



# Booth Construction & Display Guidelines

## Cubic Content Guidelines

*Guidelines adopted from the International Association of Exhibitions & Events  
Display Rules and Regulations.*

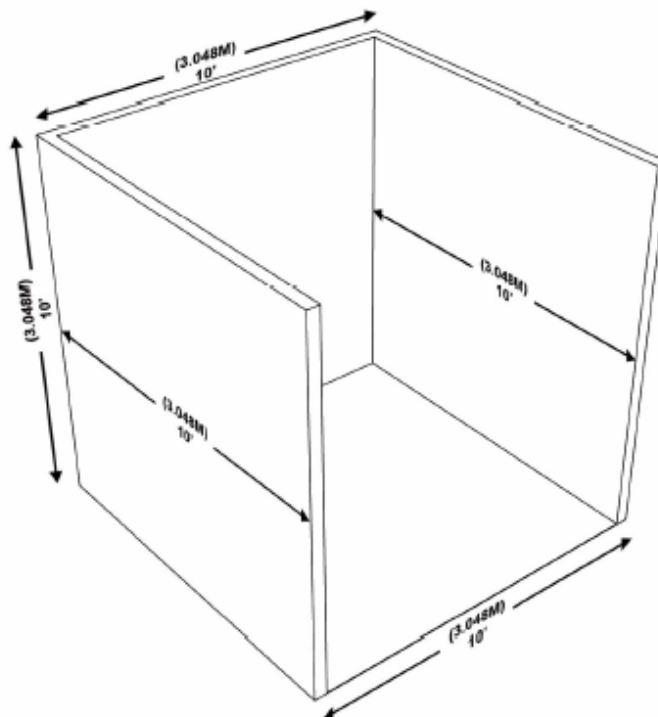
### **Booth Construction & Display Guidelines**

**Nielsen Business Media 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.**

# Cubic Content Booth Specification

- The show has been designated as a “Cubic Content” show. Exhibitors may build their entire exhibit as a “cube” at 10’ high against the show drape sidewalls and back wall. In simple terms, you may fill your booth 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 now 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 you have such a booth, then you are responsible for covering the back of your exhibit components. Backlit signage must be covered with a black-out material.
- Companies displaying lighting, ceiling fans, plants and umbrella products may extend to a maximum of 10’ in this configuration.
- Product, lighting, artwork, signage, etc. shall be placed facing into your booth.

## 10’ x 10’ Cubic Content Booth



## Island Booth

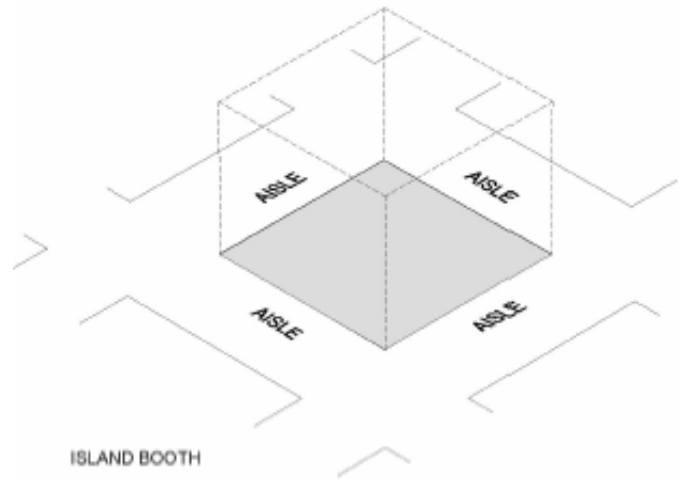
- An Island Booth is any booth exposed to aisles on all four sides.

### Dimensions

- An Island Booth is a 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 height, which is sixteen (16'), including the header graphics.
- Hanging signs are permitted in an Island Booth up to a maximum height of 20' from the top of the sign to the floor.
- Additionally, any unfinished and exposed portion of an exhibit must be made presentable prior to show opening at the expense of the exhibitor.

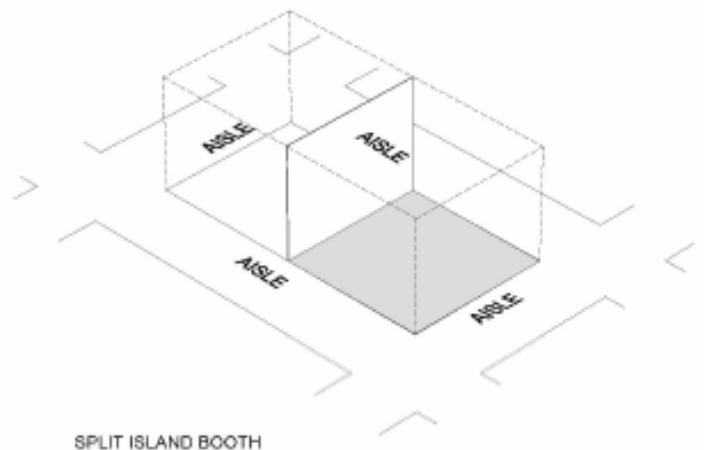


## Split Island & Peninsula Booth

- A Split Island Booth is a Peninsula Booth which shares a common backwall with another Peninsula Booth.

### Dimensions & Use of Space

- 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 height, which is sixteen (16'), including the header graphics.
- Hanging signs are permitted in an Island Booth up to a maximum height of 20' from the top of the sign to the floor.
- Additionally, any unfinished and exposed portion of an exhibit must be made presentable prior to show opening at the expense of the exhibitor.



# Other Important Considerations

## 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 for hanging products).

The base of the Canopy should not be lower than seven feet (7') from the floor. Canopy supports should be no wider than three inches (3"). Fire and safety regulations in certain facilities dictate specific regulations that govern the use of canopies, ceilings and other similar coverings. Please contact Nielsen Business Media if your exhibit is composed of any ceiling treatment.

## Hanging Signs and Graphics

Hanging signs and graphics are permitted in all Island and Split Island Booths, to a maximum height of twenty feet (20') from the floor to the top of signage and/or graphics. 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.)

Hanging signs and graphics should be set back ten feet (10') from adjacent booths.

Hanging signs or suspended booth structures weighing more than 200 lbs and/or electrical requirements must be hung by the Sands Expo and Convention Center (702-733-5556). All other signs must be hung by Freeman (702-263-1404). Refer to the Hanging/Truss Order Form in the General Service Contractors Order Forms section of this manual.

Approval for the use of hanging signs and graphics must be sent to Show Management.

***NOTE: All hanging signs must be shipped to the advance warehouse and labeled as a "Hanging Sign."*** Show Management and the facility must approve the hanging of all signs and all other items that must be suspended from the ceiling. Signs can only be hung from existing hang points. Please note that display houses or exhibitor personnel may, may not be allowed to pre-assemble any hanging sign. Please check the Job Site Work Rules, or Labor Jurisdictions outlined in this section of your Exhibitor Service Kit to confirm.

## American 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 accommodating as possible. For additional information go to: [www.usdoj.gov/crt/ada/infoline.htm](http://www.usdoj.gov/crt/ada/infoline.htm).

# Other Important Considerations

## 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 Service Kit 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 over-load protectors.

## Please Note:

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.

Thank you for ongoing participation.

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## Advance Permission Requests are for the Following:

**STAND ALONE TOWERS**

**MULTI-STORY EXHIBIT AREAS**

**MOTOR VEHICLE**

**OPEN FLAME AND/OR PROPANE**

**SPECIAL LIGHTING SUCH AS LASERS OR ULTRAVIOLET LIGHTING**

**LIGHTING TRUSSES OR OVERHEAD LIGHTING**

**SOUND or MUSIC**

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 at 800-933-8735.

# LABOR JURISDICTION LAS VEGAS, NEVADA

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*To assist you in planning for your participation in the show, we are certain you will appreciate knowing in advance that Union labor will be required for certain aspects of your exhibit handling. To help you understand the show site work rules, we ask that you read the following.*

## ■ EXHIBIT INSTALLATION AND DISMANTLING

Teamsters Union Local #631 has jurisdiction via a labor agreement with FREEMAN for the erection, touch-up, dismantling, and repair of all exhibits when this work is done by persons other than your full-time company personnel.

Local #631's jurisdiction does not cover the placement of your products on display, the opening of cartons containing your products, or the performance, testing, maintenance or repairs of your products.

If full-time company personnel are utilized to set an exhibit, they must carry company identification such as a medical identification card or a payroll stub.

The utilization of workers hired from a non-union agency or company is prohibited.

To secure labor, please complete the labor forms enclosed.

## ■ MATERIAL HANDLING

Teamsters Union Local #631 has jurisdiction via a labor agreement with FREEMAN for the loading and unloading of all trucks, trailers, and common and contract carriers as well as the handling of empty containers and the operation of material handling equipment. It also has the jurisdiction for the unloading, uncrating, unskidding, leveling, painting and assembly of machinery and equipment as well as the reverse process.

FREEMAN has the responsibility to manage docks and schedule vehicles for the smooth and efficient move-in/move-out of the trade show. FREEMAN will not be responsible for any material it does not handle.

Exhibitors may "hand carry" material provided they do not use material handling equipment to assist them. When exhibitors choose to "hand carry" material, they may not be permitted access to the loading dock/freight door areas.

## ■ GRATUITIES

FREEMAN requests that exhibitors do not tip its employees by giving money, merchandise, or other special consideration for services rendered. Exhibitors should not give coffee breaks other than mid-morning and mid-afternoon when union employees have a fifteen minute paid break. Any attempts to solicit a gratuity by an employee for any service, should be reported immediately to a supervisor of FREEMAN. FREEMAN employee(s) are paid an excellent wage, and tipping is not an accepted company policy.

## ■ IN GENERAL

Craftsmen at all levels are instructed to refrain from expressing any grievances or directly challenging the practices of any exhibitor. All questions arising with regard to the Union's jurisdiction or practices must be directed to a FREEMAN management representative.