



OCTOBER 15 & 16
SUBURBAN COLLECTION SHOWPLACE, NOVI

Rules and Regulations

These rules and regulations have been adopted to give each exhibitor more effective use of his/her space without infringing on the rights of neighboring booths. Space dimensions shown on floor plans are from center line of booth equipment, such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.

Standard Booth

Definition: One or more standard units in a straight line.

Booth Design: Exhibit fixture, components and identification signs will be permitted to a maximum height of 8'3" (2.5m). All display fixtures over 4'0" (1.22m) in height and placed within 10 lineal feet (3.05m) of an adjoining exhibit, must be confined to that area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line for those exhibits with 14'0" (4.27m) depth or more. Meanwhile, for those exhibits with 9'0" (2.75m) or less of depth, they must confine their display fixtures over 4'0" in height to the back half of the booth.

Intent: Each exhibitor is entitled to a reasonable sight-line from the aisle regardless of the size of the exhibit. Exhibitors with larger space- 30 lineal feet (9.14m) or more- should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 4'0" (1.22m) and within 10 lineal feet (3.05m) of a neighboring exhibit is intended to accomplish both of these aims.

Perimeter Wall Booth

Definition: Standard booth located on the outer perimeter wall of the exhibit floor.

Booth Design: Exhibit fixtures, components and identification sign will be permitted to a maximum height of 12'0" (3.66m) in perimeter wall booths. All display fixtures over 4'0" (1.22m) in height and placed within 10 lineal feet (3.05m) of an adjoining exhibit, must be confined to that area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line for those exhibits with 14'0" (4.27m) depth or more. Meanwhile, for those exhibits with 9'0" (2.75m) or less of depth, they must confine their display fixtures over 4'0" in height to the back half of the booth.

Intent: See Standard Booth guidelines above.



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Demonstration Regulations

When sampling or demonstrating, booths must be arranged so attendees come into your booth to receive their samples and do not block the aisles, which, if obstructed, could hurt the traffic to neighboring exhibits. Service tables must be at least 3' back from the aisle. The exhibitor is held responsible if a line of samplers or spectators interferes with adjoining exhibits. In such cases, Exposition Management is required to insist on intermittent sampling or demonstrating to avoid line formation. If you expect many people to congregate at one time, you must leave space within your own exhibit area to absorb the majority of the crowd. Intent: The aisles are the property of all exhibitors; therefore, each exhibitor has the responsibility to assure proper flow of traffic through the entire show. When large crowds gather to watch a demonstration or entertainment and interfere with the flow of traffic down aisles, or create excessive crowds in neighboring booths, this is an infringement on the other exhibitors' rights. Aisles must not be obstructed at any time.

Sound

Monitor your own booth to be sure the noise level from any demonstrations or sound system is kept to a minimum and does not interfere with others. Remember the use of sound system or equipment producing sound is an exception to the rule, not a right. Show Management reserves the right to determine at what point sound constitutes interference.