

Display Rules & Regulations

CHFA WEST / CHFA EAST / CHFA QUEBEC



Voice of the Natural Health Industry

La voix de l'industrie de la santé naturelle

Display rules and regulations ensure that all exhibitors, regardless of exhibit size or location, enjoy an environment that is conducive to successful interaction with attendees.

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STANDARD BOOTH

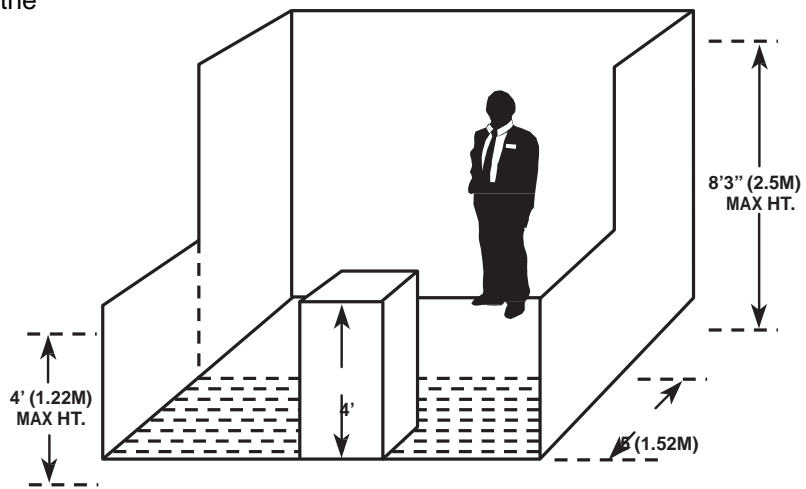
DEFINITION: One or more standard units in a straight line.

Height: Exhibit fixtures, components and identification signs will be permitted to a maximum height of 8'3" (2.5m) which is the height of the drape backwall.

Intent: If a portion of an exhibit booth extends above 8'3" (2.5m) high, the exhibit booth background will detract from the overall impact of the exhibit directly behind that booth regardless of how the rear of the offending exhibit is finished.

Depth: All display fixtures over 4'0" (1.22m) in height and placed within 10 lineal feet (3.05m) of an adjoining exhibit, must be confined to that area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line.

Intent: Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of exhibit. Exhibitors with larger space— 30 lineal feet (9.14m) or more— should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 4'0" (1.22m) and within 10 lineal feet (3.05m) of a neighboring exhibit is intended to accomplish both of these aims.



IMPORTANT:

Exhibitors occupying standard booths may not affix any item to the draped back wall that exceeds the top of the back wall. This includes signage, balloons and flags.

DISPLAY FIXTURES OVER 4' (1.22M) HIGH MUST BE CONFINED TO THAT AREA OF THE BOOTH THAT IS AT LEAST 5' (1.52M) FROM THE AISLE LINE

Display Rules & Regulations

PERIMETER BOOTH

DEFINITION: Standard booth located on the outer (perimeter) wall of the exhibit floor.

Height: Exhibit fixtures, components and identification signs will be permitted to a maximum height of 12'0" (3.66m) in perimeter wall booths.

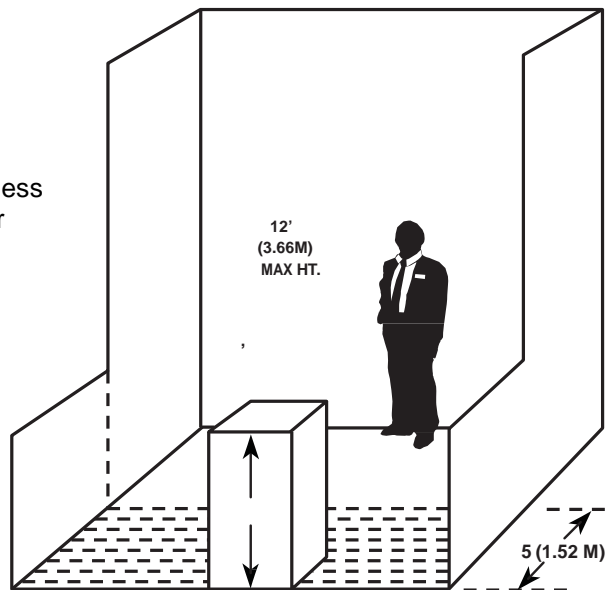
Intent: Because the outer perimeter booths are not backed up against another exhibitor's booth, display back walls and materials over 8'3" (2.5m) will not interfere with or distract from any other exhibit booth.

Depth: All display fixtures over 4'0" (1.22m) in height and placed within 10 lineal feet (3.05m) of an adjoining exhibit, must be confined to that area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line.

Intent: Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of exhibit. Exhibitors with larger

space— 30 lineal feet (9.14m) or more— should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 4'0" (1.22m) and within 10 lineal feet (3.05m) of a neighboring exhibit is intended to accomplish both of these aims.

IMPORTANT: Exhibitors considering a perimeter wall booth in order to take advantage of the extra height permitted should design their exhibit so that it can be used either at the 8'0" (2.44m) height or the 12'0" (3.66m) height, so that it can be used in all future shows even if a perimeter wall location is not available.



PENINSULA BOOTH

DEFINITION: Exhibit of two or more standard booths with aisle on three sides.

Height: Exhibit fixtures, components and identification signs will be permitted to a maximum height of 16'0" (4.88m) provided written approval is received from show management at least 60 days prior to the show.

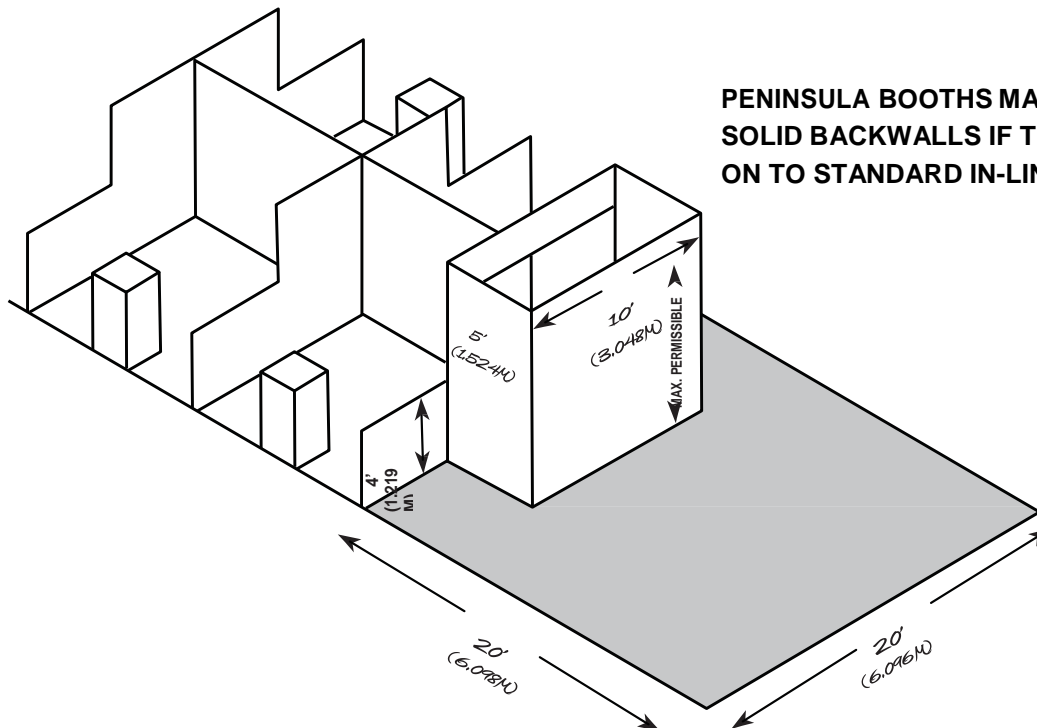
Intent: When an exhibit in a peninsula booth configuration exceeds 8'3" (2.5m), it does not interfere with other exhibitors because it does not back up against another exhibitor's back wall. The extra height is often needed to permit the open walk-through approach normally used in this type of location.

Depth: All display fixtures over 4'0" (1.22m) in height and placed within 10 (3.05m) lineal feet of a neighboring exhibit, must be confined to that area of the booth that is at least 5'0" (1.52m) from the

aisle line to avoid blocking the sight line from the aisle to the adjoining booth.

Intent: Exhibitors adjoining peninsula exhibits are entitled to the same reasonable sightline from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth.

IMPORTANT: Peninsula booths are normally "faced" towards the cross aisle. Any portion of the exhibit bordering another exhibitor's booth must have the back side of that portion finished and must not carry identification signs or other copy that would detract from the adjoining exhibit. Exhibitors are cautioned when installing a display with a ceiling or second level to check with the local fire department to ensure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems etc.



PENINSULA BOOTHS MAY NOT HAVE SOLID BACKWALLS IF THEY BACK ON TO STANDARD IN-LINE BOOTHS.

SPLIT PAVILION BOOTH

DEFINITION: Peninsula Booth which shares a common back wall with another Peninsula Booth.

Height: Exhibit fixtures, components and identification signs will be permitted to a maximum height of 16'0" (4.88m), provided written approval is received from show management at least 60 days prior to the show.

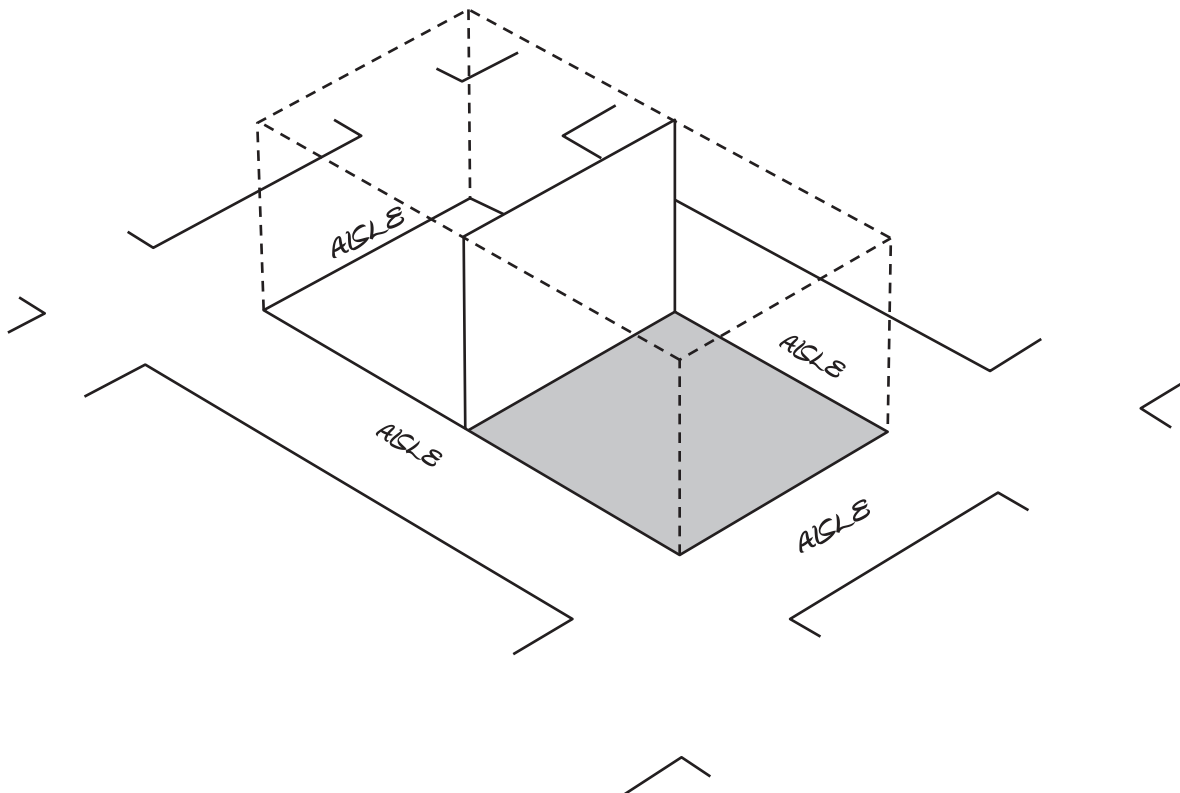
Intent: When a split pavilion booth exceeds 8'3" (2.5m) in height, it does not interfere with other exhibitors because it backs up against another exhibitor's back wall with the same height restriction. The extra height is often required in a split pavilion booth exhibit to permit the open walk-through approach normally used in this type of location.

Depth: Because a split pavilion booth is automatically separated by the width of an aisle from neighboring exhibits, full use of the floor space is permitted.

IMPORTANT:

Double-sided signs, logos and graphics shall be set back 10 ft. (3.05m) from adjacent booths. Approval for sign hanging is required. Please complete the necessary forms and submit to show management 60 days prior to the event.

SPLIT PAVILION BOOTHS MAY HAVE SOLID BACKWALLS BECAUSE THEY BACK ON TO A BOOTH OF EQUAL SIZE.



PAVILION BOOTH

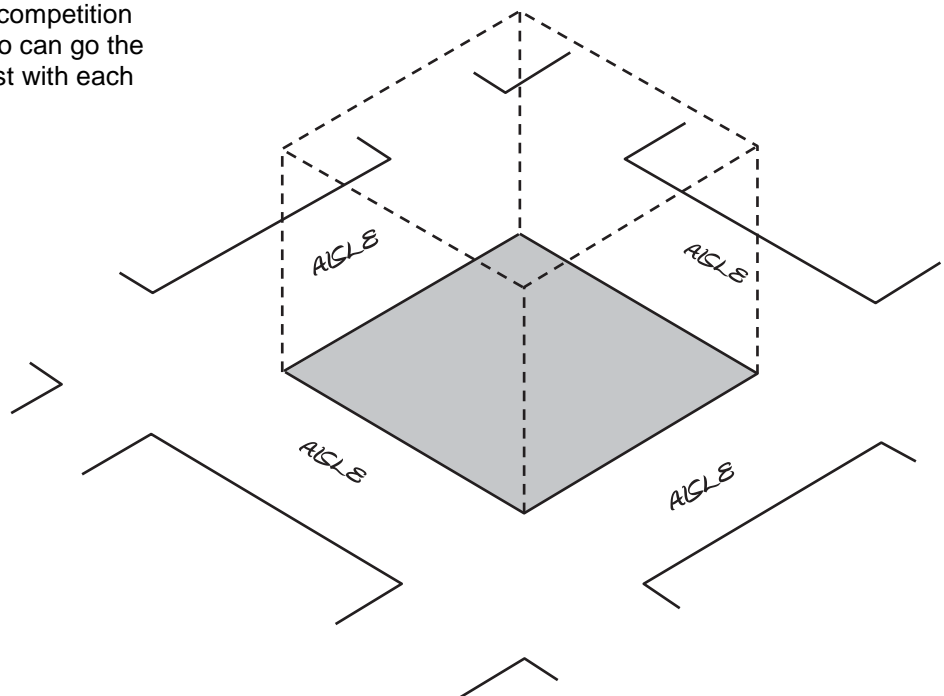
DEFINITION: Four or more standard units back-to-back with an aisle on all four sides.

Height: Exhibit fixtures, components and identification signs will be permitted to a maximum height of 16'0" (4.88m), provided written approval is received from show management at least 60 days prior to the show.

Depth: When a pavilion booth is automatically separated by the width of an aisle from all neighboring exhibit, full use of the floor space is permitted.

Intent: When a pavilion booth exceeds 8'3" (2.5m), it does not interfere with other exhibitors because it obviously does not back up against another exhibitor's back wall. The extra height is often required in a pavilion booth exhibit to permit the open walk-through approach normally used in this type of location. The 16'0" (4.88m) height limitation has been set to avoid undue competition between exhibitors to see who can go the highest or be seen the farthest with each negating the others' efforts.

Structural Integrity: All multi-story exhibits, regardless of whether people will occupy the upper area or not, and all exhibit fixtures and components 16'0" (4.88m) in height must have drawings available for inspection by show management during the time the exhibit is being erected. The drawing must include a signature or stamp of a reviewing structural engineer indicating that the structure design is properly engineered for its proposed use, and 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. Signs must also be posted indicating the maximum number of people the structure will accommodate.



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CANOPIES & CEILINGS

DEFINITION: An exhibit component supported over an exhibitor's space for decorative purposes only.

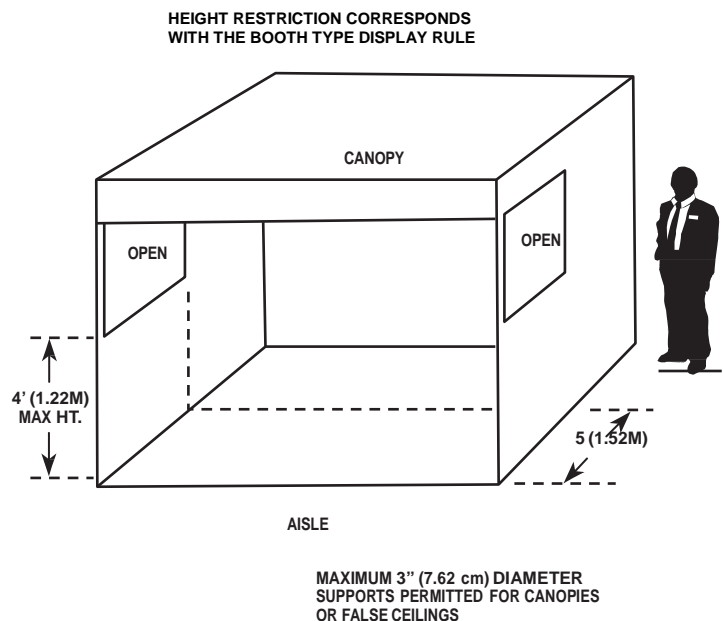
Height: Canopies, false ceilings and umbrellas will be permitted to a height that corresponds to the height regulation for the appropriate exhibit configuration of which they are a part. For example, canopies will not exceed 8'3" (2.5m) in height in a standard booth configuration. Furthermore, the canopy or false ceiling will not exceed 1'0" (30cm) in depth and cannot be used for identification or display purposes.

IMPORTANT:

Exhibitors are cautioned when installing a display with a ceiling or second level to check with the local fire department to ensure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems etc.

Depth: Canopies may extend out to the aisle line and up to the booth line on either side of an exhibitor's space providing that the support structure will not exceed 3'0" (7.62m) in width when placed within 10 lineal feet (3.05m) of an adjoining exhibit and not confined to that area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line. Furthermore, canopies, false ceilings or umbrellas will not be used for identification or display purposes except as would normally be allowed for any other exhibit component within the regulations set forth for the exhibit configuration.

Intent: Exhibitors adjoining exhibits with canopies are entitled to the same reasonable sight line from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth.



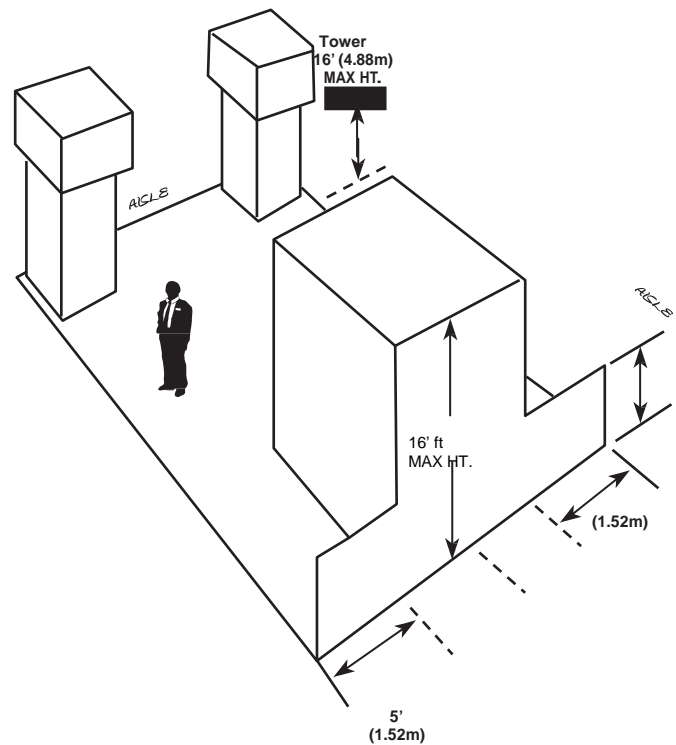
TOWERS & DISPLAY CASES

DEFINITION: A free standing exhibit component separate from the main exhibit fixture that is used for identification and/or display purposes only.

Height/Depth: Towers will be permitted to a height and depth that correspond to the height and depth regulations for the appropriate exhibit configurations of which they are a part. For example, towers that are part of a peninsula exhibit will not exceed 16'0" (4.88m) in height, and will not be placed within 10 lineal feet (3.05m) of a neighboring exhibit unless they are confined to that area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line to avoid blocking the sightline from the aisle to the adjoining booth.

Structural Integrity: All towers must have drawings available for inspection by show management, the installation and dismantling contractor, the exhibitor and governmental authority during the time the tower is being erected, exhibited and dismantled at the show site that include a signature or stamp of a reviewing structural engineer indicating that the structure design is properly engineered for its proposed use, and 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.

Intent: Towers are part of the overall exhibit presentation and, therefore, must be treated as a component of the total exhibit configuration. The maximum height and depth regulations have been set to avoid undue competition between exhibitors to see who can go the highest or be seen the farthest, while also assuring exhibitors who are adjoining exhibits with towers of the same reasonable sightline from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth.



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HANGING SIGNS

Hanging signs are permitted for the following booth types:

- Perimeter booth along the outside wall
- Peninsula booth with three sides open
- Pavilion booth with four sides open
- Standard booth when all booths within the aisle are occupied by one exhibitor

Height:

- Perimeter Booth: 12'0" (3.66m)
- Peninsula Booth: 20'0" (6.0m)
- Pavilion Booth: 20'0" (6.0m)
- Standard Booths including an entire aisle: 20'0" (6.0m)

Intent: Hanging signs are part of the overall exhibit presentation and, therefore, must be treated as a component of the total exhibit configuration. All signs, whether suspended or attached to the exhibit fixture, will be permitted to a maximum height that corresponds to the appropriate exhibit configuration.

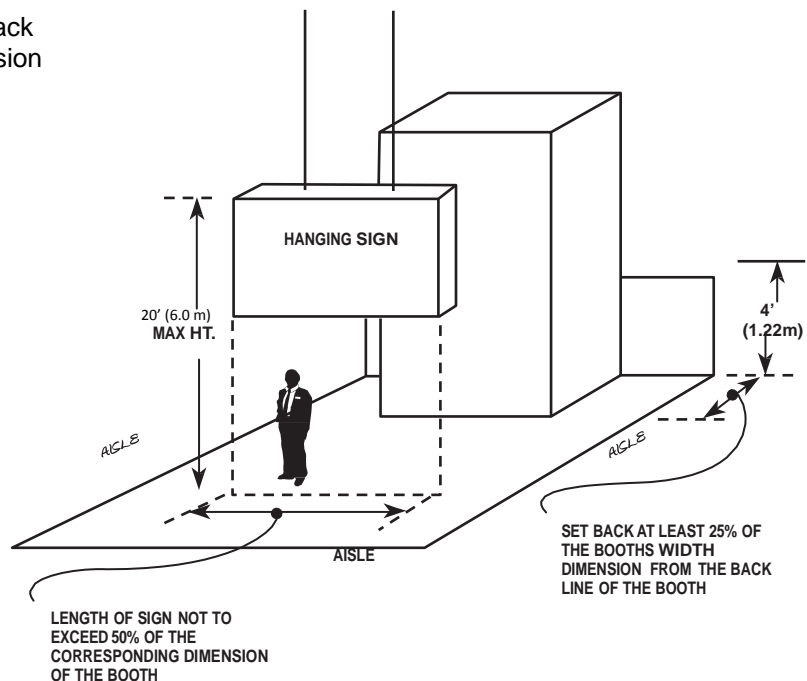
Depth: All hanging signs must be set back at least 25% of the booth's width dimension from the back line of the booth.

Intent: Hanging signs, whether double-faced or not, should be set back within the exhibitor's space so as not to detract from the overall impact of the exhibit that is directly adjacent.

Size: Hanging signs and graphics will be permitted to a total length on each side of the exhibitor's space that does not exceed 50% of the corresponding dimensions of the booth.

Intent: The size and number of hanging signs must be limited in order to minimize the stress of the facility ceiling structure on the part of any one exhibitor.

NOTE: Exhibitors are encouraged to use lightweight materials in the construction of a hanging sign to eliminate excessive stress to the facility ceiling structure.



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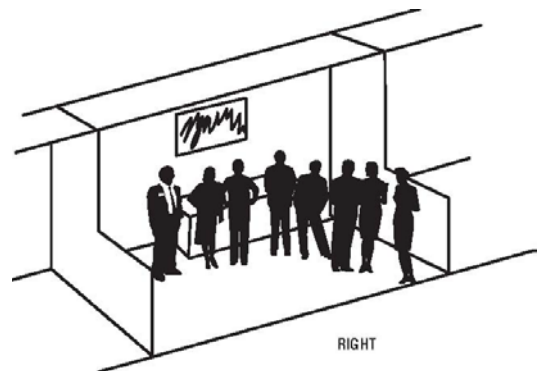
Demonstrations and Sampling

Demonstration areas must be organized within the exhibitor's space so as not to interfere with any traffic aisle and sampling or demonstration tables must be placed a minimum of 2'0" (60cm) from the aisle line. Should spectators or samplers interfere with the normal traffic flow in the aisle or overflow into neighboring exhibits, show management will have no alternative but to request that the presentation or sampling be eliminated.

Intent: The aisles are the property of the entire show and each exhibitor has the responsibility to assure proper flow of traffic through the entire show. When large crowds gather to watch a demonstration or for sampling and interfere with the flow of traffic down aisles or create excessive crowds in neighboring booths, it is an infringement on the rights of other exhibitors. Aisles must not be obstructed at any time.

Sound: Exhibitors must police their own booths to be sure the noise levels from demonstrations or sound systems is kept to a minimum and does not interfere with others. Remember the use of sound systems or equipment producing sound is an exception to the rule, and not a right. Show management reserves the right to determine at what point sound constitutes interference with others and must be discontinued.

Safety Precautions: All product demonstration involving any moving and potentially hazardous machines, displays or parts, must have hazard barriers to prevent accidental injury to spectators. Demonstrations must always be supervised by exhibitor, personnel who can stop the demonstration in the event of an emergency and all demonstrations involving potentially hazardous by-products, such as dust, fumes, sparks or flames, must be approved in writing by show management 60 days prior to show.



ISSUES COMMON TO ALL BOOTH TYPES

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 labourers, 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.

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.

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 inspection. Exhibitors should be aware of local regulations regarding fire/safety and environment which must be adhered to. 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.

Height Variances

Height variance may be issued for all types of booths however, in a standard booth, the back side of any structure over 8' (2.44m) must be free of trademarks, graphics and/or logos.

Storage

Fire regulation in most 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 within the booth area so long as these items do not impede access to utility services, create a safety problem or look unsightly.

Vehicles

Rules vary depending on the facility, but generally it is required that vehicles on display have no more than a one fourth tank of gas. The filler cap should be sealed and the batteries disconnected. External chargers are usually recommended for demonstration purposes. Keys must be removed from the vehicle for the duration of the event.

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 exhibition aisles. 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.