



Your Decorated
Apparel Destination

ISS Atlantic City – ISSshows.com

Atlantic City Convention Center

Workshops – Thursday, March 11

Seminars and Expo – Friday, March 12 – Sunday, March 14

Show Rules & Regulations

1. Booth Cleaning

The General Service Contractor is the booth-cleaning contractor for this show. Please note; your booth will NOT automatically be vacuumed the night before the show opens unless you order this service. Please refer to the SERVICE ORDER FORMS section in this manual.

2. Booth Construction

The Fire Department may require that any booth more than 8'3" in height and employing materials more than 1/4" in thickness if of plywood or 3/8" if of fiber wood, used in the horizontal run of the ceiling construction, be constructed under permit from the City Building Department. This does not apply to peripheral or other framework, which provides support for drapery, plastic, or other, approved lightweight materials used in the ceiling. A booth may not obstruct fire extinguishers and standpipe valves.

3. Booth Designing and Planning

Special Permission must be obtained from the authorities through Show Management for any of the following: bridging aisles, catwalk or raised area (upon which the public may walk) more than 3 feet above the floor, booths incorporating heavy or unusual structures or exhibits. Approval has to be given by the appropriate authorities for the design and for the structure. Approval of one does not imply approval of the other. Approval for the structure is conditional upon satisfactory inspection on site. In either case, four copies of plans with structural calculations must be submitted to Show Management, for distribution to the Authorities. Exhibitors are reminded that they must satisfy Show Management that the erection and demolition of the booths can be safely carried out within the allotted time. Any Exhibitor or his contractor wishing to use scaffolding, mobile cranes, or hoists, which would encroach, on aisles or other sites, must first obtain permission from Show Management. Scaffolding and/or other equipment must not block adjacent aisles nor prevent nor hold up work on other booths. Show Management reserves the right to restrict the area of scaffolding and limit the times during which it shall remain in the Hall. No part of any booth or exhibit, including fascia, signs, lighting, corner posts or other fittings shall project into any aisle or obscure any fire or exit signs. For additional clarification refer to the BOOTH CONSTRUCTION & DISPLAY GUIDELINES in this section of the Manual.

a. **STANDARD BOOTH** = One or more (10x10) standard units in a straight line. Exhibit fixtures, components, and identification signs will be permitted to a maximum height of 10'. Sidewalls are restricted to 4' high within 5' of the aisle, the "Line of Sight" rule. Product may extend to the 10' height limit only if the portions of the booth above the 8' drape line are finished out. Absolutely no product may extend above the 10' limit. No graphics may be applied to the back wall or sidewalls of an exhibit. The General Services Contractor will set the 8' back wall drape and the 3' side rail drape.

b. **PERIMETER WALL BOOTH** = One or more (10x10) standard units in a straight line located on the outer-perimeter wall of the exhibit floor. Exhibit fixtures, components, and identification signs will be permitted to a maximum height of 12' in perimeter wall booths. Sidewalls are restricted to 4' high within 5' of the aisle, the "Line of Sight" rule.

c. **PENINSULA BOOTH** = Four or more (10x10) standard units back to back with an aisle on three sides. Exhibit fixtures, components, and identification signs will be permitted to a maximum height of 16' in peninsula booths. The back wall is restricted to 4' high within 5' of the aisle, the "Line of Sight" rule. No graphics may be applied to the back wall.

d. **ISLAND BOOTHS** = Four or more (10x10) standard units back to back with an aisle on four sides. Exhibit fixtures, components, and identification signs will be permitted to a maximum height of 16' in islands booths. Island booths may have hanging signs hung at a maximum height of 30 feet from the floor to the top of the sign. Maximum height is determined by the physical limitations within the facility and your booth location therein.



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e. **BRIDGING AISLES** - An exhibitor may “bridge” the aisle between two adjacent booth spaces in accordance with the following rules:

- The “bridge” must be a bonafide structural component of the booth, such as a roof. Signs and banners are prohibited unless they conform to the architectural integrity of the booth and the bridge. Architectural plans must be submitted to Show Management at least three months prior to the first day of the show.
- **100% of the total cost of the aisle space will be charged to the exhibitor for the “air rights” to bridge the aisle.**

f. **HANGING SIGNS** are limited to a height of 22 feet at the ACCC from the floor to the top of the sign. Only Island booths are permitted to have hanging signs.

4. Booth Presentation

The Exhibitor is responsible for maintaining a professional and clean booth presentation throughout the show.

5. Environmental Laws/OSHA Regulations

All exhibitors must be in compliance with environmental laws and OSHA regulations. To facilitate this compliance, the Organizer strongly urges all exhibitors who give samples of any chemicals, cleaners, or inks to include a Material Safety Data Sheet (MSDS) with each sample given.

6. Excessive Trash

Any exhibitors promoting giveaways from their booths, which generate additional trash, are required to order porter service for their booth. Please review the Cleaning Order Form for this type of service. Exhibitors who require porter service for their booths, but do not order it, will automatically be billed for this service. Any wooden crates or large containers left on the show floor (not labeled as empty storage) will be subject to an additional fee for dismantling and disposal.

6a. Booth Abandonment and/or Material Abandonment

Exhibitors that leave excessive literature and/or display materials in their booth at the end of the published move-out times will be deemed to be guilty of “material abandonment”. Any charges incurred on behalf of show management to remove the abandoned materials to ensure that show management can comply with the published move-out schedule of the facility as stated in their license agreement for the event, will be billed to the exhibitor directly. Show Management & the facility WILL NOT be responsible for the recovery of abandoned materials that are left in an exhibitor's booth past the move-out dates/times as published in the official exhibitor service manual.

7. Exhibitor Appointed Contractors (EAC)

Exhibitors employing firms (EAC's) other than the Official Service Contractors must notify Show Management at least 30 days prior to show dates. All Exhibitor Appointed Contractors (EAC's) must submit a valid insurance certificate 10 days prior to move-in. The EAC must send the original insurance form to Show Management and a copy to the Official Service Contractor. Information provided must include company name, contact name, address, and phone number. It is the responsibility of the Exhibitor to inform the EAC of all pertinent information in this Manual, such as the dates and times of set-up and dismantle. Please use the Form L-4, **Notice of Intent to Use Non-Official Contractor**, which is in the SERVICE ORDER FORMS section of this Manual.

8. Exhibitor Conduct

To maintain the professional atmosphere appropriate to the event, exhibiting personnel must observe the following guidelines.

- a. Exhibitors may not enter other exhibitors' booths unless invited to do so.
- b. ISS is an industry trade show. No retail selling should occur on the exhibit hall floor.
- c. No soliciting or conducting of business in the aisles or public areas. Exhibitors must conduct all business within the perimeter of their booths.



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- d. Costumed characters and/or persons dressed to promote a particular exhibitor in such a way that is solicitous in nature must remain within the perimeter of their booths. They may not walk the aisles or lobby areas.
- e. Exclusive in-house caterer of the facility must approve giveaways of any food. **PLEASE NOTE THAT POPCORN AND COTTON CANDY ARE NOT PERMITTED TO BE DISTRIBUTED FROM ANY EXHIBIT BOOTH.**
- f. No alcoholic beverages allowed during move-in or move-out.
- g. Booths must be manned during all show hours.
- h. Early teardown is not permitted and may result in loss of priority points.
- i. Booth noise (i.e. music) must be kept to a conversation level that does not interfere with the selling efforts of other exhibitors. Show Management retains the right to control and eliminate booth noise if it is judged to be a detriment to other exhibitors.
- j. Any unethical, illegal or disruptive conduct may be cause for immediate dismissal from the show. All such actions should be reported to Show Management immediately.
- k. Exhibitors are restricted from giving away any product (caps, T-shirts, etc.) to the cleaning, Union, or building staff. Giveaways such as this create a serious security problem. If you are solicited, please notify Show Management immediately.
- l. Pets and animals are not allowed at the show (except for seeing-eye dogs).

9. Exhibitor Unloading

GES Exposition Services will handle and control the unloading and loading of all vehicles at the loading dock. **PLEASE REFER TO THE "SHOW SITE WORK RULES"**. However, full-time exhibitor personnel shall have the right to unload personal vehicles and hand carry exhibit material, provided:

- a. They utilize the unloading space designated by the service contractor and the facility.
- b. The vehicle is a Privately Owned Vehicle (POV) and is no larger than a panel van.
- c. They do not use hand-trucks, pallet jacks, or 4-wheel dollies.
- d. They utilize no motorized lift equipment.

10. Fire Safety

- a. Combustible materials within exhibit booths shall be limited to a one-day supply. Storage of combustible materials (i.e. crates and boxes) shall be stored outside the building or in an approved area. **DO NOT PLACE CRATES OR BOXES IN THE AREA BEHIND YOUR BOOTH.**
- b. Oilcloth, tarpaper, sisal paper, nylon, orlon and certain other plastic materials cannot be made flame retardant and their use is prohibited.
- c. All drapes, curtains, table coverings, skirts, carpet, decorations, or any materials used in exhibits, must be flame retardant.
- d. All materials such as drapery, signs, and wall coverings rented from the General Service Contractor are already flame retardant.
- e. All decorations, drapes, signs, banners, acoustical materials, straw, plastic cloth, and similar decorative materials, must be flame retardant to the satisfaction of the State and Local Fire Department. Certificate of flame retardant treatment must accompany all wooden, straw, etc., displays.
- f. All materials regardless of thickness must be fire retardant.
- g. No flammable gases may be used at the Center. Only a one-day supply of aerosol products may be kept in the booth.



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11. Forklifts

Forklifts with operators are available at the prevailing rates. However, arrangements must be made with GES Exposition Services at least 14 days prior to setup for special requests, such as cranes or forklifts with over 5,000 pound lift capacity for special handling of large equipment or machinery. Refer to the **In-Booth Forklift & Labor Order Form** in the SERVICE ORDER FORM Section of this manual.

12. General Service Contractor

GES Exposition Services has been appointed the official General Service Contractor for the show. GES provides furniture rental, material handling, cleaning, labor, and hanging signs. All orders for carpenters, laborers and teamster services are to be made through GES including the number of personnel required and the hour at which they are to report. Use the order forms in the SERVICE ORDER FORMS section of this Manual to order services.

13. Hanging, Pinning or Taping to Booth Drape

Exhibitors are not permitted to hang, pin, or tape any materials or part of the display to the booth drape. This will violate local fire ordinances and tear or damage the drape.

14. Hanging Signs

Only exhibitors with a 400 square feet or larger peninsula or island booth may hang signs. **Hanging signs will be hung at a maximum height of 22 feet from the floor to the top of the sign.** Refer to the Hanging Sign/Truss Order form in the **SERVICE ORDER FORMS** Section of this manual. All hanging of signs and any other items that must be suspended from the ceiling must be handled by the General Service Contractor. All hanging signs must be shipped to the advance warehouse and labeled as a "Hanging Sign." Refer to the "Exhibit Construction and Design Specifications" in this section for more information. Show Management and the facility must approve the hanging of all signs and all other items that must be suspended from the ceiling. Signs can only be hung from existing "hang points". GES is responsible for all non-electric hanging signs and will pre-assemble all signs. The official electrical contractor is responsible for the hanging of all electrical signs. Please note that display houses will not be allowed to pre-assemble any hanging sign.

15. Hospitality/Function Space Policy

Show Management must be notified in writing any exhibitor-sponsored seminars, demonstrations, receptions, etc., held immediately before, during, or after the Event. Refer to the HOTEL & TRAVEL tab on www.ISSshows.com. No product demonstrations, seminars, receptions, etc., may be held during show hours, which includes days prior to show opening when workshops are held, and they cannot conflict with any program being offered at the show.

16. Insurance

GES will be responsible for exhibitors' property only while they are physically handling the material. The Contractor and Show Management is not responsible for damage to uncrated materials, materials improperly packed, concealed damage, loss or theft of exhibitors' materials after they have been delivered to booths. Should you have a damaged crate in your booth, do not open it until you have a representative from GES present. They must be present to inspect damage prior to determining liability. Exhibitors are urged to provide their own insurance coverage protection against damage, loss, or theft. Contact your insurance company to request that this type of coverage be extended to you during the show.

17. Labor Rules

The general service contractor and the facility requests that exhibitors do not tip labor employees. They are paid at an excellent wage scale, denoting a professional status, and thus tipping is not necessary. Jurisdictions are clearly established. Please review the Show Site Work Rules, located in the SERVICE ORDER FORMS section of this manual, for an explanation of the jurisdictions.



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18. Large Equipment

Exhibitors planning to display unusually large or heavy equipment should notify GES in advance.

19. Obstructions

The Fire Marshall requires aisles to be clear during show hours. Please note that all furnishings and products must remain within the confines of your booth. Do not place any chairs or products in the aisle. If you do not comply, the items will be removed by Show Management to avoid being fined for non-compliance. If any of these items have been rented through our suppliers, you will still be responsible for payment. No credits will be issued.

20. Privately-Owned Vehicles (POV)

A Privately-Owned Vehicle (POV) may drive up and stop at the GES Check-In for POV's located at the entrance to the loading dock area. A POV is defined as a "non-commercial" vehicle. This includes cars, vans, and small trucks.

21. Property Passes

Exhibitors and Attendees are required to have a completed Property Pass for all merchandise leaving the hall during move-in, show days, and move-out. Property Passes may be picked up at the Show Office or Service Desk. Please note that attendees are still required to have a completed Property Pass to remove any goods during move-out. For any merchandise that the customer will pick-up or remove from the hall at the close of the show via the loading dock, the Exhibitor must complete a bill of lading naming the customer as purchaser. Both the Exhibitor AND Customer must have a copy of this bill of lading in order to gain admittance to the exhibit hall dock area to remove items from the hall. The Customer will be required to check-in with their vehicle at the designated check-in area in order to be dispatched to available dock space (please review "Exhibitor Unloading" and Privately-Owned Vehicles" for more information).

22. Rental Cost

The booth rental fee entitles each exhibitor to the following:

- a. Floor space at the facility with general lighting and air conditioning. Electrical outlets are not included and must be ordered on the **Electrical Order Form**.
- b. Exhibitor badges – please order these badges for your representatives in advance. Please visit www.ISSshows.com under the Registration tab.
- c. Publicity aids to serve as constant reminders to attendees of your participation.
- d. Free company listing in the Show Program handed out at the show. Refer www.ISSshows.com under the Sponsorship & Marketing tab.
- e. Janitorial service for maintenance of aisles and public areas and emptying of exhibitors' trash containers only if they are placed in the aisle each evening.
- f. Twenty-four hour security guards at the Convention Center during move-in, show days, and move-out. Show Management will not be responsible for loss or theft. All exhibitors are urged to provide their own insurance coverage protection against damage, loss, or theft. Contact your insurance company to request that this type of coverage be extended to you during the show. See "Safety and Security" in this section for more information.
- g. First Aid care will be available during move-in, show days, and move-out.

23. Safety and Security

- a. Show Badges are required for admittance to the Show, Seminars and related functions.
- b. On the night prior to the opening of the show, the hall must be cleared no later than 5:00 p.m. unless Show Management grants special permission by 4:00 p.m. that day.
- c. Exhibitors may enter the hall at 7:00 a.m. each show morning.



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- d. Exhibitors must clear the hall when the Show is closed each day. Exhibitors wishing to work any night must obtain permission from Show Management before 4:00 p.m. Any charges imposed on Show Management in connection with such arrangements will be passed on to the exhibitor concerned, e.g. security, air conditioning, lighting.
- e. Each exhibitor is responsible for his own booth until the hall is clear of all visitors and exhibitors, especially during move-out. On the last day of the show, after 3:00 p.m., all booth material should be packed and properly labeled — bills of lading turned into GES Exposition Services.
- f. After the hall is closed, only Show Staff members or people accompanied by a staff member may enter.
- g. Once the Show has opened, all persons must enter and exit only through entrances where security is posted.
- h. Exhibitors are responsible for providing all assigned workers with proper badges. Temporary Floor Passes are available at Security, GES Service Desk and Exhibitor Registration, and are valid on move-in and move-out days only.
- i. Any and all thefts must be reported to security and Show Management immediately.
- j. It is recommended that exhibitors take precautionary measures of their own; such as securing small or easily portable items of value and moving them to a place of safekeeping after exhibit hours.
- k. No infants or children under 16 will be admitted to the show (including exhibitors' children). Proof of age is required. This policy will be strictly enforced.**
- l. Show Management will provide general perimeter security during setup, show dates, and dismantling. There may be circumstances where an exhibitor may wish to request individual exhibit guard coverage. Individual booth guard service is at the exhibitor's expense.

24. Security Tips

We would like to offer the following as some general guidelines, which may help minimize the incidence of equipment loss:

- a. Small electronic equipment such as video players, monitors, cameras, etc., should never be left unattended.
- b. In cases where valuable equipment may not be removed to storage on a daily basis, you may wish to engage the services of a private booth guard.
- c. When shipping your equipment, do not list contents on the outside of crates or cartons. Do not ship VCR's, PC's, and other electronic equipment in the manufacturer's cartons. Place these cartons inside larger crates or have special packaging made, which does not indicate contents.
- d. At the close of the show, when your materials have been packed and bills of lading have been prepared, turn in your completed bills of lading at the Exhibitor Service Desk. Do not leave bills of lading in your booth or attached to your crates.

25. Standard Booth Requirements

All exhibitors are required to have the following:

- a. Perimeter backdrop and siding consisting of drapes, finished hardwood panels or other display material, which must be flameproof.
- b. Booth carpet: You may bring in your own carpet, or order from GES Exposition Services. Exhibitors that do not properly cover their exhibit area will be required to have carpet supplied by GES Exposition Services at the exhibitor's expense.



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26. Storage

Storage of boxes or any other items behind booth drape is strictly prohibited. All exhibit material and empty containers, must be removed from the exhibit floor by the exhibitor or our General Service Contractor. "Empty" stickers will be available at the GES Service Desk. Crates and boxes delivered to the booth by GES Exposition Services, (see Material Handling Order Form in the Contractor Order

Form section) will be stored and delivered back to the booth at the close of the show at no additional charge.

26a. Booth Abandonment and/or Material Abandonment

Exhibitors that leave excessive literature and/or display materials in their booth at the end of the published move-out times will be deemed to be guilty of "material abandonment". Any charges incurred on behalf of show management to remove the abandoned materials to ensure that show management can comply with the published move-out schedule of the facility as stated in their license agreement for the event, will be billed to the exhibitor directly. Show Management & the facility WILL NOT be responsible for the recovery of abandoned materials that are left in an exhibitor's booth past the move-out dates/times as published in the official exhibitor service manual.

27. Third Party Services

Services ordered on behalf of exhibitors by EAC's or other third parties must be so authorized in writing by the exhibitor. PAYMENT FOR ALL SERVICES WILL BE THE RESPONSIBILITY OF THE EXHIBITOR.

28. Utilities

In most cases but not always, the facility is the exclusive contractor for electrical, gas, plumbing, and compressed air services. Refer to the order forms located in the SERVICE ORDER FORMS Section of this manual for rates and service information.

29. Vehicle Displays

All vehicles used for display must have the battery cables disconnected; a lockable gas cap, and the gas tank can be no more than ¼ full.

30. PROHIBITED ITEMS

Cotton Candy, Adhesive Backed Decals, Stickers, Helium Balloons and Children under the age of 16 are prohibited.



Booth Construction & Display Guidelines

Nielsen Business Media has developed the necessary information to properly design and build your exhibit as well as plan your booth's layout and content. These professional standards ensure an environment conducive to successful interaction with your audience and your fellow exhibitors.

Linear Booth

A linear booth has only one side exposed to an aisle and is generally arranged in a series along a straight line. Linear booths are also called "in-line" booths.

Dimensions:

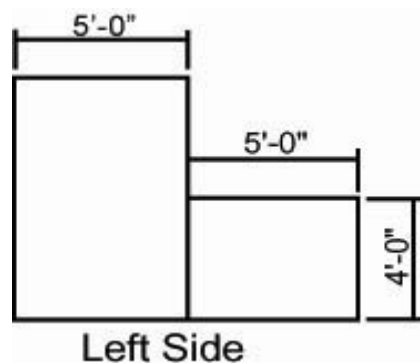
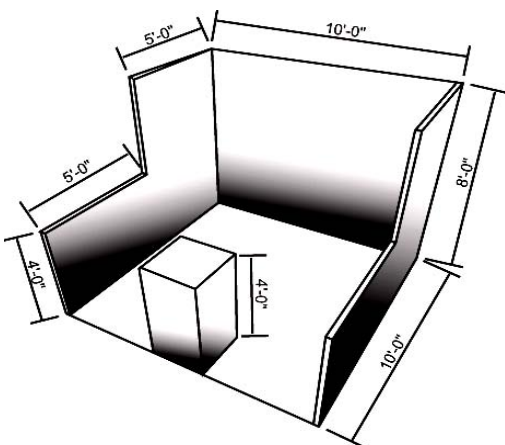
Linear booths are commonly ten feet (10') wide and ten feet (10') deep, i.e., 10' x 10'. A maximum backwall height limitation of 8' may not be exceeded without the written permission of NIELSEN BUSINESS MEDIA in advance of any set-up.

Use of Space:

A maximum height of eight feet (8') is allowed only in the rear half of the booth, with a four-foot (4') height restriction imposed on all materials in the remaining space forward to the aisle. Materials within the booth must be constructed so not to obstruct sight lines of neighboring exhibitors. Additionally, any unfinished and exposed portion of an exhibit must be made presentable prior to show opening at the expense of the Exhibitor.

Special considerations: When any one exhibitor contracts three or more linear booths side by side, the 4' height restriction is applied only to the exhibit space that is within ten feet (10') of a neighbor's exhibit space.

Ceilings and/or canopies may be constructed but must comply with sightline restrictions of a linear booth stated above. A ceiling may 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"). ***Fire and safety regulations in certain facilities dictate specific regulations so please contact NIELSEN BUSINESS MEDIA if your exhibit is composed of any ceiling treatment***



Corner Booth

Any corner booth must adhere to the same guidelines as a linear booth with the exception that two sides will be exposed to the aisle.

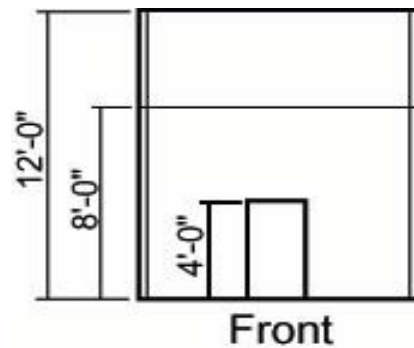
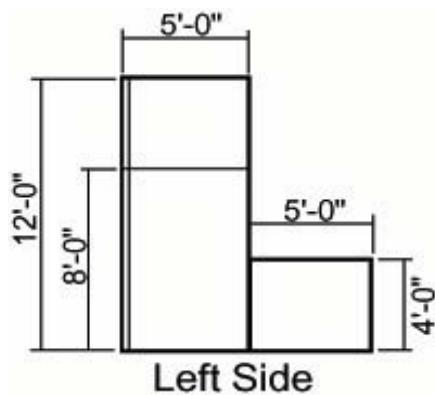
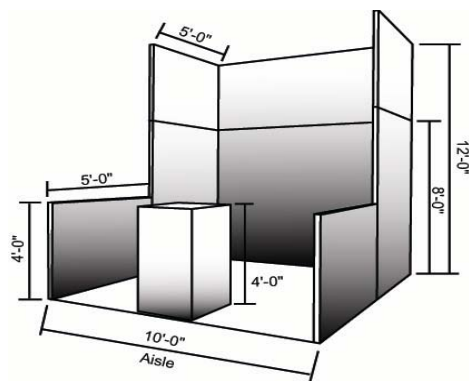
Ceilings and/or canopies may be constructed but must comply with sightline restrictions of a linear booth stated above. A ceiling may not be lower than seven feet (7') from the floor within five feet (5') of any aisle. Canopy supports should be no wider than three inches (3"). **Fire and safety regulations in certain facilities dictate specific regulations so please contact NIELSEN BUSINESS MEDIA if your exhibit is composed of any ceiling treatment.**

Perimeter Booth

A Perimeter Booth is a linear booth that backs up against a wall of the facility not to another line of exhibits. In this case, an exhibitor may extend their backwall to twelve (12') in height. All other guidelines of a linear booth still apply.

Ceilings and/or canopies may be constructed but must comply with sightline restrictions of a linear booth stated above. A ceiling may 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"). **Fire and safety regulations in certain facilities dictate specific regulations so please contact NIELSEN BUSINESS MEDIA if your exhibit is composed of any ceiling treatment.**

Additionally, any unfinished and exposed portion of an exhibit must be made presentable prior to show opening at the expense of the Exhibitor.



End-Cap Booth

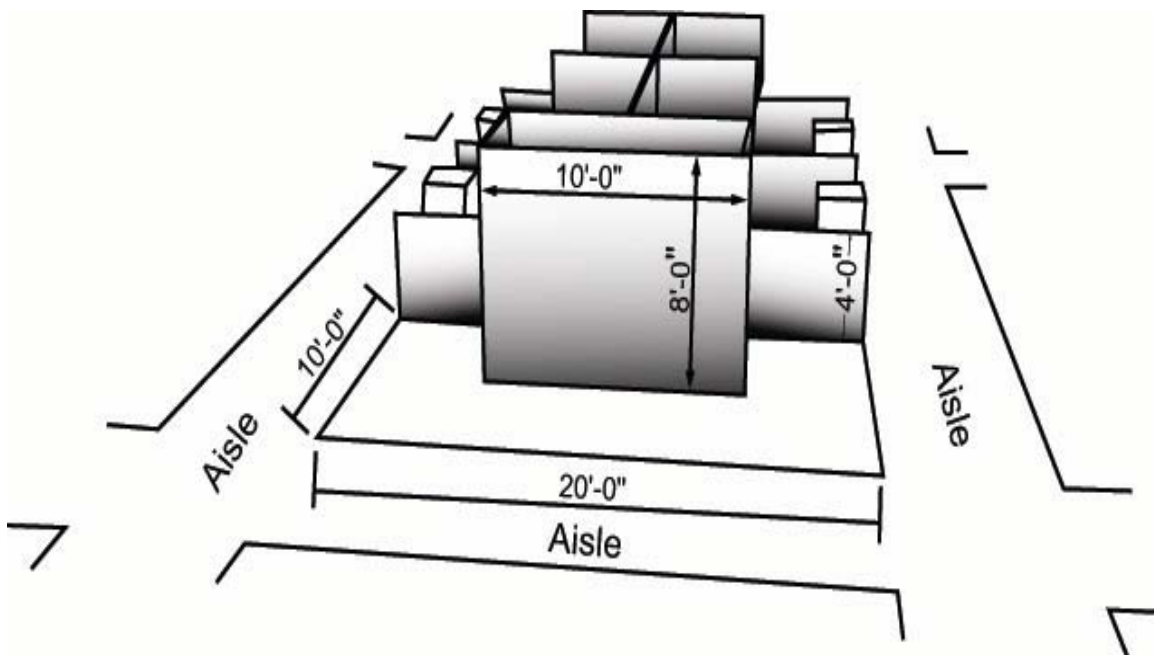
End-cap booths are exposed on three sides to aisles and are composed of two booths.

Dimensions:

Generally ten feet (10') deep by twenty feet (20') wide, an end-cap booth may not exceed eight feet (8') in height in the rear half of the booth and within five feet (5') of the two side aisles with a four foot (4') height restriction imposed on all materials in the remaining space forward the aisle.

Ceilings and/or canopies may be constructed but must comply with sightline restrictions of a linear booth stated above. A ceiling may 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"). *Fire and safety regulations in certain facilities dictate specific regulations so please contact NIELSEN BUSINESS MEDIA if your exhibit is composed of any ceiling treatment.*

Additionally, any unfinished and exposed portion of an exhibit must be made presentable prior to show opening at the expense of the Exhibitor.



Peninsula Booth

Peninsula booths are exposed on three sides to aisles and are composed of a minimum of four booths.

A peninsula booth may be configured in one of two different ways:

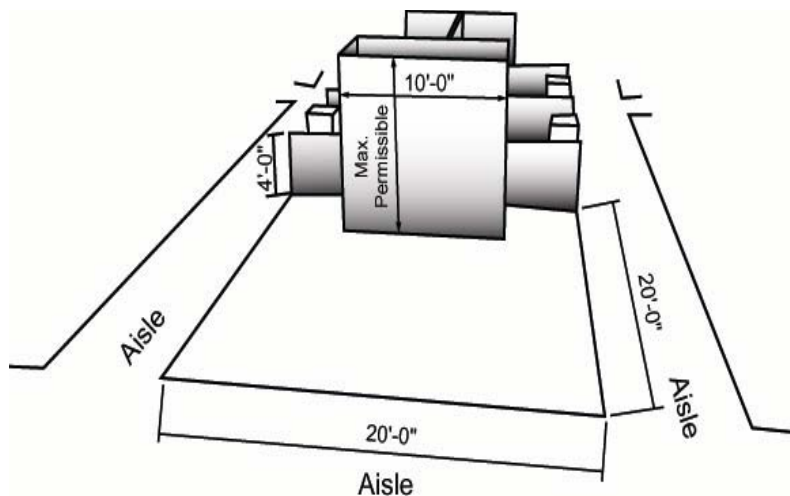
- 1) One which backs up to linear booths
- 2) One, which backs up to another peninsula booth and is referred to as a “*split island booth.*”

Dimensions:

A peninsula booth is usually 20' x 20' or larger. When this booth backs up to two linear booths, the backwall is restricted to four feet (4') within five feet (5') of each aisle, always maintaining an adequate line of sights for the adjoining linear booths. Sixteen feet (16') is the maximum height allowance, including signage for the center portion of the backwall.

Ceilings and/or canopies may be constructed but must comply with sightline restrictions of a peninsula booth stated above. A ceiling may 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"). ***Fire and safety regulations in certain facilities dictate specific regulations so please contact NIELSEN BUSINESS MEDIA if your exhibit is composed of any ceiling treatment.***

Additionally, any unfinished and exposed portion of an exhibit must be made presentable prior to show opening at the expense of the Exhibitor.



Island Booth

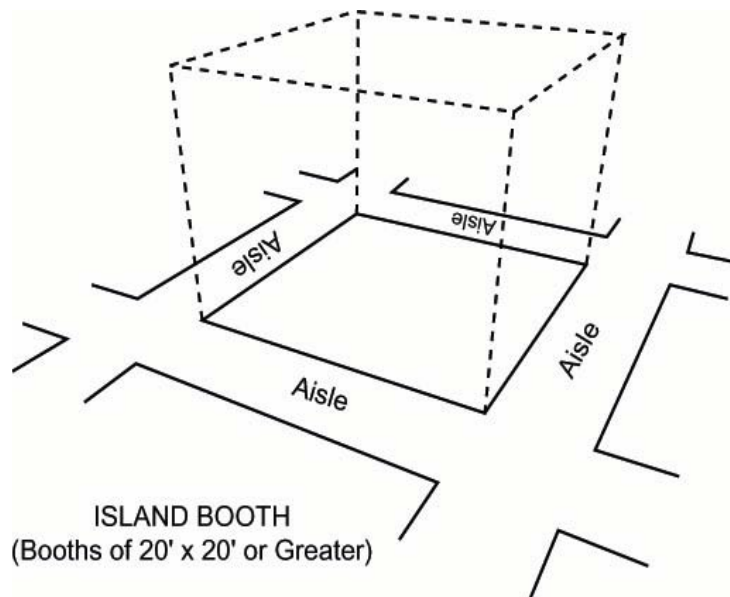
Island booths are exposed to aisles on all four sides.

Dimensions:

An island booth is 20' x 20' or larger and may be configured in different ways.

Use of space:

The entire cubic content of the space may be used up to the maximum allowable height, which is usually sixteen feet (16'), including header graphics. Additionally, any unfinished and exposed portion of an exhibit must be made presentable prior to show opening at the expense of the Exhibitor.



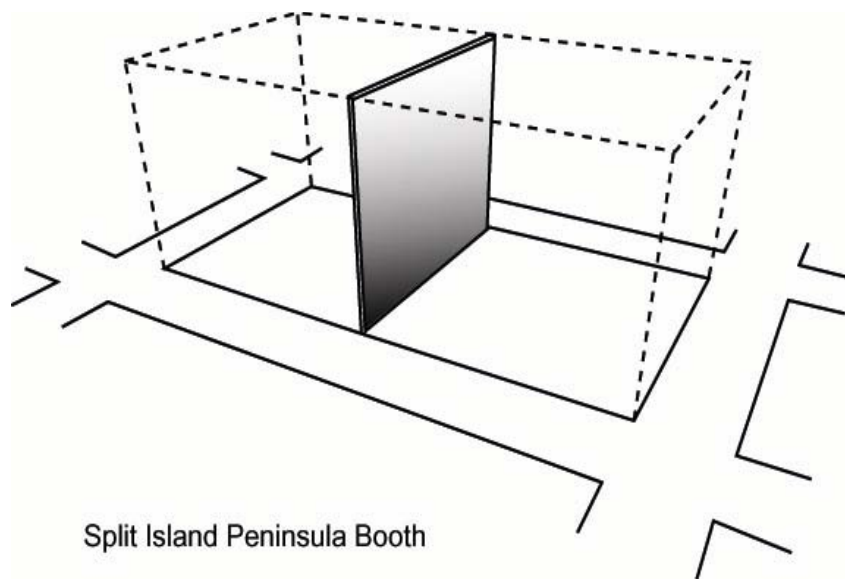


Split Island Booth

A Split Island booth is a peninsula booth, which shares a common backwall with another peninsula booth. The entire cubic content of the booth including header graphics may not exceed sixteen feet (16') in height. Additionally, any unfinished and exposed portion of an exhibit must be made presentable prior to show opening at the expense of the Exhibitor.

Island Ceiling/Canopy restrictions for Island or Split Island configurations:

Ceilings and/or canopies may be constructed but must comply with cubic content height restrictions as stated above. A ceiling may 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"). ***Fire and safety regulations in certain facilities dictate specific regulations so please contact NIELSEN BUSINESS MEDIA if your exhibit is composed of any ceiling treatment.***





Common Considerations and Requirements

Americans with Disabilities Act (ADA)

Exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive and accommodating as possible. For additional information go to: www.usdoj.gov/crt/ada/infoline.htm.

Fire and Safety Regulations

All construction materials used in your booth design must be made from certified fire retardant materials. Each exhibitor is asked to have available on-site both samples for testing and flame proofing certificates for inspection.

Electrical

Outlined within your Exhibitor Service Kit are the specific facility electrical requirements. Please read these requirements carefully and contact the facility-engineering department with special needs or considerations.

Common considerations include:

- * All 110-volt wiring should be grounded three wires.
- * All wiring that touches the floor must be a minimum of 14-gauge/three wire flat cord insulated to qualify for "extra hard usage".
- * All power strips must be UL approved, with built-in over-load protectors.



Please Note:

The following items require written approval from the Nielsen Operations Department before they can be included in your exhibit. Your request must be submitted no less than 30 days in advance of the first day of the event move-in.

Thank you for your ongoing participation.

Advance Permission Requests are for the Following:

- HANGING SIGNS**
- STAND ALONE TOWERS**
- MULTI –STORY EXHIBIT AREAS**
- MOTOR VEHICLE**
- OPEN FLAME AND/OR PROPANE**
- SPECIAL LIGHTING SUCH AS LASERS OR ULTRAVIOLET LIGHTING**
- LIGHTING TRUSSES OR OVERHEAD LIGHTING**
- SOUND or MUSIC**
- PHOTOGRAPHY**

Note: Halogen lighting in some states such as Nevada and Illinois are not permitted. If your exhibit includes halogen lighting, please contact the Nielsen Operations Department @ 800-933-8735.

Special Reminder:

HANGING SIGNS

1. Hanging Signs

Only exhibitors with a 400 square feet or larger - peninsula or island booth - may hang signs. Refer to the Hanging Sign/Truss Order form in the SERVICE ORDER FORMS Section of this manual. All hanging of signs and any other items that must be suspended from the ceiling must be handled by the General Service Contractor. **All hanging signs must be shipped to the advance warehouse and labeled as a “Hanging Sign.”** Show Management and the facility must approve the hanging of all signs and all other items that must be suspended from the ceiling. Signs can only be hung from existing hang points. Please note that display houses or exhibitor personnel may, may not be allowed to pre-assemble any hanging sign. Please check the Job Site Work Rules, or Labor Jurisdictions outlined in this section of your Exhibitor Service Kit to confirm.