

# atd2020 LEARNING NEVER PEAKS

## INTERNATIONAL CONFERENCE & EXPO

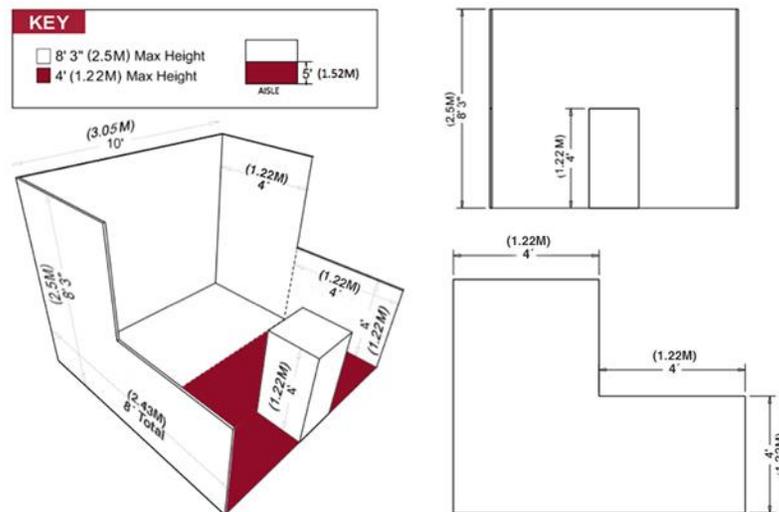
### BOOTH DISPLAY RULES & REGULATIONS

The following *Guidelines for Display Rules and Regulations* were established by the International Association of Exhibitions and Events (IAEE) to promote continuity and consistency among North American exhibitions. They are the model for most domestic exhibitions.

Please note that these are guidelines intended to help you construct your booth, and the contract language you agreed to contains the specific rules for this show and takes precedence over the IAEE rules and regulations. For your convenience, the booth rules and regulations from the ATD contract are listed below. As always, feel free to contact ATD Show Management with any questions.

#### Linear Booth

Linear booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called in-line booths.



#### Dimensions

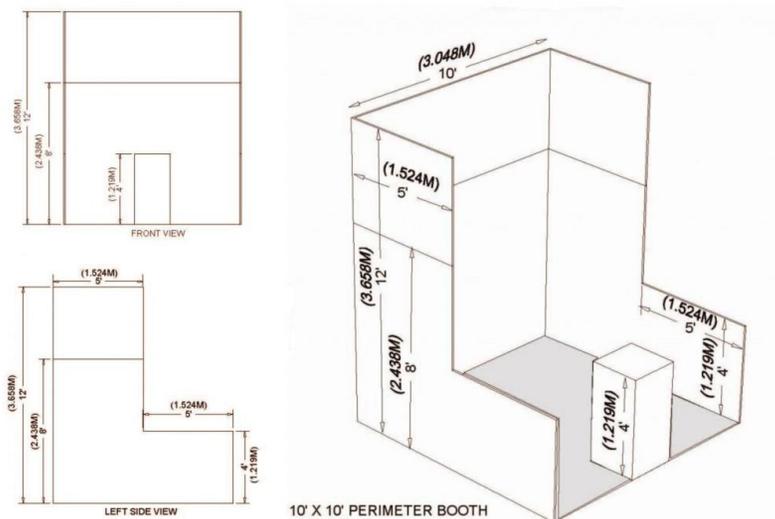
For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10' (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10' (3.05m) wide and 10' (3.05m) deep—that is, 10' x 10' (3.05m by 3.05m). **The maximum back wall height is 8' (2.44m).**

## Use of Space

Regardless of the number of Linear Booths utilized—such as 10' x 20' (3.05m by 6.10m), 10' x 30' (3.05m by 9.14m), 10' x 40' (3.05m by 12.19m), and so on—display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. **The maximum height of 8' (2.44m) is allowed only in the rear half of the booth space, with a 4' (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 4' (1.22m) height limitation is applied only to the portion of exhibit space within 10' (3.05m) of an adjoining booth.

## Perimeter Booth

A perimeter booth is a linear booth that backs against an outside wall of the exhibit facility, rather than another exhibit.

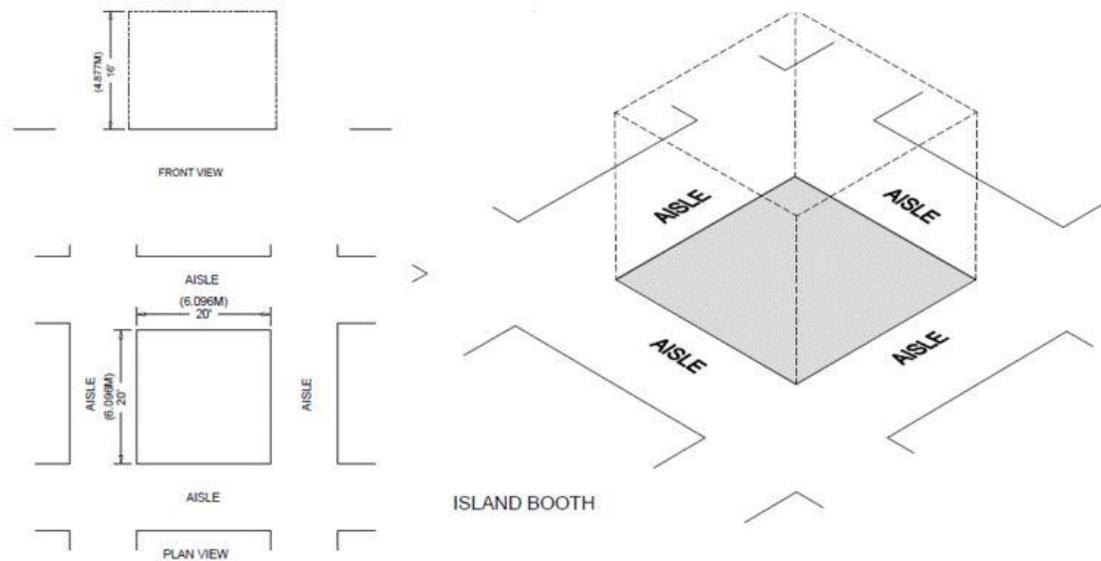


## Dimensions and Use of Space

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

## Island Booth

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



## Dimensions

An Island Booth is typically 20' x 20' or larger, although it may be configured differently.

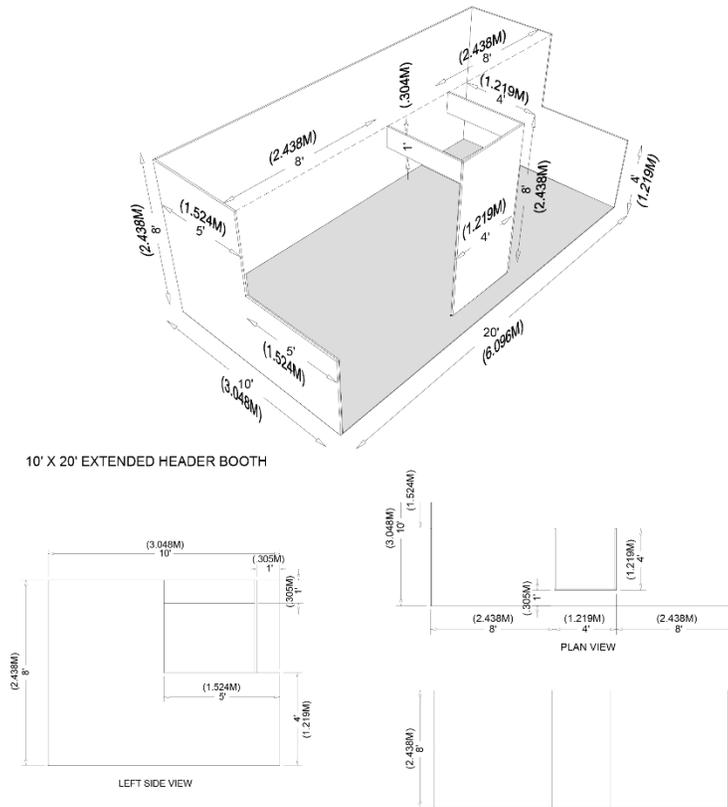
## Use of Space

**The entire cubic content of the space may be used up to the maximum allowable height, which is 25', including signage.** Booth fixtures and display items may be placed anywhere inside the booth perimeter. Overhead signs, display structures, trusses, projectors, projection screens, video walls, and/or other equipment suspended above any Island Booth must be professionally and safely rigged in accordance with any and all local union jurisdiction and life safety policies in effect at the Colorado Convention Center, and must be arranged through the official general services contractor. Any overhead sign, projection screen or similar display material, and/or equipment hung from the ceiling of the building may not exceed 25'. Any structure deemed to be unsafe and/or inappropriate by either ATD Show Management or Colorado Convention Center authorities must be altered and/or taken down at the exhibitor's expense.

**Drawings/renderings of island booths must be submitted to ATD Show Management by March 20 for approval** and must be available for inspection by ATD Show Management, the installation and dismantling contractor, and the exhibitor during the time the exhibit is being erected, exhibited, and dismantled at the show site. It must include the signature or stamp of a reviewing structural engineer indicating that the structure design is properly engineered for its proposed use, and the signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth on the drawings. Unsafe exhibit construction, or any exhibits that encroach upon the aisles or other exhibit areas, are not permitted.

## Extended Header Booth

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



## 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 8' (2.44m), a maximum width of 20 percent of the length of the booth, and a maximum depth of 9' (2.7m) from the back wall.**

## OTHER IMPORTANT CONSIDERATIONS

### Hanging Signs and Graphics

**Hanging signs and graphics are permitted in all standard Island Booths, to a maximum height of 25'.** 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). Hanging signs and graphics should be set back 10' from adjacent booths. **Approval for the use of hanging signs and graphics should be received from the exhibition organizer at least 60 days prior to installation. Drawings should be available for inspection.**

## **Towers**

A tower is a freestanding exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit configuration being used.

**Drawings/renderings of towers must be submitted to ATD Show Management by March 20 for approval** and must be available for inspection by ATD Show Management, the installation and dismantling contractor, and the exhibitor during the time the exhibit is being erected, exhibited, and dismantled at the show site. Fire and safety regulations in many facilities strictly govern the use of towers. A building permit may be required.

## **Lighting**

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 ATD Show Management for approval, and the rigging of such systems must also be approved by the Colorado Convention Center.
- Lighting should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or show aisles.
- Lighting that is potentially harmful, such as lasers or ultraviolet lighting, should comply with facility rules and be approved in writing by ATD Show Management.
- Lighting that spins, rotates, or 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.

## **Projection of Pictures**

Booth space must be able to contain within its outside measurements a reasonably sized audience if projected pictures—such as motion pictures, video, slides, transparencies, and opaque materials—or demonstrations are shown in the exposition. **Any activity that results in the obstruction of aisles or prevents ready access to nearby exhibitors' booths shall be suspended for any periods specified by ATD Show Management.**

## **Sound Restrictions**

In general, exhibitors may use sound equipment in their booths, so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned to direct sound into the booth rather than into the aisle. **Sound and noise should not exceed 85 decibels.** Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted composition such as ASCAP and BMI.