

ITS ANNUAL MEETING 2021

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.

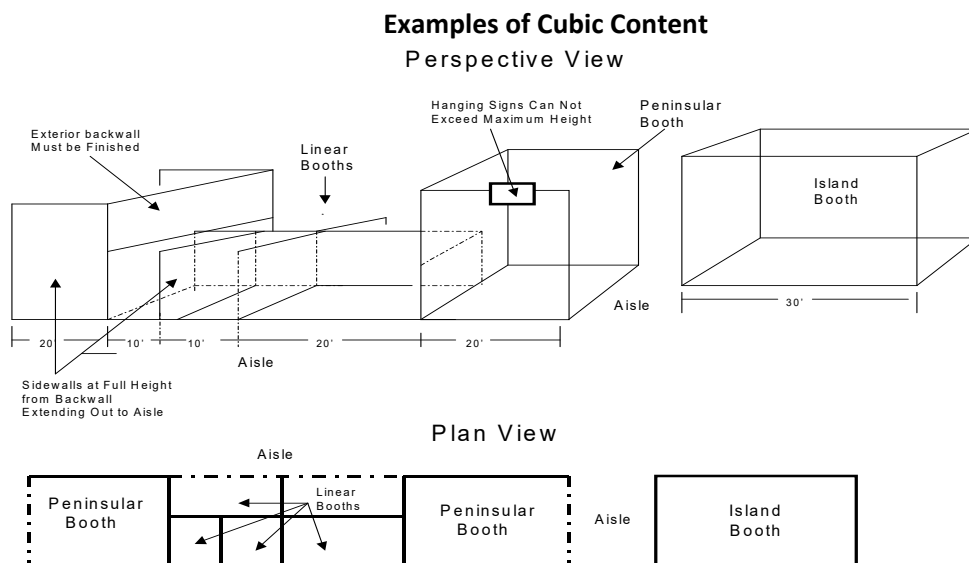
New Health and Safety Requirements for 2021:

EXHIBIT BOOTH HAND SANITIZER: All exhibit booths are required to have hand sanitizer containing a minimum of 60% alcohol. Facility staff will be checking that exhibitors have hand sanitizer readily available within their booths. There is no minimum size requirement for hand sanitizer bottles.

For ITSA's latest information on health and safety guidelines and/or requirements in response to COVID-19, please [click here](#).**

CUBIC CONTENT - ITSA 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**



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

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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.

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.

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.

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.

DOUBLE DECKER BOOTHS/LARGE BOOTH REGULATION – Per Charlotte Convention Center regulation, all double decker booths as well as booths 7,500 sqft or larger, must submit an architectural drawing and will need to get an engineering approval. Please have this readily available in your booth if your exhibit falls into either category.

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, December 7, 2021**, any part of a booth with unfinished side or backwalls will be draped by Show Management at the expense of the exhibitor.

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.

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 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.

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.

INSPECTION DEADLINE - Any booth not occupied by **3:00 PM, Tuesday, December 7, 2021**, 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, December 7, 2021.** No shipment will be accepted after **5:00 PM, Tuesday, December 7, 2021**, or at any time on **Wednesday, December 8, 2021**. Absolutely no shipment, equipment or material may be brought onto the show floor during show hours.

MULTI-LEVEL / COVERED EXHIBITS GUIDELINES - Covered booths exceeding 1,000 sq. ft. require a sprinkler system. A separate plan submittal and permit application are required. If the upper level of a

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multi-level booth is greater than 300 sq. ft., two remote means of egress are required and will be field verified by the fire inspector.

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.

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.

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 ITSA 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.