

DISPLAY RULES & REGULATIONS

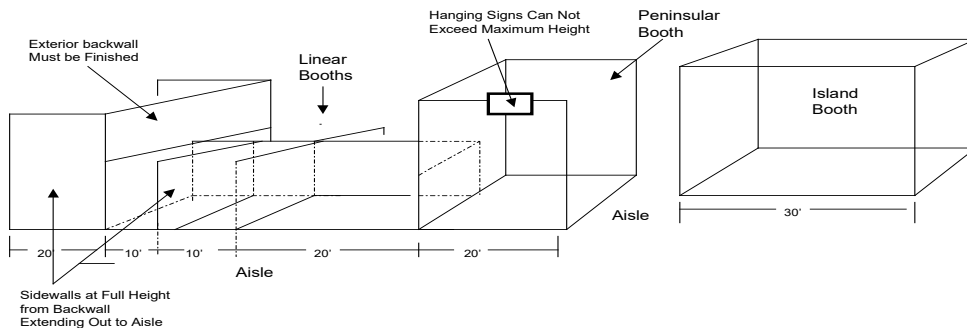
The following rules and guidelines specify what an exhibitor can and cannot do with their booth space. These rules and guidelines are based on the physical characteristics of the exhibit hall, the intent to be equally fair to all exhibitors, and the safety of all concerned. Please review these rules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

BALLOONS - Mylar balloons are prohibited. Helium balloons are prohibited

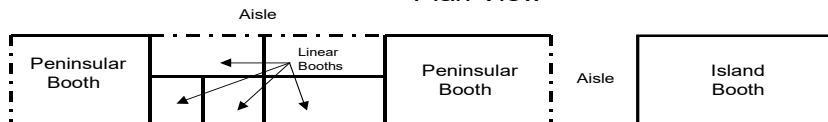
CUBIC CONTENT – EQUITANA USA follows the **cubic content rule**, which allows exhibitors to make maximum use of their booth space. Under the cubic content rule, exhibitors may build up to the front of their booths, and up to the maximum allowable height according to booth type as indicated below. However, 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

- **Outdoor Tent Booths** - All booths packages including a tent **9' HEIGHT LIMITATION**
- **In-Line (standard) booth** -Bounded by 1 or 2 aisles- **12' HEIGHT LIMITATION**
- **Peninsula booth** -Bounded by 3 aisles- **12' HEIGHT LIMITATION**
- **Island booth** -Bounded by 4 aisles - **12' HEIGHT LIMITATION**

Examples of Cubic Content Perspective View



Plan View





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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 enough 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 backwall covering the back of the booth. See-through backwalls or displays which do not cover the backwall 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.***

FLOOR COVERING GUIDELINES - Reed Exhibitions will flooring for the Covered Arena and the daily cleaning of aisles and public space only. Carpet is available through the Official Service Contractor at Exhibitor's expense, or Exhibitor may provide his own carpet/flooring for their booth. Booth vacuuming is not included with the rental of carpeting from the Official Service Contractor. It must be ordered separately.

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 – No hanging signs



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INSPECTION DEADLINE - Any booth not occupied by **3:00 PM, Sept 30, 2021**, will be presumed abandoned. If there is freight in the booth and Show Management believes the Exhibitor will be arriving late, the General Contractor will set up the display to the best of their ability 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 5:00 PM, Thursday, Sept 30, 2021.** No shipment will be accepted after **5:00 PM, Thursday, Sept 30, 2021**, or at any time on **Friday, Oct 1, 2021**. 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.
