



Booth Construction & Display Guidelines

Cubic Content Guidelines

*Guidelines adopted from the International Association of Exhibitions & Events
Display Rules and Regulations.*

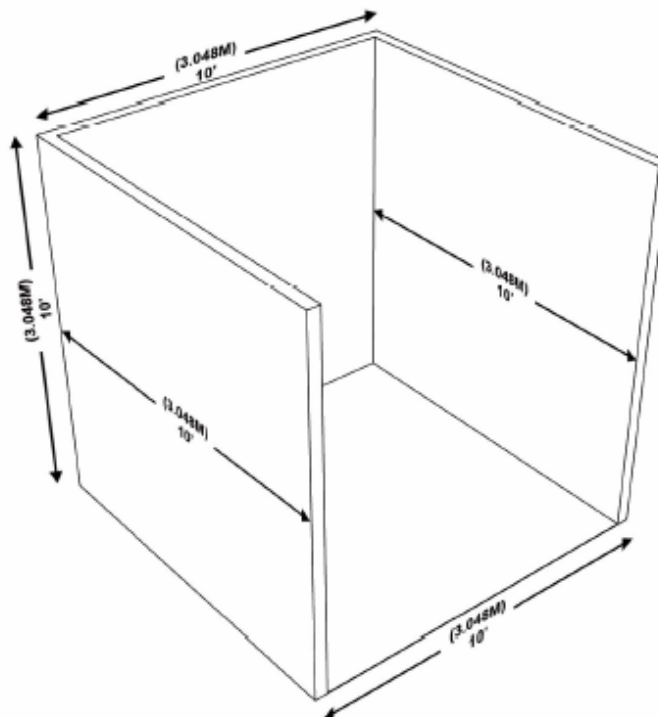
Booth Construction & Display Guidelines

Nielsen Business Media has developed the necessary information to properly design and build your exhibit as well as plan your booth's layout and content. These professional standards ensure an environment conducive to successful interaction with your audience and your fellow exhibitors.

Cubic Content Booth Specification

- The show has been designated as a “Cubic Content” show. Exhibitors may build their entire exhibit as a “cube” at 10’ high against the show drape sidewalls and back wall. In simple terms, you may fill your booth as a “cube” at 10’ high, 10’ wide and 10’ deep.
- Cubic content is permitted in **ALL** linear, perimeter and corner booths for a maximum height of 10’.
- All exhibit components along with the 3’ sidewalls and 8’ back wall extending above pipe and drape must be completely finished, painted, and with no exposed wires or framing visible. Show management reserves the right to determine whether a wall is finished and may order draping of exposed sides at the exhibitor’s expense.
- Structures with double-sided signs, including signs that are backlit, are **NOT** permitted in a Cubic Content configuration under the Cubic Content guidelines. If you have such a booth, then you are responsible for covering the back of your exhibit components. Backlit signage must be covered with a black-out material.
- Companies displaying lighting, ceiling fans, plants and umbrella products may extend to a maximum of 10’ in this configuration.
- Product, lighting, artwork, signage, etc. shall be placed facing into your booth.

10’ x 10’ Cubic Content Booth



Island Booth

- An Island Booth is any booth exposed to aisles on all four sides.

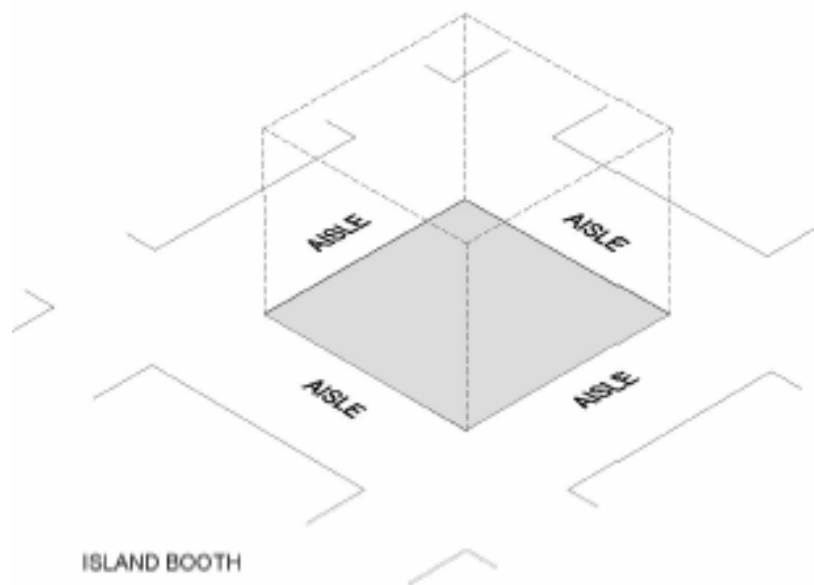
Dimensions

- An Island Booth is a 10' x 20' or larger, although it may be configured differently.

Use of Space

- The entire cubic content of the space may be used up to the maximum height, which is twelve (12'), including the header graphics.
- Additionally, any unfinished and exposed portion of an exhibit must be made presentable prior to show opening at the expense of the exhibitor.

**No Hanging Signs are permitted at the HD Boutique Show. Please contact sales for further information.



Other Important Considerations

Canopies and Ceilings

Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or for hanging products).

The base of the Canopy should not be lower than seven feet (7') from the floor. Canopy supports should be no wider than three inches (3"). Fire and safety regulations in certain facilities dictate specific regulations that govern the use of canopies, ceilings and other similar coverings. Please contact Nielsen Business Media if your exhibit is composed of any ceiling treatment.

American with Disabilities Act (ADA)

Exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive and accommodating as possible. For additional information go to:
www.usdoj.gov/crt/ada/infoline.htm.

Other Important Considerations

Fire and Safety Regulations

All construction materials used in your booth design must be made from certified fire retardant materials. Each exhibitor is asked to have available on-site both samples for testing and flame proofing certificates for inspection.

Electrical

Outlined within your Exhibitor Service Kit are the specific facility electrical requirements. Please read these requirements carefully and contact the facility-engineering department with special needs or considerations.

Common considerations include:

- * All 110-volt wiring should be grounded three wires.
- * All wiring that touches the floor must be a minimum of 14-gauge/three wire flat cord insulated to qualify for "extra hard usage."
- * All power strips must be UL approved, with built-in over-load protectors.

Please Note:

The following items require written approval from the Nielsen Operations Department before they can be included in your exhibit. Your request must be submitted no less than 30 days in advance of the first day of the event move-in.

Thank you for ongoing participation.

Advance Permission Requests are for the Following:

STAND ALONE TOWERS

MULTI-STORY EXHIBIT AREAS

MOTOR VEHICLE

OPEN FLAME AND/OR PROPANE

SPECIAL LIGHTING SUCH AS LASERS OR ULTRAVIOLET LIGHTING

LIGHTING TRUSSES OR OVERHEAD LIGHTING

SOUND or MUSIC

Note: Halogen lighting in some states such as Nevada and Illinois are not permitted. If your exhibit includes halogen lighting, please contact the Nielsen Operations Department at 800-933-8735.