

GALLERIA EXHIBIT BOOTHS: REQUIREMENTS + REGULATIONS

BOOTH PACKAGES

All Galleria participants who have booths less than 400 sq. ft. in size are required to purchase a Galleria Booth Package (various options are available both with and without furniture). The official provider for the Galleria Booth Packages for VISION EXPO East 2019 is FREEMAN.

Under no circumstance are pipe & drape or MIS walls allowed in the Galleria. This is to maintain a creative and upscale look and feel for the Galleria Pavilion.

The various Galleria booth packages and order forms are available from your sales representative.

BOOTH PACKAGES

Any Galleria exhibitors with a 400 sq. ft. space or larger who wish to have a custom booth MUST submit a booth rendering for approval by at **February 19, 2019** to Jeff Stasko – jstasko@reedexpo.com

HEIGHT LIMITATIONS + HANGING SIGNS

VISION EXPO East follows the cubic content rule, which allows exhibitors to make maximum use of their booth space. Under the cubic content rule, exhibitors may build up to the front of their booths, and up to the maximum allowable height according to booth type as indicated in the following descriptions.

The following maximum height limit will be strictly enforced. No height variances will be granted prior to or on-site at the show. Please plan your booth display and sign structures accordingly.

LEVEL 3 (ALL GALLERIA EXHIBITORS) – HALL 3E

ALL GALLERIA BOOTHS – 10' MAXIMUM HEIGHT

NO HANGING SIGNS ARE PERMITTED IN THE GALLERIA OR UNDERGROUND.

ADDITIONAL REGULATIONS

The following information is available in the general show display rules & regulations and pertains to all booths on the show floor, including the Galleria (the Freeman Galleria packages will be built in accordance with these rules):

EXPOSED AREAS MUST BE FINISHED – All back walls, sidewalls or any other exposed areas of the display must be finished surfaces. No graphics, logos, or print facing into another booth is

allowed. Any company advertisement or promotion must face into the aisle. In-line and peninsula booths must have a finished back wall covering the back of the booth. See-through back walls or displays which do not cover the back wall completely will not be allowed.

Please note that ***ALL FIRE HOSE CABINETS AND FIRE EXTINGUISHERS MUST BE KEPT VISIBLE AND CLEAR WITH A 36" CLEARANCE. FIRE EXTINGUISHERS MAY BE NOT REMOVED OR RELOCATED.***

AFTER 5:00 PM ON MARCH 20TH, any part of a booth with unfinished side or back walls will be covered by Show Management at the expense of the exhibitor.

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

GOOD TASTE AND THE RIGHTS OF OTHERS - Show Management may require any Exhibitor to make changes in their exhibit if, in Show Management's opinion, the exhibit does not conform to prevailing standards.

GRAPHICS ON NEIGHBORS' SIDE - The backside of walls - the common border facing a neighboring booth - must be clear of copy, logos, or other graphics, so as not to be an eyesore to neighboring exhibitors.

NO NAILS OR SCREWS - Nothing may be posted, tacked, nailed, or screwed to columns, walls, floors, or other parts of the building. Any damage or defacement caused by infractions of this rule will be remedied by Show Management at the expense of the rule-breaking exhibitor.