

*Las Vegas Convention Center
Las Vegas, Nevada USA
Exhibit Days: November 3 - November 6, 2009
Education Days: November 2 - November 5, 2009*



EXHIBIT DISPLAY REGULATIONS

Show Management has developed these Exhibit Display Regulations in accordance with the guidelines adopted by the International Association of Exhibitions & Events. All exhibits must conform to the regulations as set forth herein. Exhibits not in compliance must be brought into compliance prior to the end of exhibit setup. These regulations will ensure that all exhibitors have the opportunity, regardless of exhibit size and within reason, to present product(s) in the most effective manner possible and to have open access to attendees walking the aisles.

1. Dimensions

- Width of exhibit space shown on the floor plan is measured from the centerline of the side rails. Depth is the measurement from the face of the front post to the back of the rear post.
- Linear exhibit structures must be constructed to allow 3 inches for each side rail and 9 inches for utility service access at the rear. Examples: a 10 feet x 20 feet exhibit space has 9 feet 3 inches x 19 feet 6 inches usable space.

2. Line-of-Sight

- Signs, displays, products, fixtures, vehicles and decorations for all exhibit configurations (except split islands) located within an area 5 feet from the aisle and 10 feet from a neighboring exhibit can be no more than 4 feet high.

3. Display Vehicles and Rigs (Indoors and Outdoors)

- Display vehicles must have battery cables disconnected and taped, alarm systems deactivated, fuel tanks no more than 1/4-tank full or 5 gallons, whichever is less, and fuel tank filler caps locked and/or sealed.
- Fueling or de-fueling of vehicles on the Facility premises is prohibited.
- Display vehicles are permitted to occupy no more than 80% of the contracted exhibit space, and must conform to line-of-sight rules.
- Tractor/Trailer/Rigs/RVs/Trailers and oversize vehicles are not permitted as exhibits in the exhibit hall unless on the perimeter of the exhibit hall show floor, and must be approved in writing by Show Management.
- Booth vehicles must be set back 10 inches from the aisle to prevent damage from aisle carpet installation.
- Once placed, display vehicles cannot be started or moved without the approval and direction of Show Management.
- Auxiliary batteries not connected to engine starting system may remain connected.
- External chargers or batteries are allowed for demonstration purposes.
- No battery charging is permitted inside the building.
- Exhibitor may not display products in their booth or on show vehicles from eligible non-exhibiting companies unless approved in writing by Show Management. If the vehicle arrives at the SEMA Show with blatant usage and/or branding of products from non-exhibiting companies, vehicle will not be placed at the show. Show Management shall have final authority in determining rules violations, however the following shall constitute the general guidelines to be used by Show Management when determining a non-exhibitor's allowable presence on a vehicle: decals of non-exhibitors may be no more than 50 square inches on the vehicle, with a maximum height of 3 inches; tires from non-exhibiting manufacturers can have no signage, including wheel stands; builder's signs may be a maximum size of 28 inches x 44 inches, with the maximum name/logo size for non-exhibitors to be 2 inches high; No flyers, handouts or other representations may be visible or placed around the vehicle promoting a non-exhibiting company.

4. Electrical

- Electrical equipment and wiring require evidence of testing and approval by a nationally recognized testing laboratory, and must conform to the electrical codes and regulations as indicated in the Exhibitor Services Manual.
- All wiring must be three-wire grounded.
- Wiring that touches the floor must be "SO" cord (minimum 14-gauge/three-wire) which is insulated to qualify for "extra hard usage".
- Cord wiring above floor level can be "SJ" which is rated for "hard usage".
- The use of zip cords, two-wire cords, latex cords, plastic cord, lamp cord, open clip sockets or two-wire clamp-on fixtures is prohibited.
- Cube taps are prohibited.
- All multi-plug power strips must be UL approved, contain internal over-load protectors and adhere to all regulations in this section.

5. Lighting

- Lighting outside the perimeter of the exhibit cannot affect neighboring exhibits or aisles, or project images outside the exhibitor's own exhibit space.
- Peninsula and island exhibits may exceed the 16 feet maximum height restriction with hanging lights and truss for lighting only,

providing there are no graphics, advertising or promotional signage above 16 feet.

- Stem-mounted halogen fixtures with an arm that extends outward from the mounting mechanism, and which typically terminate in a light head that pivots, swivels, or is otherwise movable must use a sealed bulb, maximum 75W. Approved bulbs are MR 11/16, Covered – low voltage, PAR14, PAR16, PAR20, PAR30 and PAR38, MR 16 Covered – line voltage.
- Linear quartz bulbs or non-shielded halogen bulbs are not allowed.
- Conventional track lighting systems that use any of the approved types of halogen bulbs are allowed.

6. Fire and Safety

- The travel distance within the exhibit to an exit access aisle shall not exceed 50 feet.
- All displays must be made of fire retardant materials and are subject to Fire Marshal approval.
- Cardboard, crepe paper, corrugated paper or other combustible materials are prohibited.
- Exhibitors that have fire alarms, fire extinguishers, fire strobe lights or fire hose cabinets within the exhibit space must have them visible with an unobstructed path from the aisle to the fire device location.
- Spray painting is prohibited.
- Welding is allowed with written permission of Show Management, and provided Exhibitor procures all necessary permits and licenses from Clark County and provides evidence of the requisite permits to the Facility's Safety Coordinator prior to the Show.
- Helium and gas cylinders used for refilling must be secured in an upright position on ANSI approved safety stands with the regulators and gauges protected from damage. Overnight storage of cylinders in the building is prohibited.

7. Signs/Hanging Signs/Displays

- Linear exhibits are not permitted hanging signs above their exhibits.
- Perimeter linear exhibits are permitted hanging signs. The sign may not exceed 12 feet in height from the floor to the top of the sign and must be flat, and the sign must be located at least 5 feet away from the aisle.
- Peninsulas, split islands and island exhibits are permitted hanging signs. They may be hung at any height; however, the sign itself can be no more than 8 feet in height and must be finished on all sides.
- Signs, lettering, or graphics facing a neighboring exhibit must be located at least 10 feet from that exhibit. All sides must be finished.
- Exhibitors hanging a sign above their exhibit space are required to submit to Show Management a Hanging Sign Design Notification Form, located in the Exhibitor Services Manual, along with a drawing of the sign's measurement and placement, for approval no less than 60 days prior to the first move-in day.

8. Prohibited Displays

- No bolts, screws, hooks or nails shall be driven into or otherwise attached to the walls or floors of the exhibit areas.
- No part of the display may be attached to or otherwise secured to the columns, drapery backdrop or side dividers.
- Decals or other adhesive materials shall not be applied or affixed to the walls, columns or floor of the exhibit areas.
- No sign of any description may be installed, except within the confines of the exhibit space assigned.
- No animals, reptiles, birds, rodents, fish or insects may be used as part of any exhibit.
- Helium balloons with a minimum diameter of 36 inches are permitted.
- Cold air balloons are permitted with written permission of Show Management.
- Balloons are not permitted for giveaway or sale.
- Fog, smoke and steam machines are not permitted.

9. Exhibit Plan/Rendering

- Exhibitors with exhibits 400 square feet or larger and all multi-level exhibits must submit the Exhibit Space Design Notification Form, located in the Exhibitor Services Manual, and a drawing to Show Management for approval no less than 60 days prior to the first move-in day.

10. Canopies

- Canopies installed in any exhibit configuration that has sightline restrictions must follow these rules:
 - The base of the canopy cannot be lower than seven feet (7') from the floor within five feet (5') of any aisle.
 - Canopy supports can be no wider than three inches (3").
 - Signs, displays or products are not permitted over 8 feet 3 inches.

11. Multi-Level/Covered Exhibits

- Fire sprinkler systems must be installed if upper decks or covered exhibit areas exceed 1000 square feet including the stair landing.
- There must be two remote means of egress if upper deck area is greater than 300 square feet or will be occupied by more than 9 people.
- Spiral stairs are not permitted.
- Upper decks, covered areas and roofed areas exceeding 300 square feet in size require the installation of battery-operated smoke detectors.
- Drawings must be available for on-site inspection of all multi-story exhibits (regardless of whether or not people will occupy the upper area), exhibits with hanging signs and all exhibit fixtures and components exceeding 12 feet (3.66m) in height. Drawings must include a current signature or stamp of a reviewing structural engineer, indicating that the structure design is properly engineered for its proposed use. A signature is required by an authorized official of the exhibit-building company indicating that the structure is built in compliance with the details and specifications set forth on the drawings.

- Signs must be posted indicating the maximum number of people the structure will accommodate.

12. Unfinished Areas

- All open or unfinished sides of the exhibit which may appear unsightly must be covered or Show Management will have them covered at exhibitor's expense. Any portion of the exhibit bordering another exhibitor's space must have the backside of the exhibit finished and not incorporate any identification signs, lettering or graphics that would detract from the adjoining exhibit. Peninsula, split island and island exhibits must have a finished back wall and sides. Plain drape or unfinished hard-walls are not permitted.

13. Noise Level

- The noise level within an exhibit must not exceed 85 decibels.

14. Product Size

- Exhibitor products may exceed height restrictions if they do not impact neighboring exhibitors and must be pre-approved in writing by Show Management.

15. Linear Exhibit

- Linear exhibits are 10 feet deep and offered in 10 feet or 15 feet widths and can be combined to create an exhibit of almost any length. Exhibits are permitted a maximum height for any sign, display, product, fixture, or decoration of 8 feet 3 inches. In the area 5 feet from the aisle and 10 feet from a neighboring exhibit the maximum height for any sign, display, product, fixture or decoration is 4 feet. (See Diagram 15A and 15B)

16. Perimeter Exhibit

- Perimeter exhibits are located on the outside perimeter of the floor plan, and are 10 feet deep and offered in 10 feet or 15 feet widths, and can be combined to create an exhibit of almost any length. Exhibitors are permitted a maximum height for any sign, display, product, fixture, or decoration of 12 feet. In the area 5 feet from the aisle and 10 feet from a neighboring exhibit the maximum height for any sign, display, product, fixture or decoration is 4 feet. (See Diagram 16) Perimeter Exhibit rules do not pertain to linear exhibit space in temporary structures, which will still be considered linear exhibits.

17. Peninsula Exhibit

- A peninsula exhibit is created when four or more 10 feet x 10 feet exhibit spaces are placed back-to-back with an aisle on three sides. The maximum height permitted for any display, product, fixture, or decoration within the exhibit is 16 feet. In the area 5 feet from the aisle and 10 feet from a neighboring exhibit the maximum height for any sign, display, product, fixture or decoration is 4 feet. (See Diagram 17)

18. Split Islands

- A split-island exhibit is a peninsula exhibit which shares a common backwall with another peninsula exhibit. "Peninsula Exhibit" rules apply to Split Island exhibits, except a full backwall is permitted. Caution: Exhibit locations in future shows may require a peninsula installation. Companies are advised to build a flexible exhibit that can be adjusted to fit a peninsula location. (See Diagram 18)

19. Island Exhibit

- An island exhibit is surrounded by aisles on all four sides and must be at least 400 square feet. The maximum height permitted for any display, product, fixture or decoration within the exhibit is 16 feet. (See Diagram 19)



