

3.3 DISPLAY RULES AND REGULATIONS

SHOT SHOW 2010

January 19-22, 2010

Sands Expo & Venetian Resort Hotel & Casino

Las Vegas, NV

The following rules and guidelines specify what an exhibitor can and cannot do with his booth space. These rules and guidelines are based on the physical characteristics of the Exhibit Hall, the intent to be equally fair to all exhibitors, and the safety of all concerned. **Please review these rules and plan your display accordingly as variances will not be granted prior to the show or on-site.**

Note: This document details regulations concerning your display. There are also regulations regarding:

1. **PRODUCT ELEGIBILITY, DISPLAY & ADVERTISING RULES.** See General Information Section.
2. **FIRE SAFETY.** See General Information Section.
3. **LICENSE AGREEMENT FOR EXHIBITION PARTICIPATION.**

BALLOONS

Mylar balloons are specifically prohibited.

Helium balloons are prohibited in linear booths or booths with an allowable height of 12' or less. Use of balloons in other booth configurations is subject to approval by Show Management and Sands Expo/Venetian Hotel. Please refer to the Sands Expo section of this manual for detailed information.

Helium may not be stored on the premises.

Balloons inside the facility must remain "tethered" to a fixed object. The balloon may be no larger than thirty-six inches (36") in diameter and must have approval prior to move-in of event from the Sands Event Services Manager and the Fire Marshal. There is a labor and equipment charge to retrieve balloons in the ceiling should they become loose.

DEMONSTRATION AREAS

Demonstration areas must be confined within the exhibit space so as not to interfere with any traffic in the aisles. Exhibitors must contract sufficient space to be able to comply with this rule. When large crowds gather to watch a demonstration and interfere with the flow of traffic down the aisles or create excessive crowds at neighboring booths, it is an infringement on the rights of other Exhibitors. Aisles may not be obstructed at any time.

DEMONSTRATION EQUIPMENT

Equipment, product or machinery, when displayed to demonstrate or simulate industrial application, are exempt from the foregoing height limits, but are restricted only by ceiling height, as well as building and safety codes. Graphics may not appear above your allowable booth height.

EXPOSED AREAS MUST BE FINISHED

All backwalls, sidewalls or any other exposed areas of the display must be draped or finished surfaces (finished, neutral and devoid of copy). No graphics, logos, or print facing into another booth is allowed. Any company advertisement or promotion must face into the aisle.

In-line and peninsula booths must have a finished back wall covering the back of the booth. See-through back walls or displays which do not cover the back wall completely will not be allowed.

Please note that **ALL FIRE HOSE CABINETS MUST BE KEPT VISIBLE AND CLEAR with a 36" clearance.**

After 4:00 pm on Monday, January 18, any part of a booth with unfinished side or backwalls will be draped by Show Management at the expense of the exhibitor.

GRAPHICS ON NEIGHBORS' SIDE

The backside of walls - the common border facing a neighboring booth - must be finished, and clear of copy, logos, or other graphics, so as not to be an eyesore to neighboring exhibitors.

HANGING SIGNS

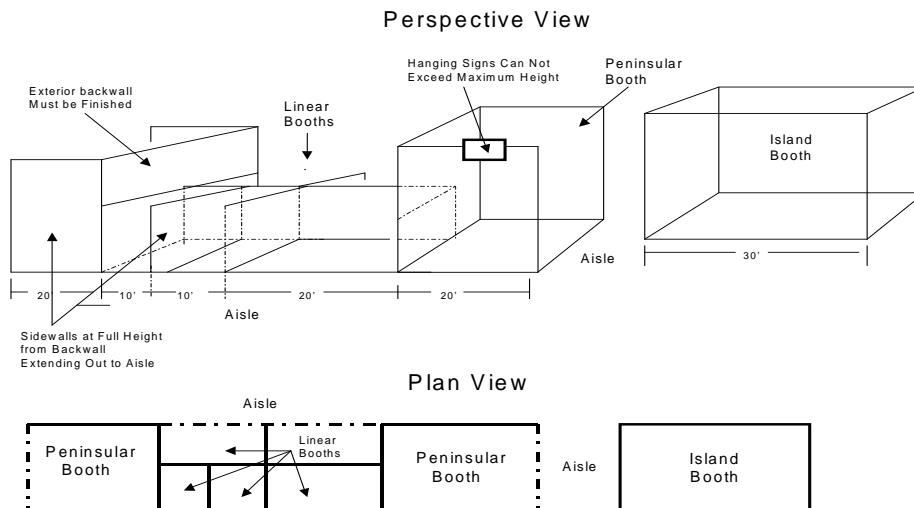
Hanging signs are not permitted in meeting rooms or in the Level 1 Exhibit Hall (Hall G). Hanging signs must comply with display regulations. This includes all hanging or suspended material such as banners and balloons (where permitted), etc. The top of the sign (or other material) may not exceed the height limitation specific to your type of booth. Booths which qualify to suspend "hanging signs" are Island, Peninsula or Walk-Through booths of 400 sq ft or larger. Hanging signs that are 2-sided must be a minimum of 5' away from an adjacent wall.

IMPORTANT: Hanging signs or large blimps/balloons are **not permitted** in Linear Booths or in Meeting Room Exhibits.

HEIGHT LIMITATIONS – CHECK THE CEILING HEIGHT OF YOUR AREA

The SHOT Show follows the cubic content rule, which allows exhibitors to make maximum use of their booth space. Under the cubic content rule, exhibitors may build up to the front of their booths, and up to the maximum allowable height according to booth type as indicated on the following page.

Examples of Cubic Content



HEIGHT LIMITATIONS continued:

The following maximum height limits will be strictly enforced. No height variances will be granted prior to or on site at the show. Please plan your booth display and sign structures accordingly. In all cases, check the Ceiling Height of your booth area before planning your display.

HEIGHTS FOR LEVEL 1 (HALL G) AND ALL MEETING ROOM EXHIBITS:

Linear Booth

Less than 400 sq.ft. & Bounded by 1 or 2 aisles 10'
At 400 sq. ft. & over 12'

Peninsula Booth

Less than 400 sq ft bounded by 3 aisles 10'

Peninsula Booth

At 400 sq ft & over bounded by 3 aisles 12'

Island Booth

Bounded by 4 aisles 12'

IMPORTANT – THERE ARE SECTIONS OF HALL G THAT ARE BELOW 8'. BE SURE TO CHECK THE CEILING HEIGHT MAP.

HEIGHTS FOR LEVEL 2 (HALLS A, B, C & D)

Linear Booth

Bounded by 1 or 2 aisles 12'

Walk through Booths

Less than 400 sq. ft. bounded by 2 aisles 12'

Walk through Booths

At 400 sq. ft. & over bounded by 2 aisles 25'

Peninsula Booth*

Less than 400 sq. ft. bounded by 3 aisles 12'

Peninsula Booth

At 400 sq. ft. & over bounded by 3 aisles 25'

Island Booth

Bounded by 4 aisles 25'

PLEASE NOTE: Nothing will be permitted above these maximum heights, including signs, banners, truss structures, lighting, and display materials. **Maximum allowable height is also directly affected by the ceiling height of your booth area.** Check the ceiling height of your booth area before planning your display. Refer to the specifications stated on the ceiling height map found in the Sands Expo section of the manual.

IMPORTANT: Helium blimps are not permitted in booths whose allowable height is 12'.

MULTI-LEVEL and COVERED EXHIBITS

The requirements for multi-level/covered booths are found in the General Information section of the On-Line Exhibitor Manual. Note that there is a form that must be submitted to the Clark County Fire Department accompanied by floorplans stamped by a certified structural engineer. This is a lengthy process – allow yourself plenty of time.

IMPORTANT: Multi-Level or Covered Exhibits are not permitted in Meeting Rooms.

INSPECTION DEADLINE

Any booth not occupied by 4:00 PM on Monday, January 18, will be presumed abandoned. If there is freight in the booth and Show Management believes the Exhibitor will be late, then Freeman will set up the display as best they can with the information available. If there is no freight in the booth and/or Show Management believes the Exhibitor will not participate in the show, the booth will be reassigned. Exhibitors arriving after this time will be given space available and may incur additional costs.

All exhibits must be completely set by 6:00 PM on Monday, January 18. Exhibitors may fine tune their booth before show opening on Tuesday, January 19. Absolutely no shipment, equipment, or material may be brought onto the show floor during show hours although small overnight packages will be delivered in the mornings.

DON'T BLOCK AISLES OR INVADE NEIGHBOR'S SPACE

No sign or decorative materials may protrude into the aisles or encroach upon neighboring booths. No obstruction may be placed in any aisles, passageways, lobby, or exits leading to any fire extinguishing appliances

NO NAILS OR SCREWS

Nothing may be posted, tacked, nailed, or screwed to columns, walls, floors, or other parts of the building. Any damage or defacement caused by infractions of this rule will be remedied by Show Management at the expense of the rule-breaking exhibitor.

HANDOUTS

You cannot distribute literature, samples, or other material outside your contracted exhibit space.

GOOD TASTE AND THE RIGHTS OF OTHERS

Show Management may require any Exhibitor to make changes in his exhibit if, in Show Management's opinion, the exhibit does not conform to prevailing standards

DISPLAY REGULATION QUESTIONS

In the interest of fairness to all exhibitors, variances to allowable display heights will not be granted.

Exhibitors wanting to discuss special needs for their exhibit should send detailed plans of their proposed display to:

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