a contracted exhibitor. Only the contracted exhibitor will receive full exhibitor benefits.

#### **R. Sharing a Booth**

Exhibitors must submit a written request, to share a booth, to show management at the time the booth is contracted. This written request must demonstrate a pre-existing business relationship between the companies who wish to share a booth and explain the purpose of sharing the booth.

If permission is granted by show management, the following criteria must be met:

- A. No more than three companies may share one booth.
- B. Each company in a booth share must contract a minimum of 100 square feet.
- C. Each company in a booth share must be a member of FPSA.
- D. Each company in a booth share must complete an expo contract and abide by all the show rules as all other contract exhibitors do, i.e. must submit an insurance certificate, pay according to the payment schedule, etc.
- E. Priority points will be awarded to each exhibitor in the booth share based on the amount of space on the expo contract, not on the total square footage of the shared booth.
- F. Each company is required to submit a booth layout approval request to show management at least 120 days prior to move-in.

#### **S. Official Service Providers and Exhibitor Appointed Contractors (EACs)**

In the best interest of exhibitors, Show Management has selected certain firms (at rates considered equitable and normal) as official contractors for such services as cartage, handling exhibits, furniture, booth and floral decorations, signs, photographs, drinking water, telephone service, skilled labor or other similar services. No exhibitor may contract for such services with other than the selected firms unless permission in writing from Show Management has been secured thirty days in advance. Such permission will be liberally granted. **Note: A Certificate of Insurance will be required from independent service contractors (also known as EACs or Exhibitor Appointed Contractors) utilized by exhibitors.**

#### **T. Hospitality Hours**

Exhibitors shall not sponsor a hospitality event off-site in conflict or in competition with the Exposition hours.

U. Registration & Admission

Admission to the Exposition will be by official badge obtained upon registration. However, if the badge is altered in any way, the wearer shall be ejected from the Exposition. The badge is not transferable. No one under 16 years of age shall be admitted to the Exposition during show hours or during move-in/ move-out.

V. Insurance

**Exhibitors must send a Certificate of Insurance (COI) to Show Management.** This COI should be received by Show Management at least 30 days in advance of the show. Comprehensive general liability insurance of at least \$1,000,000 is required. All Exhibitor Appointed Contractors (EACs) are also required to submit a COI to Show Management (see Section S above).

You can also secure the required insurance coverage through Rainprotection Insurance. Show Management has approved this online insurance program for exhibitors. Simply click on the links below for more information.

- [Insurance Coverage October 31 - November 6, 2021](#)
- [Insurance Coverage October 27 - November 7, 2021](#)

IV. IMPORTANT RULES GOVERNING ALL TYPES OF BOOTHS

**A. Machinery:** Machinery may be displayed in its normal, commercial form anywhere in the booth, provided it does not obstruct sight lines of neighboring exhibitors. Exhibitors with large equipment must reserve sufficient space to ensure that equipment which exceeds 4 feet in height complies with this requirement.

**B. Display:** Any item other than the exhibitor’s product used in the booth is defined as a display item. This especially refers to such items as hanging signs, graphics, light standards, signs, mirrors, display rack, etc. Space dimensions shown on floor plan are from the 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 these items.

**C. Pipe & Drape:** Show Management will provide pipe and drape of a standard color and height. The back wall drape is 8 feet in height and the side wall drape is 3 feet in height. Those exhibitors desiring pipe and drape of a different color or size, other than what Show Management deems “standard,” shall do so at their own expense.

**D. Hanging Signs:** Hanging signs will be permitted in booths of 400 square feet or greater.

- Hanging signs, banners, flags or any other exhibit components that must be suspended from the ceiling must adhere to the specific construction and height requirements set forth for each booth type.\* This applies to the entire sign, banner or exhibit component, so that its top must either be at or below the following height:

<b>Maximum Height</b>	
ISLAND EXHIBITS . . . . .	30’
SPLIT ISLAND EXHIBITS . . . . .	30’
PENINSULA EXHIBITS . . . . .	16’

Maximum Height\* Please note hanging signs are not permitted in Hall E, Level 2 unless otherwise approved by Show Management.

- Hanging signs and graphics will be permitted only in the center 50% of the exhibitor’s back wall. For example: In a standard inline booth, if an exhibitor’s booth has a 40 foot frontage, the sign must be placed in the center of the booth so that the sign is at least 10 feet away from all neighboring booths, including booths immediately behind.

All hanging signs must have drawings available for inspection by Show Management, the installation and dismantling contractor, and the exhibitor and governmental authority during the time the component is

being hung, suspended and removed at the show site which includes a signature or stamp of a reviewing structural engineer indicating that the stress points for hanging the sign have been properly engineered, and a signature of an authorized official of the exhibit building company is shown indicating that the structure is built in compliance with the details and specifications set forth on the drawings.

## **E. Logos & Graphics**

Any logo or graphic facing a neighboring exhibit must be set at least 10 feet from any adjoining exhibit. All back walls over 8 feet and all side walls that face the neighboring exhibit must be finished and free of graphics and/or logos.

## **F. Signs Attached to the Display**

- Flashing Signs: Flashing electric signs are prohibited throughout the Exposition.
- "Loaned to," "sold to," "property of," "supplied by," signs are permitted, but limited to a size of 8 ½ inches x 11 inches.
- 48 inch height limitation areas: No sign may be located above the 48 inch height limitation, unless it gives only a functional description or identifies the product in a purely informational, non-promotional manner.
- In no event may such signs exceed 8 ½ inches x 11 inches in size, although they may be any shape within these dimensions including stands or brackets. Lettering may not exceed 1 inch in height. No two such signs may be located with less than a 12 inch clearance in any direction. Name plates on machines may exceed these limitations only if they are certified by the exhibitor as being the ones in normal use when the machine or product is sold. Signs that indicate the time of next demonstration must conform to these requirements, except that they may be mounted on a free-standing standard or table-top. All other signs must be mounted on the machine or product concerned.

## **G. Lighting**

Show Management reserves the right to restrict the use of glaring or irregular lighting effects. Lights – particularly bulbs or other light sources – must not be visible from the aisles. The use of flashing electric lights is not permitted. Spotlights or other supplemental lighting may be 8 feet high within the inner two-thirds of standard booths. Back wall booth display lighting may exceed the normal booth height restriction by up to one foot.

## **H. Canopies & Ceilings**

Defined: Canopies, including ceilings, umbrellas and canopy frames supported over an exhibitor's space for decorative or functional purposes (such as to shade computer monitors from ambient light or for hanging products).

- Height: Canopies, false ceilings and umbrellas will be permitted to a height that corresponds to the height regulation for the appropriate exhibit configuration of which they are a part. The base of the canopy should not be lower than 7 feet from the floor within 5 feet of any aisle.
- Depth: Canopies may extend out to the aisle and up to the booth line on either side of an exhibitor's space providing that the support structure will not exceed 3 inches in width when placed within 10 feet of an adjoining exhibit and not confined to that area of the exhibitor's space which is in the maximum height area.

If hanging products from a canopy, sightline restrictions must be maintained for Linear and Peninsular Booths. This means items hanging from a canopy cannot be so large that they restrict the sightline to the neighboring booth. Items hanging from a canopy structure must not exceed 40 pounds per item, and the structure must be strong enough to support the hanging items safely without threat of collapse.

**Important:** Exhibitors are required, when installing a display with a ceiling or second level, to check with the local fire department to insure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler system, etc.

## **I. Towers**

Defined: A free standing exhibit component separate from the main exhibit fixture that is used for identification and display purposes only.

- Height/ Depth: Towers will be permitted to a height and depth that correspond to the height and depth regulations for the appropriate exhibit configuration of which they are a part. For example, towers that are part of a peninsula exhibit will not exceed 16 feet in height, and will not be placed within 10 feet of a neighboring exhibit unless they are confined to that area of the exhibitor's space which is in the center 50% of the booth depth from the aisle line to avoid blocking the sightline from the aisle to the adjoining booth.

**Important:** All towers in excess of 12 feet in height must have drawings available for inspection by Show Management, the installation and dismantling contactor, the exhibitor and governmental authority during the time the exhibit is being erected, exhibited and dismantled at the show site - that includes a signature or stamp of a reviewing structural engineer, indicating that the structure design is properly engineered for its proposed use, and a signature of an authorized official of the exhibit building company is shown, indicating that the structure is built in compliance with the details and specifications set forth on the drawings.

## **J. Columns**

If a building column is within the exhibit area that is restricted to 4 feet in height, it may be decorated or used for display purposes provided:

- The decorator or display material is not over 12 feet high, (otherwise the column will be governed by the same height restrictions as display material), and;
- The diameter of the column is not increased by more than 24 inches.
- Please note: due to facility regulations, nothing can be fixed to the column itself (i.e. Velcro, nails, tape, glue, etc). Columns can, however, be wrapped, draped or built around, within the safety regulations.

## **V. EXHIBIT CONSTRUCTION & DESIGN**

### **A. Standard Inline Booth**

Defined: One or more standard units in a straight line.

Height: Exhibit fixtures, components and identification signs will be permitted to a maximum height of 8 feet in booths less than 600 square feet and a maximum height of 12 feet in booths 600 square feet or greater.

Depth: All display fixtures over 4 feet in height and placed within 10 feet of an adjoining exhibit, must be confined to that area of the exhibitor's space which is at least 50% of the booth depth away from the aisle line.



Any logo or graphics facing a neighboring exhibit must be set at least 10 feet from any adjoining exhibit. All back walls over 8 feet and all side walls that face the neighboring exhibit must be finished and free of graphics and/or logos.

## **B. Perimeter Booth**

Defined: One or more standard units in a straight line that backs to an outside wall of the exhibit facility rather than to another exhibit.

Height: Exhibit fixtures, components and identification signs will be permitted to a maximum height of 12 feet.

## **C. End-cap Booth**

Defined: Exhibit of less than 400 square feet exposed to aisles on three sides.

Height: Back wall height is restricted to a maximum height of 8 feet including signage for the center portion for the back wall. On both ends of this back wall, height is restricted to 4 feet on first 5 feet measured from each aisle, permitting adequate line of sight for the adjoining linear booths.

Depth: All display fixtures over 4 feet in height and placed within 10 feet of a neighboring exhibit, must be confined to that area of the booth that is in the center 50% of the booth depth from either aisle line to avoid blocking the sightline from the aisle to the adjoining booth.

Any logo or graphics facing a neighboring exhibit must be set at least 10 feet from any adjoining exhibit. All back walls over 8 feet and all sidewalls that face neighboring exhibits must be finished and free of graphics and/or logos.

## **D. Peninsula Booth**

Defined: Exhibit of 400 square feet or greater exposed to aisles on three sides.

Height: Back wall height is restricted to a maximum height of 8 feet in booths less than 600 square feet and a maximum height of 12 feet in booths 600 square feet or greater including signage for the center portion for the back wall. Back wall is restricted to 4 feet in height within 5 feet of each aisle, permitting adequate line of sight for the adjoining linear booths.

Depth: All display fixtures over 4 feet in height and placed within 10 feet of a neighboring exhibit, must be confined to that area of the booth that is in the center 50% of the booth depth from either aisle line to avoid blocking the sightline from the aisle to the adjoining booth.

Any logo or graphics facing a neighboring exhibit must be set at least 10 feet from any adjoining exhibit. All back walls over 8 feet and all sidewalls that face neighboring exhibits must be finished and free of graphics and/or logos.

## **E. Split Island Booth**

Defined: A Peninsula Booth which shares a common back wall with another Peninsula Booth.

Height and Depth: The entire cubic content of the booth may be used, up to the maximum allowable height of 16 feet, without any back wall line of sight restrictions.

Any logo or graphics facing a neighboring exhibit must be set at least 10 feet from any adjoining exhibit. All back walls over 8 feet and all sidewalls that face the neighboring exhibit must be finished and free of graphics and/or logos.

## **F. Island Booth**

Defined: Exhibit of 400 square feet minimum with one or more display levels plus aisles on all four sides. Full use of space is permitted to a height of 16 feet.

Height: Exhibit fixtures, components and identification signs will be permitted to a maximum height of 16 feet provided written approval is received from Show Management at least 60 days prior to the show.

**Double Decking:** Permission to double-deck may be granted by Show Management provided the exhibitor is in compliance with the following:

- Double-decking (viewing platforms) must not be placed within 10 feet of any main aisle, cross-aisle or neighboring exhibit; and
- The top of the platform deck including guardrails, chairs, tables, umbrellas, streamers, logos, signs, advertising or display materials may not exceed 16 feet; and
- Elevated platforms must have guardrails and toe boards so as to prevent injury to persons working on or below such platforms. Railings must consist of a top rail, intermediate rail and posts, and must have a vertical height of at least 42 inches from the upper surface of the top rail and the floor. The intermediate rail must be approximately halfway between the top rail and the floor. Openings between the top rail surface and any other surface (such as intermediate rail or toe board) shall not exceed 19 inches. Toe boards 4 inches high shall be installed on each platform unless the space between the top rail and platform floor is enclosed with some type of materials (such as Plexiglas) that provides protection from falling objects to persons working or walking below the platform; and
- A detailed exhibit plan must be signed by a structural engineer and must be submitted to Show Management 60 days prior to move-in of the show, and must follow the County fire ordinances. In addition, this drawing must be available for inspection on-site; and
- A sign or signs must be clearly posted indicating the maximum number of people the structure will hold; and
- Fire extinguishers and smoke detectors must be placed on lower level in each sectionalized area or each area that is covered; and
- The exhibit must have 2 stairways leading to the viewing platform if there are 10 or more people at any given time, and must be 3 feet in width and cannot spiral or wind; and
- Builder of the exhibit must be able to supply documentation that the structure passes the NFPA Standard 703 Class A Code.

All multi-story exhibits, regardless of whether people will occupy the upper area or not, and all exhibit fixtures and components exceeding 12 feet in height must have drawings available for inspection by exposition management, the installation and dismantling contactor, the exhibitor and governmental authority during the time the exhibit is being erected, exhibited and dismantled at the show site - that includes a signature or stamp of a reviewing structural engineer indicating that the structure design is properly engineered for its proposed use, and a signature of an authorized official of the exhibit building company is shown indicating that the structure is built in compliance with the details and specifications set forth on the drawings. Signs must be posted indicating the maximum number of people the structure will accommodate.

Exhibitors are required when installing a display with a ceiling or second level to check with the local fire department to insure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.

**IN ALL CASES, Show Management's definition of TYPE of booth space will be final, and exhibitor must abide by the rules that govern the booth type defined by show management.**

## **VI. AMENDMENTS**

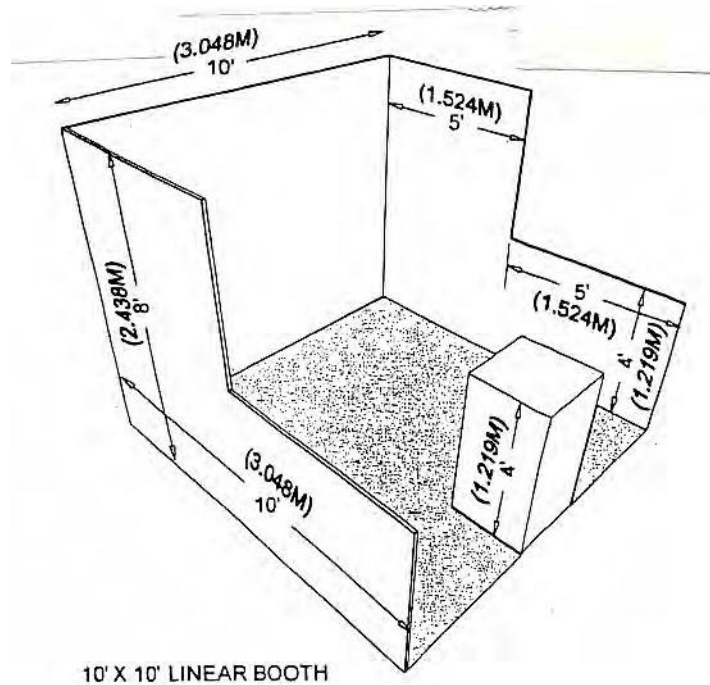
These rules may be amended at any time by Show Management and all exhibitors will be notified promptly of such amendments.

## VII. BOOTH DIAGRAMS

The following diagrams are based on the show rules listed above. Please note height restrictions for each booth type. Show management provides standard drape including 8 feet high back wall and 36 inch high side wall.

### Standard Inline Booth

Back wall Height: Booths less than 600 square feet have a back wall height limitation of 8 feet.  
Booths 600 square feet or greater have a back wall height limitation of 12 feet.

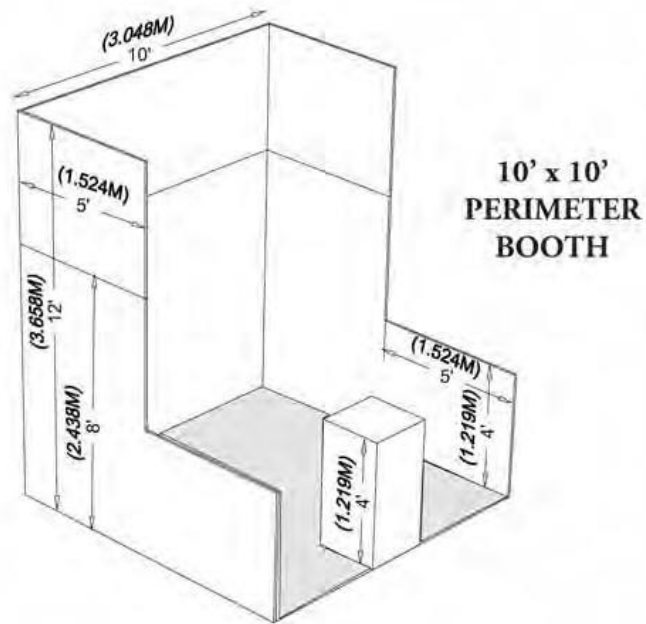


### CORNER BOOTH

A Corner Booth is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All guidelines for Linear Booths apply.

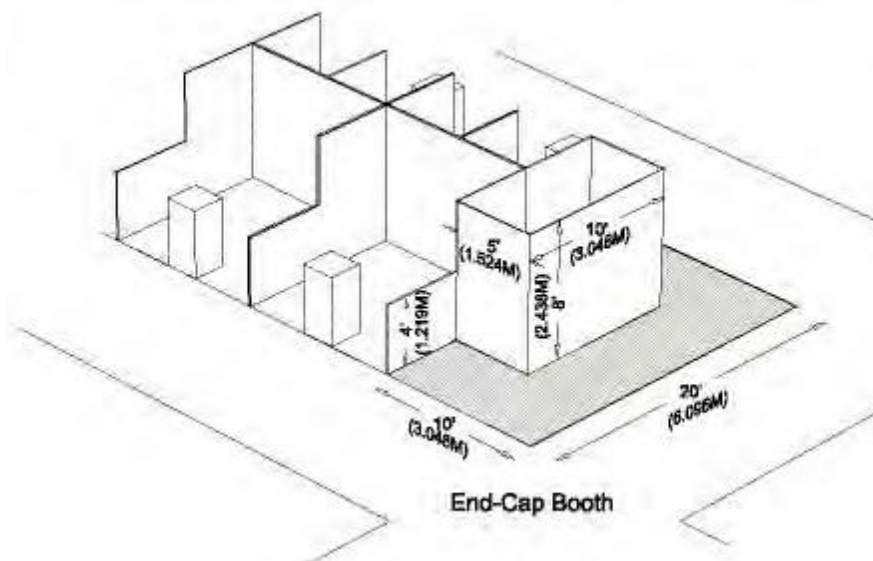
## Perimeter Booth

Back wall Height: Exhibit fixtures, components and identification signs will be permitted to a maximum of 12 feet.



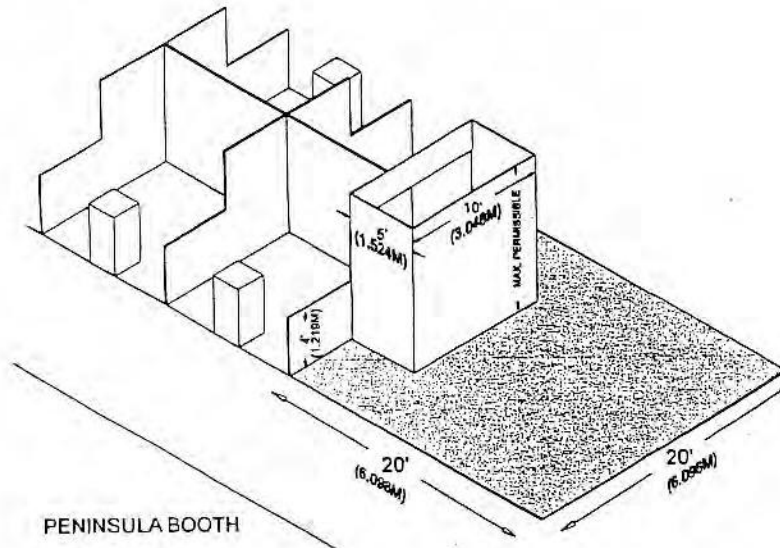
## End-cap Booth

Back wall Height: Back wall height is restricted to a maximum height of 8 feet including signage for the center portion for the back wall. Back wall is restricted to 4 feet in height within 5 feet of the each aisle, permitting adequate line of sight for the adjoining linear booths.



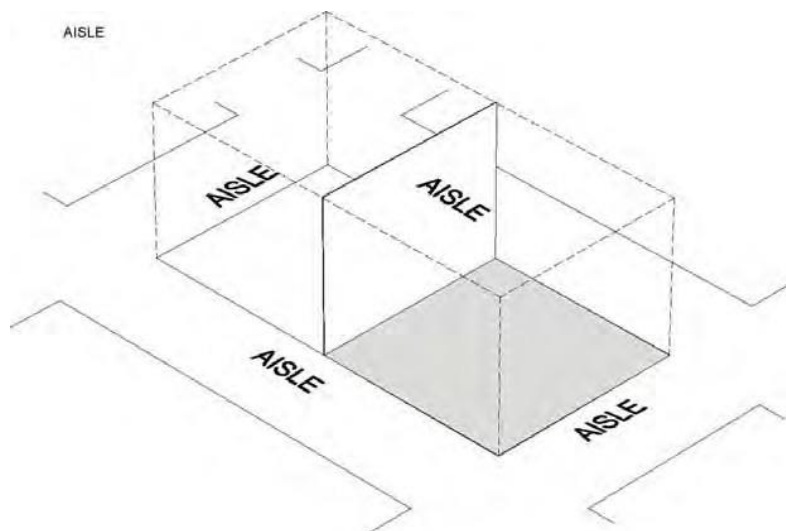
## Peninsula Booth

**Back wall Height:** Back wall height is restricted to a minimum height of 8 feet in booths less than 600 square feet and a maximum height of 12 feet in booths 600 square feet or greater including signage for the center portion of the back wall. Back wall is restricted to 4 feet in height within 5 feet of each aisle, permitting adequate line of sight for the adjoining linear booths.



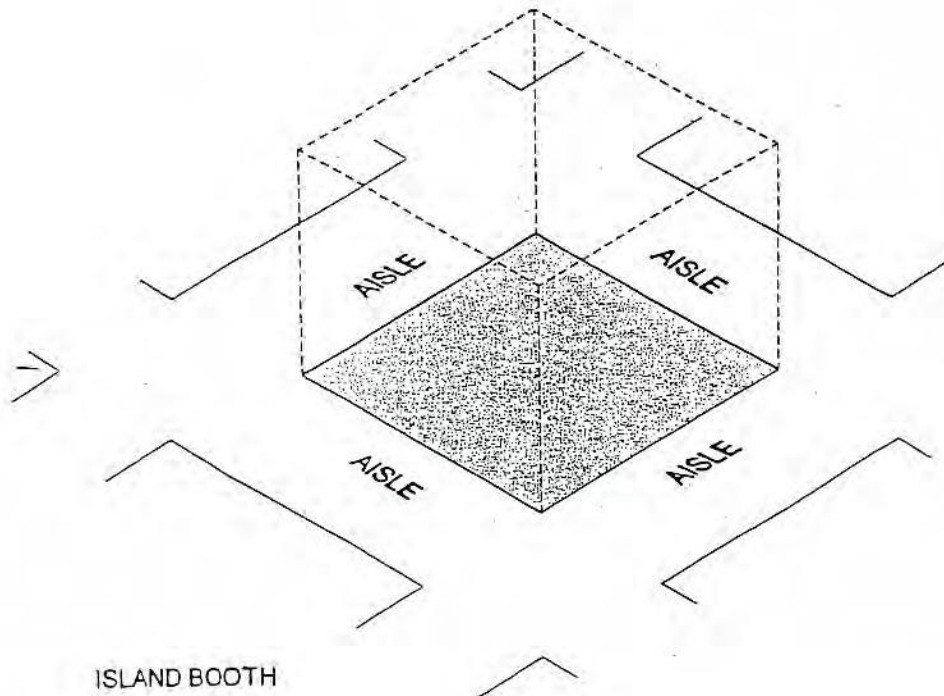
## Split Island Booth

**Back wall Height:** The entire cubic content of the booth may be used, up to the maximum allowable height of 16 feet, without any back wall line of sight restrictions.



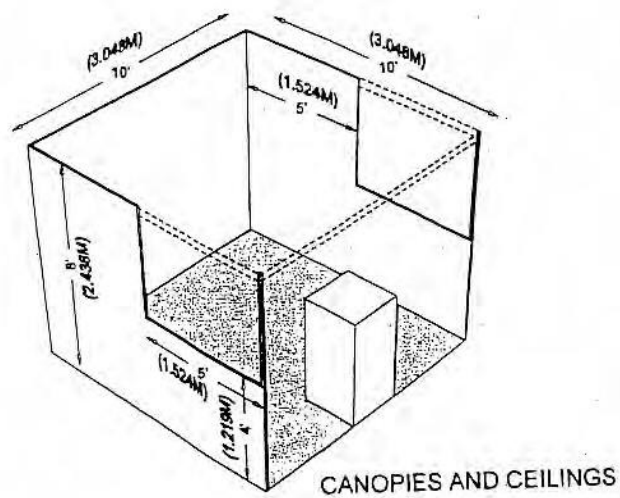
## Island Booth

Height: Exhibit fixtures, components and identifications signs will be permitted to a maximum height of 16 feet.



## Canopies & Ceilings

Height: Corresponds to the height restrictions for the appropriate exhibit configuration of which they are a part.



Height: Corresponds to the height restrictions for the appropriate exhibit configuration of which they are a part.



## 10 Ways to Maximize Your PROCESS EXPO Experience

1. **In order to succeed, you need to define your goals and show an action plan.** How do you measure your success at a show if you don't know what you are trying to accomplish?
2. **Be realistic in your show goals.** Are your goals measurable? Make sure they're feasible based on your on-site resources. Share your show goals with everyone staffing the booth, so that everyone's on the same page. If you're new to PROCESS EXPO or the industry, walk the floor and network with other exhibitors.
3. **Implement the Key 3:** Pre-show promotion, On-site execution and Post-show follow-up.
4. **Pre-Show Promotion:** According to IAEE, 76% of attendees know which booths they're visiting before they even get to the show. One of the top reasons why processors attend PROCESS EXPO is because "an exhibitor invited me." All PROCESS EXPO exhibitors receive **UNLIMITED, COMPLIMENTARY** guest passes to give to your customers and prospects! Go ahead and invite all of your leads. Review the promotional tools that we created to help you promote your participation. Invite prospects to meet you at PROCESS EXPO to see your latest equipment and demonstrations. Check out our Partnership Program for pre-show options to market your booth!
5. **On-Site Execution:** You only have one time to make a powerful first impression. Does your staff measure up? Attendees will remember people in your booth even more than they remember the booth itself. Exhibit personnel should be approachable, hospitable and completely knowledgeable about your solutions. You need booth staffers who are willing and able to initiate conversations with anyone who visits your booth. Ideal booth staffers also have the ability to qualify leads so that you can meet as many people as possible and meet your goals. Provide your team with qualifying questions to help them prepare for the show.
6. **Show Demonstrations.** Bring Equipment. Make them stop! Statistics show that an attendee walking a show will decide in approximately 7 seconds whether they want to stop at a booth. The visual appeal of your booth will be one of the most important deciding factors.
7. **It's not about distributing as much material as possible.** Many attendees overload themselves with too many materials when they walk the show floor and the end-result is that most literature ends up in the trash. Qualify your booth visitors and offer to mail them specific marketing pieces to address their needs. Consider creating an inexpensive sales piece that lists essential details for interested parties. Invest your marketing dollars wisely. Cutting back on on-site marketing collateral will lower your overall booth costs too.
8. **Walking Billboards.** Attendees are there to see YOU, so make it easy for them to find your staff when they visit your booth. Consider corporate shirts, jackets with your company logo on them. Booth personnel can also be easily identified with accessories such as a staff badge or button. Brand your company and help attendees connect with you.
9. **Follow-Up, Follow-Up, Follow-Up!** Did you know that 90% of trade show leads don't receive any follow-up communication? Out of sight = out of mind. All of your pre-show and on-site efforts won't convert into a sale if you don't follow-up and follow-through. Your competition is following-up on leads. What's your post-show plan?
10. **Return to your goals and evaluate your success.** Do you conduct post-show meetings? Gather information from booth personnel to determine which goals you've met and which ones you still need to address. Determine which demonstrations worked best and which ones didn't. Roll out that post-show plan and work those leads!

Thank you for your commitment to PROCESS EXPO and we look forward to seeing you there!