



Booth Construction & Display Guidelines

Cubic Content Guidelines

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Nielsen Expositions 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.

Linear, Corner, Perimeter & End-Cap Booths

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

Corner booths must adhere to the same guidelines as linear booths with the exception that two sides will be exposed to the aisle.

Perimeter booths are linear booths that back up against a wall of the facility, not to another line of exhibits

End-Cap booths are exposed to aisles on three sides to aisles and comprised of two booths.

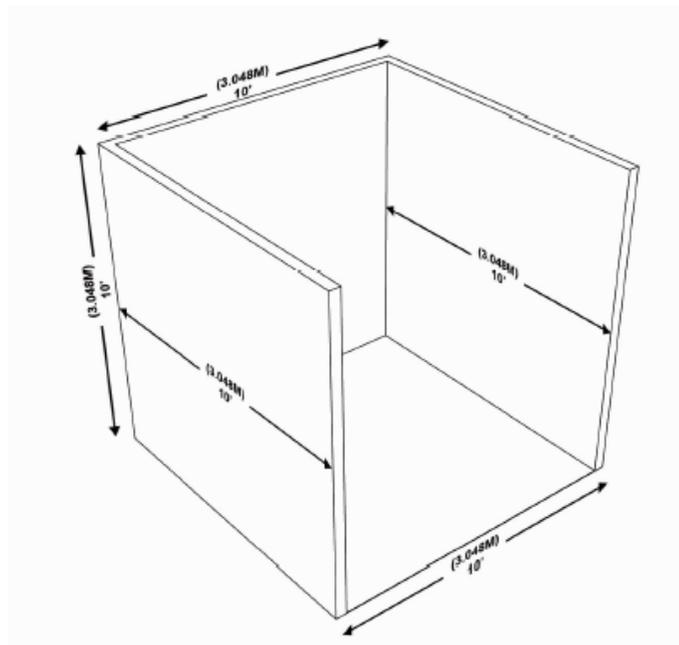
Dimensions:

Linear & Perimeter booths are commonly ten feet (10') wide and ten feet (10') deep, i.e., 10' x 10'. Corner and End-Cap booths are commonly a minimum of twenty feet (20') wide and ten feet (10') deep, i.e., 10' x 20'.

The maximum back wall height limitation is ten feet (10') for Linear, Corner and End-Cap booths and twelve feet (12') for Perimeter booths.

Use of Space - Cubic Content Rule:

- Exhibitors may build their entire exhibit as a “cube” at 10' high against the show drape sidewalls and back wall. In simple terms, the entire booth may be filled 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 an exhibitor has such a booth, the exhibitor is responsible for covering the back of the exhibit components. Backlit signage must be covered with a black-out material.



Peninsula, Split Island & Island Booths

Peninsula booths are exposed to aisles on three sides and comprised of a minimum of four booths. There are two types of Peninsula booths:

- 1) One which backs to Linear booths.
- 2) One which backs up to another Peninsula booth and is referred to as a “Split Island booth.”

Split Island booths are Peninsula booths which share a common backwall with another Peninsula booth.

Island booths are any size booth exposed to aisles on all four sides.

Dimensions:

A Peninsula booth is usually twenty feet (20') by twenty feet (20') or larger.

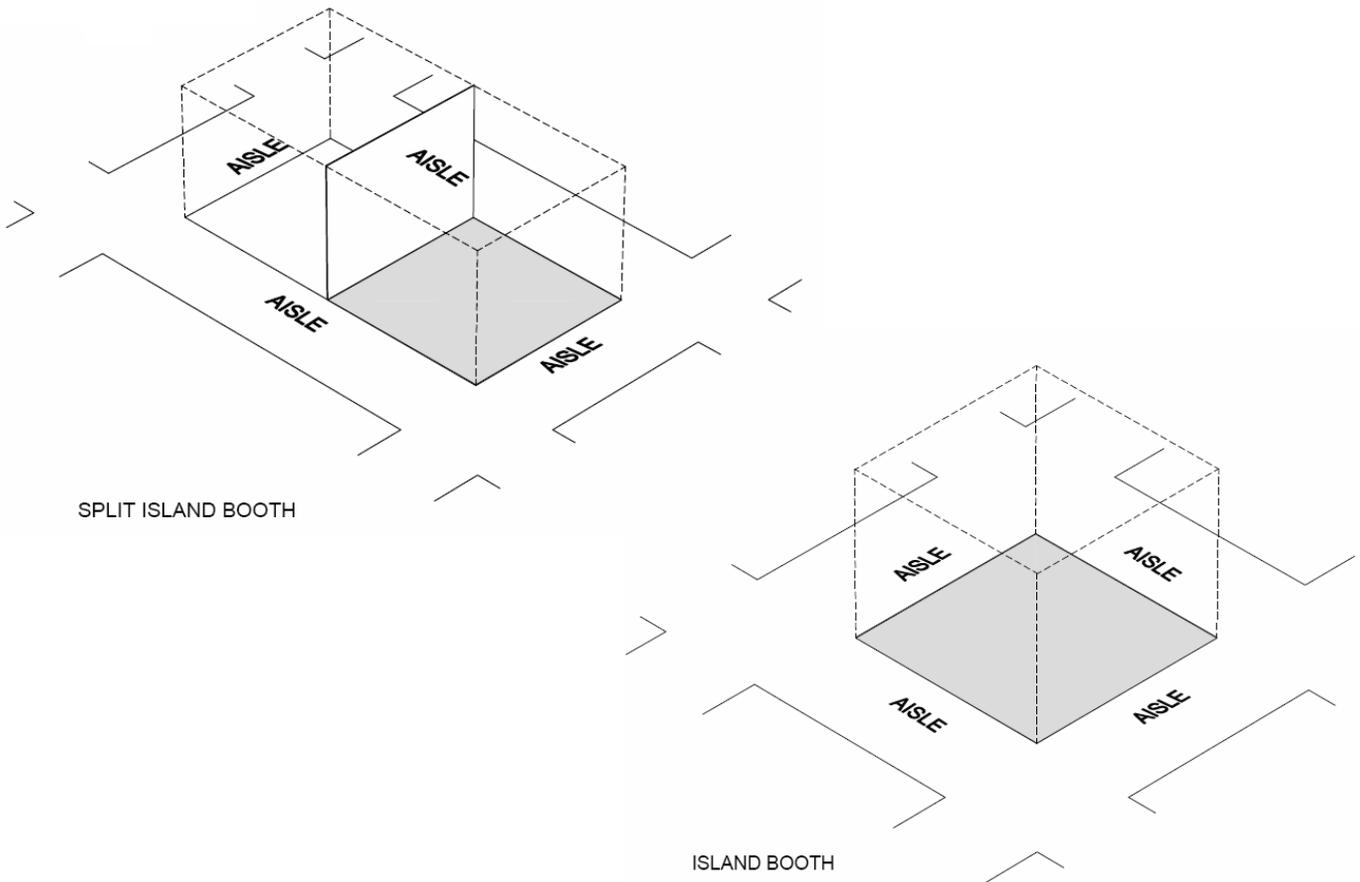
Split Island and Island booths are typically twenty feet (20') by twenty feet (20') or larger, although it may be configured differently.

Use of Space - Cubic Content Rule:

The entire cubic content of Peninsula and Split Island may be used up to the maximum allowable height of 24' (including signage).

Double-sided signs, logos and graphics shall be set back 10' from adjacent booths.

Island booths may be used up to the maximum allowable height of 24' (including signage).





Common Considerations and Requirements

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 to allow for hanging products).

The bottom of the canopy should not be lower than 7 feet (2.13 meters) from the floor within 5 feet (1.52 meters) of any aisle. Canopy supports should be no wider than three inches (.08 meters). Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings, and other similar coverings. Please contact Nielsen Expositions if your exhibit is composed of any ceiling treatment.

Hanging Signs and Graphics

Hanging signs and graphics are permitted in all Island, Split Island and Peninsula booths, to a maximum height of twenty-five feet (24'ft) from the floor to the top of signage and/or graphics. End-cap and linear booths do not qualify for hanging signs and graphics

If your booth structure is below the vertical height of 24ft' for **Split Island and Island** and you have a larger banner, please submit banner and booth structure for approval.

Hanging signs and graphics in Split Islands and Peninsula booths should be set back ten feet (10') from adjacent booths and be directly over contracted space only.

Hanging signs and graphics are permitted in all Island, Split Island and Peninsula booths, to a maximum height of twenty-four feet (24') from the floor to the top of signage and/or graphics. End-cap and linear booths do not qualify for hanging signs and graphics. The distance is measured from the floor to the top of the sign. Whether suspended from above or supported from below, they should comply with all ordinary use-of-space requirements. For example, the highest point of any sign should not exceed the maximum allowable height for the booth type.

Drawings should be submitted with the approval request and available on-site for inspection.

Size Regulations on Signs & Banners

The length and width of sign or banner is not to exceed 50% of corresponding dimension of booth (i.e., a 20'X40' peninsula cannot have a sign or banner that is larger than 10' X 20'). The bottom of the sign or banner must not be lower than 14-feet from the ground. There is an additional decorator charge for labor and equipment on all hanging signs.

Structural Integrity

All hanging signs must have drawings available for inspection by Show Management at all times. Drawings must include a signature or stamp of a structural engineer indicating reviewing that stress points for hanging the sign have been properly engineered. The signature of an authorized official of the exhibit building company is also required, indicating that the structure is built in compliance with the details and the 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.)

Multi-Level Exhibits

A Multi-story exhibit is a booth where the display fixture includes two or more levels. A multi-storied exhibit requires prior approval by the exhibit facility, and/or relevant local government agency, as well as show management because it is deemed to be a "structure" for building purposes. All Multi-Level and Covered exhibits require a plan that is signed, sealed (with official seal) and dated by a registered architect or engineer

and a certificate of flame retardant materials submitted to show management and the facility at least 60 days in advance.

Platforms

Equipment and viewing platforms are not limited in height, but the platform may not exceed the height of the equipment.

Towers

A tower is considered a freestanding exhibit component separate from the main exhibit fixture that is used for identification and display purposes only.

Towers will be permitted to a height and depth that correspond to the height regulations for the appropriate exhibit configuration of which they are a part. For example, towers that are part of a peninsula exhibit will not exceed 24 feet in height.

All towers in excess of 24 feet must have drawings available for inspection by show management and the official services contractor during the time the tower is being erected, exhibited and dismantled at the exhibition site. The plans must include a signature or stamp of a reviewing structural engineer indicating that the structure designed is properly engineered for its proposed use. 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 must also be included.

Americans 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 as accommodating as possible. For additional information, go to:

www.usdoj.gov/crt/ada/infoline.htm.

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 Manual 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 overload protectors.

Additional Information:

Any unfinished and/or exposed portion of an exhibit must be made presentable prior to show opening at the expense of the exhibitor.

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.

Motor Vehicles

Motor Vehicles for display are permitted subject to the following criteria: No more than one gallon of fuel is permitted per vehicle. Tanks cannot be refueled or emptied inside the Center. Fuel tanks must be equipped with a locking gas cap. Battery cables must be disconnected and the ends taped. During non-show hours, vehicles must be locked.

A properly tagged set of keys to each vehicle must be left with Javits Public Safety Division prior to display. No repairs or alterations may be made on vehicles. Fire extinguishers, in appropriate numbers and classifications, must be provided by exhibitors. Vehicles displayed in house carpeted halls must have floor covering installed beneath the motor.

Helium Balloons

Helium-filled balloons and/or helium tanks are not permitted in any area of the Center unless they are the product displayed. A helium balloon responsibility form for helium related product displays can be obtained from Show Management and must be approved in advance of the show by Javits.

Portable Electric Generators

These devices are **not** permitted in the Javits.

Air Compressors

Air compressors with an operating pressure of 100 psi or greater are **not** permitted unless approved by the Javits Facilities Division.

Fire Safety

The following is strictly prohibited within the Javits:

Liquid propane tanks larger than 1 lb. and no more than 20lbs.in aggregate

Open flames without N. Y. City Fire Dept.Open Flame Permit

Fireworks/Flashpots/Pyrotechnic events

Storage or use of any combustible fluid

Displays of fresh cut decorative greens, pine branches, potted pine trees and shrubs, and Spanish moss.

Use of propane powered vehicles

Fire fighting and emergency equipment must not be blocked or impeded. This includes fire alarm boxes, fire extinguisher cabinets stand pipe valves, and any like areas or equipment and may be positioned on columns within the exhibit hall.

No banner, display or sign shall be erected in a manner that may interfere with the operation of the sprinkler system.

All display material (canopies, drapes, foam core, tablecloths, burlap, scrim or similar materials) must be flame-proofed by a person certified by the New York City Fire Department. A Flameproof certificate is valid for one year and must be available on site for inspection. Items may be subject to a field flame test. If the results are unfavorable, a violation order for forthwith removal may be written. For items flame-proofed by the manufacturer, the tag must be affixed to the item.

Advance Permission Requests are for the Following:

Bridging Aisles

Catwalks or Raised Walkways

Hanging Signs

Heavy or Unusual Structures

Lighting Trusses or Hanging Lighting

Motor Vehicle Displays

Multi-Level or Covered Exhibit Areas

Open Flame and/or Propane

Photography & Video Recording

Sound or Music

Special Lighting (such as Lasers or Ultraviolet)

Stand Alone Towers

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 @ 949-226-5783.