

**1) Use of Display Space**

- a) In the event the exhibitor fails to install his display within the time limit set for opening the exposition, or fails to pay the space rental at the time specified, or fails to comply with any provisions concerning his use of display space, the Management shall have the right to take possession of said space and resell same, or any part thereof.
- b) All demonstrations, sales activities, and distribution of circulars and promotion material must be confined to the limits of exhibitor's booth. Exhibitors must display goods manufactured or dealt in by them in their regular course of business, unless otherwise approved by the Management.
- c) Exhibits which include the operation of musical instruments, radios, sound/motion picture equipment, public address systems, or any noisemaking machines must be operated so that the noise resulting from use will not annoy or disturb adjacent exhibitors and their patrons, and must be approved by the Management.
- d) Exhibitors are required to have their exposition space neat and orderly at all times.

**2) Height Restrictions**

- a) The standard booth equipment for each Inline (Linear) booth includes an 8-foot-high back drape and two 3-foot-high side drapes.
- b) Booth Structure Height limitations (\*PLEASE REFER TO DIAGRAMS of each booth type on last pages, but note that the height limits here in Section 2b are the rule):
  - i) Bay Area booths (located along the west wall of Hall A) may have walls 12' high.
  - ii) Inline (Linear) booths may have walls 8' high.
  - iii) Perimeter and Island booths may have walls 11' high.
  - iv) Split Island\* (20x20 or larger) booths may have walls 11' high.
  - v) Peninsula\* booths may have walls 8' high in the center and 4' high on the outside
  - vi) Any other special or unusual exhibit or booth construction or installation must be approved, in writing, in advance by Show Management.
- c) Graphics Height Restrictions
  - i) Bay Area booths (located along the west wall of Hall A) may have graphics/logos up to 12' high to the top of said graphic/logo.
  - ii) Perimeter and Island booths may have graphics/logos up to 12' high to the top of said graphic/logo.
  - iii) Peninsula booths may have graphics/logos up to 8' high to the top of said graphic/logo.
  - iv) Any other special or unusual exhibit or booth construction or installation must be approved, in writing, in advance by Show Management.
- d) All exhibits must comply with the official Operating Restrictions
- e) A piece of equipment or a product that is an integral part of the display, but not a part of the booth structure, may extend above the booth walls, as approved in advance by Exposition Management.
- f) In no instance will the exhibitor be permitted to install a sign, a descriptive panel or a placard above his/her own booth walls without the express approval of Exposition Management in advance.
- g) No balloons or other helium-inflated items may be used inside the exhibit hall unless approved in advance by Exposition Management.
- h) All materials within the exhibit booth area including, but not limited to actual display unit, decorative items, furnishings, fabrics, flooring, etc. must meet and comply with all national, local and facility fire, electrical, plumbing, safety and hazardous material codes. Proper written certification must be available for viewing at the request of Exposition Management. Any item or items that do not comply are subject to immediate correction/removal at the discretion of Exposition Management at the exhibitor's expense.
- i) Exposition Management retains sole discretion and authority in the placement, arrangement and appearance of all displays.

**3) Installation and Removal of Displays**

- a) All displays must be erected and completely arranged for viewing by the date and hour officially announced for the opening of the exposition, or for official inspection by the Management.
- b) Noisy or unsightly work in any exhibitor's booth area after the above deadline is prohibited during the exhibit hours.
- c) Goods received after the opening of the exhibition must be delivered to the booth and arranged at times other than official exhibit hours.

- d) Goods and materials used in any display (except bona fide samples) may not be removed from the exhibit hall or any outdoor exposition area until the exposition has been officially closed without the approval of the Management.
- e) The deadline for clearance of all materials from the exhibit hall will be enforced. It is the sole responsibility of each exhibitor to have materials packed, identified and cleared for shipment by such time.
- f) The Management reserves the right, with no liability whatsoever for damage, spoilage, or loss, to dismantle, dispose of, store and clear from the premises any display material, goods, property, or merchandise of an exhibitor who has failed to comply with the above requirement, and to order such work to be done at the sole expense of the exhibitor.

#### **4) Operating Restrictions**

- a) The Management reserves the right to restrict displays which, because of noise, methods of operation, materials or for any reason, become objectionable; and, to prohibit or remove any displays, which, in the opinion of the Management, detracts from the general character or appearance of the exposition.
- b) No firm or organization not assigned space in the exposition will be permitted to solicit business within the exhibit area.
- c) Trade publications are prohibited from soliciting subscriptions or advertising, except in their respective booths.
- d) The serving or distribution of alcoholic beverages by exhibitors in any part of the exhibit hall is forbidden.
- e) The use of live models, performers and similar persons within the exhibit area for demonstrations, explanations, etc., shall be subject to the approval of the Management.
- f) No firm or organization is permitted to engage in direct sales or order-taking activities within the exhibit area.
- g) No distribution of magazines other than *Air Force Magazine* will be allowed.
- h) No exhibitor or other organization may be permitted to sponsor a food or beverage event within the exhibit area, at the meeting hotels or at any facility used for the meeting, during meeting dates.
- i) The distribution of food/beverages, even if said food or beverage is the actual product produced by the exhibitor, within the exhibit area must be approved in advance by Exposition Management and must comply with all federal, local, facility and exclusive contractor laws, codes or rules.
- j) The use of live models, performers and similar persons within the exhibit areas for product/service demonstrations, explanations, etc. shall be subject to the approval of the Management and must comply with the following guidelines:
  - i) All representatives occupying a booth shall dress in a manner appropriate for the overall goals and objectives of the Exposition
  - ii) The activities/dress of these individuals shall in no way detract from or interrupt the activities of the other exhibitors
  - iii) No costumes, wearing of leotards, tights, bathing apparel or "suggestive" uniforms shall be permitted within the exhibit area. If the aforementioned items are the actual product being demonstrated by the exhibitor, approval must be requested from Exposition Management in advance.
- k) No lotteries, drawings or contests of any type within the exhibit area are permitted by any exhibitor without the advance approval of Exposition Management.
  - i) Gifts, prizes, products or services not directly related to the educational display of the exhibit booth may not be distributed, sold or otherwise given away to the attendees by the exhibitors.
  - ii) Promotional materials such as carrying bags, self-adhering promotion stickers, etc., may be distributed from the exhibit booth to attendees by exhibitors, but shall not obscure the attendees' identification.
  - iii) Samples, catalogues, pamphlets and publications directly related to the product or service may be distributed only from the designated exhibit booth.

#### **5) Storage of Packing Crates and Boxes**

Exhibitors will not be permitted to store packing crates and boxes in their booths during the show period, but these, when properly marked, will be stored and returned to the booth by service contractors. It is the exhibitor's responsibility to mark and identify his crates. Crates not properly marked or identified may be lost or destroyed and are not the responsibility of Exposition Management, the Association, the facility, the official service contractors or any representatives thereof.

#### **6) Care of Building and Equipment**

Exhibitors and their agents shall not injure or deface the walls, floors, or any part of the exhibit building, or booth materials and equipment of another exhibitor. When such damage appears, the exhibitor causing such damage is liable to the owner of the property so damaged.

## **7) Public Policy**

- a) Each exhibitor is charged with knowledge of and compliance with all laws, ordinances and regulations pertaining to health, fire prevention and public safety.
- b) All booth decorations must be flame proofed and all hangings must clear the floor. Electrical wiring must conform to National Electrical Code Safety Rules. If inspection indicates neglect in complying with these regulations, or otherwise presents a fire hazard or danger, the Management may cancel all or such part of a display as may be irregular, and effect the removal of same at the exhibitor's expense.

## **8) Exhibitor's Authorized Representatives**

- a) Exposition Management/the Association will have sole control over all admittance to the Exhibition and meeting.
- b) Exhibit booth personnel identification shall be restricted to owners, full-time employees of exhibiting organizations or other authorized representatives of exhibiting firms approved by Exposition Management who are actually staffing the exhibit booths during published move-in, show-open, and/or move-out hours.
- c) Each exhibiting organization shall provide Exposition Management, in advance, with the name and title of the person who will be in attendance at the Exposition and will be designated as responsible for the installation, operation and removal of the exhibit. Said representatives shall be authorized to enter into such service contracts as may be necessary, for which the exhibitor shall be responsible. All exhibitor personnel shall wear proper badge identification, as provided by Exposition Management or the Association, prominently displayed, plus have corporate identification available for viewing by Exposition Management or the representatives of the official contractor for security, at all times.
- d) Exposition Management or the Association shall have the right to limit the number of exhibitor representatives present in any exhibitor space, and shall have the right to limit the total number of exhibitor credentials that may be included with the cost of each booth.
- e) Official exhibitor credentials will permit access to the exhibit areas only during published move-in, show-open and move-out hours. Exceptions may be granted at the discretion of Exposition Management upon advance presentation of adequate reason for access during the scheduled open hours of the Exhibitor Registration Desk.

## **9) Liability and Insurance**

- a) Every reasonable precaution will be taken by the Management to protect property during installation, show period and removal. However, neither the Sponsor of the exposition, the Management, service contractors, building or grounds officials, nor any officers, staff members, or directors of any of the same, are responsible for the safety of the property of exhibitors from theft or damage by fire, accident, vandalism, or other causes. Security staff will be on the premises as required.
- b) All property of the exhibitor will remain under his custody and control in transit to, from, and within the confines of the exhibit hall, subject to rules and regulations of the exposition. Exhibitors are advised to carry appropriate insurance to cover display materials against damage and loss, and public liability insurance against injury to the person and property of others.
- c) Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save the Association/sponsor and its employees, contractors and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorneys fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof. Indemnity includes, but is not limited to, claims of copyright, trademark or patent infringement, unfair competition and products liability. The exhibitor, on signing this contract, expressly releases the foregoing named Association/sponsor and individuals from any and all claim for such loss, damage or injury.

## **10) Security Clearance Guidelines**

As a part of an increasing concern for possible accidental dissemination of classified or otherwise restricted information to inappropriate personnel, even though this event is NOT open to the general public, the Air Force Association wishes to remind each exhibiting firm or organization of the following security guidelines:

- a) All participating companies are reminded that the Exposition is unclassified and must consist of, or contain only, information and materials that have been previously cleared for public release in accordance with existing security directives of the Department of Defense. If there are any questions concerning the classification of the information and materials that are to be included in your display, you must take proper steps under existing DoD security procedures to assure that information and materials are unclassified and cleared.
- b) All DoD "public release clearance" procedures should be handled through your company's contract liaison with the United States Air Force and are not the responsibility of the Air Force Association.

# Linear Booth

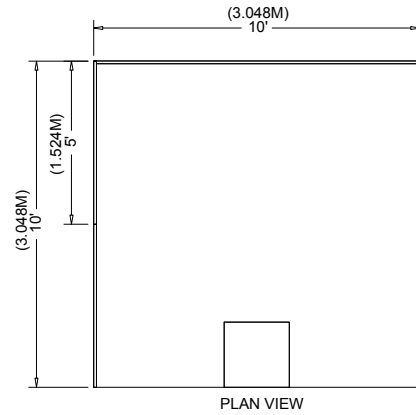
Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called “in-line” booths.

## Dimensions

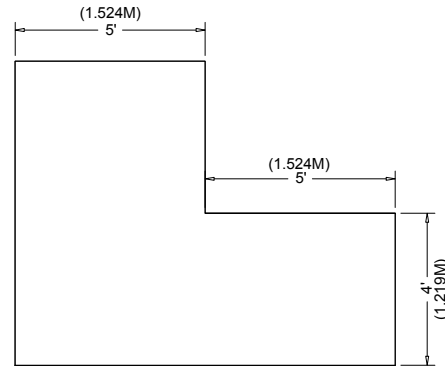
For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is generally specified.

## Use of Space

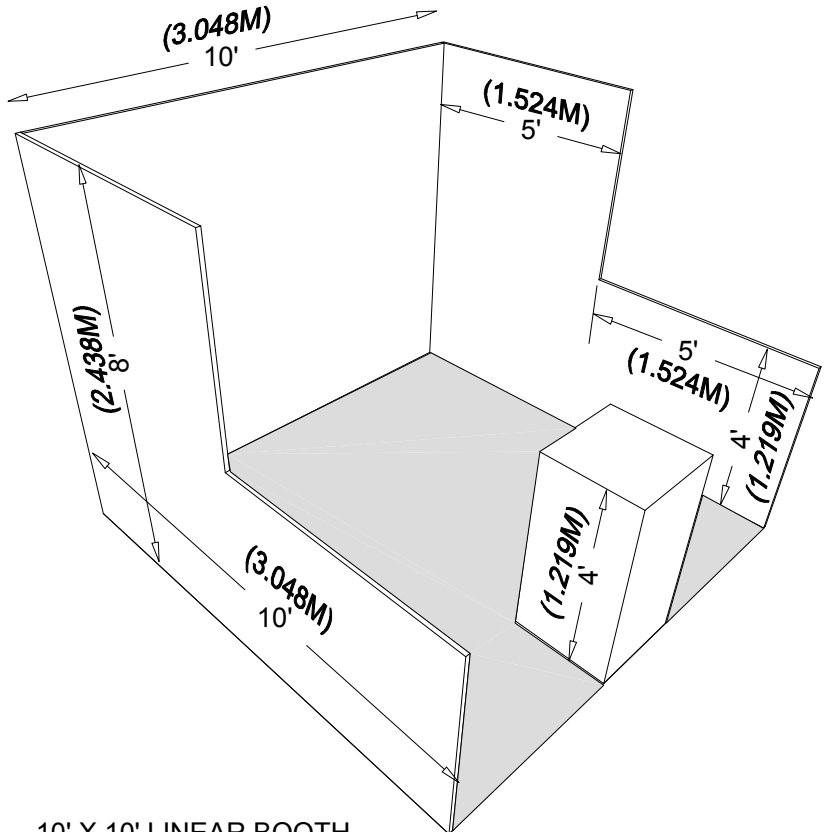
Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc. display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) 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. (See Line-of-Sight exception on page 8.) 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.



PLAN VIEW



LEFT SIDE VIEW

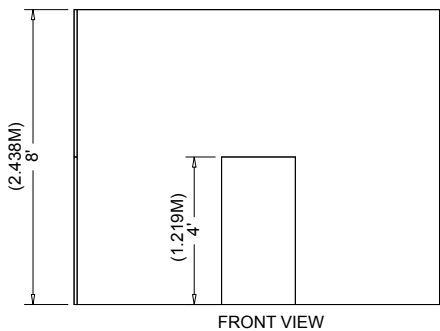


10' X 10' LINEAR BOOTH

# Corner Booth

A Corner Booth is a Linear Booth exposed to aisles on two sides.

All other guidelines for Linear Booths apply.



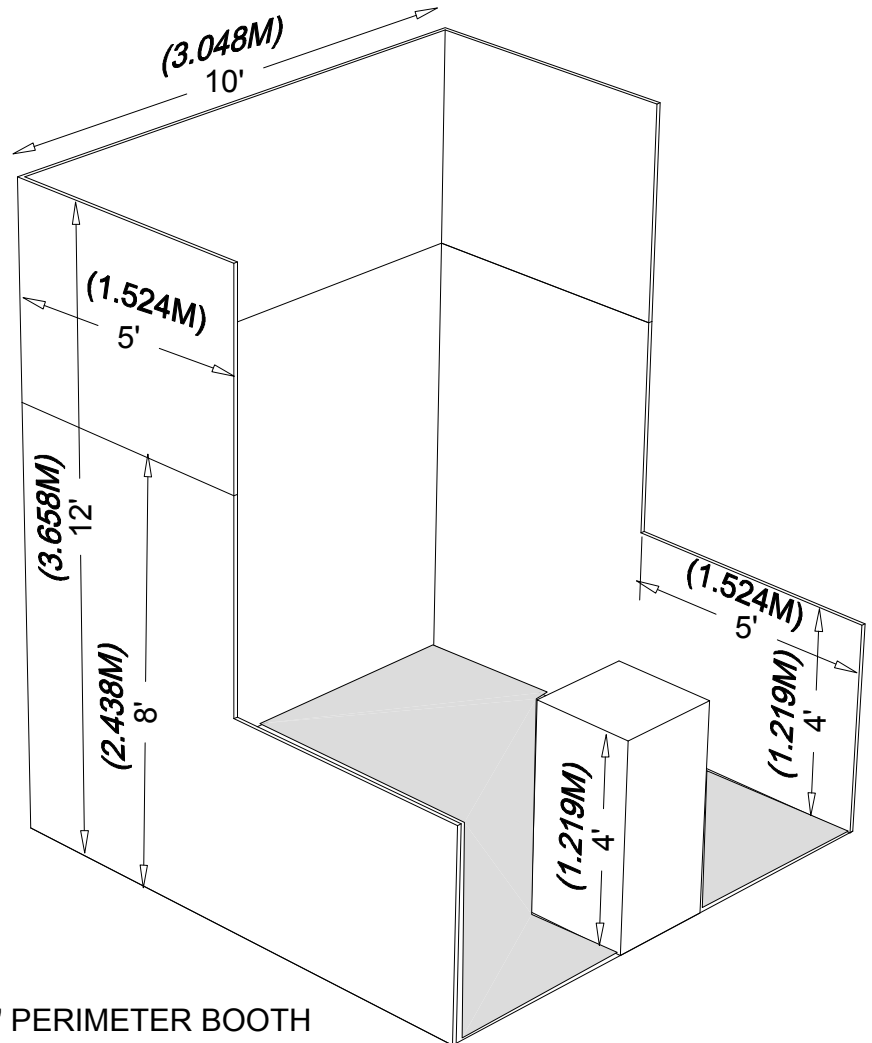
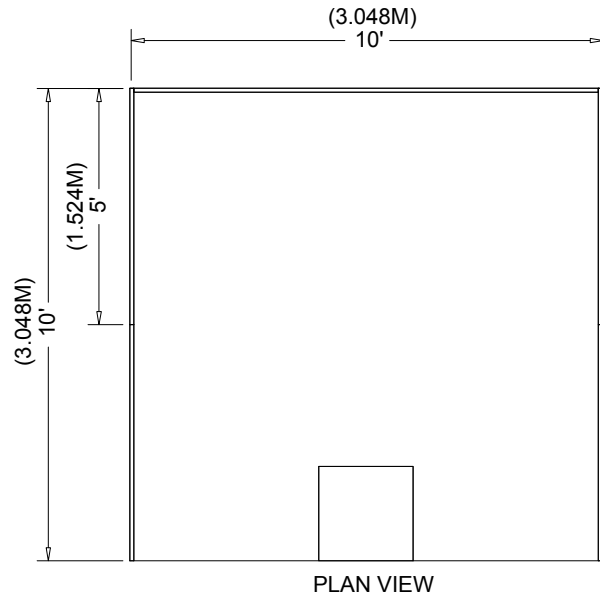
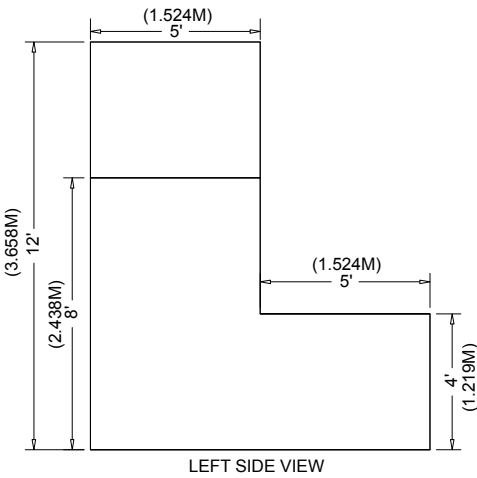
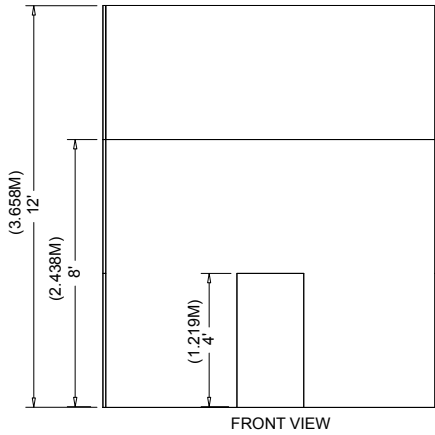
FRONT VIEW

# 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 is 12ft (3.66m).



# Island Booth

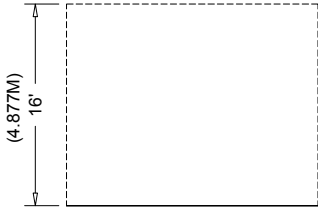
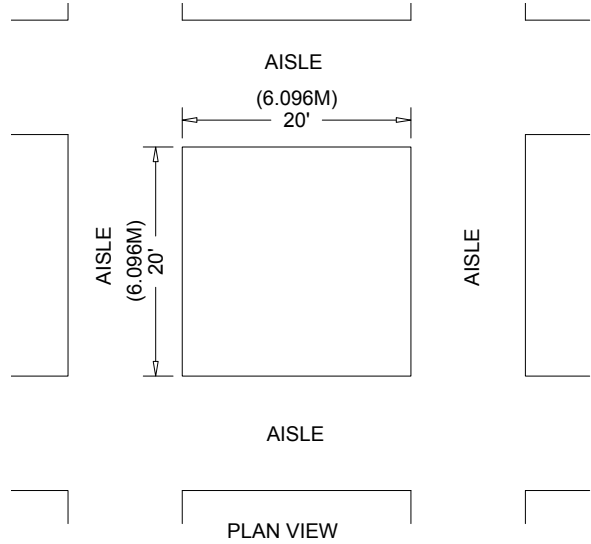
An Island Booth is any size booth exposed to aisles on all four sides.

## Dimensions

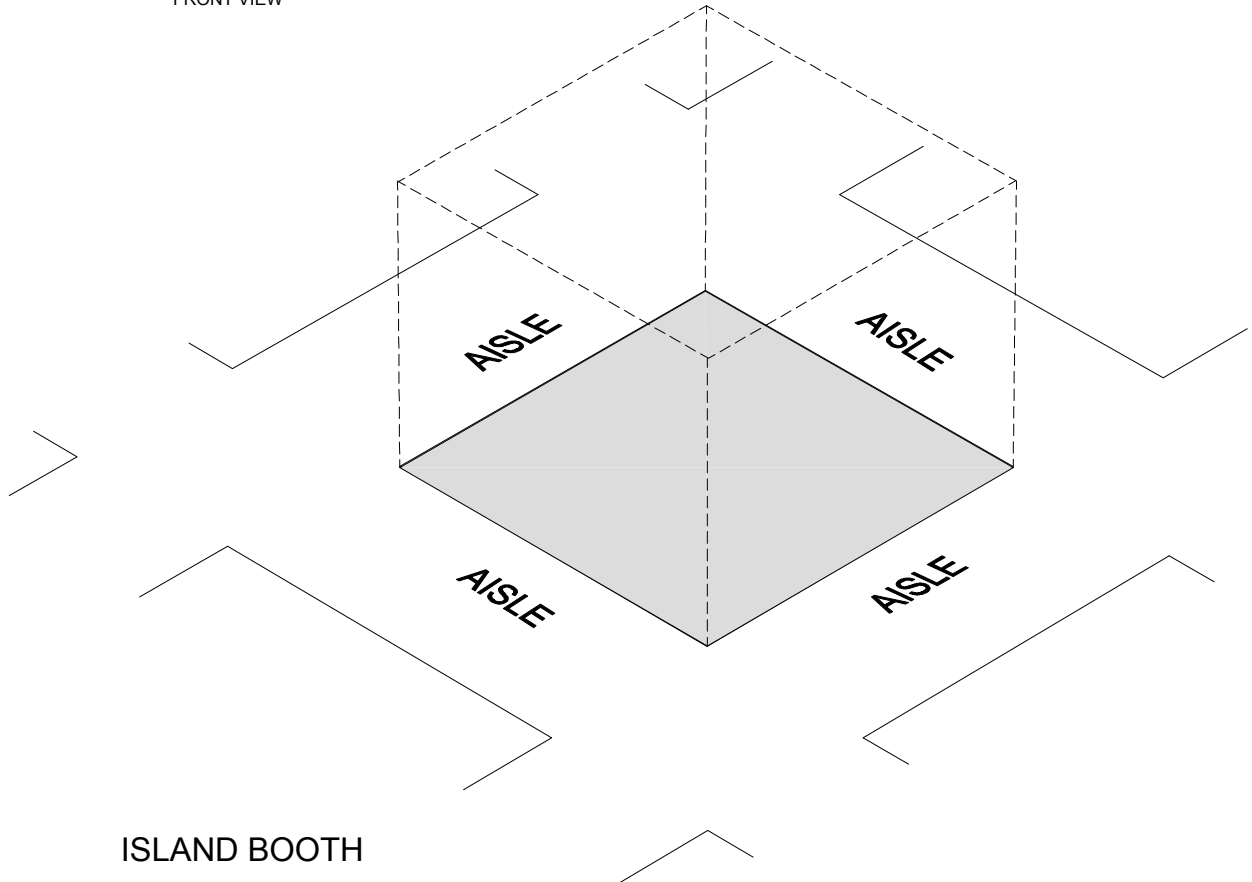
An Island Booth is typically 20' x 20' or larger, although it may be configured differently.

## Use of Space

The entire cubic content of the space may be used up to the maximum allowable height.



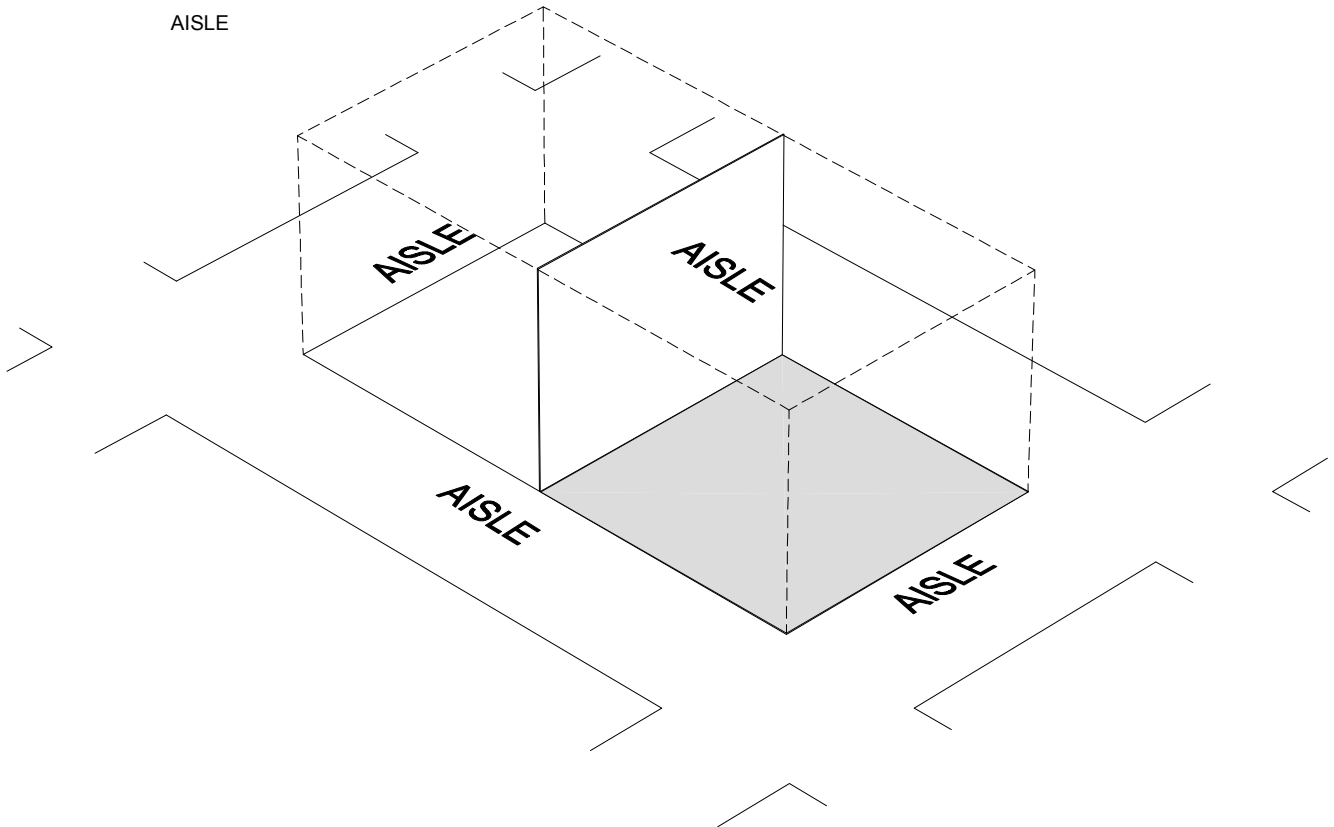
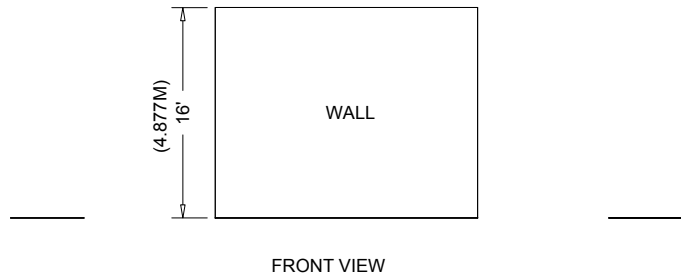
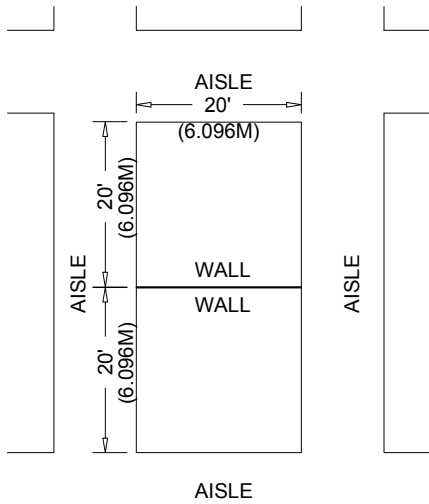
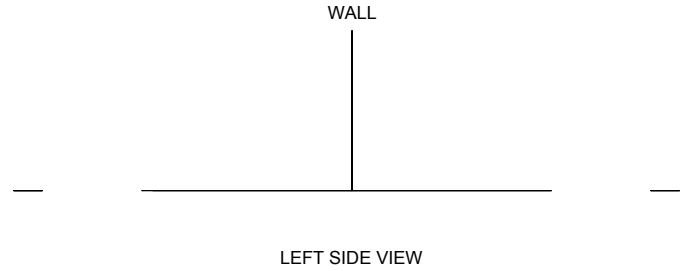
FRONT VIEW



ISLAND BOOTH

# Split Island Booth

A Split Island Booth is a Peninsula Booth which shares a common backwall with another Peninsula Booth. The entire cubic content of this booth may be used, up to the maximum allowable height, without any back wall line of sight restrictions. The entire cubic content of the space may be used up to the maximum allowable height.



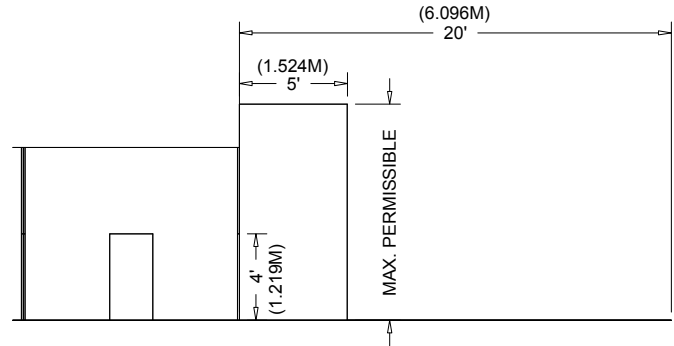
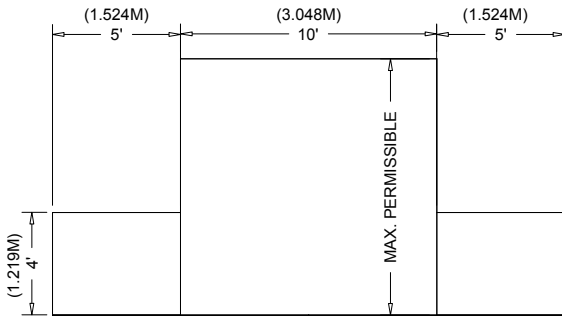
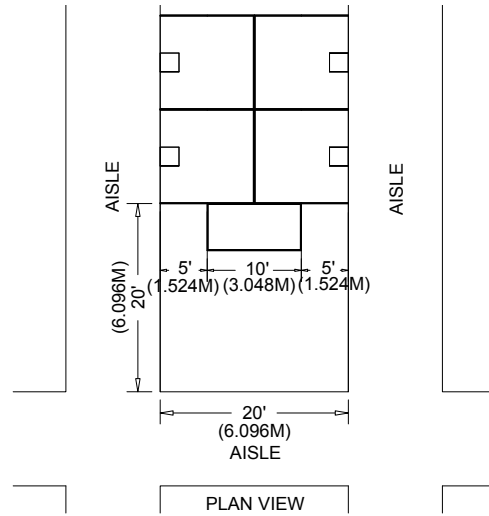
SPLIT ISLAND BOOTH

# Peninsula Booth

A Peninsula Booth is exposed to aisles on three (3) sides and composed of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs up to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as a “Split Island Booth.”

## Dimensions

A Peninsula Booth is usually 20' x 20' or larger. When a Peninsula Booth backs up to two Linear Booths, the backwall is restricted to four feet (4') high within five feet (5') of each aisle, permitting adequate line of sight for the adjoining Linear Booths. Sixteen feet (16') is a typical maximum height allowance, including signage for the center portion of the backwall.



FRONT VIEW

