



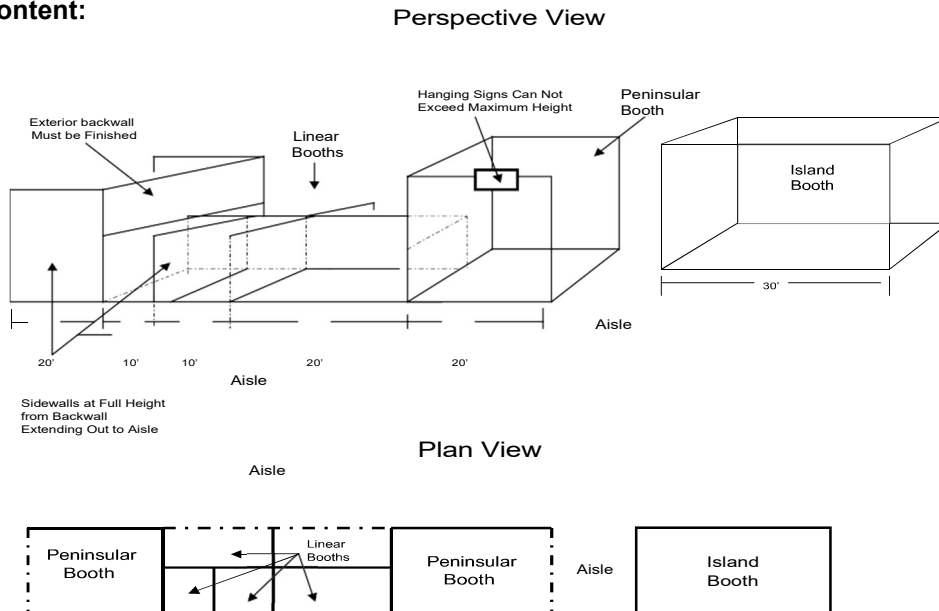
## DISPLAY RULES & REGULATIONS

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

**CUBIC CONTENT – 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 below.

However, anything above the provided drupe heights must be finished, neutral and devoid of copy on any wall adjacent to another exhibitor. Please refer to the **HEIGHT LIMITATIONS** section for additional information.

### Examples of Cubic Content:



**DEMONSTRATION AREAS** - Demonstration areas must be confined within the exhibit space so as not to interfere with any traffic in the aisles. Exhibitors must contract sufficient space to be able to comply with this rule. When large crowds gather to watch a demonstration and interfere with the flow of traffic down the aisles or create excessive crowds at neighboring booths, it is an infringement on the rights of other exhibitors. Aisles **may not** be obstructed at any time.

**DEMONSTRATION EQUIPMENT** - Equipment, product or machinery, when displayed to demonstrate or simulate industrial application, are exempt from the foregoing height limits, but are restricted only by ceiling height, as well as building and safety codes.

**DO NOT BLOCK AISLES OR INVADE NEIGHBOR'S SPACE** - No sign or decorative materials may protrude into the aisles or encroach upon neighboring booths. No obstruction may be placed in any aisle, passageways, lobby, or exit leading to any fire extinguishing appliances.



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### **DOUBLE DECKER BOOTHS**

All plans for double decked booths or booths with solid overhead structures must be submitted to the Javits Security and Safety Solutions department for review and preliminary approval. If preliminary approval is given a NYC Department of Buildings build permit will be required.

The New York City Department of Buildings (DOB) requires that **ALL** double decked booths displayed within a place of public assembly file for a DOB build permit for each. The filing must include stamped drawings by a New York State or City Licensed Architect or Engineer. These permits expire and will need to be re-filed for each event.

The New York City Department of Buildings (DOB) requires that all solid overhead structures greater than 120 square feet, including connecting areas or space with a common means of egress or entrance, built within a place of public assembly file for a DOB build permit. The filing must include stamped drawings by a New York State or City Licensed Architect or Engineer. These permits expire and will need to be re-filed for each event.

Applications for such structures and uses shall be submitted to the DOB no later than 15 business days prior to the construction of the temporary structure or the commencement of the temporary use. You are not obligated to, but in the event you wish to, use the Javits Centers contracted P.E/R.A. (di Domenico + Partners) they will review all drawings to ensure compliance with DOB and FDNY code and regulations, discuss and propose necessary changes so that the drawings and applications may be prepared for review by the DOB. di Domenico + Partners will create and file all DOB required documents through an expeditor to ensure timelines are met. The fees for their service vary based on amount of necessary changes and meetings.

- Double tiered or double decked exhibit booths are not permitted in 1A, 1D, 1E, or 3D exhibit halls.
- Double-tiered booths are permitted in the River Pavilion, 3A, 3B and 3E exhibit halls – however, no double-tiered booths are allowed at Vision Expo East in the Galleria/Underground (3E Halls).
- Double-tiered booths are permitted in 1B and 1C exhibit halls after review and written approval by the Center's Facilities Division.
- A NYC Building Department permit is required whenever the second tier of a double-tiered booth will be walked upon.

For more information, please visit: <http://www.javitscenter.com/exhibit/building-rules/>



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**EXPOSED AREAS MUST BE FINISHED** - All back walls, sidewalls or any other exposed areas of the display must be draped or finished surfaces. No graphics, logos, or print facing into another booth is allowed. Any company advertisement or promotion must face into the aisle. In-line and peninsula booths must have a finished 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 NOT BE REMOVED OR RELOCATED.***

**After 5:00pm on March 21<sup>st</sup>, 2019** any part of a booth with unfinished side or back walls will be draped by Show Management at the expense of the exhibitor.

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**FLOOR COVERING GUIDELINES** - Your entire booth area needs to have an appropriate, flame retardant floor covering. All exposed booth floors must be covered with an appropriate floor covering. Approved floor covering includes carpet, carpet tiles, foam floor tiles. All 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.

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**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.

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**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.

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**HANGING SIGNS / HANGING LOADS** - Hanging signs must comply with the **HEIGHT LIMITATIONS** guidelines listed below. This includes all hanging or suspended material such as banners, truss, etc. The top of the sign (or other material) may not exceed the height limitation specific to your type of booth. Booths which qualify to suspend "hanging signs" are only Island, Peninsula or Walk-Through booths of 400 sq. ft. or larger. **Please Note:** Hanging signs are NOT allowed in the Galleria or The Underground. Exhibitors in Hall 1A, please contact your sales rep regarding rigging information as some rig points have recently shifted.

- Any hanging loads must be approved in advance by the Center (within 20% of load capacity).
- Hanging loads imposed on the space frame structure must not exceed 15,000 pounds for any 90' x 90' bay (Level 3 and Level 4 exhibit halls).



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- Hanging loads on any space frame node must not exceed 1,500 pounds.
- Hanging loads on any space frame member must not exceed 50 pounds.
- Hanging points from the recessed threaded hanging points in halls 1B and 1C must not exceed 100 lbs. The spacing of loads must be at least 2'0" on center each way.
- No planking is permitted on the space frame tubes.
- Hanging Loads in 1A, 3D, and 1E halls must be from the moveable partition tracks using approved Javits hanging devices. Weight limit is 50 lbs. per hanging point.

For more information, please visit <http://www.javitscenter.com/plan/policies/>

**HEIGHT LIMITATIONS** – 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 limits 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 (NON-GALLERIA/UNDERGROUND EXHIBITORS – HALLS 3A, 3B, 3D):

- **Linear Booth** 8'  
Bounded by 1 or 2 aisles
- **Peninsula Booth (Halls 3A, 3B)** 15'  
Bounded by 3 aisles
- **Peninsula Booth (Hall 3D)** 14'  
Bounded by 3 aisles
- **Island Booth (Halls 3A, 3B) – Less than 1,000 sq. ft.** 20'  
Bounded by 4 aisles
- **Island Booth (Hall 3D) – Less than 1,000 sq. ft.** 14'  
Bounded by 4 aisles
- **Island Booth (Halls 3A, 3B) – 1,000 sq. ft. or more** 30'  
Bounded by 4 aisles
- **Island Booth (Hall 3D) – More than 1,000 sq. ft.** 14'  
Bounded by 4 aisles



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### LEVEL 3 (GALLERIA/UNDERGROUND EXHIBITORS) – BOOTH HEIGHTS – HALL 3E:

- **All Booths\*** **10'**

#### ***NO HANGING SIGNS ARE PERMITTED IN THE GALLERIA/UNDERGROUND***

\*Note that any Galleria exhibitors who wish to have a custom booth (allowed for non-linear booths of 400 sq. ft. or larger) MUST submit a rendering for approval by February 19, 2018 to [Pete Zezima - pzezima@reedexpo.com](mailto:pzezima@reedexpo.com). No pipe and drape or MIS booths are permitted in the Galleria.

### LEVEL 1 (ALL EXHIBITORS):

- **Linear Booth** **8'**  
Bounded by 1 or 2 aisles
- **Peninsula Booth** **15'**  
Bounded by 3 aisles
- **Island Booth** **17'**  
Bounded by 4 aisles

#### ***NO DOUBLE DECKER BOOTHS ARE PERMITTED ON LEVEL 1***

**PLEASE NOTE:** Nothing will be permitted above these maximum heights, including signs, banners, truss structures, lighting and/or display materials. Exhibitors in Hall 1A, please contact your sales rep regarding rigging information as some rig points have recently shifted.

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**INSPECTION DEADLINE** - Any booth not occupied by **5:00pm on Thursday, March 21<sup>st</sup>** will be presumed abandoned. If there is freight in the booth and Show Management believes the Exhibitor will be late, then Freeman will set up the display as best they can with the information available. If there is no freight in the booth and/or Show Management believes the Exhibitor will not participate in the show, the booth will be reassigned. Exhibitors arriving after this time will be given space available and may incur additional costs.

All exhibits must be completely set by 5:00pm on Thursday, March 15<sup>th</sup>. Although exhibitors may fine tune their booth Friday, March 16<sup>th</sup> before show opening at 9:30am. No shipment will be accepted past 5:00pm on Thursday, March 15<sup>th</sup>. Absolutely no shipment, equipment, or material may be brought onto the show floor during show hours.

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**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.

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**SOUND LEVELS** - Sound level of presentation should be kept within the confines of the booth area and must not interfere with neighboring exhibits. Show management will exercise their right to provide and maintain a fair exhibiting environment to all customers. Excessive sound can be offensive and distracting. Each Exhibitor is entitled to an atmosphere that is conducive to conducting business, without excess noise from other Exhibitors. Any audio equipment (i.e., sound system, audio from a video wall, microphones), whether in the booth or as part of a display, may not exceed a sound level of eighty-five (85) decibels. Reed Exhibitions will be sensitive and responsive to complaints registered by spectators, neighboring Exhibitors, or other personnel, and will have appointees to respond to all complaints.

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### VEHICLE DISPLAYS

There is a round trip spotting fee per vehicle. Please refer to the **FREEMAN** Manual link in the [Vendor Forms & Guidelines](#) section of the online manual for more information. Vehicles are allowed in the Javits Center for display purposes provided they meet the following requirements:

- May not contain more than one (1) gallon of fuel
- Cannot be refueled or emptied inside the Center
- Must be equipped with locking gas caps
- Battery cables must be disconnected and the ends taped
- Must be locked during non-show hours
- Keys which are properly tagged for identification for each vehicle must be left with the Center's Public Safety Department prior to display
- Repairs or alterations may not be made inside the Center
- Any person displaying a vehicle at the Center must provide an appropriate sized ABC type fire extinguisher, which must be readily accessible at all times.
- Must have floor covering beneath the vehicle
- Must be turned off when parked inside
- Other Regulations Regarding Motor Vehicles:
  - Operating equipment or machinery must not be left unattended
  - Motor vehicles may be operated on carpeted areas of the Center when approval is given by Center staff. Protective material must be placed in the carpeted areas for protection of floor surface. The show manager is responsible for all damages and for restoration of the damaged areas to the original condition
  - All forklifts or other heavy loading devices operated within the Center must be operated by certified personnel
  - Forklifts are not permitted to operate on terrazzo areas. Special permission is granted in certain circumstances by Javits management. In those instances, the forklift must have pneumatic tires.



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- Forklifts are not permitted to operate in the Galleria/River Pavilion, or in carpeted halls 1D and 1E, unless a pathway of masonite is constructed.
- Motor driven aerial lifts must have wheels covered with "shrink-wrap" to operate on the Galleria/River Pavilion and carpeted halls 1D and 1E.
- Parking on the loading docks or inside the Center (except for loading and unloading) is prohibited; violators will be towed at owner's expense.
- Utility carts may be operated in the Center exhibit halls, loading docks and main roadway only. Under no circumstances are vehicles or personnel carts to be operated in meeting rooms, concourses, or lobby during show hours.