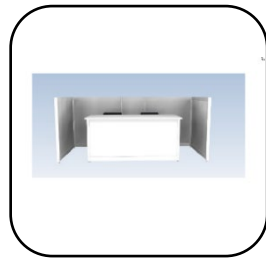


## Guidelines for Display Rules & Regulations

# Contents



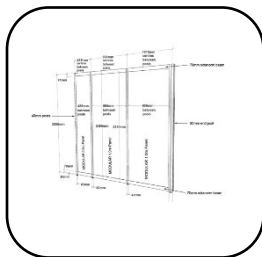
Tabletop

3



Shell Stand

4



Other Important Considerations

5

Issues Common to All Booth Types

6-9

## Guidelines for Display Rules and Regulations

- Responsibility of the exhibiting company to comply with SPIE rules and regulations
- Non-compliance may require modifications at the exhibitor's expense
- SPIE Exhibition Management reserves the right to pursue any action it deems necessary in the best interest of the exhibition and in fairness to all exhibitors
- Items located in the exhibit space must be in good taste or will be removed at the discretion of the organiser

### VIEW SPECIFIC BOOTH REGULATIONS

- [Tabletop](#)
- [Shell Stands](#)
- [Other important considerations](#)
- [Issues Common to all Booth Types](#)

### THE FOLLOWING ITEMS ARE OPTIONAL AND MUST BE ORDERED SEPARATELY

- [Electricity](#) (Shell Stands are provided with electricity, Tabletops do not have electricity)
- [Additional Furniture](#)

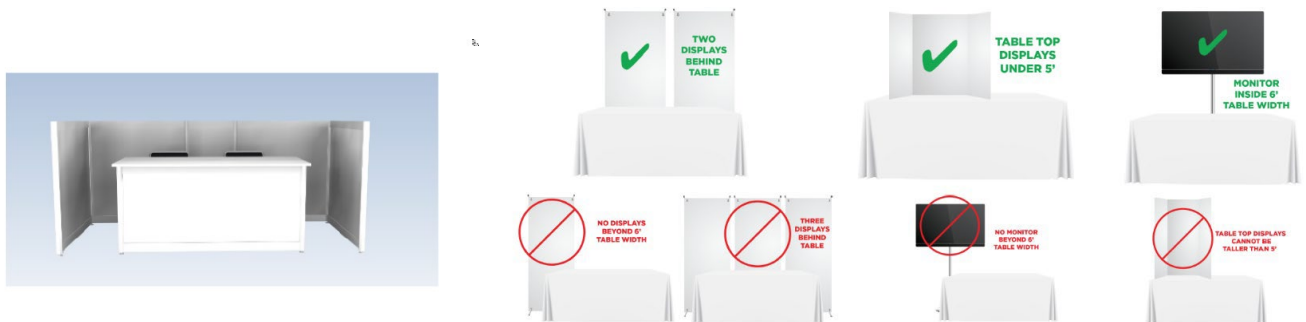
### Tabletop

- Limit of one table per contracted tabletop space, 2.5m x 1.5m (8.2ft x 4.9ft)
- **Display space may not exceed 2.5m (8.2ft) width limit**
- **Display materials are not allowed to be hung on back wall**
- **Floor standing back walls are not allowed**
- **Additional Furniture is not allowed**

**NOTE: Electricity is NOT included with the tabletop package.**

#### Included:

- Tabletop L 1.50m x W 0.6 m (4.92ft x 1.96ft)
- Company identification sign
- Two chairs
- Wastebasket
- Carpet (venue colour grey)



Each contracted tabletop space is limited to (not provided):

**ONE** table-mounted display [height may not exceed 1.5m (5ft) from the table surface]

#### **OR**

**UP TO TWO TOTAL** of the following display combinations:

- Pull-up roller banners positioned behind the table [maximum 0.9m (3ft) wide and 2.4m (8ft) high]
- Easel positioned behind the table
- Tabletop or floor standing monitor (positioned behind the table)
- Literature stand
- Bag stand

**Note: When ordering any monitors please ensure that you also order Electricity**

SPIE Exhibition Management reserves the right to remove any display that does not conform to tabletop display regulations.

### ROW AND CORNER SHELL STAND REGULATIONS

#### Shell Scheme

Display space defined by support/frame elements and in-filling walls white.

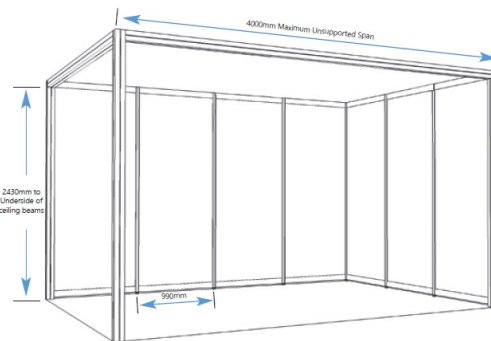
#### Included:

- One rail with three mounted spotlights
- One Name Board
- One wastebasket
- 1 Bistro Table 70cm x 70cm
- 2 x upholstered chairs
- One literature rack
- Electrical point (500w)
- Carpet (venue colour grey)

#### Example of 9sqm Shell Stand



SHELL DIMENSIONS



#### SHELL SCHEME DO'S & DON'TS

##### DO

Use the following items on the Foamex panels if required. **Do not** use these items on the metal framework.



BLU-TACK



SELLOTAPE



VELCRO

##### DON'T

Use the following items on either the Foamex panels or the metal framework.



NAILS



STAPLES



SCREWS



STICKY TABS



PAINTS



PINS



GLUES



DOUBLE SIDED TAPE

Please be aware that this is a semi-permanent system that has been used to create your stand that can only withstand a limited amount of pressure. **No heavy objects** are to be hung from the system. Any heavy objects mounted or fixed may affect the stability of the stand or block. Please be aware you cannot lean / move / readjust any part of our system as this may cause collapse. If you have any questions please email [exhibit@fullcircleevenstsd.co.uk](mailto:exhibit@fullcircleevenstsd.co.uk) and we will respond to your query.

In the event of exhibitors opting for a specifically designed stand, the recommendations regarding ventilation, movement of personnel, access points, etc. applicable to any meeting space must be incorporated please contact [SPIE Management](#) for more details.

### Linear Shell Stands

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

#### Dimensions

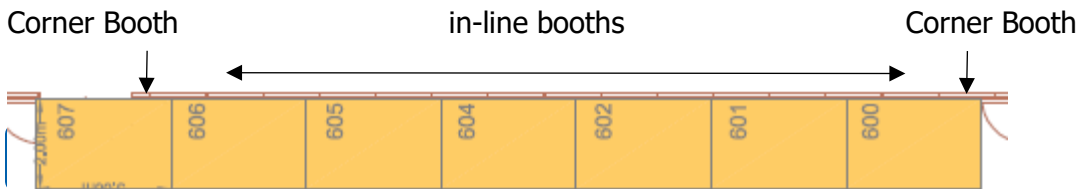
Linear Shell Stands are most commonly 9sqm 3.0m wide and 3.0m deep (9.84ft x 9.84ft) or 6sqm 3.0m by 2.0m (9.84ft x 6.5ft). A maximum back wall height limitation of 2.5m (8.2ft) is specified.

#### Use of Space

Regardless of the number of Linear Shell Stands utilised, display materials should be arranged in such a manner so as not to obstruct sight lines of neighbouring exhibitors or interfere with the flow of traffic. A maximum height of 2.5m (8.2ft) is allowed only in the booth space.

### Corner Shell Stands

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



### Customised Shell Stand

Exhibitors building a customised Shell Stand are required to submit a drawing, plans or renderings, preferably digital, to the show organiser, and to the show’s general service contractor. Customised stands must adhere to Linear Shell Stand guidelines.

### Other Important Considerations

#### Hanging Signs and Graphics

Hanging Signs above Shell Stands only – Approval for the use of Hanging Signs and Graphics, at any height, should be received from the exhibitions or event’s organiser 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. SPIE recommends that exhibitors contact the Service Contractor to request a cost estimate for hanging.

#### 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 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

## EXHIBITION DISPLAY RULES

ensure that all time constraints are met. Exhibitions and Events organisers should be prepared to assist Exhibitors in this application process.

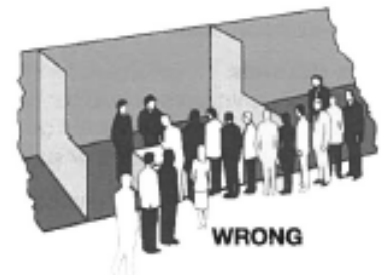
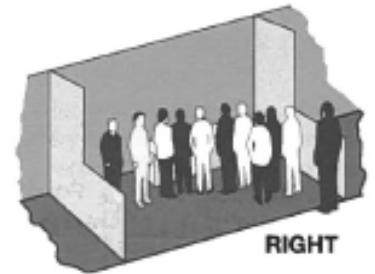
### Issues Common to all Booth Types

#### 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 neighbouring 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 the 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 0.91m and/or install hazard barriers as necessary to prevent accidental injury to spectators. Additionally, qualified personnel should only conduct demonstrations.



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

#### 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. A finished hard panel may be required to defuse backlit displays.
- 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 those spins, rotates, pulsates, and other specialised lighting effects should be in good taste and not interfere with neighbouring 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 organiser, the utility provider, and the exhibit facility

**Structural Integrity**

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighbouring exhibitors, hall labourers or installation/dismantling equipment such as pallet hand or forklift truck. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open.

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.

**Sound/Music**

In general, exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighbouring exhibitors. Speakers and other sound devices should be positioned 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.europa.eu/en](http://www.osha.europa.eu/en) 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, SESAC, GEMA and PRS for Music Limited are five authorised licensing organisations that collect copyright fees on behalf of composers and publishers of music.