

THE UNION: REQUIREMENTS + REGULATIONS

BOOTH PACKAGES

All UNION participants who have booths at 399 sq. ft. and less in size are required to purchase a UNION Booth Package (various options are available both with and without furniture). The official provider for the UNION Booth Packages for VISION EXPO WEST 2021 is **FREEMAN**. An a la carte, preferred furniture list is also provided by FREEMAN for the UNION Booth Packages.

The Reed Exhibitions sales contact to order a UNION booth package is Cathrine Wolden. She can be reached by email at Cathrine.Wolden@rxglobal.com or by phone at (203) 840-5383.

The Freeman sales contact to order additional furniture is turnkeyexhibits@freemanco.com.

Additional rules and regulations for the UNION:

- Under no circumstance are pipe & drape or MIS walls allowed in the UNION. This is to maintain a creative and upscale look and feel for the UNION.
- Plexi infrastructure elements as part of the booth design are NOT to be branded by exhibitors. The booth number for each booth will be located on an ID sign flanking the booth.
- Plexi infrastructure elements as part of the booth design are NOT to be eliminated from the package. Each package booth is required to have the plexi panel as represented in the package options.
- Furnishings in the booth package offerings are not to be substituted. Any changes or swapping of furnishings will be at an additional expense of the items outside of the package that are being added. Additional furnishings can be ordered through the preferred furniture offering form provided by the sales team and Freeman.
- Exhibitors are NOT permitted to paint their booth package walls. Additionally, exhibitors may not pick and choose the walls that should be painted within the booth package.
- Full wall graphic branding is acceptable and available to purchase through Freeman, although exhibitors may bring in their own graphics. Note that exhibitor provided wall graphics applied to wall panels is not considered excessive damage, HOWEVER, a low-tac adhesive or paste MUST BE USED (i.e. 3M or Phototex).
- Exhibitors are responsible for any damages not deemed relative to typical rental use. They include:
 - o Holes larger than .25" (6.3mm) in diameter
 - o Graphics not removed (Please note: if Freeman produces and installs the graphics, Freeman will be responsible for removing those graphics on exhibitors behalf)
 - o Any hardware, screws or nails not removed of any size
- Shelving that is included in the design package will be installed per the package and prior to arrival at show site. Shelves may not be altered or moved within the booth package outside of what's shown as part of the package. Shelves can be added to the booth package at the exhibitor's expense, these can be placed at the exhibitor's discretion.

CUSTOM BOOTH PACKAGES

Any UNION exhibitor with a 400 sq. ft. space or larger who wish to have a **custom booth MUST** submit a booth rendering for approval by **August 20, 2021** to Jason Maczuba – Jason.Maczuba@rxglobal.com. NOTE: Freeman has a 20' x 20' booth package option for those that wish to have a package booth in lieu of a custom booth package.

HEIGHT LIMITATIONS + HANGING SIGNS

VISION EXPO 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 limit will be strictly enforced. No height variances will be granted prior to or on-site at the show without prior approval. Please plan your booth display and sign structures accordingly.

**ALL UNION EXHIBITORS WITHING EXHIBIT HALL C
NO HANGING SIGNS ARE PERMITTED IN THE UNION.**

ALL PACKAGE UNION BOOTHS UNDER 399 SQFT – 8' MAXIMUM HEIGHT

ALL CUSTOM BOOTH PACKAGES 400 SQFT AND ABOVE ARE GRANDFATHERED IN WITH A MAXIMUM ALLOWABLE HEIGHT OF 10' FOR 2021 ONLY.

ADDITIONAL REGULATIONS

EXPOSED AREAS MUST BE FINISHED – All back walls, sidewalls or any other exposed areas of the display must be 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 BE NOT REMOVED OR RELOCATED.**

AFTER 5:00 PM ON SEPTEMBER 22, 2021 any part of a booth with unfinished side or back walls will be covered by Show Management at the expense of the exhibitor.

CUSTOM WALLS + FLOORING GUIDELINES - Any custom walls and flooring need to have an appropriate, flame retardant covering with a certificate on file. All exposed booth floors must be covered with an appropriate floor covering. Approved floor covering includes carpet, carpet tiles, foam floor tiles. All custom walls and floor coverings must be flame retardant in conjunction with the rules and regulations of the Las Vegas Fire Department. Carpet may be rented through Freeman. Any booths that do not have an appropriate floor covering by the close of move-in will be provided carpet by Freeman at the cost to the exhibitor. This includes any labor to move already set displays on unfinished floor.

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.

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.