Exhibitor Guidelines for Booth Display Rules and Regulations

NACE strives to provide each exhibitor with a reasonable sight line from the aisle. To help accomplish this, the following Guidelines for Booth Displays have been taken from the Guidelines for Display Rules and Regulations 2019 Update published by the International Association of Exhibitors and Events (IAEE). These guidelines are offered as a resource for exhibitors and contractors and will be enforced at the discretion of NACE management. Questions regarding these guidelines should be directed to NACE. All exhibitors and contractors are encouraged to submit booth designs for approval to david.briley@nace.org prior to construction if there is any question regarding the applicability of these guidelines. Please include a drawing and booth dimensions in such submissions.

Inspection

Exhibit set-up must be completed by 2:00 p.m. Monday, March 16, 2020 for inspection and approval by the NACE Exhibits Inspection Committee. Any booth not completed by that time is subject to not being able to exhibit, or for Management to complete the set-up at the exhibitor's expense. Any violations noted must be corrected immediately.

Display Regulations

All exhibit displays must adhere to current IAEE Guidelines for Display Rules & Regulations. See below.

Early Tear Down

Any exhibitor who chooses to **tear down early without preapproval** from show management (any time prior to the designated teardown hours) **will be subject to penalties**.

Flooring

Flooring in your exhibit space **is mandatory** and is not provided with your exhibit space purchase.

Advertising

Exhibitor shall not distribute, or permit to be distributed, any advertising matter, literature, walking advertisement, souvenir items or promotional materials in or about the Exhibit Areas except from its own allotted exhibit space

Children

Children under the age of **16 are not permitted** in the Exhibit Hall.

Advertising Outside Exhibitor's Space

Exhibitor shall not distribute, or permit to be distributed, any advertising matter, literature, walking advertisement, souvenir items or promotional materials in or about the Exhibit Areas except from its own allotted exhibit space unless such distribution is approved in writing by Show Management. Costumed characters for the purpose of promoting Exhibitor's products will be permitted on the Exhibition floor on within the confines of Exhibitor's booth. Exhibitor shall not post or exhibit any signs, advertisements, show bills, lithograph posters or cards of any description on any part of the premises of the Facility, except within the Exhibitor's exhibit space and upon such space as is made available for such purposes by the Facility. Exhibitor shall not affix anything to the walls, columns, carpet, concrete or pavement, nor shall Exhibitor cause or allow anything be projected on space or areas beyond Exhibitor's exhibit space without approval in writing from Show Management and the Facility.

Americans with Disabilities Act (ADA)

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA), and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line, (800) 514-0301, and from the ADA Web site at www.usdoj.gov/crt/ada/adahom1.htm.

Booth Representatives

All representatives, including models or demonstrators must be properly registered, wearing badges, and properly and modestly clothed. Scanty or revealing attire is not permitted. So-called "barkers" and "pitchmen" are strictly prohibited. Exhibitor's registration will permit entrance to the exhibit hall during move-in, show hours, move-out, and all exhibit hall functions. Exhibitors wishing to attend other business and social functions must register appropriately.

Children/Minors

Children under the age of 16 are not permitted in the Exhibit Hall. Children and young adults over the age of 16 must be registered as guests and wear a badge at all times while in the Convention Center and at hotel-based events.

Cleaning / Housekeeping

Exhibitors must keep their displays free of rubbish and maintain a neat appearance. Trash receptacles will be located throughout the exhibit floor. The aisles will be cleaned daily, however booth cleaning is not automatic. Exhibitor must arrange for the removal of excess trash and waste materials and is responsible to keep the exhibit free of any and all conditions that might be dangerous to Show visitors. Any booth cleaning required during the show must be ordered through the appropriate contractor. Any undecorated side of a display visible from the aisle or adjoining exhibits must be made presentable by the Exhibitor. Displays not satisfactory in the opinion of Management shall be made presentable at the Exhibitor's expense.

Demonstrations

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each exhibitor to arrange displays, product presentation, audio visual presentations, and demonstration areas to ensure compliance. All exhibitors must have all demonstrations pre-approved by Management and the local Fire Marshal. Any exhibitor who brings in a material that requires a MSDS sheet, and all demonstrations, must adhere to Management's "Exhibitor Guidelines for Booth Display Rules and Regulations". Exhibitor will be strictly liable for any damages for failure to comply with the Exhibitor Guidelines for Booth Display Rules and Regulations or any federal, state or local law or regulation. Exhibitor further warrants that it and its agents are qualified to handle all materials that requires a MSDS sheet and are experienced in performing planned demonstration.

Early Teardown Violation

Please note, any exhibitor who chooses to tear down early without preapproval from show management (any time prior to the designated teardown hours) will be subject to penalties.

- **The penalties assessed will be a 1 point deduction from priority points, loss of exhibitor booth position and must re-sign for the next years exhibition choice in May with the Exhibits Program Manager.**
- There will be no exceptions to this rule.
- Exhibitors will be notified in person or via email if the penalty is assessed.

Exhibitors Appointed Contractors (EACs)

In many instances, it is necessary to use only official contractors. However, in the case of booth construction, an exhibitor may appoint their own contractor to unpack, erect, dismantle, and pack displays and equipment. EAC's are welcome when the following rules are followed:

- The Exhibitor must notify the Management by February 26, 2020, if an Exhibitor Appointed Contractor is being used and will supply to Management complete contact details and forms. The exhibitor must notify the EAC on exhibit rules and regulations.
- Certificate of Insurance naming the Official General Contractor as an additional insured, must be received by February 26, 2020.
- The Exhibitor Appointed Contractor must agree to abide by all rules and regulations, and provide management with a Certificate of Insurance covering comprehensive general liability and workmen's compensation. Work passes for EAC staff can be obtained at the Exhibitor Registration area, and must be worn at all times.

Otherwise labor will have to be hired from the General Contractor by the non-official contractor in order for them to supervise your exhibit. These stipulations are strictly enforced to protect you, show management and the General Contractor.

Floor Covering

Flooring in your exhibit space is mandatory and is not provided with your exhibit space purchase. If you are not providing your own flooring for your booth, you must rent carpet from the show's General Service Contractor. Please refer to the Exhibitor Manual for more information. Show Management reserves the right to "force carpet" any exhibit area that is without flooring within two hours before the end time for booth move-in/setup. Exhibitor is responsible for the flooring cost.

Food and Beverage

Alcoholic beverages shall **not** be served during Exhibitor move-in or move-out under any circumstances. Alcoholic beverages shall **not** be served within an Exhibitor's exhibit space without prior written approval from Show Management. All food and/or beverage items served within an Exhibitor's exhibit space must be coordinated through the Official Facility Caterer. Preparation of food within an Exhibitor's exhibit space is prohibited. An exhibitor shall not bring into the Facility any food or beverages of any kind without prior written approval from the Facility's Official Caterer. Any Alcoholic beverages served within Exhibitor's exhibit space must be served by a Licensed bartender.

Hanging Signs and Towers

Hanging signs are only permitted Island Booths, to a maximum height of 20 ft. (6.10m). Whether suspended from above or supported from below, they should comply with all ordinary use-of-space requirements per the specific Venue Rules and Regulations (for example, the highest point of any sign should not exceed the maximum allowable height for the booth type). Hanging Signs should be set back 10 ft. (3.05m) from adjacent booths.

A Tower is a freestanding exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit configuration being used. Towers in excess of 8 ft. (2.44m) must have drawings available for inspection and have Show Management and Venue approval. Fire and safety regulations in many facilities strictly govern the use of towers. A building permit may be required.

Labor

Union Labor may be required for your exhibit installation and dismantle. Please carefully read the UNION RULES AND REGULATIONS (located in the Freeman service kit) to determine your needs within the local jurisdictions.

Lighting and Sound

- Without exception, all light and sound must be contained within, and directed into, the footprint of the contracted exhibit space.
- Additional lighting may be brought in for the exhibit space however this lighting must be restricted to the contracted exhibit space. Lighting should not shine onto the aisles or into a neighbor's exhibit space.
- Sound must not be at a level that interferes with normal levels of communication in neighboring exhibit space.
- Musical instruments, audio equipment, and other noise-making devices or amplifying equipment shall be operated only at a level which will not interfere with other exhibitors. Without exception, all sound must be contained within, and directed into, the footprint of the contracted exhibit space. Show Management shall be the sole judge of what constitutes appropriate sound levels.
- Lighting: The use of flashing electric signs or lights, glaring lights, or other irregular lighting effects are prohibited. Lights may not be directed into other booths or the aisle, and may not show through Show drapery.

Lotteries/Give-Aways

An exhibitor who plans to use raffles, lotteries, or games of chance as a merchandising tool requires prior Show Management approval. The exhibitor shall ensure that any such raffle, lottery, or game of chance is not in violation of any applicable statute, regulation or ordinance. Gifts of firearms must abide by all federal, state and local regulations of the conference venue. Any firearms displayed must have a secure trigger or action lock on at all times. Firearms must be removed or locked in a case while the exhibit hall is closed.

Please note: that NACE reserves the right to not approve or stop dissemination of any giveaway.

Music Licensing

Exhibitors are responsible for all applicable ASCAP/BMI licensing.

Photography

Only photography of the exhibitor's own booth space is permitted. Photography of another exhibitor's exhibit space or product is prohibited.

Public Exhibit Hall Areas

No company gobos, logos, etc. may be displayed or projected on or into the public exhibit space including aisle carpet, walls, ceilings, etc. without prior Show Management approval.

Safety, Fire, Environment, and Health

The exhibitor must be aware of and comply with all safety, fire, environmental, and health ordinances regarding installation, operation of equipment, displays, and exhibit materials. All materials used in display construction or decorating must be made of fire retardant materials and be certified as flare retardant. Samples should also be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flame-proofing certificate should be available for inspection. Exhibitors should be aware of local regulations regarding fire/safety and environment which must be adhered to. Hazardous materials of any type are prohibited. Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility.

Selling

Exhibitors may display, provide samples, discuss, explain and demonstrate products or services but may not make any sales which result in the direct exchange of moneys or the use of credit cards in the exhibit hall. Only bona fide business orders for future delivery may be taken. Violations of this provision will result in expulsion from NACE CORROSION Conference and Exposition. THIS POLICY WILL BE STRICTLY ENFORCED.

Storage

Fire regulations in most exhibit facilities prohibit storing product, literature, empty packing containers, or packing materials behind back drapes or under draped tables. In most cases, however, exhibitors may store a limited supply of literature or product appropriately with the booth area, so long as these items do not impede access to utility service, create a safety problem or look unsightly. The removal, storage, and return of empty containers are part of the material handling service. Please note that it takes time to put empties away and that it can take a couple hours to get them back at the end of the show.

Structural Integrity

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as fork lifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures. Exhibitors should ensure that any display fixtures such as racks or shelves are designed and installed properly to support the product or marketing materials to be displayed.

Booth Design

IAEE has identified two distinctly different styles of show display regulations. One style is “Line-of-Sight” while the second is “Cubic Content.” NACE follows the “Line-of-Sight” style of show display regulations

LINE-OF-SIGHT STYLE

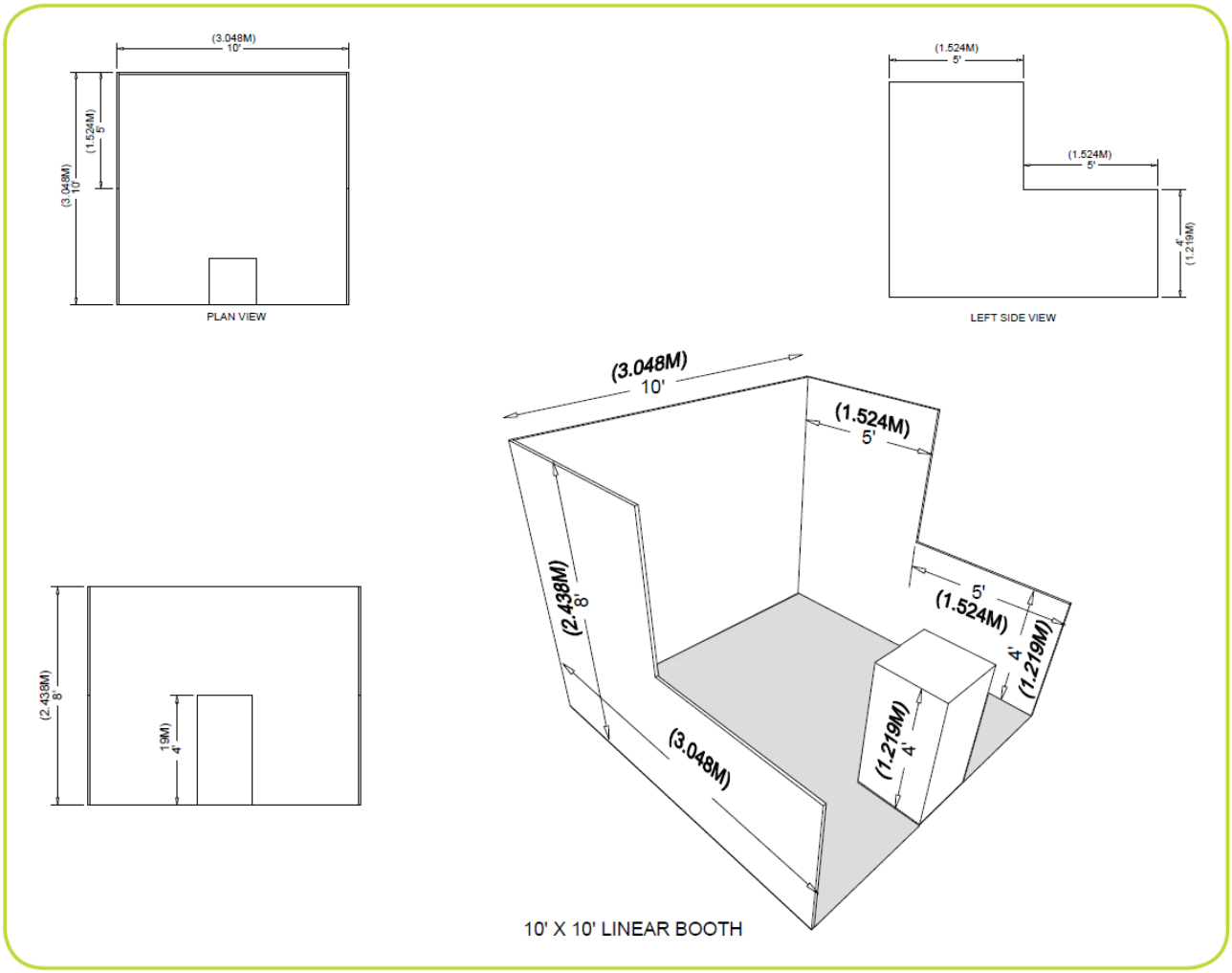
- Line-of-Sight display rules provide restrictions on certain areas of booths to allow attendees to view neighboring booths in their line of sight as they walk the floor. There are a variety of booth types, and each one is addressed below with specific insight on how to implement Line-of-Sight regulations.

LINEAR BOOTH

- The ability to have products or services easily seen by attendees as they walk the aisles is essential to all exhibitors, and that is the basis for including a Linear Booth Line-of-Sight setback rule. Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

- Dimensions
    - For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is generally specified to prevent display materials from imposing on neighboring exhibits behind the back wall.
- Use of Space
    - Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc., display materials should be arranged in such a

manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.

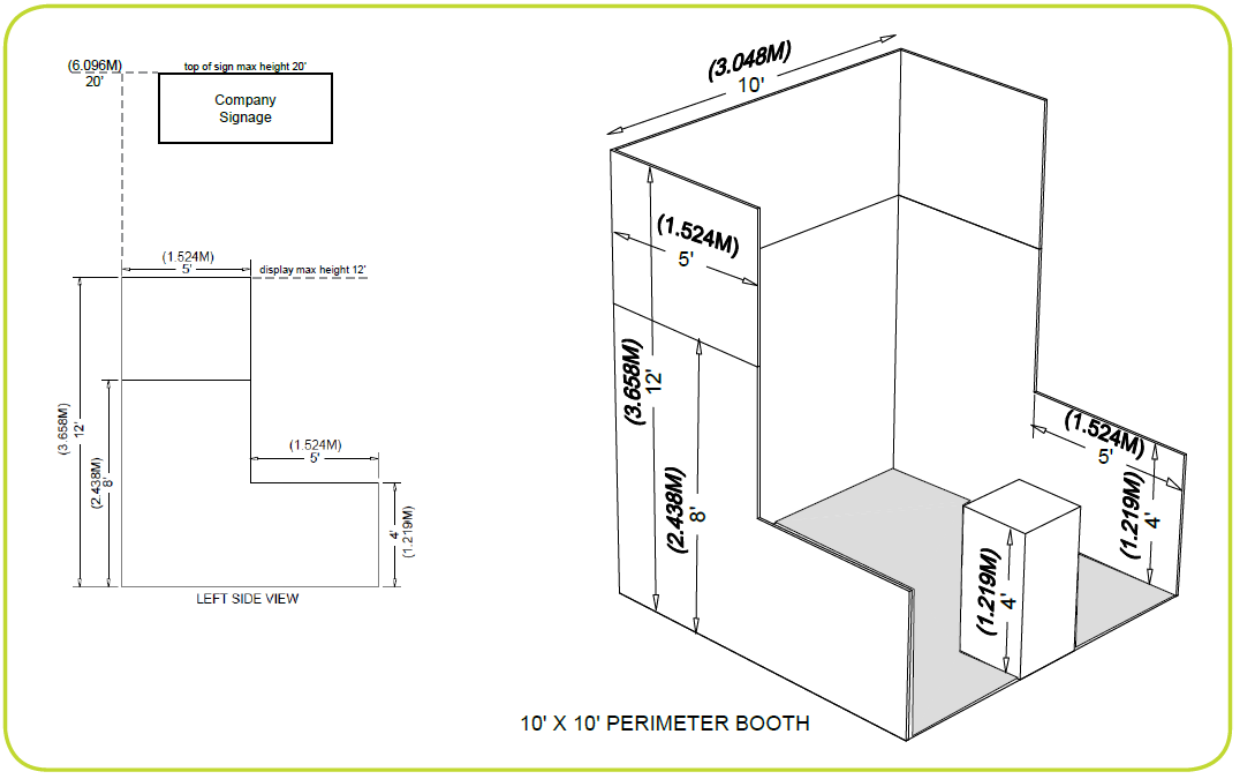


CORNER BOOTH

- A Corner Booth is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All guidelines for Linear Booths apply.

PERIMETER BOOTH

- A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

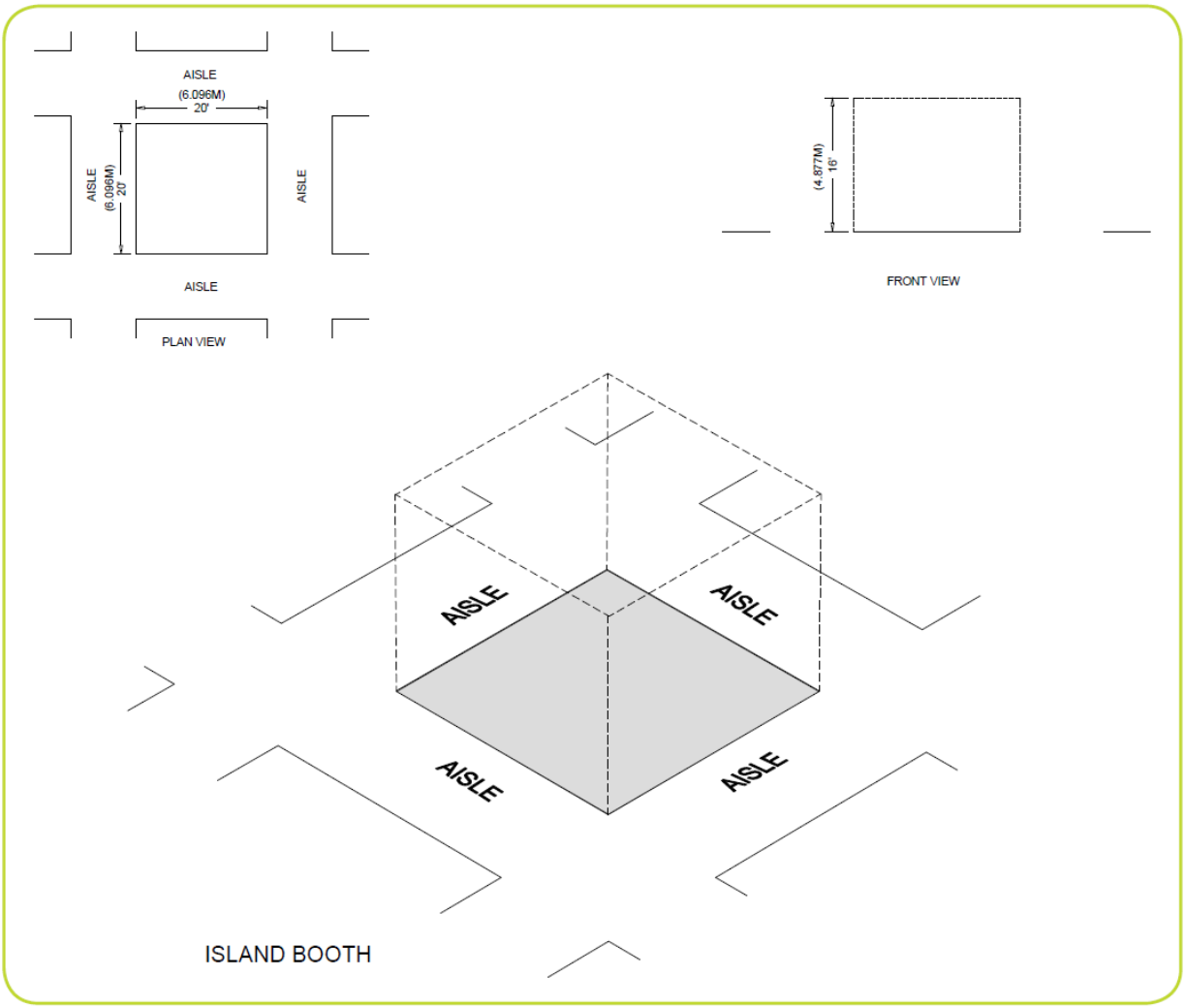


- Dimensions and Use of Space
    - All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height for Perimeter Booths is 12ft (3.66m).

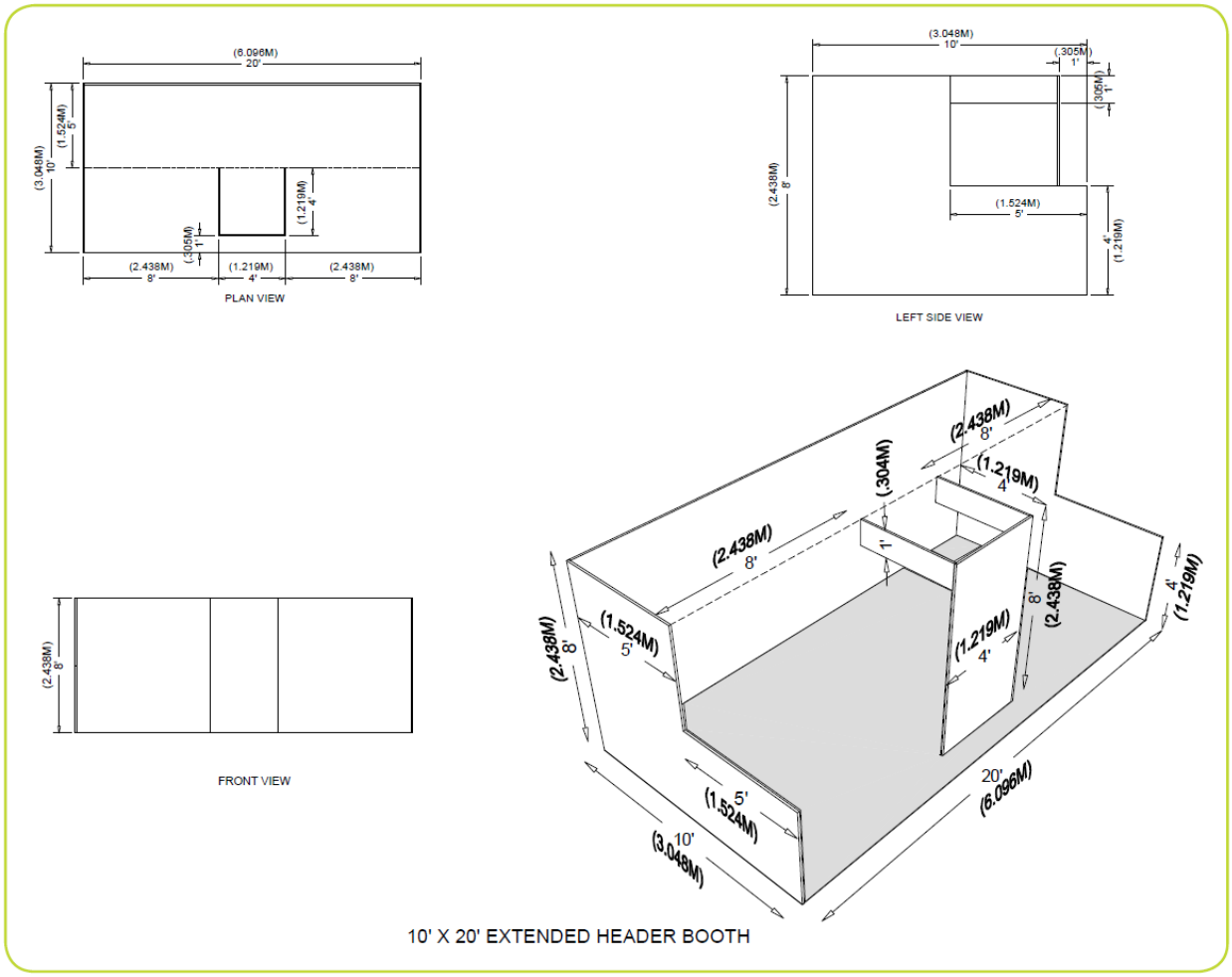
ISLAND BOOTH

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

- Dimensions and Use of Space
    - An Island Booth is typically 20ft by 20ft (6.10m by 6.10m) or larger, although it may be configured differently. The entire Cubic Content of the space may be used up to the maximum allowable height, which is usually a range of 16ft to 20ft (4.88m to 6.10m), including signage.



EXTENDED HEADER BOOTH 20FT (6.10M) OR LONGER

- An Extended Header Booth is a Linear Booth 20ft (6.10m) or longer with a center extended header.

- Dimensions and Use of Space
    - All guidelines for Linear Booths apply to Extended Header Booths, except that the center extended header has a maximum height of 8ft (2.44m), a maximum width of 20 percent of the length of the booth, and a maximum depth of 9ft (2.7m) from the back wall.