

# ITS AMERICA CONFERENCE & EXPO 2026

## DISPLAY RULES & REGULATIONS

The following rules and guidelines specify what an exhibitor can and cannot do with their booth space. These rules and guidelines are based on the physical characteristics of the exhibit hall, the intent to be equally fair to all exhibitors, and the safety of all concerned. Please review these rules and plan your display accordingly as variances will not be granted prior to the show or on-site.

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### Health and Safety Requirements for 2026:

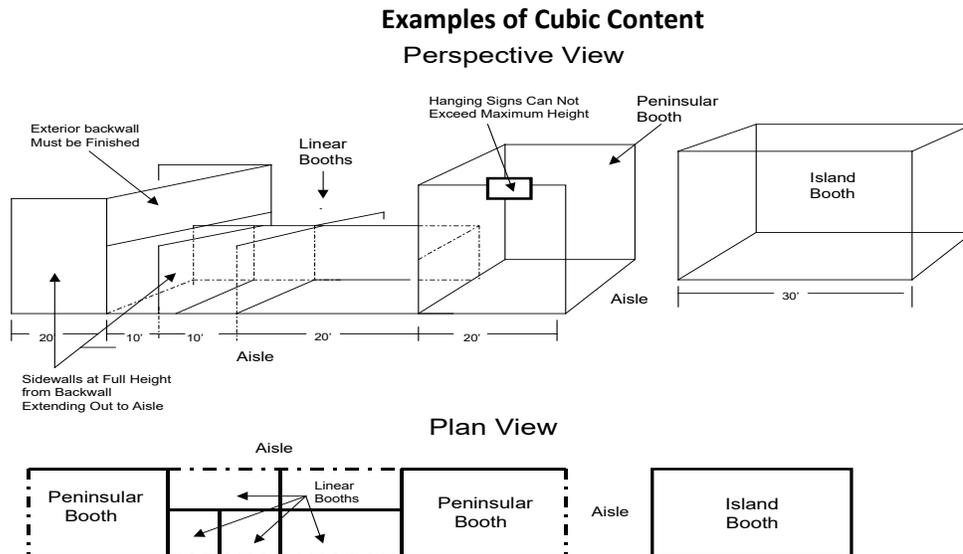
Please review all health & safety guidelines on the Official ITSA Conference & Expo website:

[Safety, Security and Wellness \(itsamericaevents.com\)](https://www.itsamericaevents.com)

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**CUBIC CONTENT – ITSACE** follows the **cubic content rule**, which allows exhibitors to make maximum use of their booth space. Under the cubic content rule, exhibitors may build up to the front of their booths, and up to the maximum allowable height according to booth type as indicated below. However, anything above the provided drapery heights must be finished, neutral and devoid of copy on any wall adjacent to another exhibitor. Please refer to the **HEIGHT LIMITATIONS** section for additional information

- **In-Line (standard) booth** -Bounded by 1 or 2 aisles- **10' HEIGHT LIMITATION**
- **Peninsula booth(must be 400sqft or larger)**-Bounded by 3 aisles- **16' HEIGHT LIMITATION**
- **Island booth** -Bounded by 4 aisles - **20' HEIGHT LIMITATION**



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**DEMONSTRATION AREAS** - Demonstration areas must be confined within the exhibit space so as not to interfere with any traffic in the aisles. Exhibitors must contract sufficient space to be able to comply with this rule. When large crowds gather to watch a demonstration and interfere with the flow of traffic down the aisles or create excessive crowds at neighboring booths, it is an infringement on the rights of other Exhibitors. Aisles may not be obstructed at any time.

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**DEMONSTRATION EQUIPMENT** - Equipment, product or machinery, when displayed to demonstrate or simulate industrial application, are exempt from the foregoing height limits, but are restricted only by ceiling height, as well as, building and safety codes.

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**DISPLAY BOOTH SPECIFICATIONS AND GUIDELINES** - Exhibitor's display booth(s) shall conform to the following specifications - the maximum height of a display booth at the backwall, including any form of lighting system, signage, or header shall be:

- **In-Line (standard) booth** -Bounded by 1 or 2 aisles- **10' HEIGHT LIMITATION**
- **Peninsula booth(must be 400sqft or larger)**-Bounded by 3 aisles- **16' HEIGHT LIMITATION**
- **Island booth** -Bounded by 4 aisles - **20' HEIGHT LIMITATION**

Please refer to the **HEIGHT LIMITATIONS** section for additional information

***If you have a question about the type of your booth, please contact Reed Exhibitions.***

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**DO NOT BLOCK AISLES OR INVADE NEIGHBOR'S SPACE** - No sign or decorative materials may protrude into the aisles or encroach upon neighboring booths. No obstruction may be placed in any aisle, passageways, lobby, or exit leading to any fire extinguishing appliances.

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### **DRONE/UNMANNED AERIAL VEHICLE POLICY (UAV)**

Drones are not permitted to be operated in Huntington Place without prior written approval of Huntington Place and Show Management.

- Casual or recreational use is strictly prohibited.
- Drones can be operated in leased Exhibit hall spaces only (unoccupied during flight)
- Drones cannot be operated in public spaces, including but not limited to, all concourses, lobbies, pre-function spaces, food courts.
- Show Management must provide the following information at least 21 days in advance: Equipment operator's company and contact information. Make & Model of the drone Size & weight of the drone FAA Small Unmanned Aircraft system ID number & Certificate of Registration Documentation from equipment operator regarding their certification, training and qualification to operate. Flight Plan & date and time of operations for approval

#### *Additional Conditions/Restrictions:*

- Drone is restricted to gross weight of 10lbs.
- Drone must maintain at least 5 feet clearance from any building structures.
- Drone must be within the Operators Visual Line-of-Sight at all times. Operator must be within 50' of the drone at all times.
- A spotter may be required based upon flight plan.
- Must provide an emergency plan if controls or battery were to fail

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- All Drones must be equipped with an indoor protective foam hull (hulls are foam covers to minimize damage to drones and soften the impact in case of crash)

### *Insurance Requirements:*

- Show Management must provide Huntington Place with a minimum of \$2 million in coverage specifically for drone operation with ASM Global, Detroit Regional Convention Facility Authority (DRCFA) and City of Detroit listed as additional insured.
- Drone operator must also provide Huntington Place with a minimum of \$2 million in coverage with ASM Global, DRCFA and City of Detroit listed as additional insured.

### *Hold Harmless Agreement:*

- A Hold Harmless Agreement must be generated by Show Management and the Equipment Operator stating that in the event of an incident, Huntington Place will not be held liable.

### *Special Arrangements:*

- Even where approved for usage, drone will not be allowed to fly over any populated areas. Any deviation from this must be approved in writing by Huntington Place and Detroit Fire Department. Special netting, barriers and/or Fire Inspectors on-site may be required at a cost to Show Management

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**EXPOSED AREAS MUST BE FINISHED** - All backwalls, sidewalls or any other exposed areas of the display must be draped or finished surfaces. No graphics, logos, or print facing into another booth is allowed. Any company advertisement or promotion must face into the aisle. In-line and peninsula booths must have a finished backwall covering the back of the booth. See-through backwalls or displays which do not cover the backwall completely will not be allowed.

Please note that **ALL FIRE HOSE CABINETS AND FIRE EXTINGUISHERS MUST BE KEPT VISIBLE AND CLEAR WITH A 36" CLEARANCE. FIRE EXTINGUISHERS MAY NOT BE REMOVED OR RELOCATED.**

After **5:00 PM on Tuesday, June 9, 2026**, any part of a booth with unfinished side or backwalls will be draped by Show Management at the expense of the exhibitor.

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**GOOD TASTE AND THE RIGHTS OF OTHERS** - Show Management may require any Exhibitor to make changes in their exhibit if, in Show Management's opinion, the exhibit does not conform to prevailing standards.

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**GRAPHICS ON NEIGHBORS' SIDE** - The backside of walls – the common border facing a neighboring booth – must be clear of copy, logos, or other graphics, so as not to be an eyesore to neighboring exhibitors.

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**HANGING SIGNS** - Hanging signs must comply with the **HEIGHT LIMITATIONS** guidelines listed below. This includes all hanging or suspended material such as banners and balloons (where permitted), etc. The top of the sign (or other material) may not exceed the height limitation specific to your type of booth. **Booths**

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which qualify to suspend “hanging signs” are only Island, Peninsula or Walk-Through booths of 400 sq. ft. or larger. All hanging signs in booths that are touching a neighboring booth must be hung 5’ off the back wall that is touching the neighboring booth. Lobby booths are not eligible for hanging signs above their booths.

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**HEIGHT LIMITATIONS** - The following maximum height limits will be strictly enforced. **No height variances will be granted prior to or on-site at the show.** Please plan your booth display and sign structures accordingly. Maximum allowable height is also directly affected by the ceiling height of your booth area.

- **Linear Booths** - Bounded by 1 or 2 aisles. Hanging Signs are not permitted in linear booths. It is much more cost effective to floor mount signage with a linear booth height limit of 10 ft. Note: side-drape provided is 3 feet high and the back-drape provided is 8 feet high.

**MAXIMUM HEIGHT LIMIT WITHIN A LINEAR BOOTH = 10 FEET**

- **Peninsula Booth** - Bounded by 3 aisles. To be considered a Peninsula Booth, the total square footage of your booth **MUST be 400sqft or larger**. Exhibit booths must also be at least 20’ deep and 20’ wide to meet Show Managements requirements for hanging signs. Hanging signs in peninsula booths may reach a height limit of 16’ to the top of sign. Two-sided or circular signs must be hung 5’ from the back wall that touches your neighboring booth. Note: the back-drape provided for your booth is 8’ high.

**MAXIMUM HEIGHT LIMIT WITHIN A PENINSULA BOOTH = 16 FEET**

- **Island Booth** - Bounded by 4 aisles. Booths must also be 20 ft. deep and 20 ft. wide to meet Show Managements requirements for hanging signs. Hanging signs in island booths may reach a height limit of 20 ft. to top of the sign.

**MAXIMUM HEIGHT LIMIT WITHIN AN ISLAND BOOTH = 20 FEET**

**PLEASE NOTE:** Nothing will be permitted above these maximum heights, including signs, banners, truss structures, lighting and/or display materials.

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**INSPECTION DEADLINE** - Any booth not occupied by **3:00 PM, Tuesday, June 9, 2026**, will be presumed abandoned. If there is freight in the booth and Show Management believes the Exhibitor will be arriving late, the General Contractor will set up the display to the best of their ability with the information available. If there is no freight in the booth and/or Show Management believes the Exhibitor will not participate in the show, the booth will be reassigned. Exhibitors arriving after this time will be given space available and may incur additional costs. **ALL EXHIBITS MUST BE COMPLETELY SET BY 5:00 PM, Tuesday, June 9, 2026.** No shipment will be accepted after **5:00 PM, Tuesday, June 9, 2026**, or at any time on **Wednesday, June 10, 2026**. Absolutely no shipment, equipment or material may be brought onto the show floor during show hours.

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### **MULTI-LEVEL / DOUBLE DECKER/ COVERED EXHIBITS GUIDELINES –**

All double-decker booths or structures with closed solid ceiling booths must have hardwired electric powered smoke detectors and sprinkler system installed in their display. A sprinkler system may not be required, subject to Fire Marshal approval if the exhibitor provides 24-hour security at their own expense.

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- Electrically powered smoke detectors with a backup battery power source must be hardwired to a circuit that is powered 24 hours a day. It must be installed in the ceiling of all multi-level booths and all rooms or storage areas that have ceilings.
- One smoke detector is required for 900 square feet of continuous ceiling.
- The placement of smoke detectors must be 30 feet on center of your booth. Be sure to advise our exclusive electrical contractor that you will need 24 hour circuits when placing your electrical order.
  - In the case where a double-deck booth is blocking the facilities fire pull stations or strobe lights, additional approval and measures to rectify such blockage of fire safety systems may be necessary.
  - All double-deck booths' plans must have a stamped seal from a State of Michigan licensed Engineer. Egress Plan for emergency exit must be included.
  - All plans must be submitted to the venue's Engineering department and Fire Marshal for approval. Please check regarding the prevailing fees.
  - Maximum structure height for Halls A, B, C and D is 25 feet (19 feet for booths under the dividing line of each hall) and Hall E is 15 feet.

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**NO NAILS OR SCREWS** - Nothing may be posted, tacked, nailed, or screwed to columns, walls, floors, or other parts of the building. Any damage or defacement caused by infractions of this rule will be remedied by Show Management at the expense of the rule-breaking exhibitor.

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**SOUND LEVELS** - Sound level of presentation should be kept within the confines of the booth area and must not interfere with neighboring exhibits. Show management will exercise their right to provide and maintain a fair exhibiting environment to all customers. Excessive sound can be offensive and distracting. Each exhibitor is entitled to an atmosphere that is conducive to conducting business, without excess noise from other Exhibitors. Any audio equipment (i.e., sound system, audio from a video wall, microphones), whether in the booth or as part of a display, may not exceed a sound level of eighty-five (85) decibels. Reed Exhibitions will be sensitive and responsive to complaints registered by spectators, neighboring Exhibitors, or other personnel, and will have appointees to respond to all complaints.

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**STAFFING ATTIRE** - All Expo staff whether it be exhibitors, direct employees or hired contractors are expected to dress in an appropriate manner conducive to conducting business. Attire of an overly revealing, suggestive nature or expletive nature is not permitted. Examples of such inappropriate attire may include but are not limited to:

- Tops displaying excessive cleavage
- Tank tops, halter tops, camisole tops or tube tops;
- Miniskirts or minidresses;
- Shorts;
- Lycra (or other Second-Skin) bodysuits;
- Objectionable or offensive costumes.

These guidelines are applicable to all booth staff, regardless of gender, and will be strictly enforced. Reed Exhibitions and the ITSACE Show Management team reserve the right to request that individual(s) / booth staff change their attire or leave the premises immediately if we feel their appearance might be offensive / disruptive to other exhibitors or attendees.

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### VEHICLE DISPLAYS

1. All fuel tank fill caps shall be self-locking or taped in an approved manner to prevent tampering.
  2. Fuel in the fuel tanks shall not exceed two (2) U.S. gallons.
  3. Vehicles or equipment shall not be fueled or defueled on City of Detroit property. The battery's positive lead must be disconnected. If approved by the Fire Marshal, batteries used to power auxiliary equipment may be permitted to be kept in service.
  4. CNG, LNG, LPG (propane), and hydrogen fuel tanks shall have their emergency shut off valve(s) in the closed position.
  5. Batteries in electric vehicles shall be rendered inoperable by the removal of fuses or other approved methods but are not required to be disconnected.
  6. RV's, campers, tractor-trailers, and other vehicles with more than 120 square feet of ceiling shall have an operational smoke alarm per divided section.
  7. It may be necessary to inspect, move or relocate a vehicle before or during a show. For this reason, it is recommended that a set of keys be available on site for all vehicles.
  8. Gasoline and diesel may not be stored on-site.
  9. All keys must remain with show management.
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Be sure to review the Official General Information Handbook from the Huntington Place CC located here: [Huntington Place - General Info Handbook](#)