

# SIGGRAPH Exhibit Construction Guidelines

## Display Regulations

### Standard Booth

*One or more standard units in a straight line*

#### Height

Exhibit fixtures, components and identification signs will be permitted to a maximum height of 8'3" (2.5m).

#### Intent

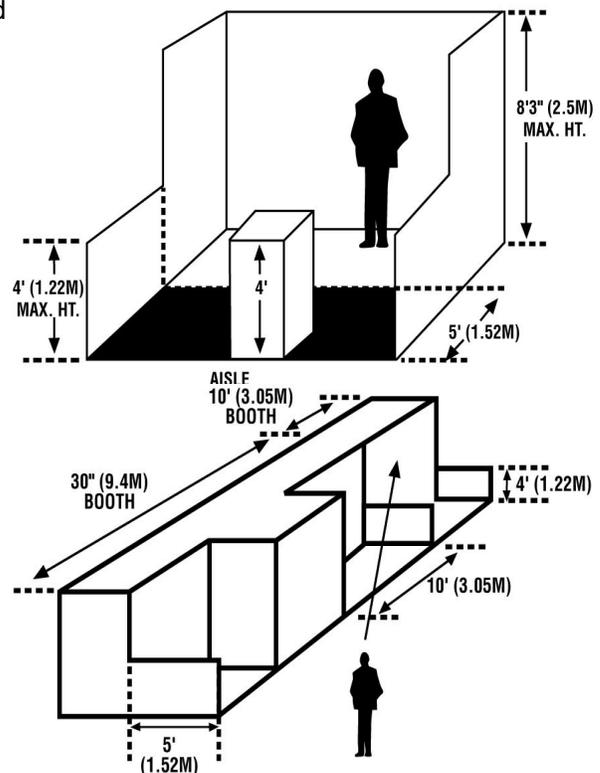
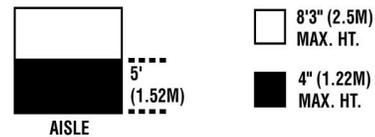
If a portion of an exhibit booth extends above 8'3" (2.5m) high, the exhibit booth background will detract from the overall impact of the exhibit directly behind that booth regardless of how the rear of the offending exhibit is finished.

#### Set-Back

All display fixtures over 4'0" (1.22m) in height and placed within 10 lineal feet (3.05m) of an adjoining exhibit must be confined to that area of the exhibit space which is at least 5'0" (1.52m) from the aisle line.

#### Intent

Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of the exhibit space. Exhibitors with larger space—30 lineal feet (9.14m) or more—should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 4'0" (1.22m) and within 10 lineal feet (3.05m) of a neighboring exhibit is intended to accomplish both of these aims.



# SIGGRAPH Exhibit Construction Guidelines

## Display Regulations

### Perimeter Booth

*Standard booth located on the outer-perimeter wall.*

#### Height

Exhibit fixtures, components and identifications signs will be permitted to a maximum height of 12'0" (3.66m).

#### Intent

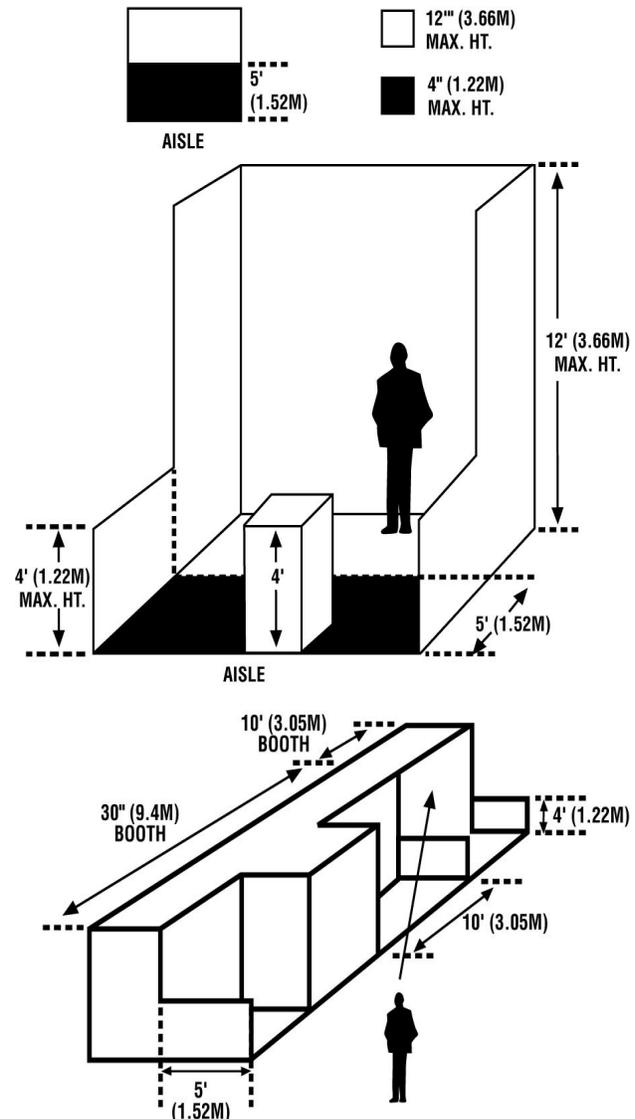
Because outer perimeter booths are not backed up against another exhibitor's booth, display back walls and materials over 8'3" will not interfere with or distract from any other exhibit booth.

#### Set-Back

All display fixtures over 4'0" (1.22m) in height and placed within 10 lineal feet (3.05m) of an adjoining exhibit must be confined to that area of the exhibit space which is a least 5'0" (1.52m) from the aisle line.

#### Intent

Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of the exhibit space. Exhibitors with larger space—30 lineal feet (9.14m) or more—should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 4'0" (1.22m) and within 10 lineal feet (3.05m) of a neighboring exhibit is intended to accomplish both of these aims.



# SIGGRAPH Exhibit Construction Guidelines

## Display Regulations

### Peninsula Booth

*Exhibit space, 400sf or greater, with aisles on three sides.*

#### Height

Exhibit fixtures, components and identifications signs will be permitted to a maximum height of 22'0" (6.70m)

#### Intent

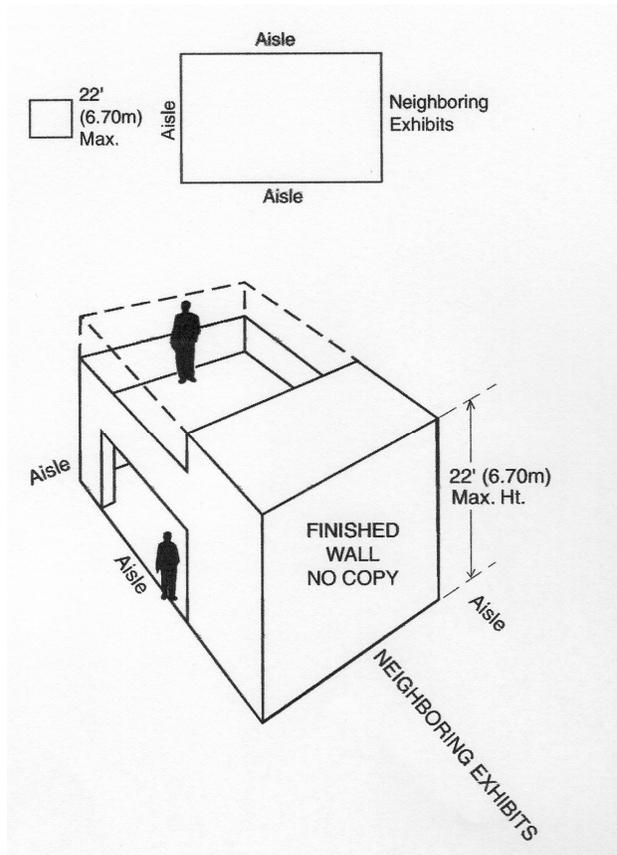
The extra height is often needed to permit the open walk-through approach normally used in this type of location. The 22'0" (6.70m) height limitation has been set to avoid undue competition between exhibitors to see who can go the highest or be seen the farthest with each negating the others' efforts. Also, the 22'0" (6.70m) high exhibit will fit into almost any exposition center, thus permitting each exhibitor to get maximum use of his or her exhibit.

#### Depth

Full use of the floor plan is permitted.

#### Structural Integrity

All multi-story exhibits, regardless of whether people will occupy the upper area or not, and all exhibit fixtures and components exceeding 22'0" (6.70m) in height must have drawings available for inspection by Exhibition Management; the installation and dismantling contractor; and the exhibitor and governmental authority during the time the exhibit is being erected, exhibited and dismantled at the show site that include a signature or stamp of a reviewing structural engineer indicating that the structure design is properly engineered for its proposed use, and a signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth on the drawings. Signs must also be posted indicating the maximum number of people the structure will accommodate.



# SIGGRAPH Exhibit Construction Guidelines

## Display Regulations

### Island Booth

*Exhibit space, 400sf or greater, with aisles on four sides.*

#### Height

Exhibit Fixtures and components will be permitted to a maximum height of 22'0" (6.70m).

#### Intent

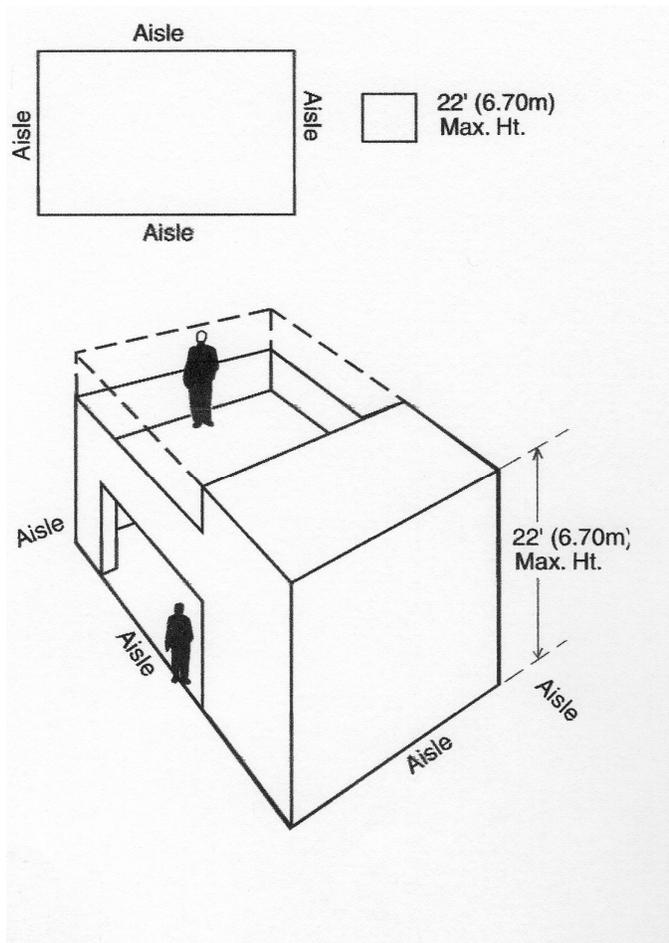
When an exhibit in a peninsula or island booth configuration exceeds 8'3" (2.5m), it does not interfere with other exhibitors because it does not back up against another exhibitor's back wall. The extra height is often needed to permit the open walk-through approach normally used in this type of location. The 22'0" (6.70m) high exhibit will fit into almost any exposition center, thus permitting each exhibitor to get maximum use of his or her exhibit.

#### Set-Back

An island booth is separated by the width of an aisle from all neighboring exhibits so there is no set-back regulation.

#### Structural Integrity

Exhibit fixtures and components exceeding 12'0" (3.66m) in height must have drawings available for inspection during the time the exhibit is being erected, exhibited and dismantled at the show site. Drawings must include a signature or stamp of a reviewing structural engineer indicating that the structure design is properly engineered for its proposed use, and a signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth on the drawings.



# SIGGRAPH Exhibit Construction Guidelines

## Display Regulations

### Hanging Signs

#### Height

Hanging identification signs and graphics will be permitted to a maximum height of 22'0" (6.70m) provided written approval is received from exposition management (detailed plans must be submitted) at least 60 days prior to the show.

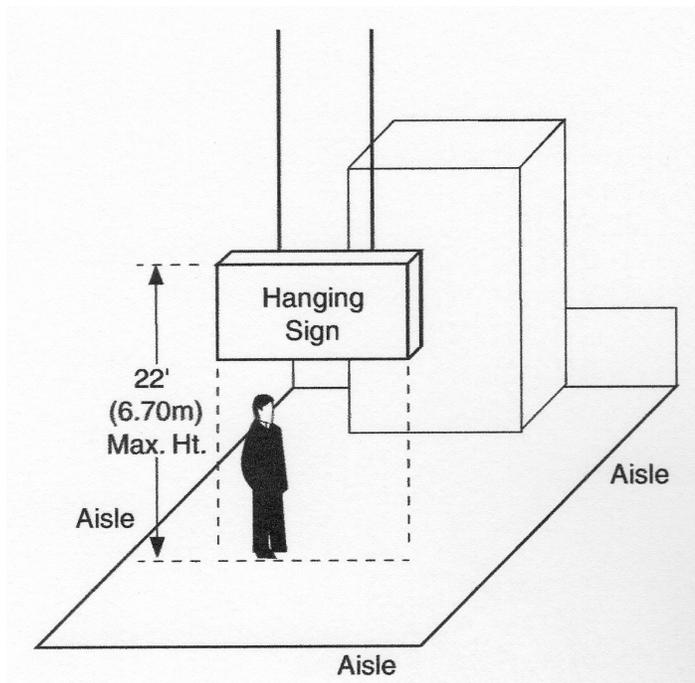
Note: Island and Peninsula Booths are the only configurations permitted to have a hanging sign.

#### Intent

Hanging signs are part of the overall exhibit presentation and, therefore, must be treated as a component of the total exhibit configuration.

#### Structural Integrity

All hanging signs and truss must have drawings available for inspection during the time the component exhibit is being hung, suspended or removed at the show site. Drawings must include a signature or stamp of a reviewing structural engineer indicating that the stress points for hanging sign or truss have been properly engineered for its proposed use, and a signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth on the drawings. Note: Exhibitors are encouraged to use lightweight materials in the construction of a hanging sign to eliminate excessive stress to the facility ceiling structure.



# SIGGRAPH Exhibit Construction Guidelines

## Display Regulations

### Truss Systems

#### Height

Trusses will be allowed to hang from the ceiling or be supported from the floor, directly over an Island or Peninsula booth configuration.

#### Intent

Exhibitors may utilize a truss to create the desired environment within their booth and to aid them in their presentation of products and services. Trusses may be used to hang or secure audio visual equipment, speakers, lights, monitors, signs, and/or projectors. Equipment hanging from the truss to be utilized as part of the demonstration of the products or services of the exhibitor, must meet all display restrictions in regards to height, placement within the booth, and all exhibit construction guidelines of the booth (Island or Peninsula.) Equipment hanging from the truss whose sole purpose is to enhance the presentation of the booth display below, is within the exhibit construction guidelines as is NOT designed to attract any attention, may hang on the truss.

#### Lighting

Lighting must be directed exclusively into the exhibitor's booth, not in the aisles, nor in any other part of the exhibit hall.

#### Eligible Booths

A hanging truss is allowed exclusively in Island or Peninsula configurations with a minimum of 400 net square feet. Hanging trusses are not permitted over In-line booths.

# SIGGRAPH Exhibit Construction Guidelines

## Display Regulations

### Cross-Aisle Headers

*Cross-aisle headers span the aisle between exhibit booths to display a graphic identity.*

#### Height

Exhibitors utilizing a minimum of 30 linear feet (9.14m) of space, which could be Peninsula or Island, facing 30' (9.14m) of exhibit space across the aisle can install a cross-aisle header with a maximum height of 22'0" (6.70m), and a minimum height of 18'0" (5.48m). The maximum width of the header from front to back is not to exceed 2'0" (.61m).

#### Intent

Headers and supporting structures must be located within the display so as not to interfere with any aisle traffic and must be placed a minimum of 2'0" (9.61m) from the front line. They must be a minimum of 10'0" (3.05m) from any adjoining exhibit. For the purpose of safety or installation, headers may be suspended from the ceiling structure of the facility.

#### Graphics

Overhead cross-aisle headers are for the purpose of displaying the corporate name, identification or logo only. Graphics are permitted on the two sides of the sign (front/back) facing the main aisle. No graphics are allowed on any other portion of the header structure.

#### Location

Cross-aisle headers, whether supported on structures or hung, may not be located as to block aisle designation signage. Show Management may request a relocation or removal of any cross-aisle headers that, in management's opinion, do not comply with all requirements of this section.

#### Carpet

Carpet may not be installed to replace the official show aisle carpet to connect cross-aisle booths.

#### Important

All exhibitors who qualify and wish to use cross-aisle headers in the design of their display must submit a plan to Show Management at least 60 days prior to the move-in date of the event.

# SIGGRAPH Exhibit Construction Guidelines

## Display Regulations

### Canopies and Ceilings

*An exhibit component supported over and exhibitor's space for decorative purposes only.*

#### Height

Canopies, false ceilings and umbrellas will be permitted to a height that corresponds to the height regulation for the appropriate exhibit configuration of which they are a part. For example, canopies will not exceed 8'3" (2.5m) in height in a standard booth configuration. Furthermore, the canopy or false ceiling will not exceed 1'0" (30cm) in depth and cannot be used for identification or display purposes.

#### Intent

Exhibitors requiring canopies or false ceilings to create the desired exhibit environment within their booth space should be allowed to do so as long as the canopy and its support structure does not violate the intent of the height or set-back regulations.

#### Depth

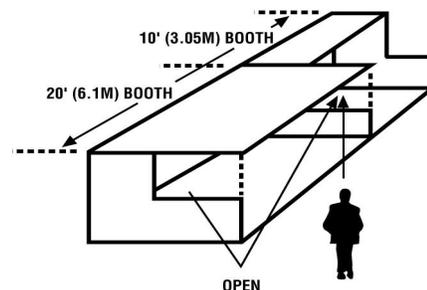
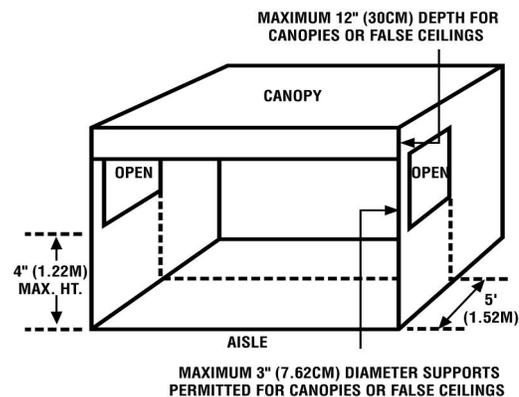
Canopies may extend out to the aisle line and up to the booth line on either side of an exhibitor's space provided that the support structure will not exceed 3" (7.62cm) in width when placed within 10 lineal feet (3.05m) of an adjoining exhibit and is not confined to that area of the exhibit space which is at least 5'0" (1.52m) from the aisle line. Furthermore, canopies, false ceilings or umbrellas will not be used for identification purposes except as would normally be allowed for any exhibit component within the regulations set forth for the exhibit configuration.

#### Intent

Exhibitors adjoining exhibits with canopies are entitled to the same reasonable sight line from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth.

#### IMPORTANT

Exhibitors are cautioned when installing a display with a ceiling to check with the local fire department to insure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.



# SIGGRAPH Exhibit Construction Guidelines

## Display Regulations

### Demonstrations

*The interaction of exhibit personnel and their audience through presentations, product demonstrations or sampling.*

#### Regulation

Demonstration areas must be organized within the exhibitor's space so as not to interfere with any traffic aisles, and sampling or demonstration tables must be placed a minimum of 2'0" (60cm) from the aisle line. Should spectators or samplers interfere with the normal traffic flow in the aisle or overflow into neighboring exhibits, Show Management will have no alternative but to request that the presentation or sampling be eliminated.

#### Intent

The aisles are the property of the entire show and each exhibitors has the responsibility to assure proper flow of traffic through the entire show. When large crowds gather to watch a demonstration or for sampling, and interfere with the flow of traffic down aisles, or create excessive crowds in neighboring booths, it is an infringement on the rights of other exhibitors. Aisles must not be obstructed at any time.

#### Sound

Exhibitors must police their own booths to be sure the noise levels from demonstrations or sound systems are kept to a minimum and does not interfere with others. Remember the use of sound systems or equipment producing sound is an exception to the rule, not a right. Show Management reserves the right to determine at what point sound constitutes interference with others and will be discontinued.

#### Safety Precautions

All product demonstration involving any moving and potentially hazardous machines, displays, or parts, must have hazard barriers to prevent accidental injury to spectators. Demonstrations must always be supervised by exhibitor personnel who can stop the demonstration in the event of an emergency and all demonstrations involving potentially hazardous by-products, such as dust, fumes, sparks, or flames, materials must be approved by show management 60 days prior to the show.

