

DISPLAY GUIDELINES NECANN enforces display regulations that we believe provide each exhibitor an equal opportunity to make the most effective use of their space without infringing on the rights of your neighbors. The foundation upon which all show management display rules are based is the following:

“All exhibitors, regardless of size or location, will be given an equal opportunity, within the bounds of common sense and professional courtesy, to exhibit their product(s) or service(s) in the most effective manner to the attendees”

Please review the rules and regulations outlined in the following pages. Each section begins with the actual rule and guideline and is followed by the intent that is of major importance.

## BOOTH STANDARDS

- Handwritten signage is not permitted
- All product(s) should be professionally displayed, (i.e., no corrugated boxes or displaying of product(s) in the aisles outside the exhibit
- No helium balloons are allowed in the building.

## DEMONSTRATIONS

Do not place your demonstration areas on the aisle line of your exhibit if you expect many people to congregate at one time. Leave space within your own exhibit area to absorb the majority of the crowd. Should spectators interfere with the normal flow in the aisle, show management will insist that you limit or eliminate the presentation. Police your own booth to be sure the noise level from any demonstrations or sound systems is kept to a minimum and does not interfere with others. The use of microphones or public address systems is prohibited in exhibitor booths. Show management reserves the right to determine at what point sound constitutes interference with others and must be discontinued. The aisles are the property of all the exhibitors and 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 other exhibitors' rights. Aisles must not be obstructed at any time.

## BOOTH GUIDELINES

One or more 10'x10' booth with aisle on one side:

1. Booth construction – Back wall is 8' high. Sides may be 8' for the first 5' from the back wall of booth.

The front 5' (to aisle) may be no higher than 4'. This results in clear linear visibility for all exhibits.

2. Nothing may be erected or hung across or over any aisles, even if that aisle is flanked on both sides by booths assigned to the same exhibitor, unless approved by Show Management.

3. All exposed areas of the exhibit must have finished surfaces including the back and sides. Graphics, logos or print facing into another booth will not be allowed. All such material must face into the aisle or into the exhibitor's own booth. Any part of any booth needing a finished surface at 6:00 PM, the day prior to the Show opening, will be draped at the cash expense of the exhibitor. Show Management will decide whether such drape is needed.

4. Product storage is not permitted behind or around exhibits. Minimal storage of literature or items for daily use may be stored out of sight.

5. Show Management may require any Exhibitor to make changes in his or her exhibit if, in Show Management's opinion, the exhibit does not conform to prevailing standards of good taste or interferes with the rights of other exhibitors.

#### NO NAILS OR SCREWS

Nothing may be posted, taped, tacked, nailed or screwed to columns, walls, floor or other parts of the building. No holes may be drilled, cored or punched in the building. Any damage or defacement caused by infractions of this rule will be remedied by Show Management at the expense of the rule-breaking exhibitor.

#### HANDOUTS

No adhesive-backed (stick-on) decals or similar items may be distributed or used in the building. You cannot distribute literature, samples or other material outside your contracted exhibit space. You cannot work the aisles outside your booth.

#### EXHIBITORS WITH SPECIAL NEEDS

Exhibitors who have special needs which require variance from these guidelines must get prior written approval from Show Management. Exhibitors should send detailed plans of their proposed display for this approval.