

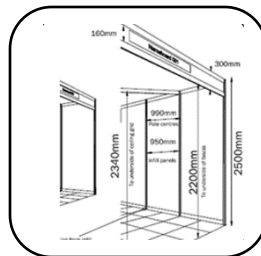
Guidelines for Display Rules & Regulations

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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](#)
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THE FOLLOWING ITEMS ARE OPTIONAL AND MUST BE ORDERED SEPARATELY

- [Cleaning services](#)
- [Electricity](#) (Shell Stands are provided with electricity, Tabletops **do not** have electricity)
- [Internet](#)
- [Furniture](#)

ROW AND CORNER SHELL STAND REGULATIONS

Shell Scheme

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

Included:

- One rail with 3 mounted spotlights
- One Fascia Board
- One wastebasket
- Carpet (blue in colour). If you require a different colour options are available at additional cost
- Electricity 3KW mono connection

Example of 9sqm Shell Stand



Line of Sight

Line-of-Sight display rules provide restrictions on certain areas of booths to allow attendees to view neighbouring booths in their line of sight as they walk the floor. There are a variety of booth types, and each one is addressed below with specific insight on how to implement Line-of-Sight regulations.

Linear Shell Stands

The ability to have products or services easily seen by attendees as they walk the aisles is essential to all exhibitors, and that is the basis for including a Linear Booth Line of Sight setback rule. Linear Booths, are called "in-line" booths, are generally arranged in a straight line and have neighbouring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

EXHIBITION DISPLAY RULES

Dimensions

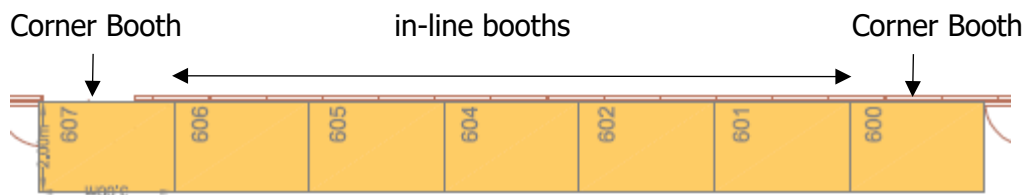
Linear Shell Stands are most commonly 9sqm 3.0m wide and 3.0m deep (9.84ft x 9.84ft) or 6sqm 3.0m by 2.0m (9.84ft x 6.5ft). A maximum back wall height limitation of 2.5m (8.2ft) is specified.

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 line-of sight 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 should submit a drawing, plans or renderings, preferably digital, to the show organiser for approval, 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 the hanging.

Multi-story Exhibit

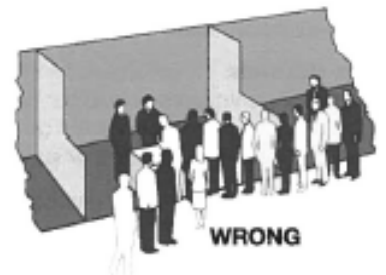
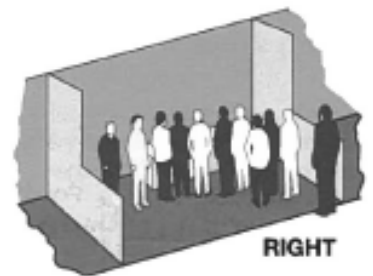
A Multi-story Exhibit is a booth where the display fixture includes two or more levels. In many cities, a Multi-story Exhibit requires prior approval by the exhibit facility, and/or relevant local government agency, as well as show management because it is deemed to be a "structure" for building purposes. The city building department 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 the event's 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 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 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, demonstrations should only be conducted by qualified personnel.



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.

EXHIBITION DISPLAY RULES

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.

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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 that spins, rotates, pulsates, and other specialised 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 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 neighboring 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 neighboring 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 for more information.) For permission to broadcast music in France please contact the [SACEM](http://www.sacem.fr) organisation.

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.