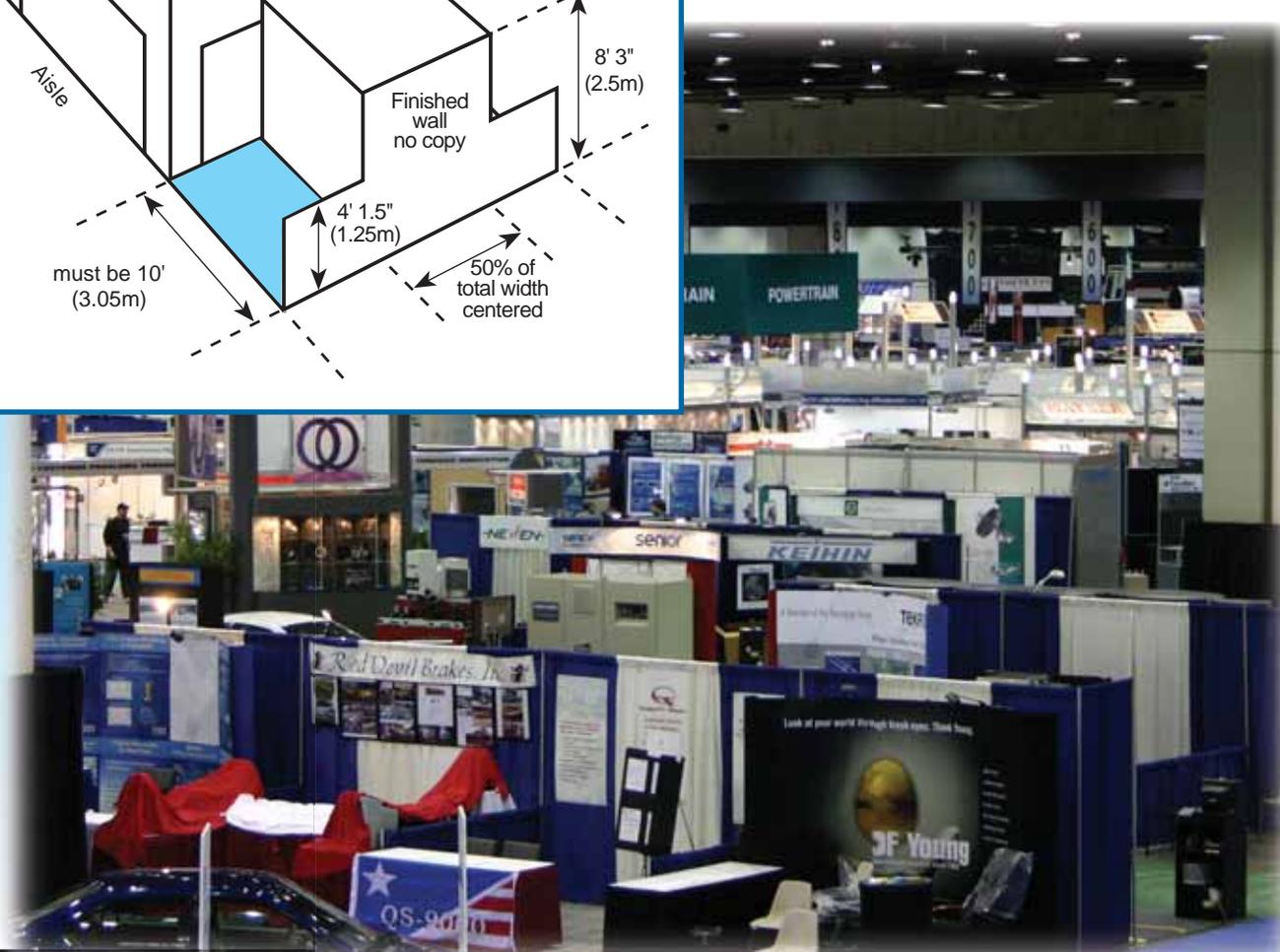
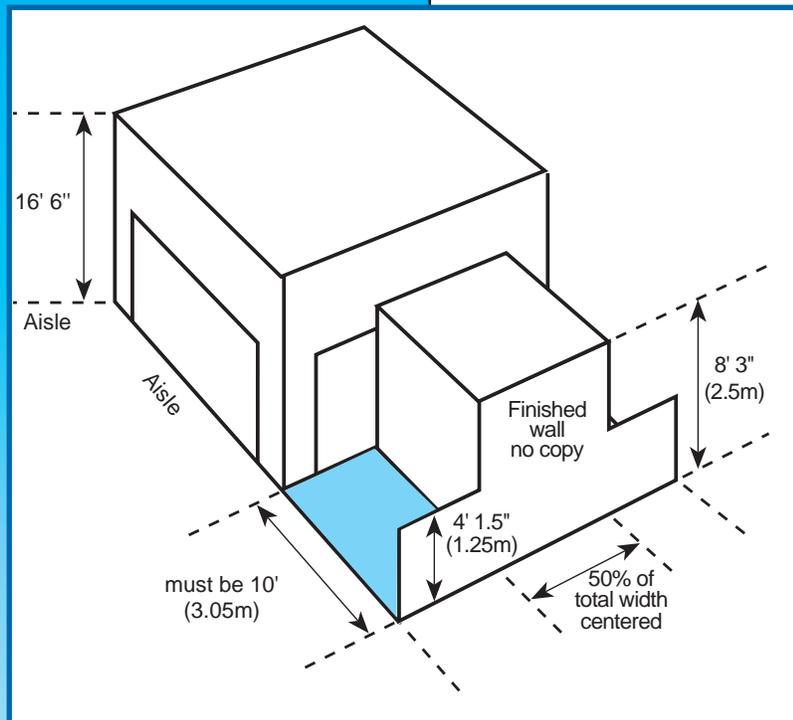


Exhibit Display Rules and Regulations



Standard Booth

Definition

One or more standard units in a straight line.

Height

Exhibit fixtures, components and identification signs will be permitted to a maximum height of 8'3" (2.5 m).

Intent

If a portion of an exhibit booth extends above 8'3" (2.5m) high, the exhibit booth back-ground will detract from the overall impact of the exhibit directly behind that booth regardless of how the rear of the offending exhibit is finished.

Depth

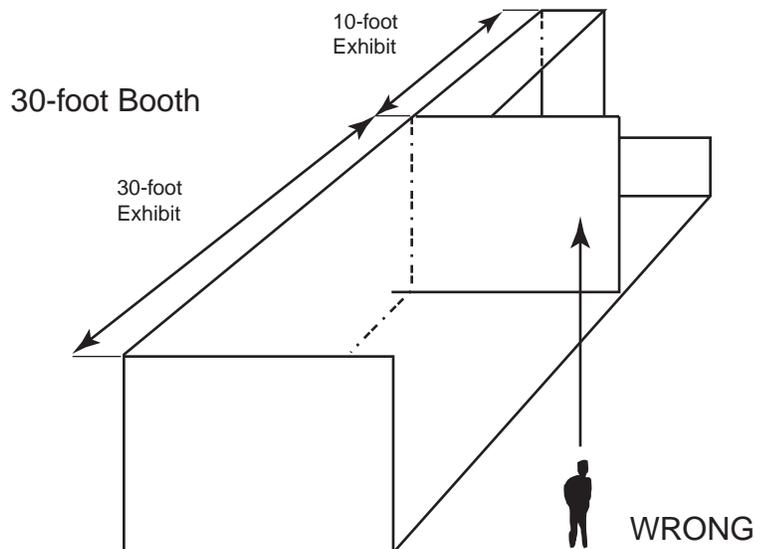
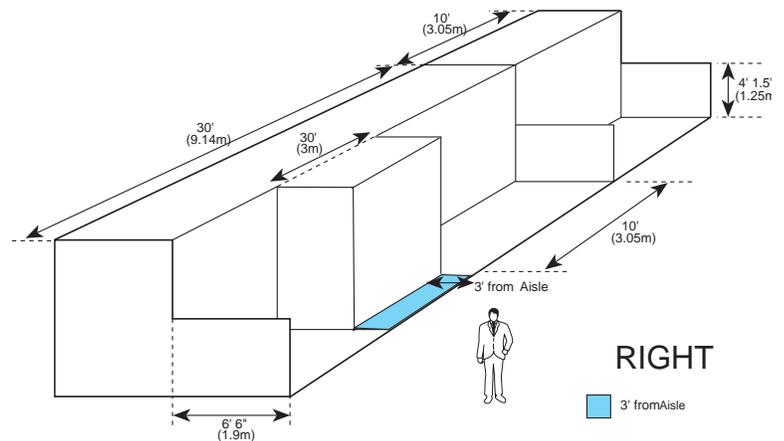
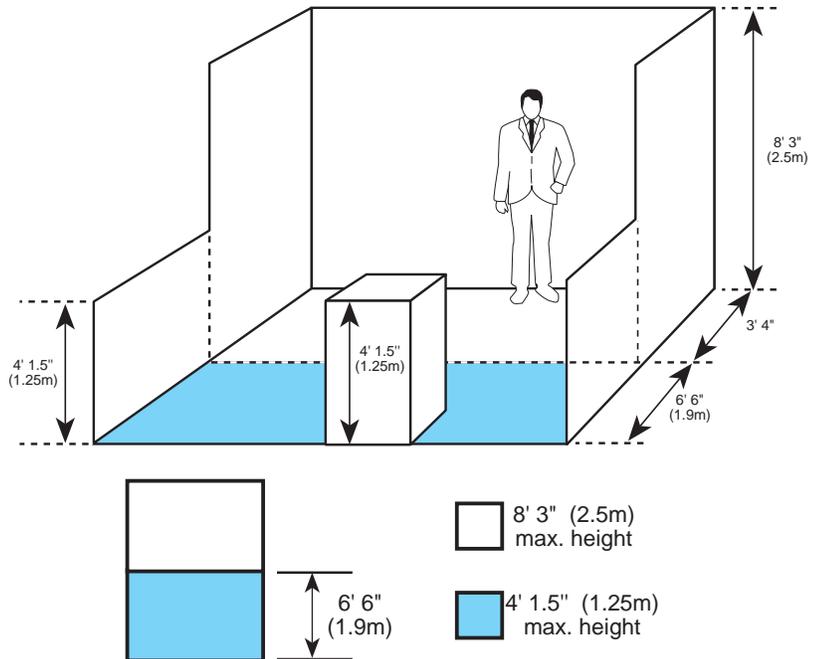
All display fixtures over 4' 1-1/2" (1.25m) in height and placed within 10 lineal feet (3.05m) of an adjoining exhibit, must be confined to that area of the exhibitor's space which is at least 6' 6"(1.9 m) from the aisle line.

Intent

Each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of exhibit. Exhibitors with larger space - 30 lineal feet (9.14m) or more - should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 4'1 1/2" (1.25m) and within 10 lineal feet (3.05m) of a neighboring exhibit is intended to accomplish both.

Important

Space dimensions shown on floor plan are from center line of booth equipment, such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.



Perimeter Backwall Exhibit

Definition

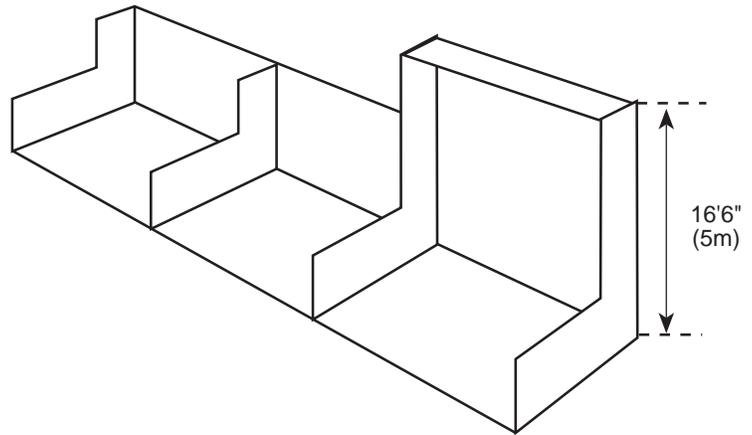
One or more standard units in a straight line along a perimeter wall.

Height

Booths and/or signs along perimeter backwalls are permitted to a maximum height 16'6" (5m) as long as the booth or sign does not interfere with other exhibitors sight lines.

Depth

All display fixtures over 4'1 1/2" (1.25m) in height and placed within 10 lineal feet (3.05m) of an adjoining exhibit, must be confined to that area of the exhibitors space which is at least 6'6" (1.9m) from the aisle line.



Peninsula Booth

Definition

Exhibit with one display level in four or more standard units back to back with an aisle on three sides.

Height

Exhibit fixtures, components and identification signs are permitted to be a maximum height of 8'3" (2.5m) even though there may be only two exhibitors occupying peninsula booths in adjoining areas.

With a peninsula booth of 600 sq. ft. (54 sq. m) or larger, the abutting 10' (3.05m) depth shall conform to restrictions detailed above (max. height 8'3" (2.5m)). The leading portion shall conform to island displays.

Intent

When an exhibit in a peninsula booth configuration exceeds 8'3" (2.5m), it does not interfere with other exhibitors because it does not back up against another exhibitor's back wall. The extra height is often needed to permit the open walk through approach normally used in this type of location.

Depth

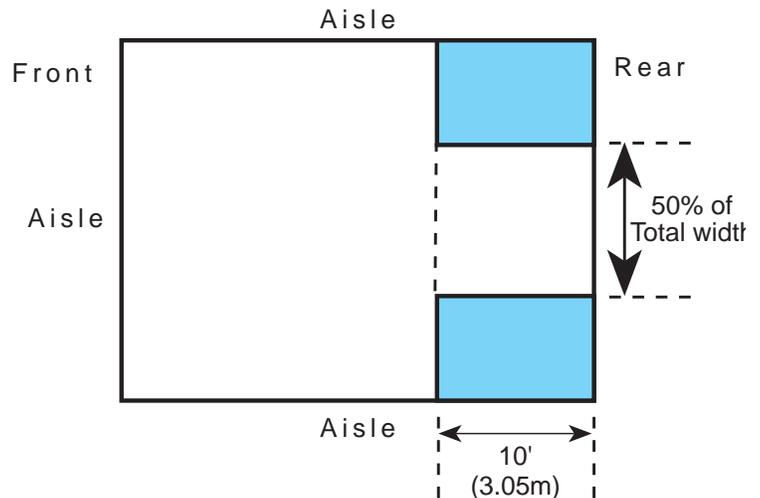
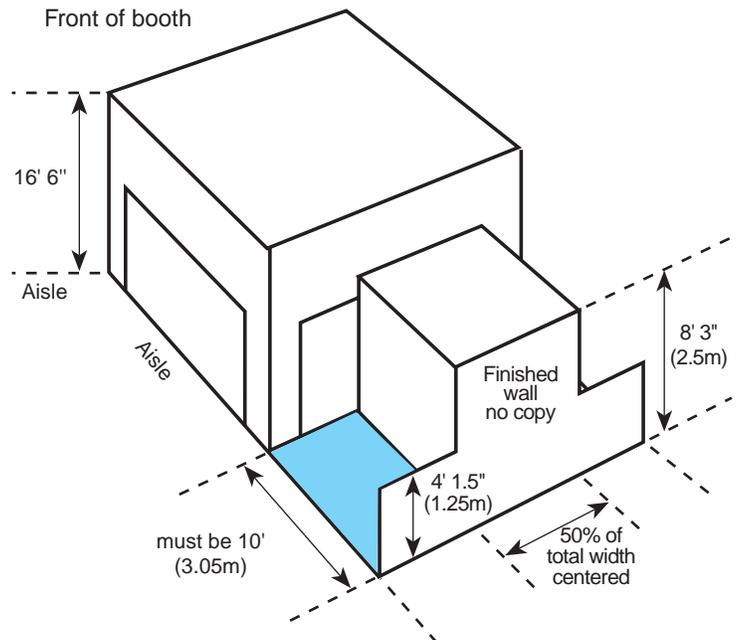
All display fixtures over 4'1 1/2" (1.25m) in height and placed within 10 lineal feet (3.05m) of a neighboring exhibit must be confined to that area of the booth that is at least 6'6" (1.9m) from the aisle line to avoid blocking the sight line from the aisle to the adjoining booth.

Intent

Exhibitors adjoining peninsula exhibits are entitled to the same reasonable sight line from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth.

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 must not carry identification signs or other copy that would detract from the adjoining exhibit.



 4' 1.5" (1.25m)
max. height

Island Booth

Definition

Exhibit booths consisting of four or more standard units with aisles on all four sides.

Height

Exhibit fixtures, components and identification signs are permitted to be a maximum height of 16'6" (5m) provided written approval is received from exposition management 90 days prior to the show. An exhibitor desiring to erect a solid wall-in structure over 4'11/2" (1.25m) in height, within the island must set the structure back at least 3' (.9m) from any aisle on any of the four sides.

(REFER TO DRAWING A)

Intent

When an island booth exceeds 8'3" (2.5m) it does not interfere with other exhibitors because it obviously does not back up against another backwall. The extra height is often required in an island booth exhibit to permit the open walk-through approach normally used in this type of location. The 16'6" (5m) high exhibit will fit into most exposition centers, thus permitting each exhibitor to get maximum use of his or her exhibit.

Depth

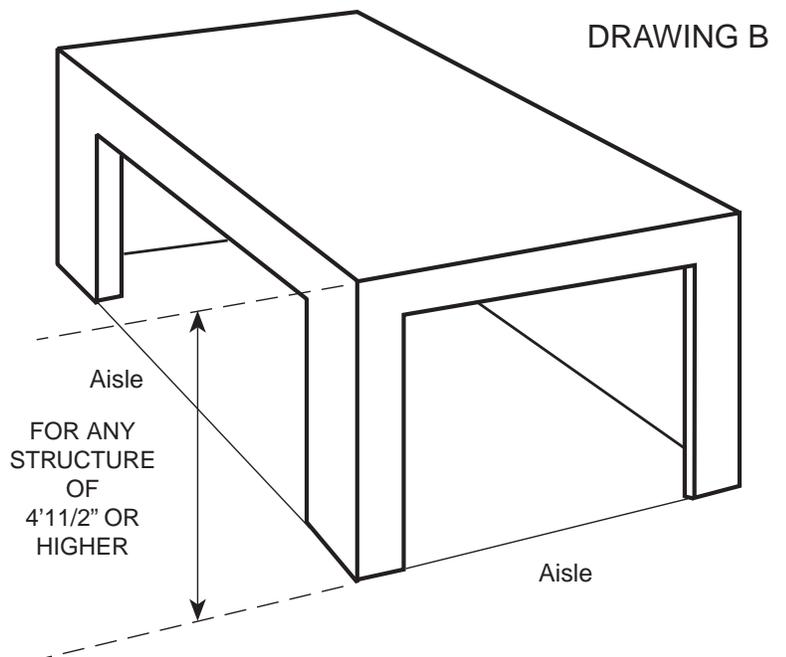
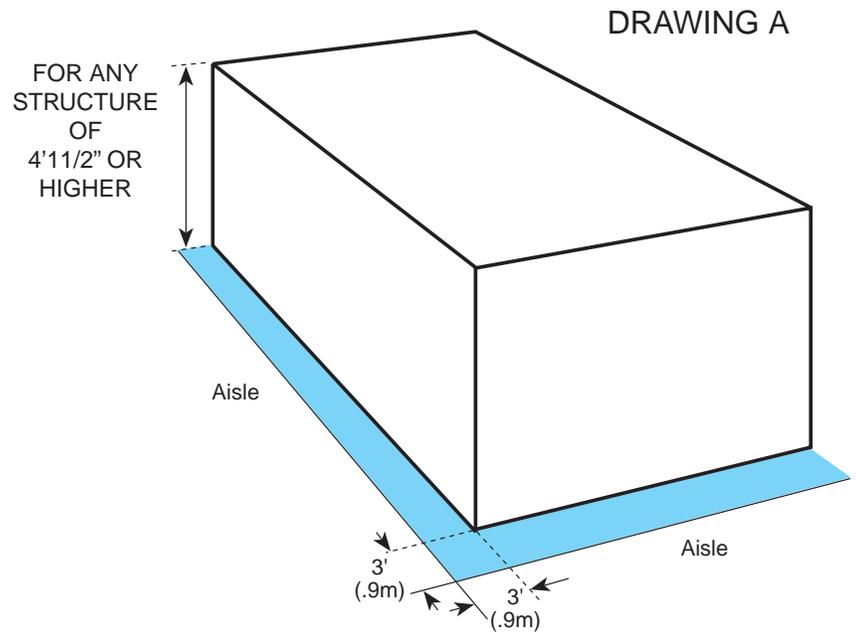
Because an island booth is automatically separated by the width of an aisle from all neighboring exhibits, full use of the floor plan is permitted if the structure is visually open for at least 75% of the length of the booth.

(REFER TO DRAWING B)

An exhibit booth that does not meet the "visibility" regulations and is a structure that is over 4'1 1/2" (1.25m) must be erected back 3' (.9m) from any aisle on any of the four sides.

Important

Solid/opaque "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.

Height

Exhibit, fixtures, components and identification signs are permitted to be a maximum height of 16'6" (5m) provided written approval is received from exposition management 90 days prior to the show.

Depth

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.

(REFER TO DRAWING A)

An exhibit booth that does not meet the "visibility" regulation and is a structure that is over 4' 1 1/2" (1.25m) must be erected back 3' (9m) from any aisle or any of the four sides.

(REFER TO DRAWING B)

Important

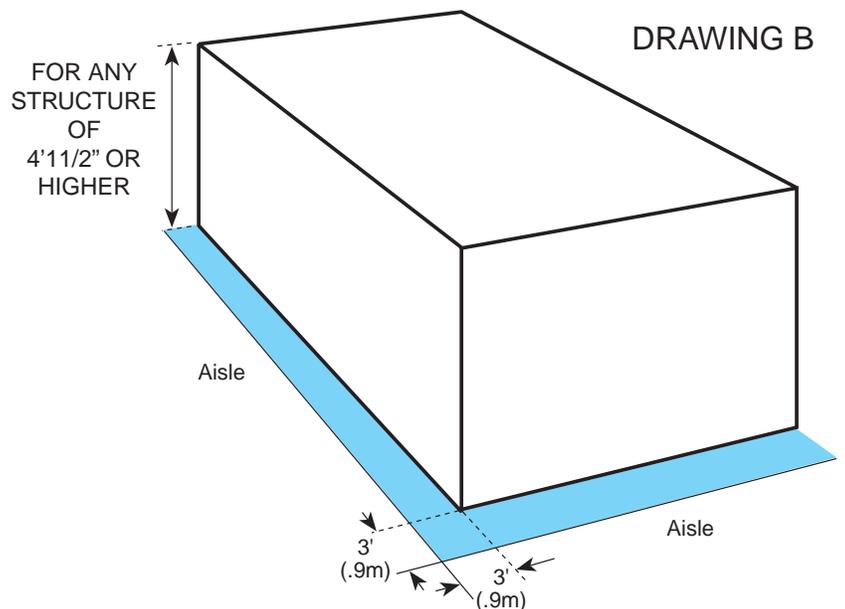
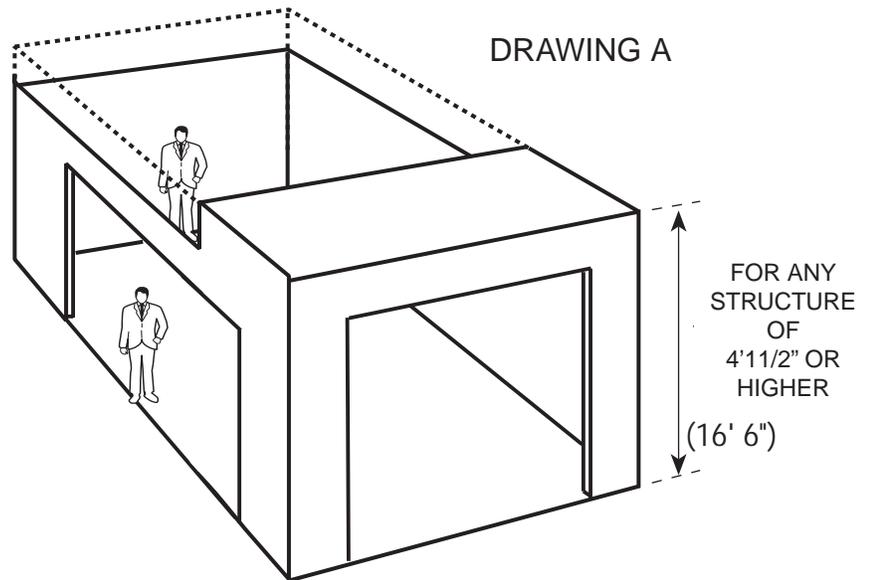
Solid/opaque "fortress" type displays built directly on aisles obstruct sightlines and are prohibited.

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 exposition 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.

Intent

Exhibitors in the vicinity of island exhibits are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.



Cross Aisle Displays

Definition

Exhibits with one or more display levels with three or more standard units (minimum of six in all) set up across from each other with an aisle running through the center.

Height

Cross-over spans are permitted to a height that corresponds to the height regulations for the appropriate exhibit configuration of which they are a part of (Standard booths - 8'3" (2.5m), island - 16'6" (5m)). The minimum height from floor to bottom of span must be at least 7'6" (2.3m).

Cross-over spans are not permitted closer than 10' (3m) from adjoining exhibits.

Intent

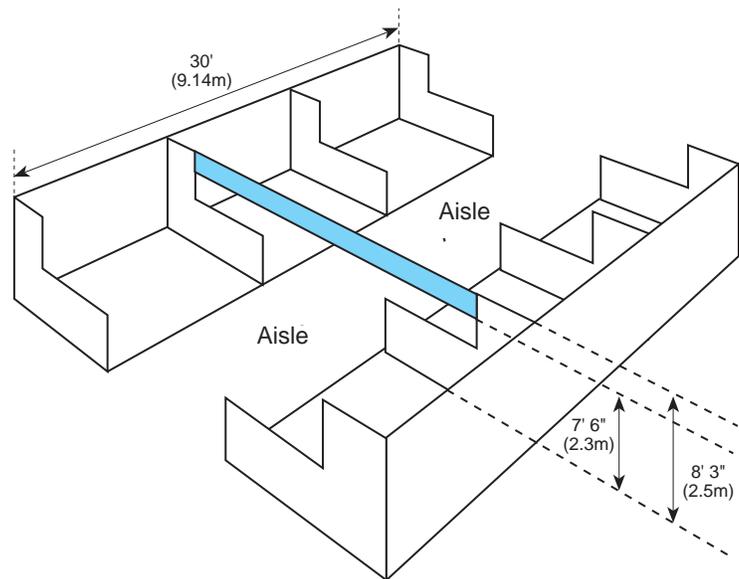
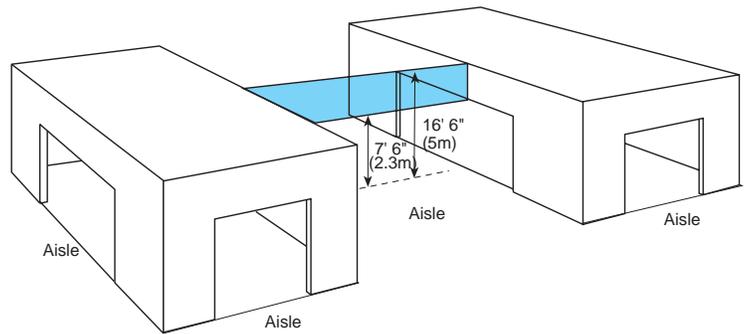
Cross-over spans are a part of the overall exhibit and therefore, must be treated as a component of the total exhibit configuration.

Important

No exhibit materials or fixtures are permitted in the aisles at any time.

An unobstructed flow of traffic must be maintained in the aisle at all times. Exhibitors in adjoining booths are entitled to the same flow of traffic and open sightlines they would expect if they were adjacent to an exhibitor with a standard booth.

Carpeting dividing the two sections of the booth must match the color of the overall SAE aisle carpet.



Towers

Definition

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

Height/Depth

Towers will be permitted to a height and depth that correspond to the height and depth regulations for the appropriate exhibit configuration of which they are a part. For example, towers that are part of an island exhibit should not exceed 16'6" (5m) in height. Towers must be placed at least 3'0" (.9m) from the aisle line to avoid blocking the sightline from the aisle to the neighboring booths.

Intent

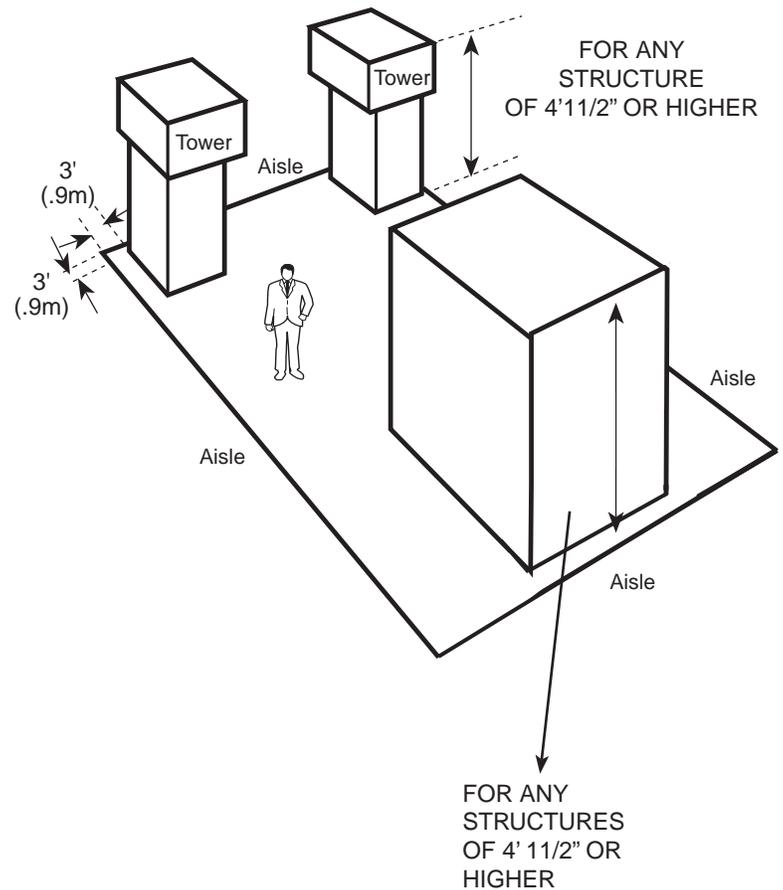
Towers are part of the overall exhibit presentation and, therefore, must be treated as a component of the total exhibit configuration. The height and depth regulations have been set to assure exhibitors with towers the same reasonable sightline from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth.

Structural Integrity (Action)

All towers in excess of 12' (3.66m) must submit drawings for inspection to exposition management, the installation and dismantling contractor, the exhibitor and governmental authority 90 days prior to the exposition.

Intent

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



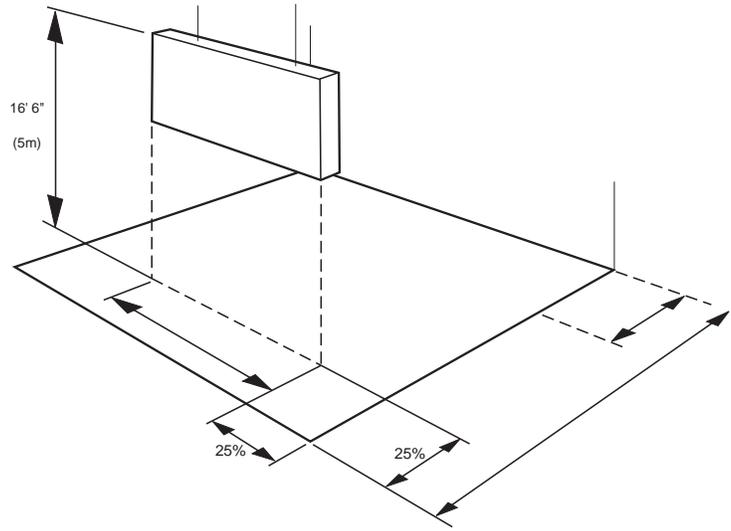
Hanging Signs

Signs may be suspended or tethered above peninsula, perimeter-wall, or island exhibits.

Signs may be any shape. They may not exceed height restrictions specified for peninsula, island booth and backwall exhibits.

All signs must be set back at least 25% of booth depth and width from perimeters.

All signs suspended by cables must be approved by the safety officer of the facility in question. Drawings indicating size, placement and suspension method for this type of component must be submitted to Show Management for inspection at least 90 days before the opening of the exposition. Unless approval has been granted by the facility and show management signs will not be permitted to be hung.



Demonstrations

Definition

The part of the exhibit program involving the interaction of exhibit personnel and their audience through corporate presentations, product demonstrations or sampling.

Regulation

Demonstration areas must be organized within the exhibitor's space so as not to interfere with any traffic aisle. Sampling or demonstration tables must be placed a minimum of 2'0" (60cm) from the aisle line. Should spectators or samplers interfere with the normal traffic flow in the aisle or overflow into neighboring exhibits, SAE will have no alternative but to request that the presentation or sampling be eliminated.

Intent

The aisles are the property of the entire show and each exhibitor has the responsibility to assure proper flow of traffic through the entire show. When large crowds gather to watch a demonstration or for sampling and interfere with the flow of traffic in aisles or create excessive crowds in neighboring booths, it is an infringement on the rights of other exhibitors. Aisles must not be obstructed at any time.

Sound

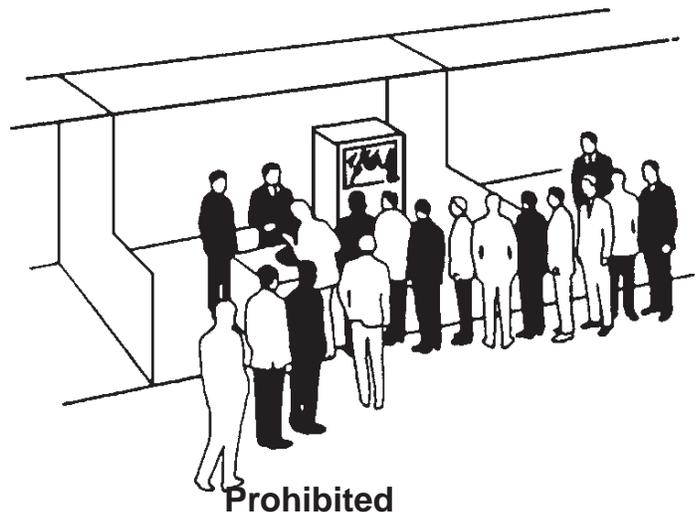
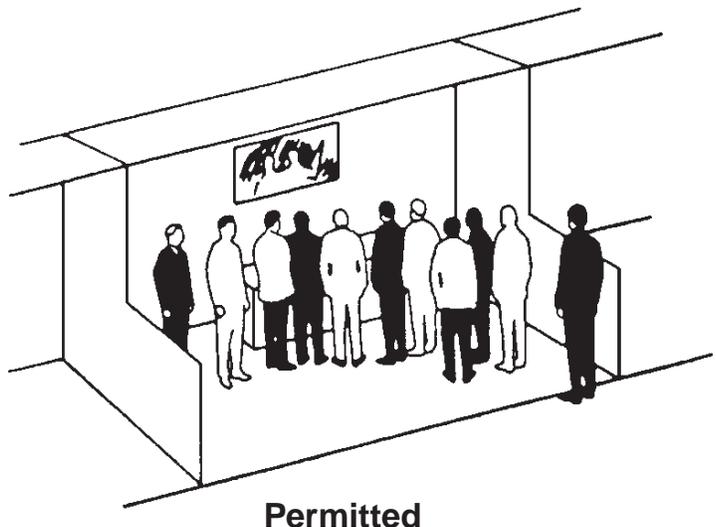
Exhibitors must police their own booths to be sure the noise levels from a demonstration or sound system is kept to a minimum and does not interfere with others. Remember the use of sound systems or equipment producing sound is an exception to the rule, not a right. SAE reserves the right to determine at what point sound constitutes interference with others and must be discontinued.

Operation of Equipment

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 potential hazard, produces excessive noise, generates dirt, odor, waste, heat or creates a disruptive condition and to require that such operation be immediately ceased.

Safety Precautions

All product demonstrations involving any moving and potentially hazardous machines, displays or parts, must have hazard barriers to prevent accidental injury to spectators. Demonstrations must always be supervised by exhibitor personnel who can stop the demonstration in the event of an emergency and all demonstrations involving potentially hazardous by-products, such as dust, fumes, sparks or flames, must be approved in writing by exposition management 60 days prior to the show.



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