



Canadian  
Utilities Equipment  
& Engineering Show

# DISPLAY RULES AND REGULATIONS

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# STANDARD BOOTH

## Definition

One or more standard units in a straight line.

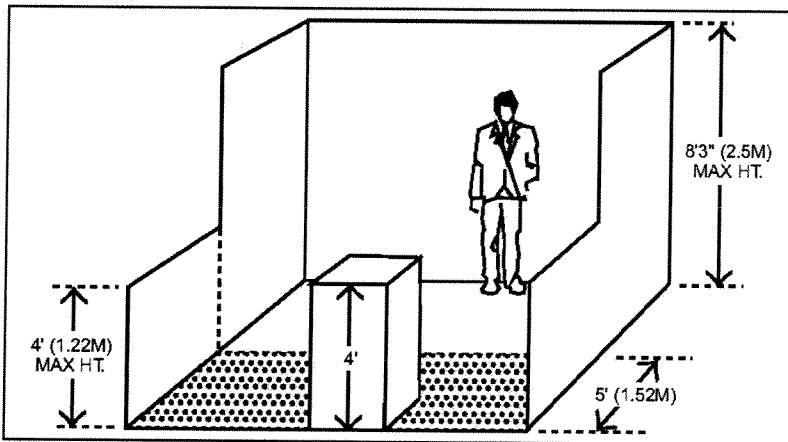
## Height & Depth

Exhibit fixtures, components and identification signs are permitted to a maximum height of 8'3" (2.5m). All display fixtures over 4' (1.22m) in height and placed within 10 lineal feet (3.05m) of an adjoining exhibit may not be placed within 5' (1.52m) of the main traffic aisle.

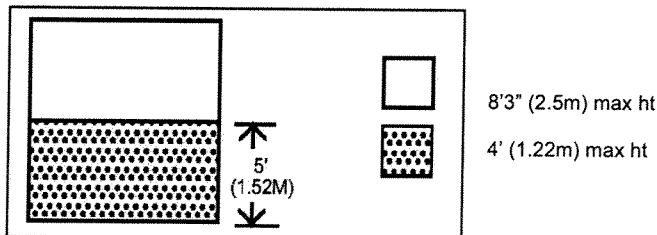
## Intent

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 the booth.

Each exhibitor is entitled to a reasonable sightline from the aisle. Exhibitors with larger space should 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.



Display fixtures over 4' (1.22m) high are confined to the area of the booth that is at least 5' (1.52m) from the aisle line.



**Corner Booth** - is a standard booth exposed to aisles on two sides. All other guidelines for a standard booth apply.

# PERIMETER WALL BOOTH

## Definition

Standard booth located on the outer-perimeter wall of the exhibit floor.

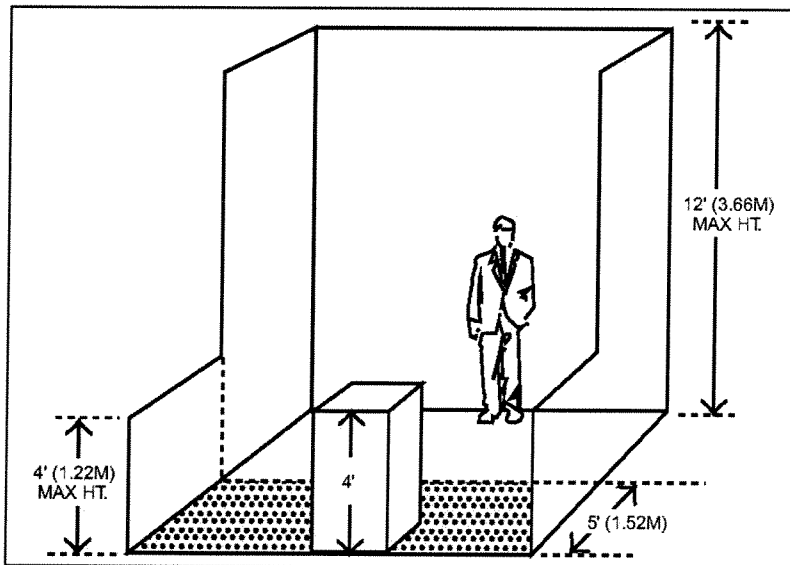
## Height & Depth

Exhibit fixtures, components and identification signs are permitted to a maximum height of 12' (3.66m). All display fixtures over 4' (1.22m) in height and placed within 10 lineal feet (3.05m) of an adjoining exhibit, may not be placed within 5' (1.52m) of the main traffic aisle.

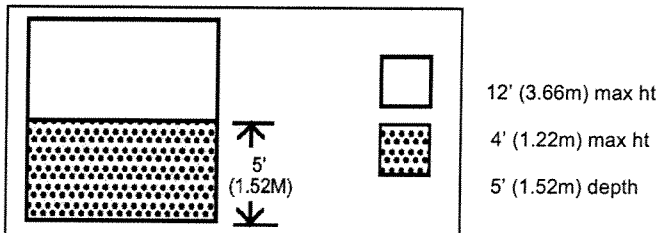
## Intent

Outer perimeter booths are not backed against another booth so the 12' (3.66m) height will not interfere with or distract from another exhibit booth.

Each exhibitor is entitled to a reasonable sightline from the aisle. Exhibitors with larger space should 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.



Display fixtures over 4' (1.22m) high are confined to the area of the booth that is at least 5' (1.52m) from the aisle line.





# SPLIT ISLAND BOOTH

## Definition

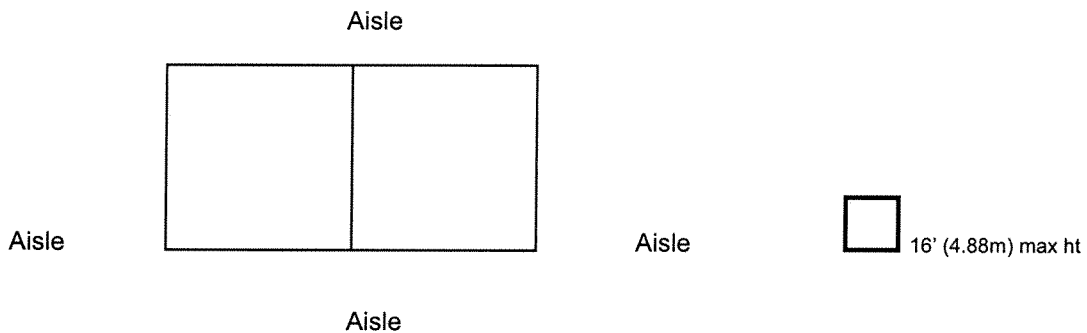
A peninsula booth with one or more display levels in four or more standard units which backs to another peninsula booth and is exposed to aisles on three sides.

## Height & Depth

The entire width of the backwall may be used with no line of sight restriction. 16' (4.88m) is a typical maximum height allowance, including signage. The 16' (4.88m) height limitation is set to avoid undue competition between exhibitors to see who can go the highest and be seen the farthest with each negating the others' efforts.

## Intent

The entire cubic content of the space may be used up to the maximum allowable height.



# ISLAND BOOTH

## Definition

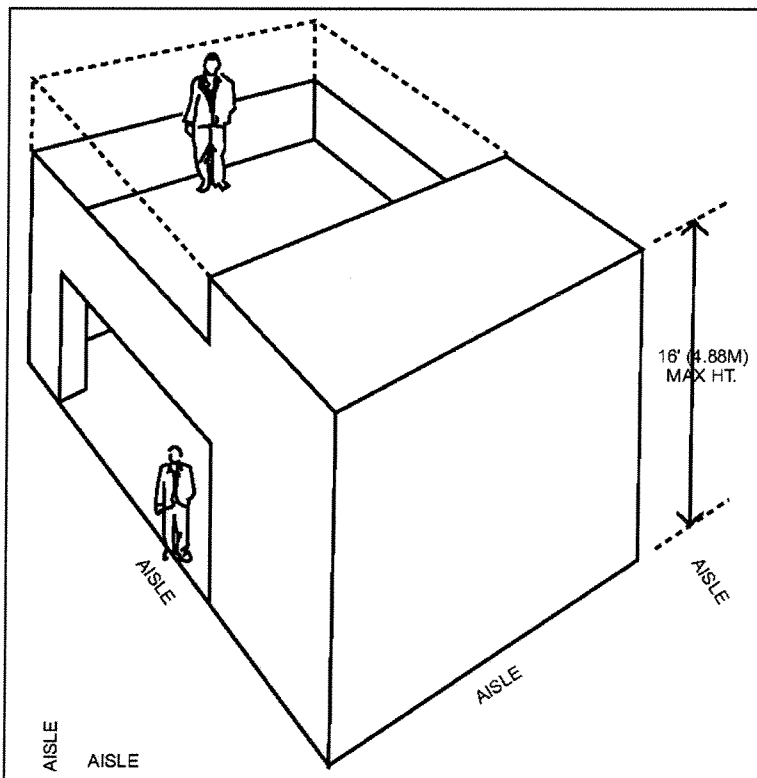
Exhibit with one or more display levels in four or more standard units with aisles on four sides.

## Height & Depth

16' (4.88m) is a typical maximum height allowance, including signage. The 16' (4.88m) height limitation is set to avoid undue competition between exhibitors to see who can go the highest and be seen the farthest with each negating the others' efforts.

## Intent

Because an island booth is automatically separated by the width of an aisle from neighbouring exhibits, full use of the floor plan is permitted.



# TOWERS

## Definition

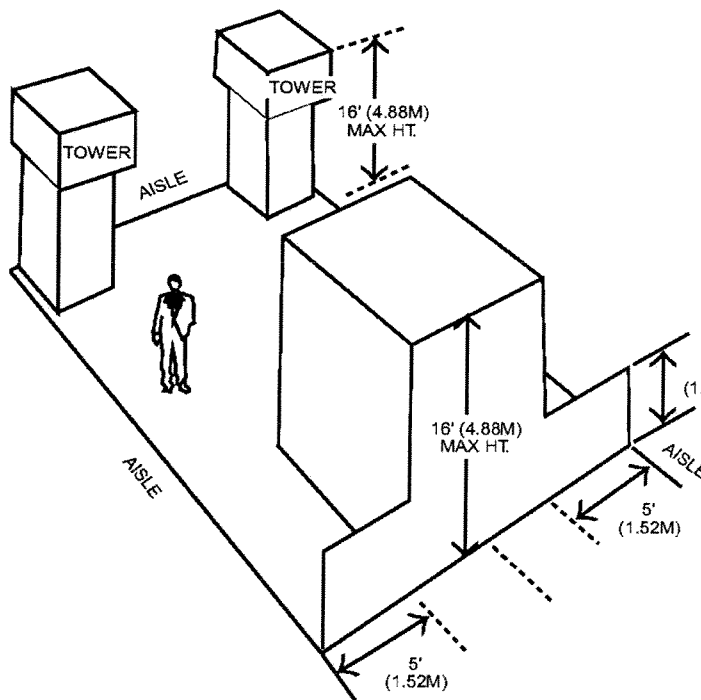
A free standing exhibit component separate from the main exhibit fixture used for identification and display purposes only.

## Height & Depth

The height & depth of each tower will correspond with the height & depth regulations for the appropriate exhibit configuration. Exhibitors adjoining exhibits with towers are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.

## Intent

Exhibitors adjoining exhibits with towers will have the same reasonable sightline as if they were adjacent to a standard linear booth.



# HANGING SIGNS

## Definition

An exhibit component suspended above an exhibit of four or more standard units back to back with an aisle on at least three sides for the purpose of displaying graphics or identification.

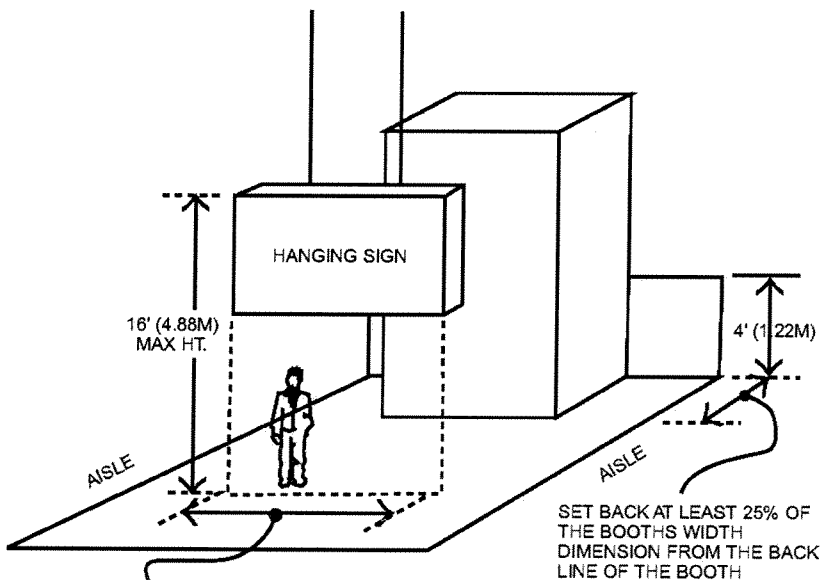
## Height & Depth

Standard Booth	8'3" (2.5m)	Perimeter Booth	12' (3.66m)
Peninsula Booth	16' (4.88m)	Island Booth	16' (4.88m)

Hanging signs should be set back at least 25% of the booth's width dimension from the back line of the booth. Hanging signs will be permitted to a total length on each side of the exhibitor's space that does not exceed 50% of the corresponding dimension of the booth. All side and surfaces of the signs which are exposed to view must be properly finished and decorated.

## Intent

Hanging signs should be set within the exhibitor's space so as not to detract from their neighbours' booth.



# DEMONSTRATIONS

## Definition

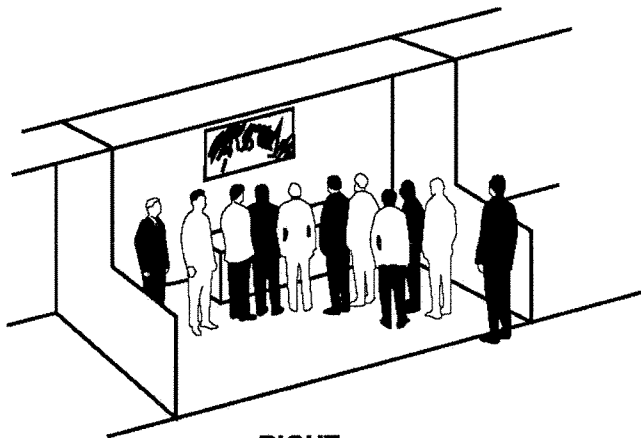
The interaction of exhibit personnel and their audience through presentations or sampling.

## Regulation / Sound / Safety

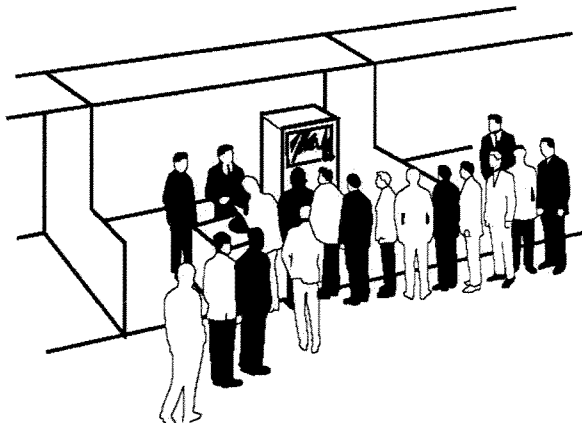
Demonstration areas are required to be organized within the exhibitor's space so as not to interfere with any traffic aisle. Noise levels are required to be kept to a minimum and not interfere with neighbouring booths. All demonstrations involving moving and potentially hazardous machines, displays or parts, are required to have hazard barriers and be supervised by exhibitor personnel who can stop the demonstration to prevent accidental injury to spectators.

## Intent

To keep the aisles free of obstructions, to prevent interference with other exhibitors and ensure the health and safety of everyone.



**RIGHT**



**WRONG**

# PLACEMENT, POSITION & OPERATION OF MACHINERY

The display, operation and operator are required to be within the confines of the booth at all times. All machinery is required to be placed 2 feet from the aisle. There is no limitation on the height of equipment on display provided such equipment is self supporting and free standing.

