

## Linear, Corner & Perimeter 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.

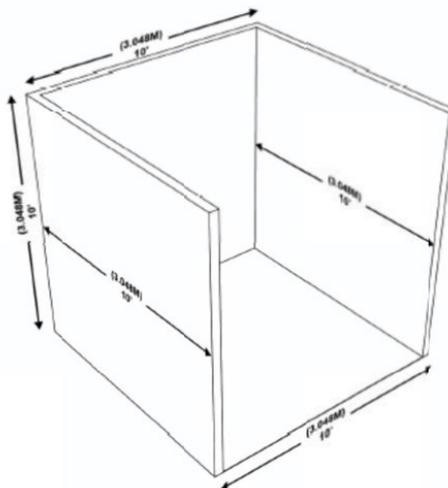
All (10'x10') and (10'x20') and prohibited from hanging signs over booth.

### **Use of Space - Cubic Content Rule:**

- Exhibitors may build their entire exhibit as a “cube” at 10' high against the show drape sidewalls (3') and back wall (10').

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'.
- Linear & Perimeter booths are **NOT** allowed to have hanging signs.
- 10'x 10', 10' x 20' or 10' x 30' booths with no booths on either side or islands are NOT permitted to have hanging signs and are NOT permitted to build beyond 10' high.**
- (10' x 20') booths that are opened on three to four sides are **NOT** considered Island booths.
- 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.

Peninsula, Split Island & Island Booths that are twenty feet (20') by twenty feet (20') / 400sqft or larger. are allowed to have hanging signs in booths Linear Booths 10' x 20' and 10' x 30' are **NOT** allowed to have hanging signs. 10' x 40' are allowed to have hanging signs but must be given permission from show management

**Use of Space - Cubic Content Rule:**

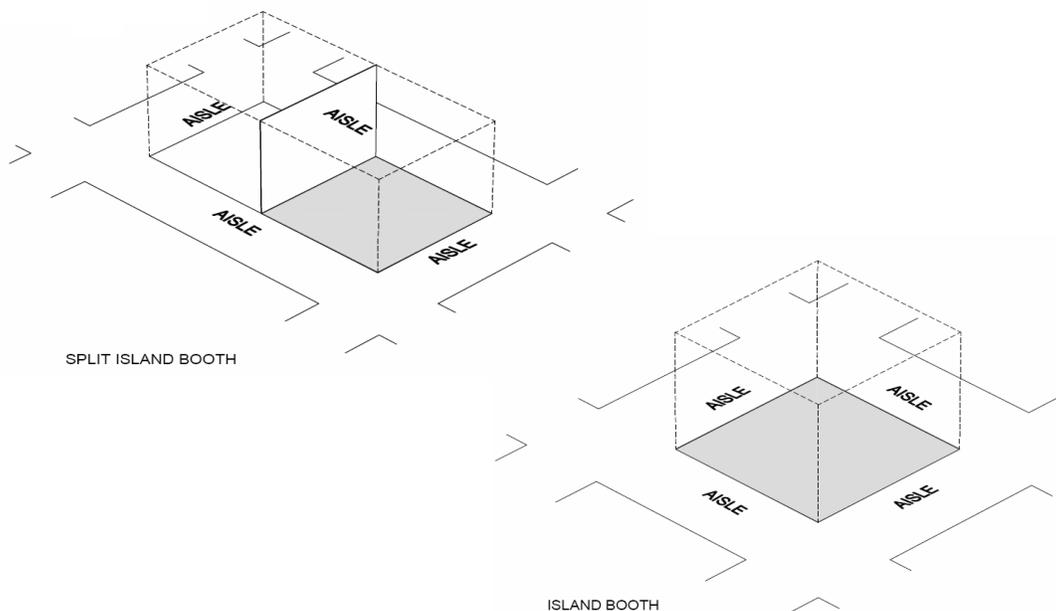
The entire cubic content of Peninsula and Split Island may be used up to the maximum allowable height of 16' (including signage).

All Island, Peninsula and Split Island booths must be 400 sqft (20ft x 20ft) or more to be approved for a hanging sign  
Double-sided signs, logos and graphics shall be set back 5' from adjacent booths.

Island booths may be used up to the maximum allowable height of 16' (including signage).

\*\* Booths that are (10' x 40') 400sqft or more in an inline area with booths behind them are "NOT" allowed to have a hanging sign.

\*\* Hanging banners must have 5'ft separation of air space between the booth and the banner. Unless given special permission by show management and booth structure is less than 16'ft tall.



**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). Canopies for linear or perimeter booths should comply with line-of-sight requirements.

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). This applies to any booth configuration that has a sight line restriction, such as a linear booth. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings, and other similar coverings. Please contact Emerald Expositions if your exhibit is composed of any ceiling treatment.

**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 20 feet (5 meters) in height.

All towers in excess of 12 feet (3.66 meters) 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](http://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.

**Show management reserves the right to determine whether a wall or structure is unfinished and may order the draping of exposed sides of a wall or structure at the exhibitor’s expense.**

The following items require written approval from the Emerald 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.

**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)**

Note: Halogen lighting in some states such as Nevada and Illinois are not permitted. If your exhibit includes halogen lighting, please contact the Emerald Operations Department @ 800-241-9034

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## Important Information – Please Read Prior to Placing your order with Freeman

- Please review the Cubic Content Guidelines.
- The Freeman “Hanging Sign Order Form” is in the Freeman Service Order Forms Section
- All exhibitors with hanging signs must fill out the electronic [Hanging sign approval form](#).
- Hanging Signs & Graphics are permitted in all standard Peninsula, Split Islands, and Island Booths to a maximum height of 25’. All signs must be approved by Show Management.
- **Mandalay Bay is the exclusive provider of all rigging equipment and services for all items 200 lbs. or more suspended over the exhibit space.** This includes: labor, trussing, chain motors, cables, span sets and all other rigging related equipment.
- **Freeman will (unless ordered through Mandalay Bay) assemble, hang and dismantle any items suspended from the suspended truss (i.e. programmable/dimmable lighting fixtures, audio, projection, signs, graphics, fabric solutions, etc.) or anything under 200 lbs. suspended from the ceiling except electrical hanging signs which must be ordered through Mandalay Bay.**
- Freeman will (unless ordered through Mandalay Bay) provide the necessary aerial lifts and labor for focus of the above equipment.
- ELECTRICAL SERVICE requirements to power the motors must be ordered in advance on the MANDALAY BAY ELECTRICAL ORDER FORM.
- ELECTRICAL LABOR requirements to hang the motors must be ordered in advance on the MANDALAY BAY RIGGING / STAGEHAND LABOR ORDER FORM.
- Time will commence per exhibitor’s request. Failure to start at the requested time will result in a 4-hour minimum charge per stagehand person requested, unless 24-hour advance notice is provided in writing.

## ***The following guidelines must be followed for hanging signs***

Hanging signs and graphics are permitted to be hung in all Island, Split Island and Peninsula booths, to a maximum height of twenty-five feet (25’ft) in the ceiling. All booth structures are permitted to be from the floor to a maximum height of sixteen feet (16’ft).

Island and Split Island booth structures that are sixteen feet (16’ft) tall can have a hanging banner over their booth. **The hanging banner must have a 5’ft separation of air space between the booth and the banner.**

- 10’x 10’, 10’ x 20’ or 10’ x 30’ linear booths and 10’x 10’, 10’ x 20’ or 10’ x 30’ islands booths are **NOT** permitted to have hanging signs and are **NOT** permitted to build beyond 10’ high.
- (10’ x 20’) booths that are opened on three to four sides are **NOT** considered Island booths.

If your booth structure is higher than 16ft which includes a banner that is creating a massive wall, please submit banner and booth structure for approval.

Hanging signs and graphics in Split Islands and Peninsula booths should be set back five feet (5’) from adjacent booths and be directly over contracted space only.

**Approval for the use of hanging signs and graphics must be received from Show Management.** Variances may be issued at show management’s discretion. All booths with banners must have a line of sight clearance between the booth and banner.

Please refer to the Freeman Hanging Sign Labor, Structural Integrity Statement and Procedures & Rules for more detailed information.

## EXHIBITOR AND OFFICIAL SERVICES CONTRACTOR INFORMATION

Show Management has selected Freeman to be the Official Services Contractor for your upcoming show. As the Official Services Contractor, Freeman has the responsibility for material handling and all suspended rigging services not exclusive to Mandalay Bay through Edlen and Encore. We hope this document will assist you in planning for your upcoming event.

To help you understand the Official Services Contractor responsibilities, we ask that you read and observe the following to aid in a smooth and efficient move-in and move-out of the trade show.

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 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 employees are paid an excellent wage and tipping is not an accepted company policy.

Freeman craftsmen at all levels are instructed to refrain from expressing any disputes or directly challenging the practices of any exhibitor. All questions arising with regard to the jurisdiction or practices must be directed to a FREEMAN management representative.

### PER SHOW MANAGEMENT

<b>TASK</b>	<b>EXHIBITORS MAY</b>	<b>FREEMAN RESPONSIBILITIES</b>
<b>Material Handling</b>	<ul style="list-style-type: none"> <li>As an exhibitor you may "hand carry" material. Hand carry is defined as small items such as cartons and packages that an exhibitor is able to carry.</li> <li>Any mechanical assistance is limited to a small dolly.</li> <li>The assistance of any motorized device or pallet jack is not permitted.</li> <li>When exhibitors choose to "hand carry" they may not access designated material handling areas.</li> <li>Must use specified exhibitor hand carry areas or main entrance of the facility.</li> <li>In all other circumstances items should be considered material handling.</li> </ul> <p><b>In no circumstance is any exhibitor authorized to use Freeman material handling equipment for any purpose.</b></p>	<ul style="list-style-type: none"> <li>Freeman has been contracted to be the exclusive provider for material handling contract services as ordered by the exhibitor.</li> <li>Freeman has the responsibility to manage all freight docks and to schedule all vehicles into and out of all designated material handling areas for the show. This will assure the smooth, orderly and efficient move in and move out of the tradeshow.</li> <li>Freeman has the sole responsibility for loading and unloading all trucks, trailers, common and contract carriers at its facilities or designated material handling areas.</li> <li>Freeman is not responsible for any material it does not handle.</li> <li>For the convenience of all exhibitors on the show, order forms for material handling services are included in this service manual and are available on Freeman's website at <a href="http://www.freemanco.com/store">www.freemanco.com/store</a>.</li> </ul>
<b>Non-Electrical Hanging Signs</b>	<ul style="list-style-type: none"> <li>Install and dismantle a non-electric sign attached to a booth by the exhibitor's full-time employee or approved EAC.</li> </ul>	<ul style="list-style-type: none"> <li>Assembly and disassembly of hanging signs under 200 lbs.</li> <li>Hanging of non-electrical signs and decorative materials from the ceiling (under 200 lbs).</li> </ul>
<b>Rigging and Truss</b>	<ul style="list-style-type: none"> <li>Exhibitors <b>MAY NOT</b> install or assemble electrical hanging signs and truss.</li> <li>Exhibitors <b>MAY NOT</b> use any type of motorized lift for rigging or focusing.</li> </ul>	<ul style="list-style-type: none"> <li>Mandalay Bay is the exclusive provider of all rigging equipment and services for all items 200 lbs. or more suspended over the exhibit space. This includes: labor, electrical signs, trussing, chain motors, cables, span sets and all other rigging related equipment.</li> <li>Freeman (unless ordered through Mandalay Bay) will assemble, hang and dismantle any items suspended from the suspended truss (i.e. programmable/dimmable lighting fixtures, audio, projection, non-electrical signs, graphics, fabric solutions, etc.) or anything under 200 lbs. suspended from the ceiling.</li> </ul>

## EXHIBITOR AND OFFICIAL SERVICES CONTRACTOR INFORMATION *(continued)*

<u>TASK</u>	<u>EXHIBITORS MAY</u>	<u>FREEMAN RESPONSIBILITIES</u>
<p><b>Booth Installation and Dismantle</b></p>	<ul style="list-style-type: none"> <li>• As an Exhibitor you may choose to utilize your own personnel to set up and dismantle your exhibit.</li> <li>• If full-time company personnel are utilized to set an exhibit, they should carry positive company identification, such as a medical identification card or payroll stub.</li> <li>• You may hire Freeman to act as your Exhibitor Appointed Contractor (EAC) to perform this work.</li> <li>• You may hire an Exhibitor Appointed Contractor (EAC) to perform this work.</li> <li>• All EAC's must have the appropriate credentials submitted to Show Management and the facility.</li> </ul>	<ul style="list-style-type: none"> <li>• When it comes to installation and dismantling of exhibits, no one does it better than Freeman. With more than 75 years of experience, our group of specialists are ready to assist you with all of your exhibit requests from beginning to end. Whether you choose to supervise or you need the assistance of a full-time Freeman employee, we can meet all your needs, from shipping and storage to emergency on-site repairs to basic installation and dismantling to support service coordination including electrical, furnishings and more. Freeman has the resources and the capabilities to help you have the most successful show experience possible.</li> <li>• To secure Freeman labor, please utilize the labor forms enclosed. Skilled Freeman Labor is available to act as your EAC.</li> </ul>

For information on services provided exclusively through the Mandalay Bay Convention Center (electrical, cleaning, telecommunications, etc.), please contact their Exhibitor Services Department at 702-322-3000.