DISPLAY RULES & REGULATIONS

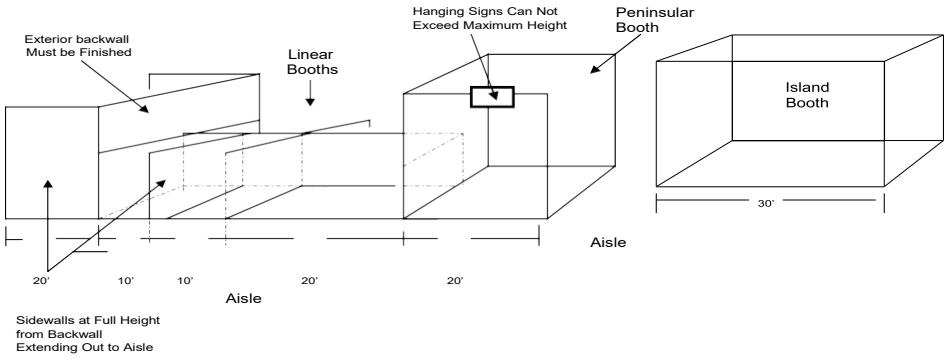
The following rules and guidelines specify what an exhibitor can and cannot do with their booth space. These rules and guidelines are based on the physical characteristics of the exhibit hall, the intent to be equally fair to all exhibitors, and the safety of all concerned. Please review these rules and plan your display accordingly as variances will not be granted prior to the show or on-site.

CUBIC CONTENT – VISION EXPO follows the **cubic content rule**, which allows exhibitors to make maximum use of their booth space. Under the cubic content rule, exhibitors may build up to the front of their booths, and up to the maximum allowable height according to booth type as indicated below.

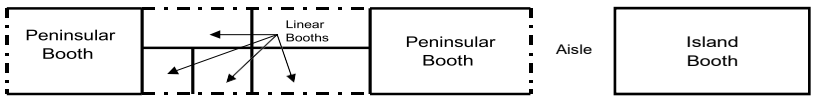
However, anything above the drape heights provided must be finished, neutral and devoid of copy on any wall adjacent to another exhibitor. Please refer to the **HEIGHT LIMITATIONS** section for additional information.

Examples of Cubic Content:

Perspective View



Plan View



DEMONSTRATION AREAS

Demonstration areas must be confined within the exhibit space so as not to interfere with any traffic in the aisles. Exhibitors must contract sufficient space to be able to comply with this rule. When large crowds gather to watch a demonstration and interfere with the flow of traffic down the aisles or create excessive crowds at neighboring booths, it is an infringement on the rights of other exhibitors. Aisles **may not** be obstructed at any time.

DEMONSTRATION EQUIPMENT
Equipment, product, or machinery, when displayed to demonstrate or simulate industrial application, are exempt from the foregoing height limits, but are restricted only by ceiling height, as well as building and safety codes.
PLEASE NOTE: Special permits may be required depending on machinery and build. Please see below section for Fire Department permit requirements.

DO NOT BLOCK AISLES OR INVADE NEIGHBOR'S SPACE
No sign or decorative materials may protrude into the aisles or encroach upon neighboring booths. No obstruction may be placed in any aisle, passageways, lobby, or exit leading to any fire extinguishing appliances.

DOUBLE DECKER BOOTHS & FIRE DEPARTMENT PERMIT REQUIREMENT, FEES & SPRINKLER REQUIREMENTS
Within exhibit halls A-B at the Venetian Expo, all single-level booths with covering and multi-story display areas greater than 1,000 square feet are required to have sprinkler coverage throughout the space. A separate plan submittal and permit application are required. If the upper level of a multi-level booth is greater than 300 square feet, two remote means of egress are required and will be field verified by the fire inspector. Any double-decker or booth over 7,500 square feet is required to submit an architectural drawing and will need to receive an engineering approval stamp. Please have this readily available in your booth if the exhibit falls into either category. Please note that these regulations are subject to change, according to the Clark County Department of Building & Fire Prevention.

Based upon plans within the exhibit area, obtaining special permits from the Clark County Fire Department & Fire Prevention Bureau may be necessary. Typical operations that require separate permits present in assembly spaces include:

- Flame effects
- Open flame devices (i.e., candles, gelled alcohol warmers)
- Fireworks/pyrotechnics
- Compressed gases
- Cryogenic fluids
- Hot Work Operations
- Liquid or gas-fueled vehicles or equipment for display in assembly occupancies
- Fire systems for covered booths exceeding 1,000 square feet (as noted above)

It is the exhibitor's responsibility to research and obtain all necessary permits required for their display. For further details and instructions, please visit the links below:

http://www.clarkcountynv.gov/building/howtoguides/105.6.34ExhibitsAndTradeshows.pdf
http://www.clarkcountynv.gov/building/Forms/TemporaryOperationalFirePermit.pdf

EXPOSED AREAS MUST BE FINISHED

All back walls, sidewalls or any other exposed areas of the display must be draped or finished surfaces. No graphics, logos, or print facing into another booth is allowed. Any company advertisement or promotion must face into the aisle. In-line and peninsula booths must have a finished back wall covering the back of the booth. See-through back walls or displays which do not cover the back wall completely will not be allowed.

Please note that ***ALL FIRE HOSE CABINETS AND FIRE EXTINGUISHERS MUST BE KEPT VISIBLE AND CLEAR WITH A 36" CLEARANCE. FIRE EXTINGUISHERS MAY NOT BE REMOVED OR RELOCATED*.**

After 5:00 PM on March 10, 2027, any part of a booth with unfinished side or back walls will be draped by Show Management at the expense of the exhibitor.

FLOOR COVERING GUIDELINES

Your entire booth area needs to have appropriate, flame-retardant floor covering. All exposed booth floors must be covered with an appropriate floor covering. Approved floor covering includes carpet, carpet tiles, foam floor tiles.

Carpet may be rented through Freeman. Any booths that do not have an appropriate floor covering by the close of move-in will be provided carpet by Freeman at the cost to the exhibitor. This includes any labor to move already set displays on unfinished floor.

GOOD TASTE AND THE RIGHTS OF OTHERS

Show Management may require any Exhibitor to make changes in their exhibit if, in Show Management's opinion, the exhibit does not conform to prevailing standards. No exhibitor signage may contain or display product pricing of any kind.

GRAPHICS ON NEIGHBORS' SIDE

The backside of walls - the common border facing a neighboring booth - must be clear of copy, logos, or other graphics, so as not to be an eyesore to neighboring exhibitors.

HANGING SIGNS + HANGING LOADS

Hanging signs must comply with the **HEIGHT LIMITATIONS** guidelines listed below. This includes all hanging or suspended material such as banners, truss, etc. The top of the sign (or other material) may not exceed the height limitation specific to your type of booth. Booths which qualify to suspend "hanging signs" are only Island, Peninsula or Walk-Through booths of 400 sq. ft. or larger, in a 20x20 format or larger.

Please Note: Hanging signs are not allowed in the Independent Design area and the Innovation Center.

Balloons inside the facility must remain tethered to a fixed object and may be no larger than thirty-six (36") in diameter. Helium is not permitted. The use of mylar balloons is not permitted. If any type of balloon/inflatable comes loose causing damage to any ceiling or other area (i.e. permanent and/or temporary light fixtures, electrical, audio/visual, etc.), the requesting party shall assume full liability for said damages and/or labor and equipment charges for retrieval. If balloons/inflatables are ingested into the HVAC system, the requesting party will assume full liability for these damages as well. Such an occurrence can cause system failures resulting in loss of service.

HEIGHT LIMITATIONS

VISION EXPO follows the cubic content rule, which allows exhibitors to make maximum use of their booth space. Under the cubic content rule, exhibitors may build up to the front of their booths, and up to the maximum allowable height according to booth type as indicated in the following descriptions.

The following maximum height limits will be strictly enforced. No height variances will be granted prior to or on site at the show. Please plan your booth display and sign structures accordingly.

EXHIBIT HALLS A-B (EYECARE, EYEWEAR):

- **Linear Booth** — **8’**
  Bounded by 1 or 2 aisles
- **Peninsula Booth** — **15’**
  Bounded by 3 aisles
- **Island Booth - 999 sq. ft. or less** — **20’**
  Bounded by 4 aisles
- **Island Booth – 1,000 sq. ft. or more** — **28’**
  Bounded by 4 aisles

INDEPENDENT DESIGN EXHIBITORS – LOCATED WITHIN EXHIBIT HALL B:

- **All Booths*** **8’**

  NO HANGING SIGNS ARE PERMITTED

  NO POP-UP BANNERS/SIGNS ARE PERMITTED

  NO CUSTOM BOOTHS ARE PERMITTED

PLEASE NOTE: Nothing will be permitted above these maximum heights, including signs, banners, truss structures, lighting and/or display materials.

INSPECTION DEADLINE

Any booth not occupied by **5:00 PM on Wednesday, March 10, 2027,** will be presumed abandoned. If there is freight in the booth and Show Management believes the Exhibitor will be late, then Freeman will set up the display as best they can with the information available. If there is no freight in the booth and/or Show Management believes the Exhibitor will not participate in the show, the booth will be reassigned. Exhibitors arriving after this time will be given space available and may incur additional costs.

All exhibits must be completely set by **5:00 PM on Wednesday, March 10, 2027.** Although exhibitors may fine tune their booth Thursday, March 11, 2027, before show opening at 9:30am. No shipment will be accepted past 5:00 PM on Wednesday, March 10, 2027. Absolutely no shipment, equipment, or material may be brought onto the show floor during show hours.

NO NAILS OR SCREWS

Nothing may be posted, tacked, nailed, or screwed into columns, walls, floors, or other parts of 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.

SOUND LEVELS

Sound level of presentation should be kept within the confines of the booth area and must not interfere with neighboring exhibits. Show management will exercise their right to provide and maintain a fair exhibiting environment to all customers. Excessive sound can be offensive and distracting. Each Exhibitor is entitled to an atmosphere that is conducive to conducting business, without excess noise from other Exhibitors. Any audio equipment (i.e., sound system, audio from a video wall, microphones), whether in the booth or as part of a display, may not exceed a sound level of eighty-five (85) decibels. Reed Exhibitions will be sensitive and responsive to complaints registered by spectators, neighboring Exhibitors, or other personnel, and will have appointees to respond to all complaints.

VEHICLE DISPLAYS

There is a round-trip spotting fee per vehicle. Please refer to the **FREEMAN** Manual link in the **Vendor Forms & Guidelines** section of the online manual for more information. ALL REQUESTS to display a vehicle within the confines of an exhibitors' booth space MUST be reviewed and approved by show management.

Vehicles are allowed in the Venetian Expo for display purposes provided they meet the following requirements:

- May not contain more than 1/8 full of gasoline
- Cannot be refueled or emptied inside the Center
- Must be equipped with locking gas caps
- Battery cables must be disconnected and the ends taped
- Must be locked during non-show hours
- Keys which are properly tagged for identification for each vehicle must be left with the Center's Public Safety Department prior to display
- Repairs or alterations may not be made inside the Center
- Any person displaying a vehicle at the Center must provide an appropriate sized ABC type fire extinguisher, which must be readily accessible at all times
- Must have floor covering (visqueen) beneath the vehicle
- All fuel-powered vehicles must have Fire Marshal approval. Please visit http://www.clarkcountynv.gov/building/fire-prevention/pages/firepermits.aspx for permit details
- Propane tanks to be removed
- Must be turned off when parked inside

In addition to all points listed in this document, the Venetian Expo's venue-specific rules and regulations should be reviewed here:
https://www.venetianlasvegas.com/content/dam/venetian/conventions/exhibitor-success-guide.pdf