



Display Regulations – Sweets & Snacks Expo

The following information provides details on the Display Regulations that govern the Sweets & Snacks Expo. These regulations primarily pertain to the construction of your booth, and ensure that site lines are maintained equally for all exhibitors. NCA enforces these rules in an effort to prevent any one company from gaining unfair advantage over another in attracting buyers' attention. Please see the reverse of your Space Contract for additional regulations that govern the Expo. All exhibitors agree to these Display Regulations when reserving space on line or signing the Space Application and Contract.

General Information All linear booths will be provided with 36" high side drapes and 8 foot high back drapes on aluminum supports. These drapes will be in the official show colors to be published in the Exhibitor's Manual. One 7" x 44" standard identification sign is also provided for each space rented. All exhibits must be confined to the spatial limits of their booths as indicated on the final floor plan. All exhibits must be free-standing and self-supporting. Show Management reserves the right to insist on a properly constructed and operated display. Displays not conforming to Show Management specifications and limitations may be dismantled or modified, at cost to the exhibitor, at the sole judgment and discretion of Show Management. Please note that helium or propane filled balloons are not allowed in the facility or on the show floor. **All booths must have carpet or other type of floor covering.**

Definition of Displays

Display material consists of floor structure, prefabricated columns, panels, back drops, solid or fabric back walls, table top displays, counters, 'pop-up' booth systems, non-hanging signs, pedestals with product on top, etc.

Linear Booths - One or more booths in a straight line

Standard Linear Booth - No display fixture or sign shall exceed 8 feet in height. All display fixtures over 4 feet in height and placed within 10 linear feet of an adjoining exhibit must be confined to that area of the exhibitor's space which is at least 5 feet back from the aisle line. **Signs may not be hung in a linear booth.**

Perimeter Linear Booths - Rules for the Standard Linear Booth apply, however, if the linear booth is against the perimeter wall of the show floor (confirm with show management), banners or signs may be placed up to a height of 15 feet against the back 10 linear feet of the booth only and may extend out to a maximum of one foot from the booth back wall. This means that all banners or signs must lay flat against the back wall and not protrude into the booth more than one foot. The maximum display height for all booth fixtures is 8 feet.

Peninsula Booths - Booths with three sides open and at least 20 x 20 feet

Peninsula Booths Attached to Linear Booths – A booth that is a **minimum** of 20 x 20 feet with traffic aisles on 3 sides. Peninsula booths that are joined by 10 x 10 linear booths at their backs are limited to the length of the back wall that can be erected. Back wall displays may be no higher than 4 feet for a distance of 5 feet from either aisle and for a depth of 10 feet from the back wall (this means that back walls erected against the adjoining linear booths can only be 10 feet across). This will allow visibility for the linear booths behind the peninsula. No display fixture or sign shall exceed 8 feet in height where the peninsula booth joins the booths behind it. Center booth structures may go to 20 feet and signs may be hung in the center of the booth only at a height of 24 feet (see below for hanging sign regulations). All back walls must be finished in a neutral color with no graphics or images.

Peninsula Booths Attached to Another Peninsula Booth - Where two peninsula booths share a common back wall with no linear booths in between, there will be no restriction on the length of the back wall; it may be erected edge to edge. The maximum display height is 20 feet in all areas of the booth including the back wall. The back sides of all back walls must be finished off in a neutral color and must not have any graphics or logos. Signs may be hung at 24 feet from the floor to the top of the sign in the center of the booth only.

Island Booths - Booths with Open Aisles on Four Sides

Exhibit fixtures and components will be permitted to a maximum height of 20 feet in all areas of the booth. Exhibits shall be installed so that they will not project beyond the space allotted. No display fixture may exceed 20 feet in height. Signs may be hung at 24 feet from the floor to the top of the sign.

Shared Walls Surfaces common to adjoining booths may not contain any signage, graphics, etc., and must be finished (no exposed lights, beams, wiring or supports) and must be painted/finished in a neutral color. This includes display signs, banners or towers placed against a common wall.

Hanging Signs Hanging signs are allowed for Island booths, Peninsula booths in the center area only and linear booths that are along the perimeter wall. If a sign is hung in a Peninsula booth, the sign must not be hung at the back wall, but must be 10 feet away from the shared back wall. This will ensure that the sign will not appear to identify the adjoining booth. The maximum height descriptions given for signs and banners refer to the height from the floor to the top of the sign. Please be sure to read the hanging sign information from McCormick Place in the Planning Manual.

McCormick Place McCormick Place has regulations for fire retardancy, double-decker displays, hanging signs, etc. that should be read and understood prior to constructing your booth. These regulations are included in the Planning Manual.