

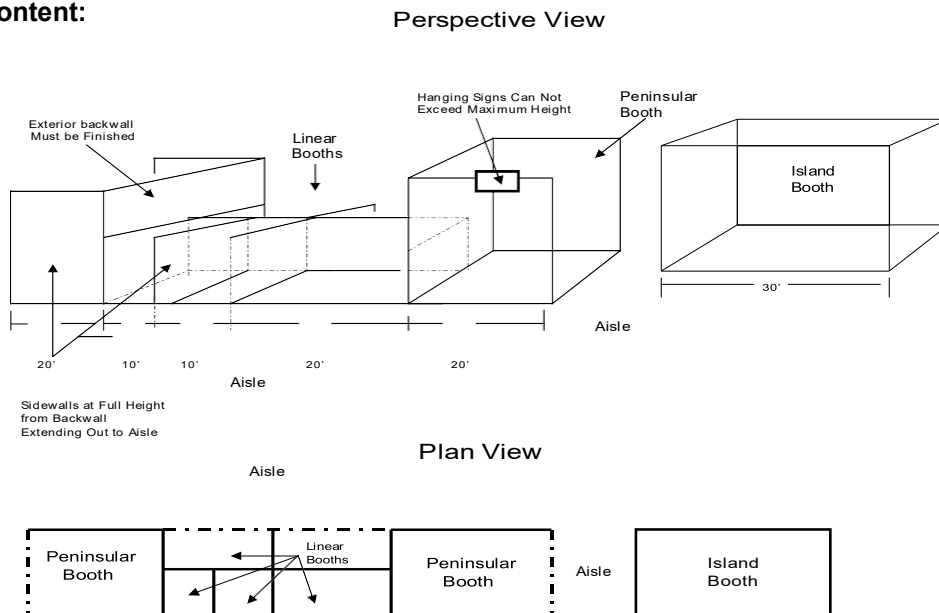
## DISPLAY RULES + REGULATIONS

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** 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 drape 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.



## **MULTI-LEVEL & COVERED BOOTHS -**

**Please consult the Orange County Convention Center (OCCC) Multi-Level & Covered Booth Guidelines and Conditions in your exhibitor kit for complete information. All booths must be constructed as required by all applicable codes and standards.**

Orange County Fire Rescue Department requires firewatch personnel for:

- All multi-level booths and exhibits regardless of square footage, unless a sprinkler system is installed
- All other covered booths and exhibits exceeding three hundred (300) square feet.

**COVERED BOOTH, EXHIBITS, TENT & THEATRE DEFINED:** To place something over or upon an exhibit or portion of an exhibit (e.g., roof, ceiling, tenting, lattice, fabric, plastic) to cover the ground level and/or support decorative structures. The upper portion of a “covered” exhibit is not occupiable.

- Covered Booth/Exhibits 299 square feet or less: Firewatch not required
- Covered Booth/Exhibits 300 - 1000 square feet (maximum): Firewatch **REQUIRED**

**MULTI-LEVEL BOOTH DEFINED:** To construct a level or tier atop an exhibit or portion of an exhibit, to be occupied by one (1) or more persons.

- Multi-Level Booth/Exhibits 299 square feet or less: Firewatch and one (1) stair **REQUIRED**
- Multi-Level Booth/Exhibits 300 - 900 square feet (maximum): Firewatch and two (2) stairs **REQUIRED**

## **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 June 2, 2021** any part of a booth with unfinished side or back walls will be draped by Show Management at the expense of the exhibitor.

## **FLOOR COVERING GUIDELINES**

Carpet may be rented through Freeman.

## **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.



**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 RIVER, THE UNION, or THE SPRINGS.

Please refer to the OCCC EXHIBITOR AERIAL RIGGING CONDITIONS for specific information regarding weight capacities, etc.

### **HEIGHT LIMITATIONS**

VISION EXPO 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.***

**THE PARK (formerly Eyewear & Accessories)**

**THE FOCUS (formerly Lenses & Processing / Med-Sci)**

- **Linear Booth** **8'**  
Bounded by 1 or 2 aisles
  
- **Peninsula Booth** **15'**  
Bounded by 3 aisles
  
- **Island Booth – Less than 1,000 sq. ft.** **20'**  
Bounded by 4 aisles
  
- **Island Booth – 1,000 sq. ft. or more** **30'**  
Bounded by 4 aisles



**THE RIVER, THE SPRINGS, THE UNION EXHIBITORS – BOOTH HEIGHTS:**

- **All Booths\*** **8'**

***NO HANGING SIGNS ARE PERMITTED IN THE RIVER, THE SPRINGS, or THE UNION***

\*Note that any UNION 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 Monday, April 26, 2021 to **Jason Maczuba ([jmaczuba@reedexpo.com](mailto:jmaczuba@reedexpo.com))**. Pipe and drape or MIS booths are not permitted in the UNION.

**PLEASE NOTE:** Nothing will be permitted above these maximum heights, including signs, banners, truss structures, lighting and/or display materials.

**INSPECTION DEADLINE** - Any booth not occupied by **5:00pm on Wednesday, June 2** 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 Wednesday, June 2**. Although, exhibitors may fine tune their booth beginning at 8:00am on Thursday, June 3 before show opening at 9:30am. No shipment will be accepted past 5:00pm on Wednesday, June 2. Absolutely no shipment, equipment, or material may be brought onto the show floor during show hours.



### **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.

### **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.

### **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 OCCC for display purposes provided they meet the following requirements:

- The show's security provider must conduct a mandatory vehicle inspection of each vehicle, prior to their entry into the exhibit hall.
- All fuel tank openings shall be locked and sealed to prevent escape of vapors. Fuel tanks may not contain more than one quarter (1/4) capacity or ten (10) gallons of fuel whichever is less.
- At least one battery cable must be removed from the battery used to start the vehicle engine. The disconnected battery cable must be taped.
- Battery charging is not permitted in the exhibit hall, at any time.
- Converters may not be used in lieu of a battery to power the ignition source.
- Batteries used to power auxiliary equipment are permitted to be kept in service.
- Fueling or de-fueling of vehicles is prohibited.
- Vehicles may not be moved during show hours, unless the OCFR Fire Marshal approves the movement in advance and a FireWatch is in place.
- Motor Homes, boats and similar exhibited products with over 100 sq. ft. of covered area must be protected with a listed smoke alarm.