

# 2010 ISPA Expo Booth Guidelines



*NOTE: If your booth does not meet the specified guidelines listed herein for your respective booth assignment, please contact Lisa McIver at [lisa.mciver@ispastaff.com](mailto:lisa.mciver@ispastaff.com) or at 1.859.219.3541.*

## Linear Booths

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.

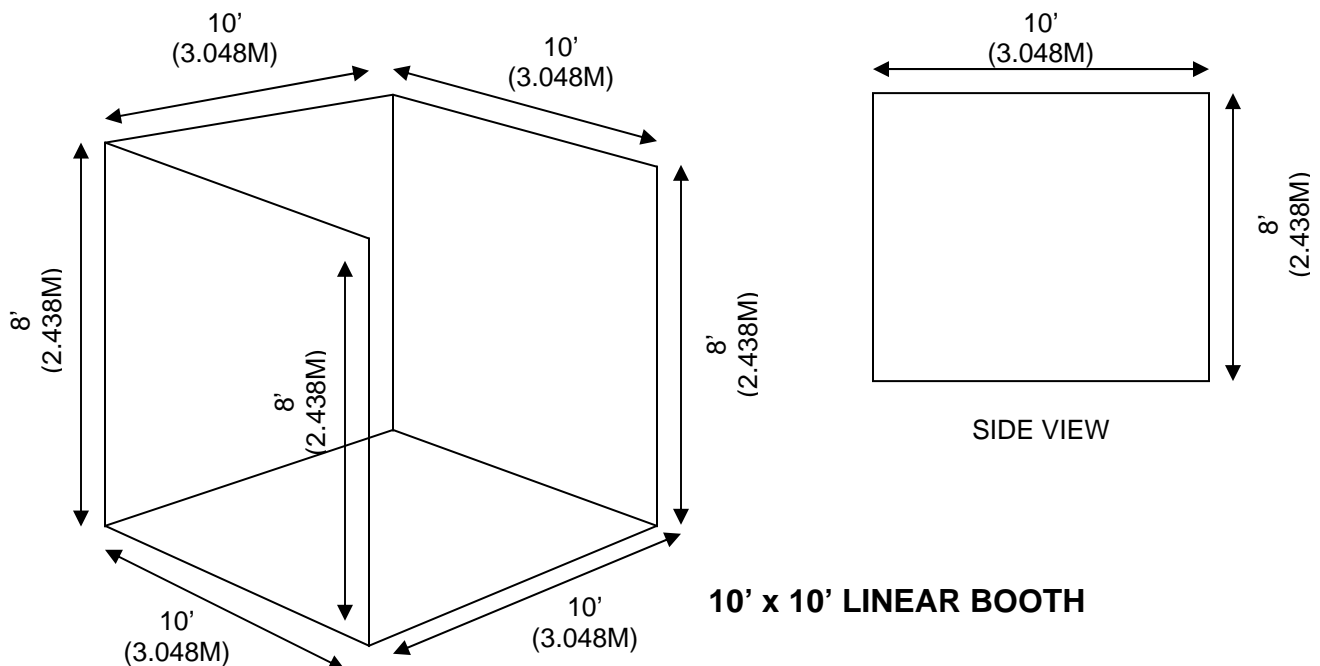
### Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of ten feet (10') has become the de facto standard in the United States. Therefore, Linear Booths are ten feet (10') wide and ten feet (10') deep, i.e. 10' x 10'. Exhibitors may also have a Linear Booth that is twenty feet (20') wide and ten feet (10') deep, i.e. 10' x 20'.

*NOTE: A maximum back wall and sidewall height limitation of eight feet (8') applies.*

### Use of Space

ISPA Exhibitors with linear booth assignments may utilize the entire cubic contents of their exhibit space, up to the maximum allowable height, without any back wall or sidewall line of sight restrictions. This means booth construction may utilize the full eight feet (8') height on all three interior walls of the booth space. Please note sidewalls of exhibit structures facing neighboring exhibitors must be finished so as to not detract from the neighboring exhibit space. Exhibitors whose sidewalls are not finished may be required to purchase masking drape from the decorator company to hide such unfinished construction.



# 2010 ISPA Expo Booth Guidelines



## Premium Corner Booths

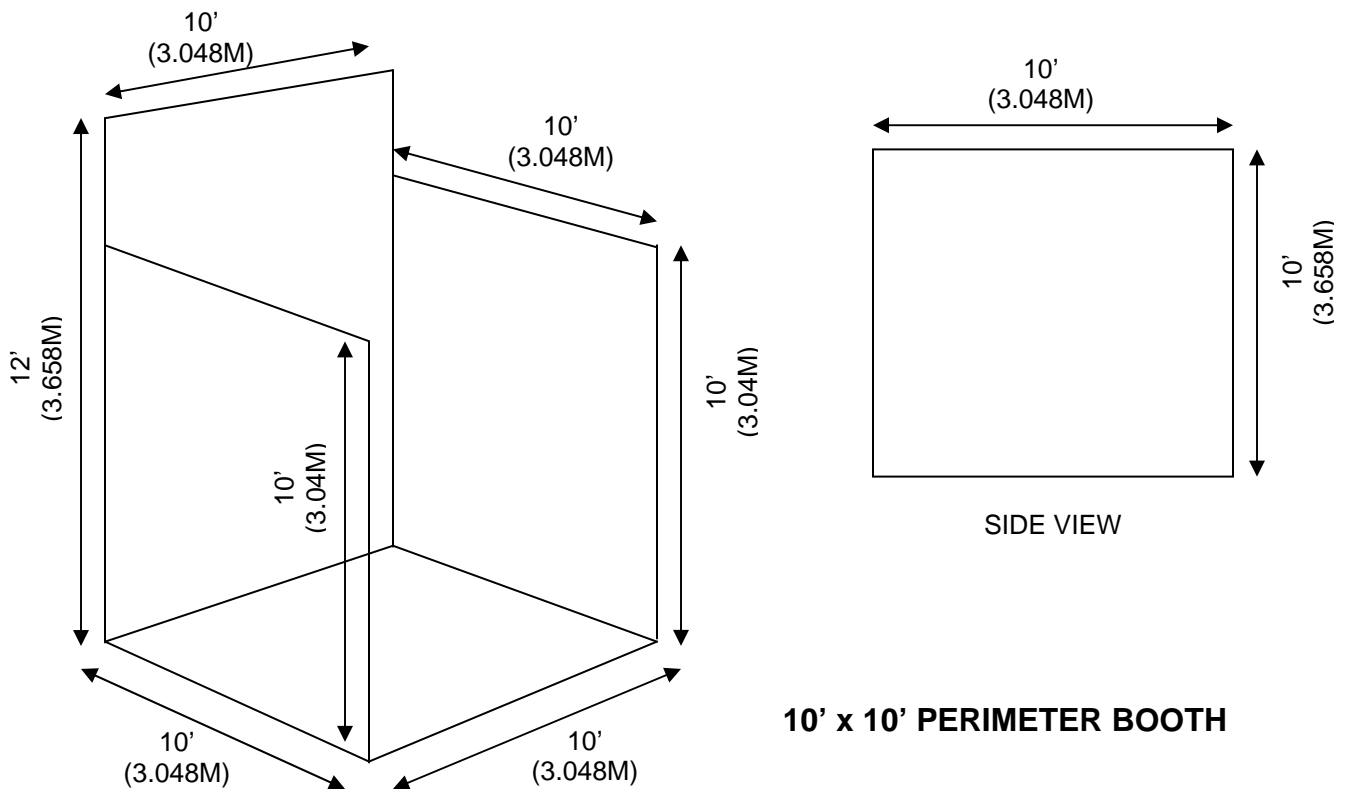
A Premium Corner Booth is a Linear Booth exposed to aisles on two sides. All other guidelines for Linear Booths apply.

## Perimeter Booths

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 maximum back wall height is twelve feet (12').



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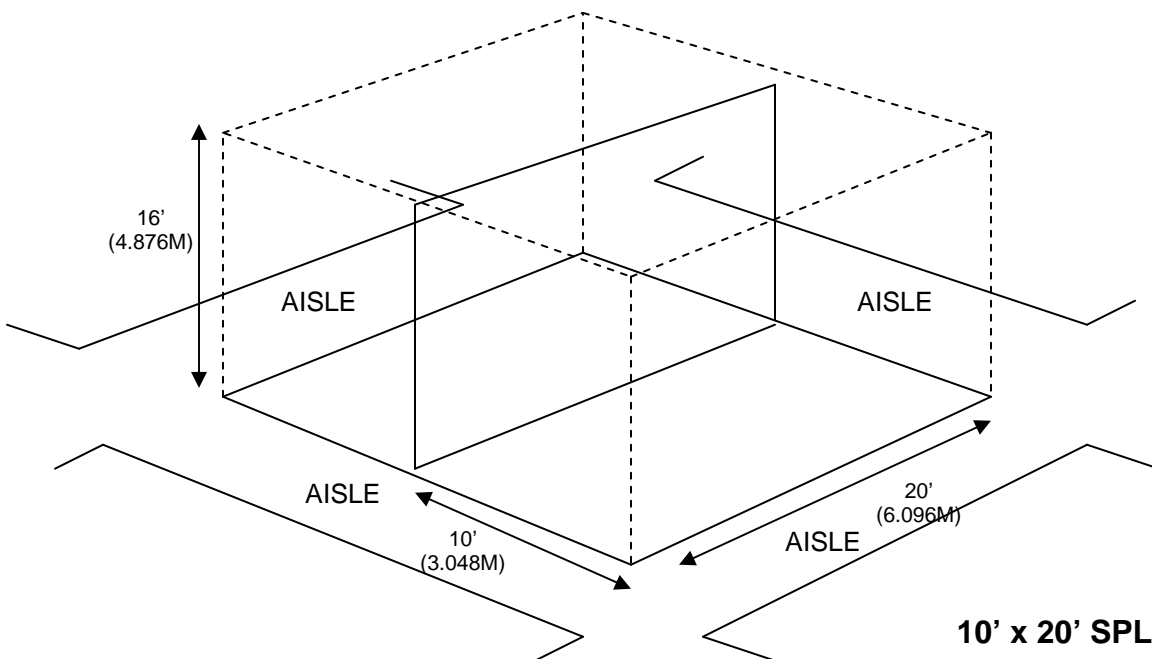
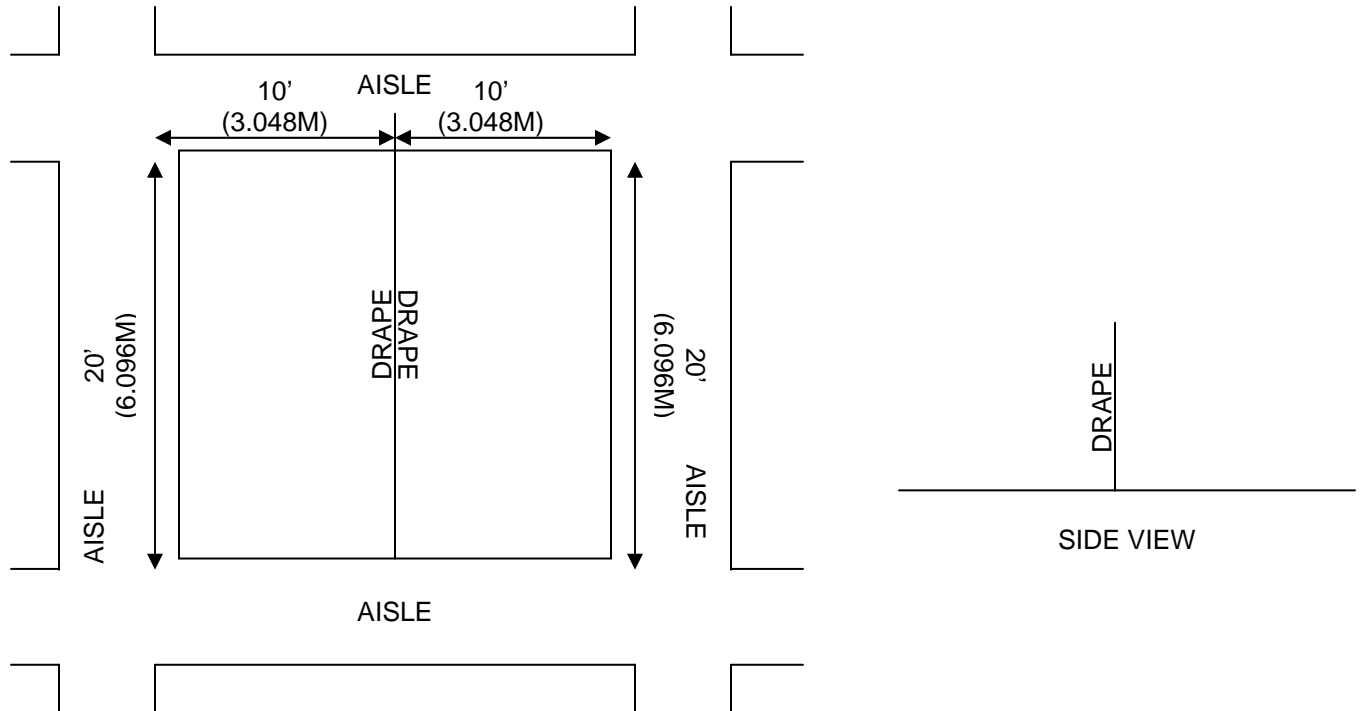


## Split Island Booth

A Split Island Booth is half of an Island Booth, which shares a common back wall with another half Island Booth.

### Dimensions and Use of Space

A Split Island Booth is 10' x 20'. The entire cubic content of this booth may be used, up to the maximum allowable height, without any back wall line of sight restrictions. Sixteen feet (16') is a typical maximum height allowance, including signage. The entire cubic content of the space may be used up to the maximum allowable height.



**10' x 20' SPLIT ISLAND BOOTH**

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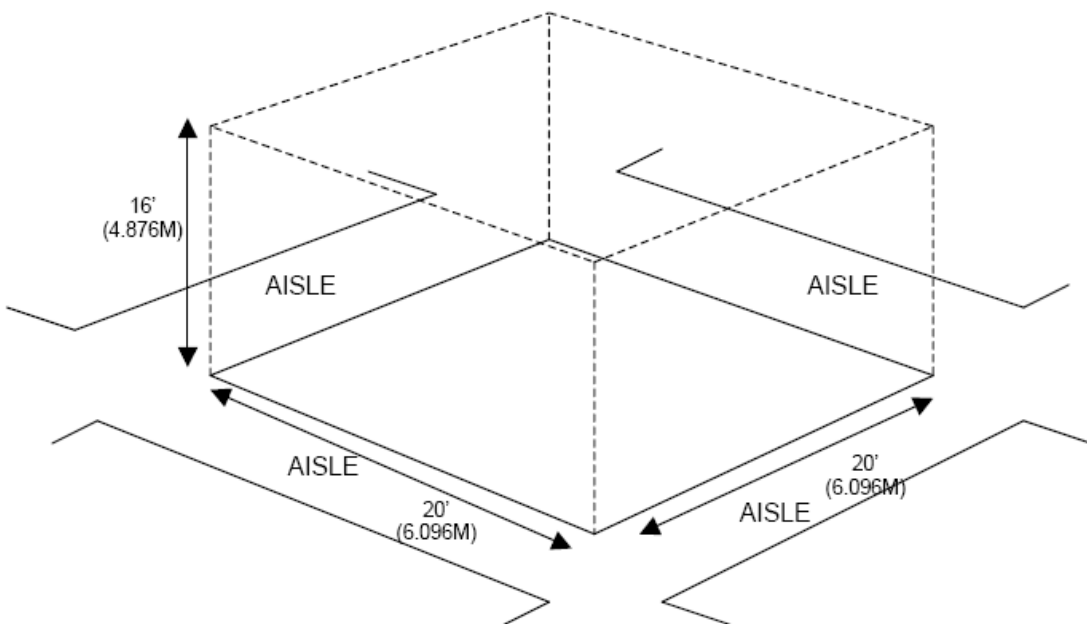
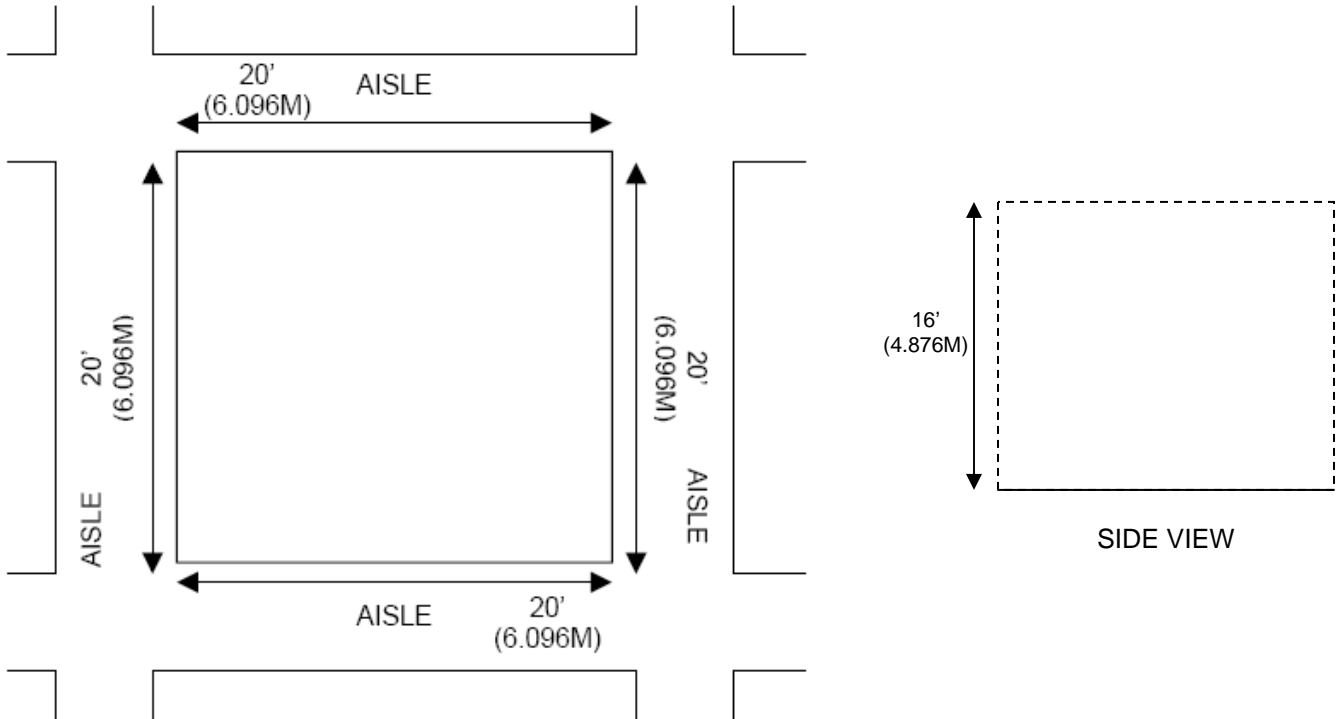


## Island Booths

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

### Dimensions and Use of Space

An Island Booth is 20' x 20'. The entire cubic content of the space may be used up to the maximum allowable height, which is sixteen feet (16'), including signage.



**20' x 20' ISLAND BOOTH**

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## Other Important Considerations

### **Hanging Signs & Graphics**

ISPA does NOT permit hanging signs or banner rigging by exhibitors in the hall.

### **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.

Towers in excess of eight feet (8') should have drawings available for inspection. Fire and safety regulations in many facilities strictly govern the use of towers. A building permit may be required.

### **Multi-story Exhibit**

Historically, there have not been multi-story exhibits at the ISPA Expo. If you plan to construct a multi-story exhibit you must contact ISPA Headquarters prior to Conference for approval. A Multi-story Exhibit is a booth where the display fixtures exceed twelve feet (12'), including Double-decker Booths. In many cities, a Multi-storied Exhibit requires prior approval by the exhibit facility and/or relevant local government agency 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. Exhibition organizers should be prepared to assist exhibitors in this application process.

## Issues Common To All Booth Types

### **Food & Beverage**

Food and beverage distribution is strictly prohibited unless it is a specific function or purpose of your company's business.

### **Selling**

ISPA encourages business-to-business relations and order-taking, however no selling is permitted on the exhibit hall floor or in authorized suites. Orders may be taken onsite, but must be fulfilled and finalized once you return to your place of business. ISPA reserves the right to remove any exhibiting company found exchanging currency on the trade show floor.

### **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 web site [www.usdoj.gov/crt/ada/infoline.htm](http://www.usdoj.gov/crt/ada/infoline.htm).

### **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 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 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 upon them.

### **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. A flame-proofing certificate should be available for inspection. If you plan on lighting candles, please contact ISPA Headquarters prior to Conference.

# 2010 ISPA Expo Booth Guidelines



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

## Issues Common To All Booth Types (continued)

### 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".
- Cord wiring above floor level can be "SJ" which is rated for "hard usage".
- Using zip cords, two-wire cords, latex cords, plastic cord, lamp cord, 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 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 the exhibit space.
- Lighting should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or show aisles.
- Lighting which is potentially harmful, such as lasers or ultraviolet lighting, 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.

### 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, so long as these items do not impede access to utility services, create a safety problem or look unsightly.

### 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 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 three feet (3') 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 booths so 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. **ISPA reserves the right to govern all sound levels in the Expo hall.**