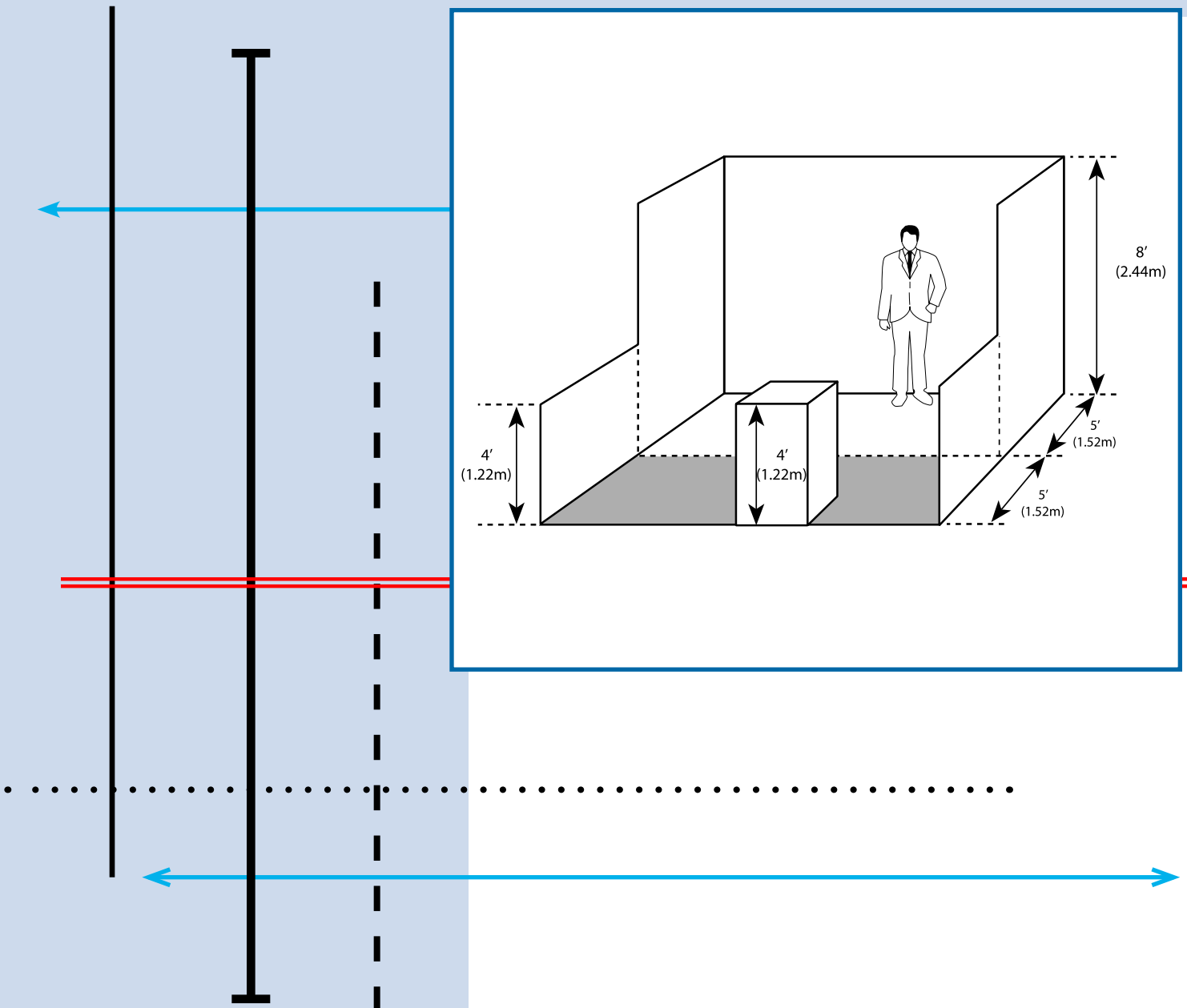


# Guidelines for Display Rules and Regulations



## Guidelines for Display Rules and Regulations

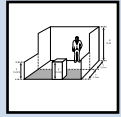
The guidelines for display rules and regulations were established to use as a resource for creating consistent and fair exhibiting standards for SAE International events and to promote continuity and consistency among exhibitors.

These display rules and regulations provide exhibitors with all the information necessary to properly design and build exhibits, as well as to plan their booth layout and content. Compliance with fire, safety, disability and other current government requirements has also been addressed.

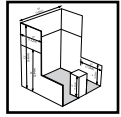
The goal of SAE International is to assure all exhibitors, regardless of exhibit size or location, an environment conducive to successful interaction with their audiences.

SAE reserves the right to interpret these regulations as it deems proper to ensure the success of the exhibition and to further the educational purposes of SAE.

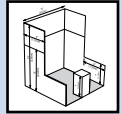
# Contents



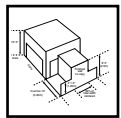
Linear/In-Line Booth ..... 2



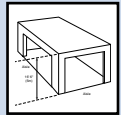
Corner Booth ..... 3



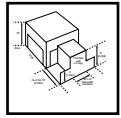
Perimeter Booth ..... 4



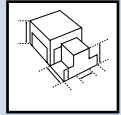
End Cap Booth *(For use in country pavillions only)* ..... 5



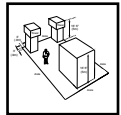
Peninsula Booth *(For use in country pavillions only)* ..... 6



Split Island Booth *(For use in country pavillions only)* ..... 7



Island Booth ..... 8



Multi-Story Island Booth ..... 9



Other Important Regulations/Considerations ..... 10-11

Issues Common to All Booth Types ..... 12-15

# Linear/In-Line Booth

## Definition

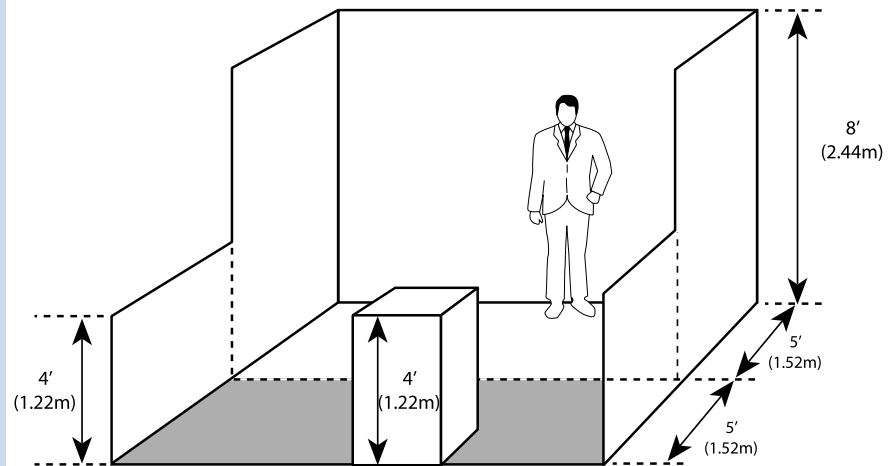
Linear booths consist of one or more standard units in a straight line.

## Dimensions

Linear booths are most commonly 10 feet (3.05m) wide and 10 feet (3.05m) deep. There is a maximum back wall height limitation of 8 feet (2.44m).

## Use of Space

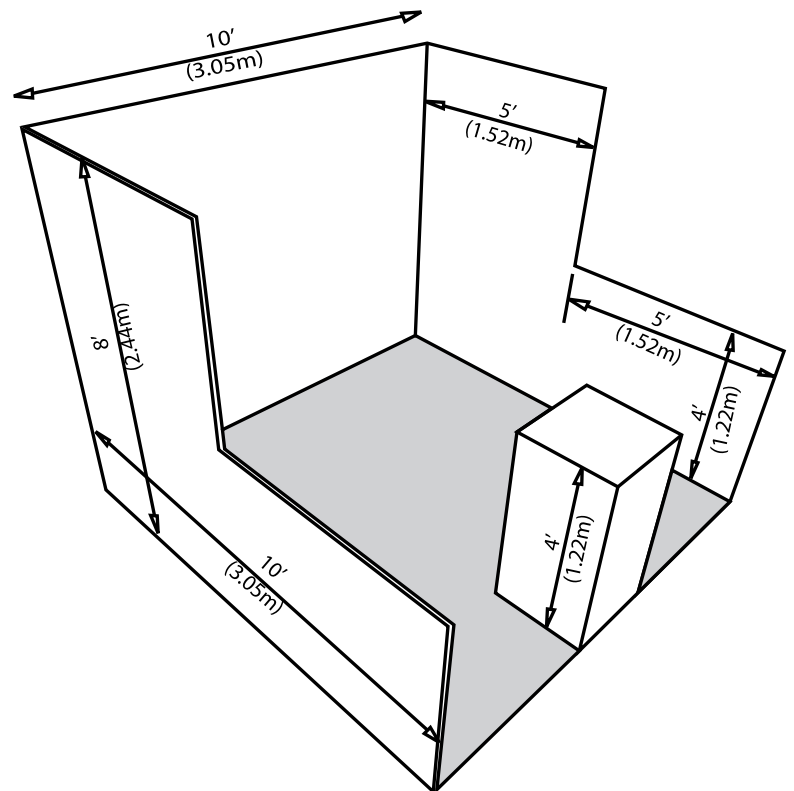
Regardless of the number of linear booths utilized (10 feet by 20 feet; 10 feet by 30 feet etc.) display materials must be arranged so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8 feet (2.44m) is allowed only in the rear half of the booth space, with a 4 foot (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Note: When three or more linear booths are used in combination as a single exhibit space, the 4 foot (1.22m) height limitation is applied only to that portion of exhibit space which is within 10 feet (3.05m) of an adjoining booth.



# Corner Booth

## Definition

A corner booth is a linear/in-line booth (one or more units in a straight line) exposed to aisles on two sides. All other guidelines for linear booths apply.



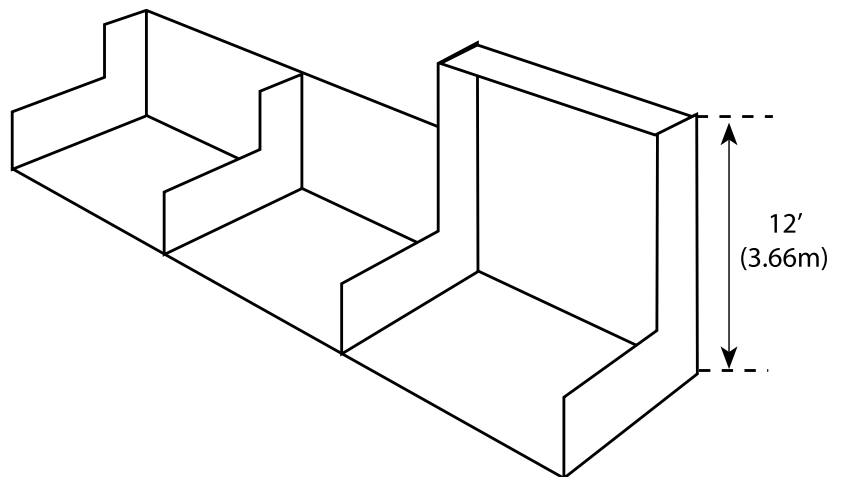
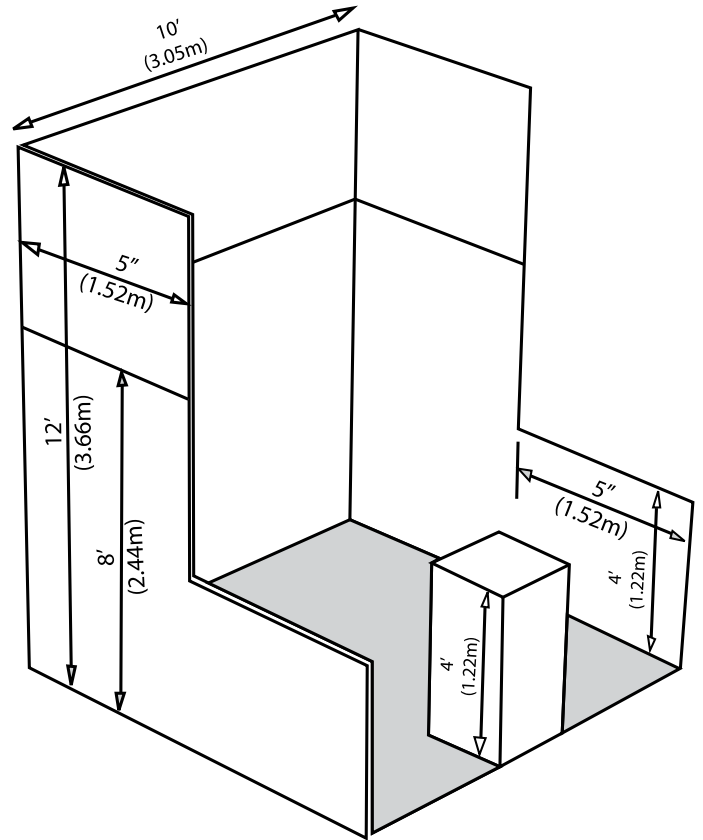
# Perimeter Booth

## Definition

A perimeter booth is a linear/in-line booth (one or more standard units in a straight line) that backs to an outside wall of the exhibit facility rather than to another exhibit.

## Use of Space

All guidelines for linear booths apply to perimeter booths except that the typical maximum back wall height is 12 feet (3.66m).



# End Cap Booth

(For use in Country Pavilions Only)

## Definition

An end-cap booth is exposed to aisles on three sides and composed of two booths

## Dimensions

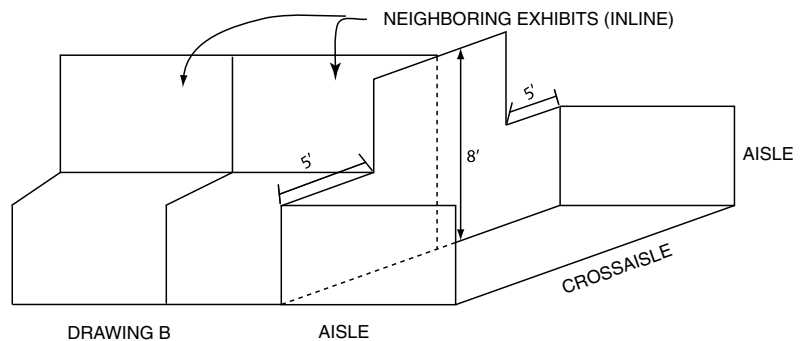
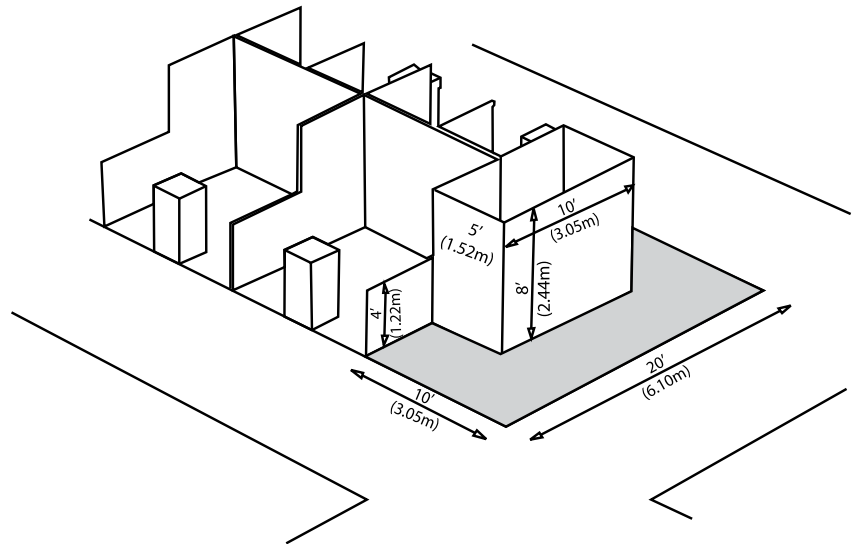
End-cap Booths are generally 10 (3.05m) feet deep by 20 (6.10m) feet wide.

## Use of Space

The maximum backwall height of 8 feet is allowed only in the rear half of the booth space and within 5 feet (1.52m) of the two side aisles with a 4 foot (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle.

## Important

SAE does not permit the use of split island booths unless used in country pavilions.



# Peninsula Booth

(For use in Country Pavilions only)

## Definition

A peninsula booth is exposed to aisles on three sides and composed of a minimum of four booths. There are two types of peninsula booths:

- one which backs up to linear booths, and
- one which backs to another peninsula booth and is referred to as a "split island booth."

## Dimensions

A peninsula booth is usually 20 feet (6.10m) x 20 feet (6.10m) or larger.

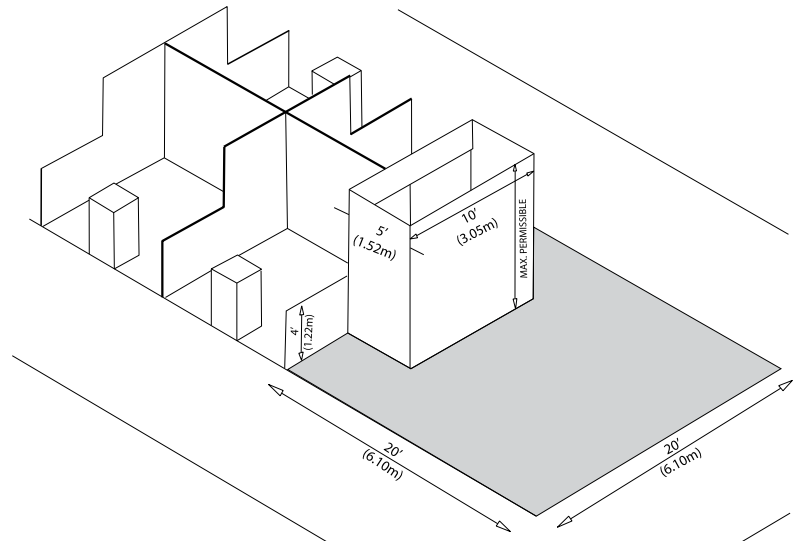
## Use of Space

When a Peninsula Booth backs up to two Linear Booths, the backwall is restricted to 4 feet (1.22m) high within 5 feet (1.52m) of each aisle, permitting adequate line of sight for the adjoining linear booths.

## Important

Peninsula booths are normally faced towards the cross aisle. Any portion of the exhibit bordering another exhibitor's booth must have the back side of that portion finished and may not carry identification signs or other copy that would detract from the adjoining exhibit.

SAE does not permit the use of split island booths unless used in country pavillions.





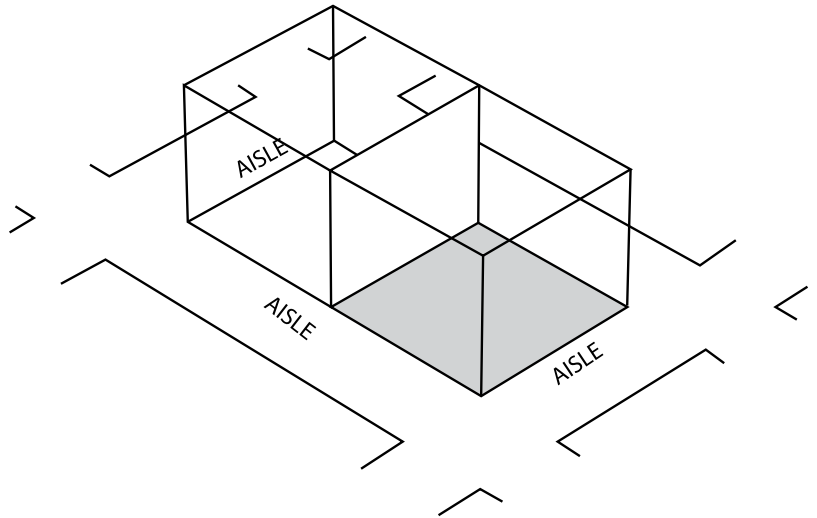
## Split Island Booth *(For Use in Country Pavilions Only)*

### Definition

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 as long as both parties agree to height of shared wall. Sixteen feet is the maximum height allowance, including signage.

### Important

SAE does not permit the use of split island booths unless used in country pavillions. Both parties must agree to a uniform height on the shared wall. If a split island booth is planned, please contact SAE Show Management.



# Island Booth

## Definition

An island booth is a booth consisting of four or more standard units with aisles on all four sides.

## Dimensions

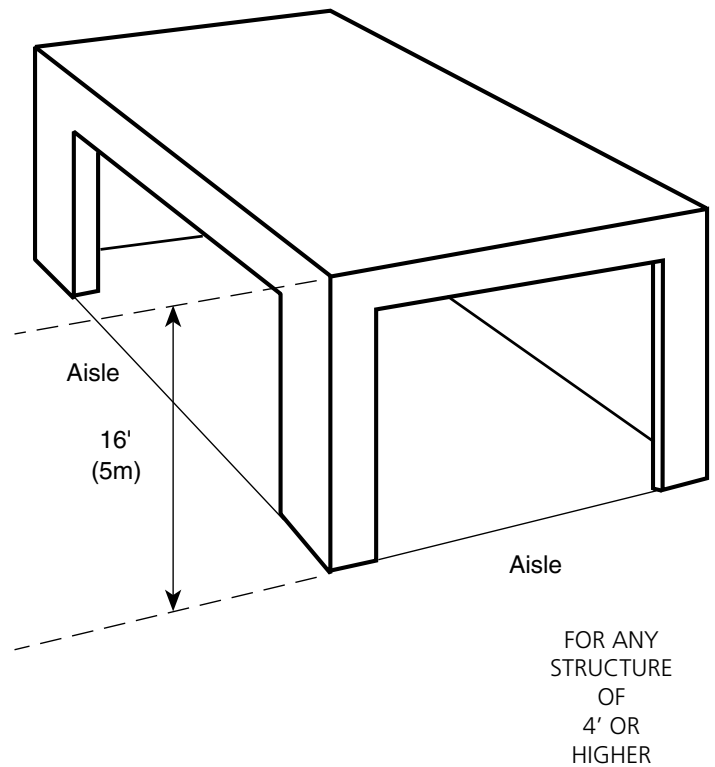
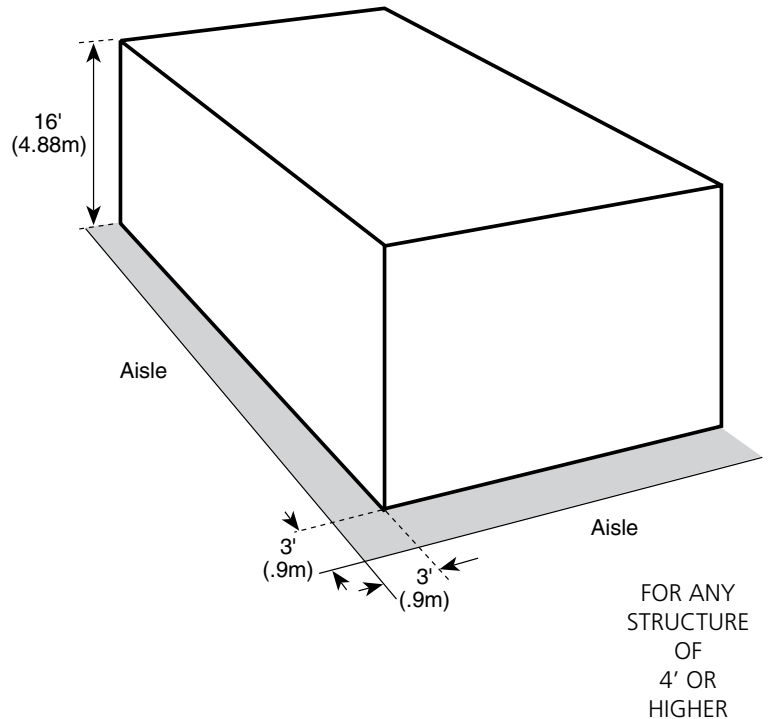
An island booth is typically 20 feet (6.10m) x 20 feet (6.10m) or larger, although it may be configured differently.

## Use of Space

The entire cubic content of the space may be used to the maximum allowable height of 16 feet (4.88m) provided written approval is received from SAE Show Management 90 days prior to the show. An exhibitor desiring to erect a solid walled-in structure over 4 feet (1.22m) in height within the island must set the structure back at least 3 feet (.90m) from the aisle on any of the four sides. Because an island booth is automatically separated by the width of an aisle from all neighboring exhibits, full use of the floor plan is permitted if the structure is visually open for at least 75% of the length of the booth.

## Important

*Solid "fortress" type displays built directly on aisles obstructs sightlines and are prohibited.*



# Multi-Story Island Booth

## Definition

Exhibits with more than one display level in eight or more standard units with aisles on all four sides. Multi-story island booths are permitted where an exhibitor occupies booth space of 800 sq. ft. (72m) or more.

## Use of Space

Exhibit, fixtures, components and identification signs are permitted to be a maximum height of 16 feet (4.88m) provided written approval is received from SAE Show Management 90 days prior to the show.

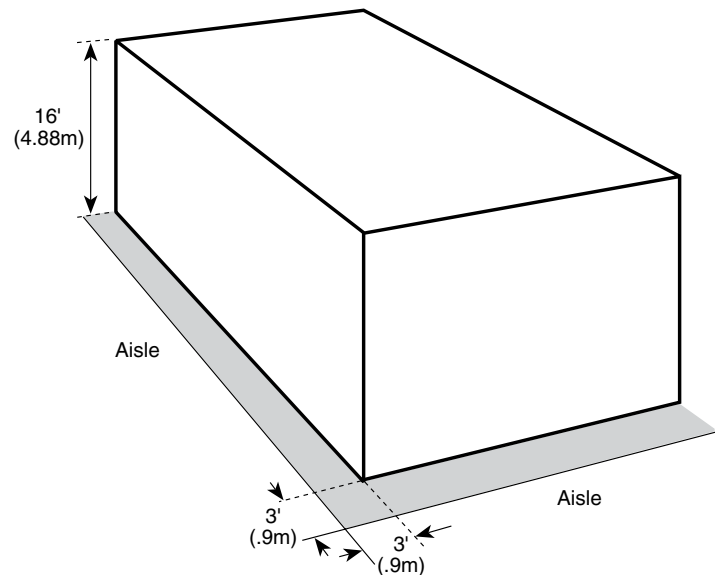
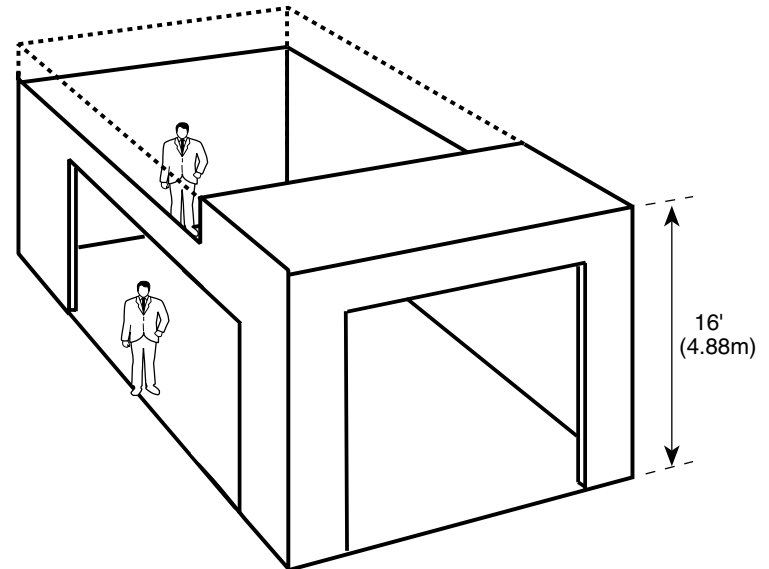
Because an island booth is automatically separated by the width of the aisle from all neighboring exhibits, full use of the plan is permitted if the structure is visually open for at least 75% of the length of the booth.

An exhibit booth that does not meet the "visibility" regulation and is a structure that is over 4 feet (1.22m) must be erected back 3 feet (.90m) from any aisle or any of the four sides. Solid/opaque "fortress" type displays built directly on aisles obstruct sightlines and are prohibited.

## Important — Structural Integrity (Action)

All multi-story exhibits, regardless of whether people will occupy the upper area or not, and all exhibit fixtures and components must submit engineering drawings for inspection to SAE Show Management, the installation and dismantling contractor, the exhibitor and the governmental authority 90 days prior to the exposition. Engineering drawings for multi-story displays must specify load weights, tension strengths, types of fastenings, maximum capacities — in short detailed engineering plans which the safety officer and/or fire marshall of the facility can approve.

All two-level or two-tiered booths must have smoke detectors on the first level ceilings. All enclosed areas with ceilings must have smoke detectors. Please contact SAE Show Management if you are planning to erect a two-story display.



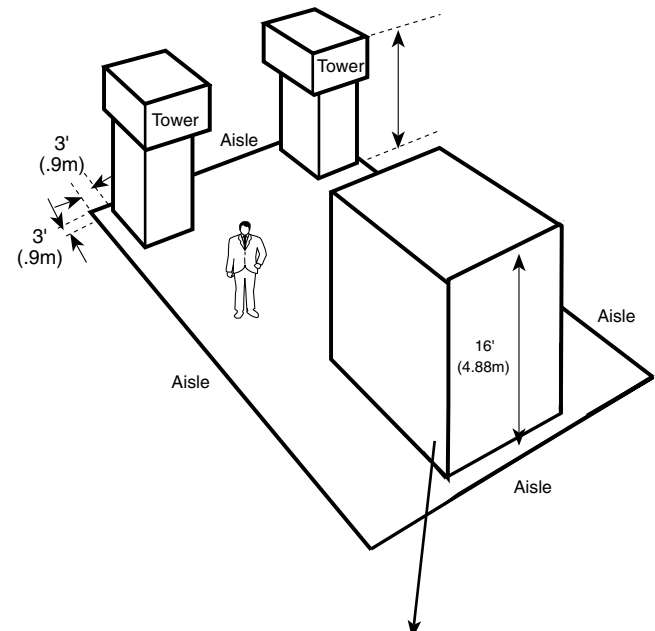
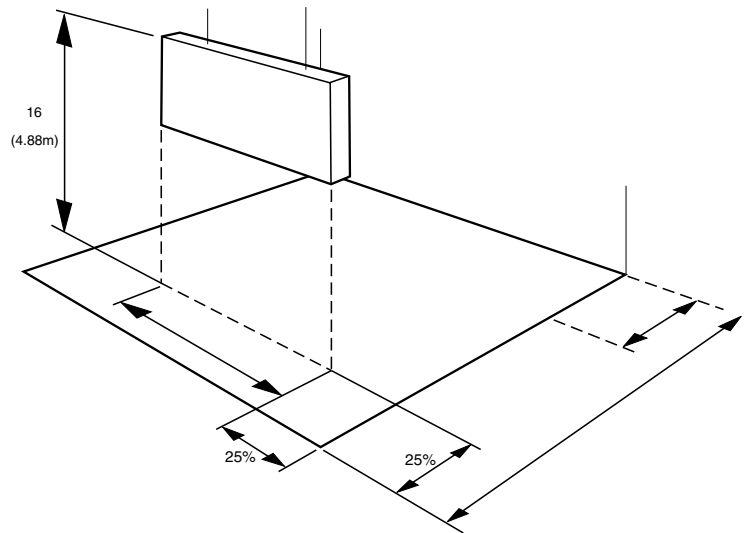
## Other Important Regulations/Considerations

### Hanging Signs & Graphics

Signs may be suspended or tethered above perimeter-wall or island exhibits if the facility permits. The highest point for a hanging sign above a perimeter-wall exhibit is 12 feet (3.66m). Hanging signs are permitted in island booths at a maximum height of 20 feet (6.10m). All signs must be set back at least 25% of booth depth and width from perimeters. Approval for the use of hanging signs and graphics is required and should be received from the exhibition organizer at least 90 days prior to installation. Drawings indicating size, placement and suspension method for this type of component must be submitted to SAE Show Management for inspection at least 90 days before the opening of the exposition. Unless approval has been granted by the facility and SAE Show Management, hanging signs may not be permitted to be hung.

### Towers

A tower is a free-standing exhibit component separate from the main exhibit fixture that is used for identification and display purposes only. The height restriction is the same as that which applies to the appropriate exhibit configuration being used. That is, towers that are part of an island exhibit should not exceed 16 feet (4.88m) in height. Towers must be placed at least 3 feet (.90m) from the aisle line to avoid blocking the sightline from the aisle to the neighboring booths. Drawings of towers in excess of 12 feet (3.66m) must be submitted to SAE Show Management, the installation and dismantling contractor, the exhibitor and governmental authority 90 days prior to the exhibition for inspection and approval. Fire and safety regulations in many facilities strictly govern the use of towers. A building permit may be required.



FOR ANY  
STRUCTURES  
OF 4' OR HIGHER

## Other Important Regulations/Considerations

### Canopies and Ceilings

Canopies, including ceilings, umbrellas and canopy frames, may be either decorative or functional (such as to shade computer monitors from ambient light or 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 base of the canopy may not be lower than 7 feet (2.13m) from the floor within 5 feet (1.52m) of any aisle. Canopy supports may be no wider than three inches. This applies to any booth configuration that has a sightline 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. Also please submit your plans for SAE Show Management approval.

# Issues Common to All Booth Types

## Structural Integrity

All exhibit displays must be designed and erected to withstand normal contact or vibration caused by neighboring exhibitors, hall laborers or installation/dismantling equipment such as fork lifts. Displays must 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.

Exhibitors must ensure that display fixtures such as tables, racks or shelves are designed and installed properly to support the product or marketing materials displayed upon them.

## Flammable and Toxic Materials

All materials used in display construction or decorating must be made of fire retardant materials and be certified as flame retardant. Samples must also be available for testing. Materials that cannot be treated to meet the requirements may not be used. A flameproofing certificate must be available for inspection.

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.

## Electrical

Every exhibit facility has different electrical requirements; however, minimum guidelines are suggested:

- All 110-volt wiring must 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 may 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 are not recommended and are often prohibited.

Power strips (multi-plug connectors) should be UL approved, with built-in over-load protectors.

## Lighting

Exhibitors must adhere to the following minimum guidelines when determining booth lighting.

- No lighting, fixtures, lighting trusses or overhead lighting are permitted outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems must submit drawings to SAE Show Management for approval.
- Lighting must be directed to the inner confines of the booth space. Lighting may not project onto other exhibits or show aisles.
- Lighting which is potentially harmful, such as lasers or ultraviolet lighting, must comply with facility rules and be approved in writing by SAE Show Management.
- Lighting that spins, rotates, pulsates and other specialized lighting effects must be in good taste and must not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.

## Issues Common to All Booth Types

### Storage

Fire regulations in 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 of 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.

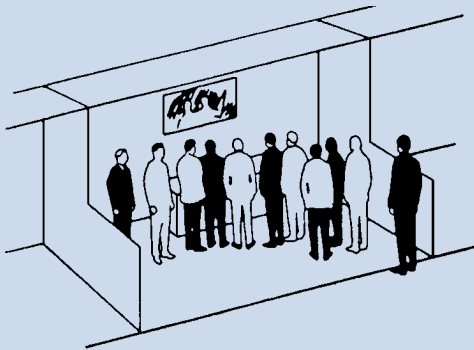
### Demonstrations

As a matter of safety and courtesy to others, exhibitors must conduct sales presentations and product demonstrations in a manner which assures that all booth personnel and attendees are within the contracted exhibit space and are not encroaching on the aisle or neighboring exhibits. It is the responsibility of each exhibitor to arrange display, product presentation and demonstration areas to ensure compliance. Sample or demonstration tables must be placed a minimum of 2 feet (60 cm) from the aisle line.

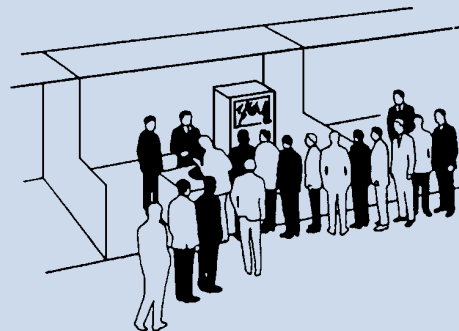
Special caution should be taken when demonstrating machinery or equipment that has moving parts, or any product that is otherwise potentially dangerous. Exhibitors must establish a minimum setback of 3 feet (.90m) and/or install hazard barriers as necessary to prevent accidental injury to spectators. Additionally, demonstrations may be conducted by qualified personnel only. All demonstrations involving potentially hazardous by-products must be approved in writing by SAE Show Management 60 days prior to the show.

No equipment or tools may be operated without prior written permission of SAE. SAE reserves the right to make sole determination of whether or not the operation of any tool or equipment creates a potential hazard, produces excessive noise, generates dirt, odor, waste, heat or creates a disruptive condition and to require that such operation be immediately ceased.

#### Permitted



#### Prohibited



### Staffing

Booths must be staffed by technical specialists who are qualified to discuss engineering details of the development and products/applications of their company. Competitive products/applications may not be displayed, referenced or otherwise employed for comparative purposes. All booth personnel must be conservatively clothed in acceptable attire and must confine their activities to the booth space of the exhibitor by whom employed.

# Issues Common to All Booth Types

## **Insurance**

The exhibitor shall, at its own expense, obtain and maintain Comprehensive General Liability insurance, on an occurrence based policy, with a limit of not less than \$1 million per occurrence and \$2 million aggregate combined single limit bodily injury/property damage (including products and completed operations coverage). Exhibitor shall provide SAE International with one current Certificate of Insurance reflecting evidence of coverage no less than 30 days in advance of show date.

## **Exhibit Security**

Every reasonable precaution will be taken to protect property during non-exhibition hours. No unauthorized personnel will be permitted in the exhibit area before or after exhibition hours. Guard service during non-show hours will be provided in the exhibit hall. However, it is unwise to leave small items of value such as laptop computers, briefcases, cameras, giveaways, etc., in displays or booths while it is not staffed. It is suggested that all small items of value be removed from your display area each night. Advise SAE of any valuable shipment which can be specially handled and moved to the security room. Thefts or misplacement of materials should be reported immediately to SAE so that appropriate reports may be filed with security. SAE assumes no liability for thefts at the show site.

## **Sound/Music & Copyrighted Materials**

In general, exhibitors may use sound equipment in their booths so long as the noise level is kept to a minimum and does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices must be positioned so as to direct sound into the booth rather than into the aisle. SAE Show Management reserves the right to determine at what point sound constitutes interference with others and must be discontinued.

Exhibitors shall not play or permit the playing or performance of or distribution of any copyrighted materials at the exhibition unless it has obtained all necessary rights and paid all required royalties, fees or other payment.

## **Mobile Vehicle Regulations**

Display vehicles must have less than one quarter (1/4) of a tank of fuel and a taped or locked gas cap. The battery must be disconnected, and a fire extinguisher is recommended to be near the car at all times. External chargers are usually recommended for demonstration purposes and must have the approval of SAE Show Management.

## **Selling on Exhibit Floor**

No selling or order-taking, without exception, may occur in the exhibition area or within other convention facilities provided. No signage or advertising of product is permitted.

## **Recruitment**

Recruitment activities on the exhibit show floor will be limited to SAE Career Fair and SAE career-related activities unless otherwise approved by SAE show management in advance.

## **Installation and Dismantling of Exhibits**

Installation and dismantling of exhibits may not begin before the specified starting times and must be completed by specified completion times. Exhibits may not be dismantled before the close of the exhibition.



# Issues Common to All Booth Types

## **Cameras/Videos/Media**

The taking of photographs, videos, etc., by attendees is prohibited at all times. Exhibitors are permitted to take photographs, videos, etc., of their own booth provided they request a camera pass from SAE. Credentialed media may take photographs providing they have the exhibitor's permission and are displaying the appropriate media badge.

Exhibitors may not have any media outlets (radio, television, etc.) broadcast from their booth or any other conference area without the expressed written consent of SAE.

## **Contractor Services**

SAE International has contracted with official contractors to provide both exclusive and non-exclusive services at each event. While exhibitors may utilize exhibitor-appointed contractors (EAC) for non-exclusive services within certain guidelines, vendors other than official contractors may not solicit exhibitors to provide products or services.

## **Food and Beverage**

Food and beverage may be available within the exhibit booth. However, all food and beverage must be obtained through the exclusive SAE preferred vendor.

## **Drawings, Contests, Raffles**

All drawings, contests, and raffles must have the prior written approval of SAE Show Management.

## **Age Requirement**

No one under the age of 16 is permitted on the exhibition floor unless part of an SAE/AWIM sponsored school tour planned and pre-arranged by SAE.

## **Smoking**

Smoking is prohibited at all SAE events.

## **Miscellaneous**

- Any distribution of literature or samples shall be limited to the exhibitor's booth, technology salon or hospitality suite.
- Exhibitors shall not schedule, foster or conduct outside activities that would take qualified attendees from the exhibit during exhibit hours.

## **Terms and Conditions**

Please refer to the "SAE Terms and Conditions" included in this manual for additional information.

**SAE** *International*™

400 Commonwealth Drive  
Warrendale, PA 15096-0001

071135