

SECURITY CONNECTED | ESXWEB.COM

ESX[®]

ELECTRONIC SECURITY EXPO

JUNE
16-19
EXPO
17-18



EXHIBITOR

KIT

COBB GALLERIA CENTRE
COBB COUNTY, GA

Welcome

Dear ESX 2025 Exhibitor,

T3 Expo is proud to have been selected as the official service contractor for ESX 2025. This document contains information and order forms for many of the services that we offer. Please take a few minutes to review and read this material carefully. Our goal is to help make your participation at this event a success. We recommend placing your orders as soon as possible in order to take advantage of the advance order discounts.

Our T3 Expo Customer Service department is ready to assist you with all your exhibiting needs; please contact help@t3expo.com or call +1.888.698.3397.

Thank you for your business,
From all of us at T3 Expo



Table of Contents

T3 EXPO INFORMATION

Show Information.....	5
Important Dates & Deadlines Checklist	6
Exhibitor Floor Plan.....	7
Preshow Checklist.....	8
On-site Checklist	9

SHIPPING INFORMATION

Material Handling	11
Shipping Addresses.....	12
Vehicle Spotting Fee	13
TForce Freight Trade Show Form.....	14-15
Advance Shipment Labels	16
Direct Shipment Labels	17
Hanging Sign Advance Shipment Labels	18

T3 SERVICE INFORMATION & FORMS

10' x 10' Presta™ Rental Exhibit Package.....	20
10' x 20' Presta™ Rental Exhibit Package.....	21
Print Production Artwork Requirements	22
Carpet Options.....	23
Carpet & Padding Order Form.....	24
Furniture – Standard Chairs	25
Accessories / Pipe & Drape	26
Furniture / Accessories / Pipe & Drape Order Form	27
Display Tables & Counters.....	28
Display Tables & Counters Order Form	29
Display Labor & Forklift Order Form.....	30
Hanging Sign Order Form.....	31
Hanging Sign Description & Position	32
Accessible Storage & Cleaning Order Form.....	33
AFR Furniture Rental Catalog & Order Forms	34
CORT Tradeshow Furniture Catalog & Order Forms	35

ADDITIONAL INFORMATION & FORMS

Payment Information.....	37
Notification Of Intent To Use EAC	38
Third Party Authorization	39
United States Fire Department Regulations	40
Atlanta, GA Labor Guidelines.....	41

ANCILLARY INFORMATION & FORMS

Electric, Internet and Catering Services.....	43
Audio Visual Order Form.....	44-46
Foral Order Form.....	47-48
IAEE Guidelines for Display Rules & Regulations	49-80

T3 EXPO INFORMATION

Show Information

Location

Cobb Galleria Centre
2 Galleria Parkway
Atlanta, GA 30339

Exhibit Hall

Halls A & B

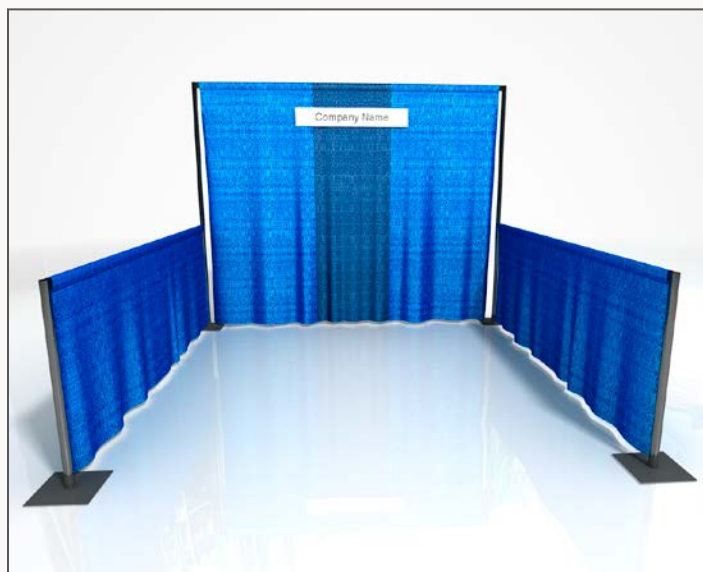
Booth Package

Each 10' x 10' Exhibitor Booth includes:

- 8' High Back Wall Drape
- 3' High Side Rail
- (1) Booth ID Sign (44"w x 7"h)

Show Colors

- Drapes – Blue and Navy Blue
- Side Rails – Blue
- Aisle Carpet – Navy



The booth space is not carpeted and floor covering is required by Show Management. Please order in this kit or at www.t3expo.com.

Exhibitor Move-in	Exhibit Hours	Dismantle/Move-out	Carrier Check-in
Monday, June 16 8:00 am – 8:00 pm	Tuesday, June 17 2:00 pm – 5:00 pm	<i>B Hall Only*</i> Wednesday, June 18 3:00 pm – 8:00 pm	<i>B Hall Only*</i> Wednesday, June 18 By 8:00 pm
Tuesday, June 17 8:00 am – 11:00 am	Wednesday, June 18 12:00 pm – 3:00 pm	<i>A Hall Only</i> Thursday, June 19 8:00 am – 12:00 pm	<i>A Hall Only</i> Thursday, June 19 By 10:00 am

*All Exhibitors can move-out on Wednesday at 3 pm. Exhibitors in Hall B need to be moved-out Wednesday by 8 pm.

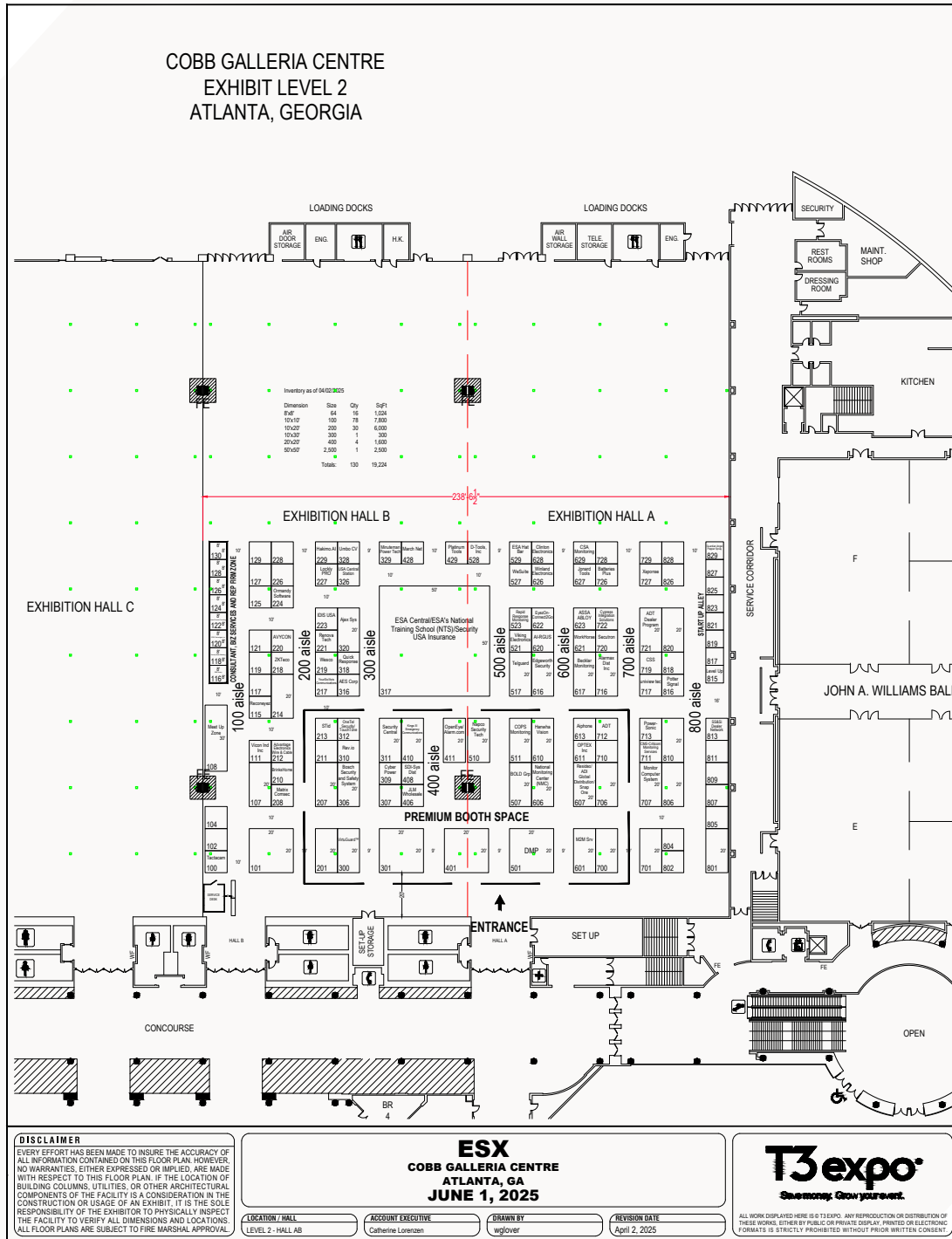
PLEASE NOTE: Hours are subject to change. Colors and style may vary upon availability.

Important Dates & Deadlines Checklist

Monday, May 12, 2025	Presta™ Rental Exhibit Package Order Deadline
Monday, May 12, 2025	Receiving at Advance Warehouse Begins
Monday, May 19, 2025	Presta™ Rental Exhibit Package Artwork Submission Deadline
Monday, May 19, 2025	Exhibitor Appointed Contractor Form Deadline
Monday, May 26, 2025	Presta™ Rental Exhibit Package Artwork Approval Deadline
Monday, May 26, 2025	T3 Service Orders Advance Discount Deadline
Monday, May 26, 2025	Custom Furniture Advance Discount Deadline
Monday, May 26, 2025	Electric, Internet, and Catering Deadline
Monday, May 26, 2025	AV Services Pre-show Order Deadline
Friday, June 6, 2025.....	Last Day for Advance Shipments to Arrive without Surcharges
Monday, June 16, 2025	Direct Shipments to Show Site May Begin Arriving After 8:00 am
Tuesday, June 17, 2025.....	All Exhibits Must Be Set by 11:00 am
Wednesday, June 18, 2025.....	B Hall Only – All Carriers Must Check In by 8:00 pm
Thursday, June 19, 2025	A Hall Only – All Carriers Must Check In by 10:00 am

PLEASE NOTE: There are no Lead Retrieval Devices at this show.

Exhibitor Floor Plan



Preshow Checklist

[Please click here to view our Terms and Conditions](#)

Review this entire Service Kit (PLEASE NOTE: Payment is required with all orders)

Arrange in-bound freight/Material Handling

If you or any other vendor are shipping materials to your booth, be sure to choose **Advance** or **Direct Shipping**:

Advance Shipping:

- If you ship to the Advance Warehouse, your freight will be guaranteed to be in your booth for the first day of set up.
- Be sure to look at the Late to Warehouse date. Freight being received after the date will incur a surcharge.
- The Advance Warehouse is not able to accept loose unpackaged pieces. Shipping crates, fibers, cartons, hanging signs, carpet, padding and pallets are acceptable. Due to circumstances of timing or facility availability beyond the control of T3 Expo, this may result in an overtime surcharge: please refer to the Material Handling form.

Direct Shipping:

- If you ship direct to show site, note the dates that shipments can be received. Shipments arriving before these dates may be refused.
 - PLEASE NOTE: Any freight arriving on a Saturday, Sunday or before 8:00 am and after 4:30 pm Monday – Friday or observed local union holidays will incur an overtime surcharge.
2. Check the show timing to gauge which shipping option meets your scheduling parameters and make note of handling surcharges (overtime, off target, late/early to warehouse etc.).
 3. Fill out the Material Handling form in the Service Kit to estimate your costs and submit it with your payment.
 4. Label your freight correctly with your company name, booth number, event/ESX 2025 and address listed in the Service Kit. Shipping label forms are provided in the Service Kit.
 5. Bring all copies of shipping documents with tracking numbers to show site.

Order rental booth structure and/or option, if applicable

- Please choose the appropriate option and/or configuration of your booth structure.

Order graphics/signage and submit artwork, if applicable

- See the Print Production Artwork Requirements page in this Service Kit for format information and submission details.

Order booth furnishings/accessories, if applicable

- There are forms in this Service Kit with many options to enhance the look of your exhibit. Discount price deadlines are noted on the forms.

Order T3 installation & dismantle labor, and / or submit EAC forms with proof of insurance

- Venues have different union regulations; please review the Labor Guidelines page to determine if hiring labor to set-up / tear down your exhibit properties is needed.
- If using a firm other than the official service contractor, a Notification of Intent to Use EAC form and proof of insurance must be submitted at least (30) days prior to the first day of exhibitor move-in. Without these documents, your EAC will not be allowed to set any exhibits.

Order additional/ancillary services

- There may be forms in this Service Kit for other services such as; accessible storage, sign hanging, custom furnishings, electricity, internet, audio visual, lead retrieval, cleaning, floral or catering.
- Some of these services are provided by vendors other than T3 Expo; be sure to submit forms and payments to the proper vendors. Please make note of ordering discount deadlines.

Submit your order with payment (REQUIRED)

- This will ensure all booth options, graphics, furnishings and accessories are reserved for your event. Orders received without payment cannot be processed. We accept Mastercard, Visa, American Express, company check or wire transfer.

Arrange out-bound freight

- Before the end of your event, be sure to visit the T3 Service Desk to pick up a Material Handling form.
- No Material Handling form will be distributed unless the account is paid in full.
- There will be a show carrier providing air and/or ground shipping options. If you are using your own carrier, you will need to schedule them on your own for a pickup.
- Please note the carrier check-in time on the Show Information page.
- If your carrier does not check-in by the date/time listed, your freight will be re-routed to ship with the show carrier at your expense.

On-site Checklist

Check all freight when you arrive

- Verify that all your shipments have arrived in your booth space. Please check against your shipping documentation before unpacking any freight.

Booth set-up

- If you are using T3 Expo Installation Labor, you must go to the T3 Service Desk to inform us that you are ready for your labor.
- Installation/Dismantle Labor start time is only guaranteed when ordered for 8:00 am.
- Once your booth is set up, tag your empty containers with Empty Stickers which can be picked up at the T3 Service Desk.

Arrange outbound shipping

- Before the end of the event, visit the T3 Service Desk to pick up your Material Handling form(s). You will need a separate Material Handling form for each outbound shipping destination.
- Material Handling form(s) will not be distributed until account is paid in full.
- There will be show carriers on-site for air and ground service.
- If you are using your own carrier, you must schedule them in advance to pick up your shipment(s).
- Note the Carrier Check-in date / time on the Show Schedule form.
- If your carrier doesn't check in by the date/time listed, your freight will be rerouted onto a show carrier at your expense.

Booth freight packed and ready to ship out

- Once your freight is packed and labeled to ship out, you must turn in your Material Handling form(s) at the T3 Service Desk.
- Do not leave your Material Handling form(s) in your booth space or on your freight.
- If you do not turn your Material Handling form(s) into the T3 Service Desk, your shipment may be delayed and/or rerouted to a show carrier.

SHIPPING INFORMATION

ESX 2025
BOOTH #: _____

Material Handling

Choosing Your Carrier

Please carefully consider your carrier prior to booking your shipment(s) to and from the event. Various carriers are set up to operate on a certain schedule or with limited delivery procedures. Please be sure to review your carrier's policies. Some carriers will not deliver to a loading dock, some deliver without verification or signature of delivery. This may result in delays in delivery or additional fees.

POV (Privately Owned Vehicle): If you are delivering your materials to show site in your own vehicle, there may be Material Handling charges applied. Please refer to the Union Regulations in this kit and plan accordingly. T3 has jurisdiction over the loading dock based on these regulations.

Rate Classifications

Crated: Material that is skidded or in any type of shipping container that can be unloaded at the dock with no additional handling required.

Uncrated: Material that is shipped loose or pad-wrapped, and/or unskidded machinery without proper lifting bars or hooks. The Advance Warehouse is not able to accept loose/unpackaged pieces; shipping crates, fibers, cartons and pallets are acceptable.

Small Package: A shipment of any number of pieces with a combined weight of 1-50 lbs that is received on the same day, from the same shipper and delivered by the same carrier at the same time.

Additional Fees May be Applicable

Late to Warehouse Fee: Shipments arriving after Friday, June 6, 2025 will be charged an additional 30%.

Off Target Fee: If your event has a targeted move in, you must schedule your delivery within your target time. If your freight is received Off Target, there will be an additional fee of 30% of your Material Handling costs for that shipment.

Overtime/Double Time

- Overtime is before 8:00 am and after 4:30 pm, Monday-Friday, and all day Saturday. Double Time is all day Sunday and observed Union holidays.
- Based upon the Material Handling rates quoted, a 30% surcharge per pound for each occurrence will apply if:
 - Shipments are received on overtime.
 - Your advance shipment to the warehouse is received during straight time hours, but due to scheduling beyond T3 Expo's control, is moved into show site on overtime.
 - Shipments are loaded out on overtime.

Outbound Shipping

- A Material Handling form MUST be filled out for any shipment leaving the Expo Hall. These forms can be picked up at the T3 Expo Service Desk. All accounts must be settled prior to requesting this form.
- Once you have filled out the Material Handling form and ALL of your booth materials are packed, labeled, and ready for shipping, please return the completed form to the T3 Expo Service Desk – **DO NOT LEAVE THIS FORM IN YOUR BOOTH SPACE.**

Carrier Check-in: For **B Hall**, carriers must be checked in no later than Wednesday, June 18, 2025 by 8:00 pm and for **A Hall**, carriers must be checked in no later than Thursday, June 19, 2025 by 10:00 am. If prior arrangements have not been made, the official show carrier will be on-site to coordinate or re-route shipments.

UPS or Federal Express: To use these carriers, you MUST have their shipping labels for each piece and schedule your pick up. Without these, your freight will NOT be picked up by either. If there is a Business Center on the property, it is recommended that you bring your items there.

PLEASE NOTE: There may be an additional fee from the facility for this service.

Advance Shipments to T3 Expo Warehouse

Advance Shipments will be received at the Advance Warehouse beginning on Monday, May 12, 2025. Shipments arriving prior to this date may be refused.

Crated or Uncrated

Shipment Weight x \$2.54/lb = \$ _____

Small Package Shipment - Total Shipment Weight 50 lbs or less

Small Package Shipment x \$81.00 ea. = \$ _____

Material Handling Estimate \$ _____

Direct Shipments to Show Site

Direct shipments will be received starting on Monday, June 16, 2025. Shipments that arrive prior to this date may be refused by the Cobb Galleria Centre as T3 Expo will not have possession of the venue prior to this date and time.

Crated or Uncrated

Shipment Weight x \$2.85/lb = \$ _____

Small Package Shipment - Total Shipment Weight 50 lbs or less

Small Package Shipment x \$85.00 ea. = \$ _____

Material Handling Estimate \$ _____

Shipping Addresses

Advance Shipments to T3 Expo Warehouse

Address

To: (Exhibiting Company Name)
(Booth #)

For: ESX 2025

c/o: T3 Expo
c/o: TForce Freight c/o RAC Logistics
1738 Joy Lake Rd
Lake City, GA 30260

Information

Advance shipments will be accepted beginning on Monday, May 12, 2025 through Friday, June 6, 2025 between the hours of 8:00 am – 3:00 pm.

Shipments received after Friday, June 6, 2025 will be charged an additional 30% per pound.

Please note when overtime rates apply as stated on Material Handling pages.

Direct Shipments to Show Site

Address

To: (Exhibiting Company Name)
(Booth #)

For: ESX 2025

c/o: T3 Expo
c/o: Cobb Galleria Centre
Halls A & B
2 Galleria Parkway
Atlanta, GA 30339

Information

Direct shipments are accepted starting on Monday, June 16, 2025 beginning at 8:00 am and throughout published event hours.

Please note when overtime rates apply as stated on Material Handling pages.

PLEASE NOTE: There is no Marshalling Yard at this venue.

T3 Advance Discount Deadline:
Order and payment due by Monday, May 26, 2025

Vehicle Spotting Fee

T3 Expo is responsible for the placement and removal of all motorized units/vehicles entering and exiting the exhibit hall.

All vehicles being used on the exhibit hall floor, either as an actual exhibit or as part of the exhibit space, must be escorted by a T3 Expo spotting crew. There is a round trip fee per vehicle for this service.*

Please Note:

- The battery cables must be disconnected
- The gas cap must either be taped shut or have a lockable gas cap
- The vehicle must contain less than 1/4 tank of gas
- Exhibitor is responsible for checking local Fire Marshal rules and regulations for additional requirements

The Fire Marshal requires that certain safety regulations are adhered to for all vehicles on the exhibit floor. Please see the facility & US Fire Department regulations in this kit; exhibitor is responsible for making sure that all requirements are met.

*Additional fees may apply if vehicle cannot be driven into place and must be assisted or if scheduled spotting time is missed. Oversize vehicles will be charged additional fees.

Requested Date & Time for Vehicle(s) Delivery:

Deliver _____ (Day/Date) _____ (Time)

Pick Up _____ (Day/Date) _____ (Time)

Number of vehicles		Price per vehicle (round trip)		Extended Price
_____	x	\$361.00	=	\$ _____

Company Name: _____
Contact Name: _____
Email Address: _____
Cell Phone: _____
Booth #: _____

The following information is required; please return completed form to T3 Expo. Email this completed form along with the Payment Information Form to: orders@t3expo.com

Total Spotting Fee Estimate \$ _____



Get the Show on the Road

TForce Freight Trade Show

Your booth is the centerpiece of your company's trade show presence. If it doesn't arrive intact and on-time, your business could miss out on a golden opportunity to gain exposure within the industry.

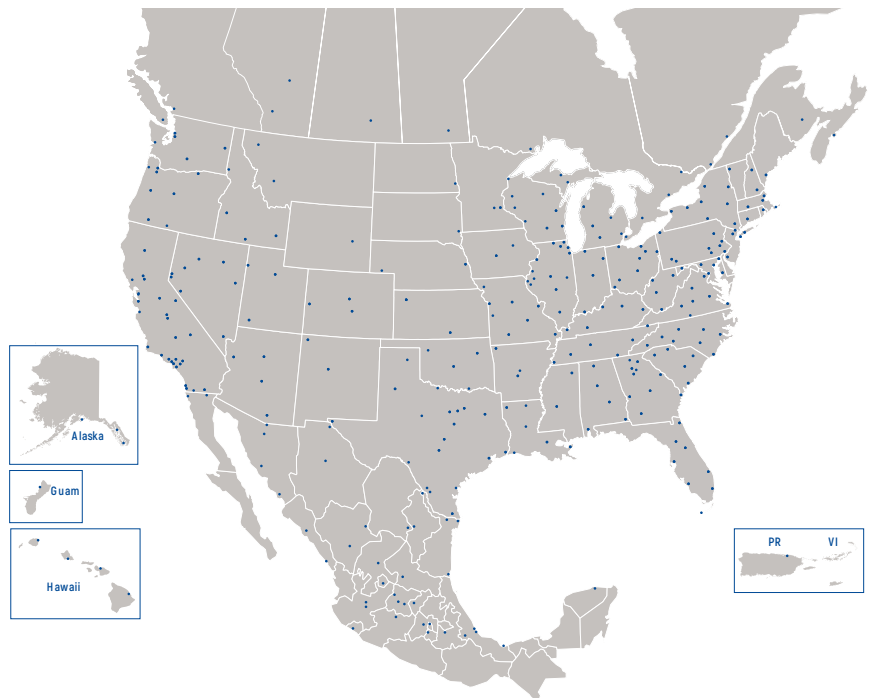
At TForce Freight, we understand your trade show needs, and we're here to ensure your trade show shipping experience is easier than ever.

Whether your booth is headed for the advanced warehouse or direct to the show site, the TForce Freight Trade Show team can provide you with dependable transit times at the right price — ensuring that your trade show experience goes off without a hitch.



Vast Network Coverage

TForce Freight Trade Show has established a massive network of more than 200 facilities throughout the United States. Which allows us to provide you competitive time-in-transit speeds to and from all major trade show markets.





TForce Freight Trade Show Features & Benefits



Guaranteed On-time

We are so confident in our ground freight shipping that we guarantee it's delivered on-time, or your money back.*



Professional Assistance

TForce Freight has trade show specialists available 24/7 to assist you with pre-planning your show. As well as, on-site Regional Managers to assist you with any questions or concerns during the show.



Real-Time Tracking

Experience advanced real-time tracking with TForce Freight technology. You can monitor packages, documents, and high valued goods and assets as they make their way from the loading dock to your exhibit.



Expedited Shipping

When you have a time-sensitive shipment that needs to be there, choose TForce Freight Expedited, and we'll put our seamless, multi-modal transportation network to work for you.



Faster Unloading

TForce Freight has developed strong relationships with several of the largest general service contractors, granting TForce Freight Trade Show with "Official Show Carrier" status at select venues. This allows TForce Freight to use a dedicated delivery door at the event, speeding up the delivery process.



Caravan Service

TForce Freight Trade Show has established a caravan service between select show locations. By joining the caravan you'll streamline your shipments and have your booth delivered to our advanced warehouse days before the show starts.

For more information or to schedule a pickup, please contact
TForce Freight Trade Show at: 800-988-9889 or tforcefreight.com

*Applies for trade show deliveries only. No-fee guarantee applies for shipments rated on current 560/525 tariff only. Shipments rated on customized rates are eligible for a "fee-based" guaranteed service. Certain restrictions apply. See rules tariff for more information.

These labels are provided for your convenience; please affix to each piece shipped to ensure proper delivery.

ADVANCE SHIPMENT

ACCEPTED FROM MONDAY, MAY 12, 2025 TO FRIDAY, JUNE 6, 2025

To: _____
Exhibitor Name

c/o: T3 Expo
c/o: TForce Freight c/o RAC Logistics
1738 Joy Lake Rd
Lake City, GA 30260

Event: **ESX 2025**

Booth #: _____

Piece #: _____ of: _____ pieces

ADVANCE SHIPMENT

ACCEPTED FROM MONDAY, MAY 12, 2025 TO FRIDAY, JUNE 6, 2025

To: _____
Exhibitor Name

c/o: T3 Expo
c/o: TForce Freight c/o RAC Logistics
1738 Joy Lake Rd
Lake City, GA 30260

Event: **ESX 2025**

Booth #: _____

Piece #: _____ of: _____ pieces

These labels are provided for your convenience; please affix to each piece shipped to ensure proper delivery.

DIRECT SHIPMENT

ACCEPTED BEGINNING MONDAY, JUNE 16, 2025

To: _____

Exhibitor Name

c/o: T3 Expo
c/o: Cobb Galleria Centre
Halls A & B
2 Galleria Parkway
Atlanta, GA 30339

Event: **ESX 2025**

Booth #: _____

Piece #: _____ of: _____ pieces

DIRECT SHIPMENT

ACCEPTED BEGINNING MONDAY, JUNE 16, 2025

To: _____

Exhibitor Name

c/o: T3 Expo
c/o: Cobb Galleria Centre
Halls A & B
2 Galleria Parkway
Atlanta, GA 30339

Event: **ESX 2025**

Booth #: _____

Piece #: _____ of: _____ pieces

These labels are provided for your convenience; please affix to each piece shipped to ensure proper delivery.

HANGING SIGN ADVANCE SHIPMENT

ACCEPTED FROM MONDAY, MAY 12, 2025 TO FRIDAY, JUNE 6, 2025

To: _____

Exhibitor Name

c/o: T3 Expo

c/o: TForce Freight c/o RAC Logistics

1738 Joy Lake Rd

Lake City, GA 30260

Event: **ESX 2025**

Booth #: _____

Piece #: _____ of: _____ pieces

HANGING SIGN ADVANCE SHIPMENT

ACCEPTED FROM MONDAY, MAY 12, 2025 TO FRIDAY, JUNE 6, 2025

To: _____

Exhibitor Name

c/o: T3 Expo

c/o: TForce Freight c/o RAC Logistics

1738 Joy Lake Rd

Lake City, GA 30260

Event: **ESX 2025**

Booth #: _____

Piece #: _____ of: _____ pieces

T3 SERVICE INFORMATION & FORMS

Exhibitor Order Deadline: **Monday, May 12, 2025**
Artwork Submission Deadline: **Monday, May 19, 2025**
Artwork Approval Deadline:..... **Monday, May 26, 2025**
 An additional 25% rush fee will be added to the total price of the package if graphic files are received after Monday, May 19, 2025.

10' x 10' Presta™ Rental Exhibit Package



The following information is required; please return completed form to T3 Expo.

Review Package

9'w x 8'h Digitally Printed Back Wall
 10' x 10' Standard Carpet
 (1) B3 Counter with Locking Storage
 (3) Clip Lights (electricity not included)
 Labor to Install and Dismantle
 First Day Cleaning

Company Name: _____
 Contact Name: _____
 Email Address: _____
 Cell Phone: _____
 Booth #: _____

Submitting Artwork

Before submitting artwork, please see our Print Production Artwork Requirements. There you will find information on file setup and formats, as well as a link to upload graphics and download templates.

Select Carpet Color (Included in package price; check one)

Black	Blue	Green	Grey
Navy	Red	Tuxedo	

Submit This Form

Email this completed form along with the Payment Information Form to: orders@t3expo.com

10' x 10' Rental Exhibit Package	\$4,033.00
Sales Tax 6%.....	\$ _____
Estimated Rental Package Total.....	\$ _____
Pricing does not include electricity, internet connection or AV equipment.	

Exhibitor Order Deadline: **Monday, May 12, 2025**
Artwork Submission Deadline: **Monday, May 19, 2025**
Artwork Approval Deadline: **Monday, May 26, 2025**
 An additional 25% rush fee will be added to the total price of the package if graphic files are received after Monday, May 19, 2025.

10' x 20' Presta™ Rental Exhibit Package



The following information is required; please return completed form to T3 Expo.

Review Package

- 18'w x 8'h Digitally Printed Back Wall
- 10' x 20' Standard Carpet
- (1) R4 Counter with Locking Storage and Custom Graphics
- (2) B3 Counters with Locking Storage
- (6) Clip Lights (electricity not included)
- Labor to Install and Dismantle
- First Day Cleaning

Company Name: _____
 Contact Name: _____
 Email Address: _____
 Cell Phone: _____
 Booth #: _____

Submitting Artwork

Before submitting artwork, please see our Print Production Artwork Requirements. There you will find information on file setup and formats, as well as a link to upload graphics and download templates.

Select Carpet Color (Included in package price; check one)

Black Blue Green Grey
 Navy Red Tuxedo

Submit This Form

Email this completed form along with the Payment Information Form to: orders@t3expo.com

10' x 20' Rental Exhibit Package **\$7,136.00**
 Sales Tax 6%..... **\$** _____
 Estimated Rental Package Total..... **\$** _____
 Pricing does not include electricity, internet connection or AV equipment.

Artwork Submission Deadline:
All artwork due by Monday, May 19, 2025

Print Production Artwork Requirements

PLEASE NOTE:

All artwork must be submitted in **CMYK** (not RGB/HEX).

General File Set Up

Please provide artwork in native forms whenever possible:

- **Adobe Illustrator and Adobe InDesign files are preferred**

When creating multiple-panel signs/structure graphics (booth back walls, etc.):

- **Use Adobe Illustrator for layout**
- Create artwork using one artboard for entire graphic. Don't use separate artboards for artwork spanning more than one panel.
- Include **2" bleeds** on all sides
- Convert fonts to outlines
- Embed all linked images

When creating single-panel graphics/smaller signs (meter boards, placards, etc.):

- **Use Adobe Illustrator or InDesign for layout**
- Include **1" bleeds** on all sides
- Convert fonts to outlines
- Embed or package all linked images

Images

Rasterized pixel-based images such as PSD, TIF or JPGs should be high resolution (150-300 dpi) at full size, 1:1 ratio. This includes images linked or embedded in InDesign or Illustrator files.

Based on viewing distance, below are some basic guidelines for resolution when working with formats such as PSD, TIF and JPG files.

48" x 96" Graphics and larger

Recommended resolution for graphic at full size dimensions:

- Viewing distance of 1-4 feet 200 dpi at full size
- Viewing distance of 5-9 feet 150 dpi at full size

Minimum resolution for graphic at full size dimensions:

- Viewing distance of 1-4 feet 150 dpi at full size
- Viewing distance of 5-9 feet 100 dpi at full size

Graphics smaller than 48" x 96"

- Viewing distance of 1-4 feet 100 dpi at full size

Preferred File Formats

- **Adobe Illustrator (AI or EPS):** Outline fonts and embed all links
- **Adobe InDesign:** Package all fonts and links
- **Adobe Photoshop (PSD, TIF or JPG):** For image files

Checklist

SET DOCUMENT MODE TO CMYK

USE APPROPRIATE DIMENSIONS AND SCALE

SET APPROPRIATE BLEEDS ON ALL SIDES

CHECK IMAGE RESOLUTION

CONVERT FONTS TO OUTLINES

EMBED IMAGES / SAVE & PACKAGE YOUR FILE

INCLUDE PDF PROOF

Artwork Submission and Template Download

[CLICK HERE](#) to upload your graphic files once they're complete or to download graphic templates.

Questions?

Questions regarding artwork may be emailed to:

Exhibitor Graphics
graphics@t3expo.com

Please include, in all inquiries:

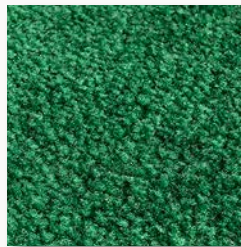
- Event name
- Company name
- Booth number
- Contact information

Carpet Options

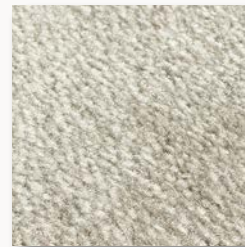
Upgraded Carpet – 30 oz. Premium 100% Nylon Carpet



Black



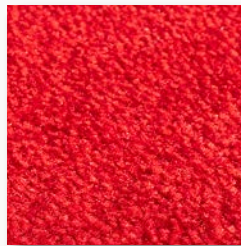
Green



Grey



Navy

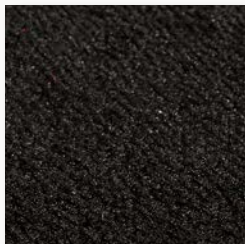


Red

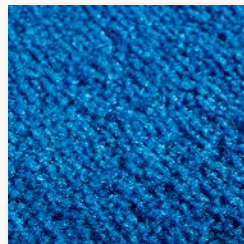


White

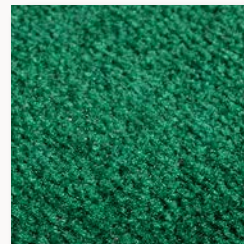
Standard Carpet – 16 oz. Nylon Carpet



Black



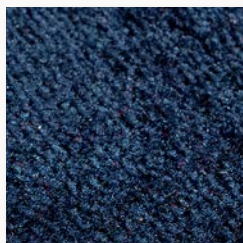
Blue



Green



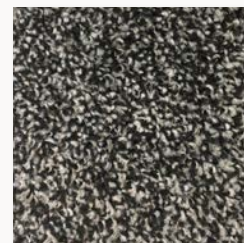
Grey



Navy



Red



Tuxedo

PLEASE NOTE: Colors and style may vary upon availability.

T3 Advance Discount Deadline:
Order and payment due by Monday, May 26, 2025

Carpet & Padding Order Form

Upgraded Carpet – 30 oz. Premium 100% Nylon Carpet
Please enter size and select carpet color

The booth space is not carpeted and floor covering is required by show management.

Booth Dimensions	Total Area	Discount Price	Standard Price	Extended Price
Size _____ x _____ = _____ sq. ft		x \$7.86	or \$11.23	= \$ _____

Please select UPGRADED carpet color:
(check one)

Black
Navy

Green
Red

Grey
White

Standard Carpet – 16 oz. nylon carpet – **Please enter size and select carpet color**

Discount Price	Standard Price	Extended Price	Discount Price	Standard Price	Extended Price
10' x 10' \$318.00	or \$454.29	\$ _____	20' x 20' \$1,273.08	or \$1,818.69	\$ _____
10' x 20' \$636.54	or \$909.34	\$ _____	20' x 30' \$1,909.62	or \$2,728.03	\$ _____
10' x 30' \$954.81	or \$1,364.01	\$ _____	20' x 40' \$2,546.16	or \$3,637.37	\$ _____
10' x 40' \$1,273.08	or \$1,818.69	\$ _____	30' x 30' \$2,864.43	or \$4,092.04	\$ _____

20' carpet comes as two matching 10' pieces.

Custom Size – Custom size is required for larger, island or peninsula booths, or if size needed is not shown above.

Please enter size and select carpet color

Booth Dimensions	Total Area	Discount Price	Standard Price	Extended Price
Size _____ x _____ = _____ sq. ft		x \$4.13	or \$5.90	= \$ _____

Please select STANDARD or CUSTOM carpet color:
(check one)

Black
Navy

Blue
Red

Green
Tuxedo

Grey

Carpet Padding

Booth Dimensions	Total Area	Discount Price	Standard Price	Extended Price
½" Foam Padding* _____ x _____ = _____ sq. ft		x \$1.45	or \$2.07	= \$ _____
Visqueen _____ x _____ = _____ sq. ft		x \$1.16	or \$1.66	= \$ _____
Subtotal:				\$ _____

Company Name: _____
Contact Name: _____
Email Address: _____
Cell Phone: _____
Booth #: _____

Sales Tax 6% \$ _____
Estimated Total Carpet & Padding \$ _____

Furniture – Standard Chairs



A. Bar Stool, Black



B. Side Chair, Black

PLEASE NOTE: Colors and style may vary upon availability.

Accessories / Pipe & Drape

- A. Bag Stand – Chrome
- B. Literature Holder – Acrylic 3 Tier
- C. Poster Display Board
- D. R4 Counter – 4' wide, Rounded Corners
R4 Counter with Custom Graphics (*not shown*)
- E. Sign Easel
- F. Literature Stand
- G. Sign Stand – 22"w x 28"h
- H. Display Showcase, 6'
- I. Stanchion – 3' High Tension
- J. Wastebasket

Pipe & Drape

- A. 8' High Drape
- B. 3' High Drape



PLEASE NOTE:
Colors and style may
vary upon availability.

T3 Advance Discount Deadline:
Order and payment due by Monday, May 26, 2025

Furniture / Accessories / Pipe & Drape Order Form

Furniture

Quantity	Discount Price	Standard Price	Extended Price
A. Bar Stool – Black (FRN-BRSTL-01a)	x \$262.00	or \$374.29	= \$
B. Side Chair – Black (FRN-SIDCHR-01a)	x \$175.00	or \$250.00	= \$

Accessories

Quantity	Discount Price	Standard Price	Extended Price
A. Bag Stand (ACC-001a)	x \$279.00	or \$398.57	= \$
B. Literature Holder – Acrylic 3 Tier (ACC-002a)	x \$106.00	or \$151.43	= \$
C. Poster Display Board (FRN-PSTBRD-01a)	x \$284.00	or \$405.71	= \$
D. R4 Counter – 4' wide (CNT-R4FT-01a)	x \$953.00	or \$1,361.43	= \$
R4 Counter, Branded – 4' wide (CNT-R4FT-01b)	x \$1,082.00	or \$1,545.71	= \$
E. Sign Easel (ACC-004a)	x \$115.00	or \$164.29	= \$
F. Literature Stand (ACC-005a)	x \$225.00	or \$321.43	= \$
G. Sign Stand – 22"w x 28"h (ACC-007a)	x \$187.00	or \$267.14	= \$
H. Display Showcase, 6'	x \$592.00	or \$845.71	= \$
I. Stanchion – 3' High Tension (ACC-008a)	x \$128.00	or \$182.86	= \$
J. Wastebasket (ACC-010a)	x \$35.00	or \$50.00	= \$

Pipe & Drape

Quantity	Discount Price	Standard Price	Extended Price
A. Banjo Drape 8'H, Black (BDRP-8)	x \$27.00	or \$38.57	= \$
B. Banjo Drape 3'H, Black (BDRP-3)	x \$29.00	or \$41.43	= \$

Please Select Drape Color: (check one)

Black Blue Burgundy Gold Green Grey Plum Red White

Company Name: _____
Contact Name: _____
Email Address: _____
Cell Phone #: _____
Booth #: _____

Sales Tax 6%\$ _____
Est. Total Furn/Access/Pipe&Drape..\$ _____

Display Tables & Counters

Skirted Tables

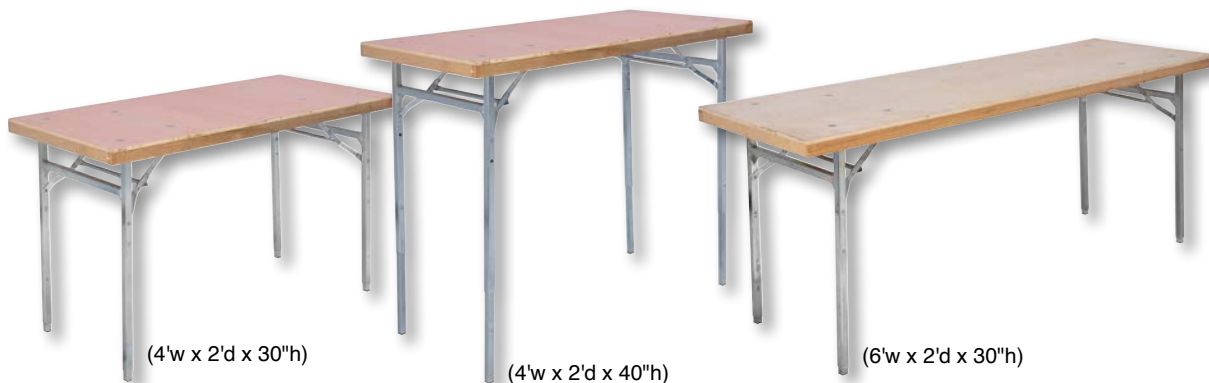
4'w x 2'd x 30"h (shown)
6'w x 2'd x 30"h
8'w x 2'd x 30"h
4'w x 2'd x 40"h
6'w x 2'd x 40"h
8'w x 2'd x 40"h

- Skirted tables include white vinyl top and pleated skirt on three sides.
- Fourth side skirting is available at an additional cost.
- 4' tables do not require fourth side skirting.



Unskirted Tables

4'w x 2'd x 30"h
6'w x 2'd x 30"h
8'w x 2'd x 30"h
4'w x 2'd x 40"h
6'w x 2'd x 40"h
8'w x 2'd x 40"h



Round Tables

40" high round table, Black
30" high round table – Black



Skirting not available on round tables.

PLEASE NOTE:

Colors and style may vary upon availability for items on this page.

T3 Advance Discount Deadline:
Order and payment due by **Monday, May 26, 2025**

Display Tables & Counters Order Form

30" High Skirted (6' & 8' skirted on 3 sides only)

4'w x 2'd	_____	x	\$228.00	or	\$325.71	= \$	_____
6'w x 2'd	_____	x	\$262.00	or	\$374.29	= \$	_____
8'w x 2'd	_____	x	\$306.00	or	\$437.14	= \$	_____
4th Side Skirting (for 6' and 8' tables only)	_____	x	\$71.00	or	\$101.43	= \$	_____

40" High Skirted (6' & 8' skirted on 3 sides only)

4'w x 2'd	_____ x	\$262.00	or	\$374.29	= \$	_____
6'w x 2'd	_____ x	\$306.00	or	\$437.14	= \$	_____
8'w x 2'd	_____ x	\$352.00	or	\$502.86	= \$	_____
4th Side Skirting (for 6' and 8' tables only)	_____ x	\$83.00	or	\$118.57	= \$	_____

Please Select Skirting Color: (check one)

Black Blue Burgundy Gold Green Grey Plum Red White

30" High Unskirted

4'w x 2'd	_____	x	\$90.00	or	\$128.57	= \$	_____
6'w x 2'd	_____	x	\$117.00	or	\$167.14	= \$	_____
8'w x 2'd	_____	x	\$143.00	or	\$204.29	= \$	_____

40" High Unskirted

4'w x 2'd	_____ x	\$117.00	or	\$167.14	= \$	_____
6'w x 2'd	_____ x	\$143.00	or	\$204.29	= \$	_____
8'w x 2'd	_____ x	\$170.00	or	\$242.86	= \$	_____

Round Tables

30"d x 30"h, black	_____ x	\$155.00	or	\$221.43	= \$	_____
30"d x 40"h, black	_____ x	\$173.00	or	\$247.14	= \$	_____

Company Name: _____
Contact Name: _____
Email Address: _____
Cell Phone #: _____
Booth #: _____

Sales Tax 6%\$ _____
Est. Total Display Tables & Counters \$ _____

Display Labor & Forklift Order Form

Important Information

- Straight Time: 8:00 am to 4:30 pm, Monday-Friday.
- Overtime: Before 8:00 am and after 4:30 pm, Monday-Friday, and all hours on Saturday.
- Double Time: Sunday and observed union holidays.
- Show Site Labor Orders: Add 30% to hourly rates.
- T3 Expo bills 30 minutes minimum per laborer. Additional time is billed in 30 minute increments per laborer.
- Exhibitors ordering forklift will be assigned a forklift and an operator.
- Determination of crew size is at the discretion of T3 Expo.
- Starting time is to be confirmed with T3 Expo. Only labor ordered for 8:00 am start time is guaranteed. All other start times will begin as soon as labor is available.
- Exhibitors MUST check in at the T3 Expo Service Desk when ready for labor, and check out at the T3 Expo Service Desk upon completion of work.
- Exhibitors ordering forklift to assemble displays or for uncrating, unskidding, positioning and reskidding equipment or machinery will need to estimate their needs on this form.

Display Labor

	Straight Time	Overtime	Double Time
Labor	\$164.00	\$212.00	\$266.00
T3 Supervised Labor	\$212.90	\$275.83	\$345.46
Forklift and Operator.....	\$384.00	\$426.00	\$547.00

	Requested Date/Time	# of Laborers	# Hours	Hourly Rate	Total Cost
Installation	_____	_____ x _____	x _____	= \$ _____	
	_____	_____ x _____	x _____	= \$ _____	
Dismantle	_____	_____ x _____	x _____	= \$ _____	
	_____	_____ x _____	x _____	= \$ _____	

For Forklift Orders

Type of Work Being Performed

Unskid/reskid equipment
Place equipment
Build booth structure
Other: _____

Size of forklift required:

5,000 lb lift
10,000 lb lift
15,000 lb lift

Heaviest piece weight _____ Dimensions _____ x _____ x _____
length width height

For Display Labor – Supervision of all labor is required (check one)

Exhibitor Supervision On site/after hours contact cell phone: _____
On site/after hours contact name: _____

T3 Expo Supervision On site/after hours contact cell phone: _____
On site/after hours contact name: _____

Our fee for T3 Supervision is 30% of the exhibitor's total labor bill. In order to perform the labor without exhibitor's representative present, T3 Expo must receive detailed set-up instructions (blueprints/floor plans, etc.) with this labor order form. Exhibitor must also include outbound shipping instructions with this labor order form.

Company Name: _____
Contact Name: _____
Email Address: _____
Cell Phone: _____
Booth #: _____

Set-Up Instructions Attached

Outbound Shipping Information Attached

Estimated Total Labor \$ _____

Hanging Sign Order Form

Important Information

- Straight Time: 8:00 am to 4:30 pm, Monday-Friday.
- Overtime: Before 8:00 am and after 4:30 pm, Monday-Friday, and all hours on Saturday.
- Double Time: Sunday and observed union holidays.
- Show Site Labor Orders: Add 30% to hourly rates.
- T3 Expo bills in one hour increments per crew for Sign Hanging.
- Hanging Signs should be sent in a separate container to the Advance Shipping Warehouse using the enclosed "Hanging Sign" labels and adhering to the dates on the labels.
- All Hanging Signs are subject to approval and must conform to Show Management and facility regulations.
- Signs requiring electricity must be in accordance with the National Electrical Code.
- T3 Expo reserves the right to refuse to hang any sign which we deem to be unsafe.
- If any hang point supports over 250 lbs., notify T3 immediately for special authorization.

	Straight Time	Overtime	Double Time
Sign Assembly Labor.....	\$164.00	\$212.00	\$266.00
T3 Supervised Sign Assembly Labor.....	\$212.90	\$275.83	\$345.46

Does the sign require assembly? Yes No
(assembly labor performed at rates above)

Requested Date & Time**	# of Men	# of Hours	Hourly Rate	Total Cost
Installation _____	_____	x _____	x _____	= \$ _____
Dismantle _____	_____	x _____	x _____	= \$ _____

	Straight Time	Overtime	Double Time
Sign Hanging Lift/Crew	\$926.00	\$1,072.00	\$1,220.00

Requested Date & Time**	# of Lift(s) Crew(s)	# of Hours	Hourly Rate	Total Cost
Installation _____	_____	x _____	x _____	= \$ _____
Dismantle _____	_____	x _____	x _____	= \$ _____

Note: Final billing will include time, materials, assembly, installation and dismantle.

**We will do our best to accommodate the requested date and time.
Crew size is at the discretion of T3 Expo.

Supervision of all labor is required (check one)

Exhibitor Supervision On site/after hours contact cell phone: (____) _____

On site/after hours contact name: _____

T3 Expo Supervision On site/after hours contact cell phone: (____) _____

On site/after hours contact name: _____

In order to perform Labor without exhibitor's representative present, T3 Expo must receive detailed set-up instructions (blueprints/floor plans, etc.) with this form. This must also include outbound shipping instructions.

Company Name: _____
Contact Name: _____
Email Address: _____
Cell Phone: _____
Booth #: _____

Set-Up Instructions Attached

Outbound Shipping Information Attached (for T3 Expo Supervised Dismantle only)

Estimated Total Hanging Sign.....\$ _____

Hanging Sign Description & Position

Description of Sign

Material

Cloth/Vinyl Wood System Metal Other _____

Single Sided Double Sided Pockets Grommets # of Hang Points _____

Shape

Square Circle Triangle Pinwheel Other _____

Dimensions

Height _____ Width _____ Length _____ Approx Weight _____ lbs.

Assembly Required?

Yes No

Electricity Required?

Yes No

Chain Motors Required? (call/email T3 Expo for rates)

Yes No Qty _____

Is exhibitor supervision required for T3 Expo to assemble and hang the sign?

Yes No

Position of Sign

Distance from the floor to the top of the sign _____ or _____ to maximum height allowed

Location

Center of Booth

See Diagram Below

Each square = _____

Adjacent Booth or Aisle # = _____

Use this grid to indicate the position of your hanging sign.

- Please indicate the scale of the grid (i.e. 1 square=1 foot) or indicate the dimensions of your booth.
- Mark the adjacent booth numbers or aisle numbers in the space around the grid.

Adjacent Booth or Aisle # = _____

Adjacent Booth or Aisle # = _____

Adjacent Booth or Aisle # = _____

Company Name: _____

Contact Name: _____

Email Address: _____

Cell Phone: _____

Booth #: _____

Accessible Storage & Cleaning Order Form

Important Information

Exhibitor must sign up for accessible storage at the on-site T3 Service Desk.

Accessible storage is for storing items such as giveaways or literature that need to be replenished.

Half hour minimum labor charge to bring items to storage and half hour minimum charge for each time retrieved. Actual hours will be included in final billing.

NOTE: If you are already paying for Advance or Direct Material Handling to T3 Expo, there is no additional charge for Empty Storage. If you are hand-carrying your exhibit and require storage, Empty Storage fees will apply.

Empty Storage fees cover the duration of the event.

Accessible Storage

Accessible Storage is \$3.09 per square foot per day.

*One half hour of labor will be charged to bring items to storage and one half hour for each time items are retrieved from or brought into storage.

Access Storage	Area	# Days	Extended Price
	\$3.09 per sq. ft. x _____ sq. ft.	x _____	= \$ _____

	Straight Time	Overtime	Double Time
Access Storage Labor	\$164.00	\$212.00	\$266.00

Empty Storage	Quantity	Standard Price	Extended Price
Cardboard Box	_____ x	\$40.00 each	= \$ _____
Fiber Case	_____ x	\$50.00 each	= \$ _____

Cleaning	Area	Price	# Days	Extended Price
Porter Service	_____ x _____	\$0.91 per sq. ft.	x _____	= \$ _____
Vacuuming	_____ x _____	\$0.79 per sq. ft.	x _____	= \$ _____

	Quantity	Standard Price
Shrink Wrap	_____	\$104.00

Company Name: _____
Contact Name: _____
Email Address: _____
Cell Phone: _____
Booth #: _____

Est. Total Storage Services \$ _____

ADVANCE DISCOUNT DEADLINE - Monday, May 26, 2025

Sales Tax 6%



SPECIAL EVENT

[Click here](#) to view the
2024 AFR FURNITURE RENTAL CATALOG

[Click here](#) to download the furniture order forms

2024 FURNITURE PRODUCT LIST WITH PRICING

ADVANCE DISCOUNT DEADLINE – Monday, May 26, 2025

Sales Tax 6%



2024 TRADESHOW CATALOG



ESSENTIAL FURNISHINGS AND HELPFUL TIPS TO PLAN YOUR NEXT TRADESHOW EXHIBIT



CORT

EVENTS



[Click here](#) to view the CORT Events' full catalog
of trade show exhibitor offerings.

[Click here](#) to download the furniture order forms

ADDITIONAL INFORMATION & FORMS

Payment Information

Important Information

*If paying by check or wire, T3 also requires a Credit Card as a contingency should either check or wire not clear in time to place your orders.

*Please make payable to T3 Expo, and mail to:

T3 Expo
8 Lakeville Business Park
Lakeville, MA 02347

Credit Card will be charged for items ordered if intended method of payment is not received at least two weeks prior to the first move in day of the event.

**Wire details will be sent to the contact email address upon receipt of this form.

Notwithstanding anything to the contrary in this Agreement, Exhibiting Company shall have the ultimate responsibility for the payment of all applicable fees as set forth and in accordance with the schedule set forth. Exhibiting Company's obligation to make payment in accordance with the schedule shall under no circumstances be relieved or excused due to the failure of any third party to issue payments on Exhibitor's behalf.

T3 Expo reserves all rights to withhold services should full payment not be received and cleared prior to the first day of move-in.

PLEASE NOTE: There is a 25% cancellation fee for any items that are cancelled more than 21 days prior to the first day of move-in. There is a 50% cancellation fee for all items that are cancelled 7-21 days prior to the first day of move-in and 100% cancellation fee for any items that are cancelled less than (7) days prior to the first day of exhibitor move-in.

Please select the services needed:

Material Handling	= \$
Vehicle Spotting Fee	= \$
Presta™ Rental Exhibit Packages	= \$
Carpet.....	= \$
Furniture & Accessories	= \$
Display Tables & Counters.....	= \$
Display Labor & Forklift	= \$
Hanging Sign.....	= \$
Accessible Storage	= \$
Cleaning	= \$
Custom Furniture	= \$
Total: = \$	

Secure Online Payments

In an effort to protect your information, T3 Expo will send you a secure link to a credit card form. Please follow the link to submit your payment information for this event. T3 Expo accepts Visa, Mastercard, and American Express.

Exhibitor Profile

Company Name:		Booth #:
Street Address:		City:
State:	Zip:	Country:
Contact Name:		Email Address:
Cell Phone: ()	Fax: ()	

Method of Payment

Company Check*

(Checks must be in U.S. Funds, payable to T3 Expo)

Wire Transfer**

Credit Card

Please Return EAC Form By:
Monday, May 19, 2025

Notification Of Intent To Use EAC

Important Information

Inform your Exhibitor Appointed Contractor (EAC) that they **MUST** send a copy of their General Liability Insurance Certificate no later than 30 days prior to the first day of exhibitor move in or they will not be permitted to service your exhibit.

You **MUST** include the Exhibitor Name and Booth # under the Description of Operations section on the Certificate of Insurance.

It is the responsibility of the exhibitor to see that each representative of an EAC abides by the official rules and regulations of this event.

If your company plans to use a firm which is not the official service contractor as designated by Show Management, please complete this form and mail or email to the address listed below.

Please return to:

Kyndal Cox

Phone: 972-807-6825

Email: Kyndal.Cox@ESAweb.org

Please submit a copy to:

T3 Expo

8 Lakeville Business Park

Lakeville, MA 02347

RE: ESX 2025

Phone: +1.888.698.3397

Email: orders@t3expo.com

Exhibiting Company Information

Company Name:	Booth Number:
Contact Name:	
Signature:	Date:

Exhibitor Appointed Contractor Information

EAC Company Name:	
EAC Contact Name:	
EAC Address:	
City/State/Zip:	
Contact Email Address:	
Phone: ()	Fax: ()
Type of Service to be Performed:	

Third Party Authorization

Important Information

"We understand and agree that we, the exhibiting company, are ultimately responsible for payment of charges and agree by submitting this form or ordering materials or services from T3 Expo, to be bound by all terms and conditions as described in the Terms & Conditions section of this service manual. In the event that the named third party does not discharge payment of the invoice prior to the last day of the show, charges will revert back to the exhibiting company. All invoices are due and payable upon receipt, by either party. The items checked below are to be invoiced to the third party."

T3 Expo reserves all rights to withhold services should full payment not be received and cleared prior to the first day of move-in. Notwithstanding anything to the contrary in this Agreement, Exhibiting Company shall have the ultimate responsibility for the payment of all applicable fees as set forth and in accordance with the schedule set forth. Exhibiting Company's obligation to make payment in accordance with the schedule shall under no circumstances be relieved or excused due to the failure of any third party to issue payments on Exhibitor's behalf.

Third Party covering the following charges for exhibitor:

- Material Handling
- Vehicle Spotting Fee
- Presta™ Rental Package
- Carpet
- Furniture & Accessories
- Display Tables & Counters
- Display Labor & Forklift
- Hanging Sign
- Accessible Storage
- Cleaning
- Custom Furniture
- All Services

Exhibiting Company Authorization of Third Party Billing

Exhibitor Name:	Date:
Exhibitor Signature:	

Exhibiting Company Information

Exhibiting Company Name:	Booth Number:
Exhibiting Company Address:	
City/State/Zip:	
Contact Name:	Email Address:
Phone: ()	Fax: ()

Third Party Company Information

Third Party Company Name:	
Third Party Billing Address:	
City/State/Zip:	
Contact Name:	Email Address:
Phone: ()	Fax: ()
Third Party Responsible For (list services):	

Third Party Credit Card Information

To best assist you, T3 Expo will reach out with a secure link to collect your third party credit card authorization. Please follow the link to submit the information for this event. T3 Expo accepts Visa, Mastercard, and American Express.

United States Fire Department Regulations

For Exhibits, Exhibitions, Displays and Trade Shows – Public & Private

Booth Construction

Booths, platforms and space dividers shall be of materials that are flame-retardant or rendered so, satisfactory to the Fire Department representatives. Coverings for counters or tables used within or as a part of the booth shall be flame-retardant. All electrical wiring and apparatus will be of a 3-wire UL approved type.

Fire Department

A permit shall be required for the following:

- 1) Display and operate any heater, barbecue, heat-producing or open flame device, candles, lamps, lanterns, torches, etc.
- 2) Display or operate any electrical, mechanical, or chemical device which may be deemed hazardous by the Fire Department.
- 3) Use or storage of inflammable liquids and dangerous chemicals.
- 4) Display any internal combustion engine (special requirements available upon request).
- 5) Use of compressed gases. (Permit available for 32CF bottles that are half full or less).

Obstructions

Aisles and exits, as designated on approved show plans, shall be kept clean, clear and free of obstacles. Booth construction shall be substantial and fixed in position in specified areas for the duration of the show. Easels, signs, etc., shall not be placed beyond the booth area into aisles. Firefighting equipment shall be provided and maintained in accessible, easily seen locations and may be required to be posted with designating signs.

Fire-Retardant Treatment

All decorations, drapes, signs, banners, acoustical materials, cotton, paper, hay straw, moss, split bamboo, plastic cloth, and similar materials shall be flame-retardant to the satisfaction of the Fire Department. Booth identification banners and signs shall be flame-retardant unless smaller than 1232 square inches (28" x 44") if separated from other combustibles by a minimum of 12" horizontally and 24" vertically. Oilcloth, tarpaper, nylon and certain other plastic materials cannot be made flame-retardant, and their use is prohibited.

Combustibles

Literature on display shall be limited to reasonable quantities (one-day supply). Reserve supplies shall be kept in closed containers and stored in a neat and compact manner in a location approved by the Fire Department. All exhibit and display empty cartons must be stored in an approved drayage area. If show is under a 24-hour approved manned security program, automobiles are allowed to retain one gallon or less of fuel, and gas caps must be taped. Batteries are to be disconnected and taped.

Storage behind booths is strictly prohibited.

Atlanta, GA Labor Guidelines

For Exhibits, Exhibitions, Displays and Trade Shows, Public & Private

To simplify show preparation, we are certain you will appreciate knowing in advance that labor will be required for certain aspects of your exhibit handling. To help you understand the show site work rules, we ask that you read the following:

Union Labor

Since Georgia is a right-to-work state, exhibitor personnel may set up their own exhibits if so desired. Union Labor is available to assist in the erection and dismantling of exhibit booths. Exhibit labor, freight and rigging labor, electricians and plumbers can be arranged at established rates, using the enclosed order forms.

Exhibit Labor Jurisdiction

Union exhibit labor claims jurisdiction for the installation, dismantling, and first cleaning of prefabricated exhibits and displays unless this work is done by exhibiting company personnel. They are not required to place your products on your display, open cartons containing your products, or perform testing, maintenance or repairs on your products. If, however, you hire any labor to assist you, it must be through the Official Service Contractor or a contractor which meets all of the regulations as an Exhibitor Appointed Contractor (EAC). Labor can be ordered in advance by returning the attached Display Labor order form, or on show site at T3 Expo's Service Desk.

Freight Handling Jurisdiction

T3 Expo receives and handles all exhibit materials and empty crates. It is their responsibility to manage docks and schedule vehicles for the smooth and efficient move-in and move-out of the event. T3 Expo will not be responsible, for any material they do not handle and will have control of the loading docks at all times.

Vehicles must not be left unattended at the loading areas. Any unattended vehicles will be towed at owner's expense.

The Fire Marshal absolutely prohibits the storage of empty containers in the exhibit hall.

Electrical & Plumbing

Electrical and plumbing is handled in-house at the Georgia World Congress Center (GWCC). Most power comes from the floor at the GWCC, but ceiling drops can be ordered, mainly for high power situations. Electricians must plug cords into boxes, but the labor contractor or the exhibitor may run them thereafter, including lights, AV, power strips, etc. Twelve gauge cords are required, either flat or round.

Safety

Standing on chairs, tables, or other rental furniture is prohibited. This furniture is not engineered to support your standing weight. T3 Expo cannot be responsible for injuries or falls caused by the improper use of this furniture. If assistance is required in assembling your booth, labor can be ordered through T3 Expo by returning the Display Labor order form in this Exhibitor Service Kit in advance, or returning it on show site to T3 Expo's Service Desk.

Tipping

T3 Expo requests that exhibitors do not tip our employees. They are paid at an excellent wage scale denoting a professional status and we feel that tipping is not necessary; this applies to all employees. Any request for tipping should be brought to the attention of a T3 Expo representative at the Service Desk.

ANCILLARY INFORMATION & FORMS

Electric, Internet and Catering Services

[Click here](#) to order **Electric, Internet and Catering services**.

Deadline to order: May 26, 2025

Lead Retrieval will be able to access through the App.



Audio · Video · Lighting

ESX 2025

June 16-19, 2025 Cobb Galleria Centre

2025 OFFICIAL : Audio-Video-Data Order Form ****Pre-Show Order Deadline: 06/05/2025****

Video Equipment	Qty	Pre-Show Rate*	On-Site Rate*	Total	Required Customer Information
32" Cart with Skirt		\$40	\$60		PLEASE PRINT
54" Cart with Skirt		\$60	\$90		Exhibitor Name:
Safelock Stand		\$40	\$60		Address:
Powerpoint Laptop - PC Windows		\$125	\$188		City:
					State: Zip Code:
					Ordered By:
Other Equipment Available - Please Call					Telephone:
					email:
Video / Data Display	Qty	Pre-Show Rate*	On-Site Rate*	Total	Required Delivery Information
Video / Data LCD Projector (3000 Lumens) (1080p)		\$250	\$375		Show/Event Name: ESX 2025
22"- 24" LCD Flat Screen Monitor (DATA / COMPUTERS ONLY)		\$75	\$113		
27" Flat Panel		\$105	\$175		Exhibit Booth #:
32" Flat Panel (Power Strip / HDMI)		\$150	\$225		Preferred Delivery Date:
43"- 48" Flat Panel - Includes Floor Stand		\$350	\$525		Delivery Time: <input type="checkbox"/> 8AM - 12PM <input type="checkbox"/> 12PM - 5PM
55" Flat Panel - Includes Floor Stand		\$500	\$750		On Site Contact:
60"- 65" Flat Panel - Includes Floor Stand		\$750	\$1,125		
75" Flat Panel - Includes Floor Stand		\$1,050	\$1,575		
50" HDMI		\$30	\$45		Cell #:
Please Call or Email for monitor mounting to booth structure. We will not mount any flat screens without booth specs, drawings and structural weight loads.					Signature:
Projection Equipment	Qty	Pre-Show Rate*	On-Site Rate*	Total	Terms and Conditions
8' Tripod Screen with Skirt		\$50	\$75		1. Representative MUST BE on-site for Delivery.
Larger Size Screen Available Upon Request					2. Exhibitor assumes responsibility for Loss or Damage to property of TREP after Delivery and acceptance at Booth.
Audio Equipment	Qty	Pre-Show Rate*	On-Site Rate*	Total	3. ON-Site - Subject To Availability
Wired Handheld Microphone		\$50	\$75		See Attached Form for Terms and Conditions
Wireless UHF Mic (Lavaliere - Headset - Handheld) Circle 1		\$150	\$225		
Powered Speaker System (2 Speakers w/ Stands)		\$250	\$375		
Additional Sound Systems Available - Please Call					
Mono Audio Mixer		\$50	\$75		
Laptop Audio Interface		\$50	\$75		
Miscellaneous Equipment	Qty	Pre-Show Rate*	On-Site Rate*	Total	
Wall Mount		\$70	\$105		
Other Equipment Offered - Drape, Truss, Motors, Rigging, Lighting, Automates Call for Pricing 412-429-4000					Ordering Process Email Form To: pa@3rep.com Fax Form To: 412-224-4408 (please unblock number) Questions about your order email: AV@3riversentertainment.com
Totals	PAYMENT IS DUE WHEN ORDER IS PLACED				Payment Processing PLEASE MAIL CHECKS TO: Three Rivers Entertainment and Production 1028 Saw Mill Run Boulevard, Pittsburgh, PA 15220
EQUIPMENT TOTAL: 1					
Number of Days 2 3					
SUBTOTAL: (Line 1 x Line 2) 3					
DELIVERY/SET-UP/PICKUP: (25% of line 1 or \$125.00 minimum) 4					
DRAYAGE: 20% of line 3 5					
SUBTOTAL: 6					
STATE SALES TAX: (7% of Line 3) 7					
TOTAL DUE: 8					
Method of Payment					FOR BILLING INQUIRIES PLEASE EMAIL: accounting@3rep.com
Complete Attached Payment Authorization Form					

Exhibitor Terms and Conditions

This confirms the following Agreement between _____ (herein referred to as Lessee), and **Three Rivers Entertainment, Inc.** (Herein referred to jointly and severably as TREP). TREP agrees to rent Purchaser equipment described on the attached equipment list (Herein referred to as "Equipment") subject to the following Terms and Conditions:

1. **RENTAL** - Rental prices do not include labor, delivery, set up or electrical services.
2. **INDEMNIFICATION AND RISK OF LOSS OR DAMAGES** - It is understood and agreed that LESSEE is renting equipment for a specified period of time and is responsible for its safe return. All rental equipment must be returned to TREP in the same condition as it was in at the time of delivery. LESSEE hereby agrees to be billed for any damage to, or loss of, any "Equipment" damaged or lost during the entire term of the Rental. It is understood that Purchaser assumes liability for any and all personal injuries or damage to property that occur at Engagement including, but not limited to, those caused by any guests, employees, contractors or participants at Engagement. Purchaser shall indemnify, defend and hold TREP, its agents, employees and performers harmless from and against all claims, losses, liabilities, costs, expenses, obligations, and damages including, without limitation, litigation costs and reasonable attorneys' fees sustained, incurred or required to be paid by TREP that relate to or arise out of this Agreement. Purchaser further agrees to assume responsibility for any and all attorneys' fees and other legal expenses incurred by TREP to enforce this contract with respect to the conditions stated above. LESSEE authorizes TREP to charge LESSEE credit card for any damaged or missing equipment and agrees to waive it's right to dispute such charges as TREP may charge for missing or damaged equipment.
3. **LIMITATION OF LIABILITY** - In recognition of the relative risks and benefits of the Engagement to both the Purchaser and TRE, the risks have been allocated such that the Purchaser agrees, to the fullest extent permitted by law, to limit the liability of TREP to the Purchaser for any and all claims, losses, costs, damages of any nature whatsoever or claims expenses from any cause or causes, including attorneys' fees and costs and expert witness fees and costs, so that the total aggregate liability of TREP to the Purchaser shall not exceed TREP's total fee for services rendered on this Engagement. It is intended that this limitation apply to any and all liability or cause of action however alleged or arising, unless otherwise prohibited by law.
4. **CANCELLATIONS/WAIVER OF DISPUTES** - All Equipment rental fees are non-refundable. LESSEE's Credit Card will be charged immediately upon receiving the signed order. All fees are 100% non-refundable. LESSEE waives it's right to any dispute process that is offered by LESSEE'S credit card company or financial institution.
5. **PAYMENT TERMS** - Full payment, including any applicable tax and a 6% credit card fee is due at the time services are ordered. All payments must be in U.S. dollars. Orders received without advance payment or after the deadline date will incur additional charges as indicated on the order form. It is LESSEE'S responsibility to immediately advise a TREP technician of any problem with any piece of Equipment. If you are exempt from payment of sales tax, TREP requires you to forward an exemption certificate for the State in which the services are to be used along with your rental. Failure to provide your tax exempt certificate will result in a non-refundable sales tax charge on your order. Additional service charges and/or labor charges may be assessed for installations that are unusual or labor intensive. Service may be interrupted if any payment is not received in full. There is a 50.00 charge, plus any other applicable expenses, to reprocess the method of payment submitted for a rental if your credit card is declined.

LESSEE

Date Signed

*****Please write your entities' legal name on the line at the top of this sheet, indicating name of LESSEE*****

THREE RIVERS ENTERTAINMENT & PRODUCTION
CREDIT CARD PAYMENT AUTHORIZATION FORM

Please complete and sign this form to authorize **Three Rivers Entertainment, inc.** (also referred to as TREP) to make a debit to the credit card listed below per the terms and conditions in your contract. Signing this completed form authorizes **Three Rivers Entertainment, inc.** (TREP) to debit your account for the amounts as agreed upon in your quotes and corresponding Agreement with TREP plus any applicable tax and up to a 6% additional charge due to the loss of the "cash/check" payment discount in your contract.

Please complete the information below:

I _____ authorize **Three Rivers Entertainment, inc.**
(full name)

to charge my credit card account as stated in the contract plus any applicable tax if not already included and a 6% increase due to my declination of the cash/check payment. This payment is for services provided by Three Rivers Entertainment, inc. (TREP)

"Purchaser" name on Contract _____

Authorized person to sign on behalf of Purchaser on Contract _____

Billing Address _____

Phone# _____

City, State, Zip _____

Email _____

Account Type: ☐ Visa ☐ MasterCard ☐ AMEX ☐ Discover

Company Name _____

Cardholder Name _____

Account Number _____

Expiration Date _____

CVV2 (3 digit number on back of Visa/MC, 4 digits on front of AMEX) _____

SIGNATURE _____

DATE _____

I authorize Three Rivers Entertainment, inc. (TREP) to charge the above credit card according to the terms outlined above and in accordance with the contract between Purchaser and TREP. This payment authorization corresponds with the contract as described above for the total amount plus a 6% increase due to declining the cash/check payment discount in my contract. I certify that I am an authorized user of this credit card and that I will not dispute the payment with my credit card company. In the event that I dispute the fees, I personally accept liability for the full amount charged and stated in the Contract plus all legal fees and expenses required to collect any unpaid balances to Three Rivers Entertainment, inc.

ESX

June 17-18

Cobb Galleria Centre



(770) 507-6777
FAX (770) 474-4676
order@tlc-florist.com
www.tlc-florist.com

N•A•T•I•O•N•A•L
convention • plant • services

Exhibitor Name: _____ Booth Representative: _____
Firm, Billing Name: _____ Purchase Order or Reference Number: _____
Booth Number: _____ Credit Card #: _____ Ex Date _____
Billing Address: _____ CVV# _____ **Pay via ACH to avoid cc proc fee, email req to order@tlc-florist.com**
City: _____ State: _____ Zip: _____ Name of Credit Card Holder as shown on card _____
Show Decorator: T3 Expo _____
Phone: _____ Fax: _____ Authorized Signature: _____
Cell: _____ Email Address: _____

HOW TO ORDER: Email order to order@tlc-florist.com/ Mail hard copy to: P.O. Box 538, Rex, GA 30273 or 121 Pine Dr., Stockbridge, Ga 30281 / or Fax to (770) 474-4676 Questions? Please email plant@tlc-florist.com or call (770) 507-6777

*** PRICES IN BOLD PRINT ARE DISCOUNT PRICES FOR ORDERS RECEIVED 2 WEEKS PRIOR TO EXHIBITOR MOVE-IN**

FROM SIMPLE AND ELEGANT TO WILD AND COLORFUL! LET A TLC DESIGNER CREATE THE PERFECT LOOK JUST FOR YOU!

If you would like to specify color, size, type flowers, please do so below—**prices start at \$90.00.**

Qty _____ tropical flowers—Price \$ _____ each

Qty _____ Spring flowers—Price \$ _____ each

Color _____

Width _____ Height _____

Additional Request: _____

*Don't know what you want? Just want a splash of color?
Let TLC designers choose your fresh seasonal flowers!*

Qty _____ TLC pick my colors, size, type flowers \$80.00 ea

Visit www.tlc-florist.com for additional sample pictures.
For free design assistance, please call 770-507-6777 or email plant@tlc-florist.com with any questions.



TLC Designers can provide the following:

- **Water Features**
 - **Fountains**
 - **Ponds**
 - **Water falls**
 - **Swamps**
 - **Garden Areas**
 - Tropical :**
(beach scenes;
rain forests)
 - Seasonal:**
(Spring, Fall, Holiday)
 - Formal :**
(serenity garden,
English garden)
 - **Border Areas:**
 - Hedges**
(control flow)
 - Lawn or Golf**
(promotional)
 - Trees**
(privacy)
- Special services are Available for hospitality Suites, award banquets, And VIP room deliveries.**

COLORFUL POTS OF VIBRANT FLOWERS!

Seasonal

12"-18"H

\$30.00/\$40.00 each

Qty _____

White _____

Yellow _____

Lavender _____

Orange _____

Pink _____



Azaleas—12"H

\$40.00/\$50.00 each

Qty _____

White _____

Pink _____

Red _____



Bromeliads—12"-18"H

\$40.00/\$50.00 each

Qty _____

Purple _____ Red _____

Yellow _____ Orange _____

*See next
page for
green plants.*

Seasonal Greenery: Ferns, Ivy, or Pothos
Subject to Availability



\$40.00/\$50.00 each

Qty _____

TLC
770) 507-6777
order@tlc-florist.com
www.tlc-florist.com

3' Green Plants



\$50/\$60.00 each Qty _____

Standard 4' to 6' Green Plants



4' @ \$60/\$70 each Qty _____

5' @ \$70/\$80 each Qty _____

6' @ \$80/\$96 each Qty _____

7' H & Taller plants & Planters
are available
Call 770-507-6777 for price/
availability



Planters are 2 1/2' long.

Top-dressed with greenery & seasonal color.

4' @ \$140/\$160 each, Qty _____

5' @ \$150/\$180 each, Qty _____

6' @ \$180/\$196 each, Qty _____

Please choose requested
seasonal color below.

___ white,
___ pink,
___ red
___ white,
___ yellow,



Seasonal Flowering Plants
Call for Price & Availability



Tulip

Caladium

Gerbera

Hyacinth

Kalanchoe

Rental price includes: Decorative container, top dressing, professional maintenance, installation and pick up. There is a one-time \$10.00 charge for **daily** floral delivery. **ALL ORDERS MUST BE PAID - IN - FULL PRIOR TO SHOW CLOSING.** We accept cash, company check, VISA, MASTERCARD, AMERICAN EXPRESS. Adjustments cannot be made after the close of the show. All rental items remain property of TLC Atlanta Convention Plant Services, Inc. **There is a restocking fee for orders cancelled less than 2 weeks prior to show opening.** **Orders placed after the open of an event may be subject to a delivery fee.**
Prices subject to change 2 weeks prior to move in.

Order Cost Summary

Select Container:
Included in rental cost

___ Black ___ White

Chrome, Brass, Terra Cotta, & Other
Containers are available.
Please call 770-507-6777 for pricing.

Subtotal _____

6% Sales Tax _____

3% CC Proc Fee _____
Request ACH pmt invoice when
emailing this order to avoid 3% fee

Total _____

FLORAL ORDER FORM

Guidelines for Display Rules and Regulations

2023 North American Update



The following **Guidelines for Display Rules and Regulations** have been established by the International Association of Exhibitions and Events® (IAEE) to assist in promoting continuity and consistency among North American exhibitions and events. This revised 2023 edition is offered as a resource for exhibition and event organizers to use in creating consistent and fair exhibiting standards for their events.

Recognizing that every show is unique, IAEE presents the information contained within as recommendations or suggestions for exhibiting standards each Organizer should consider. Organizers are encouraged to review the **Guidelines** and then develop their own show-customized set of exhibiting rules and regulations based on the individual features of their specific exhibition or event.

Once an Organizer has finalized their show's official set of display rules, it is good practice to provide access to a digital copy within the show's exhibitor prospectus, an exhibitor services kit, and the official rules and regulations pertaining to exhibitor participation. By providing exhibitors with the professional standards expected of their displays and participation, they will be prepared to properly design, build and plan their booth's layout and content allowing for an environment where all exhibitors will have the opportunity for successful interaction with their audiences.

Important Note: Although compliance with fire, safety, the U.S. Americans with Disabilities Act (ADA), and other state, federal or provincial government requirements have been addressed, Organizers should always check with exhibition service contractors and the facility for specific details on local regulations and requirements.

*IAEE is a global association that serves as the foremost authority on exhibitions and events management and operations, and these **Guidelines** are the model for most North American exhibitions and events but in all instances, organizations should consult their legal counsel. In no event shall IAEE be held liable for damages of any kind in connection with the material, methods, information, techniques, opinions or procedures expressed, presented, or illustrated in these **Guidelines** or related materials.*



International
Association of
Exhibitions and Events®

TABLE OF CONTENTS

LINE-OF-SIGHT STYLE.....	1
Linear or In-line Booth.....	1
Dimensions	1
Use of Space	1
Corner Booth	2
Perimeter Booth	2
Dimensions and Use of Space	2
End-cap Booth	3
Dimensions and Use of Space	3
Peninsula Booth	4
Dimensions and Use of Space	4
Split Island Booth	5
Dimensions and Use of Space	5
Island Booth	6
Dimensions and Use of Space	6
Extended Header Booth 20ft (6.10m) or Longer	7
Dimensions and Use of Space	7
Remote-Controlled Devices	8
CUBIC CONTENT STYLE.....	8
OTHER IMPORTANT CONSIDERATIONS	8
Canopies and Ceilings	9
Structures and Tie-Offs	10
Structures	10
Tie-offs.....	10
Hanging Signs and Graphics.....	10
Teardrop Signs and Tents	10
Truss.....	11
Video Displays.....	11
Towers and Multi-story Exhibits.....	11
U.S. Americans with Disabilities Act (ADA)	11

TABLE OF CONTENTS (continued)

ISSUES COMMON TO ALL BOOTH TYPES	11
Structural Integrity.....	12
Flammable and Toxic Materials	12
Hazardous Waste.....	12
Storage	12
Electrical	13
Lighting.....	13
Demonstrations.....	14
Sound/Music	14
Vehicles (For Both Gas and Electric Vehicles)	15
Fire Equipment.....	15
Hanging Signs	15
ADVISORY NOTES TO EXHIBITION ORGANIZERS.....	15
Hardwall Booths	16
Perimeter Openings.....	16
Pipe and Drape	16
Product Height	16
Height Variances	16
Environmental Responsibility.....	16
APPENDIX.....	17
IAEE EXTENDS A SPECIAL THANK YOU TO THE FOLLOWING VOLUNTEERS FOR THEIR INPUT:	28

IAEE has identified two distinctly different styles of show display regulations. One style is “Line-of-Sight” while the second is “Cubic Content.” Organizers should decide which style is best suited to their event or designated section of the event. Organizers might find line of sight rules are best for linear booths and cubic content rules for configurations of island, peninsula or perimeter booths.

LINE-OF-SIGHT STYLE

Line-of-Sight display rules provide restrictions on certain areas of booths to allow attendees to view neighboring booths in their line of sight as they walk the floor. There are a variety of booth types, and each one is addressed below with specific insight on how to implement Line-of-Sight regulations.

LINEAR OR IN-LINE BOOTH

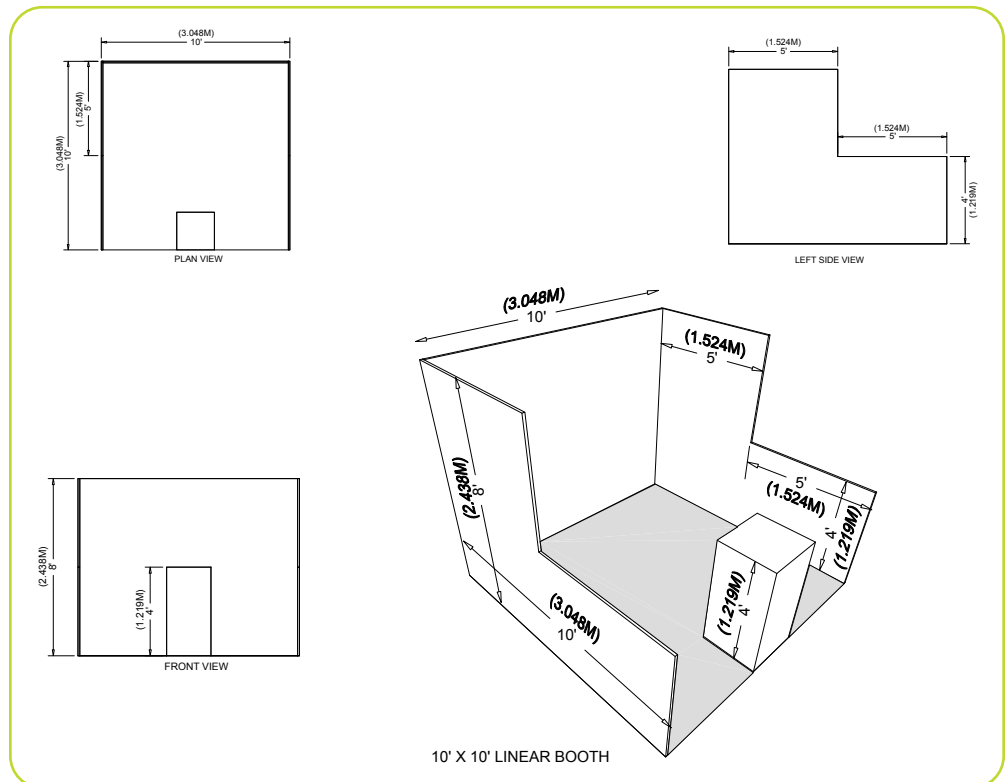
The ability to have products or services easily seen by attendees as they walk the aisles is essential to all exhibitors, and that is the basis for including a Linear Booth Line-of-Sight setback rule. Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is specified to prevent display materials from imposing on neighboring exhibits behind the back wall.

Use of Space

Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc., display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.

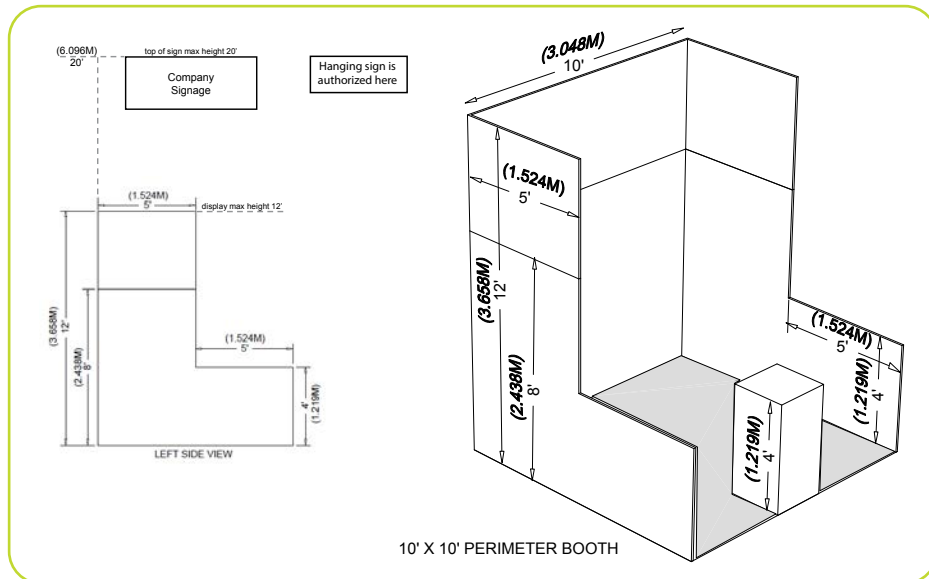


CORNER BOOTH

A Corner Booth is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All guidelines for Linear Booths apply.

PERIMETER BOOTH

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

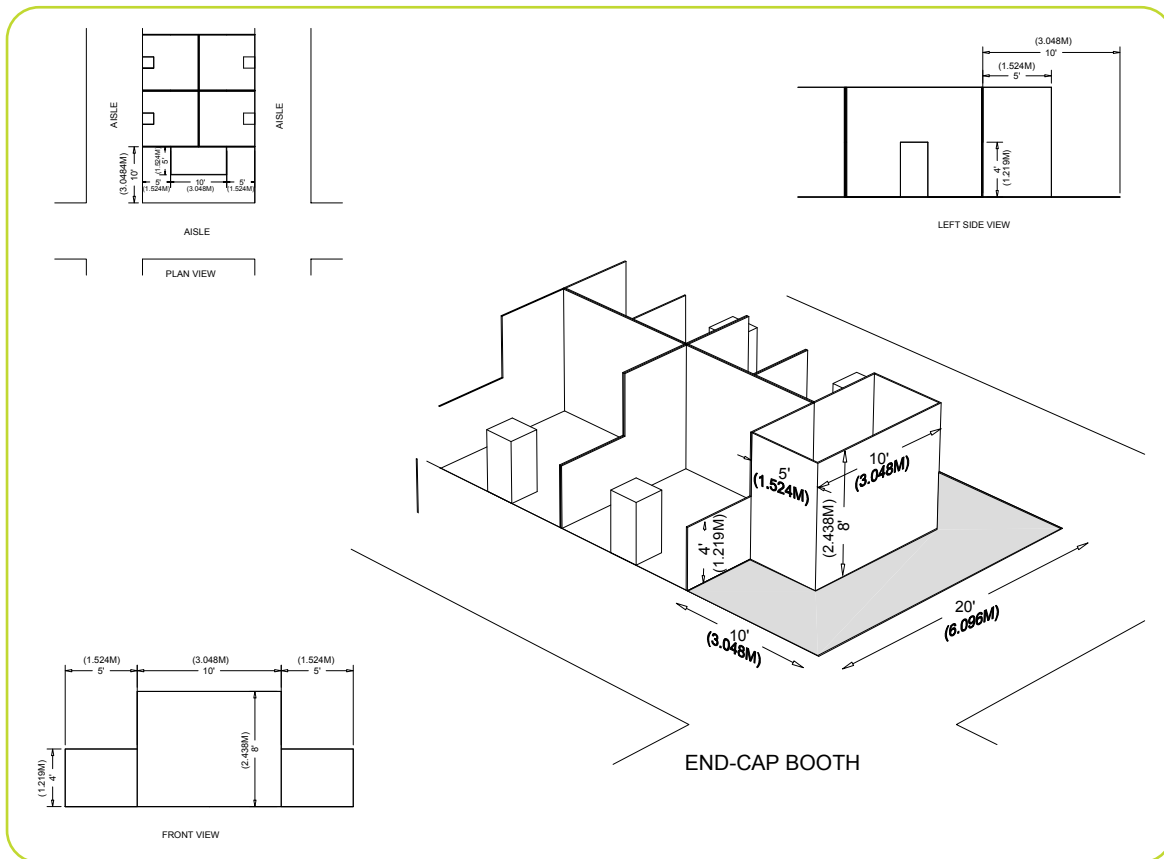


Dimensions and Use of Space

All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height for Perimeter Booths is 12ft (3.66m).

END-CAP BOOTH

An End-cap configuration is essentially an in-line (linear) booth placed in the position of a Peninsula or Split Island. For shows that have Line-of-Sight rules and not Cubic Content, this configuration must follow the dimensions below. Organizers should be alert to exhibitors reserving End-cap configurations to ensure they do not violate Linear Booth Line-of-Sight regulations for neighboring exhibits. (In most cases, this booth style is not recommended due to the Line-of-Sight issues, and Organizers should be aware of these challenges when using them.)

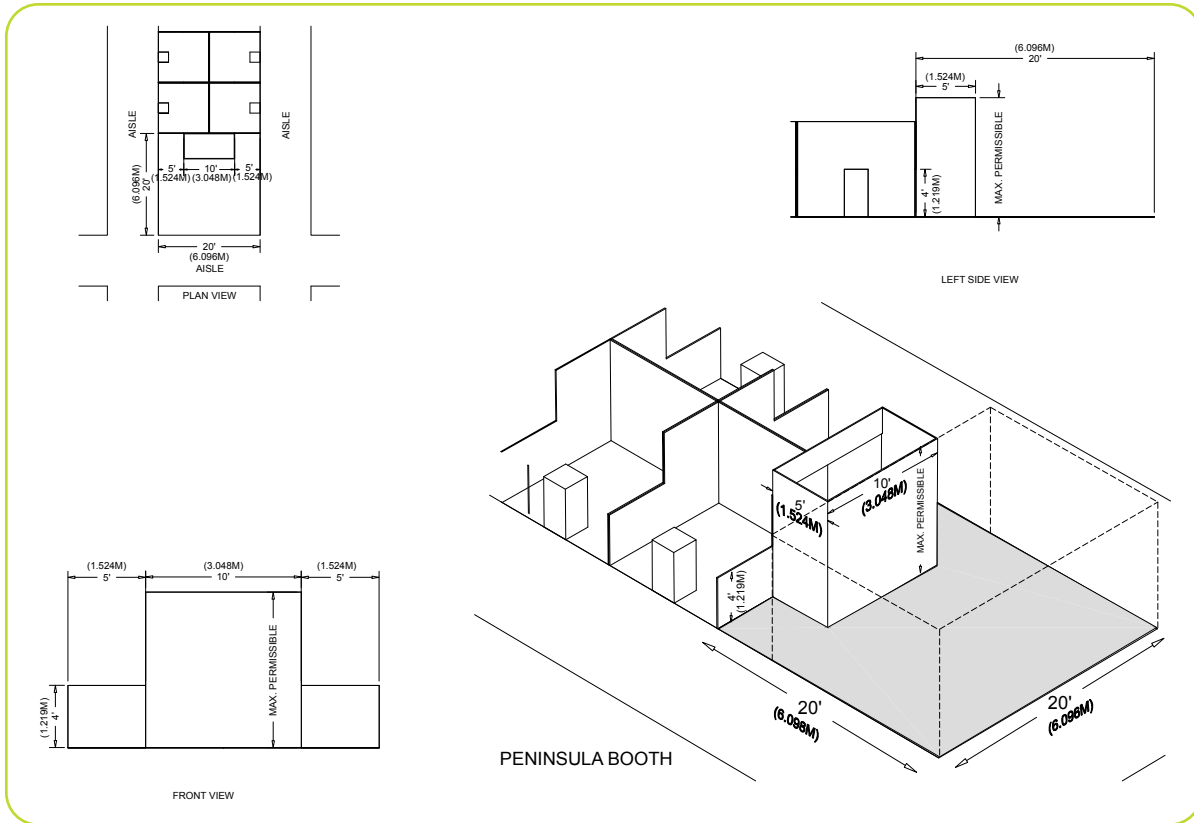


Dimensions and Use of Space

End-cap Booths are generally 10ft (3.05m) deep by 20ft (6.10m) wide. The maximum back wall height allowed is 8ft (2.44m) and the maximum backwall width allowed is 10ft (3.05m) at the center of the backwall with a maximum 5ft (1.52m) height on the two side aisles. Within 5ft of the two side aisles, the maximum height for any display materials is 4ft.

PENINSULA BOOTH

A Peninsula Booth is exposed to aisles on three sides. There are two types of Peninsula Booths: (a) one which backs to Linear Booths, and (b) one which backs to another Peninsula Booth which is referred to as a “Split Island Booth.”

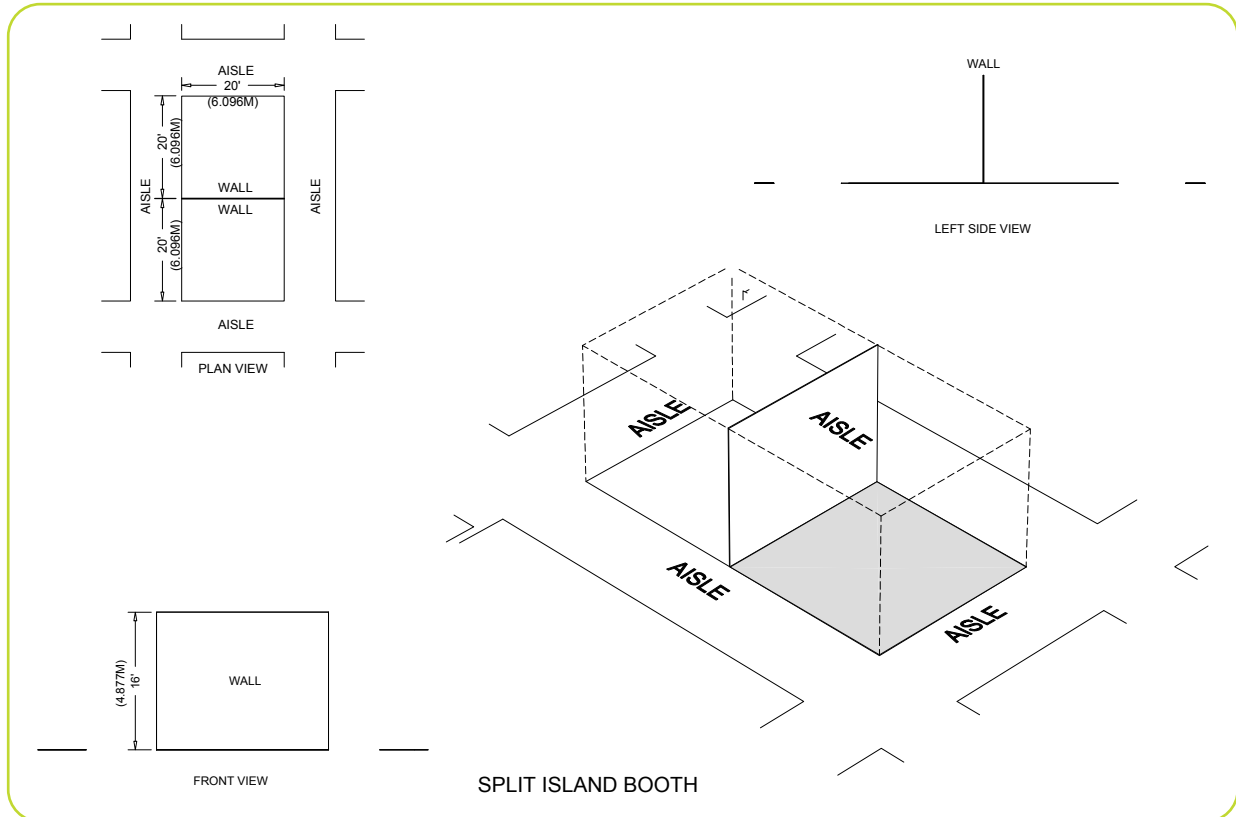


Dimensions and Use of Space

A Peninsula Booth is usually 20ft by 20ft (6.10m by 6.10m) or larger. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to 4ft (1.22m) high within 5ft (1.52m) of each aisle, permitting adequate line of sight for the adjoining Linear Booths. A typical maximum height range allowance is 16ft to 20ft (4.88m to 6.10m), including signage for the center portion of the back wall. Double-sided signs, logos and graphics shall be set back 10ft (3.05m) from adjacent booths.

SPLIT ISLAND BOOTH

A Split Island Booth is a Peninsula Booth which shares a common back wall with another Peninsula Booth.



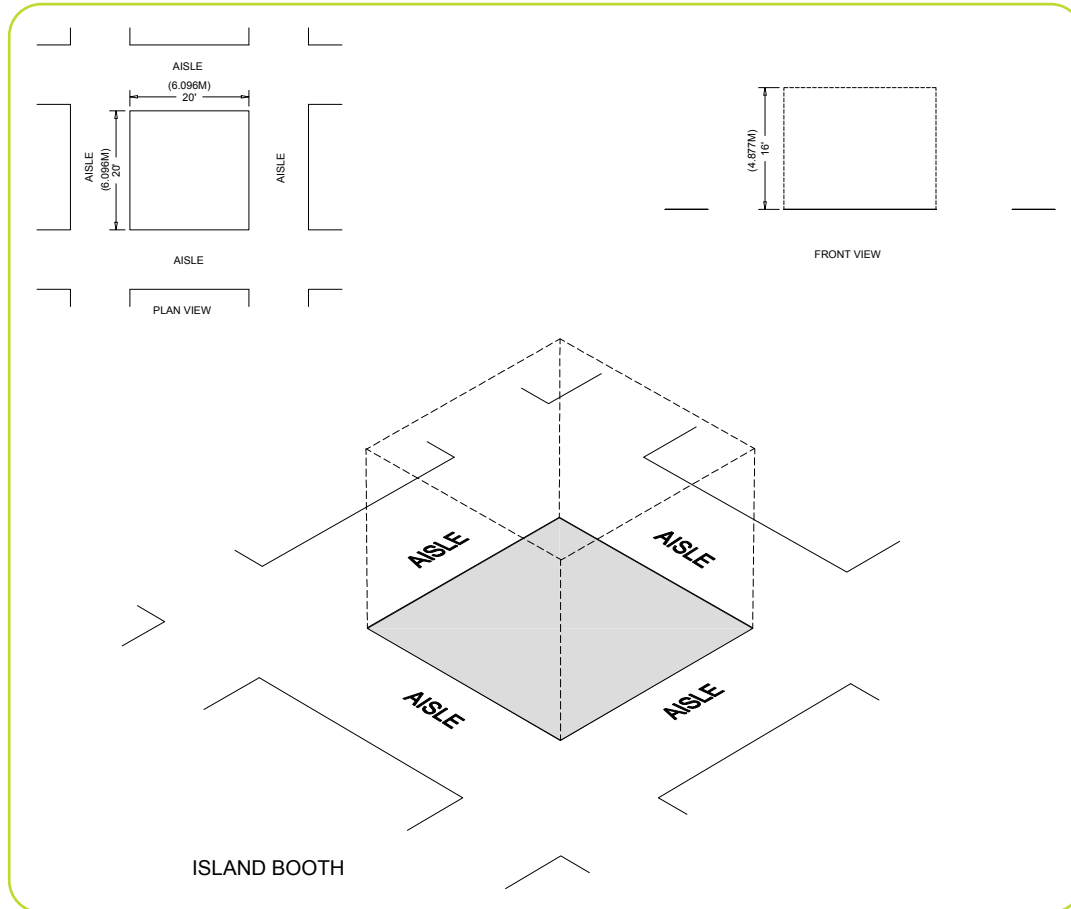
Dimensions and Use of Space

The entire Cubic Content of this booth may be used, up to the maximum allowable height, without any back wall Line-of-Sight restrictions. A typical maximum height range allowance is 16ft to 20ft (4.88m to 6.10m), including signage. The entire Cubic Content of the space may be used up to the maximum allowable height. Double-sided signs, logos and graphics shall be set back 10ft (3.05m) from adjacent booths.

For large shows with big exhibitors, it may be difficult to maintain the entire booth and hanging sign to be within 16ft. If you make it 20 ft then you run the risk of lots of large booths (with or without signs) being 20 ft and dwarfing all around them. That is fine as long as everyone is aware of it. An alternative could be to offer a max booth height of 16 ft and each exhibitor must have a 4 ft gap between the top of the booth and the bottom of the hanging sign. The only exception is if the booth and hanging sign can stay below 16ft. It is far from perfect but does allow at least the ability to see through a booth.

ISLAND BOOTH

An Island Booth is any size booth exposed to aisles on all four sides.

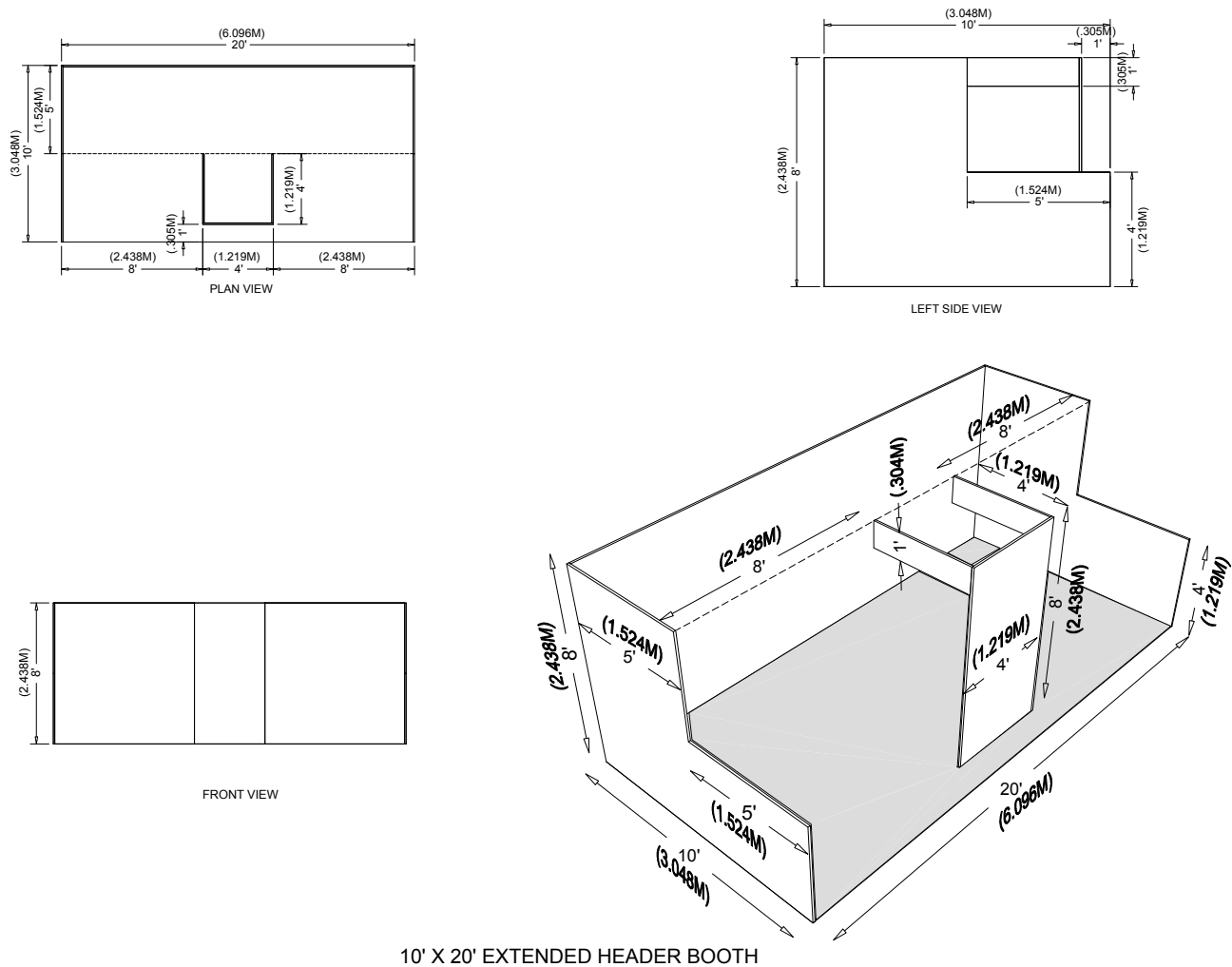


Dimensions and Use of Space

An Island Booth is typically 20ft by 20ft (6.10m by 6.10m) or larger, although it may be configured differently. Island booths should not be allowed at less than 400 sq ft. Island booths at 200 or 300 sq ft basically result in frustrating everyone behind them. The entire Cubic Content of the space may be used up to the maximum allowable height, which is usually a range of 16ft to 20ft (4.88m to 6.10m), including signage.

EXTENDED HEADER BOOTH 20FT (6.10M) OR LONGER

An Extended Header Booth is a Linear Booth 20ft (6.10m) or longer with a center extended header.



Dimensions and Use of Space

All guidelines for Linear Booths apply to Extended Header Booths, except that the center extended header has a maximum height of 8ft (2.44m), a maximum width of 20 percent of the length of the booth, and a maximum depth of 9ft (2.7m) from the back wall.

CUBIC CONTENT STYLE

Cubic Content style allows exhibits to fully occupy the width, depth and height of the booth footprint. For example, a 10ft by 10ft (3.05m x 3.05m) booth would be allowed to utilize the full volume of the cube of a 10ft wide (3.05m) x 10ft deep (3.05m) x 8ft (2.44m) high area.

It is the choice of the Organizer to allow use of full Cubic Content in linear exhibit space or to observe the Line-of-Sight set-back rule. It is common at certain types of exhibitions or events to eliminate the Line-of-Sight requirement for Linear, End-cap, and Peninsula Booths that back up to Linear Booths. This permits exhibitors to utilize the full Cubic Content of the booth.

Organizers that utilize Cubic Content in Linear Booths do so for one or all of these reasons:

- Cubic Content is more conducive to certain types of product displays or experiences.
- Cubic Content maximizes the exhibit space and investment.
- Generally, exhibitions outside North America utilize Cubic Content making the show friendlier to international exhibitors.
- Cubic Content reduces the need to police exhibits to enforce Line-of-Sight setback rules.

Use of Cubic Content may create situations where the Organizer must address exhibits that have unfinished walls. A determination must be made as to responsibility for finishing these unfinished walls.

It is prudent for the Organizer considering Cubic Content to examine the concerns, advantages and disadvantages prior to putting Cubic Content guidelines into practice. It is often wise to consult with the exhibition's Exhibits Advisory Board or perhaps conduct a focus group of the exhibition's or event's exhibitors to determine their interest and gain their feedback and support for the concept. Organizers must be proactive in communicating with exhibitors and understand the effect it will have on the exhibition or event.

To learn more about Cubic Content, read the *IAEE White Paper: Evaluating and Implementing Cubic Content into Linear Exhibit Space* in the Appendix on page 17.

OTHER IMPORTANT CONSIDERATIONS

REMOTE-CONTROLLED DEVICES

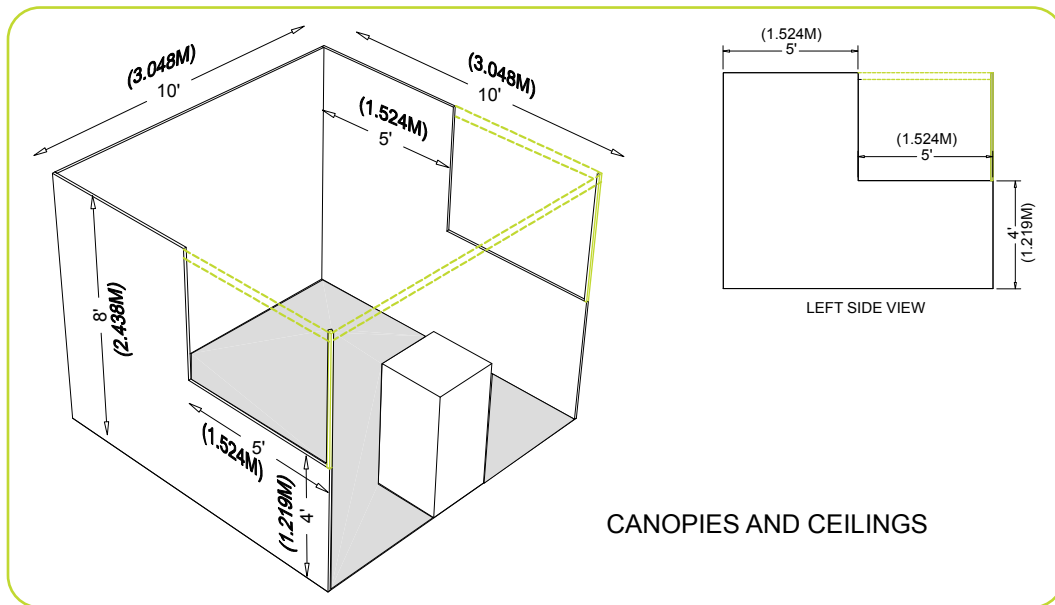
Products such as remote-controlled cars, drones, planes, helicopters, robots, etc. are to be demonstrated in a safely controlled area of the exhibit floor (i.e. Demonstration Area). When a remote-controlled device is to be used for the purpose of demonstrating a product that requires use of an area outside of the exhibitor-assigned booth space, the Organizer will provide a Demonstration Area for this purpose. The Demonstration Area should include safe netting or other barrier appropriate to accommodate product(s) being demonstrated and be included on the master floor plan submitted for Fire Marshal approval. Each individual facility reserves the right to determine what constitutes a safe and controlled Demonstration Area prior to final plan approval.

NOTE for Drone Operation: Local facility and city ordinances are in effect in most areas and prohibit drone activity near the public or in public spaces. The accepted drone default regulation is the [FAA Small UAS Rule Part 107](#) which requires drone operators to obtain a Remote Pilot Certificate. Commercial regulations often require permits and insurance.

CANOPIES AND CEILINGS

A canopy sign is similar to an awning on a building, except it does not include the goal of providing shelter. It extends from a booth to serve the function as a marquee. Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or to allow for hanging products). Canopies for Linear or Perimeter Booths should comply with Line-of-Sight requirements. (See “Use of Space” for Linear or Perimeter Booths, and height limits).

The bottom of the canopy should not be lower than 7ft (2.13m) from the floor within 5ft (1.52m) of any aisle. Canopy supports should be no wider than three inches 3in (.08m). This applies to any booth configuration that has a sight line restriction, such as a Linear Booth. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings and other similar coverings. Check with the appropriate local agencies prior to determining specific exhibition rules.



STRUCTURES AND TIE-OFFS

Structures

Show Organizer requires a stamped certification from a design professional (Civil or Structural Engineer) registered in the state where the Event will be held affirming all calculations and specifications for any custom-built suspended elements such as but not limited to non-serially manufactured signs, lightboxes, headers, video wall surrounds, and entry portals. For additional assistance regarding these requirements, please reach out to the rigging vendor.

Tie-offs

Show Organizer reserves the right to request a stamped certification from a design professional (Civil or Structural Engineer) registered in the state where the Event will be held affirming all calculations and specifications and/or a peer review from such registered design professional for attachment of any structure to provide additional support terminating to the venue (Ex. Tie-off of header, seismic lines, tie-off of video walls). If you anticipate needing this service, please reach out to the rigging vendor review and pre-authorization."

HANGING SIGNS AND GRAPHICS

Most exhibition and event rules allow for Hanging Signs and Graphics in all standard Peninsula and Island Booths, usually to a maximum height range of 16ft to 20ft (4.88m to 6.10m) from the top of the sign, or as determined by the Organizer. End-cap Booths do not qualify for Hanging Signs and Graphics. The distance is measured from the floor to the top of the sign. Whether suspended from above, or supported from below, they should comply with all ordinary use-of-space requirements. For example, the highest point of any sign should not exceed the maximum allowable height for the booth type. (An exception to this rule is made for Perimeter Booths, which can have a 12ft [3.66m] backwall but max sign height can be 20ft. [6.10m]. See page 2 Perimeter Booth for diagram.)

Hanging Signs and Graphics should be set back 10ft (3.05m) from adjacent booths and be directly over contracted space only.

Approval for the use of Hanging Signs and Graphics, at any height, should be received from the Organizer at least 60 days prior to installation. Variances may be issued at the Organizer's discretion. Drawings should be available for inspection.

Sign Hanging Points must be engineered, and the hardware must be domestic, forged, shouldered, rated, and stamped with Working Load Limit (WLL). All overhead rigging must comply with facility and show management regulations. The official contractor and/or facility will require an engineered print of all truss and lighting rigging including rigging point loads, as well as any ground supported truss structures or LED video walls. . All submitted files should be in DWG format. This information is typically required at least three weeks out from the first day of move-in of an event. Electrical signs must be in working order and in accordance with the National Electrical Code. If any hang point exceeds 200 lbs. please notify the official contractor for official authorization.

TEARDROP SIGNS AND TENTS

Placement of Teardrop flags must be positioned in the back ½ of all linear booths.

Tents – must have no copy on the sides or back side and not exceed 8ft height limit. I would also specifically address the tents with extended ceilings, see below. Under no circumstances are these acceptable in a linear booth regardless of whether they have copy or not.

TRUSS

Truss is a frame used to carry a cover over a booth or suspend lighting or technical equipment over a booth. Some shows will allow to go over the height limit but require plans to the organizer and service contractor for approval.

VIDEO DISPLAYS

Show Organizer reserves the right to request approval from a registered design professional (Civil or Structural Engineer) and/or a peer review from a registered design professional for all non-serially manufactured LED and Video Display systems. All LED and video display systems must comply to ANSI E1.50-1. This applies to ground supported and suspended LED and Video Display systems. If you anticipate needing this service, please reach out to your rigging vendor.

TOWERS AND MULTI-STORY EXHIBITS

A Tower is a free-standing exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit space configuration being used. Fire and safety regulations in many facilities strictly govern the use of Towers. A building permit or safety lines may be required.

A Multi-story Exhibit is a booth where the display fixture includes two or more levels. In many cities, a Multi-story Exhibit requires prior approval by the exhibit facility, and/or relevant local government agency, as well as the Organizer because it is deemed to be a “structure” for building purposes. The city building department generally needs to issue a building permit based on an application and drawings prepared and submitted by a licensed architect or engineer. Exhibitors should obtain local building regulations early on to ensure that all time constraints are met. Organizers should be prepared to assist exhibitors in this application process.

It is recommended that Organizers require exhibitors to provide engineering stamped documents for all Multi-story Exhibits and towers over 8ft (2.44m) in height. If engineering stamps are not required, exhibitors using these types of structures should, at a minimum, provide drawings for inspection.

ISSUES COMMON TO ALL BOOTH TYPES

U.S. AMERICANS WITH DISABILITIES ACT (ADA)

In the U.S., all exhibiting companies are required to be in compliance with the U.S. Americans with Disabilities Act (ADA), and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800) 514-0301, and from the ADA website at www.ada.gov.

Some examples of how to design an exhibit for ADA compliance:

- Make exhibits wheelchair accessible by ramping raised exhibit flooring without extending a ramp into the aisle. Note: a standard wheelchair ramp should have a grade no steeper than 1:12. This means that for every inch of rise (change in height), there should be 12 inches of run (change in length). Ramps should have a minimum width of 36 inches.
- Ramp the entry or use hydraulic lifts to trailer exhibits.
- Avoid double-padded plush carpet to ease mobility device navigation.
- Provide the same attendee experience on both levels of a two-story exhibit.

- Offer a signer or other auxiliary hearing-impaired apparatus for sound presentations or have a printed copy of the presentation available.
- Run an audio presentation for people with sight problems.
- Arrange touch screen displays at a height to accommodate a person sitting in a wheelchair.

To avoid potential fines by the U. S. Department of Justice, exhibitors must adhere to the ADA rules. Exhibits are not exempt from ADA compliance.

STRUCTURAL INTEGRITY

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as fork lifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures.

It is recommended that all exhibits 20ft by 20ft (6.10m by 6.10m) and larger require a drawing, plans or renderings, preferably digital, to be submitted to the Organizer, and to the show's Official Services Contractor for approval.

Exhibitors should ensure that any display fixtures such as tables, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.

FLAMMABLE AND TOXIC MATERIALS

All materials used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant. Samples should also be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flame-proofing certificate should be available for inspection. Exhibitors should be aware of, and must adhere to, all local regulations regarding fire/safety and environment.

Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the U.S. Environmental Protection Agency, or the appropriate government entity in the country the exhibition will be held, and the facility.

HAZARDOUS WASTE

Hazardous waste requires special arrangements to be prepared in advance of event dismantle with either the facility or a local independent disposal company. Exhibitors are responsible for all costs associated with such specialized removal.

STORAGE

Fire regulations in most exhibit facilities prohibit storing product, literature, empty packing containers, or packing materials behind back drapes or under draped tables. In most cases, however, exhibitors may store a limited supply of literature or product appropriately within the booth area, as long as these items do not impede access to utility services, create a safety problem, or look unsightly.

ELECTRICAL

Every exhibit facility has different electrical requirements and rules regarding who is permitted to provide equipment and labor; however, minimum guidelines are suggested:

- All 110-volt wiring should be grounded three-wire.
- Wiring that touches the floor should be “SO” cord (minimum 14-gauge/three-wire) flat cord, which is insulated to qualify for “extra hard usage.” It is particularly important for exhibitors to use flat electrical cord in under-carpet installations.
- Cord wiring above floor level can be “SJ” which is rated for “hard usage.”
- Using zip cords, two-wire cords, latex cords, plastic cords, lamp cords, open clip sockets, and two-wire clamp-on fixtures is not recommended and is often prohibited. Cube taps should be prohibited.
- Power strips (multi-plug connectors) should be UL approved, with built-in over-load surge protectors.
- Local code commonly requires access to electrical cords and connections along the back wall of exhibit booths; typically, the back 9 inches of the space should remain accessible for this purpose. (This would apply to all booth types with a back wall.)

To better understand electrical at exhibitions, see the CEIR article [Demystifying Electrical Services for the Exhibitor](#).

LIGHTING

It is important to remember that lighting issues need to be identified as early as possible during the move-in process so they can be addressed and corrected while the necessary equipment is still available on the show floor and booths can be accessed.

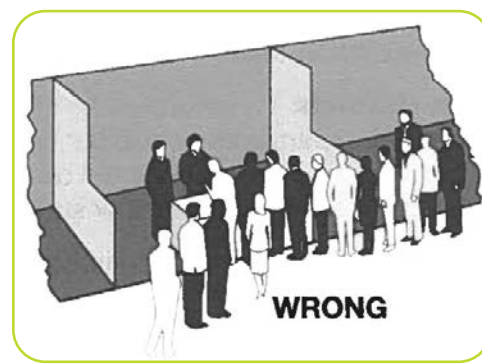
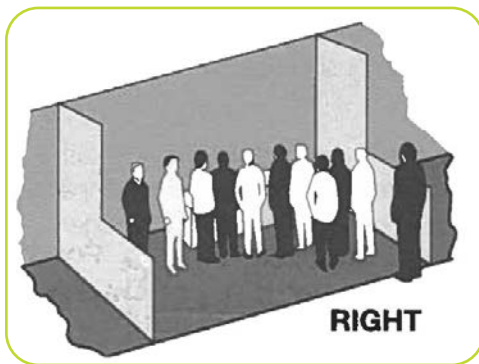
Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:

- No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit drawings to the Organizer for approval.
- Lighting should not project onto other exhibits or exhibition aisles. Lighting, including gobos, should be directed to the inner confines of the booth space.
- Lighting that is potentially harmful, such as lasers, ultraviolet lights or flashing or strobe lights that can trigger photosensitive epilepsy should comply with facility rules and be approved in writing by the Organizer.
- Lighting that spins, rotates, pulsates, and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.
- LED lights can be very bright yet generally generate less heat.
- Currently, some convention facilities are not allowing certain types of quartz halogen lighting fixtures in exhibits due to potential fire hazards.
- Reduced lighting for theater areas should be approved by the Organizer, the utility provider, and the facility.

DEMONSTRATIONS

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations, product demonstrations, press conferences and other media events in a manner which assures all exhibitor personnel and attendees of such in-booth events are within the contracted exhibit space and not encroaching on the aisles or neighboring exhibits. Any queue lines formed for exhibitor customer interaction must also be contained within the booth footprint. It is the responsibility of each exhibitor to arrange displays, product presentation, audio visual presentations, and demonstration areas to ensure compliance with all other previously listed rules and regulations. Exhibitors should be aware of, and adhere to, local regulations regarding fire/safety and environment.

Special caution should be taken when demonstrating machinery or equipment that has moving parts, cooking equipment with an open flame, or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of 3ft (.91m) and/or install hazard barriers as necessary to prevent accidental injury to spectators. Additionally, demonstrations should only be conducted by qualified exhibitor personnel. Many organizers ask that demonstration plans be submitted for approval.



SOUND/MUSIC

In general, the use of sound equipment in booths is permitted as long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned to direct sound inward (to be contained within the booth) rather than outward (toward aisles and other exhibitor booths). Generally, sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth. If an exhibitor or attendee is standing within ten feet of an exhibitor's booth and cannot carry on a normal voice-level conversation, the noise source is too loud. (Refer to the U.S. Occupational Safety and Health Act [OSHA] at www.osha.gov for more information.)

Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. Authorized licensing organizations, including but not limited to [ASCAP](http://www.ascap.com), [BMI](http://www.bmi.com) and [SESAC](http://www.sesac.com), collect copyright fees on behalf of composers and publishers of music. It is the exhibitors' responsibility to be informed of copyright laws and submit fees to the appropriate organizations.

VEHICLES (FOR BOTH GAS AND ELECTRIC VEHICLES)

Rules for display vehicles vary widely depending on the facility and local fire and safety regulations. Compliance with fire, safety, the U.S. Americans with Disabilities Act (ADA), and other city, county, federal, and provincial government requirements is the responsibility of the Organizer.

Important Note: Always check with local exhibition service contractors and/or the facility for all requirements regarding display vehicles.

Below are a few common examples of display vehicle regulations:

- Display vehicles must have battery cables disconnected and taped, and alarm systems deactivated.
- Fuel tank openings shall be locked or sealed in a manner to prevent escape of vapors through filler caps.
- Vehicles shall be limited in the amount of fuel that can remain in the tanks; specific amounts vary but one example is no more than one-quarter the tank capacity or a maximum of five gallons of fuel, whichever is less.
- Fueling or de-fueling of vehicles on the facility premises is prohibited.
- Once placed, display vehicles may not be started or moved without the approval and direction of show management.
- Auxiliary batteries not connected to engine starting system may remain connected. External power is recommended for demonstration purposes. No battery charging is permitted inside buildings.
- Combustible/flammable materials must not be stored beneath display vehicle. There may be no leaks underneath vehicles.
- It is not recommended that Organizers hold or take possession of display vehicle keys during the event. However, it is recommended that an official policy be established for the handling of vehicle keys which might include identifying booth contacts with mobile numbers should vehicles need to be moved in an emergency or some other unforeseen situation. Need to get guidelines for placing, displaying electric vehicles.
- Check with your facility regarding any weight load limits.
- Show organizers should request information from exhibitors in advance of the show if they are bringing in a vehicle. Usually 45 days is the standard.
- Vehicles can only be moved to and from their booth outside show hours and under the supervision of show management and/or Official Service Contractor depending on the rules in the building.

ADVISORY NOTES TO EXHIBITION ORGANIZERS

FIRE EQUIPMENT

Fire hoses, extinguishers, and audible or visual devices for fire alarms should be visible and accessible at all times.

HANGING SIGNS

Although these Guidelines indicate 16ft to 20ft (4.88m to 6.10m) as a maximum height range to the top of the sign, some exhibitions permit other heights, or have no height limit. However, most Organizers do impose height limits. Caution should be exercised so exhibitors will not compete over air space for hanging signs.

Exhibitors should be advised to install “hanging points” at the time of manufacture of the sign or display. It is also advisable to have Hanging Signs labeled and cased separately so that they can be easily identified on-site as they usually must be installed before other exhibit construction can begin.

Recommend checking with facilities regarding some areas of exhibit hall that may not have points available to alert exhibitors.

HARDWALL BOOTHS

Exhibitions that provide Hardwall Booths should specify if these structures can be used for display and attaching products.

PERIMETER OPENINGS

Local fire and/or facility regulations may require larger exhibit booths to have a certain number of openings within the perimeter walls for safe egress. Regulations vary with each location, but one example would be to provide, at a minimum, one 6ft (1.83m) wide opening every 30ft (9.14m).

PIPE AND DRAPE

These are commonly used at exhibitions and events in the United States to define exhibit space. Organizers also may note which size booths and configurations will be provided with pipe and drape. Organizers often include in their rules and regulations that this equipment is not intended as a display fixture. Therefore, product and signs should not be attached or affixed. Measurements of booths must allow for size of pipe on sides and back.

PRODUCT HEIGHT

Some exhibitors have products that exceed display height restrictions. Organizers should establish guidelines for displaying such products. For example, some exhibitions or events require that these exhibitors reserve only perimeter space. Products exceeding height restrictions for Islands and Peninsulas are usually permitted, providing they are displayed in operating mode, and the names and logos, etc. on the product are as it is sold. NOTE: Any special height variances allowed should apply only to those products represented, produced or manufactured by the exhibitor and would not apply to ancillary display or marketing items (such as promotional flags, signs, etc.).

HEIGHT VARIANCES

Height Variances may be issued for all types of booths. However, in a Linear Booth, the back side of any structure over 8ft (2.44m) must be free of trademarks, graphics and/or logos. Tall flags or markers on the front aisle of Linear Booths are prohibited. Pop up tents or canopies may be allowed but must follow all local fire and facility regulations.

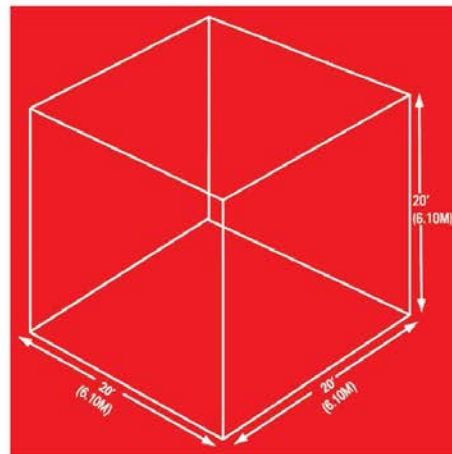
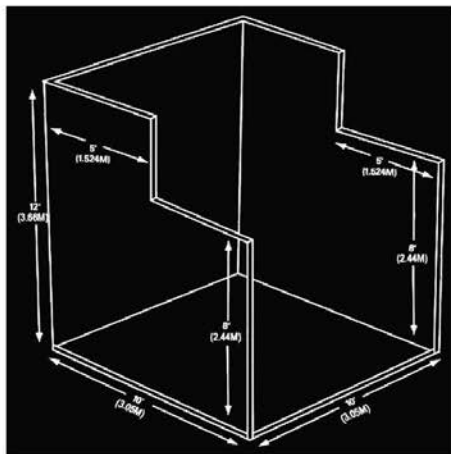
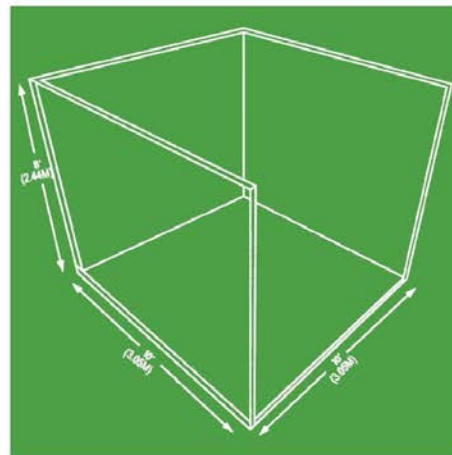
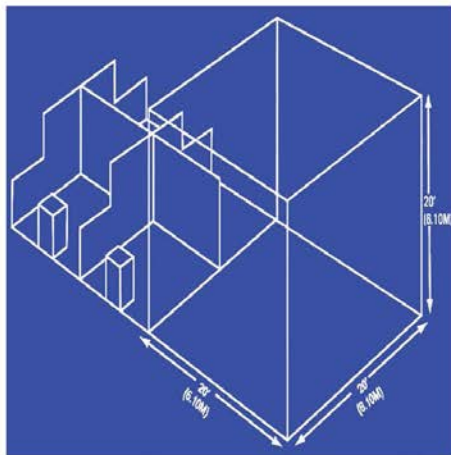
ENVIRONMENTAL RESPONSIBILITY

Exhibitions and events, by their very nature, create waste. Properly managed, exhibitions and events can recycle excess materials and supplies in useful and meaningful ways, and they can do so using methods that result in minimized impact on the environment. Exhibits should utilize recycled, renewable and energy efficient materials whenever possible. Exhibitors planning to dispose of, or leave behind, any property from their booth must make arrangements with the Official Services Contractor for disposal and all appropriate and applicable fees will apply.

APPENDIX



White Paper: Evaluating and Implementing Cubic Content into Linear Exhibit Space



WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE

Table of Contents

Introduction.....	2
Research.....	2
Use of Cubic Content.....	2
International Exhibitions vs. US Exhibitions – Display Guidelines	3
Reasons to Consider.....	3
Key Responses from Exhibition Organizers Allowing Cubic Content (11 of 33 responses) – In Their Own Words.....	3
Exhibition Organizers Who Do Not Allow Cubic Content (22 of 33 responses) – In Their Own Words	4
Hardwall, Fabric, Portable, Modular, Table Top Displays, Pipe & Drape – Living Together.....	5
Floor Plan Layouts to Accommodate Linear Cubic Content Booths – Special Layouts	5
Cubic Content for Products	5
Equipment/Display Material: The following is an example of display rules for a specific type of item:.....	5
Perspective	5
Sample of Cubic Content Display Guidelines (Provided by Messe Frankfurt)	6

WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE

Introduction

IAEE presents the following white paper as an academic briefing without recommendation regarding the use of full cubic content for linear exhibit space and its potential impact on the exhibitions and events industry. As it pertains to exhibition booths, cubic content is a unit of measurement allowing display materials and products to occupy 100 percent of the exhibit space purchased, regardless of sightlines, up to a height established by the exhibition's rules.

It is the responsibility of the exhibition organizer to establish rules to best achieve the goals for its exhibition. Based on the nature of the exhibition, it is ultimately the choice of the exhibition organizer whether to allow use of full cubic content in linear exhibit space, or to observe the line-of-sight set-back rule. IAEE's publication, *Guidelines for Display Rules and Regulations* is intended to be viewed as guidelines, and not rules.

This white paper addresses the dynamics involved in the likelihood that as more international exhibitors participate in U.S.-based events, the expectations for cubic content availability will also increase. Thus the questions are:

- How can this new trend best be met, if at all?
- What methods might be employed to allow dual usage of both cubic content booths and line-of-sight booths?
- What are the advantages/disadvantages of doing so?

Further, many exhibitions and events today already allow for cubic content, primarily due to the nature of the industry sector it serves. It is prudent for the exhibition organizer considering cubic content for their exhibitions to review the concerns, advantages and disadvantages prior to putting cubic content guidelines into practice.

Research

IAEE requested feedback and input from its members from which 10 responses were received. Task force members then conducted telephone interviews with 35 show organizers whose organizations represent various industry sectors. Additional information was gathered through comments from the EDPA LinkedIn online discussion group. The responses are reflected in this document as to the advantages, disadvantages, international exhibitors, etc.

Use of Cubic Content

Under the current IAEE *Guidelines for Display Rules and Regulations*, cubic content, as it pertains to exhibitions and events, generally allows an exhibitor utilizing island space (a minimum of four 10' x 10' booths, open on four sides), to occupy 100 percent of the island space with both product and display materials. Regarding linear booths, it states "It is common at certain types of exhibitions to eliminate the line-of-sight requirement for Linear, End-Cap, and Peninsula Booths that back up to Linear Booths. This permits exhibitors to utilize the full cubic content of the booth." A Split Island Booth may also be allowed to utilize full cubic content of the booth when it backs up to another Split Island Booth.

The IAEE Guidelines for Display Rules and Regulations are not rules. Therefore some organizers have revised the Guidelines to fit their own needs as it pertains to cubic content and other guidelines. For instance, some heavy equipment exhibitions, for safety purposes, may require a setback of nine to twelve inches from the aisle line to prevent tripping. Others may require a 20 percent sightline of island booths.

For the purpose of this document we will restrict comments to construction and use of linear space. Many organizers today are permitting use of cubic content in linear booths because either their exhibitors find cubic content to be beneficial to their display, or because they want international exhibitors to feel welcome. It also reduces the need to police exhibits to enforce setback rules. The IAEE *Guidelines for Display Rules and Regulations* do not suggest cubic content should be implemented for linear booths; however cubic content in a linear booth is acceptable when the organizer has advantageous reasons to allow it. Prior to putting cubic content into practice, exhibition organizers must be proactive in communications with exhibitors, and understand the effect it will have on the exhibition. This document contains feedback from show organizers who allow use of cubic content in linear booths and those who do not. The intent is to assist a show organizer in making the best decision for their show.

WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE

International Exhibitions vs. US Exhibitions – Display Guidelines

Most European exhibitions and other countries allow the use of cubic content. Larry Kulchawik, senior vice president of 3D Exhibits, Inc., says, "Not all rules, styles, and customs are the same from country to country ... this is only one part of the country differences in trade show marketing, but a big one."

Cubic Content for linear booths in the U.S. is not as popular as it is in other countries, but more and more U.S. organizers are finding it necessary to allow cubic content in linear booths for the sake of attracting and accommodating international exhibitors. Many U.S. exhibitions have government-sponsored international pavilions that typically are island spaces, back-to-back booths or booths facing each other with an aisle between. Depending on the type of space, these pavilions often are allowed to utilize full cubic content in the U.S.

International exhibitors occupying linear space sometimes bring in their own display house to help them conform to the U.S. display guidelines. The difference between U.S. display regulations and their country's regulations, such as cubic content, square meters and square feet can be perplexing to a show's new international exhibitor.

"Some clients want to capture the clientele in an enclosed stand and generally these clients have invitations in advance of the show so they have an appointment. Others prefer to enclose their stand to immerse the potential viewers in an experience. What better way than to take away the distraction of the other stands. Those that choose the open feel are trying to educate potential customers or get their corporate identity out there for everyone to see," Mac Kieityka, project manager of Creative Solutions Group.

Reasons to Consider

Aside from accommodating international exhibitors, or the belief that cubic content is more conducive to certain types of product displays or experiences, the fact is, today's exhibitors want more return on their investment. Many exhibitors feel they should be able to utilize all the space they have paid for without a five-foot setback rule. Exhibitors want to display their products in a structure or setting that is best suited toward maximizing their investment. Ultimately it is the show organizer who will decide whether cubic content is a practical display regulation.

Key Responses from Exhibition Organizers Allowing Cubic Content (11 of 33 responses) – In Their Own Words

"With the exception of one or two shows, all are cubic content. We have utilized cubic content for years and feel it gives our customers more value for their money by allowing them to use more of their space. The one or two shows we do not use cubic content on, we rarely get any push back and those shows do have an international presence. What feedback we do get (which is minimal) is typically centered on obstructions from a neighboring booth. These objections often come from those who have not read our exhibitor manual where cubic content is prominently addressed."

"We have already implemented it for all nine shows we run in North America. Linear Booth Use of Space: Shows allow exhibitors full "Cubic Content" use of the exhibit space. Therefore, you are allowed to place displays or materials at the full eight foot (2.44m) height throughout the entire width and depth of your exhibit space. Perimeter Booth Dimensions and Use of Space: All guidelines for Linear Booths apply to Perimeter Booths except that the maximum back wall height is 12ft (3.66m). There were a few complaints initially, but they were a minority and have now stopped. We make sure to explain the rules clearly to new exhibitors and to remind everyone frequently. We implemented this because it made it more consistent for our international exhibitors from around the world, and eliminated the majority of our set-up issues onsite (which are mostly due to sightline issues)."

"Our exhibition allows for the use of the cubic content of exhibit spaces. The feedback has been overwhelmingly positive. Most companies exhibit in some international shows. They appreciate the consistency of having the same rules and also see the common sense approach to allow exhibitors to use all their space. And, since it is fully implemented, it is fair for all. We allow cubic content in all areas."

WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE

"We do have an abbreviated cubic content rule for islands and split islands. The entire cubic content of the space may be used up to the maximum allowable height; however exhibitors must follow the line-of-sight guidelines (20 percent) listed above. The line-of-sight guideline referenced above states: All booths regardless of size or type should be designed in such a way so as to eliminate line-of-sight obstructions from one exhibit to the next. A solid wall or banner between an island or split-island booth and a row of linear booths (particularly along the perimeter) is inappropriate. This is particularly important along shared walls and borders between linear and split-island exhibits. If you are planning a hardwall installation that could obstruct the view to neighbors' booths, a booth variance form and schematic must be submitted for review. **NEW** – All island booths regardless of size should allow 20 percent of visibility on all sides excluding the shared back wall. Examples: 20' x 20' Island: each side of the booth must have visibility for a minimum of 4'. 30' x 40' Island: the 30' sides of the booth must allow visibility for a minimum of 6'; the 40' sides of booth must allow visibility of 8'. Exhibitors may use Plexiglas or similar material to create a wall that will allow for line-of-sight from one booth to the next.

The linear 10' x 10's have a harder time understanding that they must follow the standard IAEE rules allowing for no product or displays over 4' tall in the front half of the booth. We have had this guideline in place for about three years now, but have always allowed them to receive a variance if their theaters, meeting rooms, etc., did not allow for this amount of line-of-sight. However, at this time we are telling exhibitors that we will be enforcing the rule for the 2012 show. Our exhibitor advisory committee requested that we begin enforcing the rule for next year."

"Exhibitors are to show respect for fellow exhibitors and fire marshal rules must be met – island exhibits and linear."

"Yes, exhibits can be closed on three sides for linear booths, totally closed in for islands."

"We approve on a request-only basis. Show is less than 10 percent cubic content exhibits."

"We will allow cubic content for booths that are against an outside wall that do not have adjacent booths/neighbors."

Exhibition Organizers Who Do Not Allow Cubic Content (22 of 33 responses) – In Their Own Words

"We do not like the reduced sightlines that this would create."

"We feel it is important to protect sightlines. We spend time communicating with them (international exhibitors) to try to set expectations before they arrive for the show."

"Most overseas exhibitors want to comply with line-of-sight rules when they exhibit in the U.S; however, some request cubic content and those requests are granted. No complaints from neighbors."

"While the cubic approach to booth content may eliminate some issues and policing, we believe in the line-of-sight good neighbor policy. If exhibitors want to use cubic content for their booth, they can purchase an island."

"Unfair to our small exhibitors that depend on a fair sightline into their booth."

Note: All other exhibition organizers interviewed said they use the line-of-sight in the *IAEE Guidelines for Display Rules and Regulations*.

WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE

Hardwall, Fabric, Portable, Modular, Table Top Displays, Pipe & Drape – Living Together

There are many different types of displays used in exhibitions. If the organizer chooses to allow cubic content in linear booths, the organizer needs to be aware of the responsibility to communicate the rules clearly to all exhibitors so there are no surprises on site. A portable exhibit may only extend five feet out from the backwall but its neighbor may have hardwall at eight-foot height out to the aisle line. The portable exhibit must be aware the sightline will be impacted and the hardwall exhibitor must be sure the backsides of the panels are finished. This is true with all exhibits in a linear space cubic content exhibition. If the rules allow for cubic content in linear spaces, then it is a fair environment for all to choose how they wish to use that space; but communication is key to a smooth operation.

It is rare to expect a U.S. exhibition or its general service contractor, to provide hardwall for all exhibitors; however, exhibitions using all hardwall do exist in the U.S.

Floor Plan Layouts to Accommodate Linear Cubic Content Booths – Special Layouts

None of the show organizers interviewed indicated a need for a split floor plan, i.e., certain areas of the floor are designated for linear cubic content booths.

Cubic Content for Products

Some exhibition organizers allow products to exceed the four-foot high rule five feet in from the aisle line. Others do not and strictly enforce the sightline setback. The types of products displayed may determine whether an organizer chooses to permit products only (not booth structure) to occupy the cubic content of a linear booth. However, for example, if the product is banner stands that are eight feet or 10 feet tall, a row of banner stands at the aisle line may be very intrusive to a neighbor. On the other hand, a piece of machinery that is six feet tall may not cause a major problem. Exceptions may also depend upon the size of a booth such as 10' by 20' versus 10' by 10'. Under certain circumstances, an organizer may prefer to make the exception a variance, subject to show management review and approval. This option provides the organizer more control if product is an exception to the set-back guidelines.

Equipment/Display Material: The following is an example of display rules for a specific type of item:

- **SPECIAL PROVISIONS:** Pedestals, tables, racks, shelves, risers and similar display equipment may not exceed 42" in height when positioned more than 5' from the back wall of a single-aisle exhibit booth space or the center line of a three-aisle exhibit booth space, unless the same company occupies 8' of exhibit booth space on both sides of the unit or units. The maximum height for such items under these circumstances, including the product being displayed, is 66". Free-standing units, including those intended to be the focal point in an exhibit, may not exceed 42" in height when placed more than 5' from the back wall of the exhibit booth space unless the same company occupies 8' of exhibit booth space on both sides of the unit or units. The maximum dimensions for such items under these conditions are 8' high x 32" wide x 32" deep.

Perspective

It is inevitable that exhibition organizers will have varying thoughts and opinions about allowing exhibitors to have full use of the cubic content space within their linear booth. Just as there are many different opinions as to whether end cap booths are permissible in floor plan layouts due to the somewhat difficult situations they often times create, the exhibition organizer must make the determination as to what is best for their exhibition.

It is often wise to consult with an exhibition's Exhibits Advisory Board. Alternatively, an organizer may consider conducting a focus group of the exhibition's exhibitors to determine their interest and gain their feedback.

A linear space exhibitor utilizing cubic content for the first time may also experience some higher costs. If they bring a hardwall display that reaches 8' high for three sides of their exhibit, when in the past they utilized a fabric display, obviously their labor, shipping and drayage costs will be higher. However, that is the decision of the exhibitor if the exhibition organizer is allowing cubic content for linear displays and the exhibitor chooses to take advantage of the space in this fashion.

WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE

Sample of Cubic Content Display Guidelines (Provided by Messe Frankfurt)

Linear Booth

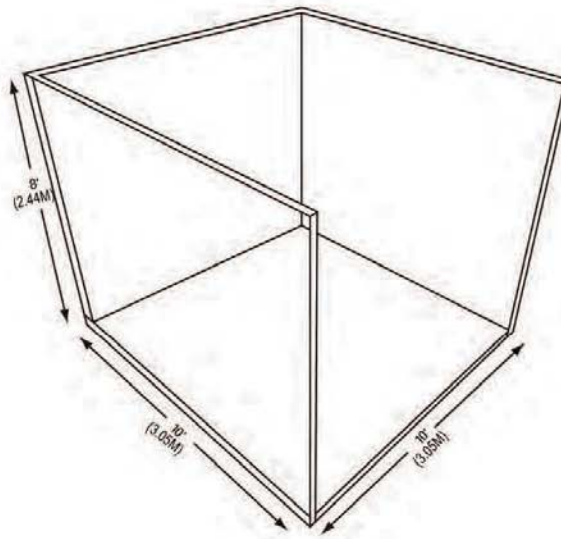
Linear Booths have only one side open to an aisle and are generally arranged in a series along a straight line. They are also called “in-line” booths. Floor covering is required in all rented space.

Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m), with a maximum back wall height limitation of 8ft (2.44m).

Use of Space

Messe Frankfurt Shows allow exhibitors full “Cubic Content” use of the exhibit space. Therefore, you are allowed to place displays or materials at the full 8 ft. (2.44m) height throughout the entire width and depth of your exhibit space.



LINEAR BOOTH (10' X 10') (3.05m x 3.05m)

Corner Booth

A Corner Booth is a Linear Booth exposed to aisles on two sides. All other guidelines for Linear Booths apply.

WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE

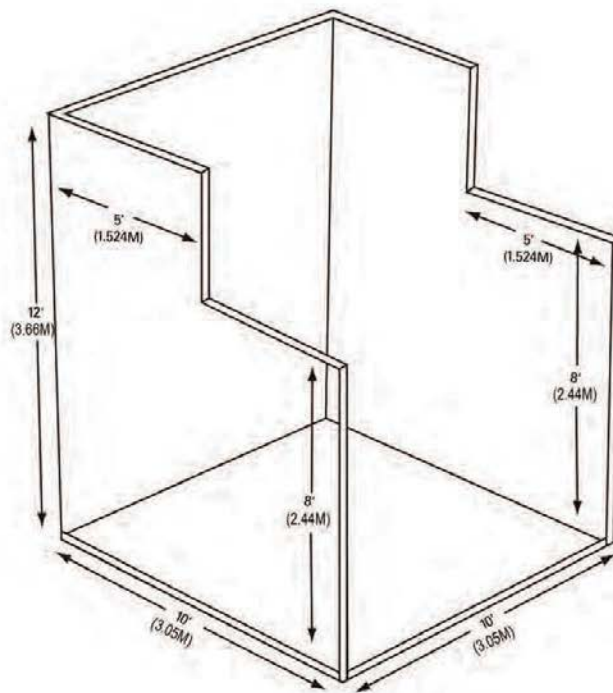
Sample of Cubic Content Display Guidelines (Provided by Messe Frankfurt)

Perimeter Booth

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit. Floor covering is required in all rented space.

Dimensions and Use of Space

All guidelines for Linear Booths apply to Perimeter Booths except that the maximum back wall height is 12ft (3.66m)



PERIMETER BOOTH (10' X 10') (3.05m x 3.05m)

WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE

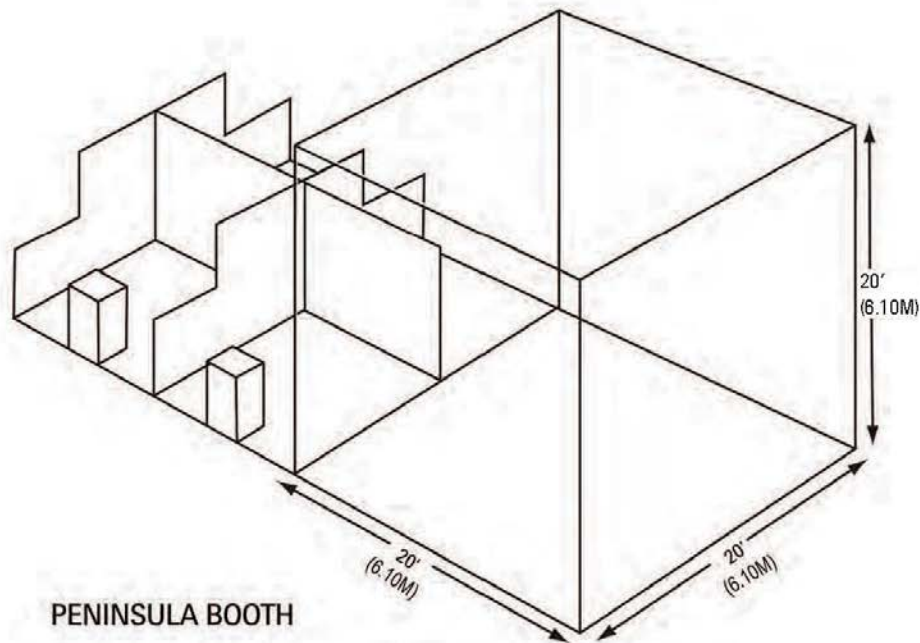
Sample of Cubic Content Display Guidelines (Provided by Messe Frankfurt)

Peninsula Booth

A Peninsula Booth is exposed to aisles on three (3) sides and is a minimum of 20' x 20' (6.10m) in size. Floor covering is required in all rented space.

Dimensions

A Peninsula Booth is usually 20' x 20' (6.10m x 6.10m) or larger. Twenty feet (20') (6.10m), including hanging signage, is the maximum height allowed throughout the booth space. The connecting wall between the peninsula booth and any neighbors must be "finished off" (clean and presentable to visitors) on the side facing the connecting neighbors.



WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE

Sample of Cubic Content Display Guidelines (Provided by Messe Frankfurt)

Island Booth

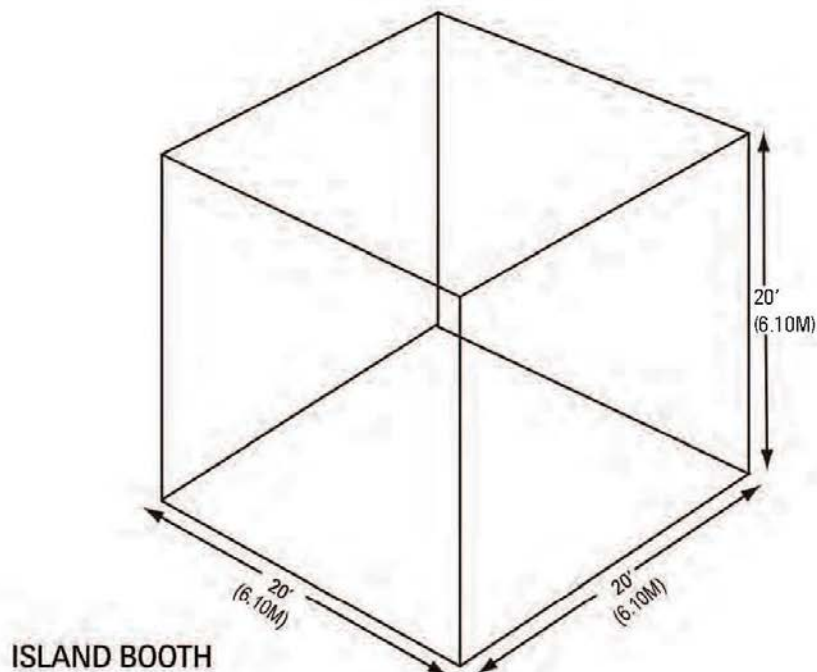
An Island Booth is any size booth exposed to aisles on all four sides. Floor covering is required in all rented space.

Dimensions

An Island Booth is typically 20' x 20' (6.10m x 6.10m) or larger.

Use of Space

The entire cubic content of the space may be used up to the maximum allowable height of twenty feet (20') (6.10m), including any hanging signage.



WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE

IAEE appreciates the efforts of the Cubic Content Task Force in developing this White Paper:

Carol Fojtik, CEM, Chair
Robert C. Brice
Thomas C. Corcoran
Kevin Johnstone
Martin Moggre, CEM
Pamela Kay Pietrok
Paul Prince, CEM
Chuck Schwartz, CEM
Barry Siskind
Julie Anderson, CEM, CAE, Staff Liaison
Terri Phillips, Staff Assistant

Additional appreciation goes to the following organizations that contributed relevant content for this white paper.

American Society of Mechanical Engineers
Association of Equipment Manufacturers
Corcoran Expositions
Distribution Solutions Conference
ExpoNation LLC
Home Builders Show
IMN Solutions
InfoComm
International Association of Fairs and Expositions
Messe Frankfurt
National Association of Broadcasters
National Restaurant Association
Reed Exhibitions

IAEE EXTENDS A SPECIAL THANK YOU TO THE FOLLOWING VOLUNTEERS FOR THEIR INPUT:

Russell Wingard, CEM

Vice President, Client Solutions
Freeman

Frank Sheridan

Principal
ExpoAnswers, Inc.

2023 MATSO Council

John Rozum, Chairperson

Senior Director, Ag & Utility Exhibitions and Events
Association of Equipment Manufacturers

Lisa Malikow, Vice Chairperson

Senior Vice President, Event Operations & Programming
National Restaurant Association Show/Winsight Media

Mark Bogdanský, Immediate Past Chairperson

Vice President, Meetings & Events
Auto Care Association

Melodie Anderson, CEM, DES

Director of Meeting and Exhibit Experiences
Institute of Food Technologists

Kate Hawley, CEM

Senior Manager, WEFTEC Exhibition Sales
Water Environment Federation

Iain Mackenzie, CEM, CMP

Vice President, Meetings & Events
International Sign Association

Nath Morris, CEM

President, Expo
U.S. Poultry & Egg Association

Merideth Newman, CEM

Director, Expositions
The Association for Packaging and Processing
Technologies – PMMI

Gary Thuro

Chief Marketing & Sales Officer
RE+ Events

Ellen Tucker, CAE, MAS

Vice President of Revenue & Expositions
PPAI: Promotional Products Association International

Jess Tyler, CEM

Chief Revenue and Experience Officer at MJBiz
A division of Emerald X, LLC