



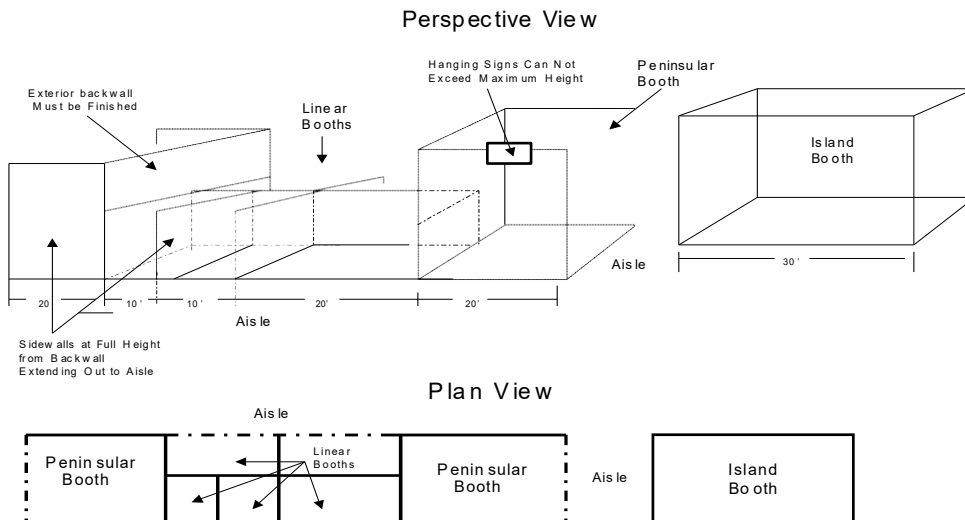
DISPLAY RULES & REGULATIONS

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.

CUBIC CONTENT – ALUMINIUM USA 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 drape 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** - Bounded by 3 aisles - **16' HEIGHT LIMITATION**
- **Island booth** - Bounded by 4 aisles - **25' HEIGHT LIMITATION**

Examples of Cubic Content





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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.

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.

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.

EXPOSED AREAS MUST BE FINISHED - All back walls, 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 back wall covering the back of the booth. See-through back walls or displays which do not cover the back wall 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 5:00pm on Tuesday, October 24th any part of a booth with unfinished side or back walls will be draped by Show Management at the expense of the exhibitor.

FLOOR COVERING GUIDELINES - Your entire booth area needs to have an appropriate, flame retardant floor covering. Any booths without floor coverings by 5:00pm on Tuesday, October 24th will be carpeted by General Service Contractor at the exhibitor's cost.

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.

HANGING SIGNS - Hanging signs must comply with the **HEIGHT LIMITATIONS** guidelines listed below. This includes all hanging or suspended material such as banners, truss, 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.

HEIGHT LIMITATIONS – Aluminum USA 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 in the following descriptions.

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.

- **Linear Booth** - 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 10ft. 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. Exhibit booths must also be at least 10 ft. deep and 20 ft. wide to meet Show Managements requirements for hanging signs. Hanging signs in peninsula booths may reach a height limit of 16 ft. to top of sign.

MAXIMUM HEIGHT LIMIT WITHIN A PENINSULA BOOTH (400 SQ FT OR LARGER) = 16 FEET

- **Island Booth** - Bounded by 4 aisles. Booths must also be at least 10 ft. deep and 20 ft. wide to meet Show Managements requirements for hanging signs. Hanging signs in island booths may reach a height of 25 ft. to top of sign.

MAXIMUM HEIGHT LIMIT WITHIN AN ISLAND BOOTH (400 SQ FT OR LARGER) = 25 FEET



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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 **5:00pm on Tuesday, October 24th** will be presumed abandoned. If there is freight in the booth and Show Management believes the Exhibitor will be late, then RES will set up the display as best they can 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 **4:00pm on Tuesday, October 24th** although exhibitors may fine tune their booth Wednesday, October 25th before show opening at 10:00am. No shipment will be accepted past 5:00pm on **Tuesday, October 24th**. Absolutely no shipment, equipment, or material may be brought onto the show floor during show hours.

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.
