The following rules and guidelines specify what an exhibitor can and cannot do with their booth space. These rules and guidelines are based on the physical characteristics of the exhibit hall, the intent to be equally fair to all exhibitors, and the safety of all concerned. Please review these rules and plan your display accordingly as variances will not be granted prior to the show or on-site.

CUBIC CONTENT – VISION WEST follows the cubic content rule, which allows exhibitors to make maximum use of their booth space. Under the cubic content rule, exhibitors may build up to the front of their booths, and up to the maximum allowable height according to booth type as indicated below. However, anything above the provided drape heights must be finished, neutral and devoid of copy on any wall adjacent to another exhibitor. Please refer to the HEIGHT LIMITATIONS section for additional information:

- In-Line (standard) booth - Bounded by 1 or 2 aisles - 8’ HEIGHT LIMITATION
- Peninsula booth - Bounded by 3 aisles - 15’ HEIGHT LIMITATION
- Island booth - Bounded by 4 aisles, 1000 sq. ft. or less - 20’ HEIGHT LIMITATION
- Island booth - Bounded by 4 aisles, Greater than 1000 sq. ft. - 28’ HEIGHT LIMITATION
- Galleria booths – All – 10’ HEIGHT LIMITATION

Examples of Cubic Content

DEMONSTRATION AREAS - Demonstration areas must be confined within the exhibit space so as not to interfere with any traffic in the aisles. Exhibitors must contract sufficient space to be
able to comply with this rule. When large crowds gather to watch a demonstration and interfere with the flow of traffic down the aisles or create excessive crowds at neighboring booths, it is an infringement on the rights of other exhibitors. Aisles **may not** be obstructed at any time.

**DEMONSTRATION EQUIPMENT** - Equipment, product or machinery, when displayed to demonstrate or simulate industrial application, are exempt from the foregoing height limits, but are restricted only by ceiling height, as well as building and safety codes.

**DO NOT BLOCK AISLES OR INVADE NEIGHBOR’S SPACE** - No sign or decorative materials may protrude into the aisles or encroach upon neighboring booths. No obstruction may be placed in any aisle, passageways, lobby, or exit leading to any fire extinguishing appliances.

**EXPOSED AREAS MUST BE FINISHED** - All backwalls, sidewalls or any other exposed areas of the display must be draped or finished surfaces. No graphics, logos, or print facing into another booth is allowed. Any company advertisement or promotion must face into the aisle. In-line and peninsula booths must have a finished back wall covering the back of the booth. See-through back walls or displays which do not cover the back wall completely will not be allowed.

Please note that **ALL FIRE HOSE CABINETS AND FIRE EXTINGUISHERS MUST BE KEPT VISIBLE AND CLEAR WITH A 36” CLEARANCE. FIRE EXTINGUISHERS MAY NOT BE REMOVED OR RELOCATED.**

After 5:00pm on September 18th, 2019, any part of a booth with unfinished side or backwalls will be draped by Show Management at the expense of the exhibitor.

**NEW: FIRE DEPARTMENT PERMIT REQUIREMENTS AND FEES / SPRINKLER REQUIREMENTS** – With exhibit halls A-D at Sands Expo, all single-level covered multi-story display areas greater than 1,000 square feet are required to have sprinkler coverage throughout the space.

Please visit the Clark County Fire Department website for specific requirements and fees based on your booth build: [http://www.clarkcountynv.gov/fire/Pages/default.aspx](http://www.clarkcountynv.gov/fire/Pages/default.aspx)

**FLOOR COVERING GUIDELINES** - Your entire booth area needs to have an appropriate, flame retardant floor covering. Any booths without floor coverings by 5:00pm on September 18th, 2019 will be carpeted by Freeman at the exhibitor’s cost.
GOOD TASTE AND THE RIGHTS OF OTHERS - Show Management may require any Exhibitor to make changes in their exhibit if, in Show Management’s opinion, the exhibit does not conform to prevailing standards.

GRAPHICS ON NEIGHBORS’ SIDE - The backside of walls - the common border facing a neighboring booth - must be clear of copy, logos, or other graphics, so as not to be an eyesore to neighboring exhibitors.

HANGING SIGNS / BALLOONS / INFLATABLES - Hanging signs must comply with the HEIGHT LIMITATIONS guidelines listed below. This includes all hanging or suspended material such as banners, truss, etc. The top of the sign (or other material) may not exceed the height limitation specific to your type of booth. Booths which qualify to suspend “hanging signs” are only Island, Peninsula or Walk-Through booths of 400 sq. ft. or larger. Please Note: Hanging signs are NOT allowed in the Galleria.

Balloons inside the facility must remain tethered to a fixed object and may be no larger than thirty-six (36”) in diameter. If any type of balloon/inflatable comes loose causing damage to any ceiling or other area (i.e. permanent and/or temporary light fixtures, electrical, audio/visual, etc.), the requesting party shall assume full liability for said damages and/or labor and equipment charges for retrieval. If balloons/inflatables are ingested into the HVAC system, the requesting party will assume full liability for these damages as well. Such an occurrence can cause system failures resulting in loss of service.

HEIGHT LIMITATIONS – VISION EXPO West follows the cubic content rule, which allows exhibitors to make maximum use of their booth space. Under the cubic content rule, exhibitors may build up to the front of their booths, and up to the maximum allowable height according to booth type as indicated in the following descriptions.

The following maximum height limits will be strictly enforced. No height variances will be granted prior to or on site at the show. Please plan your booth display and sign structures accordingly.

- Linear Booth - Bounded by 1 or 2 aisles. Hanging Signs are not permitted in linear booths. It is much more cost effective to floor mount signage with a linear booth height limit of 8 ft. Note: side-drape provided is 3 feet high and the back-drape provided is 8 feet high.

MAXIMUM HEIGHT LIMIT WITHIN A LINEAR BOOTH = 8 FEET
DISPLAY RULES + REGULATIONS

- **Peninsula Booth** - Bounded by 3 aisles. Exhibit booths must also be at least 20 ft. deep and 20 ft. wide to meet Show Managements requirements for hanging signs. Hanging signs in peninsula booths may reach a height limit of 15 ft. to top of sign.

**MAXIMUM HEIGHT LIMIT WITHIN A PENINSULA BOOTH (400 SQ FT OR LARGER) = 15 FEET**

- **Island Booth** - Bounded by 4 aisles. Booths must also be 20 ft. deep and 20 ft. wide to meet Show Managements requirements for hanging signs. For island booths of 1000 sq ft or less, the maximum height is 20 feet. For island booths greater than 1000 sq ft, the maximum height is 28 feet.

**MAXIMUM HEIGHT LIMIT WITHIN AN ISLAND BOOTH 1000 SQ FT OR LESS = 20 FEET**
**MAXIMUM HEIGHT LIMIT WITHIN AN ISLAND BOOTH GREATER THAN 1000 SQ FT = 28 FEET**

- **Galleria Booths (All)** – Please refer to Galleria Rules + Regulations for further information pertaining to Galleria exhibit booths. Hanging signs are not permitted in Galleria booths.

**MAXIMUM HEIGHT LIMIT FOR ALL GALLERIA BOOTHS = 10 FEET**

**PLEASE NOTE:** Nothing will be permitted above these maximum heights, including signs, banners, truss structures, lighting and/or display materials. No hanging signs are allowed in the Galleria.

**INSPECTION DEADLINE** - Any booth not occupied by 5:00pm on Wednesday, September 18th, 2019 will be presumed abandoned. If there is freight in the booth and Show Management believes the Exhibitor will be late, then Freeman will set up the display as best they can with the information available. If there is no freight in the booth and/or Show Management believes the Exhibitor will not participate in the show, the booth will be reassigned. Exhibitors arriving after this time will be given space available and may incur additional costs.

All exhibits must be completely set by 5:00pm on **Wednesday, September 18th, 2019**. Although exhibitors may fine tune their booth Thursday, September 19th before show opening at 9:30am. No shipment will be accepted past 5:00pm on Wednesday, September 18th, 2019. Absolutely no shipment, equipment, or material may be brought onto the show floor during show hours.

**NO NAILS OR SCREWS** - Nothing may be posted, tacked, nailed, or screwed to columns, walls, floors, or other parts of the building. Any damage or defacement caused by infractions of this rule will be remedied by Show Management at the expense of the rule-breaking exhibitor.
SOUND LEVELS - Sound level of presentation should be kept within the confines of the booth area and must not interfere with neighboring exhibits. Show management will exercise their right to provide and maintain a fair exhibiting environment to all customers. Excessive sound can be offensive and distracting. Each Exhibitor is entitled to an atmosphere that is conducive to conducting business, without excess noise from other Exhibitors. Any audio equipment (i.e., sound system, audio from a video wall, microphones), whether in the booth or as part of a display, may not exceed a sound level of eighty-five (85) decibels. Reed Exhibitions will be sensitive and responsive to complaints registered by spectators, neighboring Exhibitors, or other personnel, and will have appointees to respond to all complaints.