

**Your exhibit booth display must comply with the regulations as outlined here.
Please refer to your exhibit space confirmation letter or contract for your specific space configuration.**

Introduction

The purpose for the display rules and height restrictions is to provide display consistency for each type of space configuration. At the same time, these regulations should maintain the inherent benefits of differing exhibit space configurations. For this reason, all exhibit spaces have restrictions. IWF West, LLC established these rules in an effort to maintain uniformity for all exhibitors.

Display materials consist of exhibit fixtures, display of exhibitor products; signage; lights; prefabricated columns; counters; display racks; pedestals with products, A/V equipment or small machinery on top; etc.

Restrictions apply to display materials only. Machinery, including dust collection systems, may be above the

specified height restrictions. Please consider your neighbors when locating machinery and dust collection equipment.

The key to building displays is to make them flexible so they may be used in several different exhibit space configurations for one or more shows.

Please Note: To comply with the requirements of the Americans with Disabilities Act (ADA), an exhibit space with a raised floor must include a ramp for wheelchair access.

IWF West Show Management reserves the right to allow, at their discretion, variances due to an obstruction caused by the physical plan or building structure.

For questions or to submit your display design for approval, contact IWF West:

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[404.693.8342](tel:404.693.8342)

J.P. Roberts
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ExhibitorServicesWest@iwfwest.com
[404.693.8333](tel:404.693.8333)

**IMPORTANT: All IWF West display regulations must be complied with.
No variances/agreements between adjacent exhibitors are allowed.**

Exhibits not in compliance with show rules or display regulations will be required to conform before the opening of the show at the exhibitor's expense. Failure to do so will result in loss of priority position assignment in the next IWF West. Please contact Show Management prior to planning and/or building your display with any questions about your exhibit space configuration or compliance with display regulations.

IWF West Safety Guidelines

- A. All signs, lighting, floor coverings and displays must be within the confines of your exhibit space. For hanging signs and lights, refer to the display regulations for Hanging Signs and Lights.
- B. No machine or other exhibit component may impede traffic flow in any aisle. Access doors on machinery and doors into conference rooms cannot open into show aisles. Machinery must be positioned within an exhibitor's booth so that any moving parts (i.e., fences, sliding arms or loading areas) do not extend into aisles.
- C. Exhibitors must display warning signs conspicuously indicating dangers or hazards.
- D. Dust removal systems, equipment and guarding must be used on operating machines where applicable. Aisle spanning systems for exhibitors with multiple booths must be marked during move-in and move-out for safety. Proper forms for such systems must be submitted to IWF West for approval prior to set-up (see exhibitor manual).
- E. Safety gear, including eye and ear protection, must be worn by operators demonstrating machines that present danger.
- F. If requested, exhibitors are required to provide hearing protection devices to booth personnel, surrounding exhibitors and visitors to their booth.
- G. Machines are to be operated or demonstrated by exhibitor personnel only.
- H. Operating areas shall be established around machines for the safety of operators and visitors.
- I. Demonstrations must take place within the exhibit space area only. Exhibitors may be requested by Show Management to schedule demonstrations if visitors crowd adjoining exhibits or impede traffic flow in the aisle (see diagram below).
- J. Exhibitors must comply with applicable electrical safety conformance standards.
- K. All applicable fire and safety laws applying to the venue must be strictly observed by the exhibitor. Cloth decorations must be fire retardant. Aisles and fire exits must not be blocked. No decoration of paper, leaves or tree branches are allowed. Acetate and other non-fire retardant drapes are not permitted. No storage behind exhibits is provided or permitted.
- L. Show Management retains the right to shut an exhibit down if it violates any of the above rules, or if in the opinion of Show Management, an exhibitor's conduct is not in the best interest of the Show.



Demonstration Definition: The part of the exhibit program involving the interaction of exhibit personnel and their audience through corporate presentations, product demonstrations or sampling.

Hanging Signs and Lights

Hanging signs and lights will only be allowed in Island, Peninsula and Split Island exhibit space configurations that are a minimum of 600 sq. ft. or larger in size.

All hanging signs and lights must be within the confines of the contracted exhibit space. Lighting cannot be projected outside of the contracted exhibit space into adjacent booths or surrounding aisle space. Hanging signs can hang at a minimum of 20' at the lowest point or 16'6" at the highest point. The air space between 16'6" and 20' must be kept clear for visibility to IWF West aisle and directional signage. The highest point is as high as rigging allows while still being compliant with the above-mentioned parameters. Any hanging signs or lighting in violation of these regulations must be corrected or removed at exhibitor's expense.

All hanging signs and light displays must be submitted to IWF Show Management at least two months prior to your assigned freight arrival date for approval. List all dimensions for height and width along with the locations of your graphics and lighting placement. If exhibitor or third-party display builder acting on exhibitors' behalf does not submit the required plans to IWF West by the submission date, the hanging sign or lighting cannot be used in the IWF West 2027 show.

GES is responsible for assembly, installation and removal of all hanging signs and lighting trusses. You must complete the Hanging Sign/Truss order form that will be in the IWF West 2027 Exhibitor Information Manual and send it to GES.

Regulations for Spaces That Surround a Column

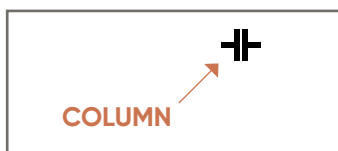
Exhibitors that have contracted for exhibit space which contains the entire base of a building column within the confines of the exhibit space are allowed to use display materials to enclose or mask the entire column from floor to ceiling. Fire extinguishers must remain accessible. The exhibitor cannot affix anything to the column and if using a hard wall display around the column must have an access door or some other means that would allow access to the column, to include electrical panels and air and water system hook-ups by the facility engineering department if needed. Structures surrounding a column must leave a minimum of 18" of clearance. All column wraps must be approved by show management prior to installation on site.

The intent of this regulation is to allow an exhibitor the use of the vertical column space to enhance their display and not detract from the design of their display property for the show.

This regulation does not apply to any exhibit space with only a portion of the column base within the confines of the contracted exhibit space.

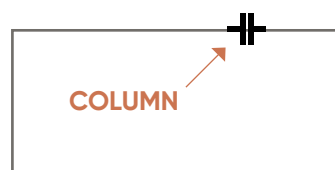
This regulation applies to all booth configuration types as defined on the following pages of the IWF WEST 2027 display regulations.

REGULATION APPLIES



Example of a booth with an entire column base within the confines of the space, for which this regulation **WOULD** apply.

REGULATION DOES NOT APPLY



Example of a booth with a portion of a column base within the confines of the space, for which this regulation **WOULD NOT** apply.

Standard Exhibit Space

Definition: Standard Inline Exhibit Space

One or more Standard Inline exhibit spaces in a straight line (includes corner spaces).

Use of Space: Cubic Content Rule

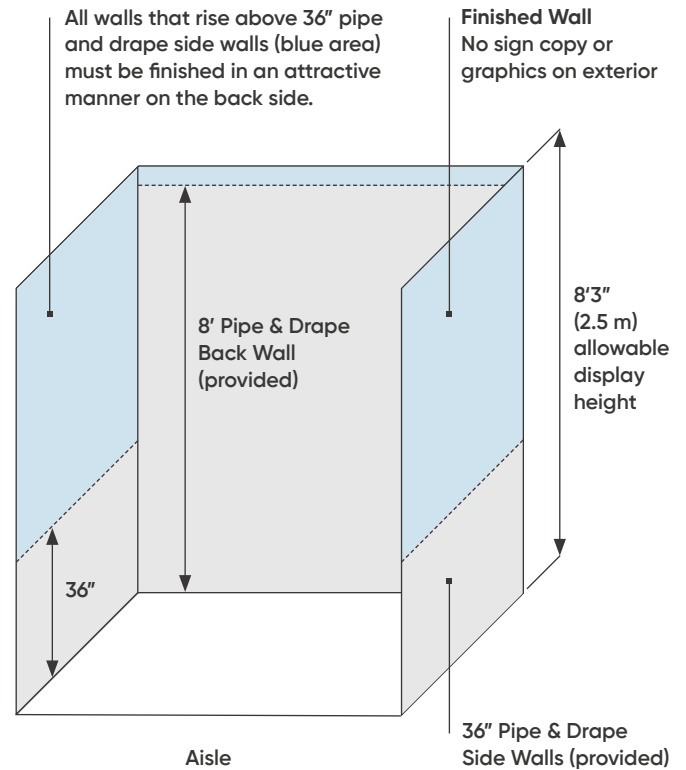
Exhibitors with Standard Inline exhibit spaces may utilize the entire area within the space (Cubic Content) up to 8'3" (2.5 m) high for display materials. This includes all display materials such as side and back walls, lighting mounted on top of booth walls, headers with graphics, etc. All signage and graphics that are over the height of side walls and face towards adjacent spaces must be positioned a minimum of 3' from the side walls.

Height

Display materials, components and identification signs will be permitted up to a maximum height of up to 8'3" (2.5 m). Any exterior walls of displays that are higher than the 36" pipe and drape side walls and visible from outside the booth display must be finished and painted with no visible exposed wires or framing (see shaded area in illustration at right). Show Management reserves the right to determine whether a wall is finished and may order draping of exposed areas at exhibitor's expense if deemed to be unsightly.

IMPORTANT

Space dimensions shown on the floor plan are determined from the center line of the exhibit space. Pipe and drape may fall slightly into this area; therefore exhibit structures must be constructed to allow sufficient tolerances on the sides and rear of the exhibit space.



Headers and graphics at front of space are allowed up to 8'3" (2.5 m) high. This includes all booth lighting.

Signage and graphics should face into your booth space. If signage or graphics face towards an adjacent booth, they must be positioned at least 3' off of the dividing walls.

THESE RESTRICTIONS APPLY TO DISPLAY MATERIALS ONLY. Machinery, including dust collection may exceed the 8'3" display height limit if necessary. No graphics or signage may be placed on machinery or dust collection over 8'3" as per display rules.

IMPORTANT:

Be sure your exhibit display is in compliance with the display regulations prior to your company's move-in. Submit your preliminary floor plans to IWF West Show Management at least two months prior to your assigned freight arrival date for approval of your exhibit display. List all dimensions for height, width and depth along with the locations of your graphics placement.

Perimeter Wall Exhibit Space

Definition: Perimeter Wall Space

An exhibit space located on the perimeter wall of the exhibit floor.

Use of Space: Cubic Content Rule

Exhibitors with Perimeter Wall exhibit spaces may utilize the entire area within the space (Cubic Content) up to 16'6" (5 m) high for display materials. This includes all display materials such as lighting mounted on top of booth walls, headers with graphics, etc. All signage and graphics that are over the height of side walls and face towards adjacent spaces must be positioned a minimum of 3' from the side walls.

Height

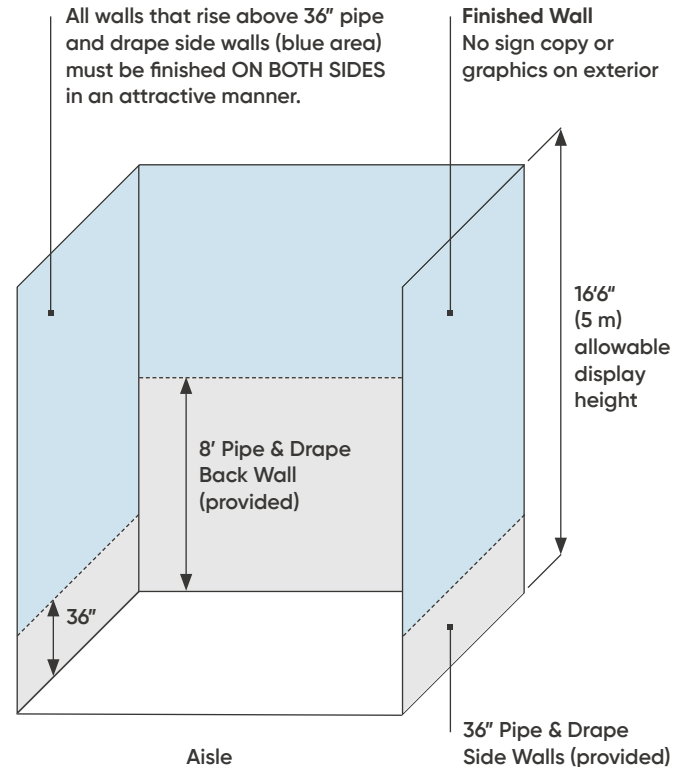
Display materials, components and identification signs will be permitted up to a maximum height of 16'6" (5 m). Any display with side walls that are higher than the provided 36" pipe and drape must have this portion finished and painted with no visible exposed wires or framing. Show Management reserves the right to determine whether a wall is finished and may order draping of exposed areas at exhibitor's expense if deemed to be unsightly.

Intent

Because of their location, Perimeter Wall exhibit spaces do not back up against or adjoin the back wall of another exhibit space and do not interfere or distract from exhibit spaces behind them. This rule's intent is to provide "Cubic Content" for exhibit displays in these locations without distracting from neighboring booths.

IMPORTANT

Space dimensions shown on the floor plan are determined from the center line of the exhibit space. Pipe and drape may fall slightly into this area; therefore exhibit structures must be constructed to allow sufficient tolerances on the sides and rear of the exhibit space.



Signage and graphics should face into your booth space. If signage or graphics face towards an adjacent booth, they must be positioned at least 3' off of the dividing walls.

THESE RESTRICTIONS APPLY TO DISPLAY MATERIALS ONLY.

Machinery, including dust collection, may exceed the 16'6" display height limit if necessary. No graphics or signage may be placed on machinery or dust collection over 16'6" as per display rules.

IMPORTANT:

Be sure your exhibit display is in compliance with the display regulations prior to your company's move-in. Submit your preliminary floor plans to IWF West Show Management at least two months prior to your assigned freight arrival date for approval of your exhibit display. List all dimensions for height, width and depth along with the locations of your graphics placement.

Peninsula Exhibit Space

Definition: Peninsula Exhibit Space

An exhibit space with traffic on three sides which backs up to Standard In-line exhibit spaces.

Use of Space: Cubic Content Rule

Exhibitors with Peninsula exhibit spaces may utilize the entire area within the space (Cubic Content) up to 16'6" (5 m) high for display materials. Lights, supports or other display materials can be no higher than 16'6" (5 m) and must be positioned within the confines of your exhibit space (e.g., wall mounted lighting cannot hang outside of the contracted booth space perimeter). Refer to Hanging Signs and Lights display regulations if not being supported from within your booth space.

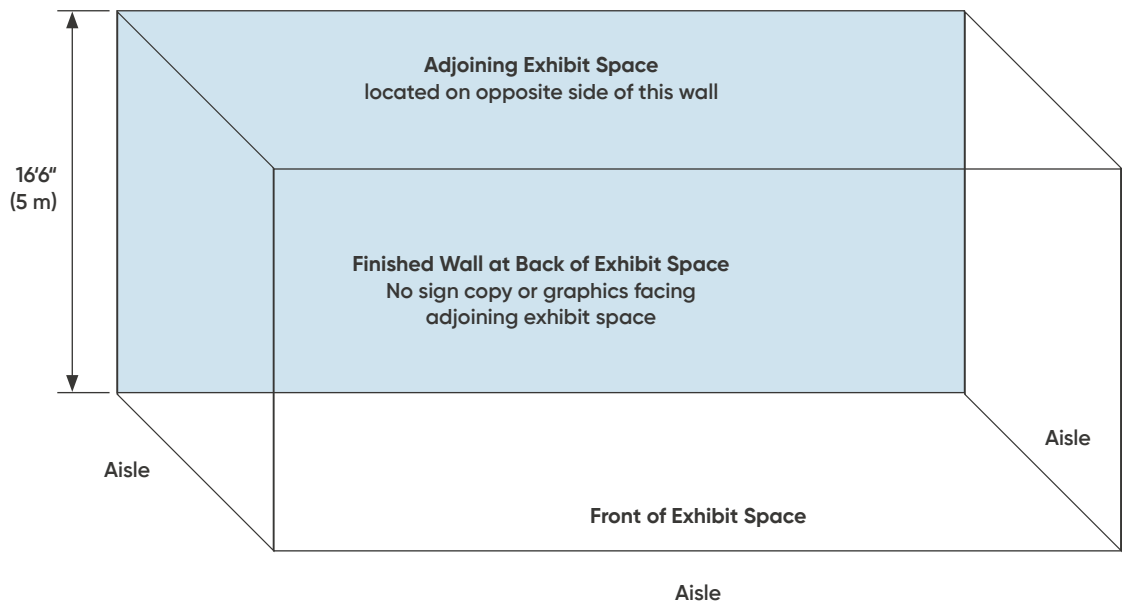
THESE RESTRICTIONS APPLY TO DISPLAY MATERIALS ONLY.

Machinery, including dust collection, may exceed the 16'6" display height limit if necessary. No graphics or signage may be placed on machinery or dust collection over 16'6" as per display rules. The back wall facing towards adjacent exhibit space must not carry any identification signs or graphics and must be finished in an attractive manner where it is exposed to the adjacent space.

In addition, if any graphics, banners or signage are taller than the 8' high back wall drape (graphic towers, banners, etc.) and face towards the adjacent (connecting) exhibit space, they cannot be placed closer than 3' from the back wall. Exhibitors in Peninsula spaces with hanging signs must hang the sign no closer than 3' from the back wall (refer to Hanging Signs and Lights display regulations).

Maximum height allowed for any ground supported display material is 16'6" (5 m).

All walls that rise above the provided 8' pipe and drape must be finished in an attractive manner on the back side.



IMPORTANT:

Be sure your exhibit display is in compliance with the display regulations prior to your company's move-in. Submit your preliminary floor plans to IWF West Show Management at least two months prior to your assigned freight arrival date for approval of your exhibit display. List all dimensions for height, width and depth along with the locations of your graphics placement.

Split Island Exhibit Space

Definition: Split Island Exhibit Space

An exhibit space with traffic on three sides which backs up to another split island space.

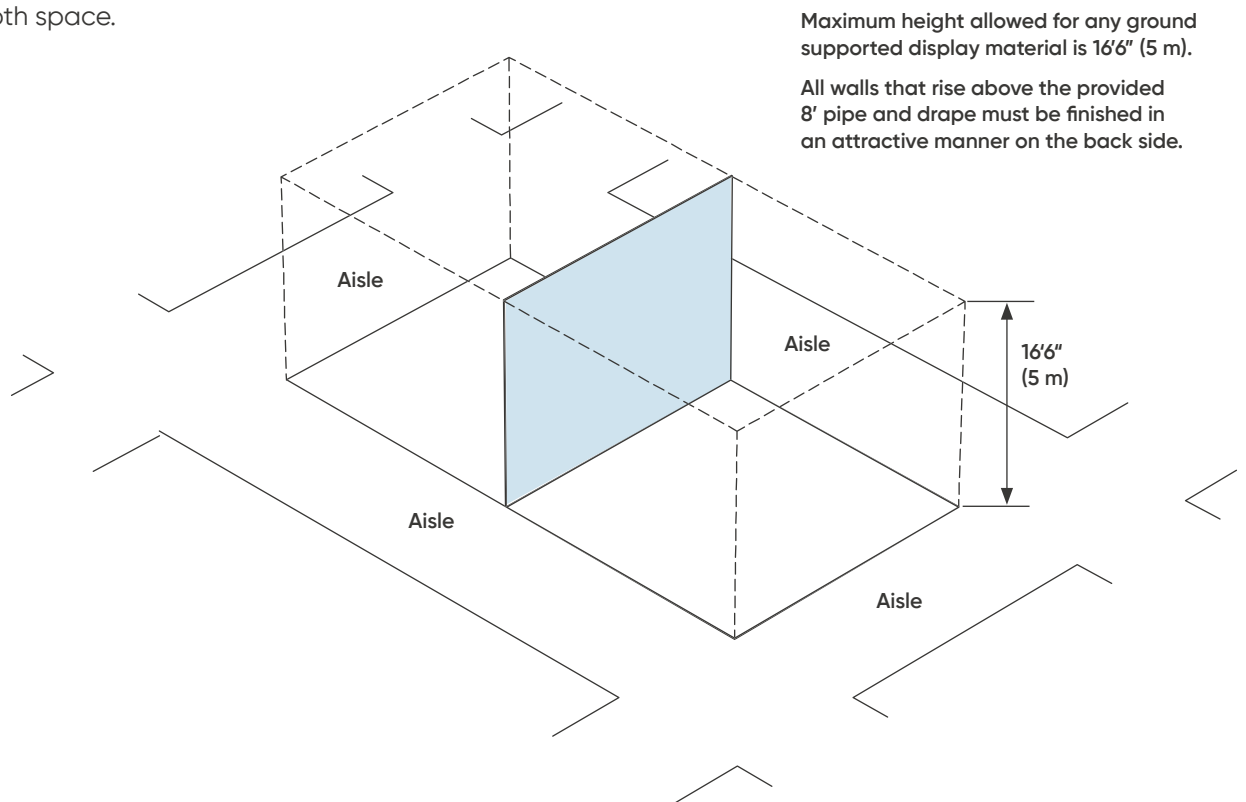
Use of Space: Cubic Content Rule

Exhibitors with Split Island exhibit spaces may utilize the entire area within the space (Cubic Content) up to 16'6" (5 m) high for display materials. Lights, supports or other display materials can be no higher than 16'6" (5 m) and must be positioned within the confines of your exhibit space (e.g., wall mounted lighting cannot hang outside of the contracted booth space perimeter). Refer to Hanging Signs and Lights display regulations if not being supported from within your booth space.

THESE RESTRICTIONS APPLY TO DISPLAY MATERIALS ONLY.

Machinery, including dust collection, may exceed the 16'6" display height limit if necessary. No graphics or signage may be placed on machinery or dust collection over 16'6" as per display rules. The back wall facing towards adjacent exhibit space must not carry any identification signs or graphics and must be finished in an attractive manner where it is exposed to the adjacent Split Island space.

In addition, if any graphics, banners or signage are taller than the 8' high back wall drape (graphic towers, banners, etc.) and face towards the adjacent (connecting) exhibit space, they cannot be placed closer than 3' from the back wall. Exhibitors in Split Island spaces with hanging signs must hang the sign no closer than 3' from the back wall (refer to Hanging Signs and Lights display regulations).



IMPORTANT:

Be sure your exhibit display is in compliance with the display regulations prior to your company's move-in. Submit your preliminary floor plans to IWF West Show Management at least two months prior to your assigned freight arrival date for approval of your exhibit display. List all dimensions for height, width and depth along with the locations of your graphics placement.

Island Exhibit Space

Definition: Island Exhibit Space

An exhibit space with traffic aisles on all four sides.

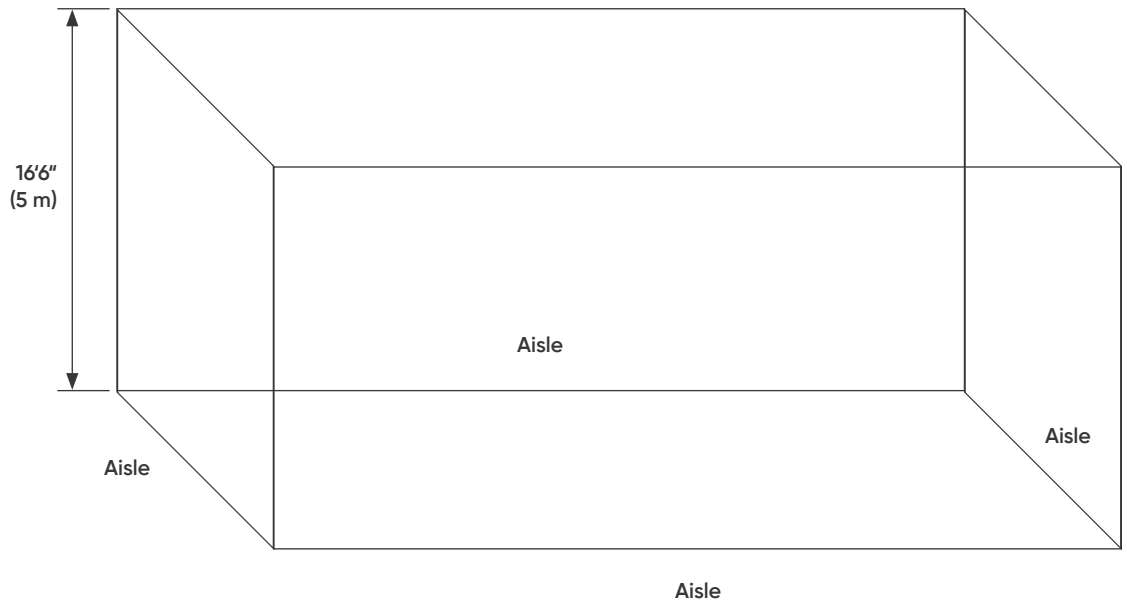
Use of Space: Cubic Content Rule

Exhibitors with Island exhibit spaces may utilize the entire area within the space (Cubic Content) up to 16'6" (5 m) high for display materials. Lights, supports or other display materials can be no higher than 16'6" high and must be positioned within the confines of your exhibit space (e.g., wall mounted lighting cannot hang outside of the contracted booth space into aisle area).

Exhibitors with Island configuration spaces of 900 square feet or more have the option of having a multi-story exhibit but must follow IWF West 2027 rules and regulations for this type of structure (see Multiple Story Booths). There is an additional square foot cost of 50% of the contracted base space rate for the upper level.

THESE RESTRICTIONS APPLY TO DISPLAY MATERIALS ONLY.

Machinery, including dust collection, may exceed the 16'6" display height if necessary. No graphics or signage may be placed on machinery or dust collection over 16'6" as per display rules. Please consider your neighbor when locating machinery and dust collection equipment.



IMPORTANT:

Be sure your exhibit display is in compliance with the display regulations prior to your company's move-in. Submit your preliminary floor plans to IWF West Show Management at least two months prior to your assigned freight arrival date for approval of your exhibit display. List all dimensions for height, width and depth along with the locations of your graphics placement.

Multiple Story Booths

All booths that are completely enclosed must have a smoke detector within the enclosed area that can be heard outside the enclosed area. Multiple story booths must have a smoke detector on the ceiling of the first level. If multiple story booth is over 50 feet in length and holds more than 50 people, it must have at least two marked exits. The travel distance within any booth to an exit access aisle may not be greater than 50 feet.

Multiple story booth plans must be submitted to JP Roberts at JPR@iwfwest.com. Plans will be submitted to the Fire Marshal's office for approval. The plans must specify maximum number of occupants and have a State of Texas - Professional Engineer's stamp, certifying that the platform can bear the maximum occupant load. Multiple story booths must contain at least two 5-pound fire extinguishers, ABC type (2A10BC), with at least one fire extinguisher per floor.

The Exhibitor will provide for a Fire Watch within the booth space without smoke detectors during nonshow hours. Personnel providing Fire Watch services must be supplied with a class 2A 1 OBC fire extinguisher in each enclosed area covered by the floor above. Personnel must be trained

in the use of extinguishers. Neither IWF West nor the facility provide or have fire extinguishers available. The Exhibitor must provide the proper class and size of fire extinguisher for their own use.

Spiral stairways are not recommended for areas occupied by the public, visitors, or clientele, unless specifically approved. The upper deck of multi-story exhibits greater than 300 sq. ft. in area shall have at least two remote means of egress (i.e., two exits). The Exhibitor is required to provide Fire Watch within the booth space if the covered or enclosed area is 300 sq. ft. or more during non-show hours. Qualified Fire Watch personnel may monitor multiple booths at a shared cost. Request more information from IWF West. Areas within the exhibit booth that are totally enclosed (i.e., walls and roof/ceiling) must be served by an emergency lighting source (i.e., battery powered) when such areas lead to exit access from space (e.g., stairs, aisles, corridors, ramps, and passageways leading to an exit from the booth space).

IWF West Show Management and the facility will have final approval on all plans submitted.