

Exhibit Space Display & Event Regulations

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 Web site – www.ada.gov

Balloons:

No balloons of any kind will be permitted.

Canopies and Ceilings:

Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or to allow for hanging products). Canopies for in-line/linear or perimeter exhibit spaces must comply with line-of-sight requirements. (See “Use of Space” for in-line/linear or perimeter exhibit spaces).

The bottom of the canopy should not be lower than 7ft from the floor within 5ft of any aisle. Canopy supports should be no wider than 3 inches. This applies to any exhibit space configuration that has a sight line restriction, such as an in-line/linear exhibit space. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings, and other similar coverings. Check with the appropriate local agencies prior to determining specific exhibition rules.

You are allowed to bring your own or order from the official event contractor. If you need to use the concrete floor to demonstrate your product, please contact Event Management for approval.

Carpet:

Exhibit booths are NOT carpeted. Exhibit spaces are not required to have carpet or some floor covering, but you may if you desire. You are allowed to bring your own or order from the official event contractor. If you need to use the concrete floor to demonstrate your product, please contact Event Management for approval.

The floor plan is often changing due to new sales, exhibit space moves, etc. It is the exhibitor's responsibility to monitor the online floor plan. If you see that a competitor has selected a location near you or a location opens that you would be interested in relocating to, please contact Rich Grainger or Maria Labriola.

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 building and local regulations regarding fire/safety and environment which must be adhered to. Exhibitor Conduct: The distribution of any articles that interfere with the activities or obstructs access to neighboring exhibit space, or that impedes the aisles, is prohibited. Exhibitors must conduct their sales promotion activities only from within the confines of their exhibit space.

Exhibitor Conduct:

Exhibit space personnel, hired staff (i.e. models, mascots), promotional feature (i.e. bars, traffic builders) along with distribution of any marketing materials must be within the confines of the exhibit space. Any exhibit space personnel, hired staff or promotional features (i.e. bars, traffic builders) that obstructs access to neighboring exhibit spaces, or that impedes aisles, is prohibited.

Dismantling Early:

Sponsors are not permitted to dismantle their booth until the expo hall closes on the last day of the show.

Exhibitor Badges & Expo Hall Access:

All personnel representing the exhibitor or their agents must be identified with the official SASE exhibitor badge for access to the expo hall (including installation & dismantle). Prior to onsite registration opening, security will distribute temporary set-up badges.

Exhibitors are allowed access during installation & dismantle hours. On expo days, exhibitors will be allowed access to the expo hall one (1) hour prior to expo hours with the official SASE expo badge. See Schedule at a Glance for hours.

If an exhibitor needs to stay in his/her exhibit space after expo hours, please contact Event Management so we can notify security.

Fire Equipment & Egress Signs:

Exhibit space displays and equipment shall not impair the visibility of egress signs, fire hoses, extinguishers, and audible or visual devices.

Hanging Signs & Graphics:

Hanging signs and graphics are allowed in island exhibit spaces. The maximum height is 18ft to the top of the sign. (In-line/ linear or perimeter exhibit spaces do not qualify for hanging signs and graphics). 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 use-of-space requirements. For example, the highest point of any sign should not exceed the maximum allowable height for the exhibit space type.

Lighting:

Exhibitors should adhere to the following suggested minimum guidelines when determining exhibit space 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 Event Management for approval.
- Lighting, including gobos, should be directed to the inner confines of the exhibit 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 Event 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.

Multi-story Exhibit:

Rules vary depending on the facility. See convention center rules.

Open Exhibit Space Locations:

Any open exhibit space location will be available at the current exhibit space rental. To purchase an additional open exhibit space location, contact a member of Event Management for pricing and payment options. Any exhibitor that expands into another exhibit space location that is not contracted to them will be charged for the additional space.

Product Height:

Some exhibitors have products that exceed display height restrictions. Exhibition organizers have guidelines for displaying such products. Products exceeding height restrictions are usually permitted, providing they are displayed in operating mode, and the names and logos, etc. on the product are as it is sold no additional advertising is attached. Please contact Event Management for approval for variance in height regulations.

Sound/Music:

In general, exhibitors may use sound equipment in their exhibit spaces 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 exhibit space 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 an exhibit space. Exhibitors should be aware that music played in their exhibit spaces, 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.

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 exhibit space area, so long as these items do not impede access to utility services, create a safety problem, or look unsightly. Exhibit spaces on the end of an aisle where the back of the exhibit space is visible and unsightly, maybe required by Event Management to add drape to mask the unsightliness.

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 fork lifts. Displays should also be able to withstand moderate wind effects that may occur in the expo 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.

Suitcasing & Outboarding:

“Suitcasing” is the act of suppliers or sales representatives soliciting business in the aisles of the exhibition, in another company’s exhibit space, during any event activities without authorization from Event Management. Notify Event Management if you witness anyone “suitcasing”. “Outboarding” is the act of non-exhibiting companies, Associations, suppliers, or sales representatives conducting meetings, hospitality functions, training or showrooms with event participants off of the expo floor (in hotels, restaurants, parking lots and other venues) without having purchased an exhibit space at the event or having authorization from Event Management. “Suitcasing and outboarding” are violations of the SASE exhibition policy. Please report any violations to Event Management.

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 space configuration being used. Towers in excess of 8ft 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.

Vehicles:

Rules vary depending on the facility. See convention center rules. Depending on the exhibit space location, a targeted move-in may be required for the vehicle. Please notify Event Management if you will be displaying a vehicle and confirm if a targeted move-in time will be required.