

Guidelines for Display Rules & Regulations

The following Guidelines for Display Rules and Regulations have been established in accordance with guidelines set forth by Premier, Inc. based on those established by the International Association of Exhibition and Events (IAEE). The IAEE Guidelines for Display Rules and Regulations were originally created to promote continuity and consistency among North American exhibitions. Since their introduction, they have become the model for most domestic exhibitions.

These Guidelines for Display Rules and Regulations are intended to be used as a resource for exhibitors and Show Management in creating consistent and fair exhibiting standards for all of the organization's events. The text and illustrations have been clarified and updated with the intent of affording exhibitors a maximum return on the exhibit investments.

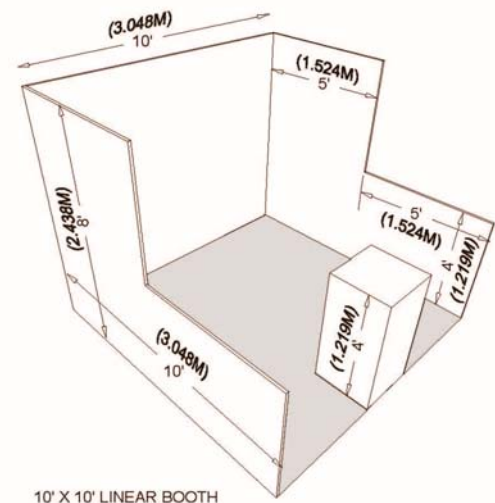
Compliance with fire, safety, Americans with Disabilities Act (ADA), and other government requirements have also been addressed. However, due to ever-changing federal, state and local policy and code revisions always check with local venue and exhibition service contractors for updates to local regulations.

It is Premier's goal that by establishing these Guidelines for Display Rules and Regulations, each exhibitor shall be provided with all the information necessary to properly design and build exhibits, as well as plan their booth's layout and content. Our goal is to assure all exhibitors, regardless of exhibit size or location, an environment conducive to successful interaction with their audiences.

In-line Booth

In-line (or Linear) Booths are generally arranged in a series along 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 re-configuration, 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, In-line Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep. A maximum back wall height limitation of 8ft (2.44m) is specified. Use of Space Regardless of the number of In-line Booths utilized, (e.g. 10ft x 20ft, 10ft x 30ft, 10ft x 40ft or 10ft x 50ft), 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), including signage, 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. Overhead hanging signs are not permitted for In-line Booths; nor may any signage, etc. extend beyond the 8ft (2.44m) height restriction.



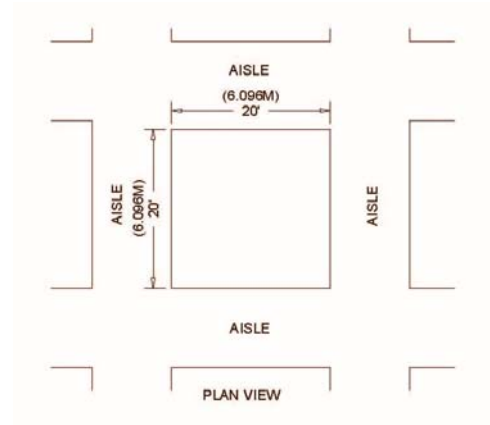
Corner Booth

A Corner Booth is an In-line Booth at the end of a series of linear booths with exposure to aisles on two (2) sides. All other guidelines for In-line Booths (above) apply.

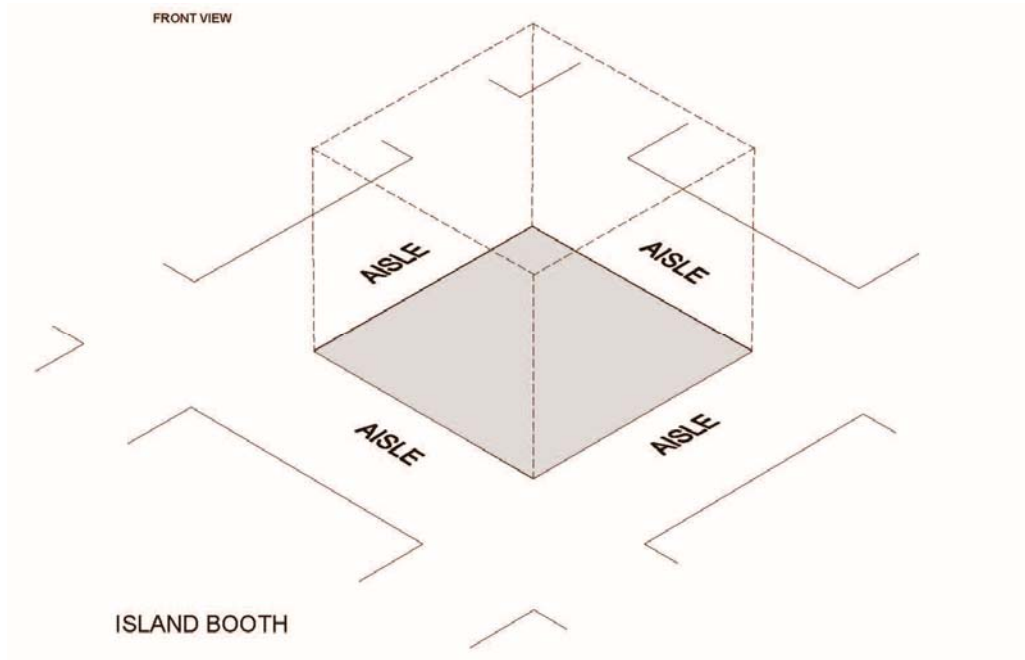
Island Booth

An Island Booth is a 20ft (6.09m) x 20ft (6.09m) or larger sized booth which is not directly adjacent to any other booth and is typically (but not always) exposed to aisles on all four sides. Island Booths are a minimum of 20ft (6.09m) x 20ft (6.09m) or larger, although it may be configured differently.

The entire cubic content of this configuration may be used, up to the maximum allowable height, without any back wall line of sight restrictions, 16ft (4.877m) is the maximum height allowance.



Overhead signs are permitted for Island Booths 20ft (6.09m) x 20ft (6.09m) or larger. Height limitation from the floor to the bottom of the sign is 20ft (6.09m) and must be directly over contracted space only.



Other Important Considerations

Towers and Canopies- 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.

A Canopy (frame) can be either decorative or functional. Canopies for In-line booths should comply with Line-of-Sight requirements. Canopy supports are to be no wider than three inches 3in (.08m).

Ceilings are not permitted for Inline-line booths.

Hanging signs are allowed for Island booths 20ft (6.09m) x 20ft (6.09m) or larger. In-Line and Corner and do not qualify for hanging signs. Height limitation from the floor to the bottom of the sign is 20ft (6.09m) and must be directly over contracted space only.

Multi-storied Exhibits require prior approval by the exhibit facility, relevant local government agency, as well as show management. The city building department 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. All other Washington DC rules and regulations must be followed.

All areas that are enclosed by solid walls and ceilings must be provided with approved smoke detectors which are audible outside the area of the booth. A fire watch may also be required.

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.usdoj.gov/crt/ada/adahom1.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.

All Islands and any booth over 600sq ft. are required to submit a booth layout to Premier, 90 days prior to show set-up.

Any use of a vehicle within the exhibit space must be pre-approved by Show Management at least 90 days prior to show set-up.

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 may 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 and the facility.

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

- No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space.
- Lighting, including gobos, should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or exhibition aisles.
- Lighting which is potentially harmful, such as lasers or ultraviolet lighting, should comply with facility rules and be approved in writing by Show 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.

Balloons of any type are not permitted on the show floor.

Storage Fire regulations prohibit storing product, literature, empty packing containers, or packing materials behind back drapes or under draped tables.

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, audio visual presentations, and demonstration areas to ensure compliance. Exhibitors should be aware of local regulations regarding fire/safety and environment which must be adhered to.

Special caution should be taken when demonstrating machinery or equipment that has moving parts or any product that is otherwise potentially dangerous. Exhibitor should establish a minimum setback of 3ft (.91m) and/or install hazard barriers as necessary to prevent accidental injury to spectators.

Sound/Music 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. Sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth. 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. ASCAP, BMI, and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music.