

2017 Exhibit & Display Rules and Regulations

Display Rules and Regulations have been with us since trade events first began. Most individuals recognize the need for some limitations but may have never taken the time to determine the intent of each rule, why they were written, what they are expected to accomplish and, most important, how an exhibit can use them effectively.

The tenant on which all show management is based can be summed as follows:

“All exhibitors are equal regardless of size and should be given an equal opportunity, within reason, to present their product in the most effective manner to the audience.”

Event Management must establish rules or guidelines to make this possible while allowing the greatest flexibility within each exhibit. Remember you are our customers. We want you to be successful.

The exhibitor’s responsibility can be summed up far more simply:

“Be a good neighbor.”

With these thoughts in mind, please review the rules and regulations outlined on the following pages. Each section begins with the actual rule or guideline and is followed by the intent which is of major importance. By recognizing the intent you can be reasonably sure you will always be “a good neighbor.”

Please note: Peninsula or Island booths on Level 1 cannot exceed a height of 14 feet. Also, double decker booths are not permitted on Level 1 due to the ceiling height of 14 feet.

TYPE A STANDARD BOOTH

DEFINITION:

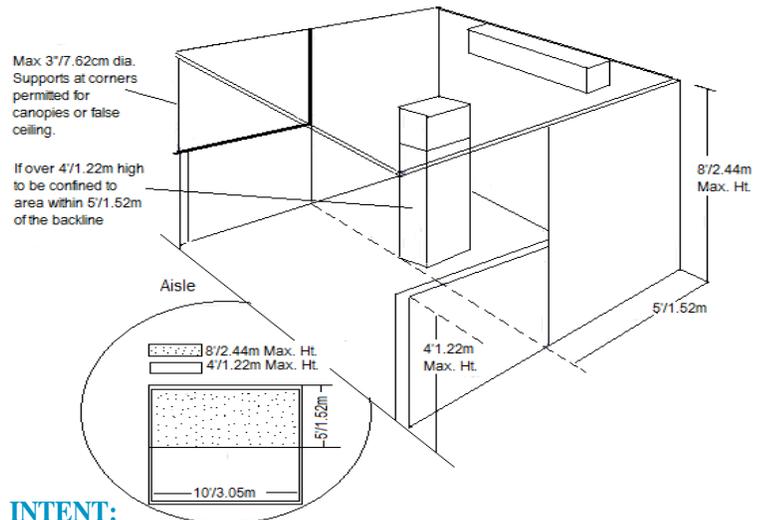
One or more standard units in a straight line.

DEPTH:

All display fixtures over 4'1.22m 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 within 5'1.52m of the backline.

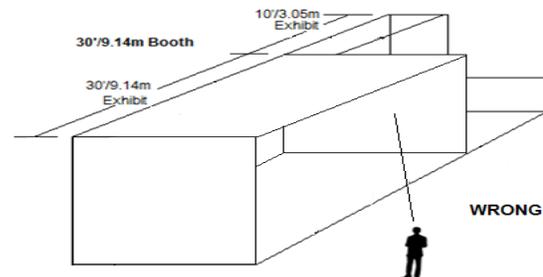
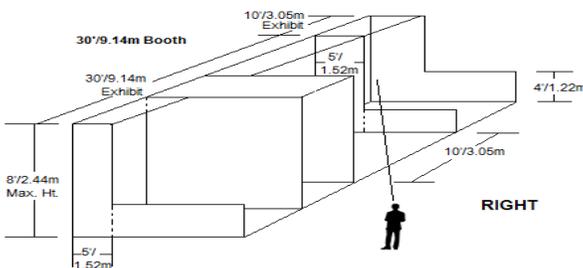
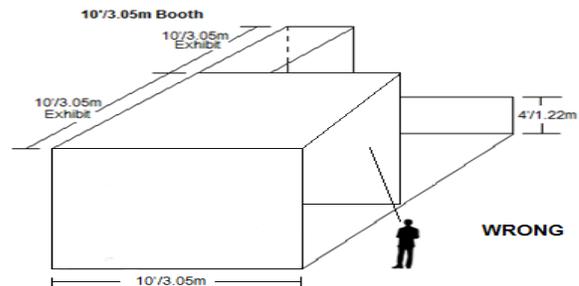
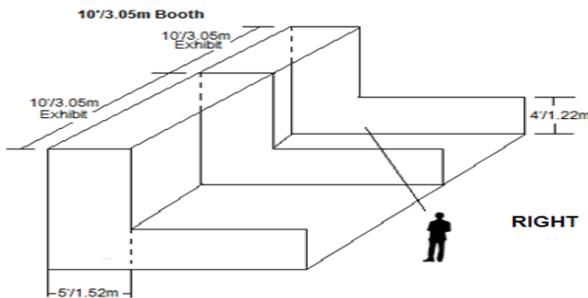
CROSS AISLE DISPLAYS:

Cross aisle displays pertaining to Standard In-Line booth or Peninsulas are not permitted. Cross aisle displays are **only** allowed if you take 2 full Island booths exceeding over 2,000 sq. ft. per Island.



INTENT:

Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of his 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 4'1.22m and within 10 lineal feet/3.05m of a neighboring exhibit is intended to accomplish both of these aims.



Please Note: Only Pavilions on Level 1 may go above the 8'2.44m height restriction. Also, if a Pavilion has booths in different areas of the Level 1 exhibit floor, they may use the Pavilion Rule. Any type of signage cannot cross the aisles. Single booths may not go above the 8'2.44m high. Cannot have flags on canopies. Also, no flags hanging in the aisle.

CROSS AISLE DISPLAYS:

Cross aisle displays pertaining to Standard In-Line booths or Peninsulas are not permitted. Cross aisle displays are **only** allowed if you take 2 full Island booths exceeding over 2,000 sq. ft. per Island.

HEIGHT:

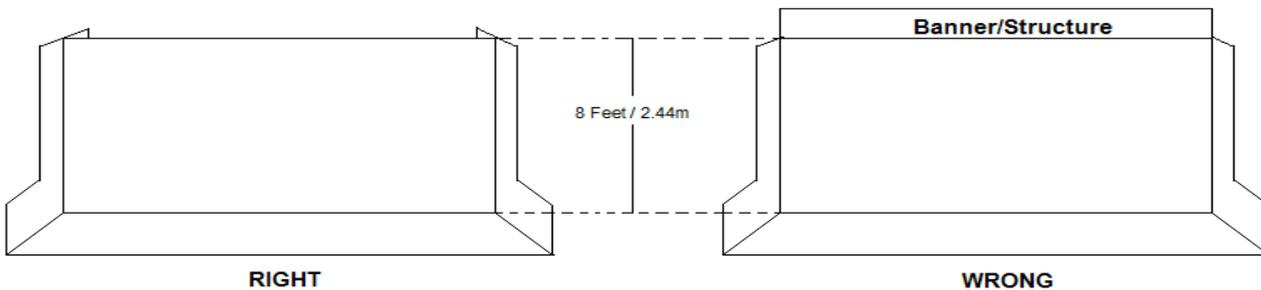
All booths will be confined to a maximum height of 8’/2.44m.

Any type of flags, banners or structure must not exceed the maximum height of 8’/2.44m. Also, we do not permit any part of the booth in the aisles. We do not permit canopies.

IMPOTANT: Space dimensions shown on floor plan are from center line of booth equipment such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.

INTENT:

Any portion regardless of an exhibit extending above the 8’/2.44m high draped 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.

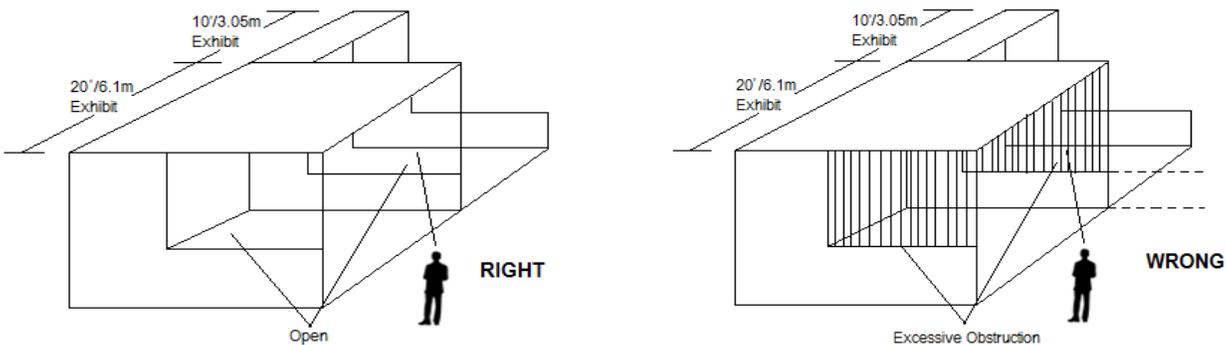


CANOPIES:

We do not permit canopies.

INTENT:

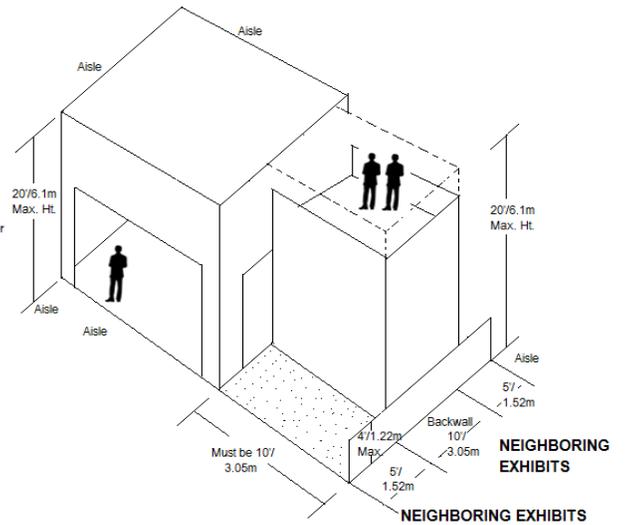
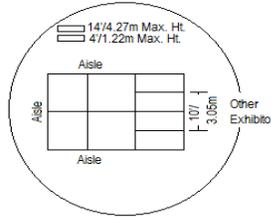
To provide a reasonable sightline from aisle to the neighboring exhibit, as described in the *depth* section.



Please Note: Only Pavilions on Level 1 may go above the 8’/2.44m high restriction. Also, if a Pavilion has booths in different areas of the Level 1 exhibit floor, they may use the Pavilion Rule. Any type of signage cannot cross the aisles. Single booths may not go above the 8’/2.44m high. Cannot have flags on canopies. Also, no flags hanging in the aisle.

TYPE B

PENINSULA BOOTH



DEFINITION:

Four or more space back to back with an aisle on three sides.

PLEASE NOTE: Peninsula or Island booths on Level 1 cannot exceed a height of 14'. Also, double decker booths are not permitted on Level 1 due to the ceiling height of 14'. Aisles 7,000 thru 12,000.

HEIGHT:

Identification signs, canopies, and two story exhibits will be permitted to a maximum height of 20'6.1m provided written approval is received from Event Management at least 60 days prior to the show.

PLEASE NOTE: Check Floor Plan for Columns and Expansion Joints. There are expansion joints located throughout the exhibit hall. Contact AAPEX Event Management for location. This could add an expense to your booth display. AAPEX, Auto Care Association, MEMA/AASA, W.T. Glasgow Inc., Sands Expo, Venetian Hotel and Freeman Company are all not responsible for any additional cost to the exhibitor or ECA due to the column or expansion joint adjustments.

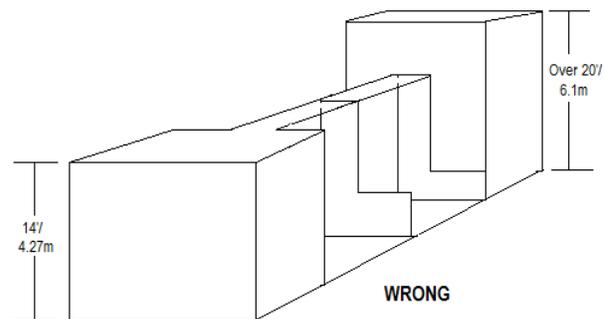
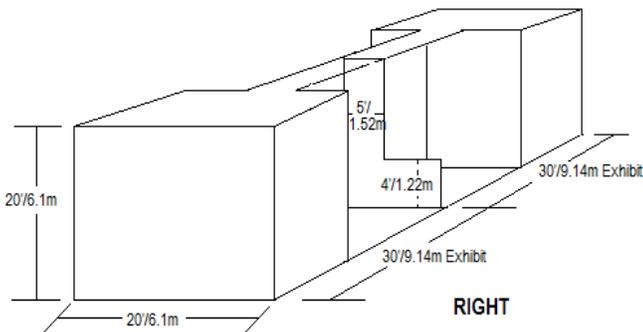
NOTE: If any part of the booth does not comply with the above regulations, you will be asked at Event site to make adjustments as needed before the show opens.

PLEASE NOTE:

The back wall of the peninsula cannot have any copy or logos on the back wall.

Intent:

When an exhibit in a peninsula booth configuration exceeds 8'2.44m, 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. The 20'6.1m 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. Also, the 20'6.1m height exhibits will fit into almost any exhibit hall, thus permitting each exhibitor to get maximum use of his exhibit.





IMPORTANT: Space dimensions shown on floor plan are from center line of booth equipment such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.

NOTE:

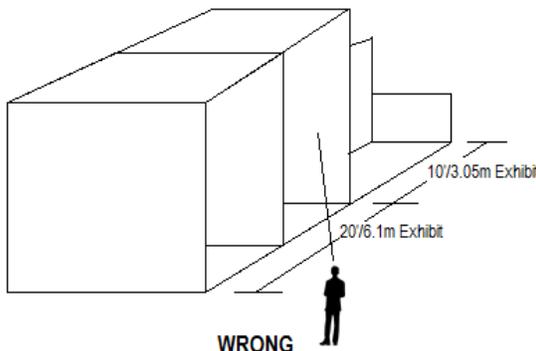
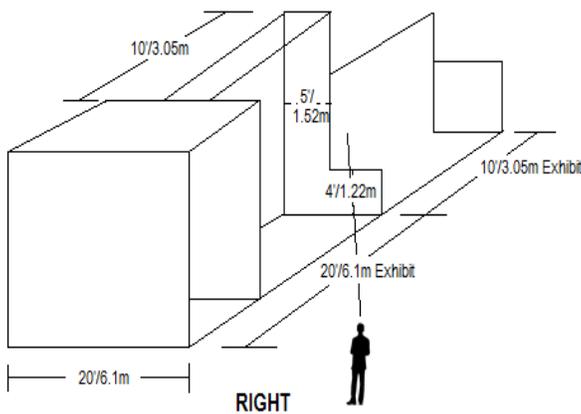
Peninsula booths are normally “faced” towards the cross aisle. Any portion of the exhibit bordering another exhibitor’s booth must have the back side of that portion finished and *not* carry identification signs or other copy that would detract from the adjoining exhibit.

DEPTH:

All display fixture over 4’/1.22 m in height and placed within 10 lineal feet/3.05m of a neighboring exhibit, must be confined to the area within 5’/1.52m of the center line to avoid blocking the sightline 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.



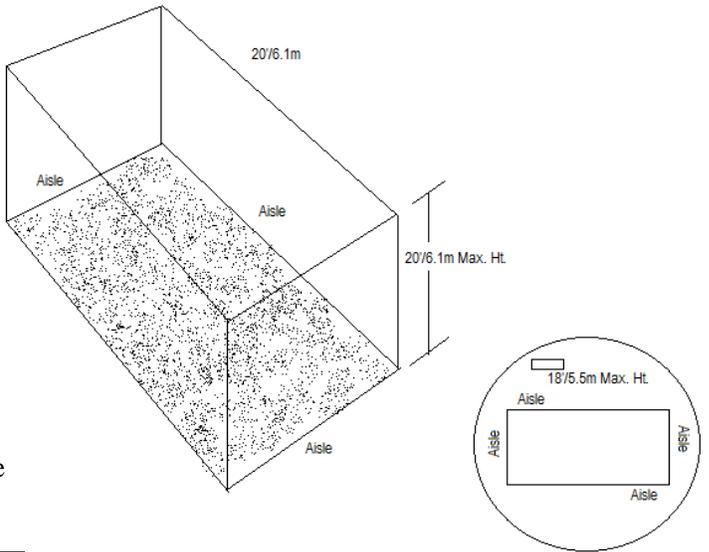
TYPE C ISLAND BOOTH

DEFINITION:

Blocks of space with aisles on all four sides

NOTE:

If any part of the booth does not comply with the above regulations, you will be asked at Event site to make adjustments as needed before the Event opens.



PLEASE NOTE: Peninsula or Island booths on Level 1 cannot exceed a height of 14'. Also, double decker booths are not permitted on Level 1 due to the ceiling height of 14'. Aisles 7,000 thru 12,000.

HEIGHT:

Identification signs, canopies, and two story exhibits will be permitted to a maximum height of 20'6.1m provided written approval is received from Event Management at least 60 days prior to Event.

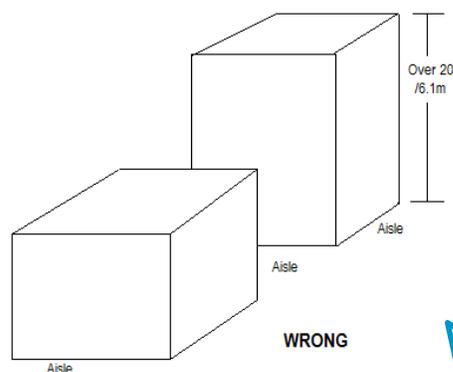
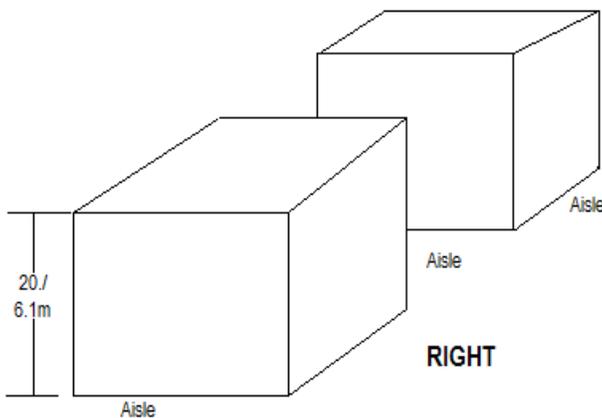
PLEASE NOTE: Check Floor Plan for Columns and Expansion Joints. There are expansion joints located throughout the exhibit hall. Contact AAPEX Event Management for location. This could add an expense to your booth display. AAPEX, Auto Care Association, MEMA/AASA, W.T. Glasgow Inc., Sands Expo, Venetian Hotel and Freeman Company are all not responsible for any additional cost to the exhibitor or ECA due to the column or expansion joint adjustments.

DEPTH:

Since an island booth is automatically separated the width of an aisle from all neighboring exhibits, full use of the floor space is permitted.

Intent:

When an exhibit in an Island booth configuration exceeds 8'2.44m, 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. The 20'6.1m 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. Also, the 20'6.1m height exhibits will fit into almost any exhibit hall, thus permitting each exhibitor to get maximum use of his exhibit.



Note:
See Page 9
for
Regulations

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:

Hanging identification signs and graphics will be permitted to a maximum height of 24'7.3m, provided written approval is received from Event Management at least 60 days prior to the Event.

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 10 feet from the back wall 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:

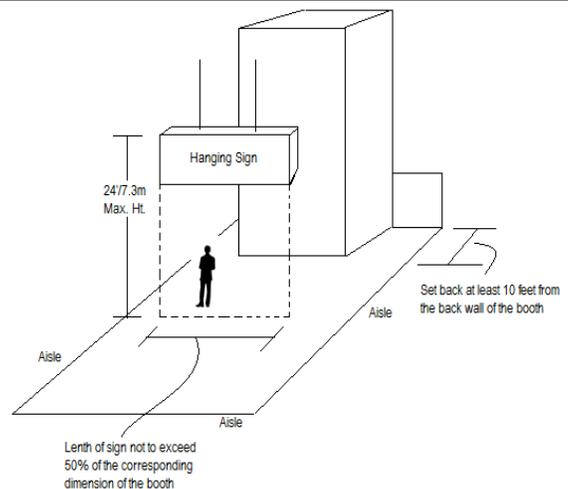
Hanging signs and graphics will be permitted to a total length on each side of the exhibitor's space that does not exceed 50% of the corresponding dimension of the booth.

Intent:

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

NOTE: If any part of the booth does not comply with the above regulations, you will be asked at Event site to make adjustments as needed before the Event opens.

PLEASE NOTE: Hanging signs are not permitted on the lobby level unless given written permission from Sands Expo.



STRUCTURAL INTEGRITY:

All hanging signs must have drawings available for inspection by Event Management, the installation and dismantling contractor, the exhibitor and governmental authority during the time the component is being hung, suspended and removed at the show site. This includes a signature or stamp of a reviewing structural engineer indicating that the stress points for hanging the sign have been properly engineered, and a signature of an authorized official of the exhibit building company indicating the structure is built in compliance with the details and specifications set forth on the drawings. (Note: exhibitors are encouraged to use lightweight materials in the construction of a hanging sign to eliminate excessive stress to the facility ceiling structure.)

DEMONSTRATIONS OR ENTERTAINMENT

REGULATION:

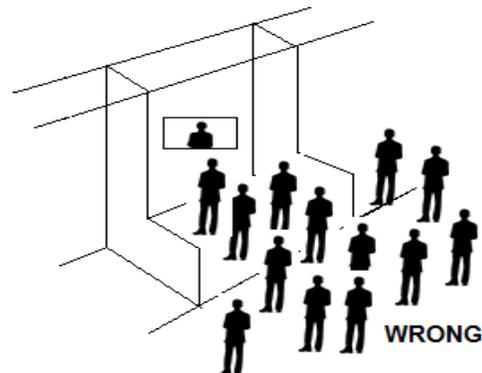
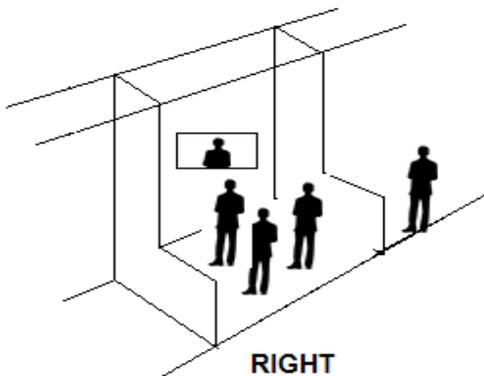
Do not place your demonstration areas on the aisle line of your exhibit if you expect many people to congregate at one time. Leave space within your own exhibit area to absorb the majority of the crowd. Should spectators interfere with the normal traffic flow in the aisle or over flow into the exhibits of your neighbors on each side or across the aisle, Event Management will have no alternative but to request that you limit or eliminate the presentation.

SOUND:

Police your own booth to be sure the noise level from any 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, not a right. Event Management reserves the right to determine at what point sound constitutes interference with others and must be discontinued. Where there is a demonstration area located in your booth such as using any type of power tools or equipment that may cause a loud noise which will disrupt neighboring exhibitors, you may want to build some type of Plexiglas enclosure around this area to contain the noise level.

Intent:

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



THE LAS VEGAS CONVENTION AND VISITORS AUTHORITY HAS ADOPTED THE FOLLOWING REGULATIONS FOR ALL COVERED AND/OR DOUBLE DECK EXHIBITS

1. Upper Decks or Cover areas are required to be limited to dimensions which do not exceed 1,000 sq. ft. in contiguous area.

DEFINITION:

Upper Decks – Any occupied second story or greater area which is accessible by an approved means of egress.

Covered Areas – Any area that covers the exhibit space and prevents the building fire sprinkler system from discharging water unobstructed to the floor. This will include single story exhibits with ceilings, upper deck exhibits, roofs, overhead lighting installations and any material hanging or installed overhead that is not recognized as acceptable for use under fire sprinkler systems by fire code.

Contiguous – Any area or combination of areas which are not separated by a clean ten foot fire break. This measurement is made horizontally.

Fire Break – A clear, non-combustible space at least 10 feet in width surrounding the exhibit or exhibit space on all sides.

Means of egress – An approved stairway or ramp constructed to the specifications of the code used for access and exiting.

2. If an additional Upper Deck or Covered contiguous area is required in excess of 1,000 sq. ft. without the use of a fire sprinkler system, a system shall be installed under the entire area and every level of a multi-level exhibit.
3. If additional Upper Deck or Covered area is required in excess of 1,000 sq. ft. without the use of a fire sprinkler system, contiguous areas limited to 1,000 sq. ft. may be separated by a minimum 10-foot fire break on all sides.

The fire break shall be void of any combustible displays, furniture or other material which could abet transfer of fire from one area to the other.

Exception: The fire break may be spanned by a single bridge, catwalk or structure that shall not exceed 48 inches in width and shall be constructed of fire resistant on non-combustible materials.

4. Upper Deck of Covered areas shall not have any additional deck, ceiling or covering installed above for any purpose unless a fire sprinkler system is installed in each level of the exhibit.
5. Upper Deck areas that are greater than 300 sq. ft., of which will occupy more than 10 persons shall have at least two remote means of egress. Remote is defined such that the means of egress shall be place at a distance from one another, not less than one-half the length of the maximum overall diagonal dimension of the area to be served.
6. Means of egress shall be of an approved type and constructed to the requirement of the code. Spiral stairs are not allowed. Spiral stairways are not an approved means of egress for areas occupied by the public, visitors or the clientele.
7. Exhibits with Upper Decks, Covered or Roofed areas exceeding 300 sq. ft. in size will require the installation of batter-operated smoke detectors. Any covered area that is also enclosed will require the installation of batter-operated smoke detectors regardless of the size of the area. All smoke detectors will emit an audible alarm that can be heard outside of the area and must be installed in accordance with NFPA 72. Operation of smoke detectors must be certified after installation.
8. Any multi-level exhibit or exhibit with 1,000 sq. ft. of Upper Deck or Covered areas must have a booth plan submitted to the LVCVA Fire/Safety Department for approval prior to the exhibit coming on the LVCVA Convention property.

OPERATION AND CONDUCT

- A. **Regulation and Restriction:** Event Management reserves the right to regulate and/or restrict exhibits to a reasonable noise level. Use of sound motion pictures and tape recorders will be permitted, where appropriate to the display, provided sound is maintained at not more than 85dB peaks, on the C weighted scaled as measured on a Scott Instrument Lab Type 452 Sound Level Meter (ANSI Type 2), on the "SLOW" meter position, in any and all adjacent exhibit areas. AAPEX reserves the right to restrict exhibitor's use of sound and other devices which may interfere with the best interest of AAPEX as a whole, Event Management is authorized and empowered to disconnect the supply of electricity to any Exhibitor who exceeds said Sound Level maximum, without any liability to said exhibitor. Event management also reserves the right to regulate and/or restrict exhibits to suitable methods of operation and display of materials. These sound restrictions include any product and power equipment in a demonstration that may cause a distraction to neighboring exhibitors who cannot conduct business in their exhibit area because of the noise factor. Where there is a demonstration area located in your booth such as using any type of power tools or equipment that may cause a loud noise which will disrupt neighboring exhibitors, we recommend that you build some type of Plexiglas enclosure around this area to contain the noise level. If for any reason an exhibit and/or its contents are deemed objectionable by Event Management, the exhibit shall be subjected to removal at exhibitor's sole expense. This reservation includes persons, things, conduct, printed matter, signs, or any item of poor character which in the sole judgement of Event Management is detrimental to the Event. In the event such as amendment or restriction is enforced, Event Management shall not be liable for refunding exhibit space rental fees or exhibit equipment rental fees, except at their sole discretion. Exhibitor hereby expressly waives any right and all claims, actions or demands for damage, costs and expenses, including legal fees, against Sands Expo, Event Management, their directors, offices, agents, employees and/or servants for such amendment or removal.

Please note: Demonstrations: An exhibitor may not use a competitor's product in a demonstration or any type of comparisons.

- B. **No Retail Sales.** Exhibitors are not permitted to sell products for delivery at the Event. Orders may be taken for future delivery only.
- C. **Prohibited Displays.** Exhibitor shall not exhibit, offer for sale, or provide advertising or literature concerning products or services not manufactured, represented, or exclusively distributed by them. No animals, reptiles, birds, rodents, or insects may be used as part

of any exhibit or display. Robots may be used only upon the written consent of Event Management, and must be confined to the exhibit space rented. No helium balloons are permitted within the exhibit area. Exhibitors shall not permit exhibitions, raffles, donations or other promotional measures that require members or guests to be present at a specified location and time and all unusual promotion plans must be approved by Event Management no later than 60 days prior to the first day of show.

Please Note: Demonstrations: An exhibitor may not use a competitor's product in a demonstration or any type of comparisons.

No exhibitor shall foster or conduct any event during the AAPEX Event hours, other than a luncheon within the Sands Expo/Venetian, Palazzo Hotel, and Venezia not to exceed one and one-half hours, which would take attendance from the Event floor.

- D. **Exhibit Obstructions.** Exhibitors are not allowed to obstruct the view, occasion injury or adversely affect the displays of other exhibitors. This includes demonstrations.
- E. **Exhibit Personnel.** All personnel, models/demonstrators must be properly clothed and dressed appropriately at all times and must confine their activities to the contracted exhibit space. Personnel may not enter the exhibit space of another exhibitor without permission from that exhibitor and at no time may anyone enter an exhibit space which is not staffed. Exhibitors who permit their personnel to enter the exhibit space of another exhibitor, without permission from that exhibitor and at no time may anyone enter an exhibit space which is not staffed. Exhibitors who permit their personnel to enter the exhibit space of another exhibitor, without permission from that exhibitor, are themselves subject to penalties as stated in the Exhibitor violation policy in the Online Exhibitor Services Guide.
- F. **Use of Carrying Devices.** Dollies, carts and other rolling devices will not be permitted on the exhibit floor during exhibit hours without the written consent of Event.
- G. **Damages.** Exhibitor is responsible for all damage to property caused by exhibitor personnel. Should such damage occur, exhibitor is liable to the owner of the damaged property.
- H. **Advertising.** Exhibitor shall not, without the consent of Event Management, distribute or permit to be distributed any advertising matter, literature, souvenir items or promotional materials in or about the exhibit areas except from its own allotted exhibit space. The use of the AAPEX name and logo (including anything all affiliated with AAPEX, AAIW, or Automotive Aftermarket Industry Week) and any licensed products are strictly prohibited without the express written consent of Show Management and/or Show Owners (MEMA/AASA and Auto Care Association). This

includes, but not limited to, exhibitors, suppliers, contractors and publications.

- I. **Food and Beverages.** Alcoholic beverages may not be served within an exhibitor's exhibit space without written permission from Event Management. Exhibitors receiving permission to serve alcoholic beverages must provide a certificate of insurance for Liquor Liability naming Event Management as additional insured. Alcoholic beverages may not be served during exhibit set-up or tear-down under any conditions. Exhibitors must have approval of Event Management before dispensing or distributing any food, snacks or beverage items; and any food and/or beverage items served within an exhibitor's exhibit space must be provided by the official Sands Expo caterer. Preparation of food within the exhibit areas is prohibited.
- J. **Photography/Video Recording.** With today's new technology it is increasingly more challenging to monitor camera use on the show floor. Also, given that AAPEX is working to increase social media outreach, we are asking exhibitors to monitor photography within their booths. Event Management will have signs available for exhibitors to display that state "No Photos Allowed". The signs will be available at the Event Management Office in Sands 305.

Please contact Event Management if you have an issue with an attendee at the show regarding photos in your booth. If an exhibitor has signage or has made it clear to attendees that they are not allowed to take photos in their booth or of their products, then Event Management has the right to confiscate film or other media from any type of camera from users.

Press/Media must obtain a permit at the Event Management Office, photographs must be authorized by the exhibitor, and will not be affected by the no photography signs. Event Management is authorized to record and use audio/visual materials and photographs taken at AAPEX.

- K. **Sanctions & Authority.** Any violation of these Exhibit and Display Rules and Regulations shall subject exhibitor to sanctions, including the closing of the exhibitor booth, the forfeiture of monies paid, a ban from the Event, and/or a loss of seniority privileges. Event Management is the final authority on all matters relating to operation and conduct.