

EXHIBIT DISPLAY GUIDELINES

The following *Guidelines for Display Rules and Regulations* have been established by the International Association of Exhibitions and Events™ (IAEE). *Guidelines for Display Rules and Regulations* are created to promote **continuity and consistency among North American exhibitions. They are the model for most U.S. exhibitions and are the basis for displays at GlassBuild America.**

This edition of IAEE's *Guidelines for Display Rules and Regulations* is offered as a resource for exhibition and event organizers to use in creating consistent and fair exhibiting standards for their events. These *Guidelines* afford exhibitors a maximum return on their exhibit investments. Compliance with fire, safety, Americans with Disabilities Act (ADA), and other state, federal or provincial government requirements has also been addressed. However, always check with a local exhibition service contractor and the facility for local regulations.

It is IAEE's goal that the display rules and regulations, ultimately developed by each exhibition and event organizer, shall provide exhibitors with all the information necessary to properly design and build exhibits, as well as plan their booth's layout and content. Show organizers should present the professional standards expected of exhibitors. Finally, they should assure all exhibitors, regardless of exhibit size or location, an environment conducive to successful interaction with their audiences.

IAEE is a global association that serves as the foremost authority on exhibition management and operations.



Important Message From Show Management:

The following Exhibit Display Guidelines are published and enforced by NGA\WDDA, GlassBuild America, their vendors, contractors and the facility.

If you are a first-time exhibitor and/or this is your first time exhibiting in the U.S., please read all guidelines carefully including Show Management Rules & Regulations, Display Guidelines, Facility Policies & Procedures, and Labor Union Jurisdictions outlined by the General Contractor.

If you have any questions as you prepare your display for the show, please contact [Susan Jacob](#) with Show Management or the appropriate vendor or contractor.

Linear Booths

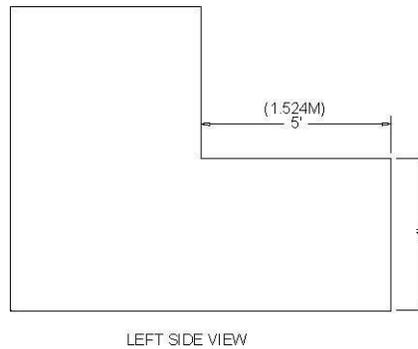
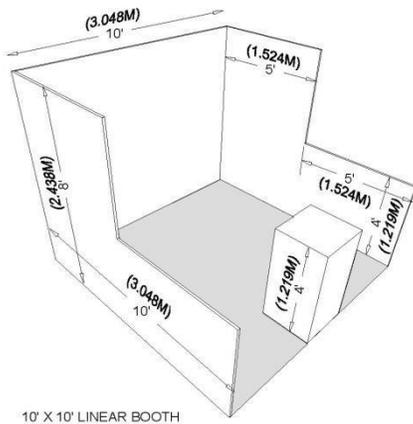
Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

Dimensions

For purposes of consistency and ease of layout and/ or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is generally specified.

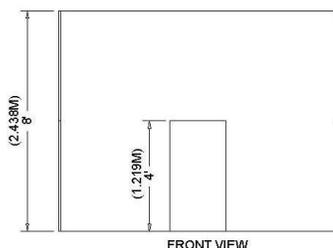
Use of Space

Regardless of the number of linear booths utilized e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc. display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Note: When 3 or more linear booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.



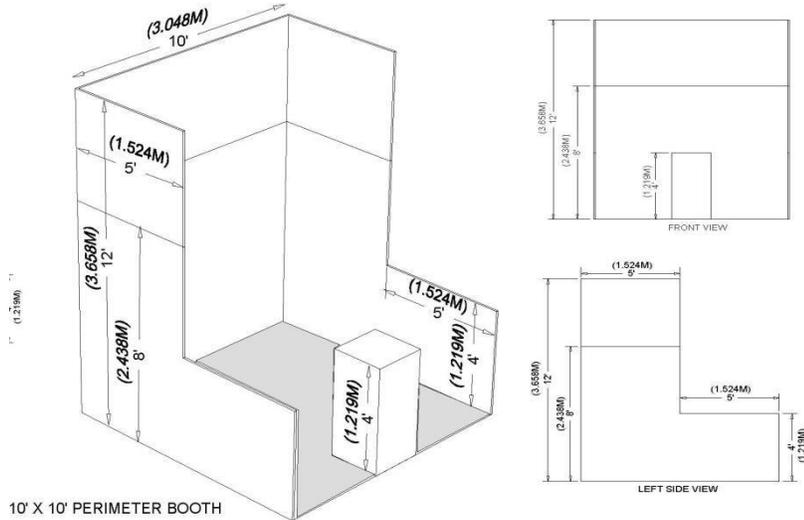
Corner Booths

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 other guidelines for Linear Booths apply.



Perimeter Booths

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit. All guidelines for linear booths apply to Perimeter Booths except that the typical maximum back wall height is 12' (3.66m).



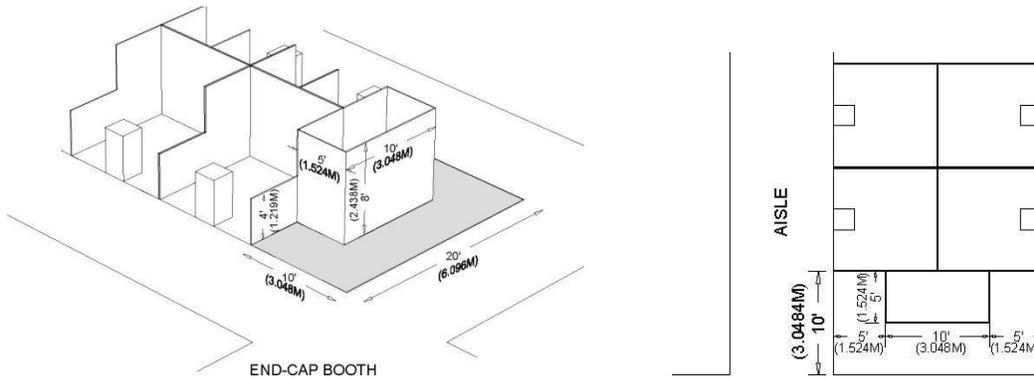
End-Cap Booths

(final booth design requires show management approval)

An End-cap Booth is exposed to aisles on three sides and comprised of two booths.

Dimensions

End-cap Booths are generally 10ft (3.05m) deep by 20ft (6.10m) wide. The maximum back wall height of 8ft (2.44m) is allowed only in the rear half of the booth space and within 5ft (1.52m) of the two side aisles, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle.



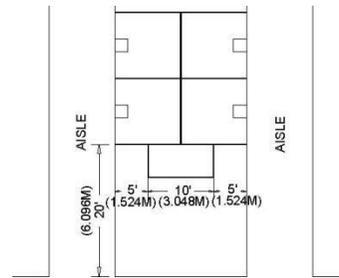
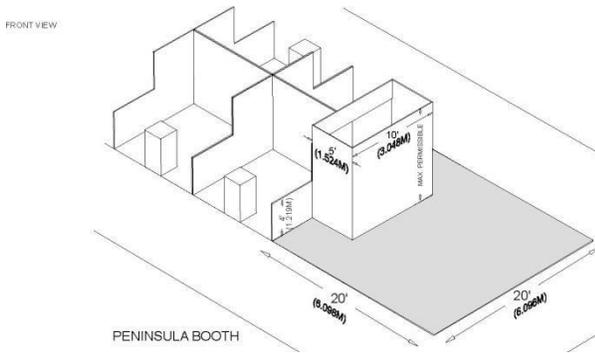
Peninsula Booth

(final booth design requires show management approval)

A Peninsula Booth is exposed to aisles on three sides, and comprised of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as a “Split Island Booth.”

Dimensions

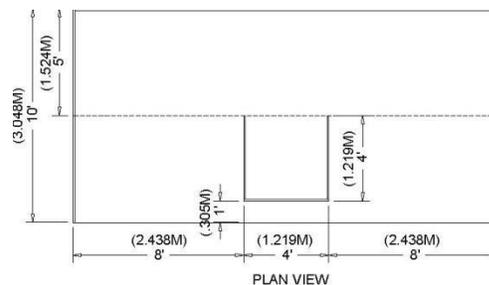
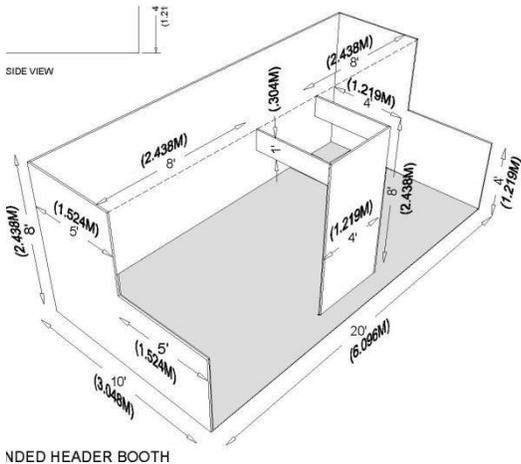
A Peninsula Booth is usually 20ft by 20ft (6.10m by 6.10m) or larger. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to 4ft (1.22m) high within 5ft (1.52m) of each aisle, permitting adequate line of sight for the adjoining Linear Booths. A typical maximum height range allowance is **16ft to 20ft (4.88m to 6.10m), including signage** for the center portion of the back wall. Double-sided signs, logos and graphics shall be set back ten feet (10') (3.05m) from adjacent booths.



Extended Header Linear Booth

(Final booth design requires show management approval)

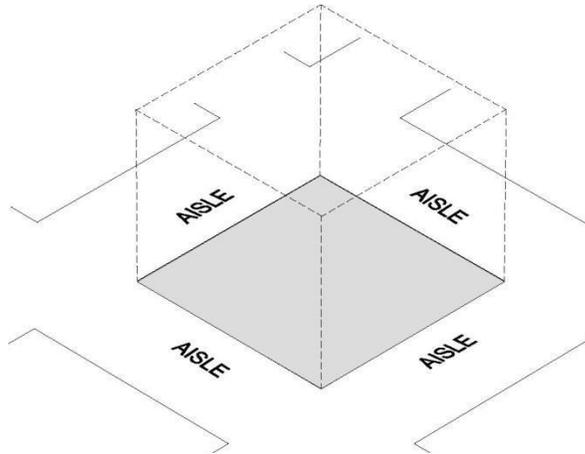
An Extended Header Booth is a Linear Booth 20ft (6.10m) or longer with a center extended header. All guidelines for Linear Booths apply to Extended Header Booths, except that the center extended header has a maximum height of 8ft (2.44m), a maximum width of 20 percent of the length of the booth, and a maximum depth of 9ft (2.7m) from the back wall.



Standard Island Booths (40' or less of Aisle Exposure)

A Standard Island Booth is exposed to aisles on all four sides and is typically 20ft by 20ft (6.10m by 6.10m) up to 40x40, although it may be configured differently.

The entire cubic content of the space may be used up to the maximum allowable height, which is **22ft. (6.7056m) including signage**. Examples: 20x20, 20x30, 20x40, 30x30, 40x40

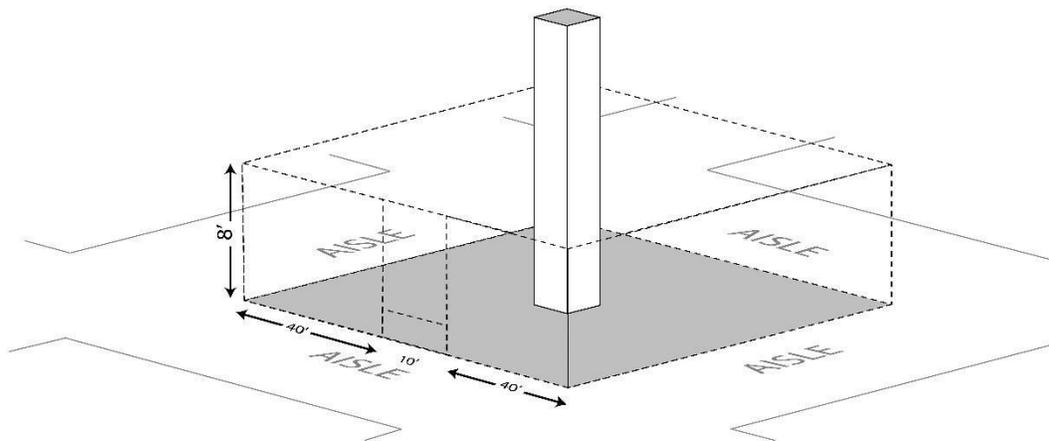


Linear Island Booths (more than 40' of Aisle Exposure)

(Final booth design requires show management approval)

While a Linear Island Booth is also exposed to aisles on all four sides, NGA\WDDA has instituted a restriction limiting any walled configuration which exceeds 40' to an 8' height limit, AND it must include a 10' wide visual break. For example: lower wall (3'-4'), clear plexi (full or partial panel), or complete gap/pass through.

Portions of the space may be used up to the maximum allowable height, which is **22ft. (6.7056m) including signage, or display columns, however, solid walls extending the full 40' of ANY SIDE, must remain at 8'**.



NOTE: Exceptions will ONLY be made for perimeter machinery/equipment exhibitors. This island is defined exclusively by GlassBuild America Event Management and not provided by IAEE.

Canopies, Ceilings or Multi-Story Exhibits

Incorporating a canopy, ceiling or second level of an exhibit display **requires prior approval from Show Management and the facility**. Due to additional costs involved for the exhibitor, fire and safety regulations, and accessibility issues, these display options are not often used/recommended.

Common to All Displays

Americans With Disabilities Act (ADA Compliance)

All exhibiting companies are **required to be in compliance with the Americans with Disabilities Act (ADA)**, and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities, especially in relation to booth access/path of travel. Information regarding ADA compliance is available from the U.S. Department of Justice on the ADA Web site at www.ada.gov/2010ADASTandards_index.htm

Exhibit Carpet/Flooring

As previously stated, Event Management requires all displays have some type of carpet or flooring. While exhibitors may build platform flooring, this is not common in the U.S. and if you intend to incorporate it into your booth design, you must comply with the following limitations:

1. ADA compliance is mandatory! Anyone at the show with a disability must be able to enter your booth space without difficulty. If you have platform flooring, you **must provide a stable and slip-resistant ramp at least 3ft (1m) wide** to allow wheelchair access and keep display items at a reasonable distance for them to pass up and down the ramp. In addition, **the ramp must be within your booth space** and not extend into the aisle. If you have platform flooring and do not have a ramp included in your design, you will need to amend your design on site at your own expense before the show can open.
2. The facility **does not allow drilling into the concrete** show floor. Therefore, **your platform flooring may not be stabilized in this manner**. Please contact Engineering and Freeman Decorating to discuss anchoring alternatives.

Note that these limitations make it extremely difficult to incorporate platform flooring into any In-Line (Linear) Display. Show Management recommends it NOT be used at all, and if necessary, only as part of an Island Booth configuration.

Structural Integrity

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. If your display includes any suspended structures (ie; hanging signs), please complete the "Structural Integrity Statement" form under Freeman Services.

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 or Toxic Materials (See Show Management Guidelines)

All materials used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant. 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.

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.

Hanging Signs

Only Island Booths qualify for hanging signs and graphics.

Hanging signs and graphics may be incorporated into all standard Island Booths, to a maximum height range of 22ft. (6.7056m) **from the top of the sign.**

The distance is measured from the floor to the top of the sign. Whether suspended from above, or supported from below, they should comply with all ordinary use-of-space requirements. For example, the highest point of any sign should not exceed the maximum allowable height for the booth type. Suspended structures also require a signed Structural Integrity Statement which can be found under Freeman Services.

Hanging Signs and Graphics should be set directly over contracted space only. Variances may be issued at the exhibition management's discretion. Drawings should be available for inspection.

Storage

Fire regulations **prohibit storing product, literature, empty packing containers, or packing materials behind back drapes or under draped tables.** In most cases, however, exhibitors may store a limited supply of literature or product appropriately within the booth area, so long as these items do not impede access to utility services, create a safety problem, or look unsightly.

If you find you need "Accessible Storage" for your literature or small items, please contact Freeman Services onsite to make arrangements.