



DISPLAY RULES & REGULATIONS

The following rules and guidelines specify what an exhibitor can and cannot do with their booth space. These rules and guidelines are based on the physical characteristics of the exhibit hall, the 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.

EXHIBIT BOOTH HAND SANITIZER: All exhibit booths are required to have hand sanitizer containing a minimum of 60% alcohol. Facility staff will be checking that exhibitors have hand sanitizer readily available within their booths. There is no minimum size requirement for hand sanitizer bottles. If needed, exhibitors may purchase hand sanitizer at the Exhibitor Service Center located on Level 1 of the Venetian Expo. Exhibitors may also order refillable, touch-free standing units (for rent) through Venetian Expo.

EXHIBIT BOOTH DISINFECTING THROUGHOUT SHOW DAYS: Booth disinfecting between attendee transactions or any areas with high touch points within booths is strongly encouraged (i.e. iPads, touchscreens, etc.). Exhibitors may disinfect high touch point areas within their booths themselves, or they may order special porter service through SES. Please note only disinfectants that have been approved for use within the facility may be used:

- Wide Range II
- Vital Oxide
- Virex TB
- Clorox Disinfecting Wipes
- Lysol Disinfecting Spray
- Lysol Disinfecting Wipes
- Windex Multi-Surface Disinfectant Cleaner

For ISC West's latest information on health and safety guidelines and/or requirements in response to COVID-19, please [click here](#).**

BALLOONS - Mylar balloons are specifically prohibited. Helium balloons are prohibited in linear booths or booths with an allowable height of 12' or less. Use of balloons in other booth configurations is subject to approval by Show Management and Venetian Expo/Venetian Hotel. Helium may not be stored on the premises. Balloons inside the facility must remain "tethered" to a fixed object. The balloon may be no larger than thirty-six inches (36") in diameter and must have approval prior to move-in of event from the Venetian Event Services Manager and the Fire Marshal. There is a labor and equipment charge to retrieve balloons in the ceiling should they become loose at the Exhibitor's expense.

CUBIC CONTENT - ISC WEST 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,

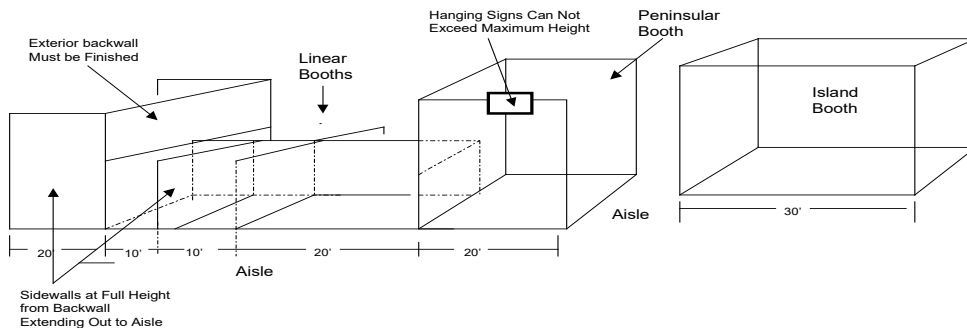
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anything above the provided drape heights must be finished, neutral and devoid of copy on any wall adjacent to another exhibitor. Please refer to the **HEIGHT LIMITATIONS** section for additional information

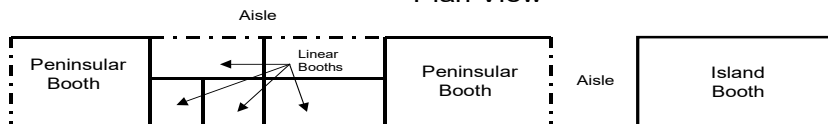
- **Lobby booth**-All booths located in Venetian public space which includes the upper and lower lobbies- **9' HEIGHT LIMITATION**
- **Lobby Booths L28, L29 - 8' HEIGHT LIMITATION**
- **In-Line (standard) booth** -Bounded by 1 or 2 aisles- **12' HEIGHT LIMITATION**
- **Peninsula booth(must be 400sqft or larger)**-Bounded by 3 aisles- **20' HEIGHT LIMITATION**
- **Linear Island Booths (400sqft and Below)** - Bounded by 4 aisles - **20' HEIGHT LIMITATION**
- **Island booth** -Bounded by 4 aisles - **25' HEIGHT LIMITATION**

Examples of Cubic Content

Perspective View



Plan View



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.



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DISPLAY BOOTH SPECIFICATIONS AND GUIDELINES - 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:

- **Lobby booth**-All booths located in Venetian public space which includes the upper and lower lobbies- **9' HEIGHT LIMITATION**
- **Lobby Booths L28, L29 - 8' HEIGHT LIMITATION**
- **In-Line (standard) booth** -Bounded by 1 or 2 aisles- **12' HEIGHT LIMITATION**
- **Peninsula booth(must be 400sqft or larger)**-Bounded by 3 aisles- **20' HEIGHT LIMITATION**
- **Linear Island Booths (600sqft and Below) - Bounded by 4 aisles - 20' HEIGHT LIMITATION (Not allowed Pipe and Drape)**
- **Island booth** -Bounded by 4 aisles - **25' HEIGHT LIMITATION (Not allowed Pipe and Drape)**

Please refer to the **HEIGHT LIMITATIONS** section for additional information

If you have a question about the type of your booth, please contact Reed Exhibitions.

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.

DOUBLE DECKER BOOTHS/LARGE BOOTH REGULATION *NEW POLICY* – Per new Venetian regulation, all double decker booths as well as booths 7,500 sqft or larger, must submit an architectural drawing and will need to get an engineering approval stamp. Please have this readily available in your booth if your exhibit falls into either category.

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 backwall covering the back of the booth. See-through backwalls or displays which do not cover the backwall completely will not be allowed.

Please note that ***ALL FIRE HOSE CABINETS AND FIRE EXTINGUISHERS MUST BE KEPT VISIBLE AND CLEAR WITH A 36" CLEARANCE. FIRE EXTINGUISHERS MAY NOT BE REMOVED OR RELOCATED.***

After **5:00 PM on Tuesday, March 28, 2023**, any part of a booth with unfinished side or backwalls will be draped by Show Management at the expense of the exhibitor.

FLOOR COVERING GUIDELINES - Reed Exhibitions will furnish carpet for all aisle ways in the Convention Center, and the daily cleaning and vacuuming of all aisle ways in all exhibition areas. **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 at Exhibitor's



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expense, or Exhibitor may provide his own carpet. Booth vacuuming is not included with the rental of carpeting from the Official Service Contractor. It must be ordered separately.

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.

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 sq. ft. or larger. Linear Island booths (Booth Configuration 10' x X') 600sqft and smaller are not eligible to hang signs. All hanging signs in booths that are touching a neighboring booth must be hung 5' off the back wall that is touching the neighboring booth. Lobby booths are not eligible for hanging signs above their booths.

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.

- **Lobby Booths** - Hanging Signs are not permitted for the lobby booths. It is much more cost effective to floor mount signage with a lobby booth height limit of 9 ft. Note: side-drape provided is 3 feet high and the back-drape provided is 8 feet high. **Please Note Lobby Booths L28, L29 have an 8' HEIGHT LIMITATION due to a ceiling above their location.**

MAXIMUM HEIGHT LIMIT WITHIN A LOBBY BOOTH = 9 FEET

- **Linear Booths** - 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 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 = 12 FEET

- **Peninsula Booth** - Bounded by 3 aisles. To be considered a Peninsula Booth, the total square footage of your booth must be 400sqft or larger. Exhibit booths must also be at least 20' deep and 20' wide to meet Show Managements requirements for hanging signs. Hanging signs in peninsula booths may reach a height limit of 20' to the top of sign. Two-sided or circular signs must be hung 5' from the back wall that touches your neighboring booth. Note: the back-drape provided for your booth is 8' high.

MAXIMUM HEIGHT LIMIT WITHIN A PENINSULA BOOTH = 20 FEET



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- **Linear Island Booth** - Bounded by 4 aisles. Hanging Signs are not permitted in linear booths 600sqft and smaller.

MAXIMUM HEIGHT LIMIT WITHIN A LINEAR BOOTH = 20 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 25 ft. 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.

INSPECTION DEADLINE - Any booth not occupied by **3:00 PM, Tuesday, March 28, 2023**, will be presumed abandoned. If there is freight in the booth and Show Management believes the Exhibitor will be arriving late, the General Contractor will set up the display to the best of their ability 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 5:00 PM, Tuesday, March 28, 2023.** No shipment will be accepted after **5:00 PM, Tuesday, March 28, 2023**, or at any time on **Wednesday, March 29, 2023**. Absolutely no shipment, equipment or material may be brought onto the show floor during show hours.

MULTI-LEVEL / COVERED EXHIBITS GUIDELINES - Covered booths exceeding 1,000 sq. ft. require a sprinkler system. A separate plan submittal and permit application are required. If the upper level of a multi-level booth is greater than 300 sq. ft., two remote means of egress are required and will be field verified by the fire inspector.

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.



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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.