



Safari Club International

Rules and Regulations
&
Convention Booth Guidelines

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General Information

SCI's booth rules and regulations provide exhibitors with all the information necessary to properly design and build exhibits, as well as plan their booth space layout and content. By following these booth guidelines exhibiting companies are assured an environment conducive to successful interaction with convention audiences, regardless of booth size or location. It is the responsibility of each exhibiting company to follow the booth guidelines accordingly. Please contact SCI for any booth design allowances and SCI approval of booth design exemptions. Unauthorized booth displays risk removal from the show floor. SCI reserves the right to manage all aspects of the show floor including exhibit space and booth design, regardless of booth size.

Booth Dimensions

Floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. A single booth is most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m).

The maximum back wall height limitation varies among the types of booths at the SCI convention. In general a booth back wall can not measure higher than the 10ft maximum. Read the booth description for each specific booth design for additional information. It is the responsibility of each exhibiting company to comply with SCI booth guidelines, and rules and regulations. Unauthorized booth displays risk removal from the show floor.

Please contact us at 520-620-9313 or email at exhibit@safariclub.org for booth design allowances, and SCI approval for any booth design exemptions.

Linear or Perimeter Booths

Booth Description

Also called “In-Line” booths these booths are generally arranged in a series of rows along a straight line. Linear and Perimeter booths have only one side exposed to an aisle. The differences between a Linear and a Perimeter booth are simple; a Linear booth backs up to another Linear booth with a height restriction of 10ft, while a Perimeter booth backs up to a wall allowing for a height restriction of 12ft.

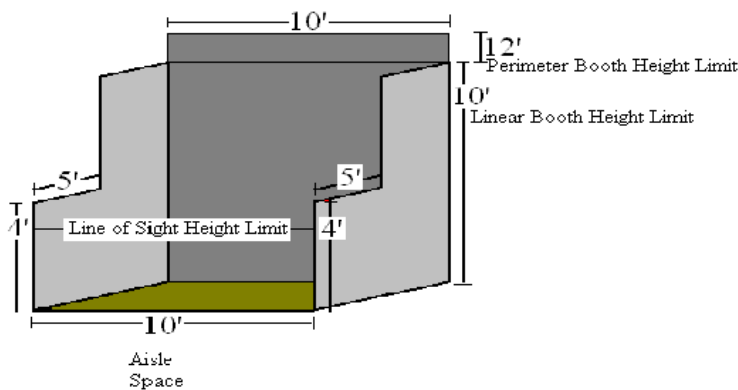
Dimensions and Use of Space

Floor Space: A Linear or Perimeter booth measures at a minimum of 10ft x 10ft, or more depending on the number of adjoining booths (i.e. 10ft x 20ft, 10ft x 30ft, 10ft x 40ft)

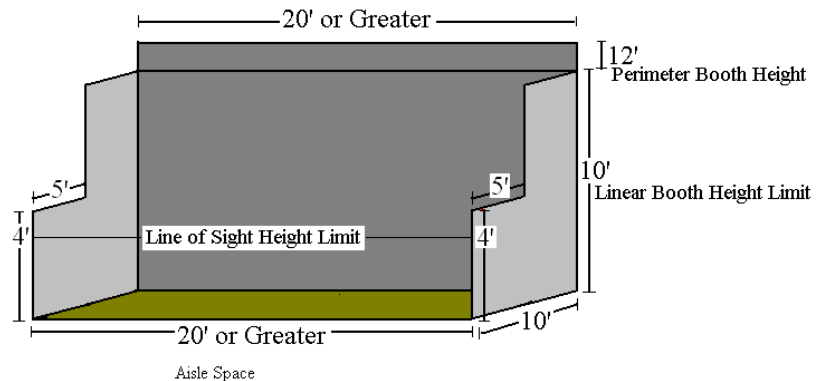
Back Wall Dimension: A Linear booth has a back wall height limit of 10ft, while a Perimeter booth has a back wall height limit of 12ft.

Side Walls - Line of Sight Height Restriction: The booth side walls measure 10ft across, however the first 5ft of the right and left booth side walls facing the aisle are restricted to a height of 4ft to conform to line of sight visibility. The 5ft of side wall connected to the rear of the booth back wall can be constructed up to a height limit of 10ft for a Linear booth and 12 ft for a Perimeter booth.

Linear or Perimeter Booth View



Multiple Linear or Perimeter Booth View



Booth Space Usage: A Linear or Perimeter booth should be set up to allow for a clear line of sight throughout the booth space for adjoining and adjacent booth displays.

Signs and Banners: Signs and Banners are permitted within the framework of the booth space/design but can not exceed the 10ft height restriction of a linear booth and 12ft height restriction for a perimeter booth. Hanging signs or banners from the ceiling are not authorized for Linear booths, while very few exceptions may be made for perimeter booths.

Corner Booths

Corner Booth Description

A Corner Booth is a Linear Booth exposed to aisles on two sides. All other guidelines for Linear Booths apply. The maximum back wall height is 10ft. The wall adjoining two corner booths is the back wall for all linear corner booths.

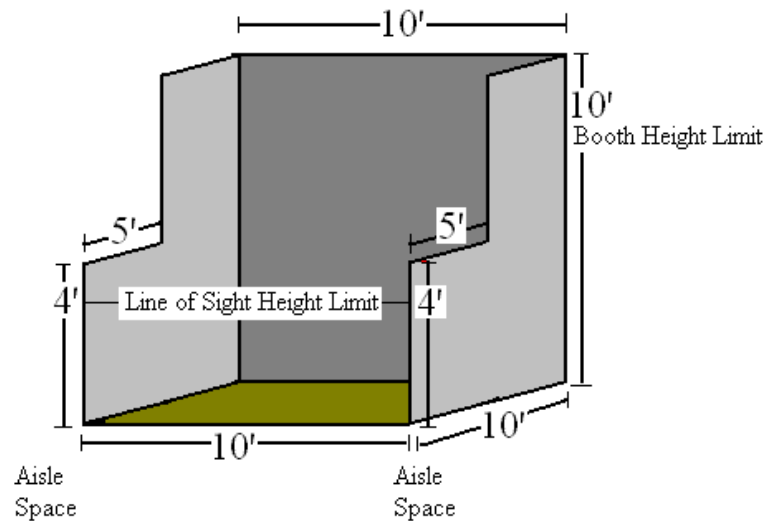
Dimensions and Use of Space

Floor Space: A Corner booth measures at a maximum of 10ft wide x 10ft deep.

Back Wall Dimension: There is a 10ft maximum height restriction for the booth back wall.

Side Walls - Line of Sight Height Restriction: The booth side walls measure 10ft across, however the first 5ft of the right and left booth side walls facing the aisle are restricted to a height of 4ft to conform to line of sight visibility. The 5ft of side wall connected to the rear of the booth back wall can be constructed up to a height limit of 10ft.

Corner Booth View



Booth Space Usage: A Corner booth should be set up to allow for a clear line of sight throughout the booth space for adjoining and adjacent booth displays.

Signs and Banners: Signs and Banners are permitted within the framework of the booth space/design but can not exceed the 10ft maximum height restriction of the booth. The hanging of signs or banners from the ceiling is not authorized for a corner booth.

End Cap Booths

End Cap Booth Description

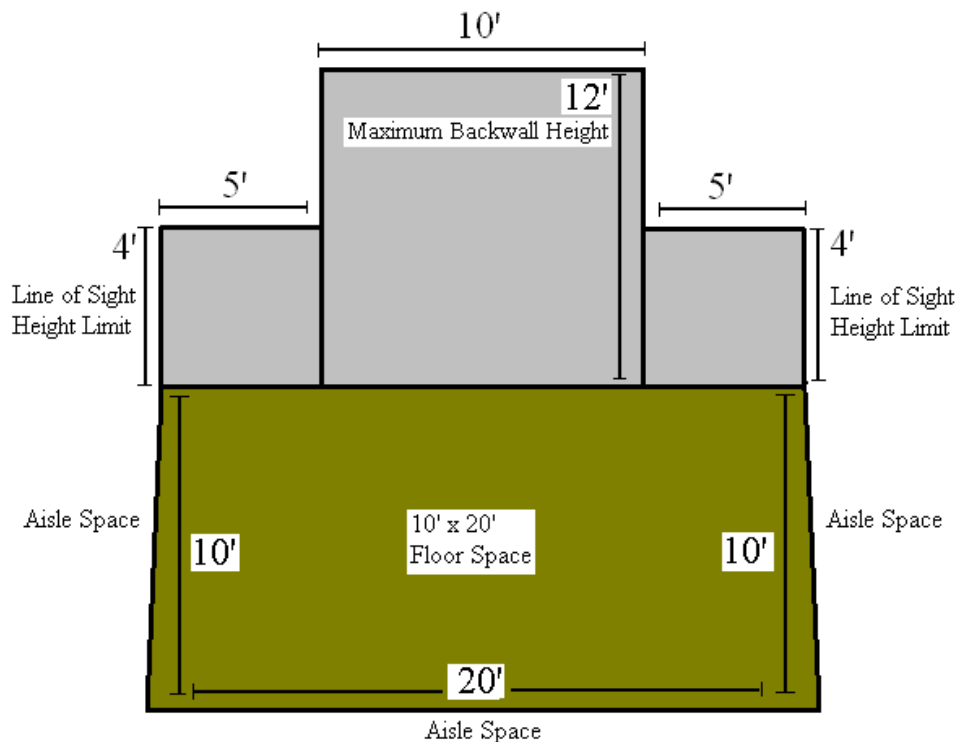
An End-Cap Booth is exposed to aisles on three sides and is composed of the first two side by side booths facing a major aisle of any booth row. Adjoining booths located directly behind the End Cap booth form the remainder of the booth rows.

Dimensions and Use of Space

Floor Space: An End Cap booth measures at a maximum of 10ft deep x 20ft wide.

Back Wall Dimension - Line of Sight Height Restriction: There is a height restriction of a maximum of 12ft for the centered 10ft of the booth back wall. The remaining 5ft to the left and right of the back wall are restricted to a height of 4ft to conform to line of sight visibility.

End Cap Booth View



Booth Space Usage: An End Cap booth should be set up to allow for a clear line of sight throughout the booth space for adjoining and adjacent booth displays.

Signs and Banners: Signs and Banners are permitted within the framework of the booth space/design but can not exceed the 12ft height restriction of the booth. Hanging signs or banners from the ceiling is not authorized for end cap booths.

Peninsula Booth

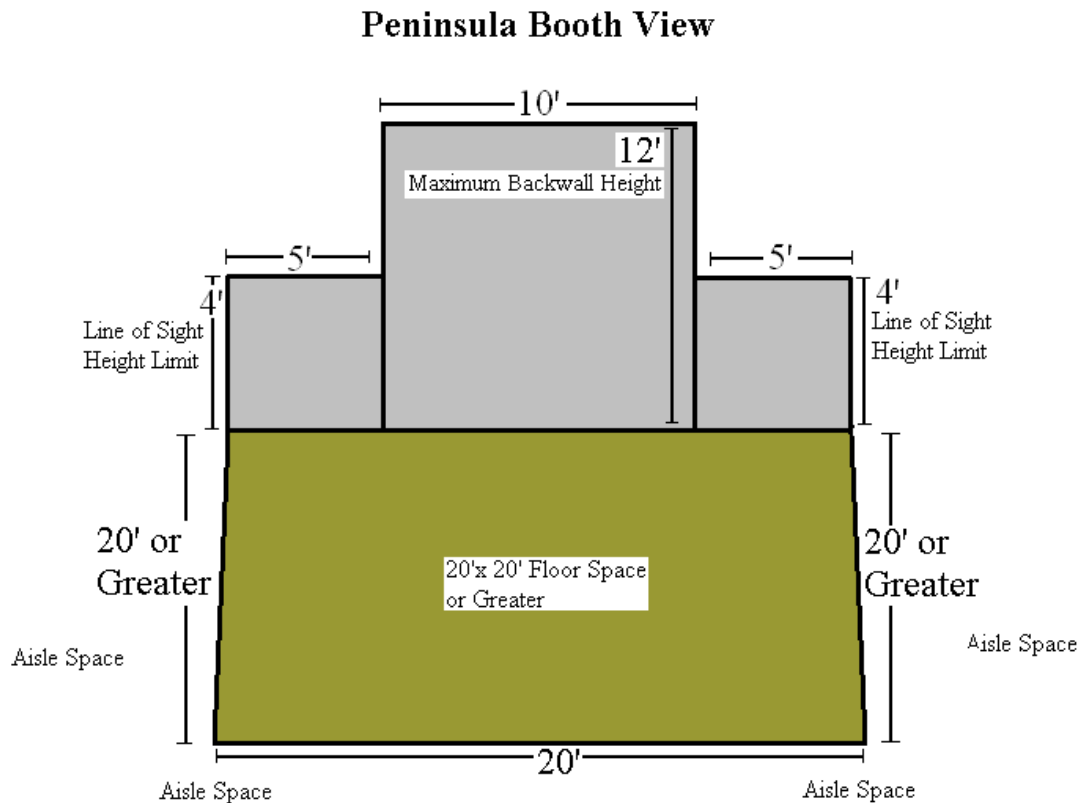
Peninsula Booth Description

A Peninsula Booth is exposed to aisles on three sides and is composed of minimum booth space of 20ft wide by 20ft deep or more. Adjoining booths forming the remainder of the booth rows are located directly behind a Peninsula booth.

Dimensions and Use of Space

Floor Space: A Peninsula booth measures at a minimum of 20ft wide x 20ft deep or more. The booth size distinguishes a Peninsula booth from an End Cap type booth.

Back Wall Dimension - Line of Sight Height Restriction: There is a maximum height restriction of 12ft and a width restriction of 10ft for the centered part of the booth back wall. The remaining 5ft to the left and right of the back wall facing the aisle are restricted to a height of 4ft to conform to line of sight visibility.



Booth Space Usage: A Peninsula booth should be set up to allow for a clear line of sight throughout the booth space for adjoining and adjacent booth displays.

Signs and Banners: Signs and Banners are permitted within the framework of the booth space/design not to exceed the maximum 12ft height limit of the booth back wall. Additionally the hanging of signs and banners from the ceiling is permitted but can not exceed the 20ft height restriction while the sign or banner must be centered above the booth space. The size of the hanging sign or banner is limited to within the floor space of the booth design. The cost of hanging a sign or banner is the responsibility of the exhibiting company.

Island Booth

Island Booth Description

An Island booth is exposed to aisles on all four sides. The entire floor space, with limitations, is permitted for booth display. Adjacent booths are located directly across the aisles from an Island booth to form the remainder of the show floor.

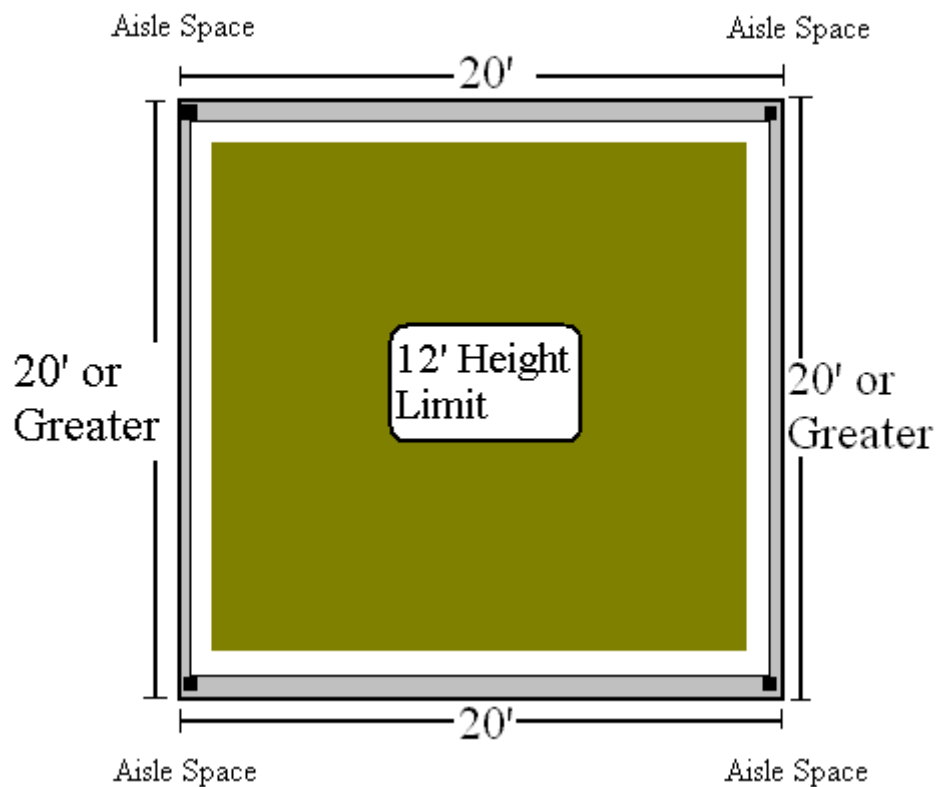
Dimensions and Use of Space

Floor Space: An Island booth measures at a minimum of 20ft x 20ft or more, depending on the number of adjoining booths.

Booth Wall Dimension: Typically Island booths are permitted to be enclosed by a wall restricted to a maximum height of 12ft. The entire cubic content of the space may be used up to the maximum allowable height.

Line of Sight Height Restriction: Though not necessary Line of Sight consideration is encouraged to be incorporated into an Island booth design to allow for visibility of adjacent exhibitors. Please follow Line of Sight booth guidelines for all other booths.

Island Booth View



Booth Space Usage: The entire floor space of an Island booth is allowed to be set up for booth display.

Signs and Banners: Signs and Banners are permitted within the framework of the booth space/design not to exceed the maximum 12ft height limit of the booth walls. Additionally the hanging of signs and banners from the ceiling is permitted but can not exceed the 20ft height restriction while the sign or banner must be centered above the booth space. The size of the hanging sign or banner is limited to within the floor space of the booth design. The cost of hanging a sign or banner is the responsibility of the exhibiting company.

L-Shaped Booth

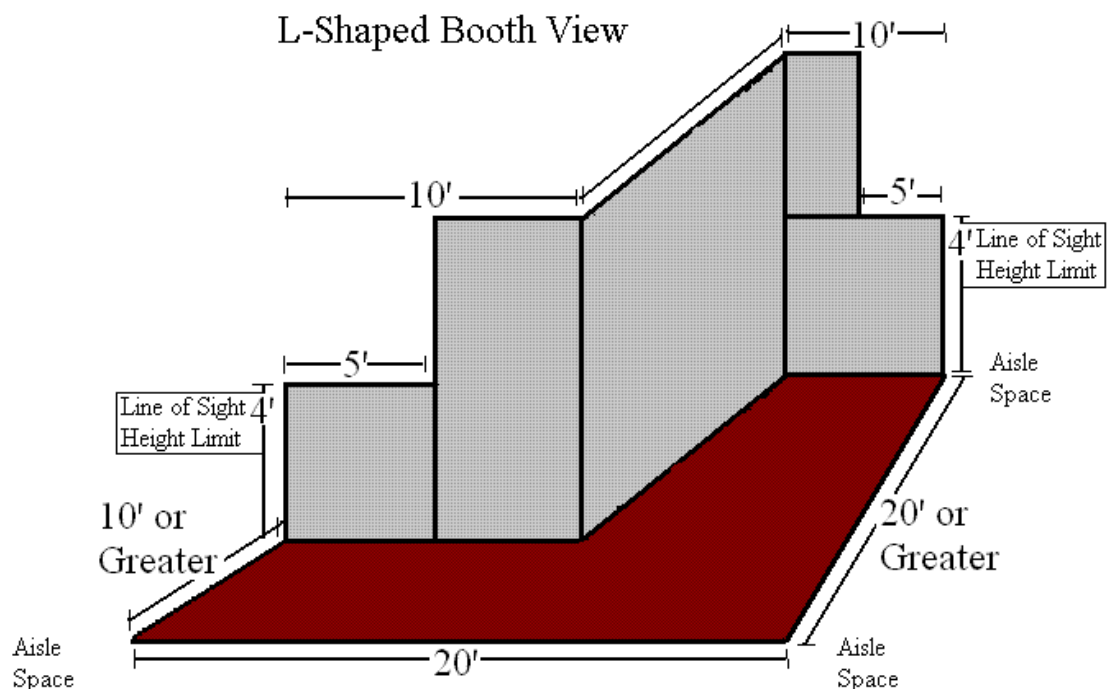
L-Shaped Booth Description

An L-Shaped booth is exposed to aisles on three sides and is composed of a minimum of three booths. Adjoining booths forming the remainder of the booth rows are located directly behind an L-Shaped booth.

Dimensions and Use of Space

Floor Space: An L-Shaped booth measures at a minimum of 20ft wide x 20ft deep or more.

Back Wall Dimension - Line of Sight Height Restriction: There is a height restriction of a maximum of 10ft for the booth back wall. Additionally the first 5ft of the side walls facing the aisle are restricted to a height of 4ft to conform to line of sight visibility.



Booth Space Usage: An L-Shaped booth should be set up to allow for a clear line of sight throughout the booth space for adjoining and adjacent booth displays.

Signs and Banners: Signs and Banners are permitted within the framework of the booth space/design but can not exceed the 10ft height limitation of the booth back wall. The hanging of signs or banners from the ceiling is not authorized for an L-Shaped booth.

Walk Thru Booth

Walk Thru Booth Description

A Walk Thru booth is exposed to aisles on the left and right side, and is directly in front of and behind adjoining sets of booths. Walk Thru booths are not generally authorized due to their unusual booth space configuration and interference with neighboring booths, however SCI can consider approval of a walk thru booth measuring at a minimum of 20ft wide x 20ft deep or greater.

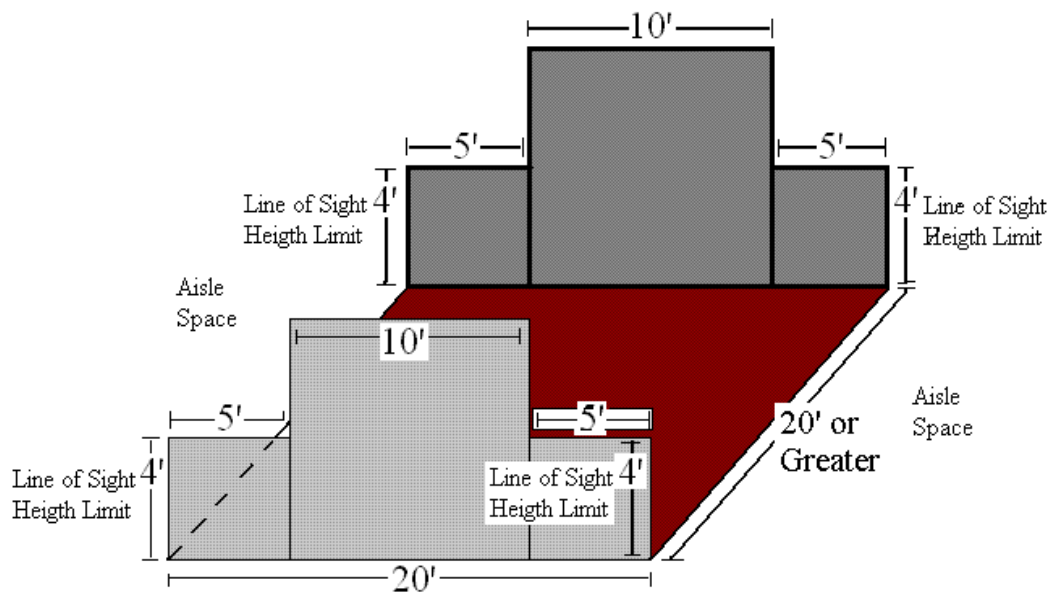
Dimensions and Use of Space

Floor Space: A Walk Thru booth measures at a minimum of 20ft wide x 20ft deep or more, depending on the number of adjoining booths within the walk thru space.

Back Wall Dimension: There is a height restriction of a maximum of 10ft for the center wall of the booth back walls on either adjoining set of booths.

Line of Sight Height Restriction: The first 5ft of the left or right side of the booth back walls facing the aisle are restricted to a height of 4ft to conform to line of sight visibility.

Walk Thru Booth View



Booth Space Usage: A Walk Thru booth should be set up to allow for a clear line of sight throughout the booth space for adjoining and adjacent booth displays.

Signs and Banners: Signs and Banners are permitted within the framework of the booth space/design but can not exceed the height limitation of the booth. The hanging of signs or banners from the ceiling is not authorized for a Walk Thru booth.

Other Important Considerations

Booth Space/Usage Restrictions

Booth space exemption requests for any booth design intended to deviate from SCI booth guidelines, and rules and regulations must be submitted to SCI show management no later than 1 September prior to show start date. Booth design exemptions must be submitted and approved prior to booth construction. Any booth design exemption not submitted for SCI approval prior to the 1 September deadline will be considered unauthorized. SCI is under no obligation to approve booth deviation requests; SCI will conduct a review of the show floor, adjacent and adjoining booth space and contact applicable show host city and state agencies to enforce current laws and restrictions prior to rendering approval or disapproval.

Line of sight restrictions are set and strictly enforced to provide the best possible business opportunities for exhibiting companies and attendees alike.

Booth design drawings depicting structural integrity, maximum load capacity and OSHA safety certification must be available for inspection by SCI show floor management and host city and state agencies.

Canopies and Ceilings

Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or for hanging products). However the use of canopies should not interfere with adjoining or adjacent booth space and must comply with booth line of sight requirements and booth height restrictions.

The base of the canopy should not be lower than 7ft from the floor or within 5ft of any aisle. Canopy supports should be no wider than three inches (3"). This applies to any booth configuration to comply with sightline restrictions.

Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings and other similar coverings. Check with the appropriate local agencies prior to determining specific exhibition rules.

Hanging Signs, Banners & Graphics

Hanging signs, banners and graphics are permitted in all standard Peninsula and Island Booths, usually to a maximum allowable height of 20ft from the show floor. Whether suspended from above or supported from below they should comply with all ordinary use-of space requirements (for example, the highest point of any sign or banner should not exceed the maximum allowable height for the booth type).

Approval for the use of Hanging Signs & Graphics must be submitted to SCI show management no later than 1 September prior to show start date.

Vehicles

Generally it is required that vehicles on display have less than a ¼ tank of gas. The filler cap should be sealed and the batteries disconnected.

Issues Common to all Booth Types

Americans with Disabilities Act (ADA)

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities.

Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line, 800-514-0301 for voice, and 800-514-0383 for TDD assistance, and from web site www.usdoj.gov/crt/ada/adahom1.htm.

Structural Integrity

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers or installation/dismantling equipment such as fork lifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures.

Exhibitors will dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility.

Flammable and Toxic Materials

All materials used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant.

Samples should also be available for testing. Materials that cannot be treated to meet the requirements should **not** be used. A flame-proofing certificate should be available for inspection by SCI show management and host city and state agencies.

Electrical

Every exhibit facility has different electrical requirements; however, minimum guidelines are suggested:

All 110-volt wiring should be grounded three-wire.

Wiring that touches the floor should be "SO" cord "minimum 14-gauge/three-wire flat cord, which is insulated to qualify for "extra hard usage".

Cord wiring above floor level can be "SJ" which is rated for "hard usage"

Using zip cords, two-wire cord, latex cords, plastic cord, lamp cord, open clip sockets, and two-wire clamp-on fixtures is not recommended and is often prohibited. Cube taps are not recommended and are often prohibited.

Power Strips (multi-plug connectors) should be UL approved, with built-in over-load protectors.

Lighting

Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:

No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space.

Exhibitors intending to use hanging light systems suspended from the ceiling should submit drawings to exhibition management for approval at least **90 days prior to show start date**.

Lighting should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or show aisles.

Lighting which is potentially harmful, such as lasers or ultraviolet lighting, should comply with facility rules and be approved in writing by SCI exhibition management.

Lighting that spins, rotates, pulsates and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.

Storage

Fire regulations in most exhibit facilities prohibit storing product, literature, empty packing containers or packing materials behind back drapes or under draped tables.

In most cases, however, exhibitors may store a limited supply of literature or product appropriately within the booth area, so long as these items do not impede access to utility services, create a safety problem or look unsightly.

Demonstrations

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each exhibitor to arrange display, product presentation and demonstration areas to ensure compliance.

Special caution should be taken when demonstrating machinery or equipment that has moving parts, cooking equipment with an open flame, or any product that is potentially dangerous. Exhibitors should establish a minimum setback of 3ft and/or install hazard barriers as necessary to prevent accidental injury to spectators. Sound demonstrations should not exceed 85 decibels. Additionally, demonstrations should only be conducted by qualified personnel.

Sound/Music

In general, exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. External speakers and other sound devices should be positioned facing into the booth so as to direct sound into the booth rather than into the aisle. Television monitors up to twenty five inches (25") with built-in internal speakers may be positioned facing into the aisle with sound adjustments set at reasonable levels. Rule of thumb: Sound and noise should not exceed 85 decibels.

Exhibitors should be aware that music/sound played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music.