EXHIBITOR RULES & BOOTH GUIDELINES

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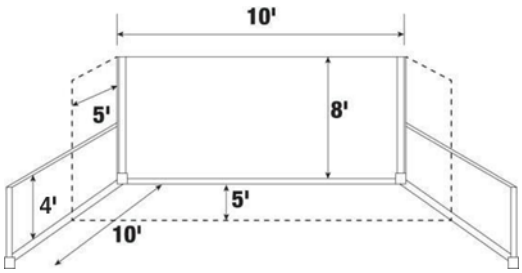
Forms & Deadlines: All forms referenced in these rules are located in the Exhibitor Resource Guide and are **due 30 days before the show**.

BOOTH TYPES & CONFIGURATIONS

Interior Booth



Your booth has one side facing an aisle and is part of a straight row of booths.

Graphics & Back Wall:

- All graphics must face the interior of your booth
- The exterior side of your back wall must be clean, finished, and free of words, graphics, or branding—**no exceptions**
- Non-compliant back walls must be covered with purchased pipe and drape
- 8ft back wall height is standard. Back wall height up to 10 feet requires approval via the **Booth Approval Form (located in the Exhibitor Resource Guide)** submitted 30 days before the show.
    - 10-foot pipe and drape must be ordered in advance; not available onsite
    - 8-foot drape is provided complimentary
- Banners and displays placed on tables must remain within an 8-foot height limit from the top of the display to the floor.

Sight Lines & Signage:

- Arrange display materials to avoid blocking neighboring exhibitors' sight lines
- No company logos, branding, or signage may face adjoining booths (side or behind)

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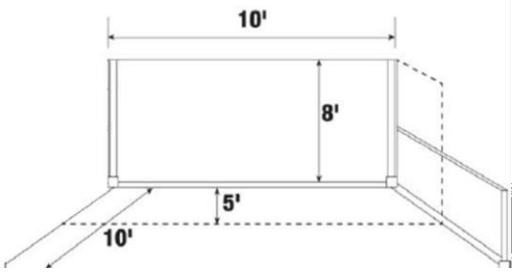
Corner Booth



Your booth faces aisles on two sides. All Interior Booth rules above apply, plus:

Side Walls: May extend up to 5 feet from the back wall at a maximum height of 8 feet. Beyond 5 feet, the side wall must be a pony wall no higher than 4 feet. **No exceptions.**

Graphics & Back Wall:

- All graphics must face the interior of your booth
- The exterior side of your back wall must be clean, finished, and free of words, graphics, or branding—**no exceptions**
- Non-compliant back walls must be covered with purchased pipe and drape
- 8ft back wall height is standard. Back wall height up to 10 feet requires approval via the **Booth Approval Form (located in the Exhibitor Resource Guide)** submitted 30 days before the show.
- 10-foot pipe and drape must be ordered in advance; not available onsite
- Banners and displays placed on tables must remain within an 8-foot height limit from the top of the display to the floor.

Sight Lines & Signage:

- Arrange display materials to avoid blocking neighboring exhibitors' sight lines
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Peninsula Booth

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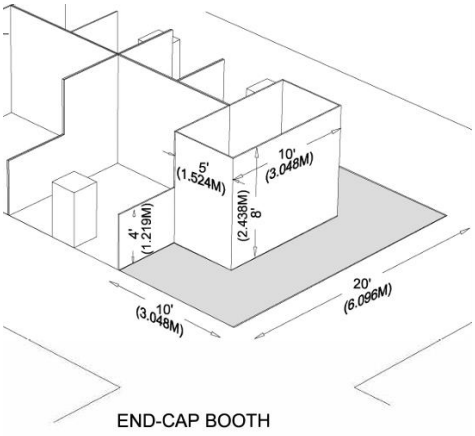


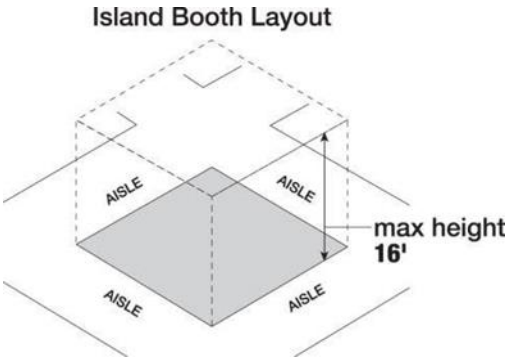
END-CAP BOOTH

Your booth is open to aisles on three sides.

- **End Cap booths** are peninsula booths at the end of a row.
- Your back wall cannot block views of neighboring interior booths.

Island Booth

Your booth is surrounded by aisles on all four sides.



HEIGHT LIMITS & DISPLAY RULES

Back Wall Height (refer to booth diagrams above)

- **Interior and Corner Booths**: Maximum 8 feet high (up to 10 feet with approval; see Booth Types above)
- **Peninsula Booths**: Center 8 feet of back wall limited to 8 feet high

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- **Island Booths**: Maximum 16 feet high (no back wall restrictions)

Side Wall Guidelines

- **First 5 feet** from back wall: Maximum 8 feet high
- **Remaining 5 feet** toward front: Maximum 4 feet high
- **Peninsula booths**: Areas beyond center 8 feet cannot exceed 4 feet high

Hard Wall Requirements

- Leave 9 inches clearance at booth rear for electrical access
- Back-to-back hard walls need 18 inches between them

SPECIAL DISPLAY APPROVALS

Multi-Level Displays

- **Required**: Show Management approval 30 days before the show
- **Submit**: **Booth Approval Form (located in the Exhibitor Resource Guide)** with construction blueprints
- **Your responsibility**: All Fire Watch and Permit fees

Booths 400 Sq. Ft. or Larger

- **Required**: Show Management approval of booth design 30 days before the show
- **Submit**: **Booth Approval Form (located in the Exhibitor Resource Guide)** with construction blueprints

Hanging Signs

- **Required**: Show Management approval 30 days before the show

- **Submit**: **Hanging Sign Form (located in the Exhibitor Resource Guide)** with description, installation method, location, and total weight
- **Restrictions**:
    - Cannot exceed 50% of your booth perimeter
    - No hanging over aisles
    - Hanging signs are only allowed in peninsula and island booths that are 400 Sq. Ft. or larger. Hanging signs are not permitted for any other type of booth or space.
    - Exception: 10' x 20' island booths may have a hanging sign/banner pending approval.
    - Hanging signs may not exceed 20 feet from the floor to the top of the sign and must be at least 15 feet from the floor to the bottom of the sign. There must be at least 3 feet of clearance between the sign and the top of the booth structure. Hanging signs must be set in at least 3 feet from each side of your exhibit space.

BOOTH APPEARANCE STANDARDS

General Requirements

- **Flooring**: Not required for booths under 400 Sq. Ft., but highly encouraged to maintain a professional look. You are responsible for any flooring damage.
    - **400 Sq. Ft. or larger**: Flooring is required.
- **Tables**: Must be draped or skirted
- **Storage**: No cardboard boxes, unlabeled bins, etc. for merchandise display
    - Unsightly storage of inventory within your booth area during show hours is not permitted.
    - Exhibitor shall not store boxes, crates, construction, or any other materials in the display booth area.
    - If you need storage, it must be purchased through Exhibitor Services.

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- **Boundaries**: Everything must stay within your purchased space
- **Coverage**: All unfinished booth parts must be draped at your expense
- **Overall appearance**: Premiere Show Group urges all exhibits and displays to convey a professional and high-quality image.
    - Professionally produced exhibits, including all signage, are encouraged.
- **Removal**: Show Management reserves the right to remove any display. Grounds for removal include, but are not limited to:
    - Lack of aesthetic uniformity or harmony with other display booths.
    - Non-compliance with display restrictions and/or obstruction of aisles or of other display booths.
    - Objectionable noises or odors emanating from the display booth.
    - Objectionable signs or lights in the display booth.
    - Objectionable clothing or attire worn by Exhibitor's personnel, agents, or models.

Materials & Safety

- All decorative materials must be flame-retardant with certification
- Non-compliant materials will be removed at your expense

Balloon Policy

- Helium balloons must be secured to fixed objects
- Metallic and Mylar balloons are prohibited
- No intentional balloon popping allowed
- The venue may charge additional fees if the rules above are violated

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PRODUCT & BUSINESS GUIDELINES

Product Requirements

- Only professional beauty industry products allowed
- Show Management determines product eligibility

- **First violation**: Immediate removal of non-approved products; storage fees apply

Model Prep Areas

- **Flooring**: Not required
- **Electrical**: Must be purchased separately (recommend one 110V–120V, 20-amp outlet per hair dryer)
- **Shared shampoo stations**: Complimentary; you must clean up after use
- **Closed-Toe Shoes**: Required for Model Prep load-in and load-out (see Footwear Requirements below)

Demonstrations & Presentations

- **Stay in your space**: Presentations, product demonstrations, press conferences, and media events, including all staff and attendees taking part, must stay within your booth. Do not encroach on aisles or neighboring booths.
- **Queue lines**: Any lines that form must be contained within your booth footprint. If you are expecting long lines at your booth you must purchase or rent stanchions to contain and control the lines.
- **Layout**: Arrange displays, presentation areas, and demonstration areas to comply with all rules in this guide and with local fire, safety, and environmental regulations.
- **Hazardous demonstrations**: Use extra caution with equipment that has moving parts, or any potentially dangerous product. Keep a minimum 3-foot setback and/or install barriers to prevent injury to attendees.
- **Qualified staff**: Demonstrations must be conducted only by qualified exhibitor personnel.
- **Planning**: Include all demonstrations on your **On-Stand Activity Form (located in the Exhibitor Resource Guide)**, due 30 days before the show.

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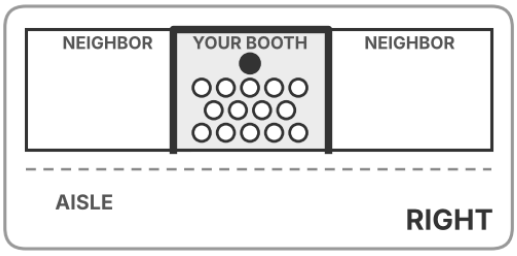

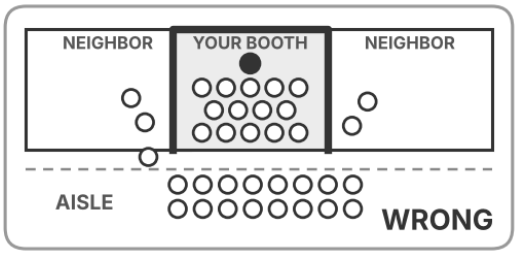

SAFETY & VENUE POLICIES

Footwear Requirements

- Closed-toe shoes are required during show build, move-in, and move-out.

Crocs, slides, and sandals are not permitted. Your shoes must completely enclose your feet, meaning:

- Your toes must be fully covered.
- The back of your foot must also be securely enclosed within the shoe.

No exceptions will be made. Improper footwear will result in denied access to the show floor.

Age Restrictions

No children under 16, including babies, are allowed during move-in, show days, or move-out.

Smoking Policy

No smoking or e-cigarettes indoors. Use designated venue smoking areas only.

CONTRACTOR & LABOR RULES

Exhibitor Appointed Contractors (EAC)

- **Required**: Submit the **EAC Authorization Form (located in the Exhibitor Resource Guide)** and Certificate of Insurance 30 days before the show
- **Convention Center Union Rules**: Must be followed to avoid fines

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What You Can Do Yourself

- Tasks taking less than 30 minutes without tools
- Single-trip hand-carry items **(no dollies/carts)**
- Plug in 120-volt equipment yourself (electrical is not included in booths; order from Freeman)
- Must adhere to our show contractors rules for load in and load out

When You Need Union Labor

- Tasks taking more than 30 minutes
- Using power tools
- Moving items with dollies or carts
- Electrical work over 120 volts

Prohibited Items:

SOUND & AUDIO RULES

Volume Limits

- **Maximum**: 60–85 decibels depending on booth size (see below), measured from surrounding aisles
- All speakers must be pointed into your booth space
- Sound must stay within your exhibit area

Decibel Limits by Booth Size

- 10 x 10, 10 x 20, 10 x 30, 10 x 40: 60 decibels max

- 20 x 20 or larger: 85 decibels max

Violation Process

1. **1st violation**: Verbal warning
2. **2nd violation**: Written warning
3. **3rd violation**: 30-minute sound disconnection
4. **4th violation**: Sound disconnection for remainder of day

Music Licensing

You must have a proper ASCAP or BMI license to play music.

On-Stand Activity Form

We want to understand what activities you are planning in your booth. To ensure a smooth experience, please be as detailed as possible and include any music, food and beverage, and giveaways.

Submit: Complete the required **On-Stand Activity Form (located in the Exhibitor Resource Guide)** 30 days before the show

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SECURITY & INSURANCE

Security Services

- Security services are provided by Show Management and the Convention Center
- Personnel at all entry points during show hours
- Overnight security on show floor

Remember: Ultimate responsibility for your property rests with you

Security Tips

- Never leave booth unattended

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- Don't enter other exhibitors' booths during non-show hours
- Label all items clearly
- Collect valuable items first at show end
- Report lost/stolen items to onsite security

Insurance Requirements

MANDATORY: General liability insurance with:

- Minimum $1,000,000 per occurrence
- $2,000,000 general coverage
- Submit your Certificate of Insurance, or purchase exhibitor insurance, through the Exhibitor Resource Guide
- **Deadline**: Submit your Certificate of Insurance 30 days before the show

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MOVE-OUT REQUIREMENTS

Your Responsibilities

- **Complete removal** of all freight and materials
- Ensure third-party labor providers remove everything
- Coordinate removal logistics in advance

Non-Compliance Consequences

- Mandatory disposal fees
- Labor charges for abandoned booth removal
- **No exceptions** – this policy is strictly enforced

Exhibitor Compliance with Americans with Disabilities Act Regulations

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Exhibitors are fully responsible for complying with the Americans with Disabilities Act (ADA), as updated from time to time, with regard to booth space and any other aspect of Exhibitor's participation in the event, including, but not limited to, the wheelchair access provisions. Premiere Show Group has the right, but not the responsibility, to assess Exhibitor's compliance with the ADA at any time before or during the Event and to enforce compliance; failure to comply may result in Exhibitor's removal from the Event at Premiere Show Group's sole discretion, and Premiere Show Group shall have no liability to Exhibitor for such removal. Exhibitors shall indemnify, hold harmless and defend Premiere Show Group, its affiliates, officers, directors, agents, members and employees from and against any claims, liabilities, losses, damages and expenses (including attorneys' fees and expenses) resulting from or arising out of the exhibitors' failure or allegations of exhibitors' failure to comply with the provisions of the ADA.

Resources:

2010 ADA Standards for Accessible Design

ExhibitorOnline ADA Article

ADDITIONAL REQUIREMENTS

Taxes & Permits

You are responsible for obtaining tax ID numbers and paying all applicable taxes and fees.

This guide covers the essential rules for exhibiting at Premiere Show Group events. All forms are located in the Exhibitor Resource Guide and are due 30 days before the show. For detailed specifications or questions, contact Show Management.