

CONFERENCE: MARCH 16 - 19, 2025 | EXHIBITION: MARCH 18 – 19, 2025
HENRY B. GONZALEZ CONVENTION CENTER | SAN ANTONIO, TEXAS

In-Line Booth Regulations

One or more 10'x10' booths in a straight line.

Linear booths, also called “in-line” booths are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle. Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors.

Height

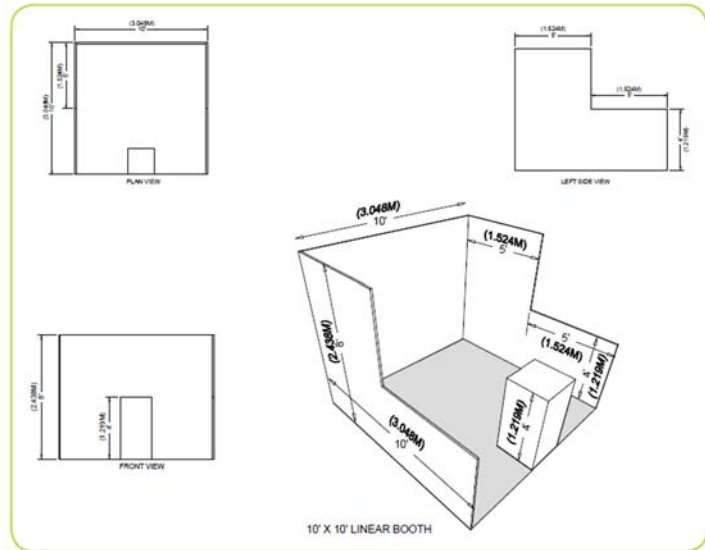
Exhibit fixtures, components and identification signs will be permitted to a maximum height of 8'3" (2.5m) unless written approval provided by show management.

Hanging Signs

Hanging signs are prohibited in linear booths.

Set-Back

All display fixtures over 4'0" (1.22m) in height and placed within 10 lineal feet (3.5m) of an adjoining exhibit must be confined to the rear five feet of the exhibit space to avoid blocking your neighbor's visibility. Exhibitors with larger spaces - 30 lineal feet (9.14m) or more may extend booth fixtures, signage, and other display items all the way to the front line of their exhibit booth; provided that these items are at least 10 lineal feet away from any neighboring booth.



Perimeter Booth Regulations

One or more 10'x10' booths in a straight line on a perimeter aisle.

A perimeter booth is a linear booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

Height

Exhibit fixtures, components and identifications signs will be permitted to a maximum height of 16'.

Intent

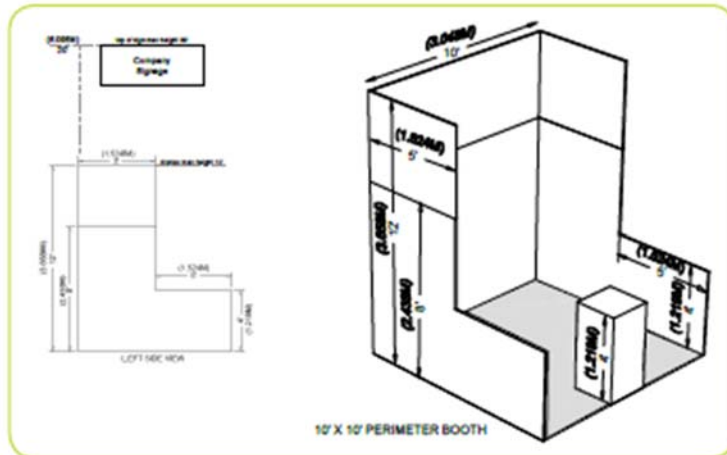
Outer perimeter booths do not back up to another exhibitor's booth. Display back walls and materials over 8'3" will not interfere with or distract from any other exhibit booth.

Hanging Signs

Hanging signs are prohibited in perimeter linear booths.

Set-Back

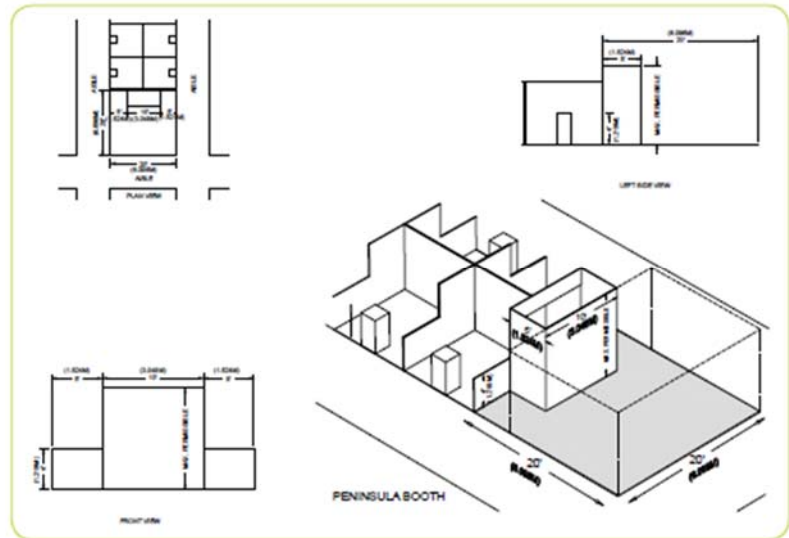
All display fixtures over 4'0" (1.22m) in height and placed within 10 lineal feet (3.05m) of an adjoining exhibit must be confined to the rear five feet of the exhibit space to avoid blocking your neighbor's visibility. Exhibitors with larger spaces - 30 lineal feet (9.14m) or more may extend booth fixtures, signage, and other display items all the way to the front line of their exhibit booth; provided that these items are at least 10 lineal feet away from any neighboring booth.



Peninsula Booth Regulations

Peninsula Booth is exposed to aisles on three sides.

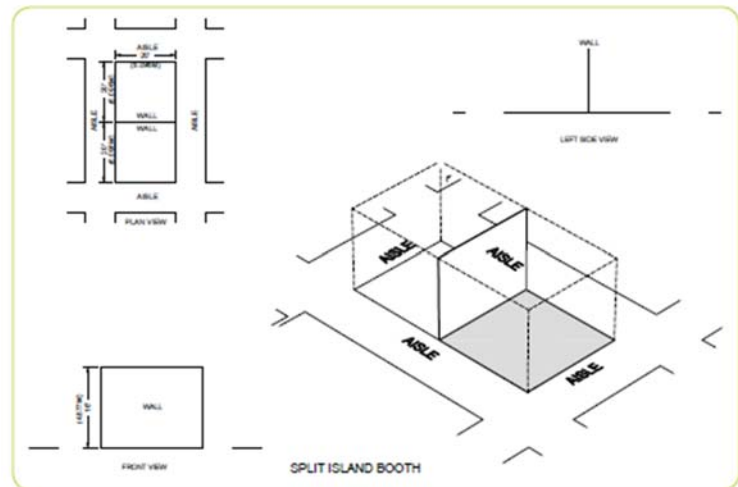
A Peninsula Booth is usually 20ft by 20ft (6.10m by 6.10m) or larger. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to 4ft (1.22m) high within 5ft (1.52m) of each aisle, permitting adequate line of sight for the adjoining Linear Booths unless written approval by show management. The maximum height is 16ft, including signage for the center portion of the back wall. Double-sided signs, logos and graphics shall be set back 10ft (3.05m) from adjacent booths.



Split Island Booth Regulations

Split Island Booth is a Peninsula Booth which shares a common back wall with another Peninsula Booth.

The entire Cubic Content of this booth may be used, up to the maximum allowable height, without any back wall Line-of-Sight restrictions. The maximum height 16ft, including signage. The entire Cubic Content of the space may be used up to the maximum allowable height. Double-sided signs, logos and graphics shall be set back 10ft (3.05m) from adjacent booths.



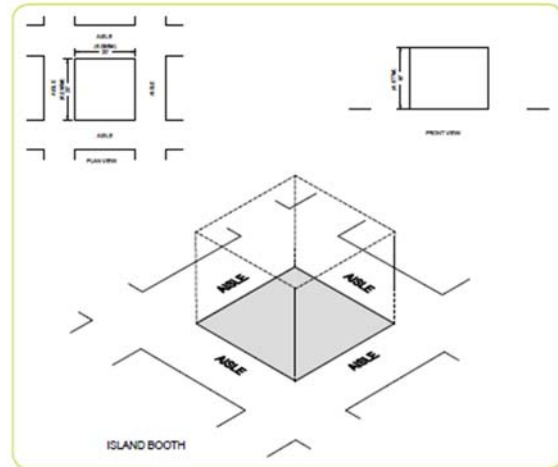
Island Booth Regulations

Exhibit space, 400sf or greater, with aisles on four sides.

An Island Booth is a booth exposed to aisles on all four sides. The entire cubic content may be used up to the maximum allowable height.

Height

Exhibit Fixtures and components will be permitted to a maximum height of 16'. At no point or height within the cubic content can footers, headers, lighting, truss, signage or any other display component exceed the invisible booth perimeter line.



Other Important Considerations

Hanging Signs & Graphics

The Henry B Gonzalez Convention Center has 35' ceilings. Signs and truss are limited only by ceiling height and fire regulations but must not exceed any portion of the booth perimeter. Truss may be used to hang or secure audio visual equipment, speakers, lights, monitors, and/or projectors. Equipment hanging from truss to be utilized as part of the demonstration of the products or services of the Exhibitor must meet all restrictions in regards to height, placement within the booth, and all exhibit construction guidelines of the booth. Hanging signage is strictly prohibited from sprinkler lines, water, gas, or air lines, HVAC ductwork, electrical buss ducts or any other lines. Items found hanging on prohibited structures will be removed at owner's expense. No holes may be drilled, cored or punched in the building. Hanging Signs and Graphics should be set back 10ft (3.05m) from adjacent booths and be directly over contracted space only.

Approval for the use of Hanging Signs and Graphics, at any height, should be received from the exhibition organizer and the building (due to hanging points and weight) at least 60 days prior to installation. Variances may be issued at the exhibition management's discretion. Drawings should be available for inspection.

Towers and Multi-Story Exhibits

A Tower is a free-standing exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit space configuration being used. Towers in excess of 8ft (2.44m) should have drawings available for inspection. Fire and safety regulations in many facilities strictly govern the use of towers. A building permit or safety lines may be required.

A Multi-story Exhibit is a booth where the display fixture includes two or more levels. In many cities, a Multi-story Exhibit requires prior approval by the exhibit facility, and/or relevant local government agency, as well as the Organizer because it is deemed to be a "structure" for building purposes. The city

building department generally needs to issue a building permit based on an application and drawings prepared and submitted by a licensed architect or engineer. Exhibitors should obtain local building regulations early on to ensure that all time constraints are met. Organizers should be prepared to assist exhibitors in this application process.

It is recommended that Organizers require exhibitors to provide engineering stamped documents for all Multi-story Exhibits and towers over 8ft (2.44m) in height. If engineering stamps are not required, exhibitors using these types of structures should, at a minimum, provide drawings for inspection.

Issues Common to all Booth Types

Americans with Disabilities Act (ADA)

In the U.S., all exhibiting companies are required to be in compliance with the U.S. 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, and from the ADA website at www.ada.gov.

Some examples of how to design an exhibit for ADA compliance:

- Make exhibits wheelchair accessible by ramping raised exhibit flooring without extending a ramp into the aisle (Note: a standard wheelchair ramp should have a grade no steeper than 1:12. This means that for every inch of rise (change in height), there should be 12 inches of run (change in length))
- Ramp the entry or use hydraulic lifts for trailer exhibits
- Avoid double-padded plush carpet to ease mobility device navigation
- Provide the same attendee experience on both levels of a two-story exhibit
- Offer a signer or other auxiliary hearing-impaired apparatus for sound presentations or have a printed copy of the presentation available
- Run an audio presentation for people with sight problems
- Arrange touch screen displays at a height to accommodate a person sitting in a wheelchair

To avoid heavy fines by the U. S. Department of Justice, exhibitors must adhere to the ADA rules. Exhibits are not exempt from ADA compliance.

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.

It is recommended that all exhibits 20ft by 20ft (6.10m by 6.10m) and larger require a drawing, plans or renderings, preferably digital, to be submitted to the Organizer, and to the show's Official Services Contractor.

Exhibitors should ensure that any display fixtures such as tables, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.

Flammable and Toxic Materials / Flammable Liquid / Gases

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. Exhibitors should be aware of, and must adhere to, all local regulations regarding fire/safety and environment.

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

Display of any motor vehicle, aircraft or any apparatus in which a fuel tank is attached will be safeguarded by disconnecting the battery and securing the fuel tank fill pipe with a locking device or other approved method. Liquid fuel tanks will contain no more than five gallons or 25 percent fuel capacity, whichever is less. Aviation equipment tanks must be 100 percent full. All internal combustion engine drive vehicles or equipment on display must have fuel filler caps locked or taped and batteries disconnected. Contact the Exhibitor Group for final approval.

Carpeting

Carpeting is required in all types of exhibit spaces. Exceptions are made for bulk space utilized for trailer and large truck displays, but highly recommend the use of carpet around the trailer or truck.

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." It is particularly important for exhibitors to use flat electrical cord in under-carpet installations.
- Cord wiring above floor level can be "SJ" which is rated for "hard usage."
- Using zip cords, two-wire cords, latex cords, plastic cords, lamp cords, open clip sockets, and two-wire clamp-on fixtures is
- not recommended and is often prohibited. Cube taps should be prohibited.
- Power strips (multi-plug connectors) should be UL approved, with built-in over-load surge protectors.
- Local code commonly requires access to electrical cords and connections along the back wall of exhibit booths; typically, the
- back 9 inches of the space should remain accessible for this purpose. (This would apply to all booth types with a back wall.)

To better understand electrical at exhibitions, see the CEIR article [Demystifying Electrical Services for the Exhibitor](#).

Lighting

Lighting must be directed exclusively into the Exhibitor's booth, not in the aisles, nor in any part of the exhibit hall.

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 should submit drawings to exhibition management for approval.
- Lighting, including gobos, should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or exhibition aisles.
- Lighting which is potentially harmful, such as lasers or ultraviolet lighting, should comply with facility rules and be approved in writing by 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.
- Currently, some convention facilities are not allowing quartz halogen lighting fixtures in exhibits due to potential fire hazards. Check with exhibition management.
- Reduced lighting for theater areas should be approved by the exhibition organizer, the utility provider, and the exhibit facility.
- LED lights can be very bright yet generally generate less heat

Demonstrations

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations, product demonstrations, press conferences and other media events in a manner which assures all exhibitor personnel and attendees of such in-booth events are within the contracted exhibit space and not encroaching on the aisles or neighboring exhibits. Any queue lines formed for exhibitor customer interaction must also be contained within the booth footprint. It is the responsibility of each exhibitor to arrange displays, product presentation, audio visual presentations, and demonstration areas to ensure compliance with all other previously listed rules and regulations. Exhibitors should be aware of, and adhere to, local regulations regarding fire/safety and environment.

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 otherwise potentially dangerous. Exhibitors should establish a minimum setback of 3ft (.91m) and/or install hazard barriers as necessary to prevent accidental injury to spectators. Additionally, demonstrations should only be conducted by qualified personnel.

Sound/Music/Scents

In general, exhibitors may use sound equipment in their booths so long as the noise levels does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Rule of thumb: Sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth. (Refer to OSHA at: [osha.gov](https://www.osha.gov) for more information.)

Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to the 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. It is the exhibitors' responsibility to be informed of copyright laws and submit fees to the appropriate organizations.

Exhibitors should inform event management of any expected musical presentation, rehearsals or loud activities in advance. Live entertainment should not be scheduled without approval and coordination with Exhibitor Group.

Scents, odors, or fragrances radiating from a booth could affect persons with allergies or become overwhelming to neighboring exhibitors. Odors must be kept to a minimum and if determined objectionable, the Exhibitor will be required to turn off the device.

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.

Display Guidelines excerpted from IAEE's 2019 Guidelines for Display Rules and Regulations