



# **2017 Great American Outdoor Show**

## **Display Rules & Regulations**

**Rules & Regulations are based on the 2007 International Association of Exhibitions and Events (IAEE) Guidelines**

# Linear Booth

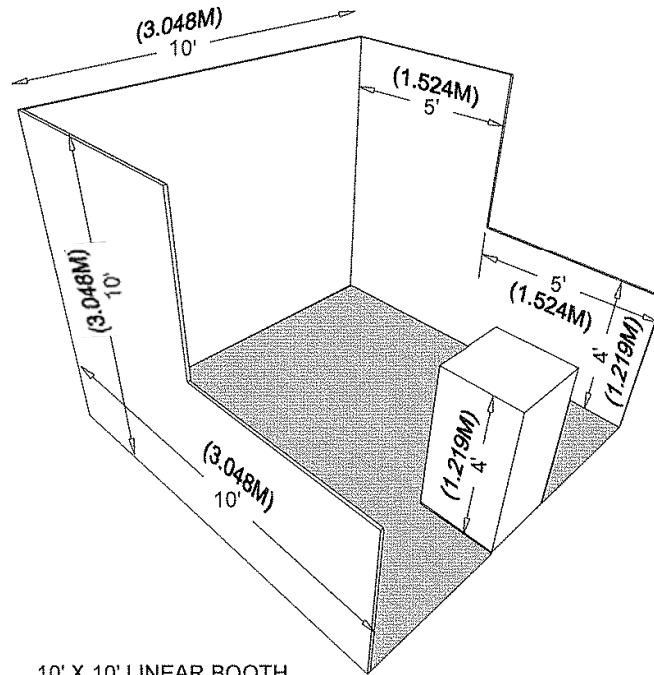
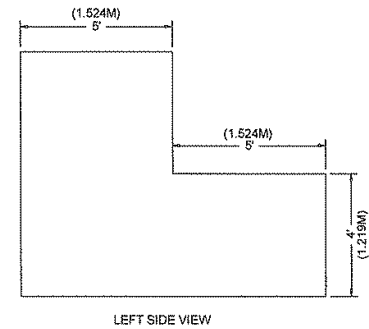
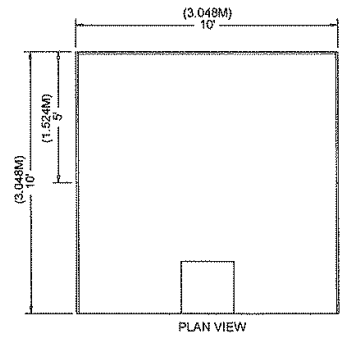
Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called “in-line” booths.

## Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft by 10ft. A maximum back wall height limitation of 10ft is generally specified, plus 2ft for signs. The backside of any such signs must be properly covered by the exhibitor.

## Use of Space

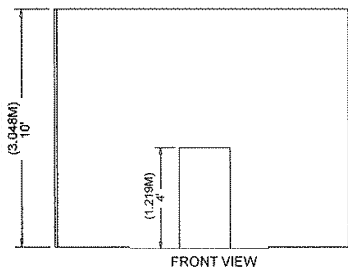
Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft, 10ft by 30ft, 10ft by 40ft, etc. display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 10ft is allowed only in the rear half of the booth space, with a 4ft height restriction imposed on all materials in the remaining space forward to the aisle. Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft height limitation is applied only to that portion of exhibit space which is within 10ft of an adjoining booth.



10' X 10' LINEAR BOOTH

# Corner Booth

A Corner Booth is a Linear Booth exposed to aisles on two sides. All other guidelines for Linear Booths apply.

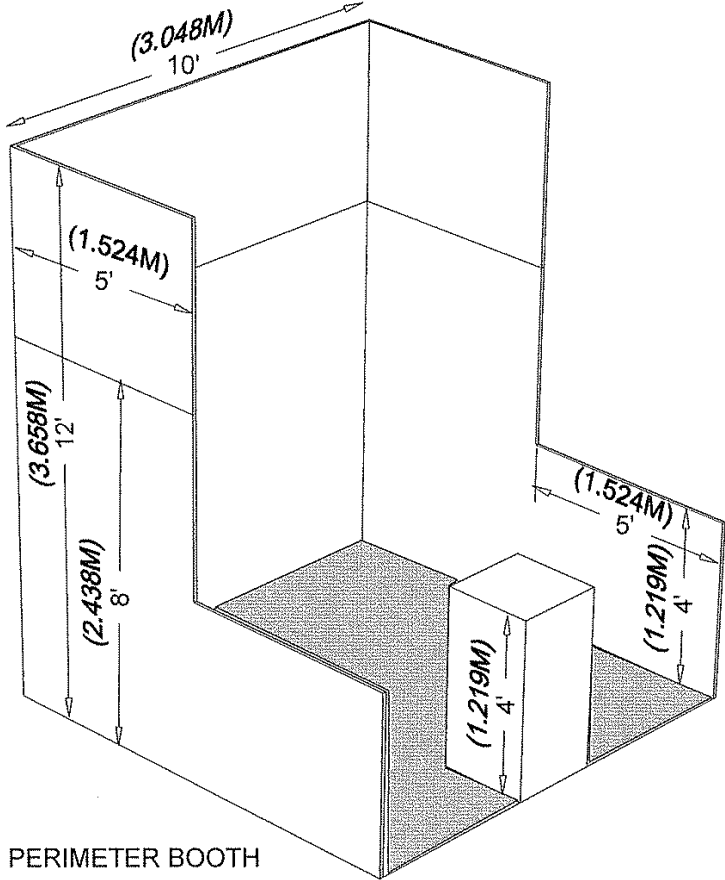
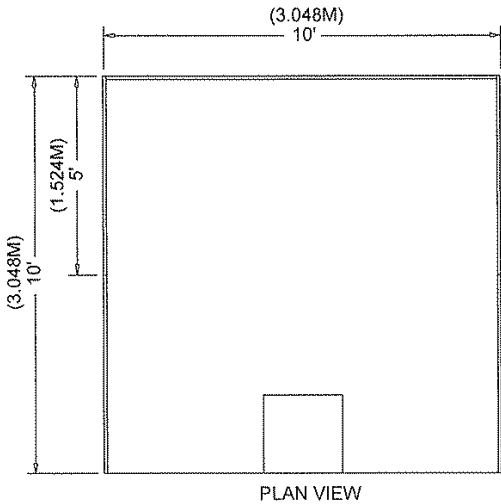
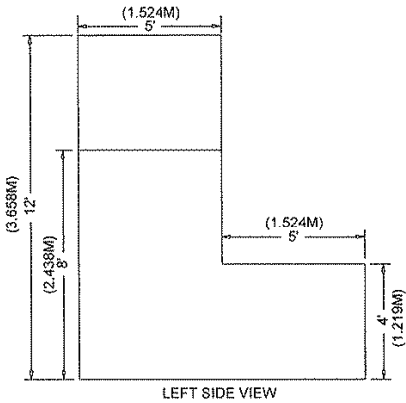
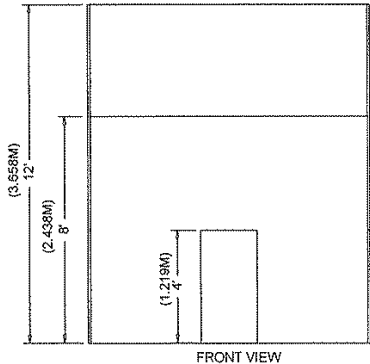


# Perimeter Booth

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

## Dimensions and Use of Space

All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height is 12ft.

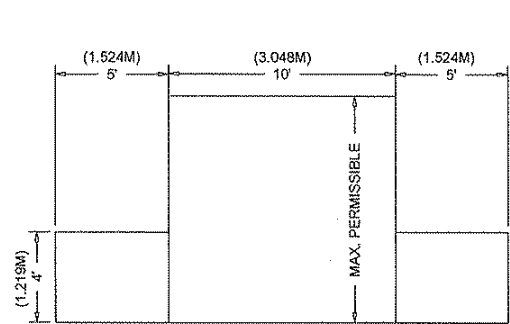
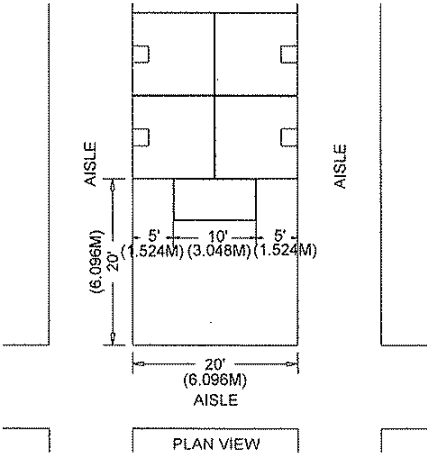


# Peninsula Booth

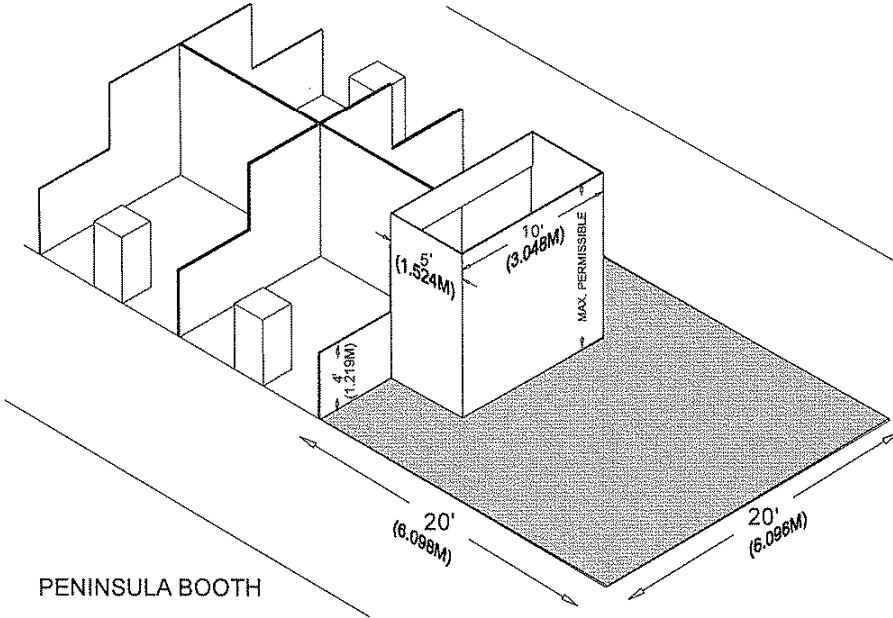
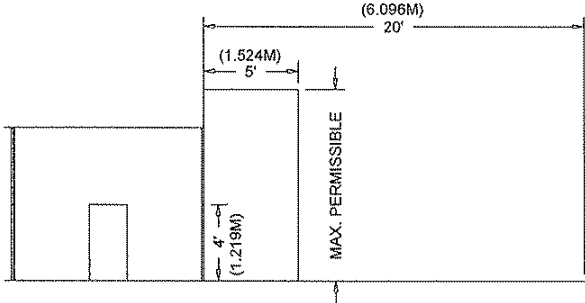
A Peninsula Booth is exposed to aisles on three sides and composed of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs up to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as a "Split Island Booth."

## Dimensions

A Peninsula Booth is usually 20' by 20' or larger. When a Peninsula Booth backs up to two Linear Booths, the backwall is restricted to four feet (4') high within five feet (5') of each aisle, permitting adequate line of sight for the adjoining Linear Booths. Sixteen feet (16') is a typical maximum height allowance, including signage for the center portion of backwall.



FRONT VIEW

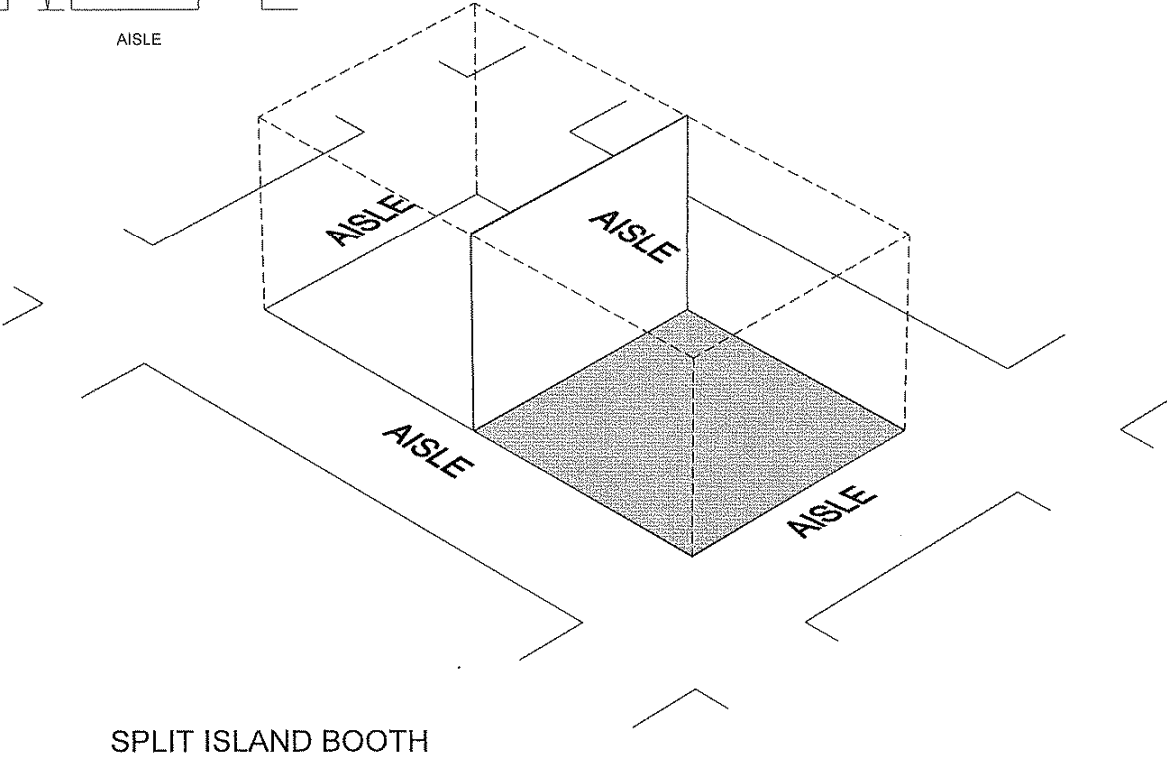
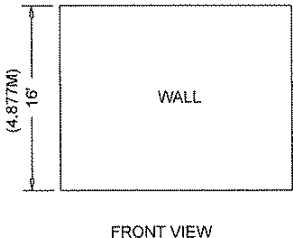
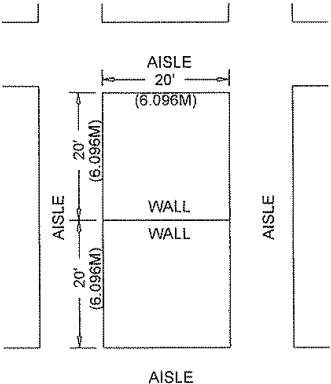
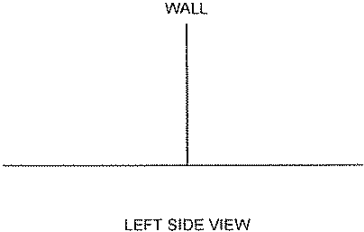


PENINSULA BOOTH

# Split Island Booth

A Split Island Booth is a Peninsula Booth which shares a common backwall with another Peninsula Booth. The entire cubic content of this booth may be used, up to the maximum allowable height, without any back wall line of sight restrictions. Sixteen feet (16') is a typical maximum height allowance, including signage. The entire cubic content of the space may be used up to the maximum allowable height.

**Please note, hanging signs are not permitted at the Great American Outdoor Show.**



# Island Booth

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

**Dimensions**

An Island Booth is typically 20' x 30' or larger, although it may be configured differently.

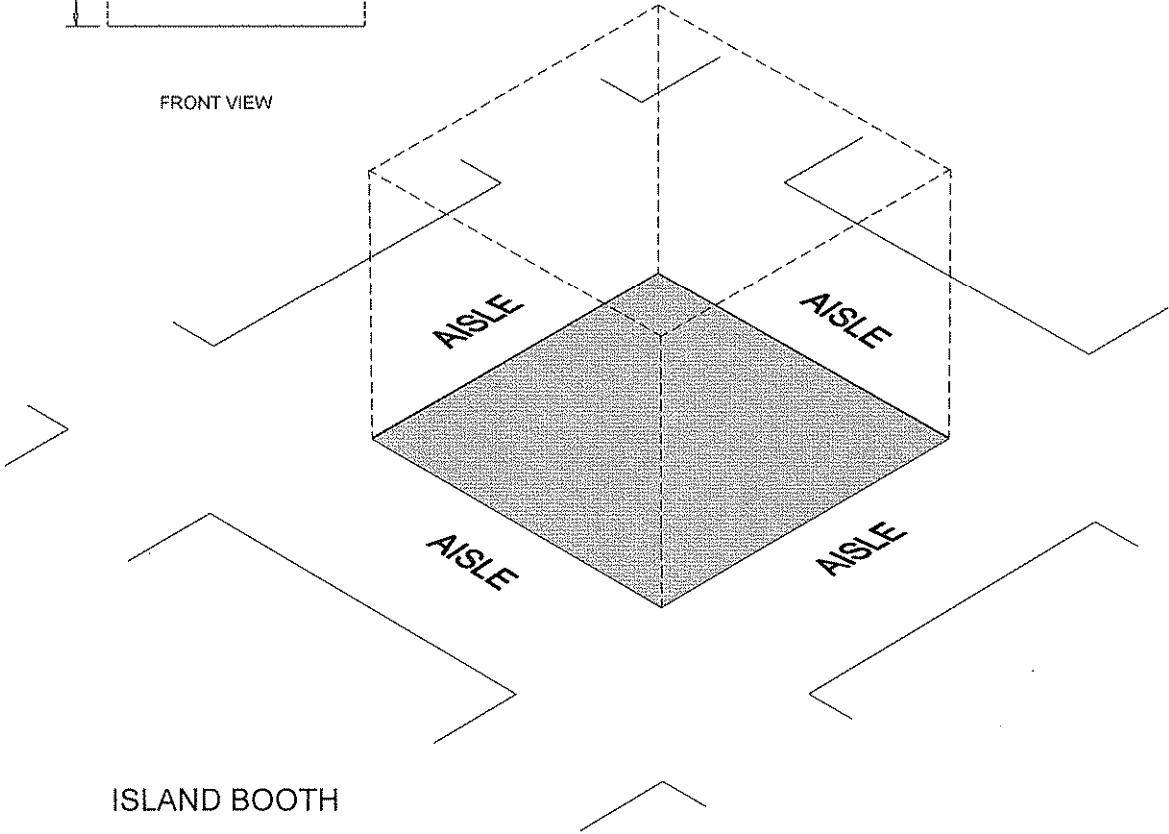
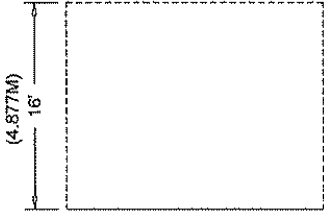
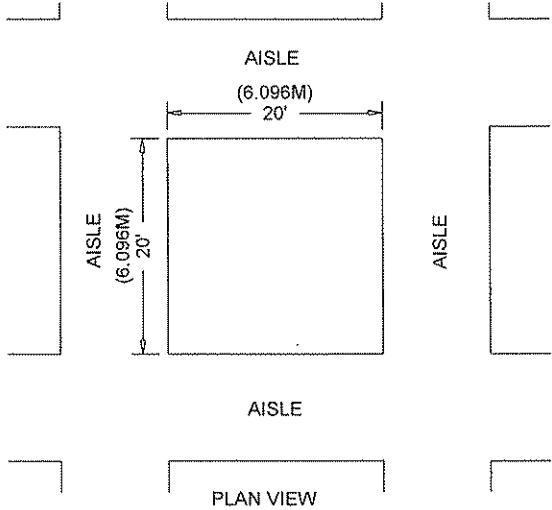
**Use of Space**

The entire cubic content of the space may be used.

**Booth Height**

16' height limit may be waved upon exhibitor request.

**Please note, hanging signs are not permitted at the Great American Outdoor Show.**

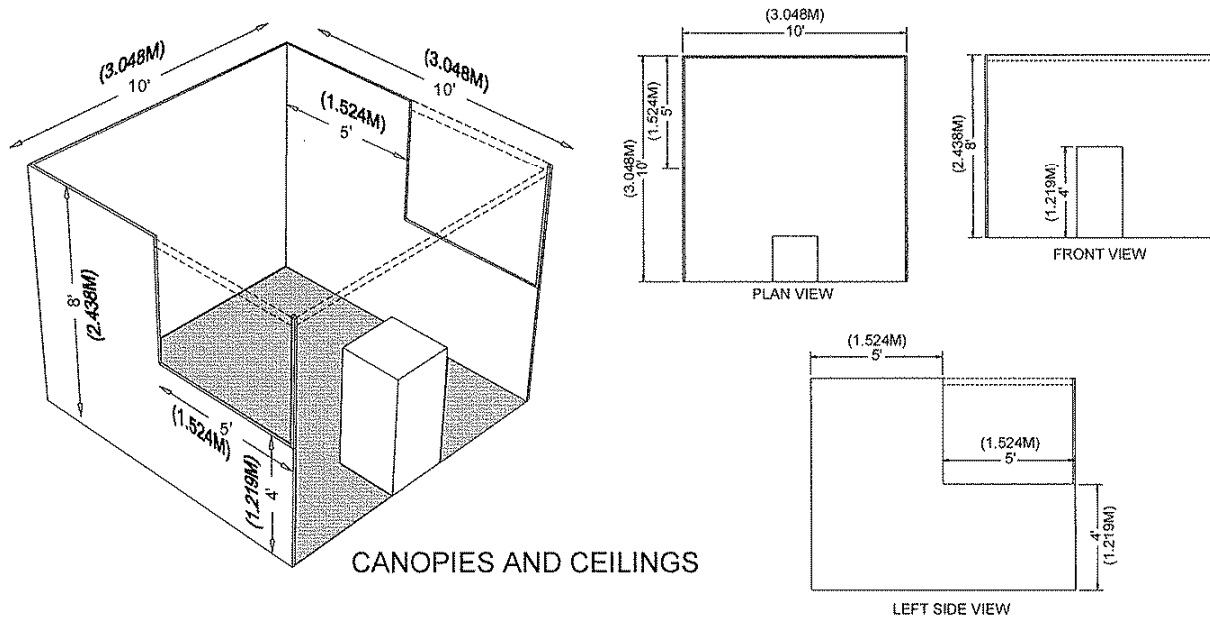


# Other Important Considerations

## 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). Canopies for Linear or Perimeter Booths should comply with line of sight requirements (see “Use of Space for Linear or Perimeter Booths”).

The base of the Canopy should not be lower than seven feet (7') from the floor within five feet (5') of any aisle. Canopy supports should be no wider than three inches (3"). This applies to any booth configuration that has sightline restriction, such as a Linear Booth. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings and other similar coverings. Check with the appropriate local agencies prior to determining specific exhibition rules.



## 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 in excess of 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

A Multi-story Exhibit is a booth where the display fixtures exceed twelve feet (12'), including Double-decker and Triple-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 that all time constraints are met. Exhibition organizers should be prepared to assist exhibitors in this application process.

**Please note, hanging signs are not permitted at the Great American Outdoor Show.**

# Issues Common To All Booth Types

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 the web site [www.usdoj.gov/crt/ada/infoline.htm](http://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 fork lifts. 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 that 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. Samples should also be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flameproofing certificate should be available for inspection.

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

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.

## **Electrical**

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

- All 100-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. Exhibitors intending to use hanging light systems should submit drawings to exhibition management for approval.
- 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.

*(continued on next page)*



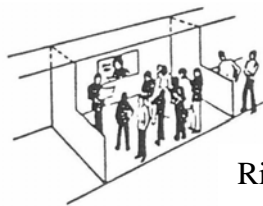
# Issues Common To All Booth Types

## Demonstrations, Celebrities or Giveaways in Booths

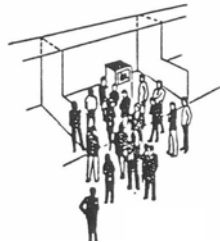
All celebrity appearances or special events taking place in your booth must be approved by the NRA prior to the opening day of the Show.

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 presentation and demonstration areas to ensure compliance. Should spectators interfere with the normal traffic flow in the aisle or overflow into the exhibits of your neighbors on each side or across the aisle, Show Management will request that you limit or eliminate the presentation.

Special caution should be taken when demonstrating machinery or equipment that has 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.



Right



Wrong

## Sound/Music

Exhibits which produce or amplify sound must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent Exhibitors or their visitors. Show Management deems that any audio equipment, whether in the booth or as part of the display, may not exceed a sound level of eighty-five (85) decibels. In the event that sound exceeds eighty-five (85) decibels or is determined, by Show Management, to affect neighboring exhibitors negatively, the offending exhibitor may be notified and asked to comply with the guidelines. Further action (outlined in the Display Rules & Regulations) will be taken if offending exhibitor does not comply.

## Sound Regulations

The following rules and regulations will apply to ensure the appropriate business atmosphere of the Great American Outdoor Show.

- Self-supported audio equipment must be directed inwardly, toward your exhibit, as opposed to outwardly toward aisles or neighboring exhibits.
- Audio equipment must not violate the height restriction applicable to the booth.
- Decibel levels will be measured from the center of surrounding aisles.

## Animal Policy

Exhibitors cannot bring any live animals into the PA Farm Show Complex without prior permission from Show Management. Dogs and guide dogs are exempt, however all dogs must be kept within the confines of the exhibitor's booth. Show Management reserves the right to banish any dog it determines is a threat to other people or animals at the Show.

## Dress Code

The Great American Outdoor Show is a family oriented event. Exhibitor staff and temporary hired help must be appropriately clothed for the winter months. NRA reserves the right to restrict exhibits because of noise, method of operation, appearance or detract from the general character of the Show as a whole. This reservation includes persons, things, conduct, printed matter, video or anything of a character which Show Management deems to be objectionable.

*(continued on next page)*

**Firearms Deactivation and Safety Policy**

Breech loading firearms displayed and accessible to attendees with the intent to allow attendees to handle the firearms and work all or part of their actions, must be deactivated by removal of the firing pin or other alteration so they are rendered incapable of firing. Firearms on display, but not intended to be handled by attendees, must be secured with a keyed trigger lock or keyed cable lock. Locks must remain installed and locked on the firearm for the duration of the Show. Firearms will be inspected before the Show by an authorized safety advisor. **Firearms inspections will take place the evening of Friday, February 5, 2016 and before the Show opens on Saturday, February 6.** Infractions will be reported to both Exhibitor and Show Management. All infractions must be corrected before the exhibitor's display will be allowed to open.

If you have any questions, please contact Exhibitor Services:

Phone: 866-343-1805

E-mail: [shows-exhibits@nrahq.org](mailto:shows-exhibits@nrahq.org)