



Display Regulations

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. Management has developed these Display Regulations in accordance with the guidelines adopted by the International Association of Exhibitions & Events. It is understood that these Exhibit Display Regulations may be changed at any time by Management and Management reserves the right to modify them in its sole discretion if it determines it is in the best interests of the Show.

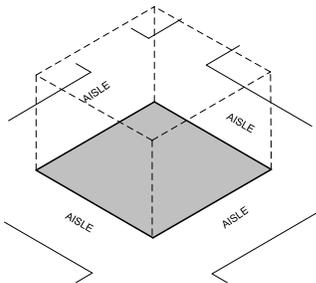
1. Booth Configuration Specifications:

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. Linear booths must be in the same numbered aisle unless an endcap was already existing. **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.

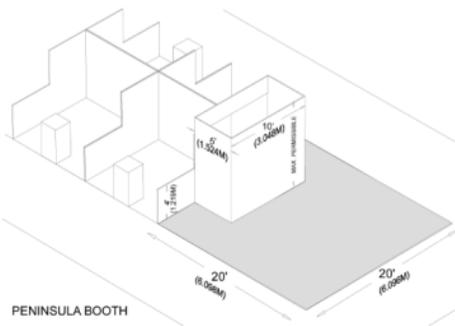
Island Exhibit Specifications

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. Individual booths participating in a pavilion in an island location are permitted to construct the joint booths under the island specifications.

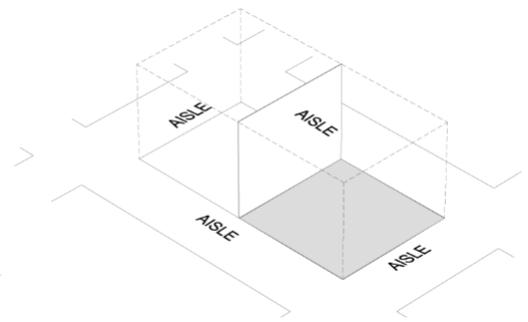


Peninsula Exhibit Attached to Linear Booths

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 from the floor to the top of the sign (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.



2. Dimensions & Use of Space

- Sweets & Snacks Expo follows the line-of-site rule. Signs, displays, products, fixtures, vehicles and decorations for all exhibit configurations located within an area 5 feet from the aisle and 10 feet from a neighboring exhibit can be no more than 4 feet high. Line of Sight regulations do not apply to peninsula booths (**unless backing to linear spaces**) and the shared wall of the adjacent linear booth. See diagrams at end of this form for clarification.
- Width of exhibit space shown on the floor plan is measured from the center-line 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.
- 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. Aisles may not be obstructed at any time.
- Exhibitors cannot distribute literature, samples, or other material outside your contracted exhibit space. Booth personnel, or persons hired by exhibiting companies, must remain in the exhibitor's booth and are not permitted to walk the aisles or lobbies for promotional purposes.
- All booths must have carpet or other type of floor covering
- All linear booths will be provided with 36" high side drapes and 8' high back drapes on aluminum supports. These drapes will be in the official show colors to be published in the Planning Manual.
- One 7" x 44" standard identification sign is also provided for each linear space rented.

3. Non-Exhibitor Products

- Exhibitor may not display products or provide branding within or above their booth (i.e., hanging signs) from non-exhibiting companies.
- There can be no presentations or media activities of non-exhibiting companies.
- Flyers, handouts or other representations of non-exhibiting companies may not be visible or placed in a booth.

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 Planning 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 applicable height restriction based on location and booth configuration with hanging lights and truss for lighting only, providing there are no graphics, advertising or promotional signage above the height restriction.
- 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.
- 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

- 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 located within the exhibit space must have them visible with an unobstructed path from the aisle to the fire device location.
- Spray painting is prohibited unless approved in advance by Management.
- Helium balloons are prohibited
- See Section 10 below for Fire & Safety rules regarding multi-level or covered exhibits.

7. Signs/Hanging Signs/Displays

- **Signs and graphics located over 8 feet above the floor and facing directly into a neighboring booth must be at least 10' away from the neighboring booth.**
- Hanging signs are allowed for Island booths and Peninsula booths in the center area only, and linear booths that are along the perimeter wall (verify with Show Management).
- Hanging signs must comply with display regulations. This includes all hanging or suspended material such as banners and balloons (where permitted), etc. the top of the sign (or other material) may not exceed the height limitation specific to your type of booth.

8. Prohibited Display Materials

- 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 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 are prohibited.
- Use of air-filled balloons is subject to approval by Show Management and McCormick Place. Balloons inside the facility must remain "tethered" to a fixed object. The balloon may be no larger than thirty-six inches (36") in diameter and must have approval prior to move-in of event from McCormick Place and the Fire Marshal. There is a labor and equipment charge to retrieve balloons in the ceiling should they become loose.
- Cold air balloons are permitted with written permission of Show Management
- Mylar balloons are specifically prohibited.
- Balloons are not permitted for giveaway or sale.
- Fog, smoke, water 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 Design Notification form (EDN) along with rendering and measurements for Show Management approval no later than March. The notification form is in the Planning Manual.
- See Section 10 below for additional requirements imposed upon multi-level and covered exhibits.

10. Multi-Level/Covered Exhibits

- In order to help avoid issues on-site and confirm compliance with all fire and safety regulations, wet-stamped engineer drawings of all multi-level or covered exhibits must be submitted for approval no later than by March 6 using the Exhibit Design Notification (EDN) located in the Planning Manual. Exhibitors will be contacted if there are any issues that need to be addressed prior to Exhibitor move-in.
- In addition to submitting drawings pre-show, as set forth above, drawings must be available for on-site inspection on 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 wet 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.
- There must be two remote means of egress if upper deck area is greater than 1,200 square feet or will be occupied by more than 10 people.
- Spiral stairs are not permitted.
- All areas under the second level or ceiling, including closets require the installation of battery-operated smoke detectors.
- See the full rules for Multi-Level / Covered Exhibits in the Planning Manual.

11. Unfinished Areas

All open or unfinished sides of the exhibit which may appear unsightly must be covered or 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, and island exhibits must have a finished back wall.

12. Noise Level

The noise level within an exhibit must not exceed 85 decibels. Exhibitors found to be in violation will be given a maximum of two warnings and instructed to lower volume to acceptable level as determined by Management. A third offense will result in loss of power to the booth.

13. Inspection Deadline

Any booth not occupied by 4:00 PM on Monday, May 20th, 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. Absolutely no shipment, equipment, or material may be brought onto the show floor during show hours.

14. Vehicles

- Display vehicles must have battery cables disconnected and taped, alarm systems deactivated, fuel tanks no more than 1/8-tank full, and fuel tank filler caps locked and/or sealed. Fueling or de-fueling of vehicles on the Facility premises is prohibited.
- A vehicle with a battery cutoff switch is not required to disconnect the battery cables, but switch must remain off throughout entire show and cannot be accessible to the public. External chargers or batteries are allowed for demonstration purposes. Auxiliary batteries not connected to engine starting system may remain connected. Once placed, display vehicles cannot be started or moved without the approval and direction of management.