



ITINERARY – SUPPLIER AND COMPONENT DISPLAYS

INDOOR EXHIBITOR INFORMATION		
SET-UP DAYS	Monday, July 16, 2018	8:00 a.m. – 5:00 p.m.
	Tuesday, July 17, 2018	8:00 a.m. – 5:00 p.m.
	Wednesday, July 18, 2018	8:00 a.m. – 10:00 a.m.
SHOW HOURS FOR SUPPLIER/COMPONENT/OUTDOOR DEMO AREA EXHIBITORS	Wednesday, July 18, 2018	1:00 p.m. – 5:00 p.m.
	Thursday, July 19, 2018	9:00 a.m. – 5:00 p.m.
	Friday, July 20, 2018	9:00 a.m. – 5:00 p.m.
	Saturday, July 21, 2018	9:00 a.m. – 5:00 p.m.
TEAR DOWN*	Saturday, July 21, 2018	5:00 p.m. – 9:00 p.m.
	Sunday, July 22, 2018	8:00 a.m. – 12:00 p.m. Must be completed by 12:00 p.m.

IMPORTANT FORMS	RESPOND BY DATES
Event Guide Advertising**	Call for availability
After Hours Emergency Information	Wednesday, June 20, 2018
Badge/Credential Request	Wednesday, June 13, 2018 (Mail) Wednesday, June 20, 2018 (Hold)
Certificate of Insurance	Immediately
Hale Expo Services (furniture, phones, shipping, carpet, etc.)	Friday, June 22, 2018
Electrical Requests – Hale Expo Services	Friday, June 22, 2018
All Exhibitor Live-In Area Request	Limited – First come, first served
Hotel Reservations	Immediately
Dealer/Distributor Attendance Form**	Immediately
Service and Local Service Requests**	Immediately
Sponsorship	Immediately
CAM-PLEX Internet & WiFi Service	Sunday, July 1, 2018

***Early tear down will result in fines.** Please refer to back-side of exhibit space contract, Item XVI, section F.
 **Please return all forms prior to the published deadline dates. We appreciate your cooperation.



SHOW PURPOSE AND ELIGIBILITY

This show is for manufacturers and dealers of RVs, RV accessories, RV components, campgrounds, supplies, and those providing a service to the RV industry or RV owner. If there are any questions regarding the eligibility of your product, please contact FMCA. Outdoor display spaces are reserved solely for displaying RVs or displays inappropriate for indoors (subject to FMCA approval).

All vehicles on display must meet the criteria required for membership. Please note: Production-line tow trailers are not permitted in the RV display area. Tow trailers that are for sale and that have been custom built by an RV manufacturer specifically to accompany or to use with a specific unit, usually to be displayed with it, are permitted in the RV display area. The tow trailer must be displayed carrying the vehicle it is intended to tow.

No RV, bus conversion, or product may be displayed in the exhibit area unless it is the product of a commercial member of FMCA.

SHOW HOURS

The show days/hours during which the exhibits will be open to FMCA members and public attendees are as follows:

SHOW DAY	SHOW HOURS
Wednesday, July 18, 2018	1:00 p.m. to 5:00 p.m. *
Thursday, July 19, 2018	9:00 a.m. to 5:00 p.m.*
Friday, July 20, 2018	9:00 a.m. to 5:00 p.m.*
Saturday, July 21, 2018	9:00 a.m. to 5:00 p.m.*
	Teardown ends at 9:00 p.m. on July 21.

*Exhibits officially close to the public and registered members at designated show hours end time; however, anyone in the exhibit area may remain 30 minutes past the closing hour of the show. Show personnel must also leave the exhibit area no later than 30 minutes following the close of the show each day, unless arrangements have been made with the Director of Events.

INTERNATIONAL CONVENTION & RV EXPO INFORMATION

Should you have questions regarding any of the information contained in this manual, please write or call Ranita Jones (ext. #214), Tina Henry (ext. #254), or John Renda (ext. #262):

FMCA

8291 Clough Pike
Cincinnati, OH 45244
800-543-3622
513-474-3622
513-474-2332 Fax

Email:

rjones@fmca.com
thenry@fmca.com
jrenda@fmca.com



RULES, REGULATIONS, AND RESTRICTIONS

AISLE INTEGRITY REGULATIONS

If your display spans an aisle, you may carpet the aisle; however, the aisle must remain free of obstructions. Please see the reverse side of your exhibit space contract regarding restrictions.

Per Section VII, paragraph B of the Exhibit Space Contract: Additional show rules in exhibitor confirmation materials will also apply. Supplier/Component exhibitors should read the enclosed "Guidelines for Display Rules and Regulations" that have been adopted for FMCA International Conventions & RV Expos.

DISPLAY LOCATION RESTRICTIONS

No products may be displayed in the parking lots. Vehicles left overnight must be registered at the exhibitor office and bear proper credentials. **Unregistered vehicles will be towed at owner's expense.** No dealer signs, addresses, or advertising messages are permissible in parking lots.

EXHIBIT SPACE RESTRICTIONS

The Director of Events reserves the right to restrict exhibits which, because of noise or for any reason, become objectionable, and also to prohibit or evict any exhibit, which, in his judgment, may detract from the general character of the show. In the event of such restrictions or evictions, Show Management shall not be liable for refunds of any kind. The Director of Events or Show Decorator may request changes in the method of display if found objectionable to an adjoining exhibitor or Show Management.

EXTENSION CORD REGULATIONS

All extension cords must be a minimum 12-gauge wire, 3-prong cord and must be UL approved. **Electrical cords in walkways within your booth must be secured to the floor in such a way that they do not present a trip hazard.**

ELECTRICAL WARNING

The 500-watt electrical outlet provided within your booth space is rated for a maximum of 5 amps or 500 watts. You are responsible for the knowledge of the amperage being used in your space. Any additional power requirements above what is provided will be the financial responsibility and liability of the Exhibitor.

FIRE EXTINGUISHER REGULATIONS

Please be advised that all RVs are required to have a fire extinguisher on board. This includes all display units, exhibitor live-in units, and all RVs being used as demo units.

GIVEAWAY RESTRICTIONS

Exhibitors who wish to distribute non-food giveaway items bearing their advertising message may do so from their display space only. All food and beverage items must be arranged through the approved catering list.

HEIGHT RESTRICTIONS

A height restriction for all indoor displays will be in force. Booths will have a draped eight-foot-high back partition and three-foot-high side partition. Height of rear booth partition must not exceed eight feet, three inches in height. Side partition on booth may be eight feet three inches high half the depth of the booth from the back of booth, but remainder of the partition must be no higher than four feet. No partition across the front of the booth may be higher than four feet. All surfaces exposed to an aisle or other booths must be of a finished nature, either by draping or decorative panel.

Please refer to the "Guidelines for Display Rules and Regulations" within this section for full details. This information has been reprinted by permission of the International Association of Exhibitions and Events.

Company names, logos, and insignias may not appear higher than eight feet three inches from the floor whether attached to the booth backdrop or displayed on booth decorations. A fine equal to one-half the cost of the display space rented, up to a maximum fine of \$500 will be issued to companies not adhering to the enclosed guidelines.



PET RESTRICTIONS

NO pets will be allowed within the exhibit buildings, seminar rooms, activity areas, concession areas, or within the RV display area.

RULES AND REGULATIONS COMMITTEE

The backside of the exhibit space contract contains the rules and regulations relative to FMCA International Conventions & RV Expos. These rules have been developed under the guidance of the FMCA Show Committee and the FMCA Commercial Council. The Council is comprised of commercial members elected by the commercial membership at large. These rules are meant to provide an attractive and successful show while ensuring fairness to all exhibitors. No exceptions to these rules will be considered without the written consent of the Director of Events. Council members' names and addresses are located in the event program and members will have white ribbons attached to their name badges.

INSURANCE, LIMITATIONS, AND LIABILITY

INSURANCE

Each exhibiting company, including all dealers and distributors, must carry its own all-risk insurance on its property and must be covered by a comprehensive general liability insurance policy providing limits of at least \$1,000,000 combined bodily injury and property damage per each occurrence. It is mandatory that each exhibiting company, including all dealers and distributors participating within a manufacturer's display, provide a valid certificate of insurance.

Exhibitors must carry their own insurance through their own sources and at their own expense and must show proof thereof. This certificate must be sent to FMCA immediately. Failure by FMCA to request or review insurance certificates showing proof thereof shall not be deemed to constitute a waiver of FMCA's rights or exhibitor's obligations hereunder.

Neither the exhibit facility, nor FMCA, nor any of its service contractors or its Show Decorator will be responsible for loss or damage to any Exhibitor property while in transit to or from the building or while in the building. Please refer to the Certificate of Insurance form found in the *Dated Materials* section of this manual. You will not be permitted to set up your display unless a valid certificate of insurance is on file.

LIMITATION AND LIABILITY

The Exhibitor covenants to indemnify and to save harmless Family Motor Coach Association (FMCA), the Show sponsors, its Event Manager, Show Decorator, and service contractors from and against any and all claims, demands, causes of action, suits, or judgment (including reasonable attorney fees, costs, and expenses incurred in connection therewith) for death or injuries to persons or loss of or damage to property arising out of, or in connection with, the use and occupancy of the exposition area or the demised exhibit and display space or spaces by the Exhibitor, his agents, servants, employees, contractors, licensees or invitees and not caused by the negligence of its officers, agents, employees and servants. In the event of any claims made or suits filed, FMCA shall give Exhibitor prompt written notice, by certified mail, to the address stated on the contract, of such claim or suit, and the Exhibitor shall have the right to defend or settle the same to the extent of his interest hereunder.

FMCA shall not be responsible for any failure to perform any of its obligations hereunder in the event the premises in which the Show is to be held becomes, in the sole judgment of FMCA, unfit for occupancy as the result of strikes, lock-outs, acts of God, inability to obtain labor or materials, government action or whatever nature, war, civil disturbance, fire, unavoidable casualty or other causes, whether similar or dissimilar, beyond the control of FMCA and which cannot be overcome by due diligence. In the event of termination by FMCA as a result of the aforesaid causes, the Exhibitor expressly waives such liabilities and releases FMCA of and from all claims for damages and agrees FMCA shall have no obligation to exhibitor except to refund to Exhibitor the fee paid for space less a proportionate share of all expenses incurred by FMCA for the Show.

It is further expressly agreed and understood that the Show, its sponsors, its Manager, its staff, and Show Decorator, shall not be held responsible for any loss of, or damage or injury to, property belonging to the



Exhibitors, his agents, contractors and employees while the said property is in the exposition area, or at any other time and place.

The owners of the property on which the Show is held will not be responsible for injury, loss or damage that may occur to the Exhibitors or to the Exhibitors' employees or property from any cause whatsoever, prior to, during, or subsequent to the period covered by the Show.

MINORS IN THE DISPLAY AREA DURING SET-UP/TEAR DOWN

Minors (anyone under age 18) are expressly prohibited in exhibit areas during set-up or tear-down hours. Your cooperation is greatly appreciated.

EXHIBIT SPACE INFORMATION

EXHIBIT ARRIVAL DATE/MOVE-IN

Supplier and component exhibitors may set up their exhibits as follows:

Set Up Date	Set Up Time
Monday, July 16, 2018	8:00 a.m. to 5:00 p.m.
Tuesday, July 17, 2018	8:00 a.m. to 5:00 p.m.
Wednesday, July 18, 2018	8:00 a.m. to 10:00 a.m.

Please do not arrive prior to this time for set up of your display or move-in of exhibitor live in areas. Your cooperation is appreciated.

All indoor exhibits must be in place no later than 10:00 a.m. on Wednesday, July 18, 2018. Late exhibitors will not be permitted to set up exhibits during show hours, 9:00 a.m. to 5:00 p.m., Thursday, Friday, and Saturday, July 19, 20, & 21, 2018. Move-in of late exhibits is at the total discretion of show management. There is no guarantee that exhibitors arriving late will be permitted set-up.

During exhibit set-up and tear-down, please be aware that there is a 15-minute time limit for loading and unloading near the exhibit buildings. Your cooperation is greatly appreciated.

Indoor exhibit areas will be closed to exhibitors at 6:00 p.m. during set-up days and at 5:00 p.m. during show days. Exhibitors who need to replenish booth supplies may do so between the hours of 8:00 a.m. and 9:00 a.m., July 19, 20, & 21. Any exhibitor vehicle, which is defined as any vehicle that is considered to be street legal, will not be permitted to park near the exhibit buildings.

Exhibitor vehicles left within the exhibit area will be towed at exhibitor's expense. Any wheeled vehicle found to be parked contrary to posted notices is subject to enforcement measures that may be taken to ensure compliance, including but not limited to towing of the vehicle at the owner's expense and/or eviction from the event. Please inquire at the on-site exhibitor office for the exhibitor vehicle parking lots.

EXHIBIT CANCELLATIONS, WITHDRAWALS AND REDUCTIONS

Any exhibitor that cancels, withdraws from the show, or reduces the size of its space for any reason forfeits any money paid as liquidated damages, and exhibitor agrees to be legally obligated to remit any unpaid balance for such assigned space. FMCA reserves the right to rent to another exhibitor or to eliminate or to maintain vacant the cancelled space without obligation to the exhibitor. FMCA reserves the right to sell space to another exhibitor if space is left empty or is not used in the manner originally intended by FMCA. No space may be used solely for storage purposes.

EXHIBIT INSTALLATION & TEAR DOWN

Nothing shall be attached to any of the pillars, walls or tent walls, doors, floor or fixtures, and parking lots except by permission of the Director of Events or Show Decorator. If the premises are defaced or damaged by any act of negligence by any Exhibitor, its agents, or guests, the Exhibitor will apply to FMCA such a sum as shall be deemed necessary for complete restoration to previous condition.



All necessary electrical, gas, steam, tents, water, or drainage outlets and services required by the Exhibitor shall be installed only by personnel hired or approved by the Show Decorator and at the Exhibitor's expense.

By signing the exhibit space contract, each exhibitor has agreed that their displays will remain intact in their assigned space(s) until 5:00 p.m., Saturday, July 21, 2018. Those who choose to attend the event on July 21 have the right to see the show fully set. Exhibits shall not be removed before completion of the show except by permission of the Director of Events who will notify FMCA security.

NOTE: Exhibitors tearing down early will be fined a fee of \$300 per booth display and may lose the right to participate in the space drawing/space assignment procedures for the next event, or forfeiture of future exhibit rights. This rule will be strictly enforced. Please don't discount the value of your display and of the other exhibitors.

Exhibitors will not be permitted to park at the loading dock until the close of the show at 5:00 p.m., Saturday, July 21, 2018.

Exhibitors must dismantle and remove their exhibits no later than 12:00 p.m. on Sunday, July 22, 2018. Your cooperation is appreciated.

In order to avoid a "clean-up" charge, exhibitors must remove all debris and decorations from their display area prior to vacating the event. Exhibitors that wish clean-up assistance must apply through FMCA's show decorator, Hale Expo Services. Removal of items or clean-up of display equipment, boxes, crates, carpet, or debris will be billed to exhibitors.

EXHIBIT SPACE GUARD SERVICE

Roving guard service is provided during set-up and dismantling of exhibits and during the hours when exhibits are closed. Every reasonable precaution is taken to protect property; however, it is the responsibility of each exhibitor to protect their property from loss and theft. FMCA, the exhibit facility, or service contractors hired by FMCA, do not accept any liability for loss or theft. At the close of the show, it is the exhibitor's responsibility to make sure that its RVs or equipment from the display areas are turned over to the proper person or persons authorized by the exhibitor to remove same from the exhibit facility. FMCA, the exhibit facility and service contractors assume no responsibility for ensuring equipment leaves the premises with the person or persons authorized to remove same.

Exhibitors that need continuous security at their displays, either during or after show hours, are advised to furnish their own security guard that may, by pre-approval of FMCA, remain at an exhibit space when exhibits are closed for the day. Pre-approved security guards must also register at the FMCA exhibitor registration office.

FAILURE TO OCCUPY EXHIBIT SPACE

Any supplier/component or Outdoor Supplier Demo space not occupied by 10:00 a.m., Wednesday, July 18, 2018, will be considered cancelled and forfeited by the exhibitor and subject to the provisions of Paragraph XIV on the back of the exhibit space contract. Use of space as storage does not constitute "occupation."

SUPPLIER DEMONSTRATOR AREA EXPLANATION

If you are a supplier/component exhibitor who experiences difficulty demonstrating your product due to safety concerns regarding movement of the product, noise, height, product type, or size restrictions set forth in the show rules (see back of contract, Section VII, for size restrictions), you may request space in the "Supplier Demonstrator Area," which will be located as close as possible to the supplier/component exhibit areas. Exhibitors are not required to purchase booth space in order to obtain space in the Supplier Demonstrator Area. **RVs are permitted in this area, but are not allowed to be used as a live-in unit.**

Products appropriate for this area include generators, display trailers with several components (the trailer being too large for a supplier booth), production-line tow trailers that exceed size limitations for a supplier booth as outlined in the exhibit contract, etc. Products that do not qualify for this area are accessory display trailers or other exhibits containing products that are small enough for a supplier booth display and that will not create a noise problem inside the exhibit area.



Individual spaces in the demonstrator area will be assigned following the drawing for exhibit space. A plot plan must be submitted designating the size of the space requested with the area required by the product drawn to scale within the requested space. Photos are requested and will facilitate the approval process for this area. Space will be available for purchase at \$5.00 per square foot. Minimum and maximum size requirements will prevail in the supplier demonstrator area (10' minimum width, 10' minimum depth; 20' maximum depth). You will be notified if your product "does not qualify" for this area.

Electricity and phone lines are available in this area at an additional charge. Please call Hale Expo Services, 800-333-4253 to request this service. Hale Expo Services rates will apply.

USE OF EXHIBIT SPACE

Exhibit space is to be used solely for display of product, service, or merchandise. No display vehicle may be used for living quarters. No exhibitor, other firm, corporation, or individual shall advertise or distribute literature concerning the product of any other firm, corporation, or individual except as specified in its contract for space. No exhibitor shall assign, sublet, or apportion the whole or any part of the space allotted herein without the written consent of the Director of Events.

SHOW DECORATOR AND FREIGHT INFORMATION

DELIVERIES

If you are shipping materials to the event, please be advised that shipping information is found within the Hale Expo Services exhibitor manual. All freight shipped to the addresses listed in the Hale Expo Services manual will be signed for, picked up, and delivered to your display by Hale Expo Services. There will be a charge for this service and service should be requested in advance through Hale Expo Services.

If you wish to avoid shipping and drayage charges, you may ship your supplies to a company representative staying in a hotel, ship to the local post office in the area, or ship to a local UPS office in the area. **All deliveries to the grounds, including trucking companies, UPS, Fed-X, YRC, DHL, etc., are immediately sent to Hale Expo Services who will sign for all freight.** If exhibitors wish to avoid charges, arrangements should be made with the delivering carrier to meet them off-site in order to avoid shipping/drayage charges.

United States Postal Service
311 S. Kendrick Avenue
Gillette, WY 82716-9998
(phone) 307-682-3727 (fax) 307-687-2818

UPS Customer Center
475 State Hwy. 50
Gillette, WY 82718-9330
(phone) 800-742-5877

FedEx Express Ship Center
814 Madison Street
Gillette, WY 82716
(phone) 800-463-3339

Exhibitors using any of the above services should call ahead and make arrangements for inbound freight, hours of operation, and directions. Fees may apply.

SHOW DECORATOR INFORMATION/SERVICES

Enclosed within this information is a section marked *Hale Expo Services*, FMCA's official show decorator. Hale Expo Services will provide forms for furniture rental, electrical service, labor, shipping information, cleaning services, telephone service, special sign orders, and other related services. You may want to visit their website at www.haleexpo.com for further information. If you have any questions or special requirements, please contact:



Hale Expo Services
Jim Rosenberg or Katie Quinlivan
828 East Ferry Street
Buffalo, NY 14211

You may also reach Hale Expo Services at (716) 896-6170; (800) 333-4253; (716) 896-8908 Fax, or by e-mail at jrosenberg@haleexpo.com or kquinlivan@haleexpo.com. Hale Expo Services will have a show office located on the grounds. Inquire at the exhibitor registration office for the exact location.

LIVE-IN RV PARKING INFORMATION

EXHIBITOR LIVE-IN PARKING AREA

Each exhibitor is entitled to one (1) free dry camping live-in space per each exhibit space purchased, *if requested in advance*. Additional dry camping live-in spaces are \$195.00 per unit. Exhibitors must pre-register, specifying the name(s) of the person(s) occupying the unit in advance in order to obtain the free dry camping exhibitor live-in space. Please refer to the Exhibitor Live-In Form found in the *Dated Materials* section of this manual.

Exhibitors who stay in the exhibitor live-in parking area or in the family parking area may not use their parking space or live-in vehicle as a sales location. Exhibitor units or other vehicles in the exhibitor live-in area are strictly forbidden from carrying any dealer or location identification, for-sale signs, product identification, or prices in their windows. Any exhibitor violating these rules will be asked to leave the event immediately, and may lose their right to display at the next event.

If you tow a utility trailer and are living in the exhibitor live-in area, you are required to place your storage trailer in the utility trailer storage area designated for such vehicles. There is available space in Lot P around the barns and horse stalls as needed. Inquire at the exhibitor registration office regarding the location of this area.

The use of generators is limited to 6:00 a.m. through 11:00 p.m. daily. Use at any other time is not permitted. Both full generator and non-generator parking areas are available; however, these areas are not located in the exhibitor live-in area. They will be located as far as possible away from other family or exhibitor units and will not necessarily be near the exhibit area.

Limited electric space is available and must be requested in advance. Fees for 30-amp are as follows: 30-amp electric only - \$175, 30-amp electric & water - \$195, 30-amp full hook-ups \$215. Please call for availability. Refer to the Exhibitor Live-In form located in the *Dated Materials* section of this manual.

SALES TAX INFORMATION

SALES TAX FORMS

Sales tax at the CAM-PLEX Multi-Event Facility located in Campbell County is 5%. CAM-PLEX is located at: 1635 Reata Drive, Gillette, Wyoming, 82718.

Wyoming Laws require all businesses and individuals to register with the Department of Revenue prior to conducting sales in this State. The Temporary Business Operations form is enclosed within this manual.

Should you have any questions regarding Wyoming Tax Law Requirements, please contact the Department of Revenue, Excise Tax Division, Taxpayer Services Section at 122 West 25th Street, Herschler Building 2nd Floor West, Cheyenne, WY 82002-0110. Phone 307-777-5200, Fax 307-777-3632, or visit their Website at: <http://revenue.state.wy.us>.

Please retain copies of your applications for your files.



GOLF CAR (CART) INFORMATION

GOLF CARS (CARTS) RENTAL INFORMATION

There are a limited number of golf carts available for rent in Wyoming. Rental golf carts will be available through GTI. Refer to the Golf Car information located in the *Dated Materials* section of this manual.

PRE-SOLD INSTALLATIONS & SERVICE AREA INFORMATION

PRE-SOLD INSTALLS

If you are an exhibitor participating at a chapter/manufacture pre-rally and find that you do not have enough time to complete your pre-sold installs, or if you have been contacted by a member that has an immediate service need, please be advised that FMCA has established procedures where you may perform pre-sold installation.

Exhibitors must have the appropriate exhibitor and/or service credentials in order to perform any pre-sold installations and emergency service. Please refer to the Pre-Sold Installation form found in the *Dated Materials* section of this manual. **You must also provide FMCA with an emergency phone number where you and/or your service personnel may be reached by the members of FMCA.** This phone number will be published in the program under the service area information found in the Grounds Services section. Members have been told that emergency service vehicles will be dispatched to their RVs. Should members inquire at the information center, emergency personnel will be called to perform emergency service.

EMERGENCY SERVICE DEFINITION: Emergency service is a situation where health and safety issues are a concern. An example would be a generator that is not functioning that would impact a health issue. A generator that needs service in the way of an oil change or filter change is not considered emergency service, but would be considered a general service inquiry.

SERVICE AREA

Service is considered very important to attendees. All RV manufacturers and component suppliers who exhibit are invited to provide service for their products and to provide the necessary trained personnel to perform the work. FMCA members have been informed of the companies that are offering service. These companies are listed in the program in the Grounds Services section.

Per the recommendation of the FMCA Commercial Council, the Service Center procedures for FMCA's Gillette, Wyoming, International Convention & RV Expo have been revised to allow family attendees to make service appointments **in advance**.

This will enable you, as a valued FMCA exhibitor, to pre-schedule service appointments and to bring the appropriate parts and service personnel to Gillette.

A limited Service Center will be available on Wednesday, July 18, 2018, from 8:00 a.m. through 1:00 p.m. for registered exhibiting companies that would like to take additional service orders prior to the opening of the show. Each company will receive one table and one chair for taking service orders. Please make sure that you have your service table staffed on the day that the Service Center is open.

FMCA will provide servicing companies with service location forms. These forms will contain a map of the grounds so that members may indicate to service personnel the location of their RV. You may obtain these forms at the exhibitor registration office when you check in for your credentials.

Service firms offering service may charge for non-warranty work, do work for free, recommend a local dealer or service center, or handle questions and problems from their displays -- whichever method suits their company policy.

If you are interested in providing service for attendees, please fill in the Service Request Form found in the *Dated Materials* section of this manual, and return it to FMCA immediately.



Many attendees needing service will begin entering the grounds several days prior to show days. It is highly recommended that those exhibitors planning to provide service during the event provide FMCA with the names of recommended service facilities in the local area that will be able to service RV components prior to show days. A list of these service facilities will be publicized so that attendees may obtain off-grounds "emergency" service prior to the show.

All companies offering service **must be exhibitors at the event and must be commercial members of FMCA** to be included in the program as a "servicing" company. Please call FMCA headquarters if you have questions.

FMCA has an "Emergency RV Service" policy regarding servicing of family member RVs prior to the opening of the service area. For your information, a copy of this draft follows this page of the manual.



OPERATION PROCEDURE	
SUBJECT	INDEX NO.
Emergency RV Service	A307
DEPARTMENT	EFFECTIVE
Convention	3/00
	SUPERSEDES
	APPROVAL LEVEL
	EB

1. Commercial members and/or local repair shops may perform emergency health and safety service prior to the start of FMCA international conventions on RVs in attendance.
2. The emergency service must be to repair equipment that has malfunctioned, which if not repaired, could cause a health or safety emergency for the occupants of the RV. Examples are refrigerator, generator, furnace, air conditioner, electrical, fuel leak, etc.
3. The service vehicles will be allowed on the grounds at 8:00 a.m. on the day that volunteer parking commences.
4. The member requiring service should let the parking crew member know what the emergency is. The crew member will notify the crew chief at the location, what requires repair, the RV information, and the parking location. The crew chief will inform a coordinator by radio of this information. The coordinator, who will have been designated by the chief of parking, will then notify the service vehicle.
5. All service must be performed at the member's RV site.

NOTE: A number of members working the 98th International Convention & RV Expo (member staff, parking crew, officers) may request service prior to Wednesday, July 18, 2018, due to their hectic schedules during the event. If you are willing to provide such service, please contact Tina Henry or Ranita Jones at FMCA at 800-543-3622. A list of approved service providers will be forwarded to these groups.



FAMILY MOTOR COACH ASSOCIATION

**PRE-CONVENTION SERVICE
ON-SITE AT INTERNATIONAL CONVENTIONS**

Commercial members of Family Motor Coach Association strive to provide 100% satisfaction for products offered to family members attending FMCA international conventions. In an effort to achieve this goal, the following proposal was adopted by the Commercial Council at the regularly scheduled meeting of FMCA Commercial Council on Wednesday, November 28, 2001. These procedures became effective beginning with the March 2002 convention in Perry, Georgia.

FMCA will permit service vehicles on-site during the first official day of family parking at the international convention provided the following criteria are met:

1. Service during the family parking days will be limited to emergency service and free or warranty service. Emergency service will include generators, refrigeration, air-conditioning, heat and invertors. Free and warranty service is limited to service being completed on existing equipment on an RV.
2. No new installations are permitted on RVs parked on-site in the family parking areas during the parking days prior to the start of the convention.
3. Each service vehicle offering emergency service must be pre-registered with the FMCA national office in accordance with procedures published in the exhibitor manual. Special "Emergency Service" credentials will be mailed to the person completing the registration forms which must be prominently displayed on the vehicle. No Emergency credential will be issued on-site.
4. There is to be no selling of any product or service in the family parking areas. All sales transactions must be limited to assigned exhibit areas.
5. Notices will be included in all family confirmation packets explaining the Emergency Service procedures and informing them of the credentials that must be displayed, as well as the restrictions on the sale of products. Members will be instructed to notify FMCA security or the FMCA office immediately if vendors without proper credentials approach them regarding service in the family area.
6. Any FMCA Commercial Member violating this procedure will be assessed a fine equal to ½ the cost of the booth space rented, up to a maximum fine of \$500. Second violation will be exclusion of participating in an FMCA convention for one calendar year.
7. Any non-FMCA related vendor not registered and attempting to provide this service will be considered trespassing and will be removed from the convention site by local law enforcement officials.
8. Any fine assessed to FMCA commercial exhibitors must be paid within 48-hours of written notification to the exhibitor. Failure to pay this fine within the timeframe established may result in immediate removal from the convention and expulsion from FMCA international conventions for one calendar year.

Respectfully Submitted:

FMCA Commercial Council
Service Sub-committee

Mike Thelander, Carl Verrips, Tom Neumann, Art Wyatt, Jeff Jefcoat, *ex officio*, Bob Lee, *ex officio*, Jerry Yeatts, *ex officio*



GENERAL EVENT INFORMATION

BADGES/VEHICLE CREDENTIALS

Please inform your employees, including delivery, tear down, pre-approved security guards, and set-up crew, that all personnel and vehicles must have credentials in order to enter the facility. Personnel will be issued badges, and all display units, exhibitor cars, live-in vehicles, and delivery vehicles will be required to have a vehicle pass. Credentials may be obtained at the exhibitor registration office.

As an exhibitor, your name badge is your identification and admission to the exhibit areas, all seminars, and entertainment functions. Your name badge should be worn at all times. Please refer to the Badge Forms located in the *Dated Materials* section of this manual.

Name badges requested on site will be \$5.00 per badge, and a business card with the exhibiting company's name and the name of the person requesting the badge must be presented. All other persons making badge requests must be accompanied by an exhibiting company representative and will be charged \$5.00 for a badge on site.

CATERERS

Please see the caterer provider list in the dated materials section.

EXHIBITOR LOUNGE

An exhibitor lounge will be located in the West concession stand in the concourse between Central Pavilion and East Pavilion.

SHOW COMMITTEE

The FMCA Commercial Council has appointed a show committee that will assist FMCA in the exhibitor area. This special committee will have responsibility for enforcing exhibitor rules and regulations and will be consulted if there are necessary additions or deletions of exhibit space after the drawing for exhibit space has been conducted. In the event of unforeseen circumstances regarding policy in the commercial area, this committee will be consulted and will make recommendations on behalf of the commercial membership.

If you have suggestions regarding commercial matters or recommendations, please inform your Commercial Council representatives prior to 5:00 p.m. on Thursday, July 19. The Council will meet on Friday, July 20, 2018. Your elected Commercial Council members are listed in the program along with their company names. Council members will also have white ribbons attached to their exhibitor badges and may be contacted at their displays.

USE OF STREET LEGAL VEHICLES IN DISPLAY AREAS

With the exception of vehicles authorized by FMCA, Street Legal Vehicles (including, but not limited to cars, motorcycles, trucks, and any other motorized vehicle that could be licensed for use on the public roads) may not be operated in exhibit areas or other outdoor areas, which are not specifically designated for public or private parking, where FMCA members or their guests may congregate while attending an activity held outdoors. This policy shall not prohibit the operation of Street Legal Vehicles on any public road or for the limited purpose of setting up or making deliveries to exhibit areas, provided that, such set-up or deliveries be made prior to the beginning of or after the actual conclusion of the official show hours.

USE OF AUTOMATIC BALANCING WHEELED CONVEYANCES IN INDOOR DISPLAY AREAS, SEMINAR ROOMS, AND PUBLIC ASSEMBLY LOCATIONS

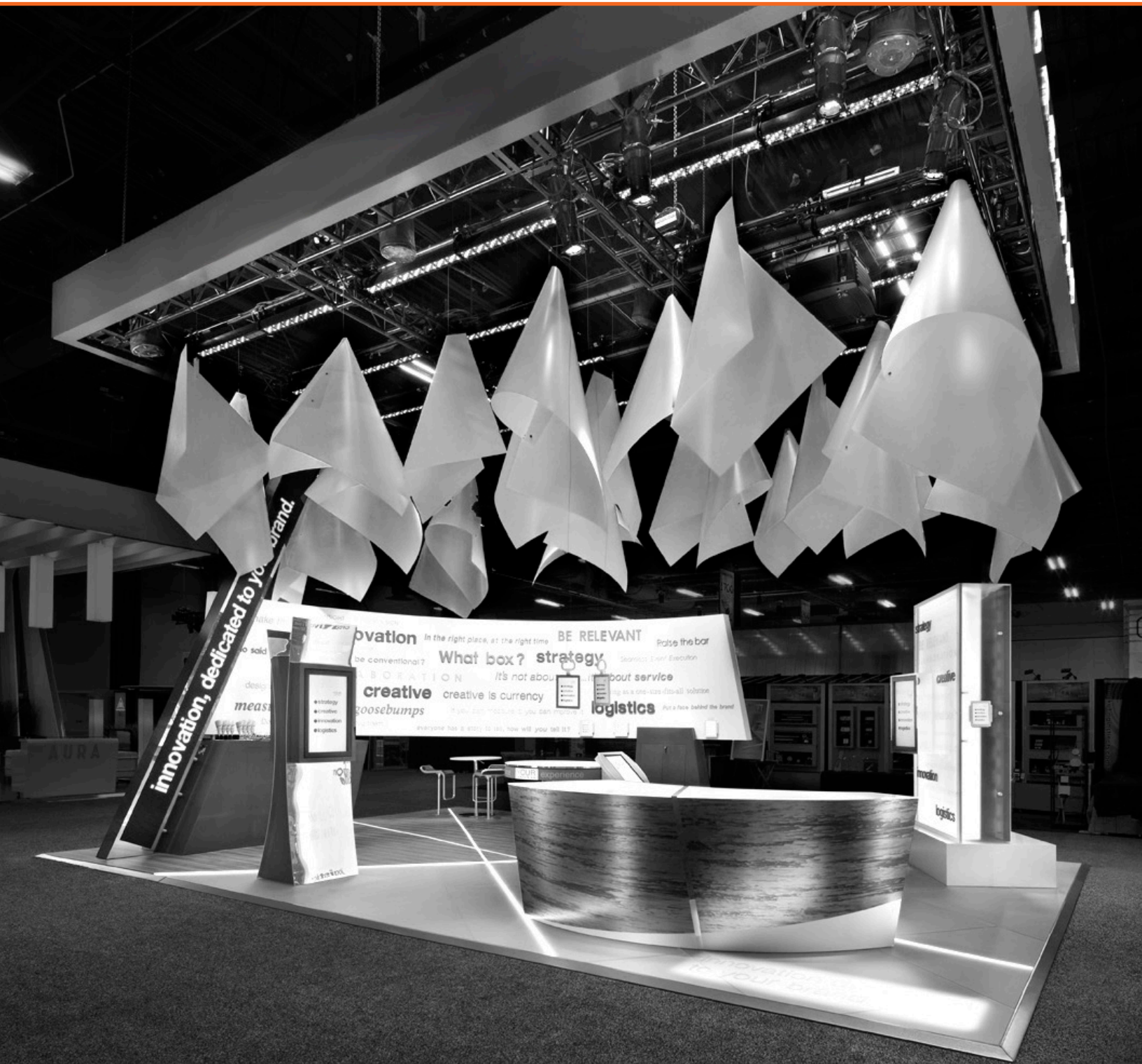
Automatic Balancing Wheeled Conveyances (including but not limited to devices marketed under the brand name Segway, scooters, and similar motorized personal transportation devices that are not stabilized by three or more wheels) may not be used inside any convention hall, building, or other indoor display area.

UTILITY TRAILER STORAGE

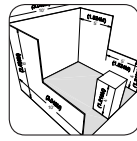
There is available space in Lot P around the barns and horse stalls. Inquire at the exhibitor registration office regarding the location of these areas.



Guidelines for Display Rules & Regulations 2014 Update

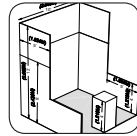


Contents



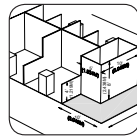
Linear Booth and Corner Booth

4



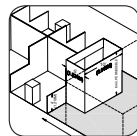
Perimeter Booth

5



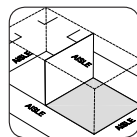
End-cap Booth

6



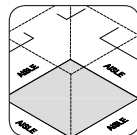
Peninsula Booth

7



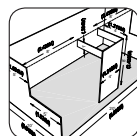
Split Island Booth

8



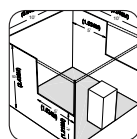
Island Booth

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Guidelines for Display Rules and Regulations 2014 Update

The following *Guidelines for Display Rules and Regulations* have been established by the International Association of Exhibitions and Events™ (IAEE). *Guidelines for Display Rules and Regulations* are created to promote continuity and consistency among North American exhibitions and events. They are the model for most domestic exhibitions and events. It is recommended that exhibition organizers include a copy in the Exhibition Prospectus and/or Exhibitor Rules and Regulations.

This revised 2014 edition of IAEE's *Guidelines for Display Rules and Regulations* is offered as a resource for exhibitions and events organizers to use in creating consistent and fair exhibiting standards for their events. These *Guidelines* afford exhibitors a maximum return on their exhibit investments. Compliance with fire, safety, Americans with Disabilities Act (ADA), and other state, federal or provincial government requirements has also been addressed. However, always check with a local exhibition service contractor and the facility for local regulations.

It is IAEE's goal that the display rules and regulations, ultimately developed by each exhibitions and events organizer, shall provide exhibitors with all the information necessary to properly design and build exhibits, as well as plan their booth's layout and content. Show organizers should present the professional standards expected of exhibitors. Finally, they should assure all exhibitors, regardless of exhibit size or location, an environment conducive to successful interaction with their audiences.

IAEE is a global association that serves as the foremost authority on exhibitions and events management and operations.

**For display rules and regulations specific to an exhibition or event,
consult the exhibition or event organizer.**

Linear Booth

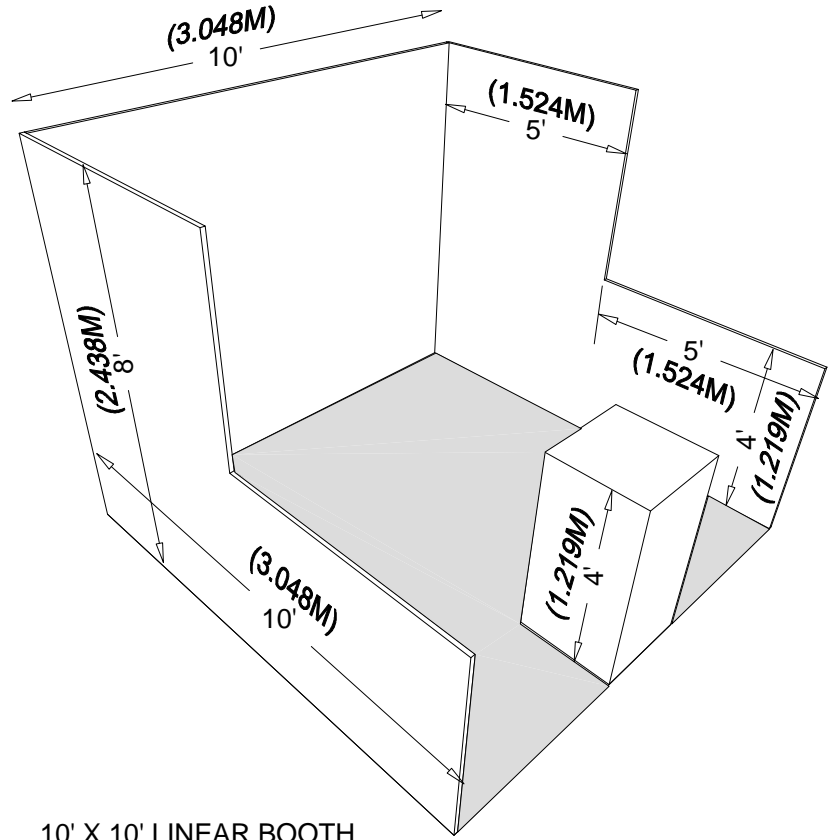
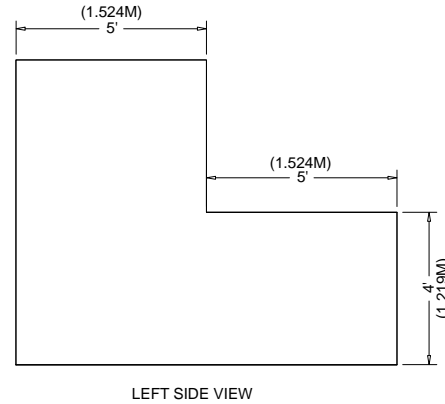
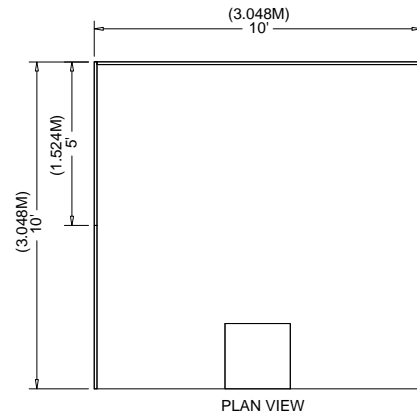
Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is generally specified.

Use of Space

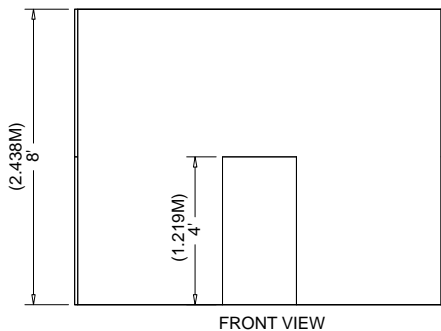
Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc. display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. (See Line-of-Sight exception on page 8.) Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.



10' X 10' LINEAR BOOTH

Corner Booth

A Corner Booth is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All other guidelines for Linear Booths apply.



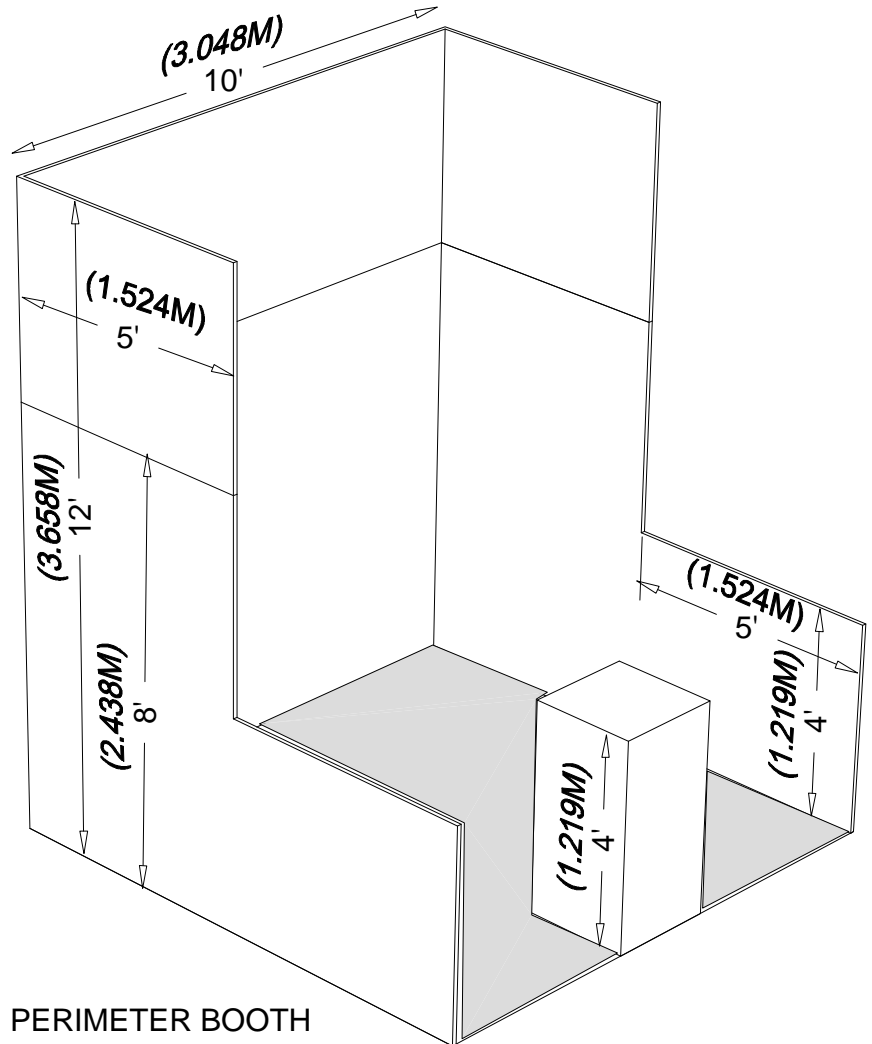
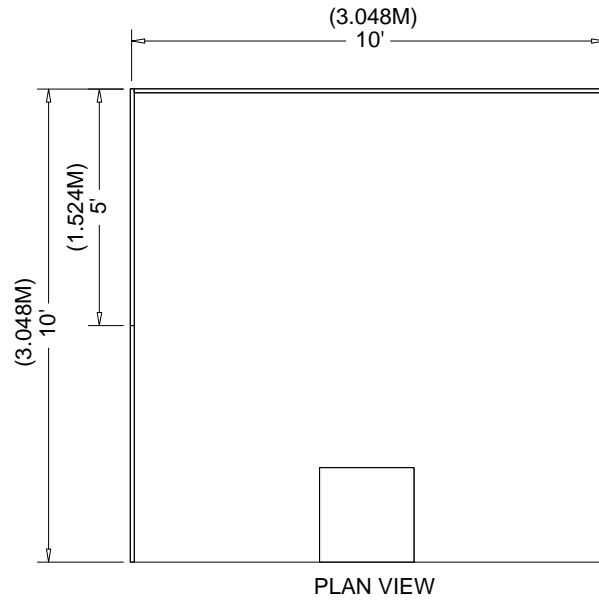
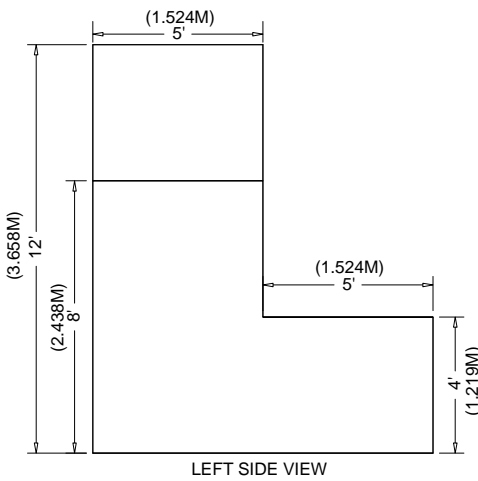
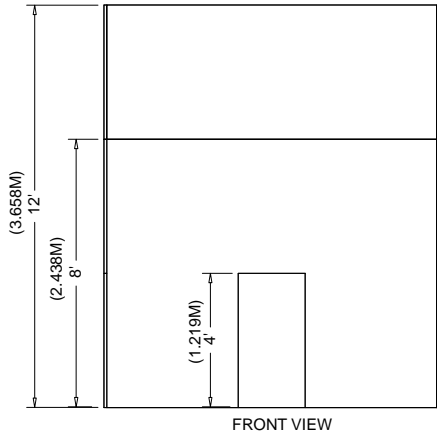
FRONT VIEW

Perimeter Booth

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

Dimensions and Use of Space

All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height is 12ft (3.66m).

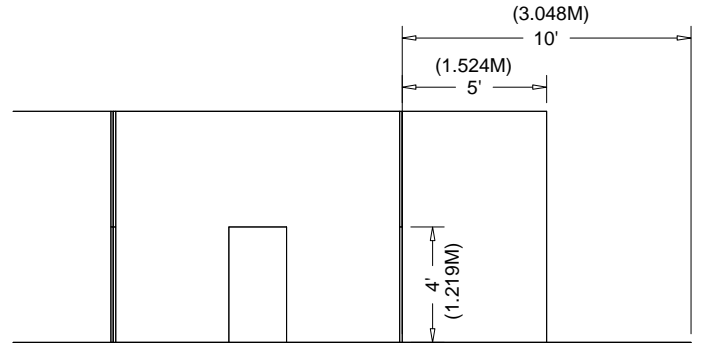


End-cap Booth

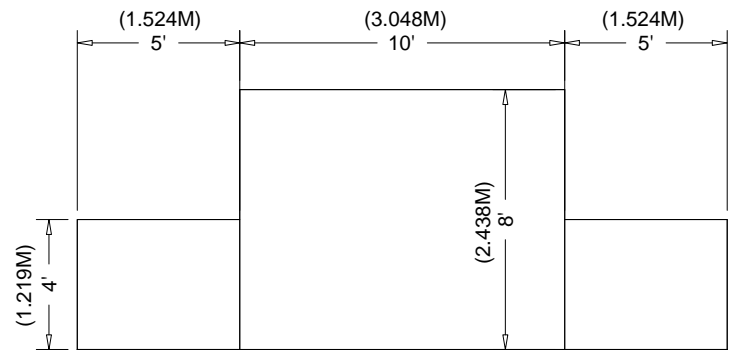
An End-cap configuration is essentially an in-line (linear) booth placed in the position of a Peninsula or Split Island. For shows that have Line-of-Sight rules and not cubic content, this configuration must follow the dimensions below. For shows that have cubic content rules, the space may be used without restriction.

Dimensions

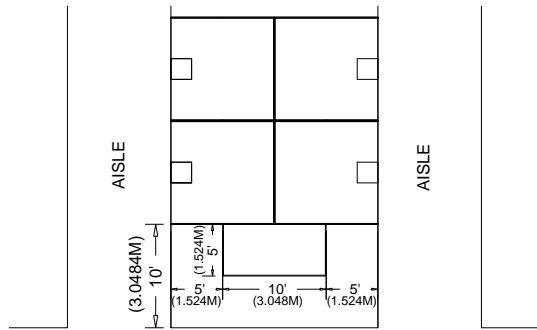
End-cap Booths are generally 10ft (3.05m) deep by 20ft (6.10m) wide. The maximum back wall height allowed is 8ft (2.44m) and the maximum back-wall width allowed is 10ft (3.05m) at the center of the back-wall with a maximum 5ft (1.52m) height on the two side aisles. Within 5' of the 2 side aisles, the maximum height for any display materials is 4'.



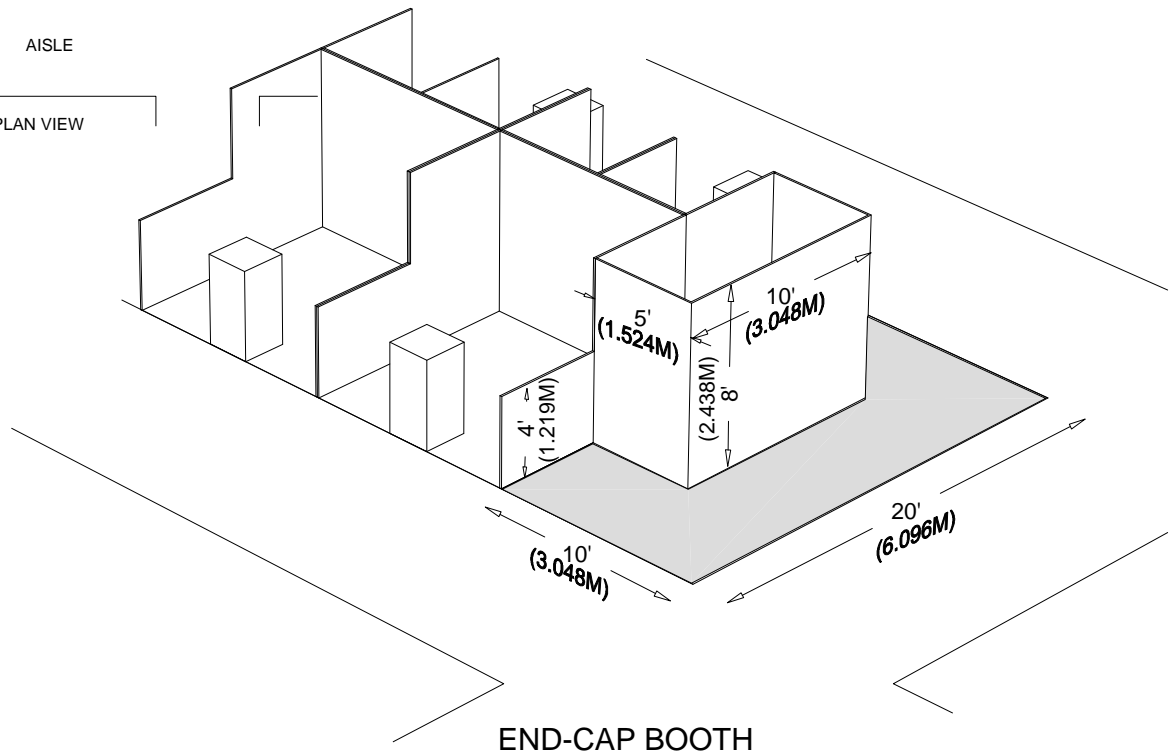
LEFT SIDE VIEW



FRONT VIEW



PLAN VIEW



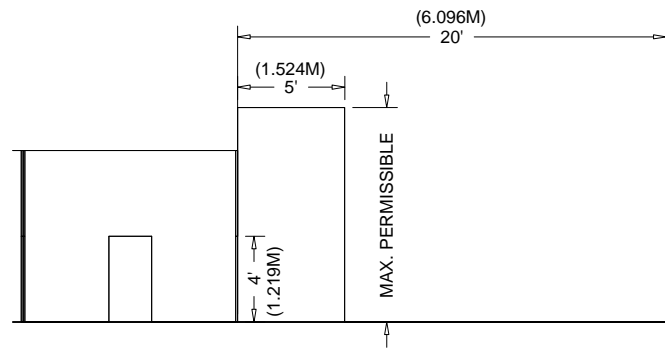
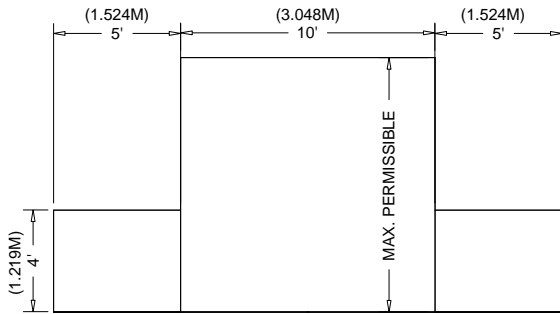
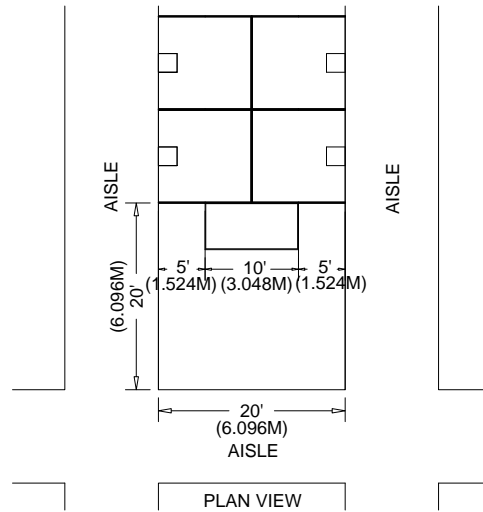
END-CAP BOOTH

Peninsula Booth

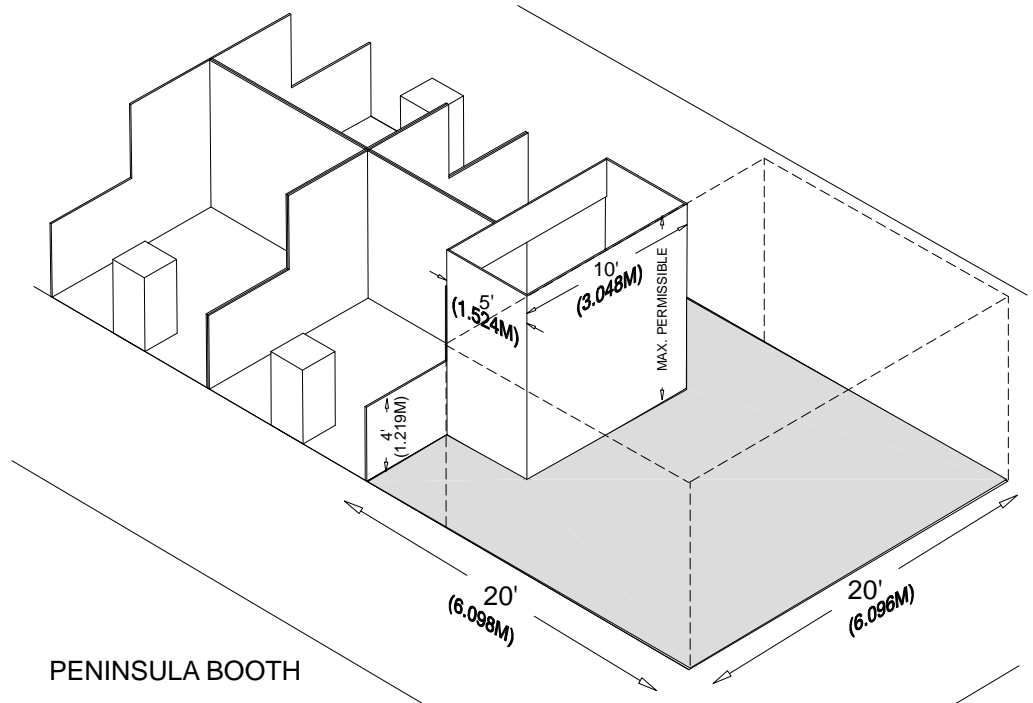
A Peninsula Booth is exposed to aisles on three sides, and comprised of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as a “Split Island Booth.”

Dimensions

A Peninsula Booth is usually 20ft by 20ft (6.10m by 6.10m) or larger. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to 4ft (1.22m) high within 5ft (1.52m) of each aisle, permitting adequate line of sight for the adjoining Linear Booths. (See Line-of-Sight exception on page 8.) A typical maximum height range allowance is 16ft to 20ft (4.88m to 6.10m), including signage for the center portion of the back wall. Double-sided signs, logos and graphics shall be set back ten feet (10') (3.05m) from adjacent booths.

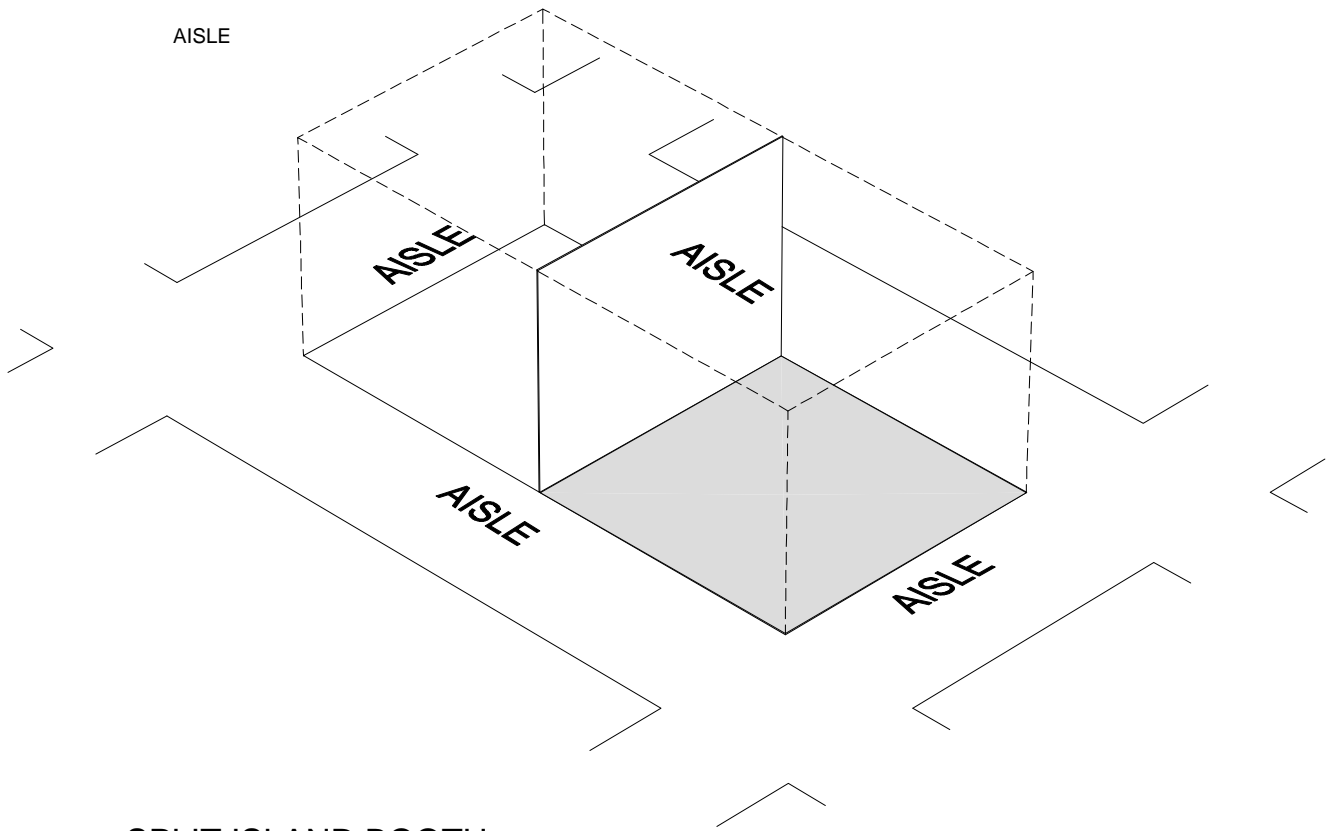
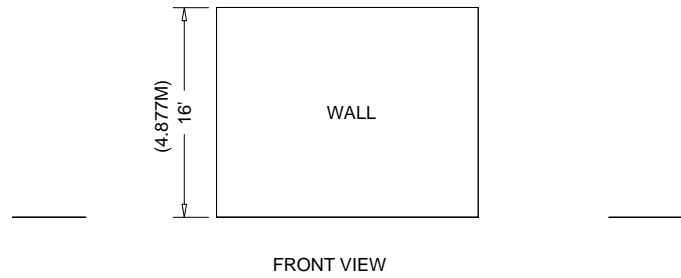
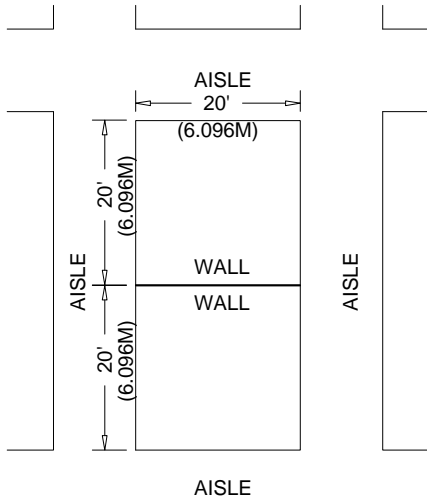
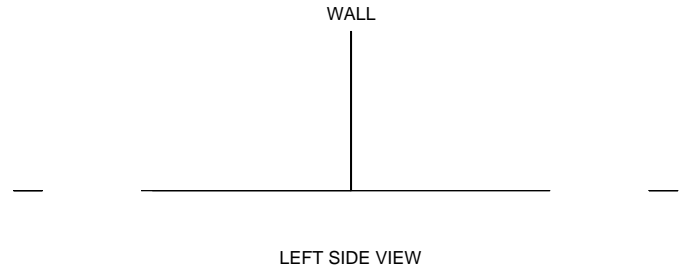


FRONT VIEW



Split Island Booth

A Split Island Booth is a Peninsula Booth which shares a common back wall with another Peninsula Booth. The entire cubic content of this booth may be used, up to the maximum allowable height, without any back wall Line-of-Sight restrictions. A typical maximum height range allowance is 16ft to 20ft (4.88m to 6.10m), including signage. The entire cubic content of the space may be used up to the maximum allowable height. Double-sided signs, logos and graphics shall be set back ten feet (10') (3.05m) from adjacent booths.



Island Booth

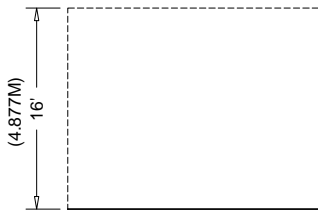
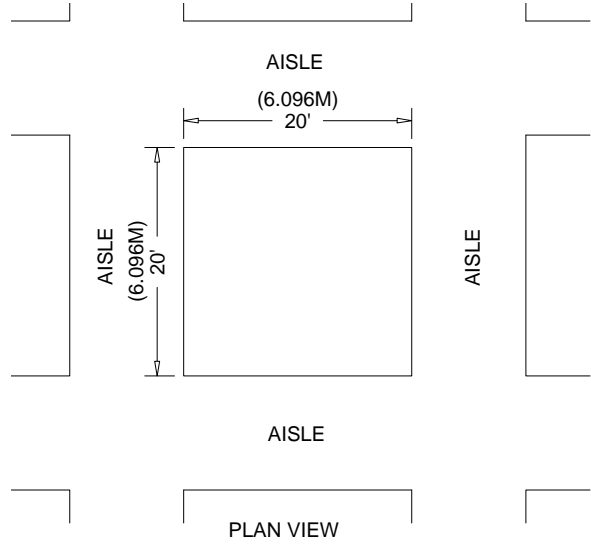
An Island Booth is any size booth exposed to aisles on all four sides.

Dimensions

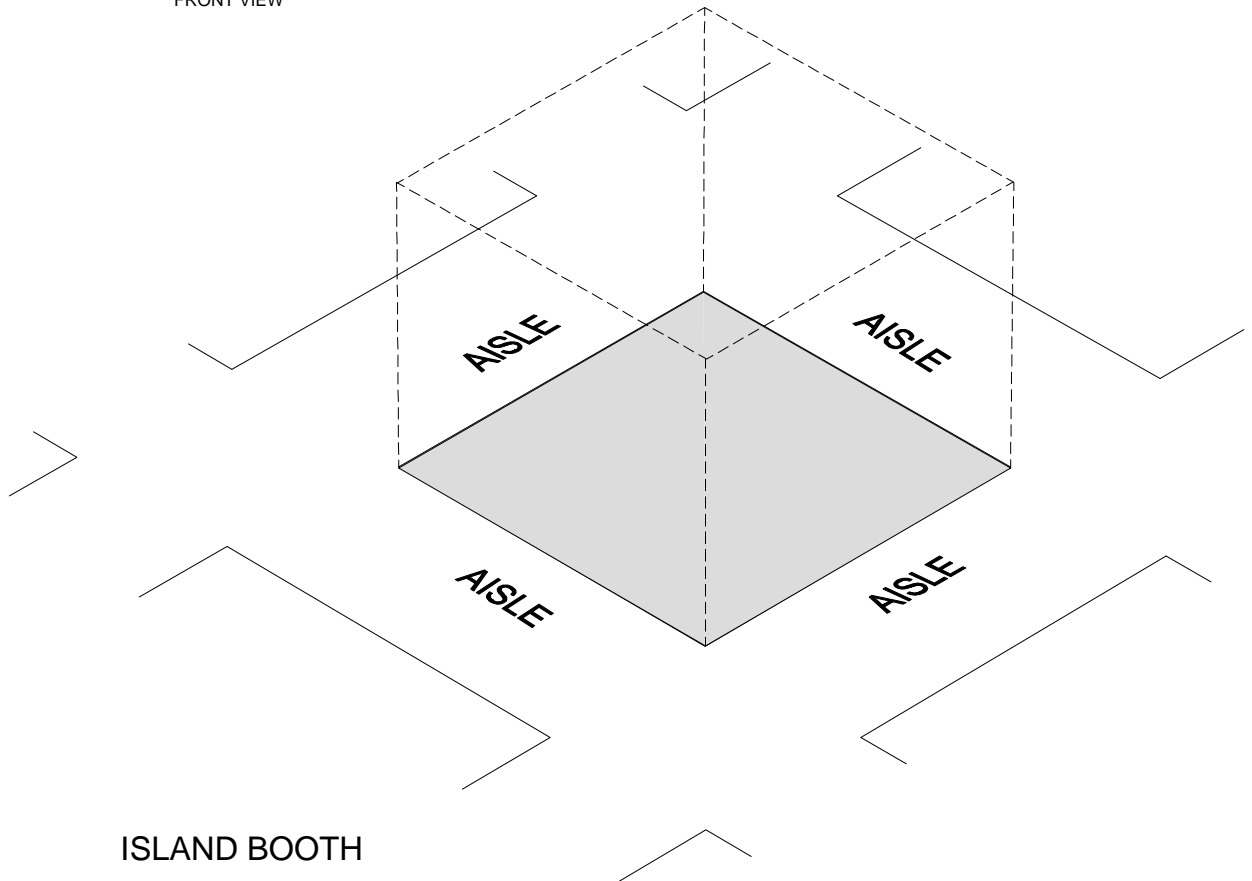
An Island Booth is typically 20ft by 20ft (6.10m by 6.10m) or larger, although it may be configured differently.

Use of Space

The entire cubic content of the space may be used up to the maximum allowable height, which is usually a range of 16ft to 20ft (4.88m to 6.10m), including signage.



FRONT VIEW

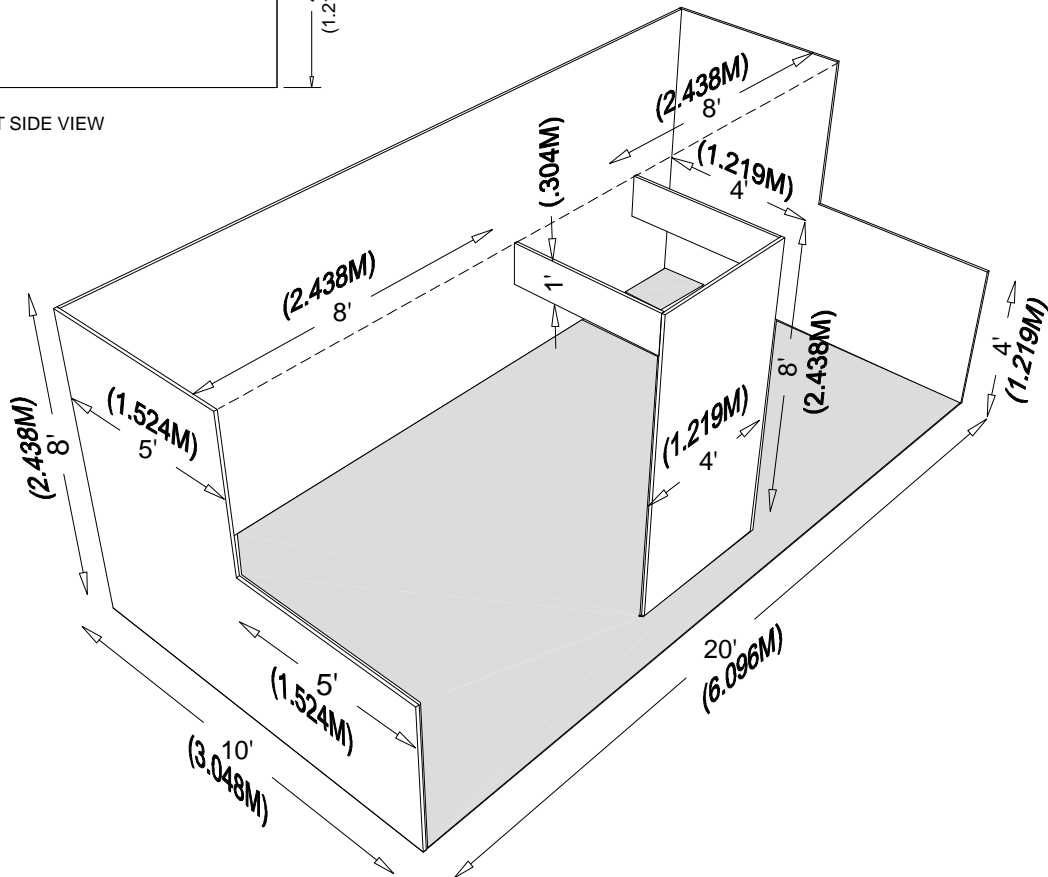
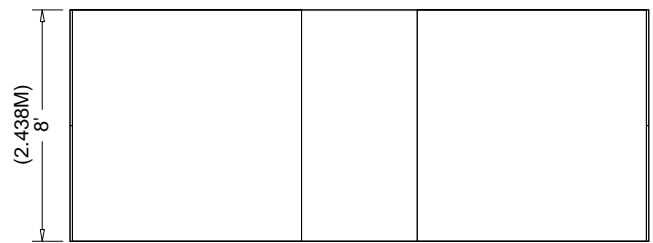
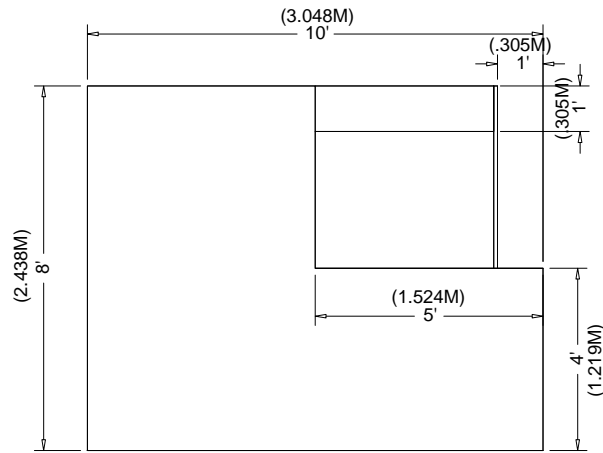
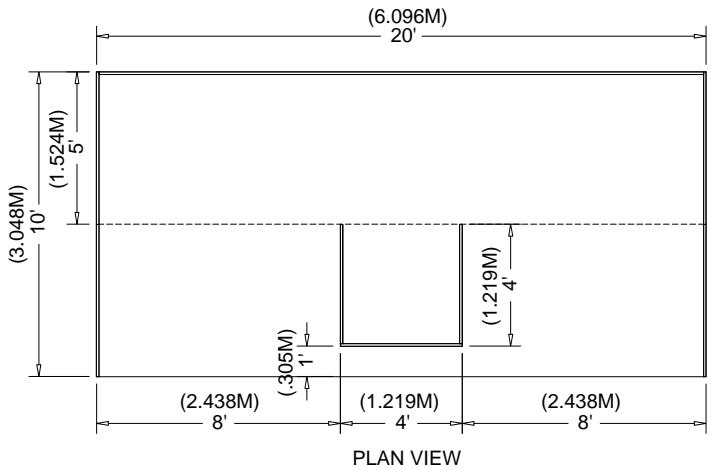


Extended Header Booth 20ft (6.10m) or Longer

An Extended Header Booth is a Linear Booth 20ft (6.10m) or longer with a center extended header.

Dimensions and Use of Space

All guidelines for Linear Booths apply to Extended Header Booths, except that the center extended header has a maximum height of 8ft (2.44m), a maximum width of 20 percent of the length of the booth, and a maximum depth of 9ft (2.7m) from the back wall.



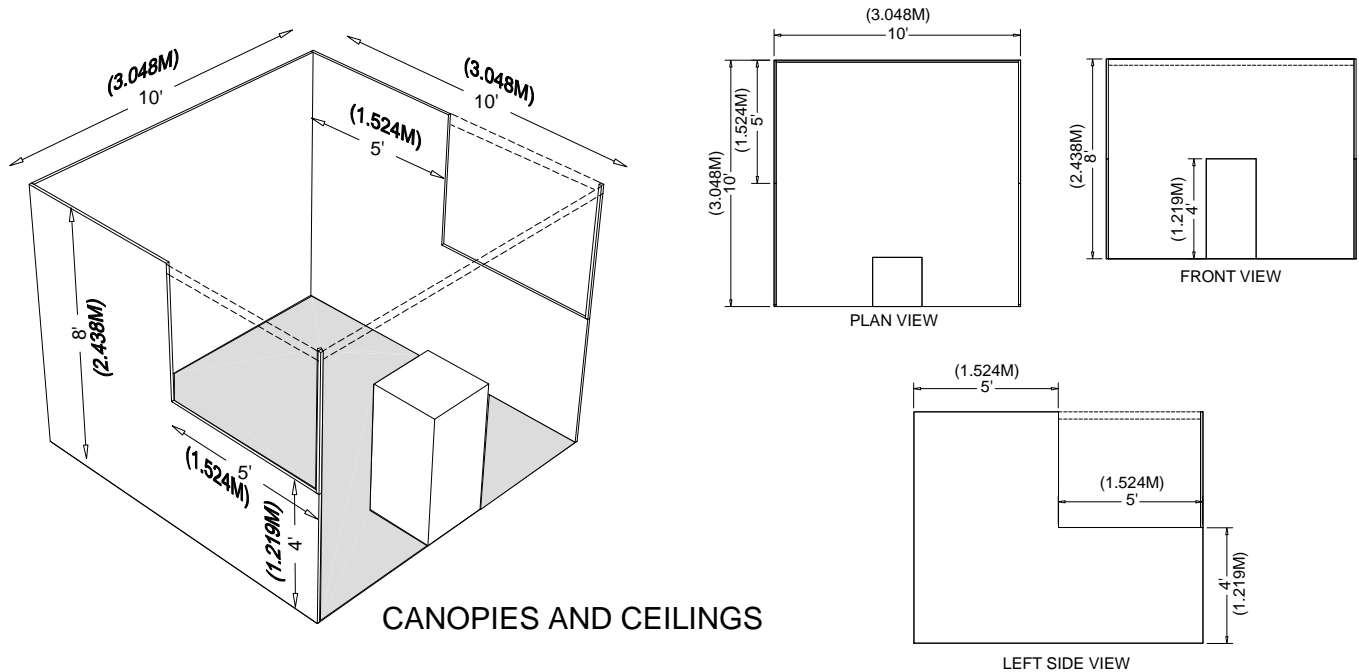
10' X 20' EXTENDED HEADER BOOTH

Other Important Considerations

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 Linear or Perimeter Booths should comply with Line-of-Sight requirements. (See “Use of Space” for Linear or Perimeter Booths).

The bottom of the canopy should not be lower than 7ft (2.13m) from the floor within 5ft (1.52m) of any aisle. Canopy supports should be no wider than three inches 3in (.08m). This applies to any booth configuration that has a sight line restriction, such as a Linear Booth. 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.



Hanging Signs & Graphics

Most exhibitions and events rules allow for Hanging Signs and Graphics in all standard Peninsula and Island Booths, usually to a maximum height range of 16ft to 20ft (4.88m to 6.10m) from the top of the sign, or as determined by the show organizer. End-cap Booths 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 ordinary use-of-space requirements. For example, the highest point of any sign should not exceed the maximum allowable height for the booth type.

Hanging Signs and Graphics should be set back 10ft (3.05m) from adjacent booths and be directly over contracted space only.

Approval for the use of Hanging Signs and Graphics, at any height, should be received from the exhibitions or events organizer at least 60 days prior to installation. Variances may be issued at the exhibitions or events management's discretion. Drawings should be available for inspection.

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 (2.44m) 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.

Multi-story Exhibit

A Multi-story Exhibit is a booth where the display fixture includes two or more levels. In many cities, a Multi-story Exhibit requires prior approval by the exhibit facility, and/or relevant local government agency, as well as show management because it is deemed to be a “structure” for building purposes. The city building department generally needs to issue a building permit based on an application and drawings prepared and submitted by a licensed architect or engineer. Exhibitors should obtain local building regulations early on to ensure that all time constraints are met. Exhibitions and events organizers should be prepared to assist exhibitors in this application process.

Issues Common To All Booth Types

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 website at www.ada.gov. Some examples of how to design an exhibit for ADA compliance:

- Make exhibits wheelchair accessible by ramping raised exhibit flooring without extending a ramp into the aisle. Note: a standard wheelchair ramp should have a grade no steeper than 1:12. This means that for every inch of rise (change in height), there should be 12 inches of run (change in length)
- Ramp the entry or use hydraulic lifts to trailer exhibits
- Avoid double-padded plush carpet to ease mobility device navigation
- Provide the same attendee experience on both levels of a two-story exhibit
- Offer a signer or other auxiliary hearing-impaired apparatus for sound presentations or have a printed copy of the presentation available
- Run an audio presentation for people with sight problems
- Arrange touch screen displays at a height to accommodate a person sitting in a wheelchair

To avoid heavy fines by the U. S. Department of Justice, exhibitors must adhere to the ADA rules. Exhibits are not exempt from ADA compliance.

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 exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures.

It is recommended that all 20ft by 20ft (6.10m by 6.10m) and over exhibits require a drawing, plans or renderings, preferably digital, to be submitted to the show organizer, and to the show's general service contractor.

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.

Flammable and Toxic Materials

All materials used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant. Samples should also be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flame-proofing certificate should be available for inspection. Exhibitors should be aware of local regulations regarding fire/safety and environment which must be adhered to.

Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility.

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 booth area, so long as these items do not impede access to utility services, create a safety problem, or look unsightly.

Issues Common To All Booth Types *(continued)*

Electrical

Every exhibit facility has different electrical requirements. However, minimum guidelines are suggested:

- All 110-volt wiring should be grounded three-wire.
- Wiring that touches the floor should be “SO” cord (minimum 14-gauge/three-wire) flat cord, which is insulated to qualify for “extra hard usage.”
- Cord wiring above floor level can be “SJ” which is rated for “hard usage.”
- Using zip cords, two-wire cords, latex cords, plastic cords, lamp cords, open clip sockets, and two-wire clamp-on fixtures is not recommended and is often prohibited. Cube taps should be prohibited.
- Power strips (multi-plug connectors) should be UL approved, with built-in over-load surge protectors.

Lighting

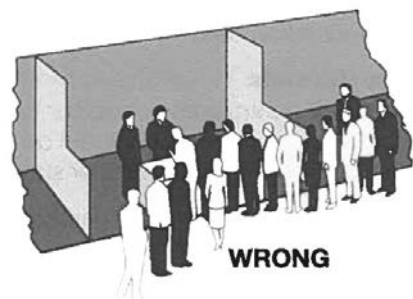
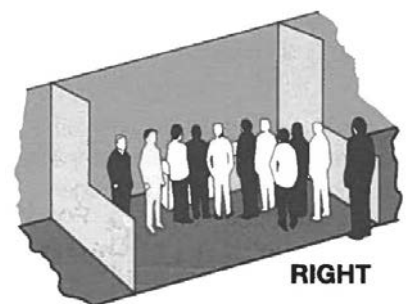
Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:

- 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 exhibition management for approval.
- Lighting, including gobos, should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or exhibition aisles.
- Lighting that is potentially harmful, such as lasers, ultraviolet lights or flashing or strobe lights that can trigger photosensitive epilepsy should comply with facility rules and be approved in writing by exhibition 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.
- LED lights can be very bright yet generally generate less heat.
- Currently, some convention facilities are not allowing certain types of quartz halogen lighting fixtures in exhibits due to potential fire hazards. Check with exhibition management.
- Reduced lighting for theater areas should be approved by the exhibition organizer, the utility provider, and the exhibit facility.

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 local regulations regarding fire/safety and environment which must be adhered to.

Special caution should be taken when demonstrating machinery or equipment that has moving parts, cooking equipment with an open flame, or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of 3ft (.91m) and/or install hazard barriers as necessary to prevent accidental injury to spectators. Additionally, demonstrations should only be conducted by qualified personnel.



Issues Common To All Booth Types *(continued)*

Sound/Music

In general, exhibitors may use sound equipment in their booths 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 booth 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 a booth. (Refer to OSHA at www.osha.gov for more information.)

Exhibitors should be aware that music played in their booths, 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.

Vehicles

Vehicles: Rules vary depending on the facility, but generally it is required that vehicles on display have no more than one fourth tank of gas. The filler cap should be sealed and the batteries disconnected. External chargers are usually recommended for demonstration purposes. Keys should always be surrendered to show management while participating in an exhibition or event.

Advisory Notes To Exhibition Organizers

End-cap Booths: End-cap Booths cause more problems between exhibitors than any other type of booth, because most exhibitors fail to observe back wall height restrictions. Exhibition managers should be alert to exhibitors reserving End-cap configurations to ensure they do not violate Linear Booth Line-of-Sight regulations for neighboring exhibits.

Fire Equipment: Fire hoses, extinguishers, and audible or visual devices for fire alarms should be visible and accessible at all times.

Hanging Signs: Although these *Guidelines* indicate 16ft to 20ft (4.88m to 6.10m) as a maximum height range from the top of the sign, some exhibitions permit other heights, or have no height limit. Caution should be exercised so exhibitors will not compete over air space for Hanging Signs. Most show organizers limit the height of signs.

Exhibitors should be advised to install “hanging points” at the time of manufacture of the sign or display. It is also advisable to have Hanging Signs labeled and cased separately so that they can be easily identified on-site as they usually must be installed before other exhibit construction can begin.

Hardwall Booths: Exhibitions that provide Hardwall Booths should specify if these structures can be used for display and attaching products.

Full Cubic Content in Linear Space: It is the responsibility of the exhibitions or events organizer to establish rules to best achieve the goals for their exhibition or event based on the nature of their exhibition and event, and industry sector it serves.

Cubic Content Definition: Using the perimeter lines of a booth as a guide, the exhibitor may install a booth up to these lines and utilize all the volume of space within these lines up to the maximum height permitted by the show rules as determined by the show organizer.

It is the choice of the exhibitions or events organizer to allow use of full Cubic Content in linear exhibit space or to observe the Line-of-Sight set-back rule. It is common at certain types of exhibitions or events to eliminate the Line-of-Sight requirement for Linear, End-cap, and Peninsula Booths that back up to Linear Booths. This permits exhibitors to utilize the full Cubic Content of the booth.

Organizers that permit use of Cubic Content in Linear Booths do so for one or all of these reasons:

- Cubic Content is more conducive to certain types of product displays or experiences.
- Cubic Content maximizes the exhibit space and investment.
- International exhibitions generally utilize Cubic Content making the show friendlier to international exhibitors.
- Cubic Content reduces the need to police exhibits to enforce setback rules.

Use of Cubic Content may create situations where the organizer must address exhibits that have unfinished walls. A determination must be made as to responsibility for finishing these unfinished walls.

It is prudent for the exhibitions or events organizer considering Cubic Content to examine the concerns, advantages and disadvantages prior to putting Cubic Content guidelines into practice. It is often wise to consult with the exhibition’s Exhibits Advisory Board or perhaps conduct a focus group of the exhibition’s or event’s exhibitors to determine their interest and gain their feedback and support for the concept. Exhibitions and events organizers must be proactive in communicating with exhibitors and understanding the effect it will have on the exhibition or event.

To learn more about Full Cubic Content, read the IAEE White Paper: **Evaluating and Implementing Cubic Content into Linear Exhibit Space.**

Advisory Notes To Exhibition Organizers *(continued)*

Perimeter Openings: Large Peninsulas and Islands with long high walls can create a “tunnel-like” effect. Exhibitors may be required to install a minimum 6ft (1.83m) opening every 30ft (9.14m).

Pipe and Drape: These are commonly used at exhibitions and events in the United States to define exhibit space. Exhibitions and events organizers often include in their rules and regulations that this equipment is not intended as a display fixture. Therefore, product and signs should not be attached or affixed. Measurements of booths must allow for size of pipe on sides and back.

Product Height: Some exhibitors have products that exceed display height restrictions. Exhibitions and events organizers should establish guidelines for displaying such products. For example, some exhibitions or events require that these exhibitors reserve only perimeter space. Products exceeding height restrictions for Islands and Peninsulas are usually permitted, providing they are displayed in operating mode, and the names and logos, etc. on the product are as it is sold.

Height Variances: Height Variances may be issued for all types of booths. However, in a Linear Booth, the back side of any structure over 8ft (2.44m) must be free of trademarks, graphics and/or logos.

Environmental Responsibility: Exhibitions and events, by their very nature, create waste. Properly managed, exhibitions and events can recycle excess materials and supplies in useful and meaningful ways, and they can do so using methods that result in minimized impact on the environment. Exhibits should utilize recycled, renewable and energy efficient materials whenever possible.



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