



OCTOBER 20 & 21, 2009 · ROCK FINANCIAL SHOWPLACE · NOVI, MI

## RULES AND REGULATIONS

These rules and regulations have been adopted to give each exhibitor more effective use of his/her space without infringing on the rights of neighboring booths. Space dimensions shown on floor plans are from center line of booth equipment, such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.

### STANDARD BOOTH

Definition: One or more standard units in a straight line.

Booth Design: Exhibit fixture, components and identification signs will be permitted to a maximum height of 8'3" (2.5m). All display fixtures over 4'0" (1.22m) in height and placed within 10 lineal feet (3.05m) of an adjoining exhibit, must be confined to that area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line for those exhibits with 14'0" (4.27m) depth or more. Meanwhile, for those exhibits with 9'0" (2.75m) or less of depth, they must confine their display fixtures over 4'0" in height to the back half of the booth.

Intent: Each exhibitor is entitled to a reasonable sight-line from the aisle regardless of the size of the exhibit. Exhibitors with larger space- 30 lineal feet (9.14m) or more- should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 4'0" (1.22m) and within 10 lineal feet (3.05m) of a neighboring exhibit is intended to accomplish both of these aims.

### PERIMETER WALL BOOTH

Definition: Standard booth located on the outer perimeter wall of the exhibit floor.

Booth Design: Exhibit fixtures, components and identification sign will be permitted to a maximum height of 12'0" (3.66m) in perimeter wall booths. All display fixtures over 4'0" (1.22m) in height and placed within 10 lineal feet (3.05m) of an adjoining exhibit, must be confined to that area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line for those exhibits with 14'0" (4.27m) depth or more. Meanwhile; for those exhibits with 9'0" (2.75m) or less of depth, they must confine their display fixtures over 4'0" in height to the back half of the booth.

Intent: See Standard Booth guidelines.



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## TOWERS

**Definition:** A free standing exhibit component separate from the main exhibit fixture that is used for identification and display purposes only.

**Design:** Towers will be permitted to a height and depth that correspond to the height and depth regulations for the appropriate exhibit configuration of which they are a part. For example, towers that are part of a peninsula exhibit will not exceed 16'0" (4.88m) in height, and will not be placed within 10 lineal feet of a neighboring exhibit unless they are confined to that area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line to avoid blocking the sight-line from the aisle to the adjoining booth.

**Structural Integrity:** Towers in excess of 12'0" (3.55m) must have drawings available for inspection by exposition management, the installation and dismantling contractor, the exhibitor and governmental authority during the time the tower is being erected, exhibited and dismantled at the show site that include a signature or stamp of a reviewing structural engineer indicating that the structure designed is properly engineered for its proposed use, and a signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth on the drawings.

**Intent:** Exhibitors adjoining exhibits with towers are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.

## GENERAL SAMPLING INFORMATION

It can be expensive to keep having product delivered from storage to your booth throughout the day. With that in mind, you may want to adopt some of the following tips:

- Pre-plan your sampling so that your product is exhausted prior to the close of the show each day.
- Restrict your portion size to a small taste of your product, as meal-sized portions tend to attract long lines, which constrict access to neighboring booths.
- To keep delivery costs to your booth low, consider ways to store as much product in your booth as you will use each day.
- Try to arrange your product deliveries prior to the show opening each day. Also, try to avoid having deliveries made during overtime periods, which begin at 4:30 p.m. each day.

## BEVERAGE SAMPLING REGULATIONS

The maximum cup size that beer may be sampled in is 5 oz.

The maximum portion serving for wine/mixed wine drink/mixed spirit drink is 3 oz.

The maximum portion serving for spirits is 1 oz.



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## HOW MANY HANDOUTS DO YOU NEED?

A frequently asked question is: How do you determine how many samples or handouts to bring to a trade show? Over the years, veteran exhibitor Dick Gaven, former National Restaurant Association show manager, has developed the following recipe:

**First**, determine the number of presentations you can make in an hour.

**Second**, multiply that by the number of hours your goods will be on display.

**Third**, multiply the results by the number of booth workers.

\* THEN CUT THE NUMBER IN HALF \*

## GADGETS AND GIMMICKS

A trade show is not a circus. The use of photographers, musicians, entertainers, loud speakers, stereo equipment and noise-making devices is restricted to within the booth. Balloons, horns, use of animals or other devices that create objectionable noises, odors, or congestion are prohibited. Show Management reserves the right to determine when such items become objectionable. Review Contract Rules & Regulations- "Operation of Displays"

## DEMONSTRATION REGULATIONS

When sampling or demonstrating, booths must be arranged so attendees come into your booth to receive their samples and do not block the aisles, which, if obstructed, could hurt the traffic to neighboring exhibits. In any case, service tables must be at least 3' back from the aisle. The exhibitor is held responsible if a line of samplers or spectators interferes with adjoining exhibits. In such cases, Exposition Management is required to insist on intermittent sampling or demonstrating to avoid line formation. If you expect many people to congregate at one time, you must leave space within your own exhibit area to absorb the majority of the crowd. Intent: The aisles are the property of all exhibitors; therefore, each exhibitor has the responsibility to assure proper flow of traffic through the entire show. When large crowds gather to watch a demonstration or entertainment and interfere with the flow of traffic down aisles, or create excessive crowds in neighboring booths, this is an infringement on the other exhibitors' rights. Aisles must not be obstructed at any time.

## SOUND

Police your own booth to be sure the noise level from any demonstrations or sound system is kept to a minimum and does not interfere with others. Remember the use of sound system or equipment producing sound is an exception to the rule, not a right. Show Management reserves the right to determine at what point sound constitutes interference.