

## booth rules & regulations

### **CAMEX Trade Show: March 4-6, 2018**

#### **Kay Bailey Hutchison Convention Center**

650 S. Griffin St.

Dallas, TX 75202

[www.dallasconventioncenter.com](http://www.dallasconventioncenter.com)

#### **Questions?**

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[www.camex.org/exhibitor](http://www.camex.org/exhibitor)

[www.nacs.org](http://www.nacs.org)

#### **Exhibitor Move-In:**

Friday & Saturday, March 2-3: 8 a.m.-5 p.m.

#### **Trade Show:**

Sunday, March 4: \*9 a.m.-5 p.m.

Monday, March 5: \*9 a.m.-5 p.m.

Tuesday, March 6: \*9 a.m.-2 p.m.

\*Exhibitors have access to the trade show floor starting at 8 a.m.

#### **Exhibitor Move-Out:**

Tuesday, March 6: 2-8 p.m.

Wednesday, March 7: 8 a.m.-5 p.m.

# standard booth

**Definition: one or more standard units in a straight line.**

## Height

Exhibit fixtures, components, and identification signs will be permitted to a maximum height of 8'3" (2.51m).

*Intent – If a portion of an exhibit booth extends above 8'3" (2.51m) high, the display back walls will detract from the overall impact of the exhibit directly behind that booth regardless of how the rear of the offending exhibit is finished.*

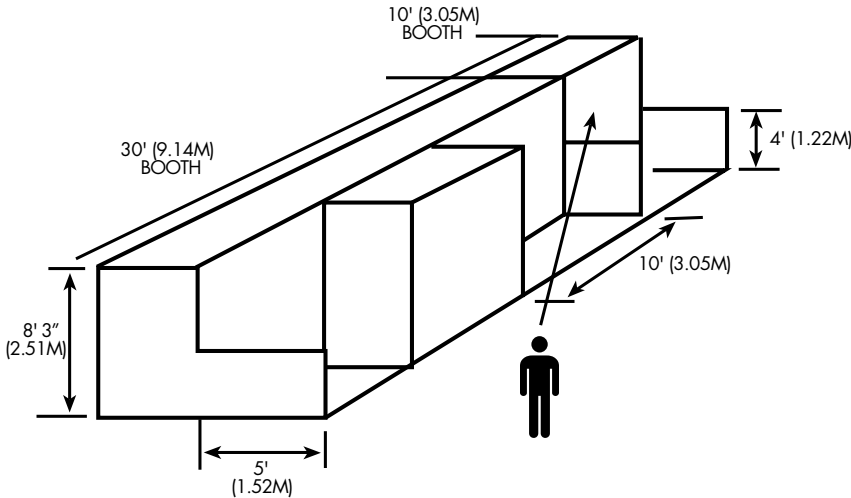
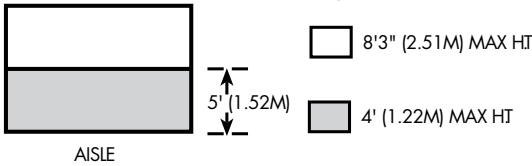
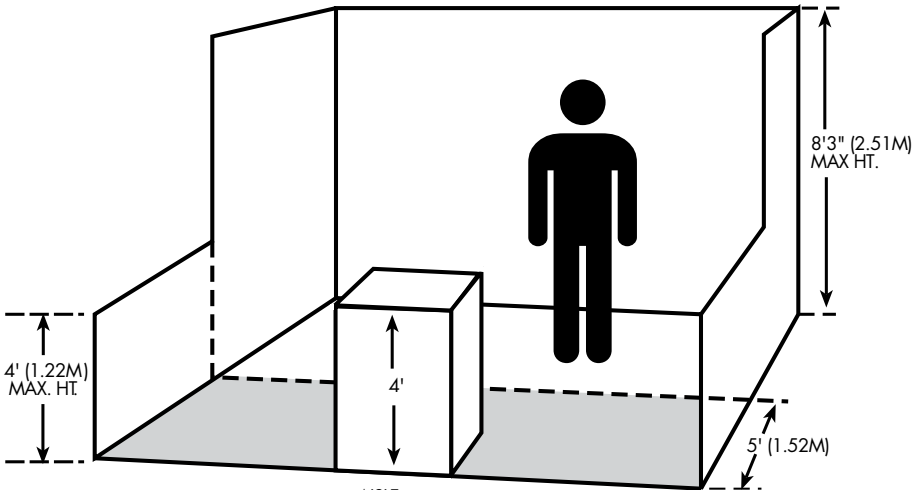
## Depth

All display fixtures and components over 4'0" (1.22m) in height and placed within 10'0" (3.05m) of an adjoining exhibit, must be confined to that area of the exhibitor's space that is within 5'0" (1.52m) of the back line.

*Intent – Each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of exhibit. Exhibitors with larger booth space, 30'0" (9.14m) or more, should also be able to effectively use as much of the total floor space as possible, as long as they do not interfere with the rights of others. The limitation on display fixtures over 4'0" (1.22m) and within 10'0" (3.05m) of a neighboring exhibit is intended to accomplish both of these aims.*

## Important

Space dimensions shown on floor plan are from center line of booth equipment, such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.



# perimeter wall booth

**Definition: Standard booth located on the outer perimeter wall of the exhibit floor.**

## Height

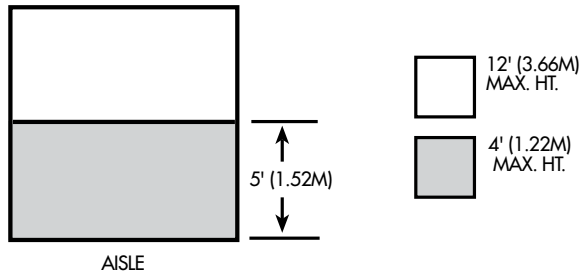
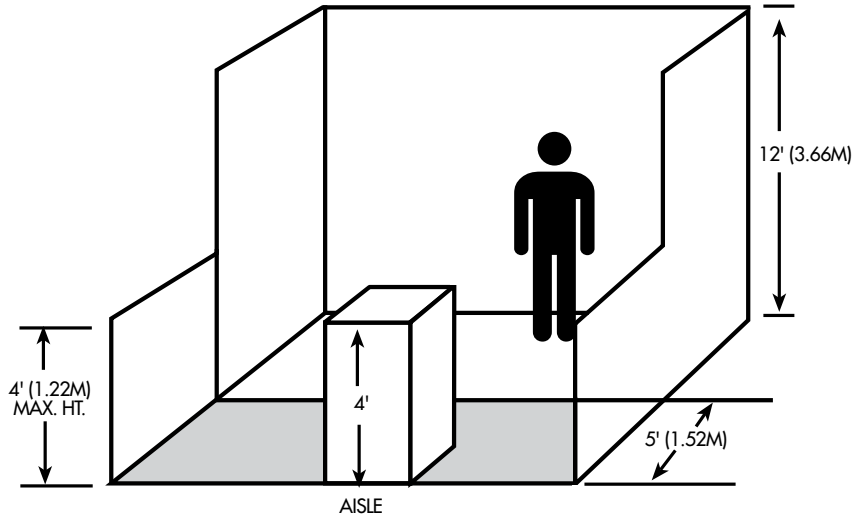
Exhibit fixtures, components, and identification signs will be permitted to a maximum height of 12'0" (3.66m) in perimeter wall booths.

*Intent – Because the outer perimeter booths are not backed up against another exhibitor's booth, display back walls and materials over 8'3" (2.51m) will not interfere with or detract from any other exhibit booth.*

## Depth

All display fixtures and components over 4'0" (1.22m) in height and placed within 10'0" (3.05m) of an adjoining exhibit, must be confined to that area of the exhibitor's space that is within 5'0" (1.52m) of the back line.

*Intent – Each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of exhibit. Exhibitors with larger booth space, 30'0" (9.14m) or more, should also be able to effectively use as much of the total floor space as possible, as long as they do not interfere with the rights of others. The limitation on display fixtures over 4'0" (1.22m) and within 10'0" (3.05m) of a neighboring exhibit is intended to accomplish both of these aims.*



## Important

Space dimensions shown on floor plan are from center line of booth equipment, such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.

Exhibitors considering a perimeter wall booth in order to take advantage of the extra height permitted should design their exhibit so that it can be used either at the 8'3" (2.50m) height or the 12'0" (3.66m) height, so that it can be used in all future shows even if a perimeter wall space is not available.

# island booth

**Definition: Exhibit with one or more display levels in four or more standard units with aisles on all four sides.**

## Height

Exhibit fixtures and components are permitted to a maximum height of 16'0" (4.88m) and hanging aisle signs will be permitted to a maximum height of 28'0" (8.53m).

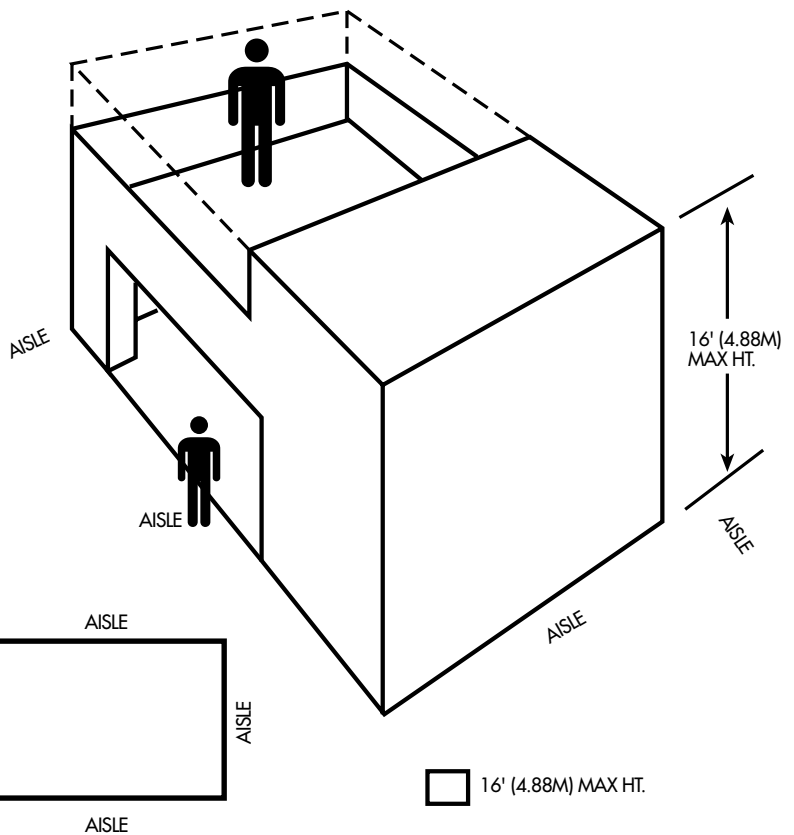
*Intent – When an island booth exceeds 8'3" (2.51m), it does not interfere with other exhibitors because it does not back up against another exhibitor's back wall. The extra height is often required in an island booth exhibit to permit the open walk-through approach normally used in this type of location. The 16'0" (4.88m) maximum height limitation has been set to avoid undue competition between exhibits to see who can go the highest or be seen the farthest with each negating the other's efforts. Also, the 16'0" (4.88m) high exhibit will fit into most exposition centers, thus permitting each exhibitor to get the maximum use of his or her exhibit.*

## Depth

Because an island booth is automatically separated by the width of an aisle from the neighboring exhibits, full use of the floor plan is permitted.

## Two-story Booth

Two-story (double deck) booths are permitted in CAMEX. These booths are limited to exhibitors who have purchased an island configuration of six hundred square feet or more. Exhibitors wishing to utilize a two-story booth must indicate their intentions on the booth contract and submit scale



drawings for approval. The exhibiting company will be invoiced, at prevailing show rates, for the square footage of the second story in addition to the initial cost of the booth.

## Structural Integrity

All exhibits featuring fixtures or booths exceeding 12'0" (3.66m) in height must provide drawings which include a signature or stamp of review by a structural engineer. Drawings must be available to exposition management, installation/dismantling contractor(s), and governmental authorities. Signs must also be posted indicating the maximum number of people the structure will accommodate.

*Intent – Exhibitors in the vicinity of island exhibits are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.*

## Important

Exhibitors installing a display with a second level must check with the local fire department to ensure that their display meets necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.

# peninsula and end-cap booths

**Definition: Exhibit with two or more standard units with an aisle on three sides.**

## Height

Exhibit fixtures, components, and identification signs will be permitted to a maximum height of 8'3" (2.51m).

*Intent – If a portion of an exhibit booth extends above 8'3" (2.51m) high, the display back walls will detract from the overall impact of the exhibit directly behind that booth regardless of how the rear of the offending exhibit is finished.*

## Depth

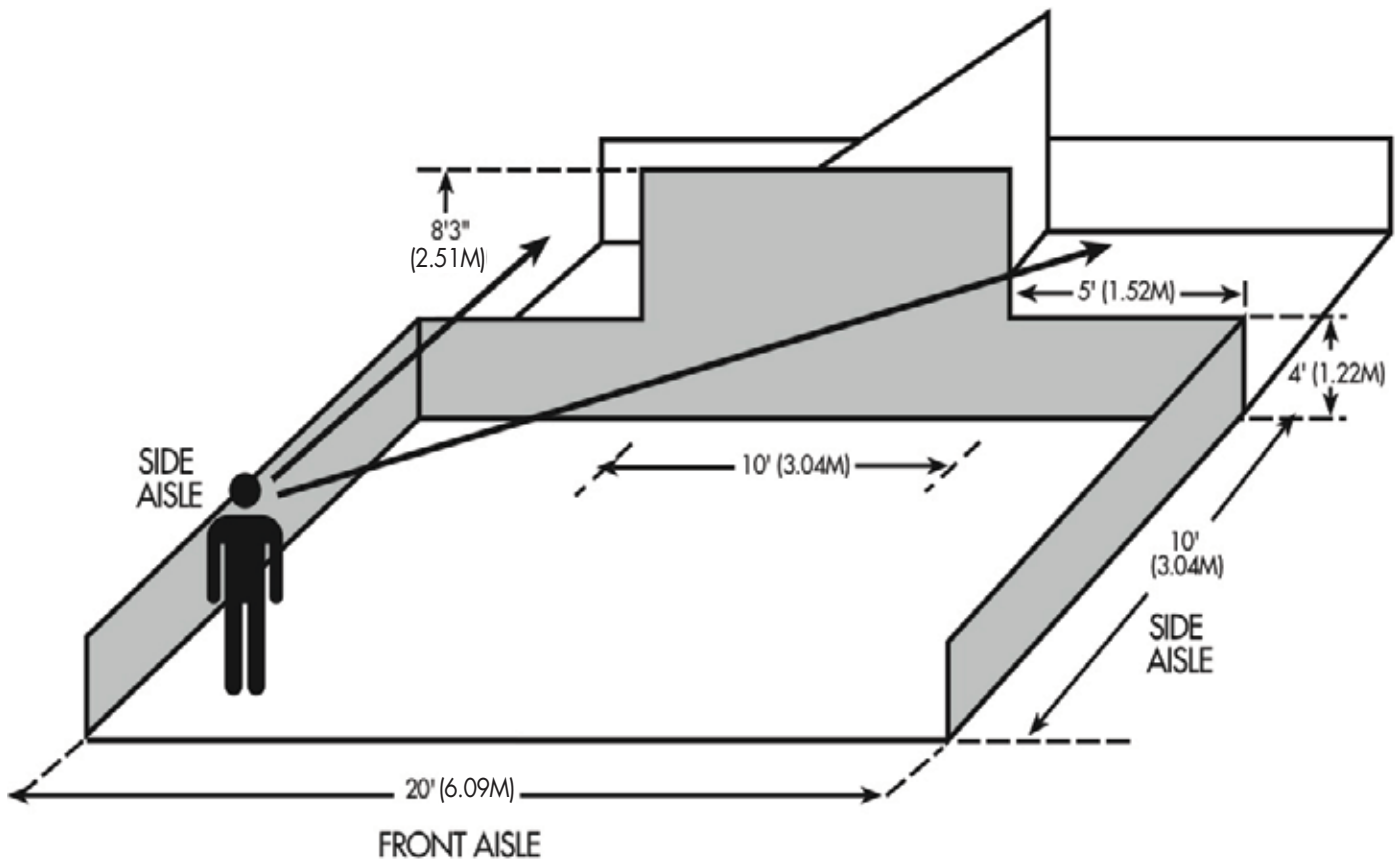
All display fixtures and components over 4'0" (1.22m) in height and placed within 10'0" (3.05m) of an adjoining exhibit, must be confined to that area of the exhibitor's space that is within 5'0" (1.52m) of the back line.

*Intent – Exhibitors adjoining peninsula exhibits are entitled to the same reasonable sight line from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth.*

## Important

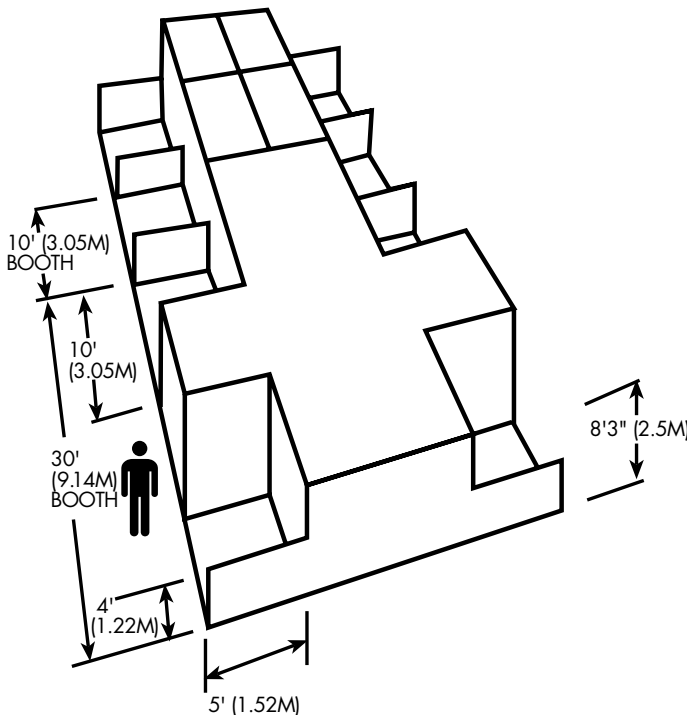
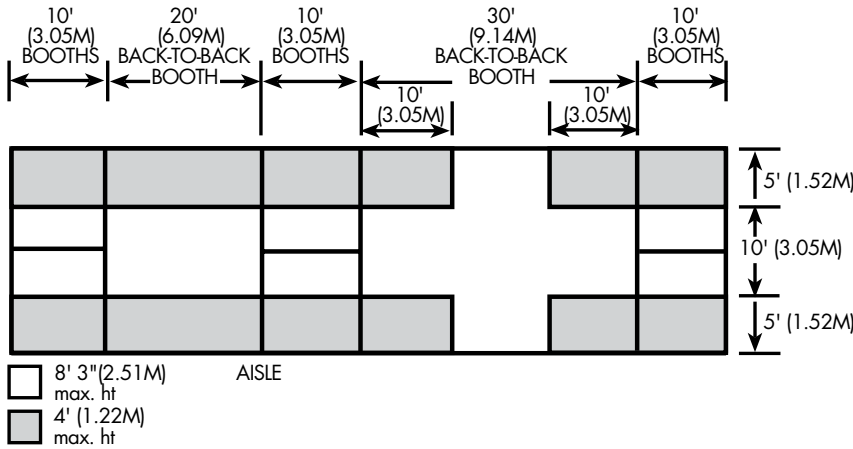
Peninsula booths are normally "faced" towards the cross aisle. Any portion of the exhibit bordering another exhibitor's booth must have the back side of that portion finished and must adhere to applicable display rules and regulations.

Exhibitors installing a display with a ceiling must check with the local fire department to ensure that their display meets necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.



# back to back booth

**Definition: Four or more standard units back to back with aisles on opposite sides.**



## Height

Exhibit fixtures, components, and identification signs will be permitted to a maximum height of 8'3" (2.51m).

*Intent – If a portion of an exhibit booth extends above 8'3" (2.51m) high, the display back walls will detract from the overall impact of the exhibit adjoining that booth regardless of how the sides of the offending exhibit are finished.*

## Depth

All display fixtures and components over 4'0" (1.22m) in height and placed within 10'0" (3.05m) of an adjoining exhibit, must be confined to that area of the exhibitor's space that is at least 5'0" (1.52m) of the back line.

*Intent – Each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of exhibit. Exhibitors with larger booth space, 30'0" (9.14m) or more, should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 4'0" (1.22m) and within 10'0" (3.05m) of a neighboring exhibit is intended to accomplish both of these aims.*

## Important

Space dimensions shown on the floor plan are from center line of booth equipment, such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.

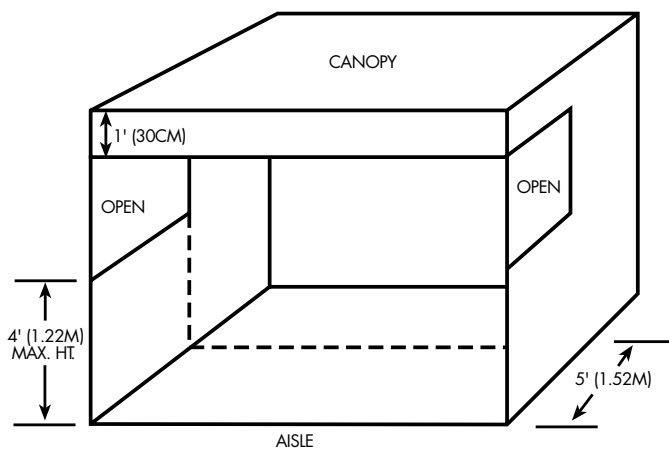
# canopies and ceilings

**Definition: An exhibit component supported over an exhibitor's space for decorative purposes only.**

## Height

Canopies, false ceilings and umbrellas will be permitted to a height that corresponds to the regulation for the booth space. For example, canopies will not exceed

8'3" (2.51m) in height in a standard booth configuration. Furthermore, the canopy or false ceiling will not exceed 1'0" (30cm) in depth and cannot be used for identification or display purposes.



*Intent – Exhibitors using canopies or false ceilings to create a desired environment within their booth space should be allowed to do so as long as the canopy and its support structure does not violate height or depth regulations.*

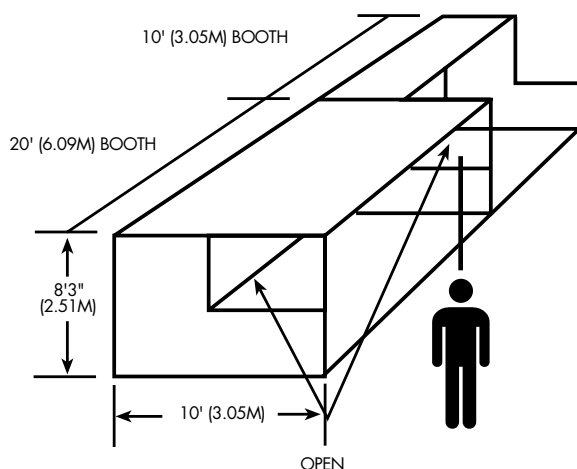
## Depth

Canopies may extend out to the aisle line and up to the booth line on either side of an exhibitor's space providing that the support structure will not exceed 3" (7.62cm) in width. Furthermore, canopies, false ceilings or umbrellas will not be used for identification or display purposes except as would normally be allowed for any exhibit component within the regulations set forth for the exhibit configuration.

*Intent – Exhibitors adjoining exhibits with canopies are entitled to the same reasonable sight line from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth.*

## Important

Exhibitors installing a display with a ceiling must check with the local fire department to ensure that their display meets necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.



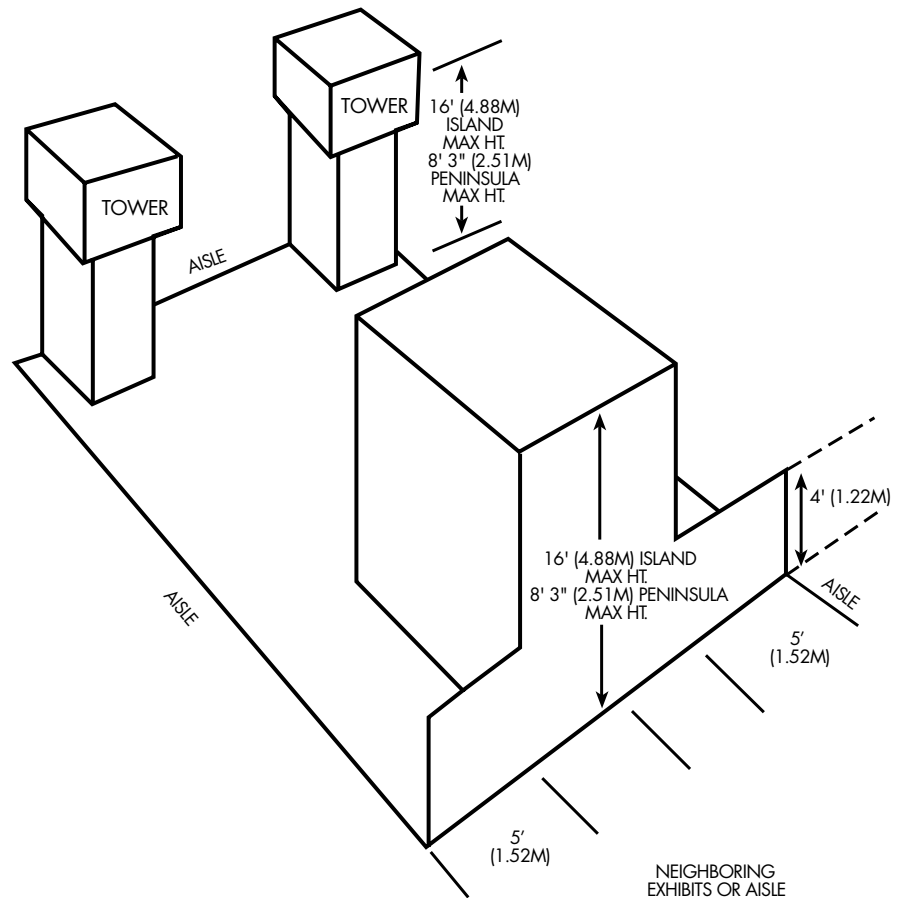
# towers

**Definition: A free-standing exhibit component separate from the main exhibit fixture that is used for identification and display purposes only.**

## Height/Depth

Towers will be permitted to a height and depth that correspond to the regulations for the booth space. For example, towers that are part of a peninsula exhibit will not exceed 8'3" (2.51m) in height, and will not be placed within 10'0" (3.05m) of an adjoining exhibit unless they are confined to that area of the exhibitor's space that is within 5'0" (1.52m) of the back line. Towers that are part of an island exhibit will not exceed 16'0" (4.88m) in height.

*Intent – Towers are part of the overall exhibit presentation and, therefore, must be treated as a component of the total exhibit configuration. The maximum height and depth regulations have been set to avoid undue competition between exhibitors to see who can go the highest or be seen the farthest. Exhibitors who are adjoining exhibits with towers are entitled to the same reasonable sight line from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth.*



## Structural Integrity

All exhibits featuring fixtures or booths exceeding 12'0" (3.66m) in height must provide drawings which include a signature or stamp of review by a structural engineer. Drawings must be available to exposition management, installation/dismantling contractor(s), and governmental authorities.

*Intent – Exhibitors adjoining exhibits with towers are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.*

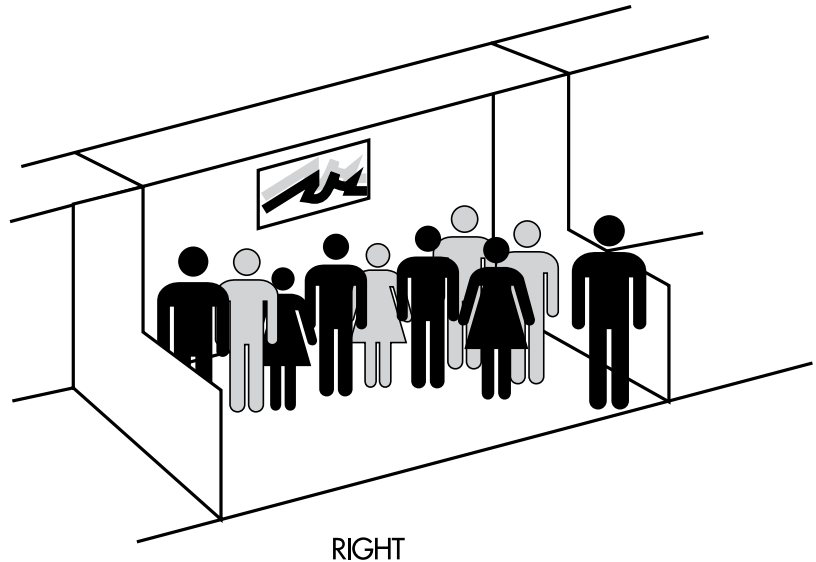
## Important

Exhibitors installing a display with a tower must check with the local fire department to ensure that their display meets necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.



# demonstrations

**Definition: The part of the exhibit program involving the interaction of exhibit personnel and their audience through corporate presentations, product demonstrations or sampling.**



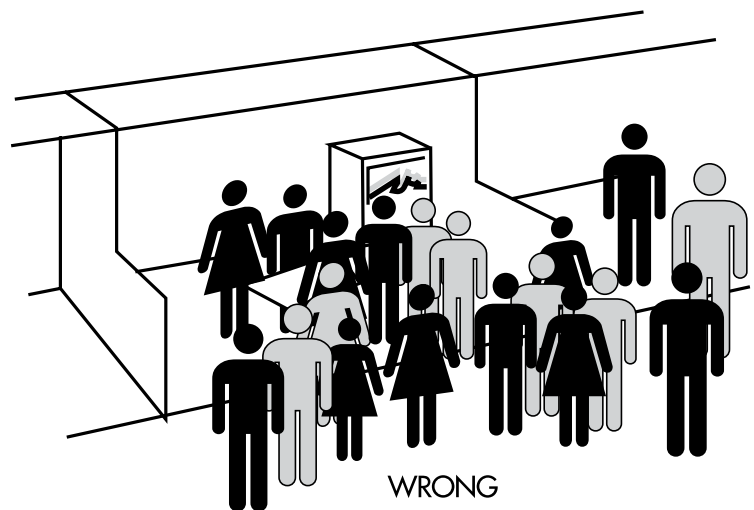
## Regulations

Demonstration areas must be organized within the exhibitor's space so as not to interfere with any aisle traffic. Sampling or demonstration tables must be placed a minimum of 2'0" (60cm) from the aisle line. Should spectators or samplers interfere with the normal traffic flow in the aisle, or overflow into neighboring exhibits, exposition management will have no alternative but to request that the presentation or sampling be eliminated.

*Intent – The aisles are the property of the entire show. Each exhibitor has the responsibility to ensure proper flow of traffic. When large crowds gather and interfere with the flow of traffic or overflow into neighboring booths, it is an infringement on the rights of other exhibitors. Aisles must not be obstructed at any time.*

## Sound

Exhibitors must ensure noise levels, from demonstrations or sound systems, are kept to a minimum and do not interfere with others. Exposition management reserves the right to determine at what point sound constitutes interference with others and must be discontinued.



## Safety Precautions

All product demonstrations involving any moving and potentially hazardous machines, displays or parts, must have hazard barriers to prevent accidental injury to spectators. Demonstrations must always be supervised by exhibitor personnel who can stop the demonstration in the event of an emergency. All demonstrations involving potentially

hazardous by-products such as: dust, fumes, sparks, or flames, must be approved in writing by exposition management and the local fire department 60 days prior to the show.

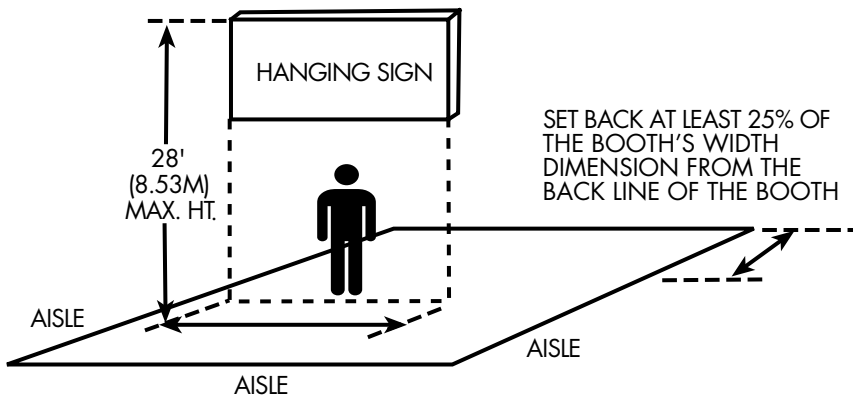
# hanging signs

**Definition: Ceiling hung component, suspended above an exhibit of 400 square feet or larger with an aisle on at least three sides for the purpose of displaying graphics or identification.**

## Height

Ceiling hung identification signs and graphics will be permitted to a maximum height of 28'0" (8.53m) provided written approval is received from show management.

*Intent – Hanging signs are part of the overall exhibit presentation and, therefore, must be treated as a component of the total exhibit configuration. All signs, whether suspended or attached to the exhibit, will be permitted to a maximum height that corresponds to the regulation for the booth space.*



LENGTH OF SIGN NOT TO EXCEED 50% OF THE CORRESPONDING DIMENSION OF THE BOOTH

## Depth

All hanging signs must be set back at least 25% of the booth's width from the back line of the booth.

*Intent – Hanging signs, whether double-faced or not, should be set back within the exhibitor's space so as not to detract from the overall impact of the exhibit that is directly adjacent.*

## Structure Integrity

All exhibits featuring hanging signs must provide drawings which include a signature or stamp of review by a structural engineer. Drawings must be available to exposition management, installation/dismantling contractor(s), and governmental authorities.

## Important

Exhibitors must use lightweight materials in the construction of a hanging sign to eliminate excessive stress to the facility ceiling structure.

*Intent – Exhibitors adjoining booths with hanging signs are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.*

## Size

Hanging signs and graphics will be permitted to a total length of the exhibitor's space that does not exceed 50% of the corresponding dimension of the booth.

*Intent – The size and number of hanging signs must be limited in order to minimize the stress to the facility ceiling structure on the part of any one exhibitor.*

**Note:** All Hanging signs must be finished on all exposed sides.