



DISPLAY RULES & REGULATIONS

For assistance, please contact our Client Service Department at **203-840-5602**. Or e-mail us at isceast.inquiry@reedexpo.com

The following rules and guidelines specify what an exhibitor can and cannot do with his booth space. These rules and guidelines are based on the physical characteristics of the Exhibit Hall, they intent to be equally fair to all exhibitors, and the safety of all concerned. Please review these rules and plan your display accordingly as variances will not be granted prior to the show or on-site.

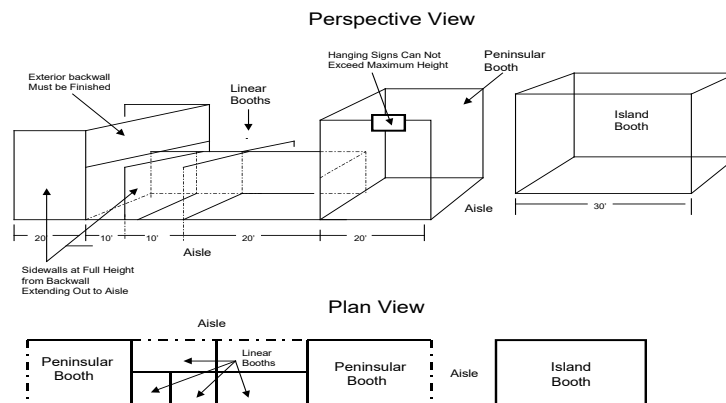
CRATE REMOVAL, STORAGE & RETURN:

Empty crates will be removed to storage and returned to your booth at the end of the Show by our floor crew at no additional charge, provided you have used material handling services for the delivery of your booth. Do not store merchandise in crates or cartons marked for empty storage.

CUBIC CONTENT - ISC East 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. Please refer to the **HEIGHT LIMITATIONS** section for additional information

- **In-Line (standard) booth** - Bounded by 1 or 2 aisles - **8' HEIGHT LIMITATION**
- **Peninsula booth** - Bounded by 3 aisles - **12' HEIGHT LIMITATION**
- **Island booth** - Bounded by 4 aisles - **16' HEIGHT LIMITATION**

Examples of Cubic Content



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.

EXPOSED AREAS MUST BE FINISHED:

All backwalls, 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 / ACCESSIBLE***

FLOOR COVERING GUIDELINES:

All booths must be carpeted. **Floor covering is required in all display booth areas.** Flooring may consist of hard wood, AstroTurf or carpeting. No vinyl or linoleum may be used. Carpet is available through the Official Service Contractor, **FREEMAN**, at Exhibitor's expense, or the exhibitor may provide their own carpet. Booth vacuuming is not included with the rental of carpeting from the Official Service Contractor. It must be ordered separately from Javits.

If you require utilities (electric, telephone, internet, etc.), your carpet cannot be installed until the utilities have been installed.

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 clear of copy, logos, or other graphics, so as not to be an eyesore to neighboring exhibitors.

HEIGHT LIMITATIONS - The following maximum height limits will be strictly enforced. No height variances will be granted prior to or on-site 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 8 ft. Note: side-drape provided is 3 feet high and the back-drape provided is 8 feet high.

MAXIMUM HEIGHT LIMIT WITHIN A LINEAR BOOTH = 8 FEET

- **Peninsula Booth** - Bounded by 3 aisles. Exhibit booths must also be at least 20 ft. deep and 20 ft. wide to meet Show Managements requirements for hanging signs. Hanging signs in peninsula booths may reach a height limit of 12 ft. to top of sign. Two-sided Signs must be hung 5 ft. from the back wall and the side facing rear of the booth 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 = 12 FEET

- **Island Booth** - Bounded by 4 aisles. Booths must also be 20 ft. deep and 20 ft. wide to meet Show Managements requirements for hanging signs. Hanging signs in island booths may reach a height limit of 16 ft. to top of the sign.

MAXIMUM HEIGHT LIMIT WITHIN AN ISLAND BOOTH = 16 FEET

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

INSPECTION DEADLINE:

Any booth not occupied by 4:30pm on **Tuesday, November 14, 2023** will be presumed abandoned. If there is freight in the booth and Show Management believes the Exhibitor will be late, then FREEMAN 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 4:30pm on **Tuesday, November 14, 2023**. Although exhibitors may fine tune their booth after November 14, 2023 and before show opening on Wednesday, November 15th, 2023 until 9:00am. **Absolutely no shipment, equipment, or material may be brought onto the show floor during show hours.**

NO 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. Reed Exhibitions will be sensitive and responsive to complaints registered by spectators, neighboring Exhibitors, or other personnel, and will have appointees to respond to all complaints.

STAFFING ATTIRE - All Expo staff whether it be exhibitors direct employees or hired contractors, are expected to dress in an appropriate manner conducive to conducting business. Attire of an overly revealing, suggestive nature or expletive nature is not permitted. Examples of such inappropriate attire may include but are not limited to:

- Tops displaying excessive cleavage
- Tank tops, halter tops, camisole tops or tube tops;
- Miniskirts or minidresses;
- Shorts;
- Lycra (or other Second-Skin) bodysuits;
- Objectionable or offensive costumes.

These guidelines are applicable to all booth staff, regardless of gender, and will be strictly enforced. Reed Exhibitions and the ISCW Show Management team reserve the right to request that individual(s) / booth staff change their attire or leave the premises immediately if we feel their appearance might be offensive / disruptive to other exhibitors or attendees.

VEHICLE DISPLAYS- There is a round trip spotting fee per vehicle. Please refer to the Freeman Manual for more information. Vehicles are allowed in the Javits Center for display purposes provided they meet the following requirements:

- May not contain more than one (1) Gallon of Fuel
- Cannot be refueled or emptied inside the Center
- Must be equipped with locking fuel caps
- Battery cables must be disconnected and the ends must be taped
- Must be locked during non-show hours
- Keys which are properly tagged for identification for each vehicle must be left with the Center's Public Safety Department prior to display
- Repairs or alterations may not be made inside the Center
- Any person displaying a vehicle at the Center must provide an appropriate sized ABC type fire extinguisher, which must be readily accessible at all times
- Must have floor covering beneath the vehicle
- Must be turned off when parked inside
- Other regulations regarding motor vehicles
 - 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 the center staff. Protective material must be placed in the carpeted areas for protection of the floor surface. The show manager is responsible for all damages and for restoration of the damaged areas to the original condition
- All forklifts or other heavy loading devices operated within the Center must be operated by certified personnel
- Forklifts are not permitted to operate on the terrazzo areas. Special permission is granted in certain circumstances by Javits management. In those instances, the forklift must have pneumatic tires.
- Forklifts are not permitted to operate in the Galleria/River Pavilion, or in the carpeted halls 1D and 1E, unless a pathway of Masonite is constructed.
- Motor driven aerial lifts must have wheels covered with “shrink-wrap” to operate on the Galleria/River Pavilion and carpeted halls 1D and 1E
- Parking on the loading docks or inside the Center (except for loading and unloading) is prohibited; violators will be towed at the owner’s expense
- Utility carts may be operated in the Center’s Exhibit halls, loading docks and main roadway only. Under no circumstances are vehicles or personnel carts to be operated in meeting rooms, concourses, or lobbies during show hours