

DISPLAY RULES



TABLE OF CONTENTS

Linear & Corner Booths	3
Perimeter & Island Booths	5
Other Important Considerations	7
Issues Common to All Booth Types	10

LINEAR & CORNER

BOOTHS

LINEAR BOOTH

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

Dimensions

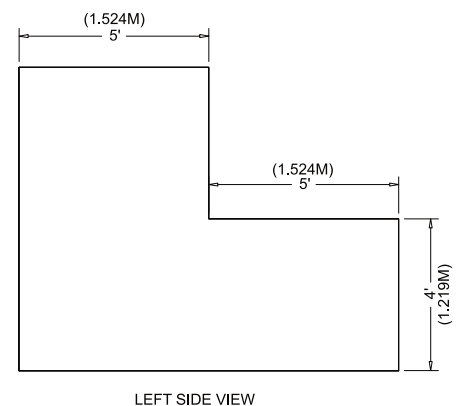
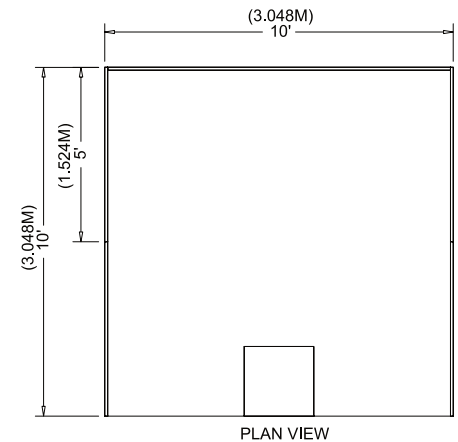
For purposes of consistency, ease of layout and/or reconfiguration, floor plan design in increments of 10' (3.05m) has become the de facto standard in the United States. Therefore, Linear Booths are most commonly 10' (3.05m) wide and 10' (3.05m) deep, i.e., 10' x 10' (3.05m x 3.05m). A maximum back wall height limitation, including signs and graphics, of 8' (2.44m) is specified.

Use of Space

Regardless of the number of Linear Booths utilized, e.g. 10' x 20' (3.05m x 6.10m), 10' x 30' (3.05m x 9.14m), 10' x 40' (3.05m x 12.19m), etc., display materials should be arranged in such a manner as to not obstruct sight lines of neighboring exhibitors. The maximum height of 8' (2.44m) is allowed only 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 the 10' x 20' is on a corner or three or more Linear Booths are used in combination as a single exhibit space, the 4' (1.22m) height limitation is applied only to that portion of exhibit space which is within 10' (3.05m) of an adjoining booth.

Hanging signs are not permitted in Linear Booths. Signs and graphics must be finished on both sides and cannot exceed 8' (2.44m).

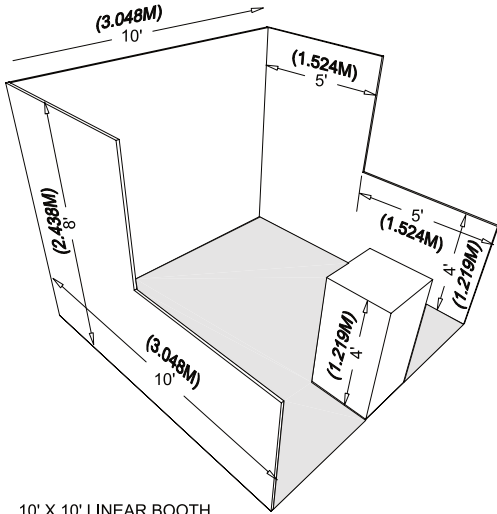


CORNER BOOTH

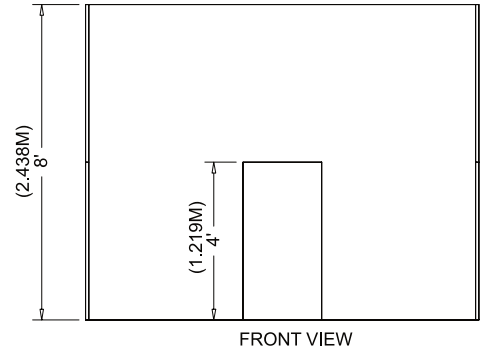
A Corner Booth is a Linear Booth exposed to aisles on two sides. The corner booth minimum requirement is 10' x 20' (3.05m x 6.10m).

Use of Space

The 4' (1.22m) height limitation is applied only to that portion of exhibit space which is within 10' (3.05m) of an adjoining booth.



10' X 10' LINEAR BOOTH



PERIMETER & ISLAND

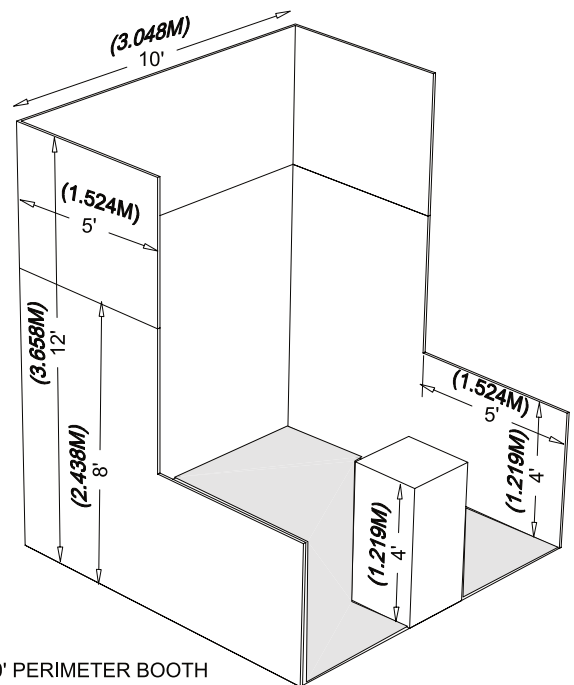
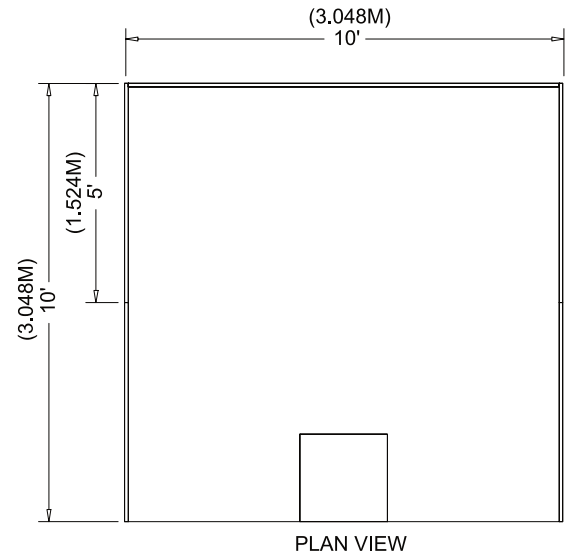
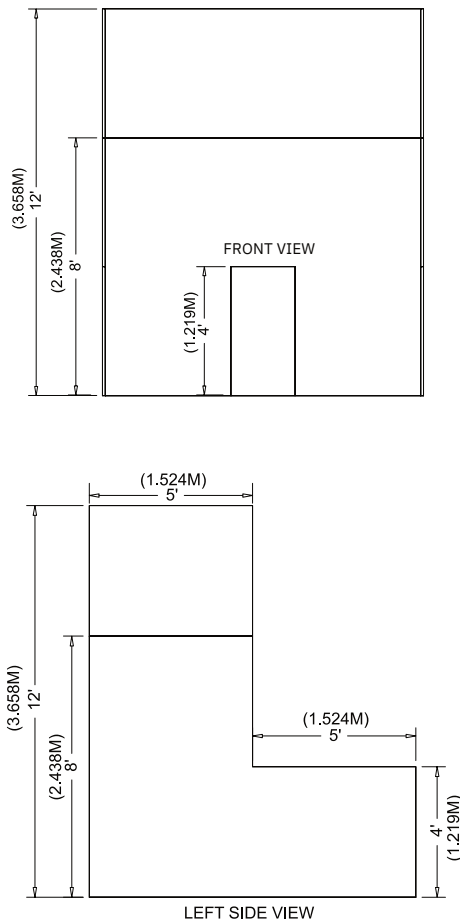
BOOTHS

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 & Use of Space

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



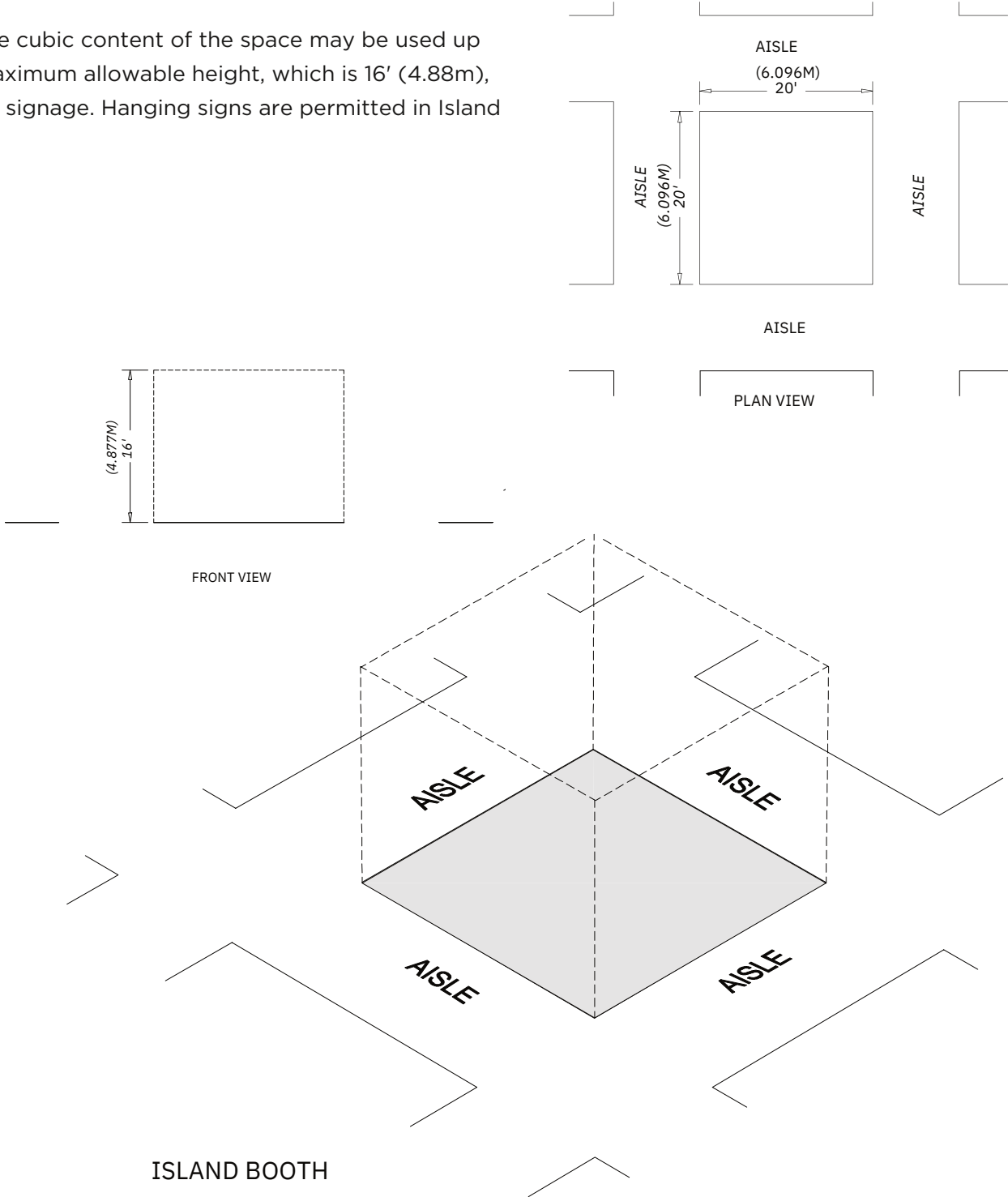
ISLAND BOOTH

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

Dimensions & Use of Space

An Island Booth is 20' x 20' (6.10m x 6.10m) or larger.

The entire cubic content of the space may be used up to the maximum allowable height, which is 16' (4.88m), including signage. Hanging signs are permitted in Island Booths.

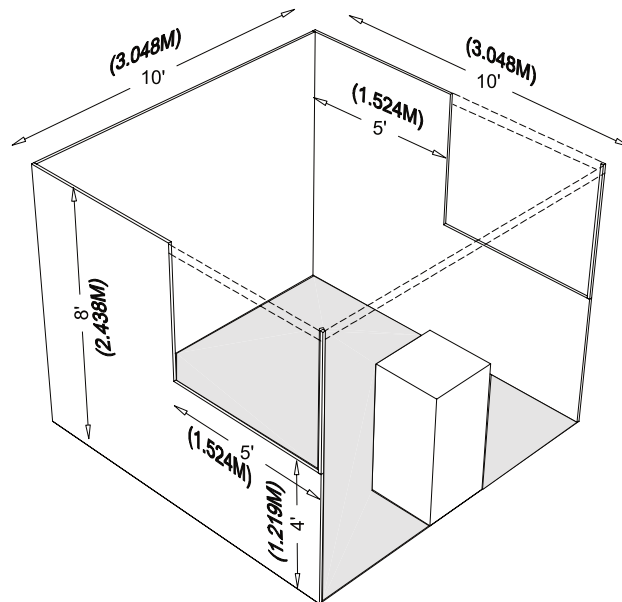


OTHER IMPORTANT CONSIDERATIONS

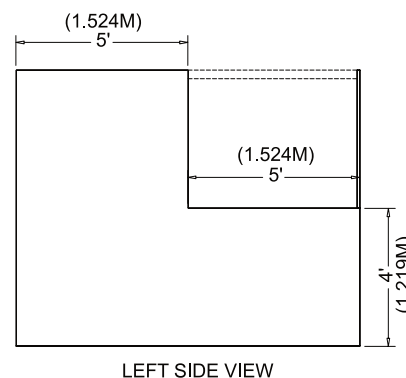
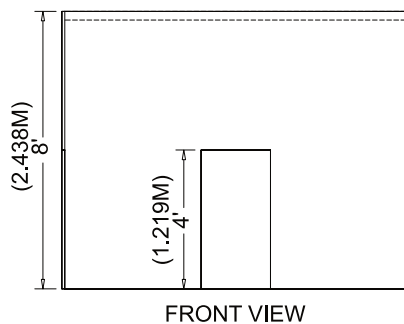
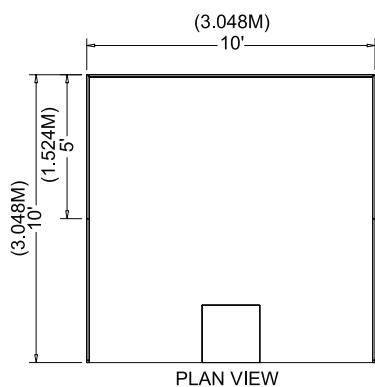
CANOPIES & CEILINGS

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

The bottom of the Canopy should not be lower than 7' (2.13m) from the floor within 5' (1.52m) of any aisle. Canopy supports should be no wider than 3" (.08m). This applies to any booth configuration that has a sightline restriction, such as a Linear Booth. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings, aisle and other similar coverings.



CANOPIES AND CEILINGS



HANGING SIGNS & GRAPHICS

Hanging Signs and Graphics are permitted in all standard Island Booths only, to a maximum height of 24' (7.32m). 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.

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



Requests for the use of hanging signs and graphics must be emailed to exhibitors@americanpetproducts.org at least 60 days prior to installation. Drawings should be available for inspection.

TOWERS

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 configuration being used.

Towers in excess of 8' (2.44m) should have drawings available for inspection. Fire and Safety regulations in many facilities strictly govern the use of Towers. A building permit or safety lines may be required.

MULTI-STORY EXHIBIT

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 show management because it is deemed 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.

AMERICANS WITH DISABILITIES ACT (ADA)

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA), and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. 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. 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).
- 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 an interpreter or assistive listening devices (ALS) for audio presentations or have a transcript of the presentation available.
- Use Assistive Technology or Speech Synthesizers for attendees who are blind or visually impaired.
- Arrange touch screen displays at a height that is wheelchair accessible.

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

ISSUES COMMON TO

ALL BOOTH TYPES

STRUCTURAL INTEGRITY

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration cause by neighboring exhibitors, hall laborers or installation/dismantling equipment such as forklifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to the local building codes that regulate temporary structures.

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 & 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 local regulations regarding fire/safety and environment which must be adhered to.

Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency with the facility.

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 ground three-wire.
- Wiring that touches the floor should be “SO” cord (minimum 14-gauge/three-wire) flat cord, which is insulated.
- 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 are not recommended and are often prohibited.
- Power strips (multi-plug connectors) should be UL approved, with built-in over-load surge protectors.

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 exhibit space.
- Exhibitors intending to use hanging light systems should submit drawings to Exhibition Management for approval.
- Lighting should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or exhibition aisles.
- Lighting that is potentially harmful, such as lasers, ultraviolet lights, or flashing strobe lights that can trigger photosensitive epilepsy should comply with facility rules and be approved in writing by Exhibition Management.
- 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.

DEMONSTRATIONS

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each exhibitor to ensure that demonstrations do not cause congestion in the aisle. It is the responsibility of each exhibitor to arrange displays, product presentation and demonstration areas to ensure compliance. 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 3' (.91m) and/or install hazard barriers as necessary to prevent accidental injury to spectators. Sound demonstrations should not exceed 85 decibels. Additionally, demonstrations should only be conducted by qualified personnel.

SOUND/MUSIC

In general, exhibitors may use sound equipment in their booth(s) as long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Rule of thumb: Sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth. (Refer to OSHA at 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 copyrighted compositions. ASCAP, BMI and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music.

VEHICLES

Rules vary depending on the facility, but generally it is required that vehicles have no more than one fourth tank of gas. The filler cap should be sealed and the batteries disconnected. External chargers are usually recommended for demonstration purposes. Keys should always be surrendered to Exhibition Management while participating in an exhibition.

Excerpted Exhibitor Display Rules as established by the International Association of Exhibitions and Events (IAEE), 2014 Update.