

## ISPA CONFERENCE BOOTH GUIDELINES

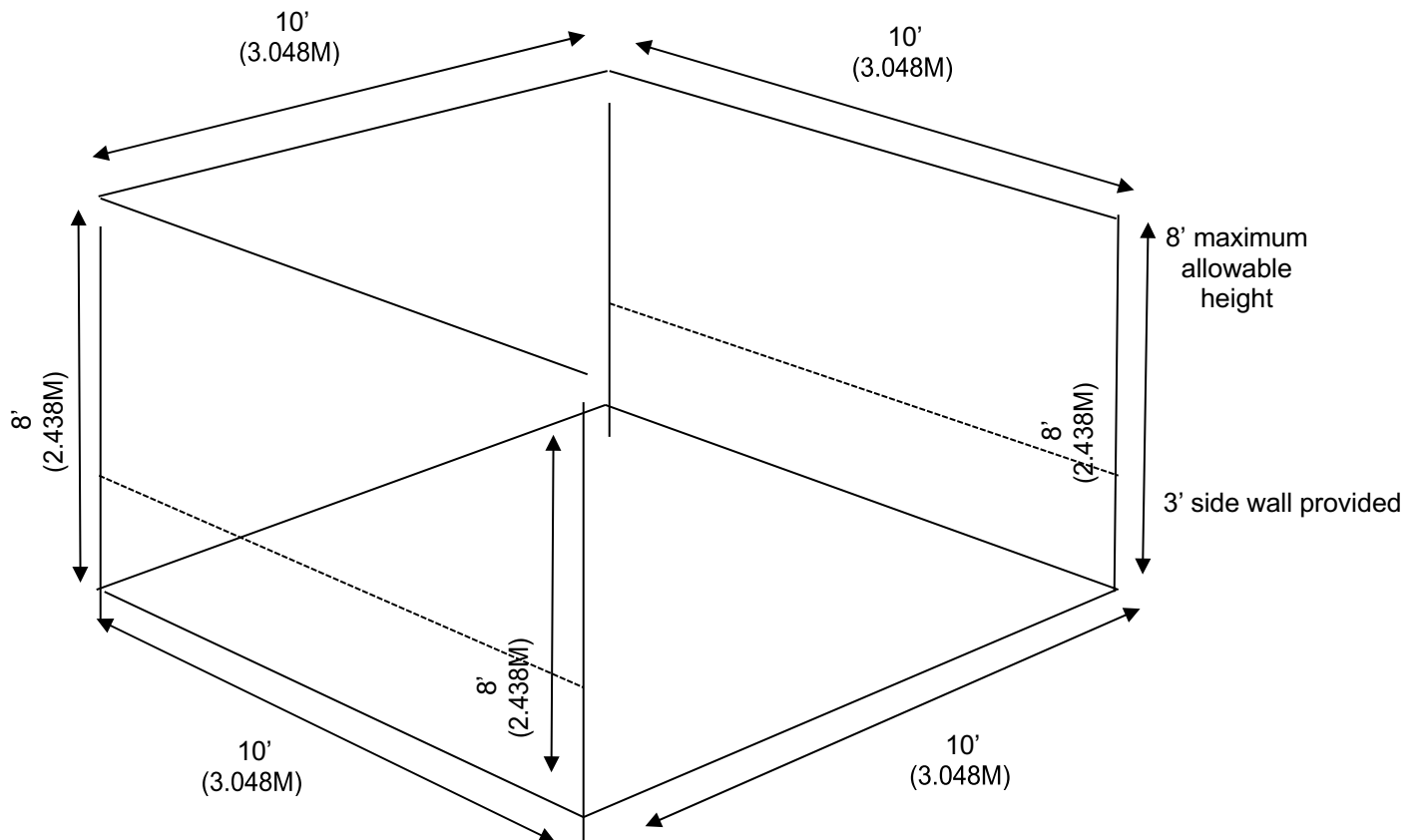
### Booth Dimensions by Size

#### Linear Booth

Linear Booths have only one side exposed to an aisle and are arranged in a series along a straight line. They are also called “in-line” booths. Linear Booths are ten feet (10') wide or larger and ten feet (10') deep. Linear and corner booths have an eight foot (8') high back wall and three foot (3') high side walls, except for the perimeter booths which are able to extend their back and side wall to sixteen feet (16'). A corner booth only has one side wall. **All linear and corner booths have maximum allowable height of eight feet (8') on all three sides, except for perimeter booths which have a maximum allowable height of sixteen feet (16') on all three sides. This maximum allowance height applies to all signage and materials used inside the booth. Hanging signs are not allowed for linear booths. All rigging requests for booth support and/or safety, must be submitted to ISPA in writing for review and approval at least thirty days prior to the start of the event.**

Please note: Exposed sidewalls of exhibit structures facing neighboring exhibitors must be finished so as to not detract from the neighboring exhibit space. Exhibitors whose sidewalls are not finished may be required to purchase masking drape from the general service contractor to hide such unfinished construction.

#### SHOWN AS 10' x 10' LINEAR BOOTH

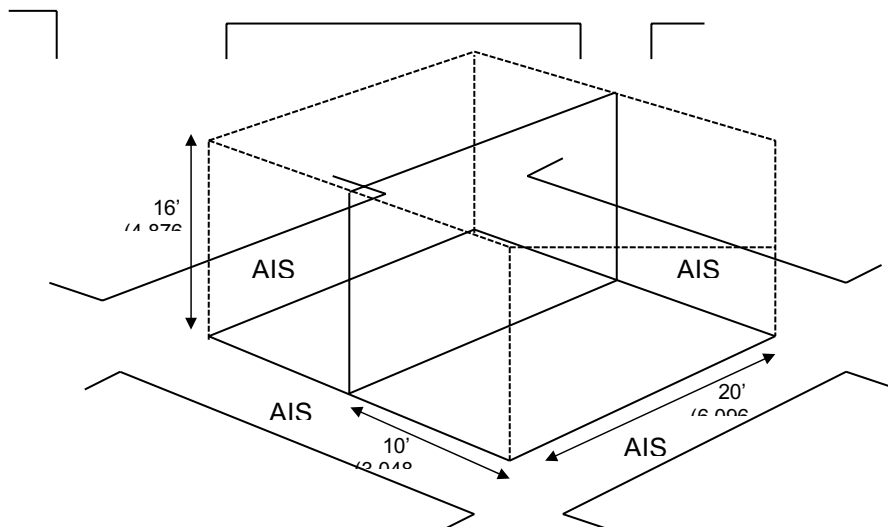
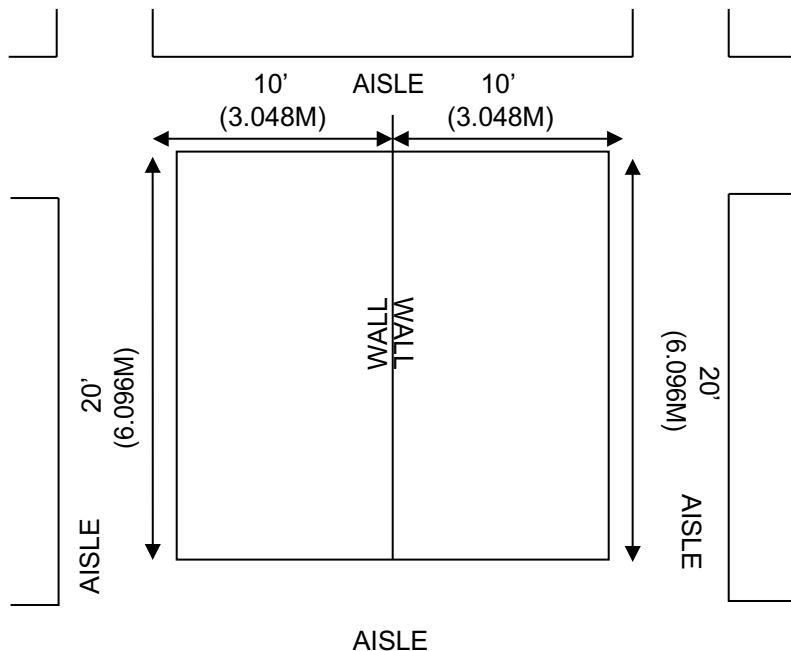


## Split Island Booth

A Split Island Booth is half of an Island Booth, which shares a common back wall with another Split Island Booth. Shared pipe and drape between Split Island booths are eight' feet (8') high. **Split island booths have a maximum allowable height of sixteen feet (16') on all three sides. This maximum allowance height applies to all signage and materials used inside the booth.** Please note: Exposed sidewalls of exhibit structures facing neighboring exhibitors must be finished so as to not detract from the neighboring exhibit space. Exhibitors with unfinished walls may be required to purchase masking drape from the general service contractor to hide such unfinished construction.

The rigging of booth elements and safety supports from the ceiling is allowed for split island and island booths as long as the booth elements are hung within the respective booth's height restrictions outlined below and are approved in advance by ISPA and GES. All items to be rigged and hung from the ceiling must be approved by ISPA at least thirty (30) days prior to the start of Conference.

### 10' x 20' SPLIT ISLAND BOOTH

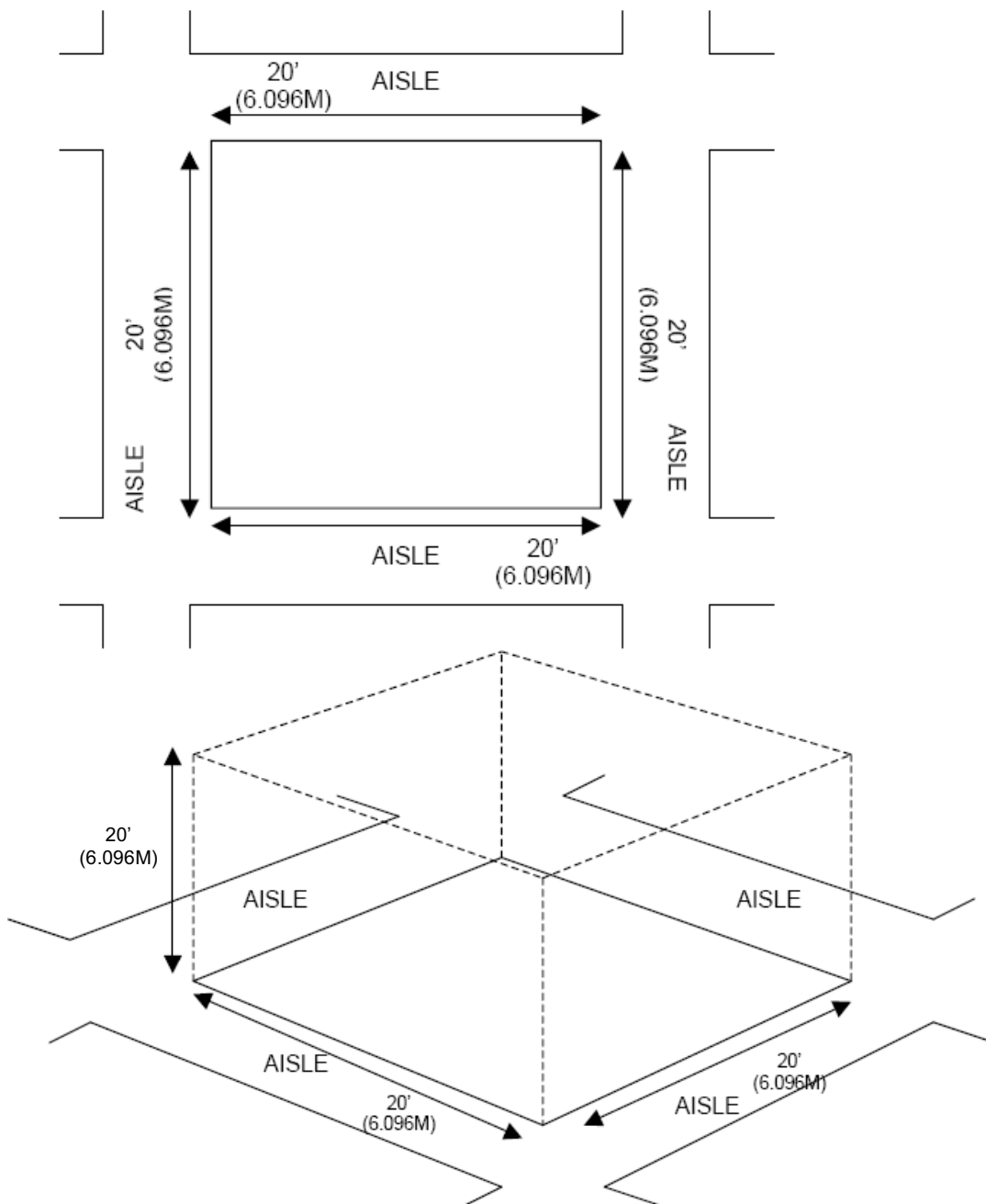


## Island Booth

An Island Booth is exposed to aisles on all four sides and is typically 20' x 20' and larger. **Island booths have a maximum allowable height of twenty feet (20') including signage. This maximum allowance height applies to all signage and materials used inside the booth.**

The rigging of booth elements and safety supports from the ceiling is allowed for split island and island booths as long as the booth elements are hung within the respective booth's height restrictions outlined below and are approved in advance by ISPA and GES. All items to be rigged and hung from the ceiling must be approved by ISPA at least thirty (30) days prior to the start of Conference.

### SHOWN AS 20' x 20' ISLAND BOOTH



## **Other Important Considerations**

### **Standard Booth Components**

Standard equipment provided by ISPA as part of the exhibit space rental includes:

- Pipe and drape – Standard 10' x 10' booths have an eight foot (8') high back wall and three foot (3') high side walls. You are able to order eight foot (8') high side walls via the [GES Online Ordering System](#).
- Wastebasket

### **Additional Furnishings & Services**

Carpet, tables, chairs, furniture, etc. are not included with your booth space and should be ordered in advance using the [GES Espresso Online Ordering System](#) for an additional fee. Other optional exhibit services such as electric, internet, audio visual, plumbing, catering, booth cleaning and floral are not included and can also be ordered separately by contacting the preferred vendors. **To receive the best rates, order your materials by April 1, 2024.**

### **Flooring**

A finished floor is strongly encouraged. Mats, rugs, and other materials are acceptable. Should a booth have an elevated floor, exhibitors must display proper caution signage.

### **Towers**

A tower is a freestanding exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit configuration being used. Towers more than eight feet (8') should have drawings available for inspection. Fire and safety regulations in many facilities strictly govern the use of towers. A building permit may be required.

### **Multi-story Exhibit**

If you plan to construct a multi-story exhibit, you must contact ISPA Headquarters prior to Conference for approval. A Multi-story Exhibit is a booth where the display fixtures exceed twelve feet (12'), including Double-decker Booths. In many cities, a Multi-storied Exhibit requires prior approval by the exhibit facility and/or relevant local government agency because it is deemed to be a "structure" for building purposes. The city building department generally needs to issue a building permit based on an application and drawings prepared and submitted by a licensed architect or engineer. Exhibitors should obtain local building regulations early on to ensure all time constraints are met. Exhibition organizers should be prepared to assist exhibitors in this application process.

### **Minors**

Minors are not permitted on the Expo floor.

For a full list of terms and conditions, please reference the 2024 ISPA Conference Exhibitor Agreement and the Facility Restrictions included within this document.

## **Reminders for all Booth Types**

### **Insurance**

Insurance liability is the full and sole responsibility of the exhibitor. Each party (the "Indemnifying Party") shall at all times protect, indemnify, defend, and keep the other party, its affiliated and related entities, and their respective agents, business invitees, contractors, directors, employees, officers, representatives, and shareholders harmless from and against any and all losses, costs, damage, liability, or expenses (including reasonable attorney's fees and defense costs) the indemnified party may suffer as the result of any third party claims, demands, costs, or judgments to the extent arising from, out of, or related to the Indemnifying Party's occupancy and use of the exhibit premises or part thereof, as well as the acts or omissions of the Indemnifying Party, its agents, business invitees, contractors, directors, employees, officers, representatives, or shareholders including, without limitation, their negligence, recklessness, or willful misconduct. ISPA and GES are not responsible for lost or stolen Items.

### **Food & Beverage**

Show management and/or exhibitors may distribute sample food and/or beverages as long as samples dispensed are products manufactured, processed or distributed by the exhibiting company (logo bottled water is an exception). Quantities are limited to "sample" sizes of (1) ounce for food items and two (2) ounces for non-alcoholic beverages. Exhibitors must obtain written permission for alcohol service, which may only occur after 3 pm each day. Food and beverage items used as traffic promoters (i.e., popcorn, coffee, ice cream) must be purchased from Aventura. All alcoholic beverages must be purchased from Aventura and dispensed by Aventura bartenders (prevailing rates will apply). Product liability insurance is required when sample food is distributed at the Phoenix Convention Center. Charges will be incurred for any rental equipment, storage of items, or cleaning of equipment associated with the distribution of samples through the host facility.

### **Selling**

ISPA encourages business-to-business relations and order-taking; however, no selling is permitted on the exhibit hall floor or in authorized suites. Orders may be taken on-site but must be fulfilled and finalized once you return to your place of business. ISPA reserves the right to remove any exhibiting company found soliciting on-site sales or exchanging currency on the Expo floor.

### **Americans with Disabilities Act (ADA)**

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800.514.0301) and from [usdoj.gov/crt/ada/infoline.htm](https://www.usdoj.gov/crt/ada/infoline.htm).

### **Structural Integrity**

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers or installation/dismantling equipment such as forklifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures.

Exhibitors should ensure any display fixtures such as tables, racks or shelves are designed and installed properly to support the product or marketing materials to be displayed upon them.

### **Flammable and Toxic Materials**

All materials used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant. A flame-proofing certificate should be available for inspection. If you plan on lighting candles, please contact ISPA Headquarters prior to Conference.

Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility.

## Electrical

Every exhibit facility has different electrical requirements; however, minimum guidelines are suggested:

- Non-grounded two (2) wired extension cords are not permitted.
- Extension cords shall not be run under carpet/rugs unless designed to or is approved by the in-house electricians.
- There shall be a three (3) foot clearance between lights and combustibles.
- All electrical cords, devices and equipment shall be free from defects.
- All electrical cords in the path of travel shall be taped down to prevent tripping.
- All 110-volt wiring should be grounded three-wire.
- Wiring that touches the floor should be "SO" cord (minimum 14-gauge/three-wire) flat cord, which is insulated to qualify for "extra hard usage".
- Cord wiring above floor level can be "SJ" which is rated for "hard usage".
- Using zip cords, two-wire cords, latex cords, plastic cord, lamp cord, open clip sockets, and two-wire clamp-on fixtures is not recommended and is often prohibited. Cube taps are not recommended and are often prohibited.
- Power strips (multi-plug connectors) should be UL approved, with built-in over-load protectors.

## Lighting

Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:

- No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space.
- Lighting should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or show aisles.
- Lighting which is potentially harmful, such as lasers or ultraviolet lighting, should comply with facility rules and be approved in writing by exhibition management.
- Lighting that spins, rotates, pulsates and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.

## Storage

Fire regulations in most exhibit facilities prohibit storing product, literature, empty packing containers or packing materials behind back drapes or under draped tables. In most cases, however, exhibitors may store a limited supply of literature or product appropriately within the booth area, so long as these items do not impede access to utility services, create a safety problem or look unsightly. If you have special storage needs, please contact GES to explore their storage offerings.

## Subletting & Use of Space

No exhibitor shall assign, share, sell or sublet any part of its assigned space, nor represent, advertise or distribute literature for the product or services of any other company or individual. Exhibitors are not permitted to feature names of non-exhibiting manufacturers, brands, distributors or agents in the exhibitor's booth space unless the names or products are a subsidiary company or brand owned by the contracted exhibiting company or their parent company. Upon request, all exhibitors must be prepared to show proof of business relationship with affiliated company. Distributors may submit a request to be qualified as an ISPA Distributor if multiple non-proprietary brands are requested to be displayed within a Distributor's booth.

In the published Exhibitor list, Exhibitors are allowed one (1) Company Name per 100 square feet of assigned exhibit space. Company name is exclusionary of any brands, 'dba', or product titles. ISPA reserves the right to review your listed company name and request an update if we find it is in violation of these rules.

## Selling

The Expo is held strictly as a means or product and/or services exhibiting and display. Over-the-counter or retail sales of any products or services are strictly prohibited during the Conference. Vendors must not complete sales by receiving payment/payment information or delivering their products in any contracted ISPA space during the Conference. This policy will be strictly enforced and ISPA reserves the right to remove any exhibiting company found exchanging currency or payment information on the trade show floor or in the convention areas, with no refund of booth or membership fees. Orders may be taken for future delivery only.



## Demonstrations

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each exhibitor to arrange displays, product presentations and demonstration areas to ensure compliance. Demonstrations or solicitation of attendees in the aisles or anywhere outside paid booth space is not permitted.

Special caution should be taken when demonstrating machinery or equipment with moving parts, cooking equipment with an open flame, or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of three feet (3') and/or install hazard barriers as necessary to prevent accidental injury to spectators. Sound demonstrations should not exceed 85 decibels. Additionally, demonstrations should only be conducted by qualified personnel.

## Sound/Music

In general, exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Rule of thumb: Sound and noise should not exceed 85 decibels.

**ISPA reserves the right to govern all sound levels in the Expo**

## Booth Install and Dismantle (Using an EAC)

An Exhibitor Appointed Contractor (EAC) is a company other than the "general or official" service provider that requires access to a booth during installation and dismantling. If an exhibitor plans to use an EAC, the exhibitor should be familiar with all rules regarding compliance, complete a Noticed of Intent form and submit a Certificate of Insurance via [the GES online portal](#). Exhibitors not using an EAC will need to provide proof of full-time employment (medical identification card or payroll stub) for personnel upon request of show management.

## Additional Facility Restrictions

1. Candles: The burning of candles is not permitted within the Phoenix Convention Center.
2. Drones: The casual or recreational use of any drone or unmanned aerial vehicle is not allowed on property whether inside or outside of the Expo.
3. Flooring: A finished floor is strongly encouraged to help define each booth. Should a booth have an elevated floor, exhibitors are required to display proper caution signage.
4. Helium Balloons: Helium balloons are not permitted.
5. Hanging Signs: Hanging signs that are rigged from the ceiling are not permitted within 10x10 or linear booths. Split island and island booths may order rigging services for booth components, safety measures or signs through the Phoenix Convention Center as long as the items fall within the respective booth's maximum height requirements. All rigging requests must be approved by show management.
6. Live animals: With the exception of service animals, live animals are not allowed within any exhibit area without written approval.
7. Minors: Children under the age of 16 are prohibited on the Expo floor during set up and show hours.
8. Sound/Music: Exhibitors may use sound equipment in their booths as long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Rule of thumb: Sound and noise should not exceed 85 decibels. ISPA reserves the right to govern all sound levels in the Expo.
9. Vehicles Displayed in the Expo: Special permits are required for vehicles displayed on the Expo floor and must be requested for approval through ISPA. The deadline to submit a request is February 16, 2024. Permit fees are the responsibility of the exhibitor and approval through the governing fire marshal cannot be guaranteed.
10. Use of Aisles: No signs, displays, banners or advertising materials will be permitted in the aisles. Uniformed attendants/representatives, models, brand representatives and mascots must remain in the exhibitor's assigned booth space.

**QUESTIONS? Contact [jessica.roberts@ispastaff.com](mailto:jessica.roberts@ispastaff.com) or call 1.859.425.5072.**

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