



**CMA Shipping 2027**

**Exhibitor Manual**

# CMA Shipping 2027

## Welcome Letter

*WELCOME!*

**Good day Exhibitors,**

On behalf of the Board of The Connecticut Maritime Association (CMA), I am delighted to thank you for your participation and support of this year's **CMA Shipping**. We are thrilled to welcome you to Houston for this exceptional gathering of maritime professionals from around the globe.

This year marks a significant milestone as we bring **CMA Shipping** to Houston for the first time. This exciting move reflects our commitment to serving the broader maritime community and positions us at the heart of one of the world's most dynamic energy and shipping hubs. We are confident that Houston's world-class facilities and vibrant maritime ecosystem will provide an outstanding backdrop for networking, business development, and industry collaboration.

I would like to extend my heartfelt thanks to our new and returning sponsors and exhibitors. Over the three days of CMA Shipping, I am confident you will have ample opportunities to network, conduct business, and build lasting relationships in this new and exciting setting.

We continue to honour the memory of Jim Lawrence through the Jim Lawrence Commodore Award, established in 2026. Jim was a visionary leader, a steadfast advocate for people in the maritime industry, and **CMA Shipping** would certainly not be anywhere close to what it is today without him. His legacy of excellence, innovation, and kindness continues to inspire us all.

It is with great pride that we will present this prestigious award at the Commodore Gala Dinner on Thursday, March 18. We look forward to celebrating the remarkable contributions of this year's honoree and Jim's enduring impact on our industry.

We are also pleased to announce that The Expo Stage will return this year, building on its tremendous success in 2026. This dedicated conference theatre within the expo hall provides an opportunity for you, your team, and our visitors to engage in immersive, educational sessions that are open to all attendees. We are excited to see this space continue to foster meaningful discussions and critical knowledge-sharing.

Once again, on behalf of the entire CMA community, I extend a warm welcome to everyone joining us in Houston. During your time here, I hope you reconnect with old friends, forge new relationships, gain fresh insights, identify opportunities, close deals, exchange business cards, and share a few laughs! May this be your best conference yet!

**John Lindquist**  
President, CMA

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## Got a question?

Email: [CMAShippingcs@informa.com](mailto:CMAShippingcs@informa.com)

Call: +44 (0) 208 052 0660

WhatsApp: +44 (0) 208 052 0660

Available from 09:00 to 17:00 UK local time, Monday to Friday.

### \* IMPORTANT NOTE

**(All booths must be constructed to allow for line of sight as listed within the IAEE guidelines, which can be reviewed within this kit. CMA Shipping follows the Guidelines for Display Rules and Regulations as established by the International Association of Exhibitions and Events® (IAEE) to assist in promoting continuity and consistency among North American exhibitions and events. Booths out of compliance with these regulations will be required to remedy their booths onsite to the satisfaction of show management.)**

## Exhibitor Schedule

| Exhibitor Set-up                      |                       |
|---------------------------------------|-----------------------|
| Monday 15 <sup>th</sup> March 2027    | 12:00 – Late          |
| Tuesday 16 <sup>th</sup> March 2027   | 08:00 – 12:00         |
| Show Open Days                        |                       |
| Tuesday 16 <sup>th</sup> March 2027   | 12:00 – 19:00         |
| Wednesday 17 <sup>th</sup> March 2027 | 09:00 – 19:00         |
| Thursday 18 <sup>th</sup> March 2027  | 09:00 – 19:00         |
| Exhibitor Dismantle                   |                       |
| Thursday 18 <sup>th</sup> March 2027  | 19:30 until late      |
| Friday 19 <sup>th</sup> March 2027    | 08:00 – 12:00 (noon)* |

### NOTE

- **The entire hall must be cleared by 12:00pm on Friday 19<sup>th</sup> March 2027.** To assure this, please notify your carrier to be checked in at **The Royal Sonesta Houston Galleria** by 10:00am, to guarantee pick up.
- **If your carrier has not checked in by 10:00am your materials will be rerouted onto Freeman Transportation.** To avoid this and a transport fee, please make the necessary arrangements in advance.
- To ensure your freight is delivered in a timely fashion please ship all exhibition materials through the designated contractors identified within this manual. Items shipped directly to the hotel may be turned away at the dock, get completely lost, arrive late and are subject to additional package handling fees from the hotel.
- **The hotel is not a freight management company and is not responsible for the timely delivery of packages to your exhibition stand. Hotel resources are prioritized for the overall show set up and are not designed to manage exhibition freight.**
- As advised in the exhibitor contract, the commodore gala reception preceding the commodore gala dinner takes place in the exhibit area. **Therefore, we ask that exhibitors DO NOT break down their booths until after 7:30pm.** Please book your flights and transportation accordingly.

## Venue and Accommodation

### **The Royal Sonesta Houston Galleria**

2222 West Loop South,  
Houston,  
TX, 77027,  
US

**The cost of accommodation is not included in the conference fee, so make sure you book a place to stay!**

In connection with **The Royal Sonesta Houston Galleria**, we have a selection of discounted hotel rooms available from March 15, 2027, through March 19, 2027. Please book soon to avoid disappointment. You can get free parking at **The Royal Sonesta Houston Galleria** plus a discounted rate for your room.

[Book Direct for Best Rates](#)

## How to find us

The Royal Sonesta Houston Galleria is located in the heart of Uptown Galleria just steps from world-class shopping, dining, and entertainment at The Galleria Mall, while the Texas Medical Center, Museum District, and downtown are merely minutes away.

### **BY TRAIN**

The nearest train station is Houston, TX Railway Station, located near downtown and City Hall.

### **BY AIR**

Close proximity to William P. Hobby International Airport.

## Checklist and Deadlines

| ✓ | Action                               | Who                                       | Deadline                 |
|---|--------------------------------------|-------------------------------------------|--------------------------|
|   | Accommodation                        | The Royal Sonesta Houston Galleria, Texas | <b>ASAP</b>              |
|   | Electrical & Internet Form           | Royal Productions                         | <b>February 15, 2027</b> |
|   | Manual Handling & Storage Form       | The Royal Sonesta Houston Galleria, Texas | <b>February 15, 2027</b> |
|   | Freeman Events Forms                 | Freeman                                   | <b>February 15, 2027</b> |
|   | Freeman Shipping Forms               | Freeman                                   | <b>February 15, 2027</b> |
|   | International Freight Forwarder Form | EFI Logistics                             | <b>February 27, 2027</b> |

## Official/Preferred Exhibition Suppliers

|                                                                                     |                                                                                                                                                                                                                                         |                                                                                       |
|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|   | <b>Audio Visual Equipment Hire</b><br><br>Supplier Name: <b>Royal Productions</b><br>Order services via the <a href="#">CMA Shipping WebShop</a>                                                                                        |   |
|                                                                                     |                                                                                                                                                                                                                                         |  |
|  | <b>Catering (On Stand)</b><br><br>Supplier Name: <b>The Royal Sonesta Houston Galleria</b><br>Email: <a href="mailto:CLOYOLA@sonesta.com">CLOYOLA@sonesta.com</a>                                                                       |  |
|                                                                                     |                                                                                                                                                                                                                                         |  |
|  | <b>Cleaning</b><br><br>Supplier Name: <b>Freeman</b><br>Order services via <a href="#">CMA Shipping WebShop</a>                                                                                                                         |  |
|                                                                                     |                                                                                                                                                                                                                                         |  |
|  | <b>Electrical Orders</b><br><br>Supplier Name: <b>Royal Productions</b><br>Order services via the <a href="#">CMA Shipping WebShop</a>                                                                                                  |  |
|                                                                                     |                                                                                                                                                                                                                                         |  |
|  | <b>International Freight Forwarding, Freight Handling, Shipping, and Customs</b><br><br>Supplier Name: <b>EFI Logistics</b><br>Tel: +44 (0)1444 871314<br>Email: <a href="mailto:informa@efilogistics.com">informa@efilogistics.com</a> |  |
|                                                                                     |                                                                                                                                                                                                                                         |  |

|                                                                                     |                                                                                                                                                                                               |                                                                                                                                                                                |
|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    | <p>Domestic Freight Forwarding, Freight Handling, Shipping, Customs &amp; Onsite Lifting</p> <p>Supplier Name: <b>Freeman</b><br/>Order services via <a href="#">CMA Shipping WebShop</a></p> | <br>     |
|    | <p>Furniture Hire</p> <p>Supplier Name: <b>Freeman</b><br/>Order services via <a href="#">CMA Shipping WebShop</a></p>                                                                        | <br>     |
|    | <p>Graphics (Shell Scheme)</p> <p>Supplier Name: <b>Freeman</b><br/>Order services via <a href="#">CMA Shipping WebShop</a></p>                                                               | <br>     |
|   | <p>Manual Handling and Storage</p> <p>Supplier Name: <b>The Royal Sonesta Houston Galleria</b><br/>Order services via the <a href="#">CMA Shipping WebShop</a></p>                            | <br>   |
|  | <p>WI-FI/Telephone/Data</p> <p>Supplier Name: <b>Royal Productions</b><br/>Order services via the <a href="#">CMA Shipping WebShop</a></p>                                                    | <br> |

## General Information – A-Z

### Accommodation & Travel

**CMA Shipping** has appointed the **Royal Sonesta Houston Galleria Hotel** as the official accommodation provider in 2027. To book your travel using our preferred partner rates, to book a room, please click [here](#).

### Aerial Equipment

Drones are strictly prohibited. The display of any other aerial equipment on your stand is subject to approval by Informa Markets

### Animals

Animals are not allowed in the exhibition halls for the duration of the tenancy except for registered assistance dogs. During the stand build-up and breakdown period, no animals will be allowed on-site if deemed unsafe. The organiser's decision is final at all times. Written requests must be submitted and approved either by the local authorities and/or venue managers; contact the Operations Team for further guidance.

### Audio Visual

A range of AV, office equipment and computers can be hired from our recommended AV supplier – [Royal Productions](#). Order via the [CMA Shipping WebShop](#)

### Alteration to Exhibit Layout

If any unforeseen circumstances occur that require an alteration to the layout of the exhibition floor plan, exhibitors will be informed at the earliest opportunity. The organisers cannot be held liable for any loss that this may cause the exhibitor. In the interest of the exhibition, it may be necessary to remove or alter anything in or on any part of the stand.

### Badges & Passes

No one is permitted into the exhibition hall during the stand build-up, open period, or dismantle without the appropriate pass. **The exhibitor registration link will be shared with you by Jan 2027.**

*For security reasons, all exhibitors are required to wear exhibitor badges during the exhibition open days.*

### Balloons

The use of balloons filled with a combustible gas in the exhibition halls or outdoor areas is prohibited. It is possible to apply to the venue for the approval of balloons filled with safety gas that are firmly anchored to a stationary structure, are located within the stand, and do not exceed the maximum height.

Any handing out/distribution of gas-filled balloons to members of the public during the show is also prohibited.

### Booth Display Guidelines

**CMA Shipping** follows the Guidelines for Display Rules and Regulations as established by the International Association of Exhibitions and Events® (IAEE) to assist in promoting continuity and consistency among North American exhibitions and events.

**Booths out of compliance with these regulations will be required to remedy their booths onsite to the satisfaction of show management. You can read the IAEE regulations at the end of the H&S section**

## Breakdown Instructions

The show closing hours and finishing times are detailed in Schedule section.

Breaking down is not permitted to commence until the halls are cleared of visitors and permission has been given; this is typically 30 - 60mins once the show has closed. During breakdown, it is not permitted to consume alcohol and children under 16 are not permitted.

You will be required to remove personal effects or small and valuable items from your hired furniture and stand as soon as the exhibition closes to prevent any losses or damage during the breakdown period.

Any items to be shipped must be co-ordinated with your logistics company and not left unattended. Remember - any items left unattended during the breakdown are at your own risk and may be disposed of.

**A charge will be levied to any exhibitor who leaves items of excess of waste, including publications.**

\*Exact breakdown guidelines will be distributed to exhibitors during the exhibition\*

## Business Facilities

Most exhibition venues have a dedicated business centre so that you and your staff can continue working using professional office equipment. At the venue, the Business Centre is in the main lobby near the front desk.

## Cash Machines

A cash machine/ATM is located by the Front Desk/Guest Elevators. There are several cash machines near the venue – please click [here](#) to view.

## Catering

The venue has an in-house restaurant called Tavola and a Coffee shop. Please note that catering provided at the stand should be provided by the official caterer, the **Royal Sonesta Houston Galleria**. To order, please contact **Claudia Loyola**, [here](#)

## Cleaning Services

Your space will be cleaned the night prior to the opening of the show. Additional cleaning can be ordered with **Freeman** via the [CMA Shipping WebShop](#)

## Children

An exhibition is a trade event or consumer show and the nature of the exhibits, and our attendees reflect this, as such attendance by anyone under the age of 18 is strictly prohibited. This includes during the stand build-up, open days, and breakdown of the exhibition. No alternative childcare facilities are provided. Where children are permitted during the event, all children must adhere to the [Informa Markets Child Policy](#) procedure which includes providing clear contact information and obtaining a wristband; this will be provided at registration.

## Complaints

It is in the interest of exhibitors and visitors that any faults or failures in the services provided at **CMA Shipping** by any contractor, the venue or the organiser should be brought to the attention of the organisers as soon as possible. If you wish to make a complaint, please contact our customer services team at [CMASHIPPINGCS@informa.com](mailto:CMASHIPPINGCS@informa.com) or make it known while still at the event so we can find a solution.

**You can also speak to the team on-site by visiting the Support Desk located in the Foyer.**

### **Cloakroom**

There is no dedicated cloak room, however, they do have a baggage room available for guests. This is available 24/7 either with their bellman/concierge or through their front desk

### **Customs & Deliveries**

**EFI Logistics** and **Freeman** can support with organising local and international deliveries, lifting and shipping.

You must ensure that there is someone available on your stand to receive deliveries. Neither the organiser nor the venue managers can accept responsibility for items that require a signature.

**Deliveries can only be made during the official build-up time and one hour before the show opens. No deliveries can be made during the show opening hours.**

[Click here](#) to request the shipping instructions. These contain everything you need to know about shipping your goods to the event. If there is any information that you can't find here, just let us know!

### **Damage**

Damage caused to the fabric of the exhibition building by an exhibitor/contractor will be charged by the venue via Informa Markets. Under no circumstances should an exhibitor/contractor attempt to repair any damages caused. A fine will be imposed equivalent to the quote Informa Markets receives from the venue managers to restore their property.

### **Demonstrations & Machinery**

All types of demonstration (e.g., the operation of machines, video and film shows etc.) require advance notification and the written consent of **Informa Markets**. Please contact the show team by emailing [CMAshippingcs@informa.com](mailto:CMAshippingcs@informa.com)

The organisers are entitled to restrict or prohibit such demonstrations if they interfere with the exhibition, even if consent has been given at past events.

Musical reproduction using radio, CD or DVD and acoustic advertising requires authorisation and must not disturb neighbouring exhibitors.

Following copyright regulations, exhibitors must obtain the relevant licenses and permissions before the beginning of the exhibition.

All demonstrations must be carried out following health and safety regulations and must not constitute a fire or safety hazard to the demonstrator or audience.

Full details must be submitted using the on-stand activities form (together with a risk assessment in the case of moving demonstrations) to the organisers at least 30 days before the event. The organisers reserve the right to stop working demonstrations on-site if they in any way pose a threat to exhibitors or visitors or disturb neighbouring stands. For more information and permission please contact the organisers.

### **Disabled Access & Facilities**

**The Royal Sonesta Houston Galleria** is fully accessible by wheelchair, including all exhibition halls, meeting rooms and public areas.

There are disabled parking bays, please ask the car parking attendants for further information. Please call [713.627.7600](tel:713.627.7600) should you have further questions about accessibility or email [reservations@sonesta.com](mailto:reservations@sonesta.com)

### **Distribution of Material**

All exhibitors are advised that unless they have a contractual agreement with the event organisers, all promotional activity is restricted to the limits of their stand.

Under no circumstances must activities spill into gangways – this includes the use of promotional staff or characters.

If you are approached on your stand by unwanted visitors trying to sell products, please take a business card and inform the organisers at the support desk immediately so that appropriate action can be taken.

### **Electrical Regulations**

For safety and liability reasons, the installation of electrical power onto stands may only be undertaken by the approved venue electrical vendor who will ensure that all connections are verified as safe before use. **You can order a mains supply in the Royal Sonesta Houston Galleria order forms section** at the end of this document.

Exhibitors/Contractors are required to provide their own extension leads, adaptors and power tools. All electrical equipment must be tested by a qualified electrician, including insulation and earth bonding tests, and clearly labelled with inspection labels. Due diligence must always be taken by the exhibitor/contractor and their qualified electrician. Exhibitors/Contractors are responsible for electrical equipment to be properly wired and suitable to use within the venue.

The organisers reserve the right to inspect, test and remove any electrical equipment which appears defective or has inadequate evidence of electrical inspection. Such inspection costs will be charged to the exhibitor.

**It is not possible to install or alter mains connections after stand construction has commenced.**

### **Gangways**

Emergency gangways **MUST** be kept clear at all times, and anything left in any gangway will be deemed as rubbish by the cleaners and removed. Please ensure that your contractors are briefed on this matter.

Also, please ensure you do not book your delivery or offloading with **Freeman** until your stand is ready to be built or dismantled.

### **Giveaways & Promotions**

If you are intending to hold any competitions, such as raffles, draws or any other activity where money can be exchanged or prizes won by members of the public, please ensure compliance with your country's competitions laws.

### **Insurance**

The exhibitor is fully responsible for obtaining comprehensive insurance protection for their exhibits, display materials, personal property and staff personnel. The cover should be against all risks both in transit to/from, and on location at the exhibition for the entire show period.

Exhibitors must obtain comprehensive insurance for their exhibits, materials, property, and staff, covering all risks during transit and the exhibition. You must provide proof of insurance with a minimum Public Liability coverage of £2,000,000, €2,500,000, or \$3,000,000.

Report any loss or damage to the organisers and security immediately. Contractors must also provide proof of insurance.

For insurance questions, contact [insurance@informa.com](mailto:insurance@informa.com).

## Parking

Enjoy parking privileges in the **Royal Sonesta Houston Galleria's** covered parking garage, located adjacent to the hotel's front entrance.

### Hotel Self-Parking Rates

0-3 hours      \$15 + tax

3-12 hours    \$25 + tax

Overnight Self-Parking for Hotel Guests      \$34 + tax

### Hotel Valet Parking Rates

0-3 hours      \$20 + tax

3-12 hours    \$30 + tax

Overnight Valet Parking for Hotel Guests      \$45 + tax

Overnight Valet allows for unlimited in/out privileges. All hotel parking rates are subject to applicable taxes.

## Public Address System

The public address system is not for public use. During the open period, only official and emergency messages will be broadcast.

## Risk Assessment

Exhibitors must complete a risk assessment which covers the activities taking place on the stand during the open period of the event. This does not need to be sent to us, although you must be able to produce it on-site if asked.

## Security

Stands must not be left unattended at any time. While every precaution is taken to ensure the safety and security of personnel and equipment while the premises are patrolled, we cannot accept liability for any injury, loss, damage or any consequential losses of personnel and property. We strongly recommend that any valuable items be kept under constant supervision and removed each evening.

General security for the exhibition will operate 24 hours and is controlled by the organisers in conjunction with the **Royal Sonesta Houston Galleria**. Exhibitors removing materials and stands during the show opening times must have a signed and stamped letter of authorisation from the organisers, detailing the items to be removed.

Exhibitors that require access to their stands outside the normal hours of the stand build-up, open times, or breakdown of the exhibition must request permission from the organisers.

## Smoking Policy

Smoking/vaping is prohibited in the exhibition areas, but ashtrays/trash units are supplied in external designated areas.

## Sound Levels

The limitations of noise levels at the venues must follow local authority legal requirements. If these are exceeded, exhibitors are subject to a fine. Any excessive noise that forms a part of an activity at the venue must be advised two weeks in advance of the event so that suitable measures can be taken to protect staff from the potential harm of excessive noise.

## Storage

No excess stock, literature or packing cases may be stored around or behind your stand, due to the materials being a fire risk. If you require on-site storage, a place to store empty cartons, boxes, literature etc please order via the [CMA Shipping WebShop](#) **Freeman** will collect these from your stand, store them and redeliver them during the breakdown period.

*Alternatively, please accommodate a storage area within your stand design.*

## Sustainability

We aim for all our events to be run in an environmentally and socially responsible way whilst seeking to inspire sustainable development in our markets. We do this not only because more than 80% of our attendees tell us that they care that our events are run in a responsible manner, but because it is the right thing to do for our customers, colleagues, and the communities we serve.

As an Organiser we are aware that the Events industry is waste intensive, and therefore as a part of ISO 20121 (Sustainable Events accreditation) we will be enforcing our Exhibitor and Contactor waste policy most stringently.

Through this we aim to encourage the reduction and the better management of waste at the show. As an exhibitor you can be more sustainable by reducing the use of any printed material, instead opting for using QR codes or electronic brochures.

Additionally, please make sure your banners or any promotional items are made from sustainable or recycled material and can be re-used at other events.

## Temporary Stand Staff

All temporary staff must have a valid work permit when working at a show, failing to provide a permit upon random spot checks by local authorities will result in a penalty. It is your responsibility to ensure your staff have the required documentation, we recommend using the official temporary staff agency who are aware of the local legislation.

**All temporary stand staff must also have an exhibitor badge. The exhibitor registration link will be shared with you by Jan 2027**

## Traffic Regulations

To ensure efficient delivery to the exhibition hall and an orderly flow of traffic during the build-up / breakdown, the **Royal Sonesta Houston Galleria** traffic regulations must be strictly observed.



**DIRECTIONS:** Upon arrival, pull into the main driveway. Turn Right and follow signage to hotel guest parking garage (toward the back of the building). At the gate, ring the call button. Identify yourself (Vendor for Event Name) and they will open the gate.

Loading Dock will be immediately ahead, towards you left.

*\*Overnight parking arrangements must be approved PRIOR to event arrival date.*

**Venue**

**The Royal Sonesta Houston Galleria**, 2222 West Loop South, Houston, TX 77027, United States

**Wireless Internet**

If you require internet to support you exhibiting, additional services should be ordered and can be purchased via the [CMA Shipping WebShop](#)

**Waste Disposal**

It is a contractual agreement that your stand is not dismantled in any way or product removed and remains manned until the show closes. It is the exhibitors' responsibility to remove all stand materials, packaging, and waste from the halls. Please note that charges will be levied for the removal of any discarded items.

## International Shipping and Customs Guidelines



[EFI Logistics](#) have been appointed as our **official freight forwarder** and customs agent for CMA Shipping 2027.

Please see below a list of services **EFI Logistics** offer for this event as well as all relevant booking forms & shipping information. If you have any questions at any time let a member of our team know and we will do our best to help you.

### Services offered to all Exhibitors, Sponsors and Contractors:

- Door to stand shipping service for exhibitors, tracked every step of the way with photographic notifications along route as well as upon final delivery to your stand. Includes full on-site support in Houston, TX.
- Customs clearance including use of our customs bond which allows us to clear temporary import equipment for a show as quickly and cost effectively as possible.

**NOTE:** *WEIGHT AND SIZE restrictions are in place at this venue. Contact EFI or read our shipping instructions (below) for details.*

### Shipping instructions:

[Click here](#) to request the shipping instructions. These contain everything you need to know about shipping your goods to the event. If there is any information that you can't find here, just let us know!

### Freight Order form:

[Click here](#) to access the Freight Order Form from EFI Logistics and book all the services you need in one go. Order deadline **27 February 2027**.

Please return completed forms to [informa@efilogistics.com](mailto:informa@efilogistics.com) and a member of our team will be in touch with confirmation of your order and to answer any additional questions you may have.

### Customs Information Form:

The **EFI Logistics** team will provide a Customs Invoice & Packing List for this event. This should be used if you are booking services with **EFI**. We will lodge this with our customs broker in Houston. If you use this document, all customs formalities will be completed by us and billed to you.

### Contact the EFI Logistics team

If you have any questions about the above information or anything at all relating to logistics for this event, please do not hesitate to contact our team and we will assist you.

Email: [informa@efilogistics.com](mailto:informa@efilogistics.com)

Phone: +44 (0) 1444 871314

## Health, Safety & Security

This section is designed to give you guidance to assist you with your legal responsibilities to ensure the health, safety and welfare of you, your colleagues, and contractors, as well as everyone involved with the event. Please remember that failing to do so can lead to prosecution, other legal sanctions, and very significant financial penalties. More importantly, however, it may also lead to people being badly hurt, or worse. Please do not leave health and safety issues to the last minute. The earlier we have your information the better the support we can give you.

### Participation

Exhibitors and contractors shall demonstrate a commitment to the health, safety, and welfare of their people by:

- Taking, as reasonably as practicable measures to prevent injury or ill health.
- Providing a safe and healthy work area related to all associated stand activities.
- Ensuring the Informa Markets Health and Safety (H&S) Policy and related objectives are implemented.
- Extending safe conditions responsibilities to contracted services when outsourced.

### Roles and Responsibilities

Informa Markets shall enforce the requirements of the venue to maintain a safe environment and reduce any impact on the venue conditions.

Exhibitors shall assume accountabilities for all relevant stand activities and outsourced (sub) contracted services. Contractor appointment cannot transfer an exhibitor's liability, and it is an exhibitor's responsibility to ensure relevant H&S legislation and safe systems of work are adhered to at all times. An exhibitor's H&S responsibility does not finish until the dismantling works are completed safely and the halls are vacated.

Informa Markets shall provide sufficient competent supervision during the entire tenancy.

### Actions to Address Health & Safety Risks

The Exhibitor shall assess all stand activities, to determine appropriate risk through adequate controls.

A documented Risk Assessment shall be submitted to demonstrate known hazards before any action is implemented.

1. Identify Activities
2. Describe existing control measures
3. Identify Hazards
4. Rate risk level; High/Medium/Low

### Risk Assessment Template

Exhibitors must be able to provide a risk assessment onsite if asked. Hazard identification should consider:

- Quality of contracted services
- On-stand activities
- People
- Those with access to the stand and activities, including staff, contractors, and visitors
- Those close to the stand who can be affected by the activities

Event open day on-stand activities (e.g., entertainment, music, demonstrations) requiring further assessment and approval should be approved by **Informa Markets**. Applied controls shall be observed to ensure they are effective. **Informa Markets** reserves the right to reject, stop or restrict any practice which they consider dangerous or detrimental to the show. **Please notify us of any on-stand activities by contacting the show team - [CMAShippingcs@informa.com](mailto:CMAShippingcs@informa.com)**

## Awareness

- The exhibitor and contractor shall ensure all people, including outsourced contracted services are aware of the impact of not conforming to the H&S requirements.
- Familiarisation with the venue and event floor plan
- Do everything reasonably practicable to protect themselves and others
- Awareness of Venue emergency arrangements e.g., escape routes and assembly points
- Site safety rules
- Coordinate activities with the organiser
- Onsite H&S induction/training
- Control unsafe behaviour
- Onsite signing in and out (process) as required
- Report dangerous acts which may lead to serious injury or incident occurrences
- Ensure no form of modern slavery, forced or coerced labour, human trafficking, or child labour

## Security

Informa Markets assesses protection measures to establish an acceptable culture to secure the event and our attendees in partnership with the venue to:

- Deter opportunist or motivated criminal activities
- Detect onsite adversaries
- Delay suitable & appropriate obstacles that can delay the advance and withdrawal of adversaries.

Exhibitor access to the hall(s) during build up and breakdown is restricted. There are scheduled access times for exhibitors (please see the timetable). Badges will be required to access the hall(s).

Prior to entering the hall(s) for build / breakdown, Exhibitors and contractors are required to;

- Check safety signage to confirm the site safety rules
- Present your ID badge to security
- Ensure adequate PPE is worn for the planned task(s) in accordance with Informa Markets & venue standards
- Read and acknowledge the Event Safety Declaration prior to entry (*if badge not already issued*)
- Always display H&S Inducted Wristband / Badge where required
- Badges visually displayed at all times to identify all those with permitted access

Exhibitors and contractors requiring access to the halls beyond the show timetabled hours, must contact the Show Team to seek permission for out of hours access.

**Informa Markets** shall be entitled to conduct those measures required for guarding, including bag checks as may be necessary. Those who refuse to submit to these checks, carried out by legally authorised persons, will be excluded from the halls, regardless of their status (exhibitor, visitor, contractor or otherwise).

**Informa Markets assumes no liability for items brought into the venue by exhibitors.** In particular, no compensation shall be provided for damaged or stolen goods. If necessary, exhibitors should organise guarding of their stands themselves. Stand guards shall be supplied directly by the guard services company appointed by Informa Markets or the venue only.

**Informa Markets** reserves the right to admit children or young people to our show days, based on the present level of risk. Parents/guardians maintain overall responsibility for minors, and guided

Informa protocols shall be followed. **Children or young people under 18 CANNOT enter the venue during build or breakdown.**

### **Floor Safety Management**

Informa safety professionals shall monitor the stand activities and overall exhibition floor H&S risk exposure; as far as reasonably practicable, to safeguard:

- The assigned venue areas
- Encourage exhibitor appointed contractors to adopt good safety practices
- Removal and disposal of waste appropriately
- Monitor high risk activities
- Appropriate information, guidance, and supervision, on H&S issues
- Manage incidents/accident immediate scenes, including high potential near misses

Unsafe behaviour, or conditions may result in work being stopped and require additional controls to be implemented to correct issues prior to stand activities continuing. No resolution may result in offenders being asked to leave the site.

### **Emergency Response**

Exhibitors and contractors shall be aware of the venue emergency arrangements and will participate or comply with any requirement to apply a prompt response in the event of a serious, unexpected, and dangerous situation. Upon hearing the Alarm, you shall:

1. Stay calm, check own safety, and follow Security guidance
2. Use directed escape route(s) and nominated emergency exit(s)
3. Do NOT stop to collect personal belongings
4. Remain at designated Assembly Area until further notice
5. Report to supervisor and report any serious concerns for missing person(s)
6. Do not leave assembly area and/or re-enter venue
7. Await 'ALL CLEAR,' back to event announcement

If a fire or any other serious or dangerous situation is observed and no alarm has been raised, inform the nearest security officer or floor safety official. In event of imminent danger use Call Points prior to following above action sequence.

### **Fire & Emergency procedure – The Royal Sonesta Houston Galleria**

#### *In the Event of Fire*

- The fire alarm sound for the building is a siren.
- Should you hear the signal to evacuate, please leave immediately by the nearest exit.
- The assembly point is located outside by the grassy knoll by the cab stand by the Tenaris building
- Do not stop to collect personal belongings and do not use the lifts.
- When you reach the assembly point, remain there, and await further instruction.

#### *If You Discover a Fire*

- Raise the alarm by pull station
- Please leave by the nearest exit and go to the assembly point and await further instruction.

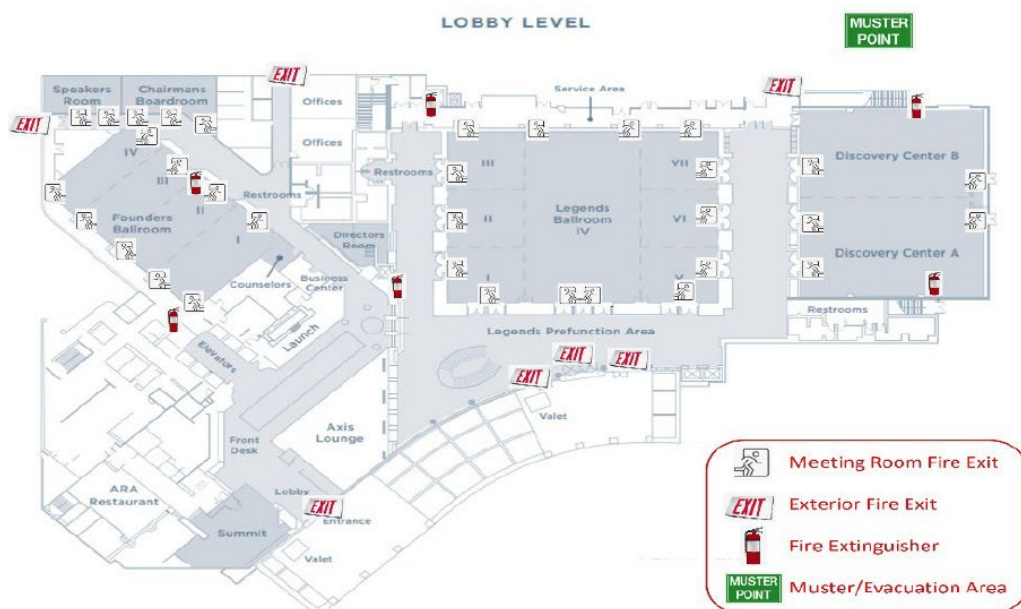
#### *In the Event of a Medical Emergency*

- In the event of an accident or an emergency contact a member of staff or dial these numbers.
- If you are using a mobile phone or dialling from an outside line, dial 911.
- There is no defibrillator available.
- In the case of any emergency, you must follow instructions given by the venue staff.

*Arrangements for Disabled Evacuation are as follows:*

- A staff member will assist if the front desk is aware. Disabled exhibitors should make themselves known to the front desk and dial 0 if they need assistance.

See diagram below for fire exits and muster points for in case of a fire alarm. Please note the placement of fire extinguishers in the area.



If you have any queries about the fire procedure or require special assistance in any of the above circumstances, then please approach a member of staff.

For both safety and security purposes ensure that gangways and fire exits are kept unobstructed at all times and that personal items are kept with you. NB. If you see anything suspicious then report it immediately to a member of staff.

### Incident/Accident Reporting

All significant incidents must be reported to the Info-hub directly or via the floor safety team as soon as it is safe to do so. Information required:

|                               |                                              |
|-------------------------------|----------------------------------------------|
| • Date and time of occurrence | • Extent of injury / illness (if applicable) |
| • Nature of accident          | • Damage or loss incurred (if applicable)    |
| • How it occurred             |                                              |

**Informa Markets** may investigate incidents and gather information and may request a statement of events to assist and prevent recurrence. Investigation outcomes may lead to formal Improvement Notices being issued to any contracted service and subsequent Awareness Notifications being issued to Exhibitors. Financial penalties may be incurred post investigation of any serious or dangerous occurrences that impact the exhibition.

**Informa Markets** is customer focused and implementing a duty of care in our commitment to protect the health, safety and welfare of our Exhibitors and others as a core business objective. Driven through proper planning and onsite control to demonstrate efficiency, effectiveness and ultimately a successful show.

All the above is a summarised guide. For full details on any aspect, you must seek professional advice. If you do not know who to contact for these services, please seek advice from the show team.

# Guidelines for Display Rules and Regulations

## 2024 North American Update



Made possible by a generous grant from  
**FREEMAN®**

The following **Guidelines for Display Rules and Regulations** have been established by the International Association of Exhibitions and Events® (IAEE) to assist in promoting continuity and consistency among North American exhibitions and events. This revised 2019 edition is offered as a resource for exhibition and event organizers to use in creating consistent and fair exhibiting standards for their events.

Recognizing that every show is unique, IAEE presents the information contained within as recommendations or suggestions for exhibiting standards each Organizer should consider. Organizers are encouraged to review the **Guidelines** and then develop their own show-customized set of exhibiting rules and regulations based on the individual features of their specific exhibition or event.

Once an Organizer has finalized their show's official set of display rules, it is good practice to provide access to a digital copy within the show's exhibitor prospectus, an exhibitor services kit, and the official rules and regulations pertaining to exhibitor participation. By providing exhibitors with the professional standards expected of their displays and participation, they will be prepared to properly design, build and plan their booth's layout and content allowing for an environment where all exhibitors will have the opportunity for successful interaction with their audiences.

**Important Note:** Although compliance with fire, safety, the U.S. Americans with Disabilities Act (ADA), and other state, federal or provincial government requirements have been addressed, Organizers should always check with exhibition service contractors and the facility for specific details on local regulations and requirements.

*IAEE is a global association that serves as the foremost authority on exhibitions and events management and operations, and these **Guidelines** are the model for most North American exhibitions and events but in all instances, organizations should consult their legal counsel. In no event shall IAEE be held liable for damages of any kind in connection with the material, methods, information, techniques, opinions or procedures expressed, presented, or illustrated in these **Guidelines** or related materials.*



International  
Association of  
Exhibitions and Events®

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IAEE has identified two distinctly different styles of show display regulations. One style is “Line-of-Sight” while the second is “Cubic Content.” Organizers should decide which style is best suited to their event or designated section of the event.

**All booths, regardless of size, must use carpet or an alternate professional floor covering to cover all concrete floor space within the booth - NO EXCEPTIONS**

## LINE-OF-SIGHT STYLE

Line-of-Sight display rules provide restrictions on certain areas of booths to allow attendees to view neighboring booths in their line of sight as they walk the floor. There are a variety of booth types, and each one is addressed below with specific insight on how to implement Line-of-Sight regulations.

### LINEAR BOOTH

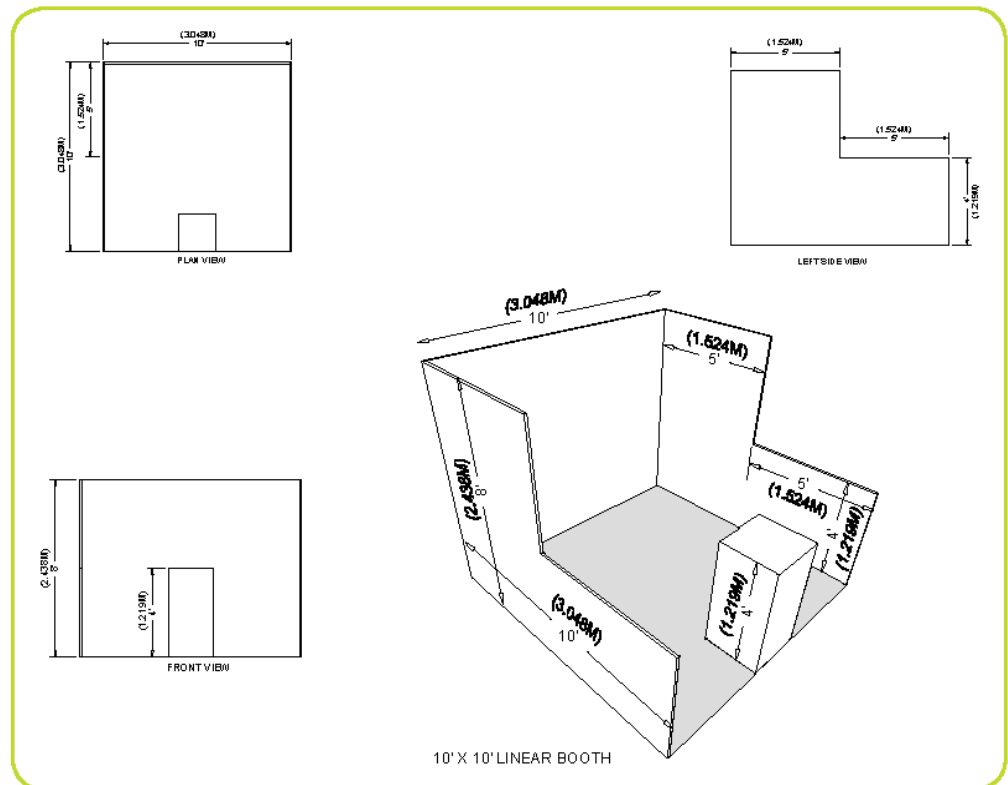
The ability to have products or services easily seen by attendees as they walk the aisles is essential to all exhibitors, and that is the basis for including a Linear Booth Line-of-Sight setback rule. Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring 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 to prevent display materials from imposing on neighboring exhibits behind the back wall.

#### 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 three 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.

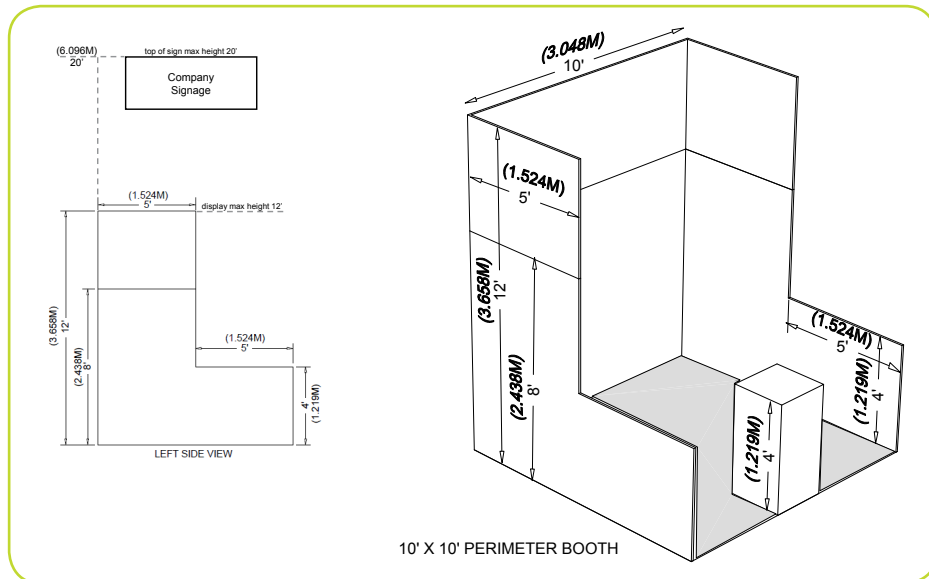


## CORNER BOOTH

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

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

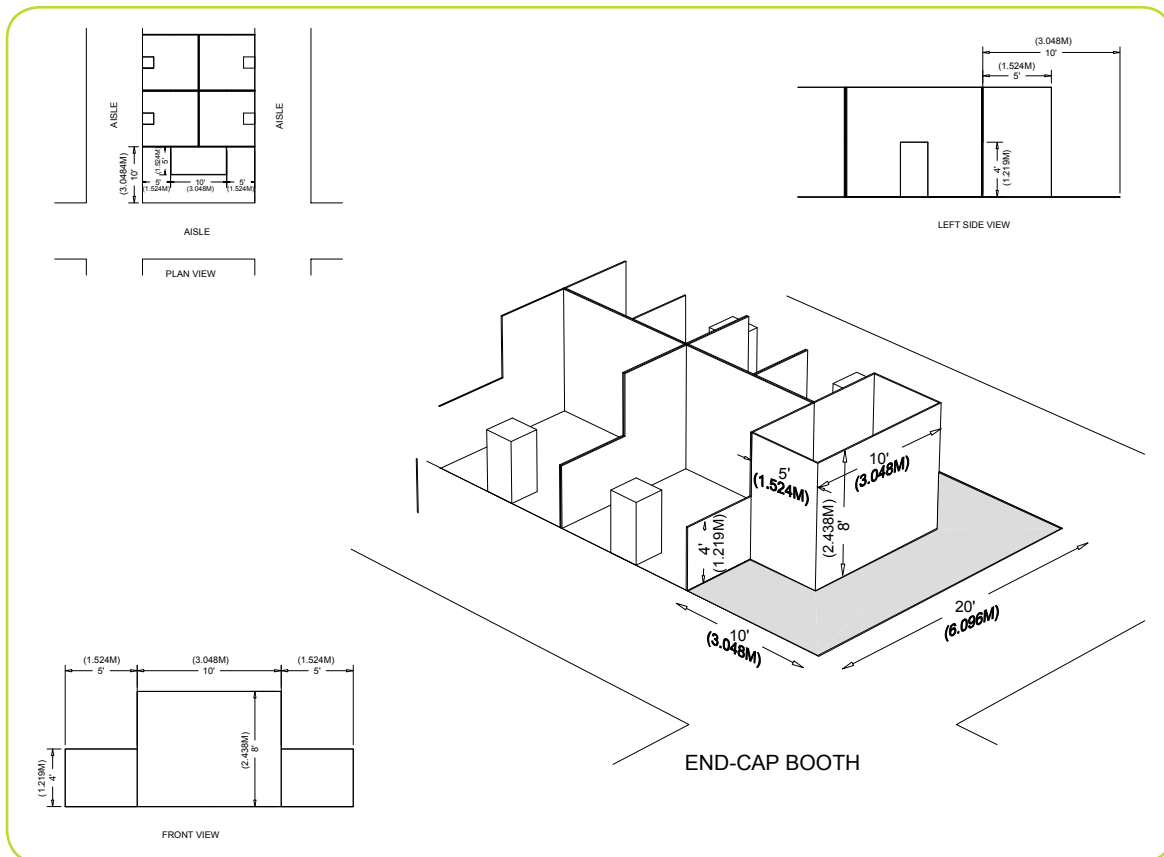


### Dimensions and Use of Space

All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height for Perimeter Booths is 12ft (3.66m).

## END-CAP BOOTH

An End-cap configuration is essentially an in-line (linear) booth placed in the position of a Peninsula or Split Island. For shows that have Line-of-Sight rules and not Cubic Content, this configuration must follow the dimensions below. Organizers should be alert to exhibitors reserving End-cap configurations to ensure they do not violate Linear Booth Line-of-Sight regulations for neighboring exhibits. (In most cases, this booth style is not recommended due to the Line-of-Sight issues, and Organizers should be aware of these challenges when using them.)

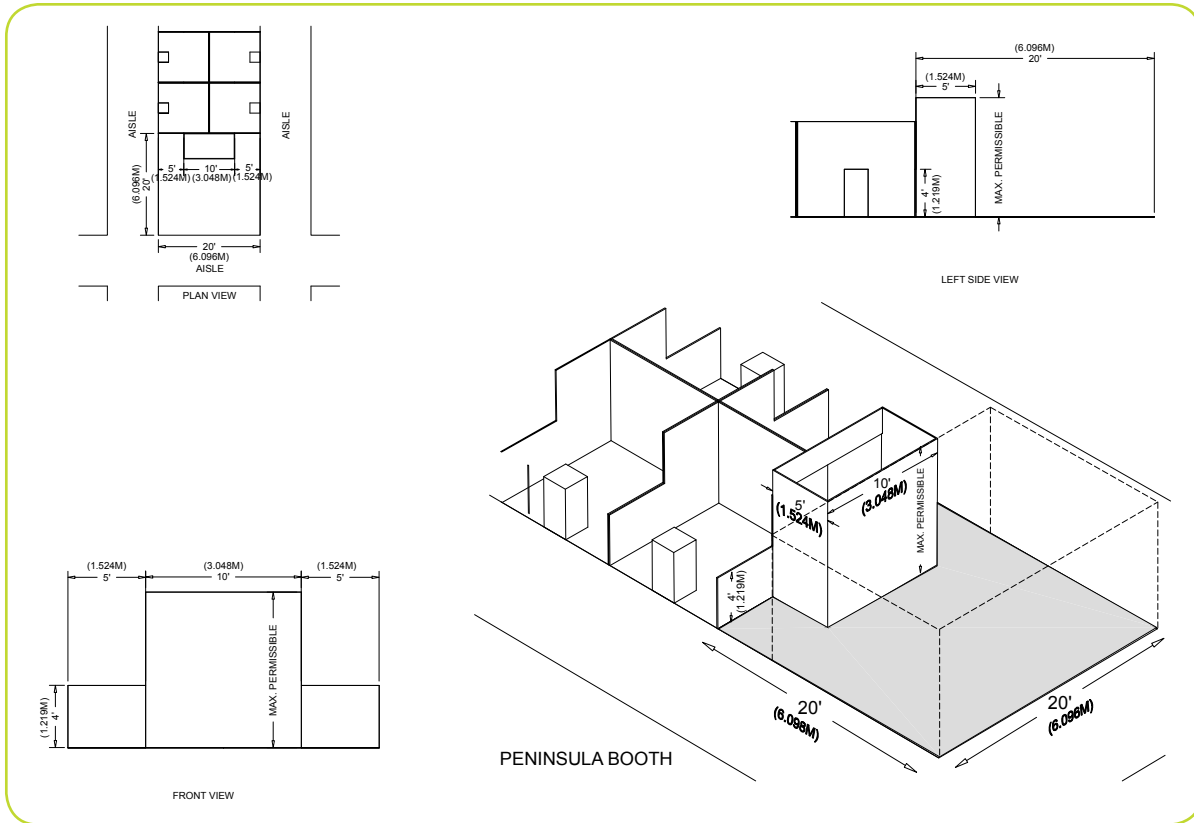


### Dimensions and Use of Space

End-cap Booths are generally 10ft (3.05m) deep by 20ft (6.10m) wide. The maximum back wall height allowed is 8ft (2.44m) and the maximum backwall width allowed is 10ft (3.05m) at the center of the backwall with a maximum 5ft (1.52m) height on the two side aisles. Within 5ft of the two side aisles, the maximum height for any display materials is 4ft.

## PENINSULA BOOTH

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

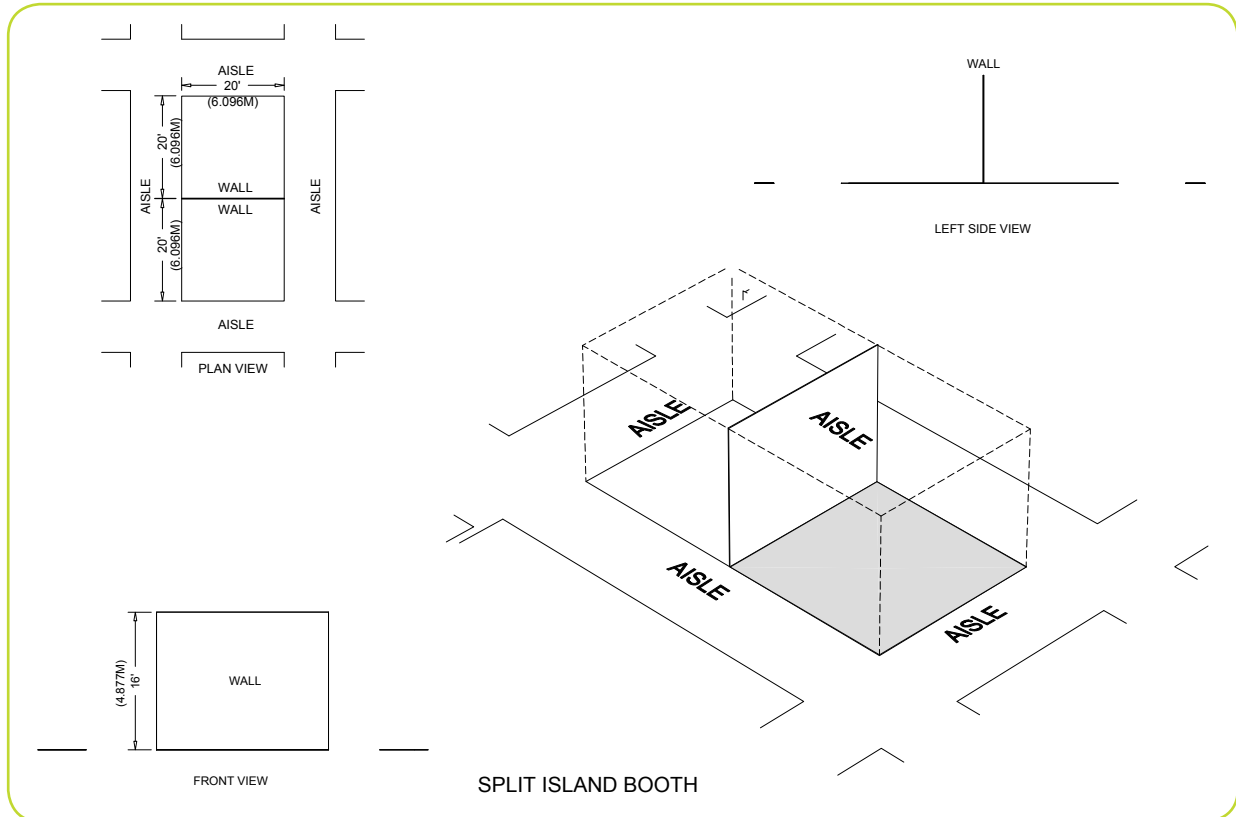


## Dimensions and Use of Space

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 10ft (3.05m) from adjacent booths.

## SPLIT ISLAND BOOTH

A Split Island Booth is a Peninsula Booth which shares a common back wall with another Peninsula Booth.

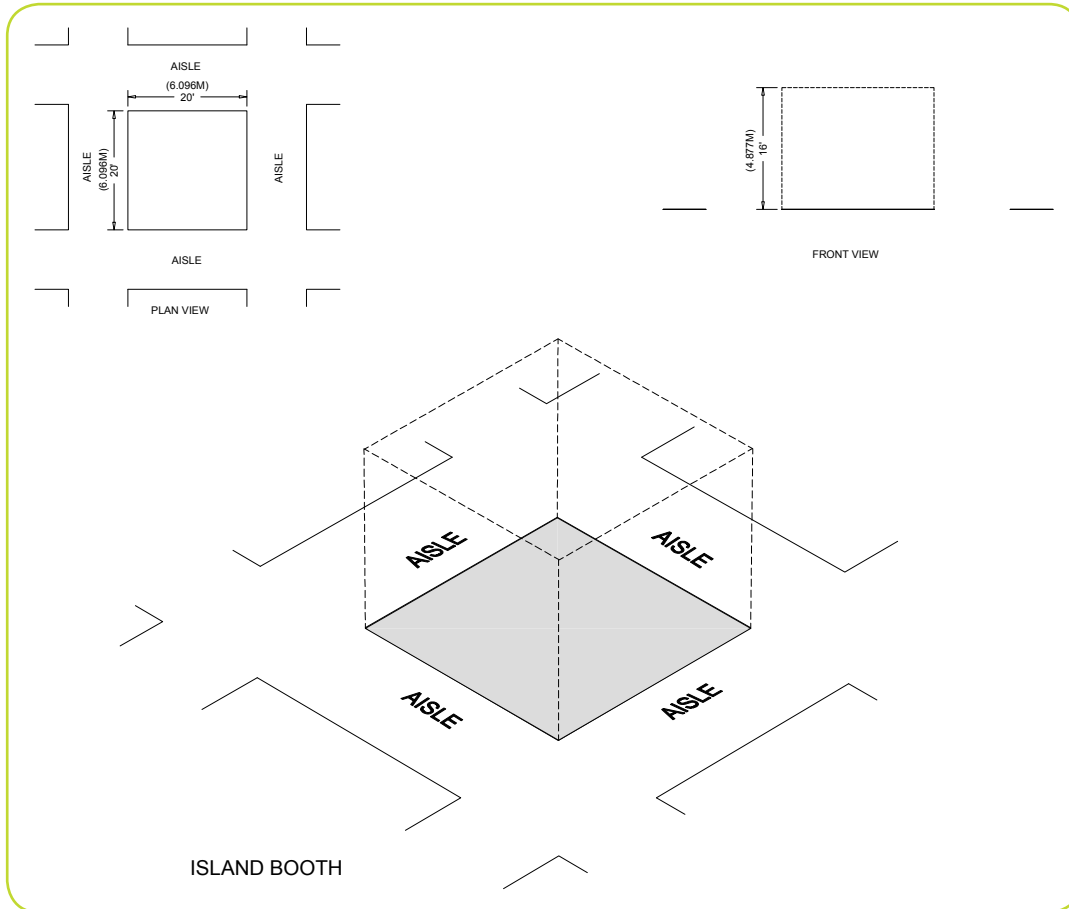


### Dimensions and Use of Space

The entire Cubic Content of this booth may be used, up to the maximum allowable height, without any back wall Line-of-Sight restrictions. A typical maximum height range allowance is 16ft to 20ft (4.88m to 6.10m), including signage. The entire Cubic Content of the space may be used up to the maximum allowable height. Double-sided signs, logos and graphics shall be set back 10ft (3.05m) from adjacent booths.

## ISLAND BOOTH

An Island Booth is any size booth exposed to aisles on all four sides.

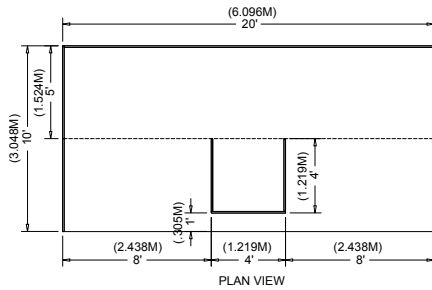
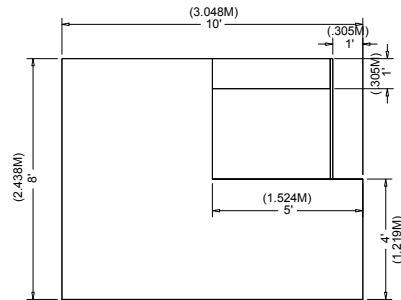
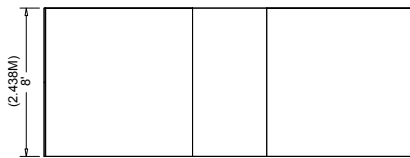
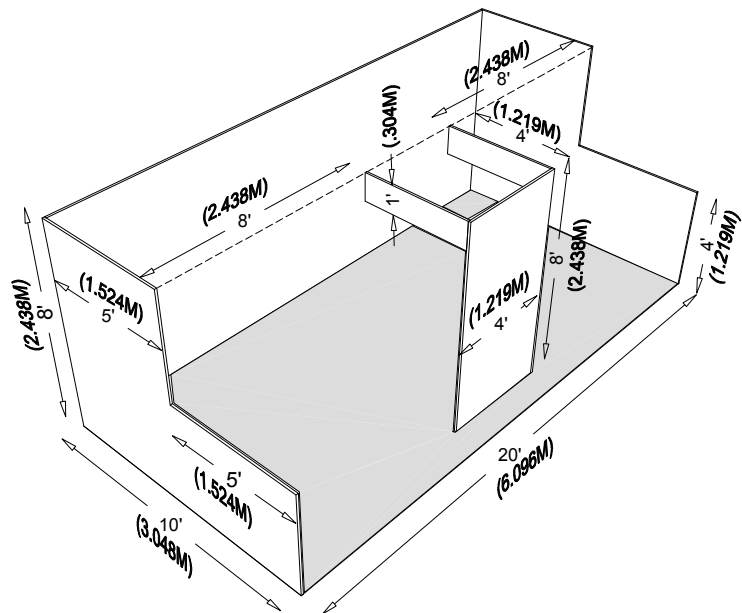


### Dimensions and Use of Space

An Island Booth is typically 20ft by 20ft (6.10m by 6.10m) or larger, although it may be configured differently. The entire Cubic Content of the space may be used up to the maximum allowable height, which is usually a range of 16ft to 20ft (4.88m to 6.10m), including signage.

## EXTENDED HEADER BOOTH 20FT (6.10M) OR LONGER

An Extended Header Booth is a Linear Booth 20ft (6.10m) or longer with a center extended header.



10' X 20' EXTENDED HEADER BOOTH

### Dimensions and Use of Space

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.

## CUBIC CONTENT STYLE

Cubic Content style allows exhibits to fully occupy the width, depth and height of the booth footprint. For example, a 10ft by 10ft (3.05m x 3.05m) booth would be allowed to utilize the full volume of the cube of a 10ft wide (3.05m) x 10ft deep (3.05m) x 8ft (2.44m) high area.

It is the choice of the Organizer to allow use of full Cubic Content in linear exhibit space or to observe the Line-of-Sight set-back rule. It is common at certain types of exhibitions or events to eliminate the Line-of-Sight requirement for Linear, End-cap, and Peninsula Booths that back up to Linear Booths. This permits exhibitors to utilize the full Cubic Content of the booth.

Organizers that utilize Cubic Content in Linear Booths do so for one or all of these reasons:

- Cubic Content is more conducive to certain types of product displays or experiences.
- Cubic Content maximizes the exhibit space and investment.
- Generally, exhibitions outside North America utilize Cubic Content making the show friendlier to international exhibitors.
- Cubic Content reduces the need to police exhibits to enforce Line-of-Sight setback rules.

Use of Cubic Content may create situations where the Organizer must address exhibits that have unfinished walls. A determination must be made as to responsibility for finishing these unfinished walls.

It is prudent for the Organizer considering Cubic Content to examine the concerns, advantages and disadvantages prior to putting Cubic Content guidelines into practice. It is often wise to consult with the exhibition's Exhibits Advisory Board or perhaps conduct a focus group of the exhibition's or event's exhibitors to determine their interest and gain their feedback and support for the concept. Organizers must be proactive in communicating with exhibitors and understand the effect it will have on the exhibition or event.

To learn more about Cubic Content, read the [IAEE White Paper: Evaluating and Implementing Cubic Content into Linear Exhibit Space](#).

## OTHER IMPORTANT CONSIDERATIONS

### REMOTE-CONTROLLED DEVICES

Products such as remote-controlled cars, drones, planes, helicopters, robots, etc. are to be demonstrated in a safely controlled area of the exhibit floor (i.e. Demonstration Area). When a remote-controlled device is to be used for the purpose of demonstrating a product that requires use of an area outside of the exhibitor-assigned booth space, the Organizer will provide a Demonstration Area for this purpose. The Demonstration Area should include safe netting or other barrier appropriate to accommodate product(s) being demonstrated and be included on the master floor plan submitted for Fire Marshal approval. Each individual facility reserves the right to determine what constitutes a safe and controlled Demonstration Area prior to final plan approval.

**NOTE for Drone Operation:** Local facility and city ordinances are in effect in most areas and prohibit drone activity near the public or in public spaces. The accepted drone default regulation is the [FAA Small UAS Rule Part 107](#) which requires drone operators to obtain a Remote Pilot Certificate. Commercial regulations often require permits and insurance.

## CANOPIES AND CEILINGS

Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or to allow for hanging products). Canopies for Linear or Perimeter Booths should comply with Line-of-Sight requirements. (See “Use of Space” for Linear or Perimeter Booths).

The bottom of the canopy should not be lower than 7ft (2.13m) from the floor within 5ft (1.52m) of any aisle. Canopy supports should be no wider than three inches 3in (.08m). This applies to any booth configuration that has a sight line restriction, such as a Linear Booth. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings and other similar coverings. Check with the appropriate local agencies prior to determining specific exhibition rules.

## HANGING SIGNS & GRAPHICS

Most exhibition and event rules allow for Hanging Signs and Graphics in all standard Peninsula and Island Booths, usually to a maximum height range of 16ft to 20ft (4.88m to 6.10m) from the top of the sign, or as determined by the Organizer. End-cap Booths do not qualify for Hanging Signs and Graphics. 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. (An exception to this rule is made for Perimeter Booths, which can have a 12ft [3.66m] backwall but max sign height can be 20ft. [6.10m]. See page 2 Perimeter Booth for diagram.)

Hanging Signs and Graphics should be set back 10ft (3.05m) from adjacent booths and be directly over contracted space only.

Approval for the use of Hanging Signs and Graphics, at any height, should be received from the Organizer at least 60 days prior to installation. Variances may be issued at the Organizer’s discretion. Drawings should be available for inspection.

## TOWERS AND MULTI-STORY EXHIBITS

A Tower is a free-standing exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit space configuration being used. Fire and safety regulations in many facilities strictly govern the use of Towers. A building permit or safety lines may be required.

A Multi-story Exhibit is a booth where the display fixture includes two or more levels. In many cities, a Multi-story Exhibit requires prior approval by the exhibit facility, and/or relevant local government agency, as well as the Organizer because it is deemed to be a “structure” for building purposes. The city building department generally needs to issue a building permit based on an application and drawings prepared and submitted by a licensed architect or engineer. Exhibitors should obtain local building regulations early on to ensure that all time constraints are met. Organizers should be prepared to assist exhibitors in this application process.

It is recommended that Organizers require exhibitors to provide engineering stamped documents for all Multi-story Exhibits and towers over 8ft (2.44m) in height. If engineering stamps are not required, exhibitors using these types of structures should, at a minimum, provide drawings for inspection.

## ISSUES COMMON TO ALL BOOTH TYPES

### U.S. AMERICANS WITH DISABILITIES ACT (ADA)

In the U.S., all exhibiting companies are required to be in compliance with the U.S. Americans with Disabilities Act (ADA), and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800) 514-0301, and from the ADA website at [www.ada.gov](http://www.ada.gov).

Some examples of how to design an exhibit for ADA compliance:

- Make exhibits wheelchair accessible by ramping raised exhibit flooring without extending a ramp into the aisle. Note: a standard wheelchair ramp should have a grade no steeper than 1:12. This means that for every inch of rise (change in height), there should be 12 inches of run (change in length). Ramps should have a minimum width of 36 inches.
- Ramp the entry or use hydraulic lifts to trailer exhibits.
- Avoid double-padded plush carpet to ease mobility device navigation.
- Provide the same attendee experience on both levels of a two-story exhibit.
- Offer a signer or other auxiliary hearing-impaired apparatus for sound presentations or have a printed copy of the presentation available.
- Run an audio presentation for people with sight problems.
- Arrange touch screen displays at a height to accommodate a person sitting in a wheelchair.

To avoid potential fines by the U. S. Department of Justice, exhibitors must adhere to the ADA rules. Exhibits are not exempt from ADA compliance.

### 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. Refer to local building codes that regulate temporary structures.

It is recommended that all exhibits 20ft by 20ft (6.10m by 6.10m) and larger require a drawing, plans or renderings, preferably digital, to be submitted to the Organizer, and to the show's Official Services Contractor.

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 AND TOXIC MATERIALS

All materials used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant. Samples should also be available for testing. 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, and must adhere to, all local regulations regarding fire/safety and environment.

Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the U.S. Environmental Protection Agency, or the appropriate government entity in the country the exhibition will be held, and the facility.

## HAZARDOUS WASTE

Hazardous waste requires special arrangements to be prepared in advance of event dismantle with either the facility or a local independent disposal company. Exhibitors are responsible for all costs associated with such specialized removal.

## STORAGE

Fire regulations in most exhibit facilities 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, as long as these items do not impede access to utility services, create a safety problem, or look unsightly.

## ELECTRICAL

Every exhibit facility has different electrical requirements; however, minimum guidelines are suggested:

- All 110-volt wiring should be grounded three-wire.
- Wiring that touches the floor should be “SO” cord (minimum 14-gauge/three-wire) flat cord, which is insulated to qualify for “extra hard usage.” It is particularly important for exhibitors to use flat electrical cord in under-carpet installations.
- Cord wiring above floor level can be “SJ” which is rated for “hard usage.”
- Using zip cords, two-wire cords, latex cords, plastic cords, lamp cords, open clip sockets, and two-wire clamp-on fixtures is not recommended and is often prohibited. Cube taps should be prohibited.
- Power strips (multi-plug connectors) should be UL approved, with built-in over-load surge protectors.
- Local code commonly requires access to electrical cords and connections along the back wall of exhibit booths; typically, the back 9 inches of the space should remain accessible for this purpose. (This would apply to all booth types with a back wall.)

To better understand electrical at exhibitions, see the CEIR article [Demystifying Electrical Services for the Exhibitor](#).

## LIGHTING

It is important to remember that lighting issues need to be identified as early as possible during the move-in process so they can be addressed and corrected while the necessary equipment is still available on the show floor and booths can be accessed.

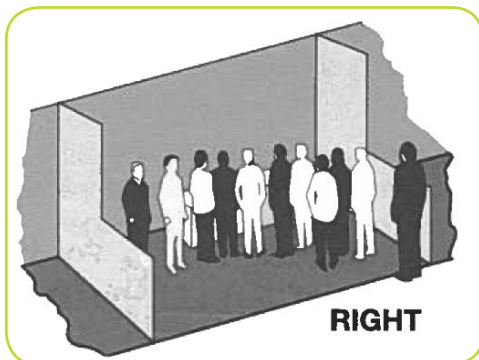
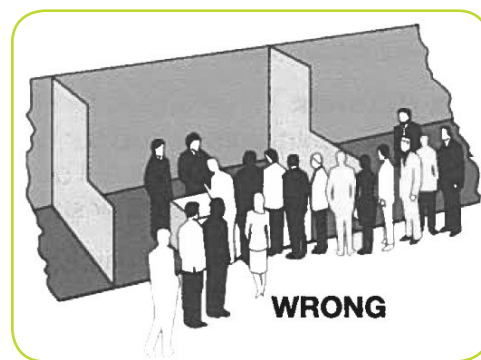
Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:

- No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit drawings to the Organizer for approval.
- Lighting should not project onto other exhibits or exhibition aisles. Lighting, including gobos, should be directed to the inner confines of the booth space.
- Lighting that is potentially harmful, such as lasers, ultraviolet lights or flashing or strobe lights that can trigger photosensitive epilepsy should comply with facility rules and be approved in writing by the Organizer.
- Lighting that spins, rotates, pulsates, and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.
- LED lights can be very bright yet generally generate less heat.
- Currently, some convention facilities are not allowing certain types of quartz halogen lighting fixtures in exhibits due to potential fire hazards.
- Reduced lighting for theater areas should be approved by the Organizer, the utility provider, and the facility.

## DEMONSTRATIONS

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations, product demonstrations, press conferences and other media events in a manner which assures all exhibitor personnel and attendees of such in-booth events are within the contracted exhibit space and not encroaching on the aisles or neighboring exhibits. Any queue lines formed for exhibitor customer interaction must also be contained within the booth footprint. It is the responsibility of each exhibitor to arrange displays, product presentation, audio visual presentations, and demonstration areas to ensure compliance with all other previously listed rules and regulations. Exhibitors should be aware of, and adhere to, local regulations regarding fire/safety and environment.

Special caution should be taken when demonstrating machinery or equipment that has moving parts, cooking equipment with an open flame, or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of 3ft (.91m) and/or install hazard barriers as necessary to prevent accidental injury to spectators. Additionally, demonstrations should only be conducted by qualified exhibitor personnel.



## SOUND/MUSIC

In general, the use of sound equipment in booths is permitted as long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned to direct sound inward (to be contained within the booth) rather than outward (toward aisles and other exhibitor booths). Generally, sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth. If an exhibitor or attendee is standing within ten feet of an exhibitor's booth and cannot carry on a normal voice-level conversation, the noise source is too loud. (Refer to the U.S. Occupational Safety and Health Act [OSHA] at [www.osha.gov](http://www.osha.gov) for more information.)

Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. Authorized licensing organizations, including but not limited to [ASCAP](http://www.ascap.com), [BMI](http://www.bmi.com) and [SESAC](http://www.sesac.com), collect copyright fees on behalf of composers and publishers of music. It is the exhibitors' responsibility to be informed of copyright laws and submit fees to the appropriate organizations.

## VEHICLES

Rules for display vehicles vary widely depending on the facility and local fire and safety regulations. Compliance with fire, safety, the U.S. Americans with Disabilities Act (ADA), and other city, county, federal, and provincial government requirements is the responsibility of the Organizer.

Important Note: Always check with local exhibition service contractors and/or the facility for all requirements regarding display vehicles.

Below are a few common examples of display vehicle regulations:

- Display vehicles must have battery cables disconnected and taped, and alarm systems deactivated.
- Fuel tank openings shall be locked or sealed in a manner to prevent escape of vapors through filler caps.
- Vehicles shall be limited in the amount of fuel that can remain in the tanks; specific amounts vary but one example is no more than one-quarter the tank capacity or a maximum of five gallons of fuel, whichever is less.
- Fueling or de-fueling of vehicles on the facility premises is prohibited.
- Once placed, display vehicles may not be started or moved without the approval and direction of show management.
- Auxiliary batteries not connected to engine starting system may remain connected. External power is recommended for demonstration purposes. No battery charging is permitted inside buildings.
- Combustible/flammable materials must not be stored beneath display vehicle. There may be no leaks underneath vehicles.
- It is not recommended that Organizers hold or take possession of display vehicle keys during the event. However, it is recommended that an official policy be established for the handling of vehicle keys which might include identifying booth contacts with mobile numbers should vehicles need to be moved in an emergency or some other unforeseen situation.

## ADVISORY NOTES TO EXHIBITION ORGANIZERS

### FIRE EQUIPMENT

Fire hoses, extinguishers, and audible or visual devices for fire alarms should be visible and accessible at all times.

### HANGING SIGNS

Although these Guidelines indicate 16ft to 20ft (4.88m to 6.10m) as a maximum height range to the top of the sign, some exhibitions permit other heights, or have no height limit. However, most Organizers do impose height limits. Caution should be exercised so exhibitors will not compete over air space for hanging signs. (See page 2 for details and a diagram for hanging signs in Perimeter Booths.)

Exhibitors should be advised to install “hanging points” at the time of manufacture of the sign or display. It is also advisable to have Hanging Signs labeled and cased separately so that they can be easily identified on-site as they usually must be installed before other exhibit construction can begin.

### HARDWALL BOOTHS

Exhibitions that provide Hardwall Booths should specify if these structures can be used for display and attaching products.

### PERIMETER OPENINGS

Local fire and/or facility regulations may require larger exhibit booths to have a certain number of openings within the perimeter walls for safe egress. Regulations vary with each location, but one example would be to provide, at a minimum, one 6ft (1.83m) wide opening every 30ft (9.14m).

### PIPE AND DRAPE

These are commonly used at exhibitions and events in the United States to define exhibit space. Organizers often include in their rules and regulations that this equipment is not intended as a display fixture. Therefore, product and signs should not be attached or affixed. Measurements of booths must allow for size of pipe on sides and back.

### PRODUCT HEIGHT

Some exhibitors have products that exceed display height restrictions. Organizers should establish guidelines for displaying such products. For example, some exhibitions or events require that these exhibitors reserve only perimeter space. Products exceeding height restrictions for Islands and Peninsulas are usually permitted, providing they are displayed in operating mode, and the names and logos, etc. on the product are as it is sold. NOTE: Any special height variances allowed should apply only to those products represented, produced or manufactured by the exhibitor and would not apply to ancillary display or marketing items (such as promotional flags, signs, etc.).

### HEIGHT VARIANCES

Height Variances may be issued for all types of booths. However, in a Linear Booth, the back side of any structure over 8ft (2.44m) must be free of trademarks, graphics and/or logos. Tall flags or markers on the front aisle of Linear Booths are prohibited. Pop up tents or canopies may be allowed but must follow all local fire and facility regulations.

## ENVIRONMENTAL RESPONSIBILITY

Exhibitions and events, by their very nature, create waste. Properly managed, exhibitions and events can recycle excess materials and supplies in useful and meaningful ways, and they can do so using methods that result in minimized impact on the environment. Exhibits should utilize recycled, renewable and energy efficient materials whenever possible. Exhibitors planning to dispose of, or leave behind, any property from their booth must make arrangements with the Official Services Contractor for disposal and all appropriate and applicable fees will apply.

### GUIDELINES FOR DISPLAY RULES AND REGULATIONS 2019 TASK FORCE

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