

OFC 2027 Exhibitor Manual

Location:

Los Angeles Convention Center
Kentia, South, and West Exhibit Halls
09 - 11 March 2027

Standard Booth Equipment:

Each 10' x 10' booth includes the following:

- 8' high back wall drape – black
- 3' high side rail drape – black
- Booth ID Sign (17" w x 11"h)



Booth space is not carpeted, and floor covering is REQUIRED by Show Management.

Hours of Operation:

Exhibitor Move-in Hours – Booths (Stands) & Islands:

Thursday, 04 March – Monday, 08 March: 08:00 – 16:30

NOTE: Start time is determined by your location in the exhibit hall. See the Targeted Exhibitor Move in Schedule.

- Refer to the below Labor Rate Schedule for straight time, overtime and double time days and hours.

Los Angeles

	Display Labor	Forklift Labor	Hanging Sign Labor	Electrical Labor	Plumbing Labor
ST	8:00am - 4:30pm Monday - Friday	8:00am - 4:30pm Monday - Friday	8:00am - 4:30pm Monday - Friday	8:00am - 4:30pm Monday - Friday	8:00am - 4:30pm Monday - Friday
OT	4:30pm - 8:00am Monday - Friday; All day Saturday & Sunday	4:30pm - 8:00am Monday - Friday	4:30pm - 8:00am Monday - Friday; All day Saturday & Sunday	4:30pm - 8:00am Monday - Friday; All day Saturday, Sunday, & holidays	4:30pm - 8:00am Monday - Friday; All day Saturday, Sunday, & holidays
DT		All day Saturday & Sunday			
Holiday	holidays	holidays	holidays		

- All booths must be set by **16:30 PT on Monday, 08 March**, unless prior written permission is obtained by Show Management. **No set-up hours are scheduled for the morning of Tuesday, 09 March.** Any exhibit not unpacked by this deadline may be placed in storage and can be returned only after show hours, or the exhibit/booth may be ordered to be set up by the OFC Exhibit Director with the cost charged to the exhibitor.
- Exhibit space **must be paid in full** before an exhibitor can set up their booth! Neither freight nor furnishings will be delivered to the booth until full payment has been received! Entrance badges will also be withheld until payment is made.



07 - 11 March 2027
Los Angeles Convention Center
Los Angeles, California, USA

Exhibition Hours:

Tuesday, 09 March	10:00 - 17:00
Wednesday, 10 March	10:00 - 17:00
Thursday, 11 March	10:00 - 16:00

Exhibitor Move-Out Hours:

Thursday, 11 March	16:01 - 20:00*
Friday, 12 March	08:00 - 16:30
Saturday, 13 March	08:00 - 12:00

*(after 16:30, overtime rates are in effect)

Outside carriers must be checked in **at the Marshaling Yard** by 15:30 on Friday, 12 March or by 10:00 on Saturday, 13 March for all remaining outbound shipments. All Bills of Lading must be turned in by 12:00 on Friday, 12 March. Please see Move-out Information in this Manual for more details.

Exhibitors will not be allowed to dismantle their displays or begin packing before 16:00 on Thursday, 11 March.

Please inform those scheduled to perform the move-out of this policy and make travel arrangements accordingly.

Exhibitors dismantling or packing exhibits before the official closing time will forfeit priority-ranking points! Cases will be returned once the aisle carpet is removed. Arrangements for outbound shipments should be made at the Exhibitor Service Desk.

Additional Helpful Information:**Exhibitor Service Desk:**

The Service Desk will be located in South Hall K Lobby and West Hall A. At the Service Desk, exhibitors can find representatives from most of the OFC vendors to order services and ask questions.

Floor Managers:

Floor managers are assigned in the exhibit hall to answer questions and facilitate on-site logistics and communication, and to ensure compliance with OFC regulations. Exhibitors are encouraged to contact their floor manager with any concerns or issues regarding their booths or the floor. Floor managers will have desks in the hall in locations to be determined, where you can leave requests to meet with your floor manager.

Show Operations / Exhibit Director's Office:

Exhibit Management will have an office in the South lobby during move-in and show days beginning on Friday 05 March – Thursday 11 March from 09:00 – 17:00 each day.

Sales Office:

Exhibit Sales will be located in the South lobby 108 beginning on Monday 08 March – Thursday 11 March 09:00 – 17:00. You can ask any sales-related questions and rebook onsite for OFC 2028.

Exhibitor Lounge:

Take a break from the exhibit floor to relax, unwind, and enjoy complimentary refreshments. This lounge is exclusively for exhibit staff and provides a comfortable space to recharge and connect with fellow exhibitors. Open during show hours and located in two convenient locations. One in the South lobby, Terrace Level, and one in Concourse Area, Room 153C.

Important Dates Checklist

Important Date	Deadline Type	Supplier
6-Jan-27	Early Bird Pricing Deadline: Lead Retrieval	Plus Lead – MCI
8-Jan-27	Deadline: Room Lists for Groups with 10+ rooms - Block Request	MCI USA
9-Jan-27	Final Deadline: Hotel Reservations (Individual and Group) Changes	MCI USA
15-Jan-27	Final Deadline for Individual and Group Reservations	MCI USA
28-Jan-27	First Day: Shipments will be accepted at the Advance Warehouse	Freeman
4-Feb-27	General Liability: Required Insurance from Exhibiting Companies	Rainprotection
	Early Bird Pricing Deadline: Telephone and Internet	Boldyn
	Due: Exhibitor Appointed Contractor (EAC) Notification Form	OFC Mgmt
	Advance Pricing Deadline: Booth Cleaning and Booth Property Disposal	Freeman
	Discount Deadline: Freeman Orders (Furniture & Accessories, Labor, Signs, etc.) and Freeman AV Orders	Freeman
5-Feb-27	Standard Pricing Deadline: Lead Retrieval	MCI USA
	Advance Pricing Deadline: OFC Registration	MCI USA
12-Feb-27	Deadline: Show Talent Order Form	Exhibitors Connections
12-Feb-27	Discount Deadline: Catering	Levy
14-Feb-27	Advance Pricing Deadline: Electrical, Plumbing, Gas, Air	Edlen
	Discount Deadline: Floral Orders	TLC Designers
17-Feb-27	Discount Deadline: Security	Events TNT
20-Feb-27	Photography & Video Deadline: Order forms	The Photo Group
23-Feb-27	Last Day: Shipments will be received at the Advance Warehouse without additional charges	Freeman
4-Mar-27	Exhibitor Move-in – Targeted only, see Coded Floor Plan Map	All
6-Mar-27	Exhibitor General Move-in (08:00 – 16:30 PT)	All
11-Mar-27	Exhibitor Move-out: 16:01 – 20:00 PT	All
12-Mar-27	Outside Carriers must be checked in at Marshaling Yard by 18:00	All
13-Mar-27	Exhibitor Move-out: 08:00 – 12:00 PT	All
	Outside Carriers must be checked in at Marshaling Yard by 10:00 AM	All

OFC Official Key Contact Vendors/Contractors

OFC official vendors/contractors provide various services that help make the conference and exhibition run smoothly. Information, order forms, and rates for services and items are found in this exhibitor service manual. Order early to take advantage of discounted rates and ensure you receive the items you require. On-site orders and, in some cases, orders received after the deadline are subject to increased charges and are not processed until after advance orders have been filled.



IMPORTANT: Look for this OFC Official Vendor seal when receiving ANY vendor information. Poachers are plentiful, and show management cannot guarantee services from companies other than those listed below.

OFC Co-Sponsors IEEE Communications Society , IEEE Photonics Society , Optica		
Exhibit Operations & Logistical Services exhibits@ofcconference.org	Exhibit Sales and Promotional Opportunities +1 202.416.1988 sales@ofcconference.org	Exhibit Space Accounts, Exhibit Space Payments, Invoices, or Primary Contact Changes accounts@ofcconference.org
Public Relations/Media Relations Exhibit and product promotion, via press releases and social media. media@ofcconference.org	Exhibitor Registration MCI USA +1 800.888.2843 Intl. +1 972.349.7840 OFC2027@jade.mcievents.com	Plus Lead Retrieval Rentals MCI USA OFC2027@jade.mcievents.com
Exhibitor Hotel Room Reservations MCI USA +1 800.888.2843 Intl. +1 972.349.7840 OFC2027@jade.mcievents.com	Official General Service Contractor Furniture, Material Handling, Labor Freeman +1 888.508.5054 +1 817.210.4869 (Int'l) WhatsApp +1 214.984.3514	Air Freight & Customs/Import Shipping Freeman Transportation +1 800.995-3579 exhibit.transportation@freeman.com
Ground Freight Freeman Transportation +1 800.995-3579 exhibit.transportation@freeman.com	Electrical, Plumbing, Air, Gas Edlen Electrical Exhibition Services ExhibitorServices-LosAngeles@edlen.com	Audio Visual Equipment & Computer Rental Freeman AV +1.888.508.5054 +1.817.210.4869 (Int'l) Mon – Thu 07:00 – 18:00, Fri 07:00 – 17:00 AVservices@freeman.com
Internet/Telecomm Boldyn Networks + 1 213.765.4647 https://go.boldyn.com/LAorders Internetsales@boldyn.com	Booth (Stand) F&B Catering Taste of LA by Levy Restaurants +1 213.765.4480 tastela@levyrestaurants.com	Booth (Stand) Security Events TNT +1 214.893.2616 events@tntconventions.com
Booth Event Insurance Rain Protection Insurance +1 212.239.2636 Insurance Coverage sales@rainprotection.net	Plant and Floral TLC Convention Plant Services +1 770.507.6777 plant@tlc-florist.com www.tlc-florist.com	Photography The Photo Group +1 800.752.6913 nicole@thephotogroup.com www.thephotogroup.com
Exhibit Personnel / Models / Spokespersons Exhibitors Connection +1 773.631.9465 jdixon@exhibitorsconnection.com	On-site Business Center Image Quest Plus +1 213.765.4210	Venue Los Angeles Convention Center +1 213.741.1151 www.laconventioncenter.com

Currency: The **US Dollar (USD)** is the currency of the United States, but credit cards are widely accepted. Check the [latest currency exchange](#).

Booth Types and Guidelines

Temporary Structures:

All structures and related sub-assemblies must be designed, assembled, and configured so that the entire temporary structure project and all related components are structurally sound and seismically stable. Furthermore, all said structures must be designed and built as per all applicable national, state, and local building and fire codes in seismic zone #4.

Licensee and Licensee's designated general service contractor are responsible for assuring that temporary structures are designed and built with the highest structural integrity according to building code to safeguard the facility and personnel.

An isometric rendering of any structure that meets the temporary structure criteria outlined below must be submitted to the LACC no later than (30) days prior to move-in. Upon review and approval, LACC management requires the License/exhibitor to file for a temporary structure permit with the City of Los Angeles Building and Safety Department (LADBS).

Structures and exhibits with any of the following elements are defined as temporary structures that require review/approval by LACC management, along with an LADBS permit.

- Structures over 12' in height; 2-story structures
- Platforms and stages exceeding 30 inches in height above the floor intended to carry live load, or stair/steps exceeding 48 inches in height above the floor intended to carry live loads.
- Expansive (15' or more) 1-story structures that contain: overhead beams; signage; truss; cantilevers; etc., of considerable weight and/or span
- Video wall structures exceeding 12' in height (single or multiple screens)

In-line or Corner Linear Booth (Stand):

- Maximum Height of Back Drape – 8' (2.44 m), including signage.
- Maximum Height of Side Rail – 4' (1.22 m) front half of booth (from aisle)/8' (2.44 m) back half (to back drape).
- End drape – Provided to cover unsightly or unfinished exposed areas of the exhibit.
- Floor Covering / Carpet – Floor space must be covered. No concrete should be visible. Carpet must meet the aisle.
- If ordered from a vendor other than Freeman, carpet or other floor covering must be placed in the booth within a reasonable time, or Management will place carpet in the booth at exhibitor's expense.
- Booth ID Sign – 17" w x 11" h ID sign provided.
- Hanging Signage – Not permitted.
- All booth furnishings, utilities, and cleaning – Responsibility of the exhibitor.
- No hard wall is provided with the booth – Pipe and drape only. Exhibitors should not attach or affix any display materials or products directly on such structure.

Perimeter Booth (Stand):

- Maximum Height of Back Drape – 12' (3.66 m), including signage.
- Maximum Height of Side Rail – 4' (1.22 m) front half of booth (from aisle)/8' (2.44 m) back half (to back drape).

- End drape – Provided to cover unsightly or unfinished exposed areas of exhibit.
- Floor Covering / Carpet – Floor space must be covered. No concrete should be visible. Carpet must meet the aisle.
- If ordered from a vendor other than Freeman, carpet or another floor covering must be placed in the booth within a reasonable time, or Management will place carpet in the booth at the exhibitor's expense.
- Booth ID Sign – 17" w x 11" h ID sign provided.
- Hanging Signage - Not permitted.
- All booth furnishings, utilities, and cleaning - Responsibility of the exhibitor.
- No hard wall is provided with the booth—pipe and drape only. Exhibitors should not attach or affix any display materials or products directly on such structure.

Island Booth (Stand):

- Maximum Height Restriction – 20' (6.10 m), including signage.
- Floor Covering / Carpet – Floor space must be covered. No concrete should be visible. Carpet must meet the aisles.
- If ordered from a vendor other than Freeman, carpet or other floor covering must be placed in the booth within a reasonable time, or Management will place carpet in the booth at the exhibitor's expense.
- Booth ID Sign – Not provided.
- Hanging Signs – Rigging labor must be arranged exclusively with Freeman; must remain within the perimeter of the contracted booth space, and cannot exceed the total maximum height allowance of 20' (6.10 m).
- All booth furnishings, utilities and cleaning – Responsibility of the exhibitor; cleaning orders will be computed by the total square footage of all levels of the exhibit.
- All booth designs, including hanging signs, need to be **pre-approved** by OFC Show Management 30 days prior to move-in: **Wednesday, 6 January 2027**. Submit your booth designs/hanging signs to exhibits@ofcconference.org for review.

******We do not allow end caps, peninsula, or split island booths******

Multi-Story Booth (Stand):

- Maximum Height Restriction – 20' (6.10 m), including signage.
- Floor Covering / Carpet – Floor space must be covered. No concrete should be visible.
- If ordered from a vendor other than Freeman, carpet or other floor covering must be placed in the booth within a reasonable time, or Management will place carpet in the booth at the exhibitor's expense.
- Booth Structure, Towers, Canopies, and Ceilings – **Must be pre-approved**; submit architect or engineer prepared drawings to Exhibit Operations Director, Freeman, and the Los Angeles Convention Center Fire Department a minimum of 30 days before move-in: **Wednesday, 6 January 2027**.
- Hanging Signs – Rigging labor must be arranged exclusively with Freeman, must remain within the perimeter of the contracted booth space, and cannot exceed the total maximum height allowance of 20' (6.10 m).
- Structure must include battery-powered smoke detectors that emit sounds audible outside of the enclosed or covered area.
- All booth furnishings, utilities and cleaning – Responsibility of the exhibitor; cleaning orders will be computed by the total square footage of all levels of the exhibit.

For your convenience, please refer to www.metric-conversions.org to ensure you have the correct measurements

The following Guidelines for Display Rules and Regulations have been established by the International Association of Exhibitions and Events™ (IAEE). Guidelines for Display Rules and Regulations are created to promote continuity and consistency among North American exhibitions and events. They are the model for most domestic exhibitions and events.

IAEE's Guidelines for Display Rules and Regulations is offered as a resource for exhibitions and event organizers to use in creating consistent and fair exhibiting standards for their events. These Guidelines afford exhibitors a maximum return on their exhibit investments. Compliance with fire, safety, Americans with Disabilities Act (ADA), and other state, federal or provincial government requirements has also been addressed. However, always check with a local exhibition service contractor and the facility for local regulations.

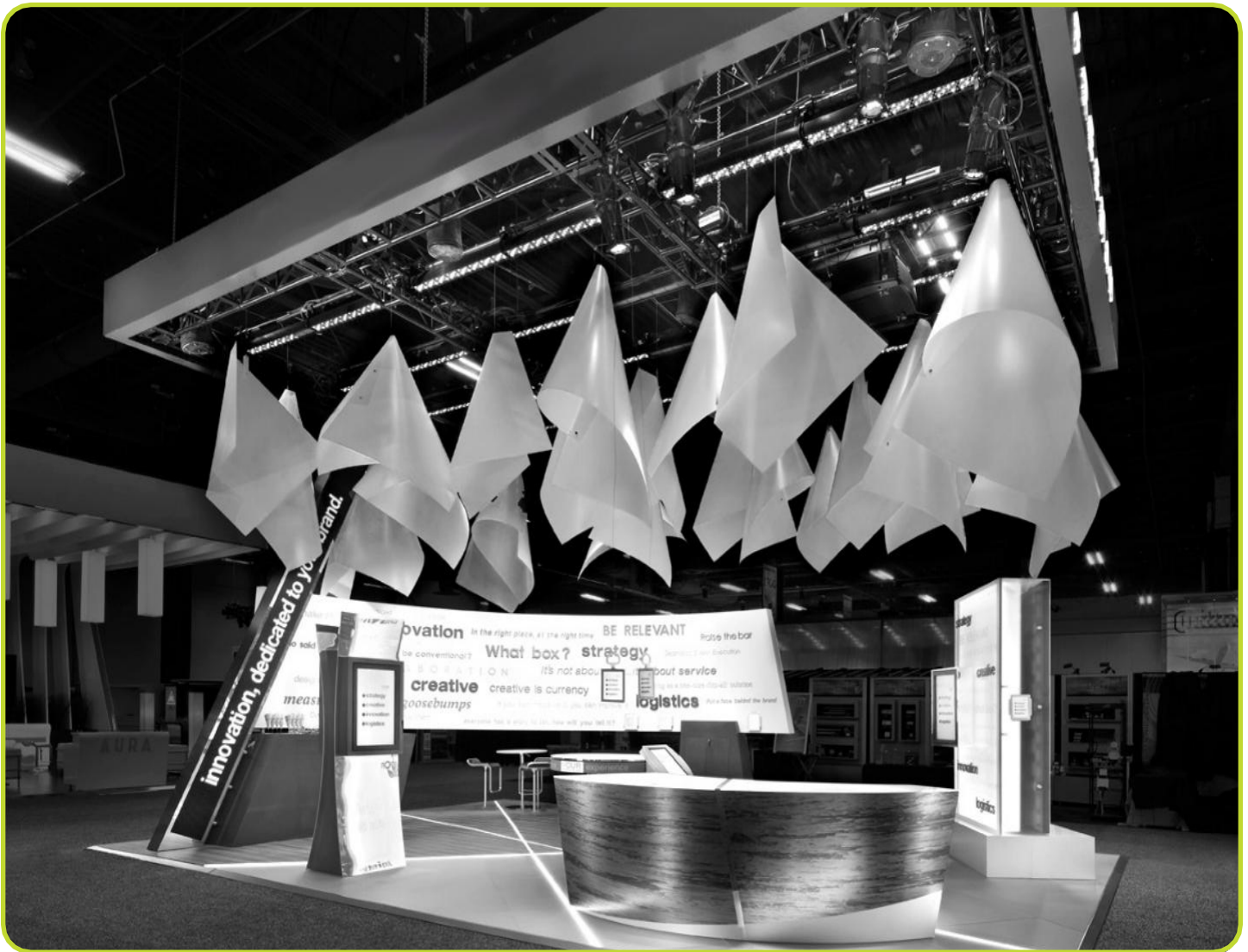
IAEE is a global association that serves as the foremost authority on exhibitions and events management and operations.



International
Association of
Exhibitions and Events®

Guidelines for Display Rules and Regulations

2023 North American Update



Made possible by a generous grant from

Freeman¹

The following **Guidelines for Display Rules and Regulations** have been established by the International Association of Exhibitions and Events® (IAEE) to assist in promoting continuity and consistency among North American exhibitions and events. This revised 2023 edition is offered as a resource for exhibition and event organizers to use in creating consistent and fair exhibiting standards for their events.

Recognizing that every show is unique, IAEE presents the information contained within as recommendations or suggestions for exhibiting standards each Organizer should consider. Organizers are encouraged to review the **Guidelines** and then develop their own show-customized set of exhibiting rules and regulations based on the individual features of their specific exhibition or event.

Once an Organizer has finalized their show's official set of display rules, it is good practice to provide access to a digital copy within the show's exhibitor prospectus, an exhibitor services kit, and the official rules and regulations pertaining to exhibitor participation. By providing exhibitors with the professional standards expected of their displays and participation, they will be prepared to properly design, build and plan their booth's layout and content allowing for an environment where all exhibitors will have the opportunity for successful interaction with their audiences.

Important Note: Although compliance with fire, safety, the U.S. Americans with Disabilities Act (ADA), and other state, federal or provincial government requirements have been addressed, Organizers should always check with exhibition service contractors and the facility for specific details on local regulations and requirements.

*IAEE is a global association that serves as the foremost authority on exhibitions and events management and operations, and these **Guidelines** are the model for most North American exhibitions and events but in all instances, organizations should consult their legal counsel. In no event shall IAEE be held liable for damages of any kind in connection with the material, methods, information, techniques, opinions or procedures expressed, presented, or illustrated in these **Guidelines** or related materials.*



International
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IAEE has identified two distinctly different styles of show display regulations. One style is “Line-of-Sight” while the second is “Cubic Content.” Organizers should decide which style is best suited to their event or designated section of the event. Organizers might find line of sight rules are best for linear booths and cubic content rules for configurations of island, peninsula or perimeter booths.

LINE-OF-SIGHT STYLE

Line-of-Sight display rules provide restrictions on certain areas of booths to allow attendees to view neighboring booths in their line of sight as they walk the floor. There are a variety of booth types, and each one is addressed below with specific insight on how to implement Line-of-Sight regulations.

LINEAR OR IN-LINE BOOTH

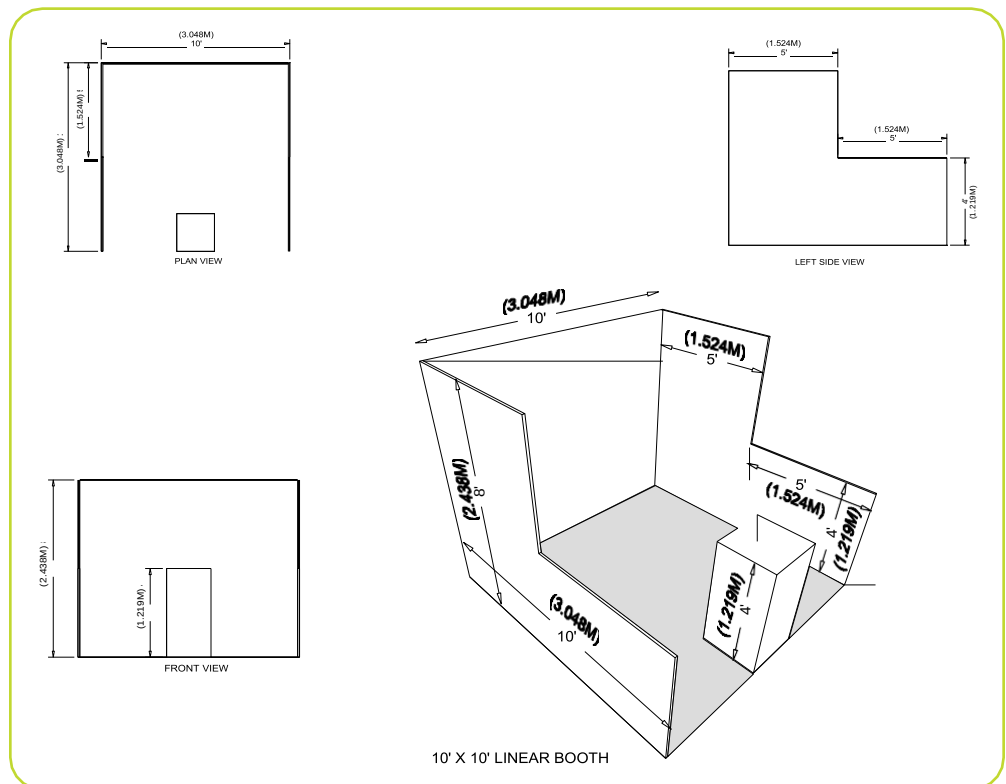
The ability to have products or services easily seen by attendees as they walk the aisles is essential to all exhibitors, and that is the basis for including a Linear Booth Line-of-Sight setback rule. Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is specified to prevent display materials from imposing on neighboring exhibits behind the back wall.

Use of Space

Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc., display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.

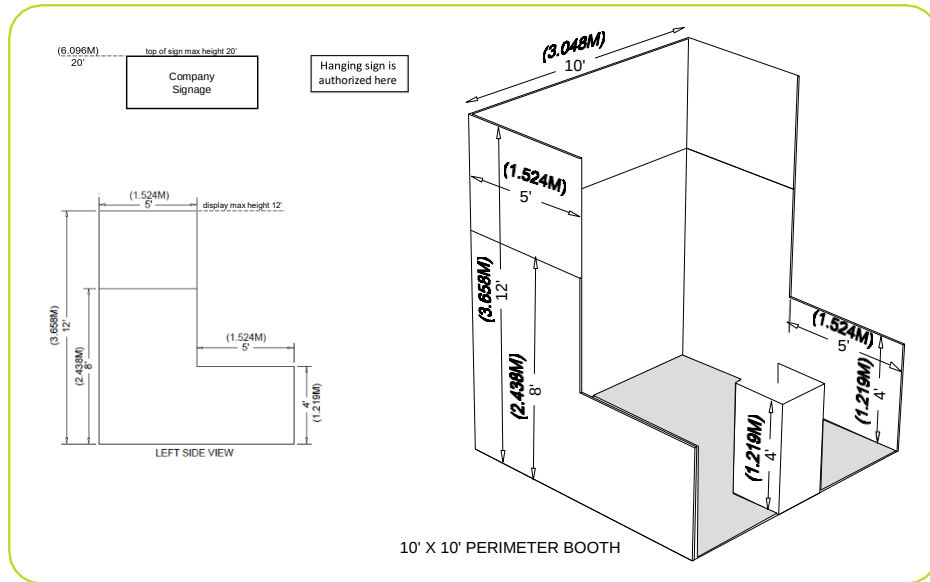


CORNER BOOTH

A Corner Booth is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All guidelines for Linear Booths apply.

PERIMETER BOOTH

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

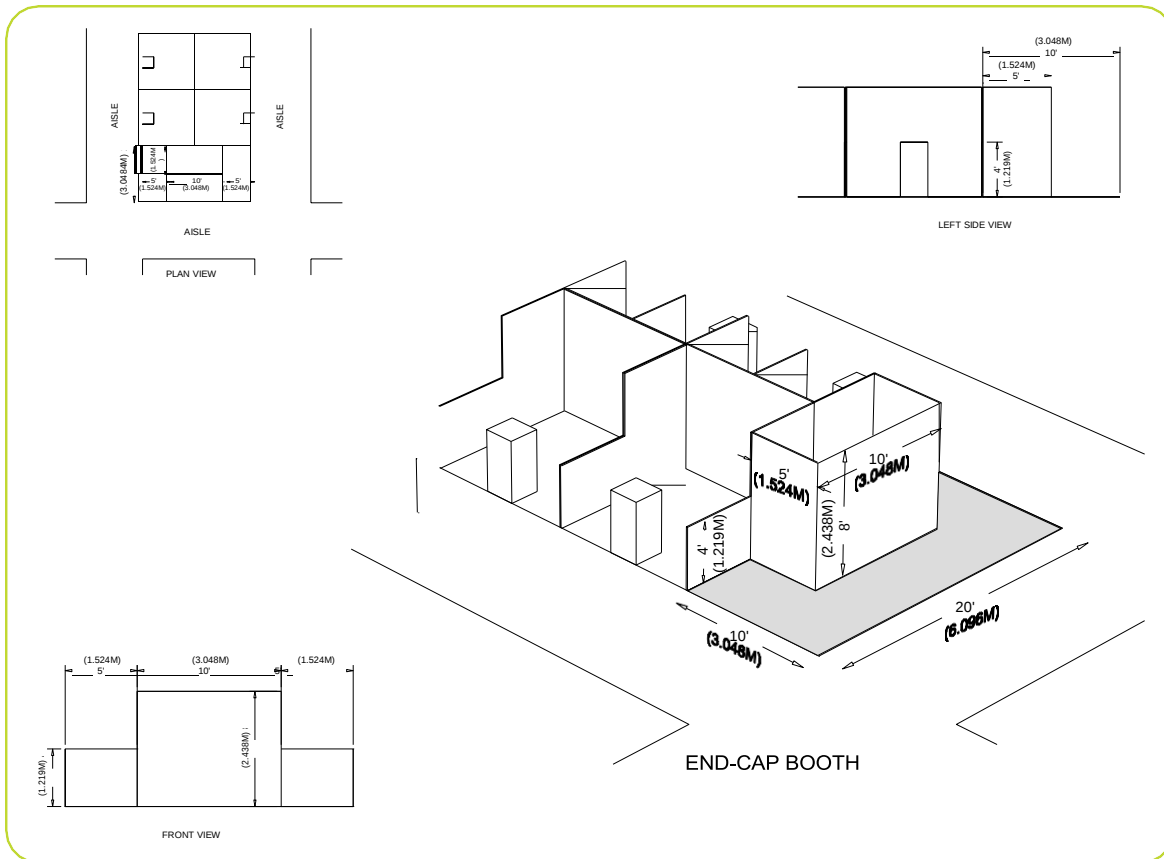


Dimensions and Use of Space

All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height for Perimeter Booths is 12ft (3.66m).

END-CAP BOOTH

An End-cap configuration is essentially an in-line (linear) booth placed in the position of a Peninsula or Split Island. For shows that have Line-of-Sight rules and not Cubic Content, this configuration must follow the dimensions below. Organizers should be alert to exhibitors reserving End-cap configurations to ensure they do not violate Linear Booth Line-of-Sight regulations for neighboring exhibits. (In most cases, this booth style is not recommended due to the Line-of-Sight issues, and Organizers should be aware of these challenges when using them.)

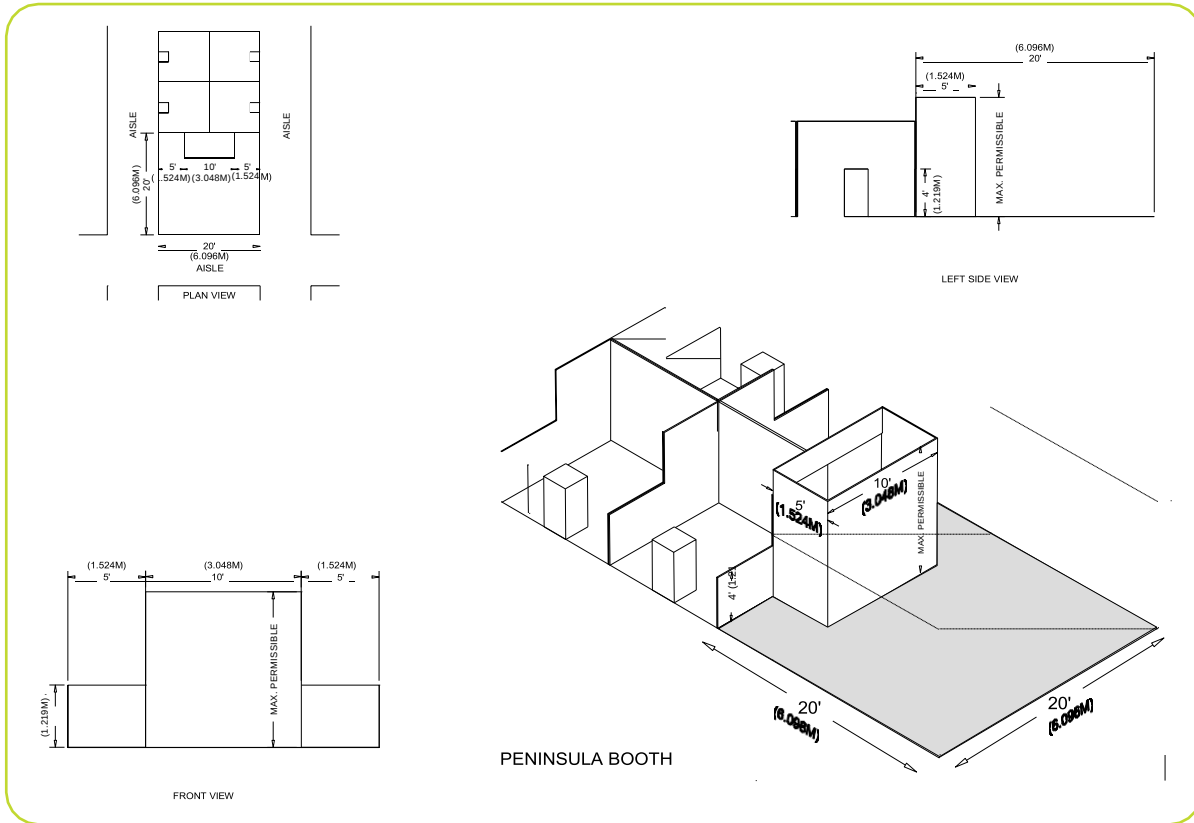


Dimensions and Use of Space

End-cap Booths are generally 10ft (3.05m) deep by 20ft (6.10m) wide. The maximum back wall height allowed is 8ft (2.44m) and the maximum backwall width allowed is 10ft (3.05m) at the center of the backwall with a maximum 5ft (1.52m) height on the two side aisles. Within 5ft of the two side aisles, the maximum height for any display materials is 4ft.

PENINSULA BOOTH

A Peninsula Booth is exposed to aisles on three sides. There are two types of Peninsula Booths: (a) one which backs to Linear Booths, and (b) one which backs to another Peninsula Booth which is referred to as a “Split Island Booth.”

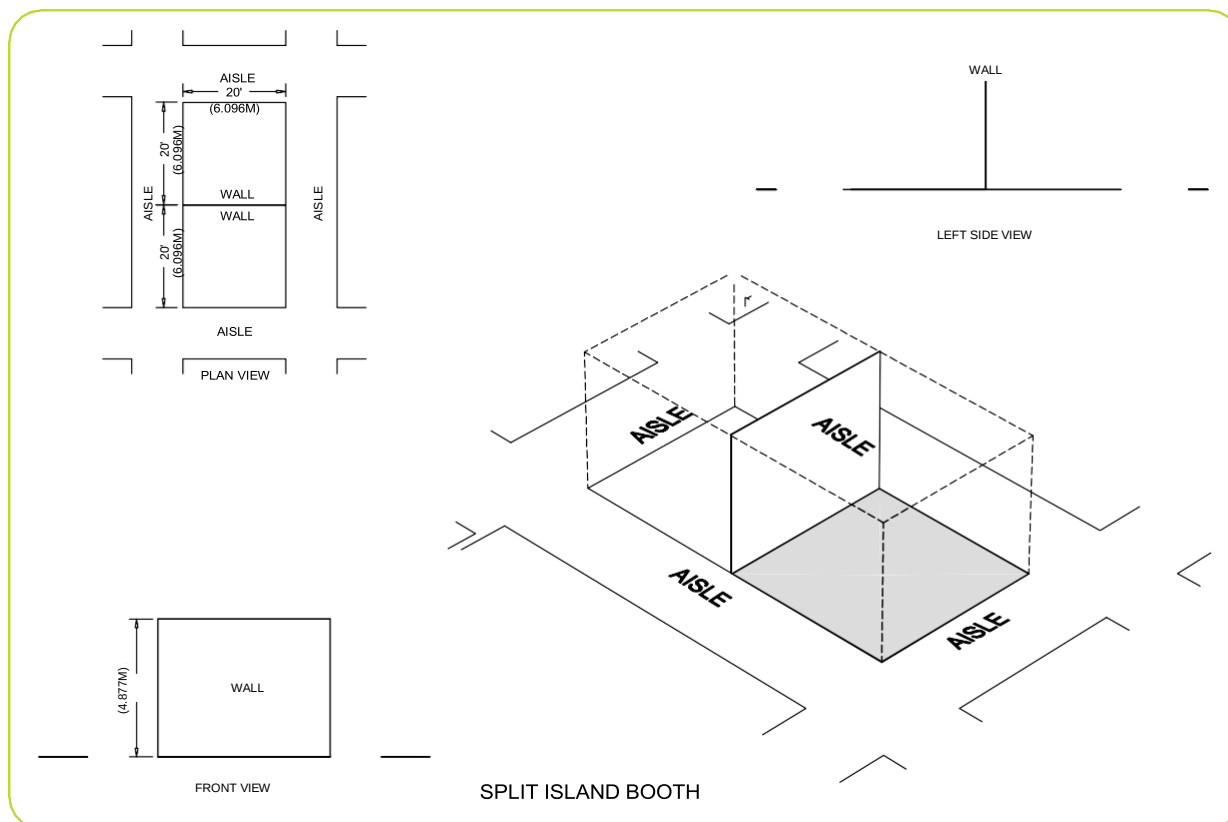


Dimensions and Use of Space

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. A typical maximum height range allowance is 16ft to 20ft (4.88m to 6.10m), 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

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



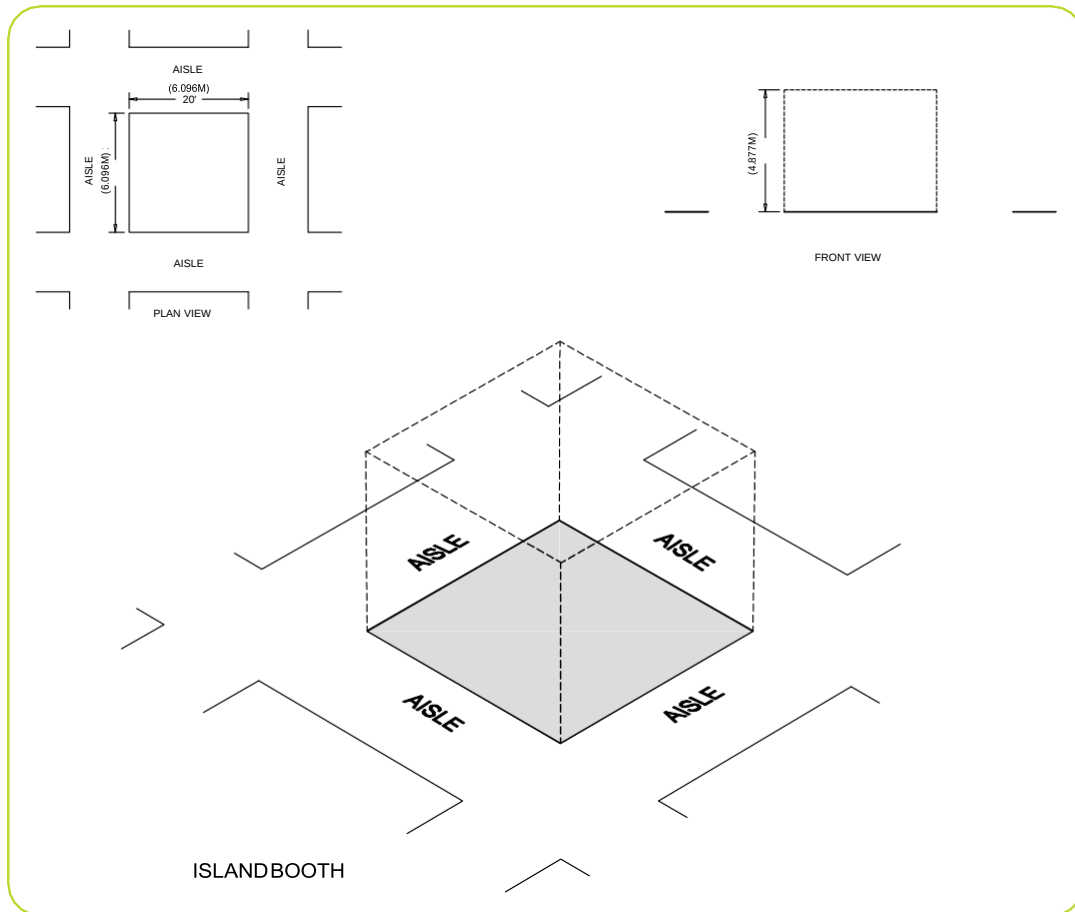
Dimensions and Use of Space

The entire Cubic Content of this booth may be used, up to the maximum allowable height, without any back wall Line-of-Sight restrictions. A typical maximum height range allowance is 16ft to 20ft (4.88m to 6.10m), 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.

For large shows with big exhibitors, it may be difficult to maintain the entire booth and hanging sign to be within 16ft. If you make it 20 ft then you run the risk of lots of large booths (with or without signs) being 20 ft and dwarfing all around them. That is fine as long as everyone is aware of it. An alternative could be to offer a max booth height of 16 ft and each exhibitor must have a 4 ft gap between the top of the booth and the bottom of the hanging sign. The only exception is if the booth and hanging sign can stay below 16ft. It is far from perfect but does allow at least the ability to see through a booth.

ISLAND BOOTH

An Island Booth is any size booth exposed to aisles on all four sides.

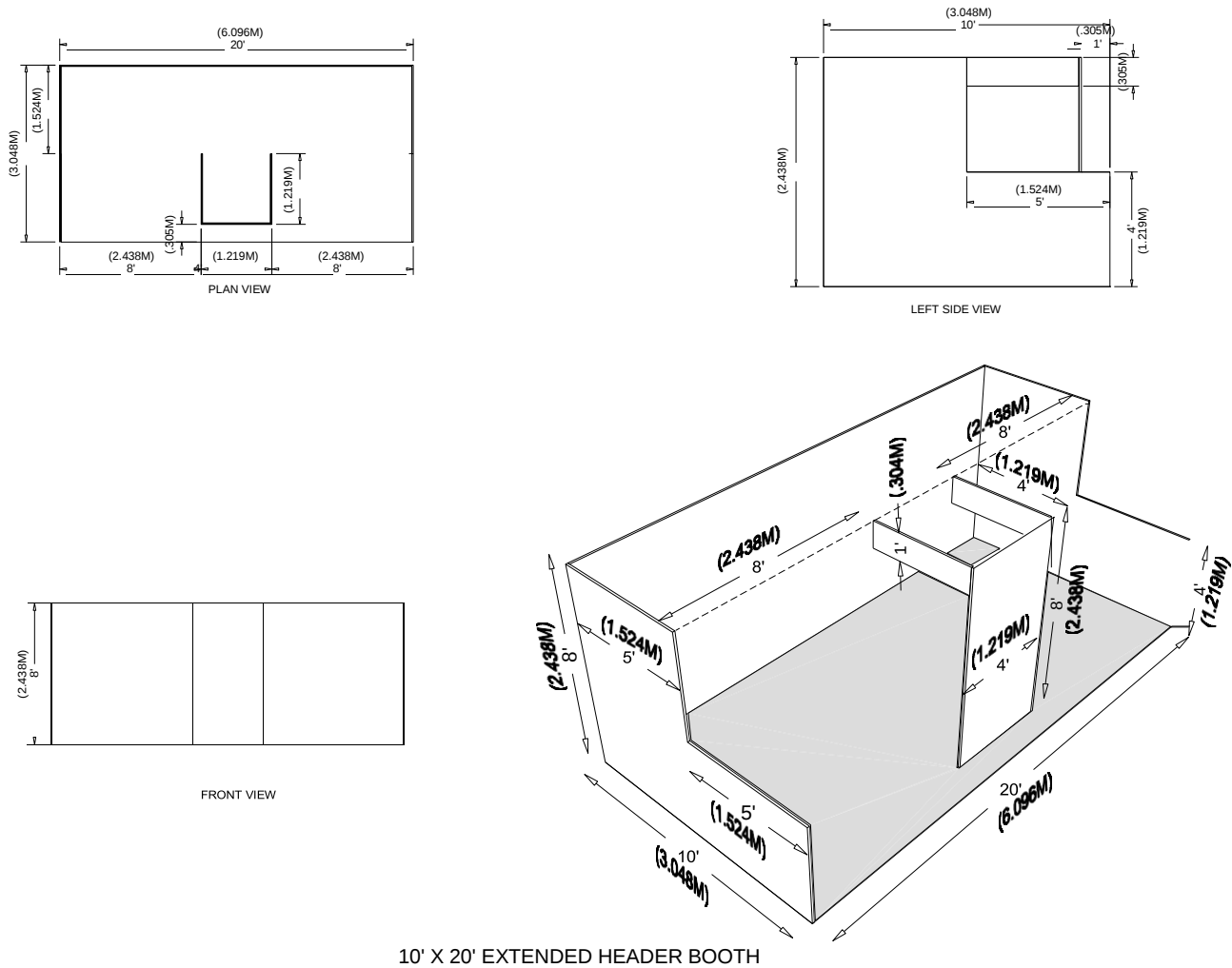


Dimensions and Use of Space

An Island Booth is typically 20ft by 20ft (6.10m by 6.10m) or larger, although it may be configured differently. Island booths should not be allowed at less than 400 sq ft. Island booths at 200 or 300 sq ft basically result in frustrating everyone behind them. The entire Cubic Content of the space may be used up to the maximum allowable height, which is usually a range of 16ft to 20ft (4.88m to 6.10m), including signage.

EXTENDED HEADER BOOTH 20FT (6.10M) OR LONGER

An Extended Header Booth is a Linear Booth 20ft (6.10m) or longer with a center extended header.



Dimensions and Use of Space

All guidelines for Linear Booths apply to Extended Header Booths, except that the center extended header has a maximum height of 8ft (2.44m), a maximum width of 20 percent of the length of the booth, and a maximum depth of 9ft (2.7m) from the back wall.

CUBIC CONTENT STYLE

Cubic Content style allows exhibits to fully occupy the width, depth and height of the booth footprint. For example, a 10ft by 10ft (3.05m x 3.05m) booth would be allowed to utilize the full volume of the cube of a 10ft wide (3.05m) x 10ft deep (3.05m) x 8ft (2.44m) high area.

It is the choice of the Organizer to allow use of full Cubic Content in linear exhibit space or to observe the Line-of-Sight set-back rule. It is common at certain types of exhibitions or events to eliminate the Line-of-Sight requirement for Linear, End-cap, and Peninsula Booths that back up to Linear Booths. This permits exhibitors to utilize the full Cubic Content of the booth.

Organizers that utilize Cubic Content in Linear Booths do so for one or all of these reasons:

- ➔ Cubic Content is more conducive to certain types of product displays or experiences.
- ➔ Cubic Content maximizes the exhibit space and investment.
- ➔ Generally, exhibitions outside North America utilize Cubic Content making the show friendlier to international exhibitors.
- ➔ Cubic Content reduces the need to police exhibits to enforce Line-of-Sight setback rules.

Use of Cubic Content may create situations where the Organizer must address exhibits that have unfinished walls. A determination must be made as to responsibility for finishing these unfinished walls.

It is prudent for the Organizer considering Cubic Content to examine the concerns, advantages and disadvantages prior to putting Cubic Content guidelines into practice. It is often wise to consult with the exhibition's Exhibits Advisory Board or perhaps conduct a focus group of the exhibition's or event's exhibitors to determine their interest and gain their feedback and support for the concept. Organizers must be proactive in communicating with exhibitors and understand the effect it will have on the exhibition or event.

To learn more about Cubic Content, read the *IAEE White Paper: Evaluating and Implementing Cubic Content into Linear Exhibit Space* in the Appendix on page 17.

OTHER IMPORTANT CONSIDERATIONS

REMOTE-CONTROLLED DEVICES

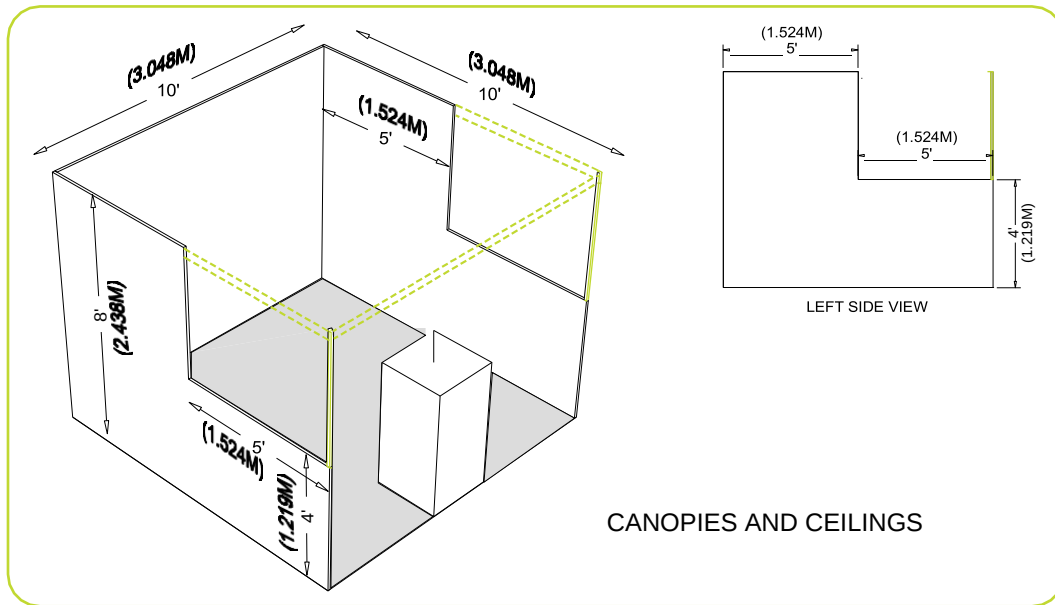
Products such as remote-controlled cars, drones, planes, helicopters, robots, etc. are to be demonstrated in a safely controlled area of the exhibit floor (i.e. Demonstration Area). When a remote-controlled device is to be used for the purpose of demonstrating a product that requires use of an area outside of the exhibitor-assigned booth space, the Organizer will provide a Demonstration Area for this purpose. The Demonstration Area should include safe netting or other barrier appropriate to accommodate product(s) being demonstrated and be included on the master floor plan submitted for Fire Marshal approval. Each individual facility reserves the right to determine what constitutes a safe and controlled Demonstration Area prior to final plan approval.

NOTE for Drone Operation: Local facility and city ordinances are in effect in most areas and prohibit drone activity near the public or in public spaces. The accepted drone default regulation is the [FAA Small UAS Rule Part 107](#) which requires drone operators to obtain a Remote Pilot Certificate. Commercial regulations often require permits and insurance.

CANOPIES AND CEILINGS

A canopy sign is similar to an awning on a building, except it does not include the goal of providing shelter. It extends from a booth to serve the function as a marquee. Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or to allow for hanging products). Canopies for Linear or Perimeter Booths should comply with Line-of-Sight requirements. (See “Use of Space” for Linear or Perimeter Booths, and height limits).

The bottom of the canopy should not be lower than 7ft (2.13m) from the floor within 5ft (1.52m) of any aisle. Canopy supports should be no wider than three inches 3in (.08m). This applies to any booth configuration that has a sight line restriction, such as a Linear Booth. 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.



STRUCTURES AND TIE-OFFS

Structures

Show Organizer requires a stamped certification from a design professional (Civil or Structural Engineer) registered in the state where the Event will be held affirming all calculations and specifications for any custom-built suspended elements such as but not limited to non-serially manufactured signs, lightboxes, headers, video wall surrounds, and entry portals. For additional assistance regarding these requirements, please reach out to the rigging vendor.

Tie-offs

Show Organizer reserves the right to request a stamped certification from a design professional (Civil or Structural Engineer) registered in the state where the Event will be held affirming all calculations and specifications and/or a peer review from such registered design professional for attachment of any structure to provide additional support terminating to the venue (Ex. Tie-off of header, seismic lines, tie-off of video walls). If you anticipate needing this service, please reach out to the rigging vendor review and pre-authorization."

HANGING SIGNS AND GRAPHICS

Most exhibition and event rules allow for Hanging Signs and Graphics in all standard Peninsula and Island Booths, usually to a maximum height range of 16ft to 20ft (4.88m to 6.10m) from the top of the sign, or as determined by the Organizer. End-cap Booths do not qualify for Hanging Signs and Graphics. The distance is measured from the floor to the top of the sign. 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 should not exceed the maximum allowable height for the booth type. (An exception to this rule is made for Perimeter Booths, which can have a 12ft [3.66m] backwall but max sign height can be 20ft. [6.10m]. See page 2 Perimeter Booth for diagram.)

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 Organizer at least 60 days prior to installation. Variances may be issued at the Organizer's discretion. Drawings should be available for inspection.

Sign Hanging Points must be engineered, and the hardware must be domestic, forged, shouldered, rated, and stamped with Working Load Limit (WLL). All overhead rigging must comply with facility and show management regulations. The official contractor and/or facility will require an engineered print of all truss and lighting rigging including rigging point loads, as well as any ground supported truss structures or LED video walls. All submitted files should be in DWG format. This information is typically required at least three weeks out from the first day of move-in of an event. Electrical signs must be in working order and in accordance with the National Electrical Code. If any hang point exceeds 200 lbs. please notify the official contractor for official authorization.

TEARDROP SIGNS AND TENTS

Placement of Teardrop flags must be positioned in the back ½ of all linear booths.

Tents – must have no copy on the sides or back side and not exceed 8ft height limit. I would also specifically address the tents with extended ceilings, see below. Under no circumstances are these acceptable in a linear booth regardless of whether they have copy or not.

TRUSS

Truss is a frame used to carry a cover over a booth or suspend lighting or technical equipment over a booth. Some shows will allow to go over the height limit but require plans to the organizer and service contractor for approval.

VIDEO DISPLAYS

Show Organizer reserves the right to request approval from a registered design professional (Civil or Structural Engineer) and/or a peer review from a registered design professional for all non-serially manufactured LED and Video Display systems. All LED and video display systems must comply to ANSI E1.50-1. This applies to ground supported and suspended LED and Video Display systems. If you anticipate needing this service, please reach out to your rigging vendor.

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. 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

U.S. 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). Ramps should have a minimum width of 36 inches.
- ➔ Ramp the entry or use hydraulic lifts to 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 potential 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 for approval.

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

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 U.S. Environmental Protection Agency, or the appropriate government entity in the country the exhibition will be held, and the facility.

HAZARDOUS WASTE

Hazardous waste requires special arrangements to be prepared in advance of event dismantle with either the facility or a local independent disposal company. Exhibitors are responsible for all costs associated with such specialized removal.

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, as long as these items do not impede access to utility services, create a safety problem, or look unsightly.

ELECTRICAL

Every exhibit facility has different electrical requirements and rules regarding who is permitted to provide equipment and labor; 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

It is important to remember that lighting issues need to be identified as early as possible during the move-in process so they can be addressed and corrected while the necessary equipment is still available on the show floor and booths can be accessed.

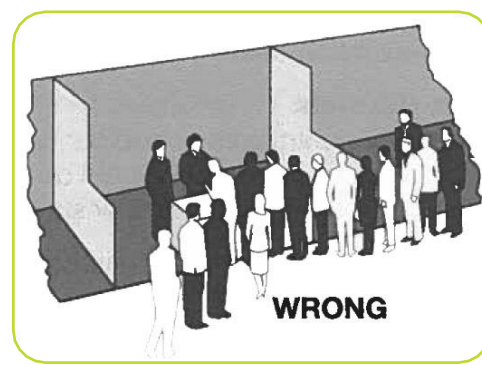
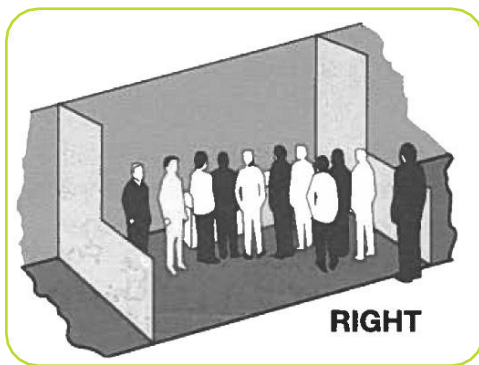
Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:

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

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 exhibitor personnel. Many organizers ask that demonstration plans be submitted for approval.



SOUND/MUSIC

In general, the use of sound equipment in booths is permitted as long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned to direct sound inward (to be contained within the booth) rather than outward (toward aisles and other exhibitor booths). Generally, sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth. If an exhibitor or attendee is standing within ten feet of an exhibitor's booth and cannot carry on a normal voice-level conversation, the noise source is too loud. (Refer to the U.S. Occupational Safety and Health Act [OSHA] at www.osha.gov for more information.)

Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. Authorized licensing organizations, including but not limited to [ASCAP](http://www.ascap.com), [BMI](http://www.bmi.com) and [SESAC](http://www.sesac.com), 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.

VEHICLES (FOR BOTH GAS AND ELECTRIC VEHICLES)

Rules for display vehicles vary widely depending on the facility and local fire and safety regulations. Compliance with fire, safety, the U.S. Americans with Disabilities Act (ADA), and other city, county, federal, and provincial government requirements is the responsibility of the Organizer.

Important Note: Always check with local exhibition service contractors and/or the facility for all requirements regarding display vehicles.

Below are a few common examples of display vehicle regulations:

- ➡ Display vehicles must have battery cables disconnected and taped, and alarm systems deactivated.
- ➡ Fuel tank openings shall be locked or sealed in a manner to prevent escape of vapors through filler caps.
- ➡ Vehicles shall be limited in the amount of fuel that can remain in the tanks; specific amounts vary but one example is no more than one-quarter the tank capacity or a maximum of five gallons of fuel, whichever is less.
- ➡ Fueling or de-fueling of vehicles on the facility premises is prohibited.
- ➡ Once placed, display vehicles may not be started or moved without the approval and direction of show management.
- ➡ Auxiliary batteries not connected to engine starting system may remain connected. External power is recommended for demonstration purposes. No battery charging is permitted inside buildings.
- ➡ Combustible/flammable materials must not be stored beneath display vehicle. There may be no leaks underneath vehicles.
- ➡ It is not recommended that Organizers hold or take possession of display vehicle keys during the event. However, it is recommended that an official policy be established for the handling of vehicle keys which might include identifying booth contacts with mobile numbers should vehicles need to be moved in an emergency or some other unforeseen situation. Need to get guidelines for placing, displaying electric vehicles.
- ➡ Check with your facility regarding any weight load limits.
- ➡ Show organizers should request information from exhibitors in advance of the show if they are bringing in a vehicle. Usually 45 days is the standard.
- ➡ Vehicles can only be moved to and from their booth outside show hours and under the supervision of show management and/or Official Service Contractor depending on the rules in the building.

ADVISORY NOTES TO EXHIBITION ORGANIZERS

FIRE EQUIPMENT

Fire hoses, extinguishers, and audible or visual devices for fire alarms should be visible and accessible at all times.

HANGING SIGNS

Although these Guidelines indicate 16ft to 20ft (4.88m to 6.10m) as a maximum height range to the top of the sign, some exhibitions permit other heights, or have no height limit. However, most Organizers do impose height limits. Caution should be exercised so exhibitors will not compete over air space for hanging signs.

Exhibitors should be advised to install “hanging points” at the time of manufacture of the sign or display. It is also advisable to have Hanging Signs labeled and cased separately so that they can be easily identified on-site as they usually must be installed before other exhibit construction can begin.

Recommend checking with facilities regarding some areas of exhibit hall that may not have points available to alert exhibitors.

HARDWALL BOOTHS

Exhibitions that provide Hardwall Booths should specify if these structures can be used for display and attaching products.

PERIMETER OPENINGS

Local fire and/or facility regulations may require larger exhibit booths to have a certain number of openings within the perimeter walls for safe egress. Regulations vary with each location, but one example would be to provide, at a minimum, one 6ft (1.83m) wide opening every 30ft (9.14m).

PIPE AND DRAPE

These are commonly used at exhibitions and events in the United States to define exhibit space. Organizers also may note which size booths and configurations will be provided with pipe and drape. Organizers often include in their rules and regulations that this equipment is not intended as a display fixture. Therefore, product and signs should not be attached or affixed. Measurements of booths must allow for size of pipe on sides and back.

PRODUCT HEIGHT

Some exhibitors have products that exceed display height restrictions. Organizers should establish guidelines for displaying such products. For example, some exhibitions or events require that these exhibitors reserve only perimeter space. Products exceeding height restrictions for Islands and Peninsulas are usually permitted, providing they are displayed in operating mode, and the names and logos, etc. on the product are as it is sold. NOTE: Any special height variances allowed should apply only to those products represented, produced or manufactured by the exhibitor and would not apply to ancillary display or marketing items (such as promotional flags, signs, etc.).

HEIGHT VARIANCES

Height Variances may be issued for all types of booths. However, in a Linear Booth, the back side of any structure over 8ft (2.44m) must be free of trademarks, graphics and/or logos. Tall flags or markers on the front aisle of Linear Booths are prohibited. Pop up tents or canopies may be allowed but must follow all local fire and facility regulations.

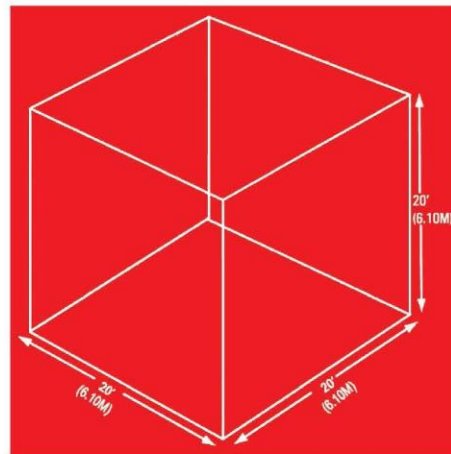
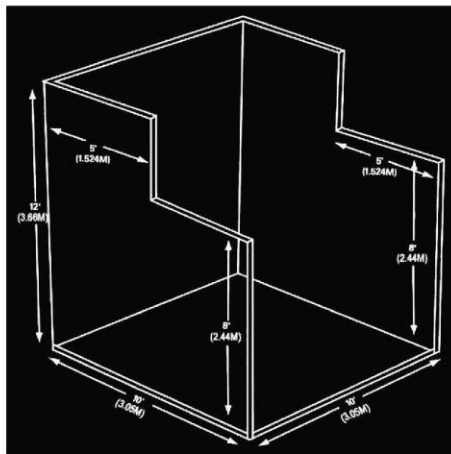
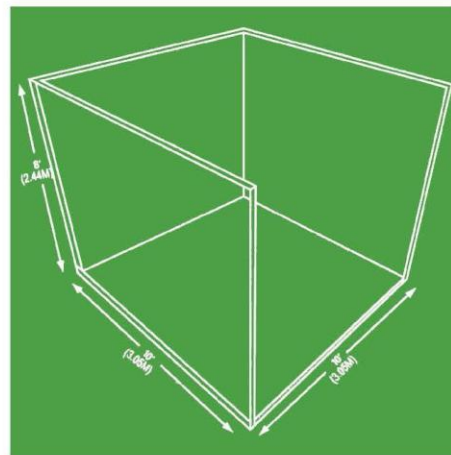
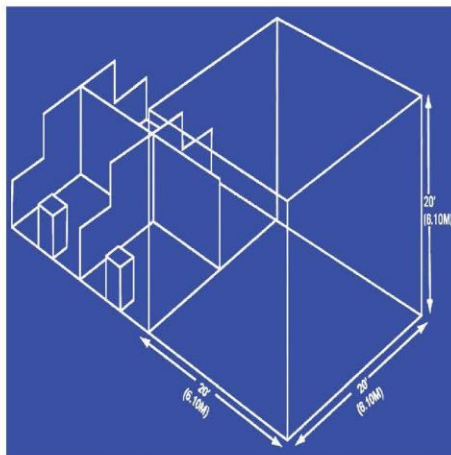
ENVIRONMENTAL RESPONSIBILITY

Exhibitions and events, by their very nature, create waste. Properly managed, exhibitions and events can recycle excess materials and supplies in useful and meaningful ways, and they can do so using methods that result in minimized impact on the environment. Exhibits should utilize recycled, renewable and energy efficient materials whenever possible. Exhibitors planning to dispose of, or leave behind, any property from their booth must make arrangements with the Official Services Contractor for disposal and all appropriate and applicable fees will apply.

APPENDIX



White Paper: Evaluating and Implementing Cubic Content into Linear Exhibit Space



WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE

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WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE

Introduction

IAEE presents the following white paper as an academic briefing without recommendation regarding the use of full cubic content for linear exhibit space and its potential impact on the exhibitions and events industry. As it pertains to exhibition booths, cubic content is a unit of measurement allowing display materials and products to occupy 100 percent of the exhibit space purchased, regardless of sightlines, up to a height established by the exhibition's rules.

It is the responsibility of the exhibition organizer to establish rules to best achieve the goals for its exhibition. Based on the nature of the exhibition, it is ultimately the choice of the exhibition organizer whether to allow use of full cubic content in linear exhibit space, or to observe the line-of-sight set-back rule. IAEE's publication, *Guidelines for Display Rules and Regulations* is intended to be viewed as guidelines, and not rules.

This white paper addresses the dynamics involved in the likelihood that as more international exhibitors participate in U.S.-based events, the expectations for cubic content availability will also increase. Thus the questions are:

- How can this new trend best be met, if at all?
- What methods might be employed to allow dual usage of both cubic content booths and line-of-sight booths?
- What are the advantages/disadvantages of doing so?

Further, many exhibitions and events today already allow for cubic content, primarily due to the nature of the industry sector it serves. It is prudent for the exhibition organizer considering cubic content for their exhibitions to review the concerns, advantages and disadvantages prior to putting cubic content guidelines into practice.

Research

IAEE requested feedback and input from its members from which 10 responses were received. Task force members then conducted telephone interviews with 35 show organizers whose organizations represent various industry sectors. Additional information was gathered through comments from the EDPA LinkedIn online discussion group. The responses are reflected in this document as to the advantages, disadvantages, international exhibitors, etc.

Use of Cubic Content

Under the current IAEE *Guidelines for Display Rules and Regulations*, cubic content, as it pertains to exhibitions and events, generally allows an exhibitor utilizing island space (a minimum of four 10' x 10' booths, open on four sides), to occupy 100 percent of the island space with both product and display materials. Regarding linear booths, it states "It is common at certain types of exhibitions to eliminate the line-of-sight requirement for Linear, End-Cap, and Peninsula Booths that back up to Linear Booths. This permits exhibitors to utilize the full cubic content of the booth." A Split Island Booth may also be allowed to utilize full cubic content of the booth when it backs up to another Split Island Booth.

The IAEE Guidelines for Display Rules and Regulations are not rules. Therefore some organizers have revised the Guidelines to fit their own needs as it pertains to cubic content and other guidelines. For instance, some heavy equipment exhibitions, for safety purposes, may require a setback of nine to twelve inches from the aisle line to prevent tripping. Others may require a 20 percent sightline of island booths.

For the purpose of this document we will restrict comments to construction and use of linear space. Many organizers today are permitting use of cubic content in linear booths because either their exhibitors find cubic content to be beneficial to their display, or because they want international exhibitors to feel welcome. It also reduces the need to police exhibits to enforce setback rules. The IAEE *Guidelines for Display Rules and Regulations* do not suggest cubic content should be implemented for linear booths; however cubic content in a linear booth is acceptable when the organizer has advantageous reasons to allow it. Prior to putting cubic content into practice, exhibition organizers must be proactive in communications with exhibitors, and understand the effect it will have on the exhibition. This document contains feedback from show organizers who allow use of cubic content in linear booths and those who do not. The intent is to assist a show organizer in making the best decision for their show.

WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE

International Exhibitions vs. US Exhibitions – Display Guidelines

Most European exhibitions and other countries allow the use of cubic content. Larry Kulchawik, senior vice president of 3D Exhibits, Inc., says, “Not all rules, styles, and customs are the same from country to country ... this is only one part of the country differences in trade show marketing, but a big one.”

Cubic Content for linear booths in the U.S. is not as popular as it is in other countries, but more and more U.S. organizers are finding it necessary to allow cubic content in linear booths for the sake of attracting and accommodating international exhibitors. Many U.S. exhibitions have government-sponsored international pavilions that typically are island spaces, back-to-back booths or booths facing each other with an aisle between. Depending on the type of space, these pavilions often are allowed to utilize full cubic content in the U.S.

International exhibitors occupying linear space sometimes bring in their own display house to help them conform to the U.S. display guidelines. The difference between U.S. display regulations and their country's regulations, such as cubic content, square meters and square feet can be perplexing to a show's new international exhibitor.

“Some clients want to capture the clientele in an enclosed stand and generally these clients have invitations in advance of the show so they have an appointment. Others prefer to enclose their stand to immerse the potential viewers in an experience. What better way than to take away the distraction of the other stands. Those that choose the open feel are trying to educate potential customers or get their corporate identity out there for everyone to see,” Mac Kietlyka, project manager of Creative Solutions Group.

Reasons to Consider

Aside from accommodating international exhibitors, or the belief that cubic content is more conducive to certain types of product displays or experiences, the fact is, today's exhibitors want more return on their investment. Many exhibitors feel they should be able to utilize all the space they have paid for without a five-foot setback rule. Exhibitors want to display their products in a structure or setting that is best suited toward maximizing their investment. Ultimately it is the show organizer who will decide whether cubic content is a practical display regulation.

Key Responses from Exhibition Organizers Allowing Cubic Content (11 of 33 responses) – In Their Own Words

“With the exception of one or two shows, all are cubic content. We have utilized cubic content for years and feel it gives our customers more value for their money by allowing them to use more of their space. The one or two shows we do not use cubic content on, we rarely get any push back and those shows do have an international presence. What feedback we do get (which is minimal) is typically centered on obstructions from a neighboring booth. These objections often come from those who have not read our exhibitor manual where cubic content is prominently addressed.”

“We have already implemented it for all nine shows we run in North America. Linear Booth Use of Space: Shows allow exhibitors full “Cubic Content” use of the exhibit space. Therefore, you are allowed to place displays or materials at the full eight foot (2.44m) height throughout the entire width and depth of your exhibit space. Perimeter Booth Dimensions and Use of Space: All guidelines for Linear Booths apply to Perimeter Booths except that the maximum back wall height is 12ft (3.66m). There were a few complaints initially, but they were a minority and have now stopped. We make sure to explain the rules clearly to new exhibitors and to remind everyone frequently. We implemented this because it made it more consistent for our international exhibitors from around the world, and eliminated the majority of our set-up issues onsite (which are mostly due to sightline issues).”

“Our exhibition allows for the use of the cubic content of exhibit spaces. The feedback has been overwhelmingly positive. Most companies exhibit in some international shows. They appreciate the consistency of having the same rules and also see the common sense approach to allow exhibitors to use all their space. And, since it is fully implemented, it is fair for all. We allow cubic content in all areas.”

WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE

"We do have an abbreviated cubic content rule for islands and split islands. The entire cubic content of the space may be used up to the maximum allowable height; however exhibitors must follow the line-of-sight guidelines (20 percent) listed above. The line-of-sight guideline referenced above states: All booths regardless of size or type should be designed in such a way so as to eliminate line-of-sight obstructions from one exhibit to the next. A solid wall or banner between an island or split-island booth and a row of linear booths (particularly along the perimeter) is inappropriate. This is particularly important along shared walls and borders between linear and split-island exhibits. If you are planning a hardwall installation that could obstruct the view to neighbors' booths, a booth variance form and schematic must be submitted for review. NEW – All island booths regardless of size should allow 20 percent of visibility on all sides excluding the shared back wall. Examples: 20' x 20' Island: each side of the booth must have visibility for a minimum of 4'. 30' x 40' Island: the 30' sides of the booth must allow visibility for a minimum of 6'; the 40' sides of booth must allow visibility of 8'. Exhibitors may use Plexiglas or similar material to create a wall that will allow for line-of-sight from one booth to the next.

The linear 10' x 10's have a harder time understanding that they must follow the standard IAEE rules allowing for no product or displays over 4' tall in the front half of the booth. We have had this guideline in place for about three years now, but have always allowed them to receive a variance if their theaters, meeting rooms, etc., did not allow for this amount of line-of-sight. However, at this time we are telling exhibitors that we will be enforcing the rule for the 2012 show. Our exhibitor advisory committee requested that we begin enforcing the rule for next year."

"Exhibitors are to show respect for fellow exhibitors and fire marshal rules must be met – island exhibits and linear."

"Yes, exhibits can be closed on three sides for linear booths, totally closed in for islands."

"We approve on a request-only basis. Show is less than 10 percent cubic content exhibits."

"We will allow cubic content for booths that are against an outside wall that do not have adjacent booths/neighbors."

Exhibition Organizers Who Do Not Allow Cubic Content (22 of 33 responses) – In Their Own Words

"We do not like the reduced sightlines that this would create."

"We feel it is important to protect sightlines. We spend time communicating with them (international exhibitors) to try to set expectations before they arrive for the show."

"Most overseas exhibitors want to comply with line-of-sight rules when they exhibit in the U.S; however, some request cubic content and those requests are granted. No complaints from neighbors."

"While the cubic approach to booth content may eliminate some issues and policing, we believe in the line-of-sight good neighbor policy. If exhibitors want to use cubic content for their booth, they can purchase an island."

"Unfair to our small exhibitors that depend on a fair sightline into their booth."

Note: All other exhibition organizers interviewed said they use the line-of-sight in the *IAEE Guidelines for Display Rules and Regulations*.

WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE

Hardwall, Fabric, Portable, Modular, Table Top Displays, Pipe & Drape – Living Together

There are many different types of displays used in exhibitions. If the organizer chooses to allow cubic content in linear booths, the organizer needs to be aware of the responsibility to communicate the rules clearly to all exhibitors so there are no surprises on site. A portable exhibit may only extend five feet out from the backwall but its neighbor may have hardwall at eight-foot height out to the aisle line. The portable exhibit must be aware the sightline will be impacted and the hardwall exhibitor must be sure the backsides of the panels are finished. This is true with all exhibits in a linear space cubic content exhibition. If the rules allow for cubic content in linear spaces, then it is a fair environment for all to choose how they wish to use that space; but communication is key to a smooth operation.

It is rare to expect a U.S. exhibition or its general service contractor, to provide hardwall for all exhibitors; however, exhibitions using all hardwall do exist in the U.S.

Floor Plan Layouts to Accommodate Linear Cubic Content Booths – Special Layouts

None of the show organizers interviewed indicated a need for a split floor plan, i.e., certain areas of the floor are designated for linear cubic content booths.

Cubic Content for Products

Some exhibition organizers allow products to exceed the four-foot high rule five feet in from the aisle line. Others do not and strictly enforce the sightline setback. The types of products displayed may determine whether an organizer chooses to permit products only (not booth structure) to occupy the cubic content of a linear booth. However, for example, if the product is banner stands that are eight feet or 10 feet tall, a row of banner stands at the aisle line may be very intrusive to a neighbor. On the other hand, a piece of machinery that is six feet tall may not cause a major problem. Exceptions may also depend upon the size of a booth such as 10' by 20' versus 10' by 10'. Under certain circumstances, an organizer may prefer to make the exception a variance, subject to show management review and approval. This option provides the organizer more control if product is an exception to the set-back guidelines.

Equipment/Display Material: The following is an example of display rules for a specific type of item:

- **SPECIAL PROVISIONS:** Pedestals, tables, racks, shelves, risers and similar display equipment may not exceed 42" in height when positioned more than 5' from the back wall of a single-aisle exhibit booth space or the center line of a three-aisle exhibit booth space, unless the same company occupies 8' of exhibit booth space on both sides of the unit or units. The maximum height for such items under these circumstances, including the product being displayed, is 66". Free-standing units, including those intended to be the focal point in an exhibit, may not exceed 42" in height when placed more than 5' from the back wall of the exhibit booth space unless the same company occupies 8' of exhibit booth space on both sides of the unit or units. The maximum dimensions for such items under these conditions are 8' high x 32" wide x 32" deep.

Perspective

It is inevitable that exhibition organizers will have varying thoughts and opinions about allowing exhibitors to have full use of the cubic content space within their linear booth. Just as there are many different opinions as to whether end cap booths are permissible in floor plan layouts due to the somewhat difficult situations they often times create, the exhibition organizer must make the determination as to what is best for their exhibition.

It is often wise to consult with an exhibition's Exhibits Advisory Board. Alternatively, an organizer may consider conducting a focus group of the exhibition's exhibitors to determine their interest and gain their feedback.

A linear space exhibitor utilizing cubic content for the first time may also experience some higher costs. If they bring a hardwall display that reaches 8' high for three sides of their exhibit, when in the past they utilized a fabric display, obviously their labor, shipping and drayage costs will be higher. However, that is the decision of the exhibitor if the exhibition organizer is allowing cubic content for linear displays and the exhibitor chooses to take advantage of the space in this fashion.

WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE

Sample of Cubic Content Display Guidelines (Provided by Messe Frankfurt)

Linear Booth

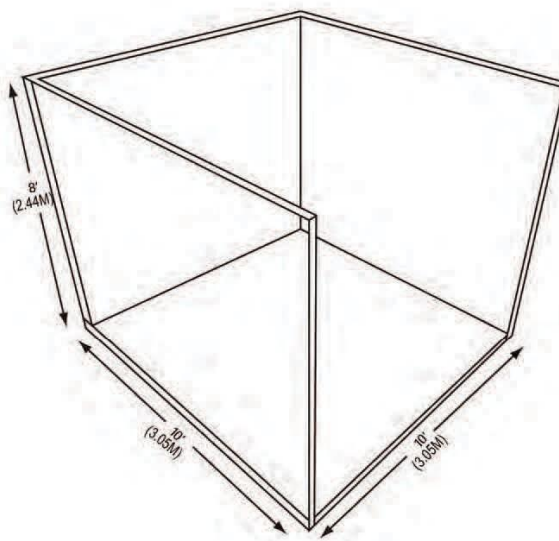
Linear Booths have only one side open to an aisle and are generally arranged in a series along a straight line. They are also called “in-line” booths. Floor covering is required in all rented space.

Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m), with a maximum back wall height limitation of 8ft (2.44m).

Use of Space

Messe Frankfurt Shows allow exhibitors full “Cubic Content” use of the exhibit space. Therefore, you are allowed to place displays or materials at the full 8 ft. (2.44m) height throughout the entire width and depth of your exhibit space.



LINEAR BOOTH (10' X 10') (3.05m x 3.05m)

Corner Booth

A Corner Booth is a Linear Booth exposed to aisles on two sides. All other guidelines for Linear Booths apply.

WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE

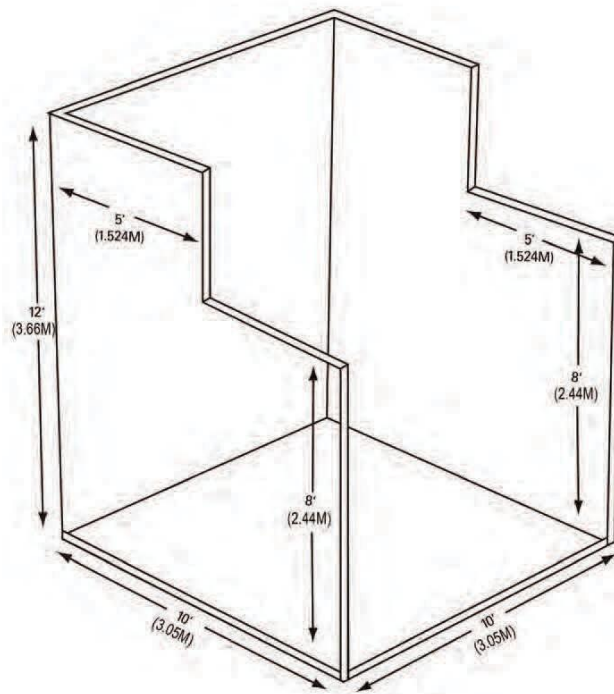
Sample of Cubic Content Display Guidelines (Provided by Messe Frankfurt)

Perimeter Booth

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit. Floor covering is required in all rented space.

Dimensions and Use of Space

All guidelines for Linear Booths apply to Perimeter Booths except that the maximum back wall height is 12ft (3.66m).



PERIMETER BOOTH (10' X 10') (3.05m x 3.05m)

WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE

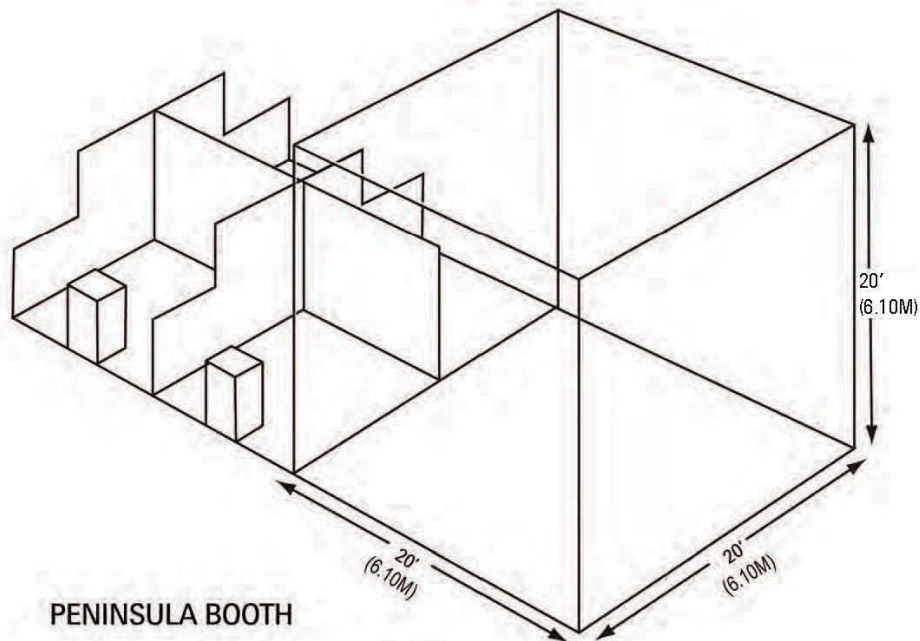
Sample of Cubic Content Display Guidelines (Provided by Messe Frankfurt)

Peninsula Booth

A Peninsula Booth is exposed to aisles on three (3) sides and is a minimum of 20' x 20' (6.10m) in size. Floor covering is required in all rented space.

Dimensions

A Peninsula Booth is usually 20' x 20' (6.10m x 6.10m) or larger. Twenty feet (20') (6.10m), including hanging signage, is the maximum height allowed throughout the booth space. The connecting wall between the peninsula booth and any neighbors must be "finished off" (clean and presentable to visitors) on the side facing the connecting neighbors.



WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE

Sample of Cubic Content Display Guidelines (Provided by Messe Frankfurt)

Island Booth

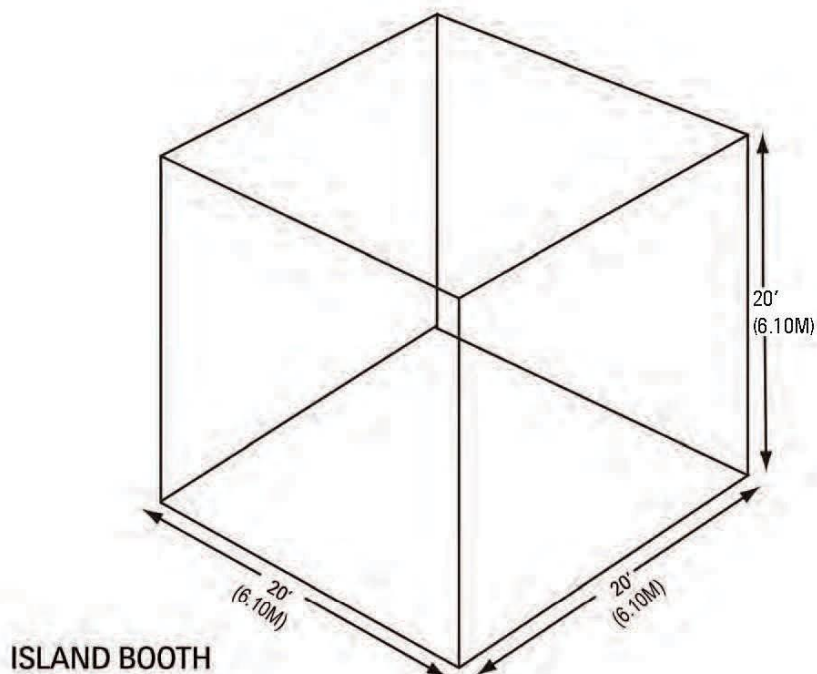
An Island Booth is any size booth exposed to aisles on all four sides. Floor covering is required in all rented space.

Dimensions

An Island Booth is typically 20' x 20' (6.10m x 6.10m) or larger.

Use of Space

The entire cubic content of the space may be used up to the maximum allowable height of twenty feet (20') (6.10m), including any hanging signage.



WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE

IAEE appreciates the efforts of the Cubic Content Task Force in developing this White Paper:

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A division of Emerald X, LLC



TEMPORARY STRUCTURES

All structures and related sub-assemblies must be designed, assembled, and configured so that the entire temporary structure project and all related components are structurally sound and seismically stable. Furthermore, all said structures must be designed and built as per all applicable national, state, and local building and fire codes in seismic zone #4.

Licensee and Licensee's designated general service contractor are responsible for assuring that temporary structures are designed and built with the highest structural integrity according building code to safeguard the facility and personnel.

An isometric rendering of any structure that meets the temporary structure criteria outlined below must be submitted to the LACC no later than (30) days prior to move-in. Upon review and approval LACC management, License/exhibitor is required to file for a temporary structure permit with City of Los Angeles Building and Safety Department (LADBS).

TEMPORARY STRUCTURE

Structures and exhibits with any of the following elements are defined as temporary structures that require review/approval by LACC managed along with LADBS permit.

- Structures over 12' in height
- 2-story structures
- Platforms and stages exceeding 30 inches in height above the floor intended to carry live load, or stair/steps exceeding 48 inches in height above the floor intended to carry live loads.
- Expansive (15' or more) 1-story structures that contain: overhead beams; signage; truss; cantilevers; etc., of considerable weight and/or span
- Video wall structures exceeding 12' in height (single or multiple screens)

SUBMISSION & REVIEW PROCESS

STEP (1). Submit isometric renderings of the proposed temporary structure to [LACC Event Services](#) and show management (upon request).

STEP (2). Submit for a temporary structure permit through LADBS. Send in stamped, engineering plans to the LADBS inspector and schedule onsite inspection of the structure. Please see section below for guidance on submitting a temporary structure permit.

STEP (3). Send the LADBS temporary structure permit application confirmation to show management (upon request) and [LACC Event Services](#) (required).

STEP (4). Be available with copies of the stamped engineering at your booth/structure on the scheduled inspection date.

STAMPED ENGINEERING PLAN

Engineered plans drawn to scale at a minimum size of 11"x17" are to be sent to the LADBS inspectors division no later than two (2) weeks prior to move-in. The plan should include the following:

- Event name and dates;
- Exhibitor name and booth # (or location);
- Floor plan noting location of the structure
- Inclusion of all required architectural and structural details in order to be reviewed and approved by licensed Structural or Civil Engineer registered in the State of California.
- State of California's engineer's original "wet stamp", signature, and current date of license expiration.

Please note that the LACC Fire Marshal will not review any temporary structure plans without an engineer's wet-stamp.

IMPORTANT:
SUBMISSION PROCESS MUST BE COMPLETED NO LATER THAN (2) WEEKS PRIOR TO MOVE-IN DAY. LATE SUBMISSIONS MAY NOT BE CONSIDERED FOR REVIEW.

LADBS PERMIT FEES & INSPECTIONS

Final approval of temporary structures is contingent on an onsite inspection conducted by the City of Los Angeles Building & Safety Department and the LACC Fire Marshal. Standard inspections can be schedule with [LADBS](#) on Monday-Friday at 9am-4pm. Inspections scheduled outside of this period or on a City-recognized holiday may be subject to additional fees.

It is important to schedule temporary structure permits with enough lead time to event start. In the event, the on-site inspection identifies a violation or discrepancy to the building or fire code, Licensee or exhibitor are solely responsible for making the necessary corrections prior to show open.

GENERAL DESIGN GUIDELINES

Structural elements to consider include, but not limited to, the following. Please visit City of Los Angeles Building and Safety for complete information.

- **Staging.** Live load rating of the stage, platform, or 2nd story deck. The code requires a **minimum** rating of 125 lbs. per sq. ft.
- **Stairs.** Stair detail showing the rise and tread depth of each stairway. The code requires the **maximum** rise (measurement from the top of one step to the top of the next step) to be 7 inches. The code requires the minimum tread depth (measurement of tread from front to back, or heel to toe), to be 11 inches along any portion of the step(s). Spiral stairways are not allowed at the LACC. The minimum width (clearance) for stairways is 36 inches. Handrails that protrude into the stairway must be considered when determining clearance. The clearance must be measured from the edge of the handrail to the opposing handrail/guard rail.



- **Guard Rails.** Guard railing detail showing height of railing and the internal make up (construction) of the railing. The code requires the guard railing to be a minimum 42 inches high on platforms, decks, stairways, and stair landings. The internal construction and make-up of the guard railing must be such that a 4 inch sphere cannot pass through any portion of the guard railing, and engineered to withstand the force of person(s) falling into said railing, thereby protecting them from falling through. The code requires all stairs taller than 30 inches to have a handrail installed at a height of 34 to 38 inches above the step(s).
- **Towers and Narrow Walls.** For proper seismic stability, the height to base ratio in each direction (width and depth) should be a maximum of 3 to 1 respectively. If a wall or tower is 15' high, the base dimensions should be at least 5' wide and 5' deep. Towers or walls designed to have a greater ratio than 3 to 1 can be seismically secured by installing seismic support cables from the top of the structure to rigging points in the ceiling (where available), or by possibly adding weight to the base and lowering the center of gravity.
- **Covered Structures.** Exhibits containing structures that are covered with fabric or solid materials exceeding an accumulated total of 750 sq. ft. may require the installation of an automatic fire sprinkler system. The allowable amount of covered area in LACC meeting rooms may be substantially less than 750 sq. ft. Please refer to the facility's Covered Areas guidelines for more information.
- **Door Handles.** All door handles must be a lever type handle to accommodate those with disabilities. The old cylindrical type of handle (door knob) is no longer approved.
- **Maximum Occupancy – Exhibit Floor Level.** Rooms and/or spaces created within an exhibit that have only one exit path from the room or space are limited to a maximum occupancy of 49 persons. All spaces designed for occupancy greater than 49 persons must have at least two (2) exits located at opposite ends of the room/space. Note: Depending on conditions and design, the Fire Marshal may require a 2nd exit with occupancy of less than 49 persons.
- **Maximum Occupancy – Elevated Decks.** Two (2) story structures that have only one (1) stairway accessing the 2nd level are limited to a maximum occupancy of nine (9) persons. To achieve a greater occupancy than nine (9) persons, two (2) "separate" stairways that access the 2nd level from two (2) opposing sides must be provided. The concept here is to create another form of exiting from the 2nd level in the event one (1) exit becomes blocked.
- **Corridors.** The maximum length for any corridor or series of corridors allowing only one way in and out (dead-end) is 20'. To further clarify, the distance a person must travel from the end of a corridor or narrow pathway (dead-end) to an open space containing an exit cannot exceed 20'. Corridors longer than 20' must be open on both ends to allow exiting. Conference rooms or exhibit spaces that extend beyond a 20' corridor may require a second exit within the room/space. Exhibitors planning the use of corridors are urged to send renderings and drawings of their proposed plan while in the concept design phase to assure that said design will be approved.
- **Exit Plan.** Exhibits that are 400 sq. ft. or larger must submit an "exit plan" for the Fire Marshal's review and approval. Drawings shall be represented in "plan view" and shall contain arrows that denote all of the paths in & out of the booth space or LACC meeting room space. The exit plan shall also show the respective dimensions (clearances) of doors, corridors, and other pathway structures that limit the exit path. Dimensions must be in feet and inches.
- **Recessed Exit Doors.** Exit doors must swing open in the direction of traffic exiting the exhibit. Exit doors shall remain unlocked during all show hours, and during all times in which people are in the respective booth. Exit doors cannot swing open (protrude) into any egress aisle designated by the Fire Department. Exit doors that must lead to the egress aisles must be recessed so that exiting into the aisle is accomplished while preventing the door from physically swinging into the fire aisle.
- **Stair and Turntable Delineation.** The front edge of the first and last step in a series of stairs must be delineated with a contrasting color to indicate the beginning and end of each respective stairway. Where landings are used, the stairway on each side of the landing (above & below) must be delineated. Regarding turntables or other approved moving floor structures, the entire surface of any moving turntable must be in contrast to the finish of the surrounding (stationary) floor to clearly delineate the moving element. Delineation may be done by means of color, texture, material, etc., as long as an acceptable contrast and delineation is accomplished.
- **Fire Alarm & Suppression Devices.** Exhibitors with booth spaces containing any LACC fire related alarm or suppression device(s) such as: pull alarms; fire bells; fire hose cabinets or reels; fire extinguishers; sprinkler heads; fire sprinkler shut-off valves; etc., must design their exhibit in such a manner that does not impede or limit the operation, and/or access to said devices. Exhibitors are encouraged to check with the general service contractor to determine if fire related devices are located within their booth space. Further, all signage associated with said devices and/or any of the building's permanent "EXIT" signs must be visible to the public from various vantage points as intended. Exhibitors can seek approval, via written request, to cover exiting signs with temporary supplemental signage that accomplish the intended purpose of the original sign(s). Request must include renderings/drawings and related details of the proposed project. Exhibitors are responsible for creating and installing all approved temporary supplemental signage.

TEMPORARY STRUCTURE PERMIT PROCESS

Los Angeles

CONVENTION CENTER

Managed By **ACM GLOBAL**



STEP 1

REGISTER FOR CITY OF LOS ANGELES LOGIN

- Register for a [City of Los Angeles Angeleno](#) login.
- Confirm login via the email account registered.

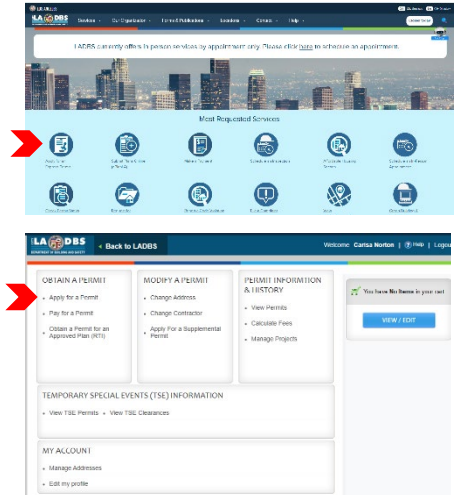


STEP 2

SUBMIT FOR LADBS PERMIT APPLICATION

NOTE: You may initiate this step as early as you like once you have a concept of your temporary structure and the name and license # of the structural engineer who will stamp off on your project.

- Visit [City of LA Department of Building and Safety \(LADBS\)](#) and click on Apply for Express Permit. Use your Angeleno login to enter.
- Once in the LADB permit portal, click [Apply for a Permit](#)
- Enter the address: **1301 S FIGUEROA ST 90015** (Enter address as shown here. Omit any commas or periods)
- Applicant Information Page:** Verify information and click [next].
- Project Selection Page:** Click on [new project], enter show/event name as the [project name] and click [submit].
- Permit Application Page:** Choose [temporary special event the [permit type] and click [next].
- Temporary Special Event Questionnaire Page:** Answer the following questions, then click [next]
 - Is event in Public Right of Way? [NO]
 - Is event held in residential property? [NO]
 - Is permit for Farmer's Market? [NO]
 - Is event being held at the LACC? [YES]
- Event Contact Information Page:** Click on [same as applicant information] and click [next].
- Event Information Page:** In the [event name] field, be as descriptive as possible. For example, "Company ABC – Main Stage" or "Company ABC, Multi-Level Booth." Choose your inspection date and time.
- Site Information Page:** Choose type of temporary structure, engineer information who stamped the plans and detailed work description.
- Accept** the LADBS Temporary Structure Bulletin.
- Permit Fee Review:** Click [next] after reviewing fee structure.
- Declaration Page:** Accept and Add to Cart
- Check Out and Pay:** Finish the permit application process by checking out and paying for permit fees.



STEP 3

LADBS APPLICATION CONFIRMATION & PERMIT

- You will receive confirmation email from LADBS with an attachment of the permit application and the permit #.
- Forward this confirmation to [LACC Event Services](#) and to show management.





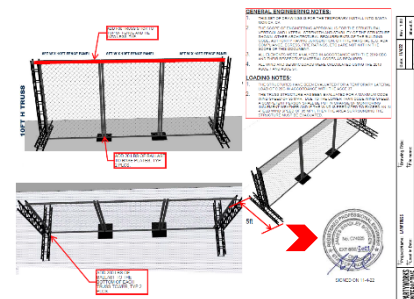
STEP 4

SUBMITTING STAMPED ENGINEERING PLANS

NOTE: This step must be completed no later than (2) weeks prior to event start.

Email stamped engineering plans to LADBS inspector and LACC. Plans must be stamped by CA-licensed structural engineer.

LADBS Inspector Katy Ramirez | katy.ramirez@lacity.org
LACC VP Events Carisa Norton | cnorton@laconventioncenter.com



STEP 5

ONSITE INSPECTION

- LADBS inspector will conduct onsite walkthrough of the temporary structure location as scheduled on the LADBS permit application.
- Be available in the booth or structure location to answer questions the LADBS inspector may have.
- Have a copy of the stamped engineering handy in the event the LADBS inspector needs to reference back to it.
- Once LADBS completes a satisfactory inspection, a formal, signed LADBS temporary structure permit will be issued to the exhibiting company or the LADBS applicant company on file.

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California Licensed Engineers

Any booth or structure over 12 feet tall must undergo a structural engineering review to comply with temporary structure regulations. This includes multi-level setups, large overhead features, rigging-heavy elements, video walls, or custom designs. Each booth with any of these criteria must be evaluated and stamped by a licensed engineer registered in California. This requirement ensures safety standards and venue guidelines are met before construction begins. Note that the LACC Fire Marshal will not review any temporary structure plans without an engineer's wet stamp.

Below is a list of reputable California-licensed structural engineering firms experienced in reviewing and certifying exhibit booths, stages, temporary structures, and entertainment-related installations. You can contact any of these firms directly to arrange for your structure to be reviewed and approved. Most companies offer both standard reviews and expedited services for time-sensitive projects.

Recommended California-Licensed Engineering Firms

Hopper Engineering & Consulting, Inc.

<https://hopperengineering.com>

- Specializes in structural and forensic engineering services, including temporary event structures. Recognized for quick turnaround times and experience in trade shows, live events, and industrial applications.

Clark-Reder Engineering, Inc.

<https://clarkreder.com/entertainment/>

- Recognized nationally for their work in the entertainment industry, Clark-Reder provides structural engineering for stages, sets, lighting rigs, and trade show booths. Has extensive experience with temporary and touring structures.

Silverscreen Engineering

<https://silverscreeneng.com/>

- Offers engineering support for film, TV, and live event productions. Services include structural design and certification for temporary event structures, trusses, and special elements.

John A. Martin & Associates, Inc.

<https://www.johnmartin.com/>

- A well-established structural engineering firm with experience in commercial, entertainment, and temporary structures. Can assist with custom booth designs and structural analysis.

YJ Inc. (Yamagiwa + Associates)

<https://yjinc.com/>

- Provides structural engineering for architectural and entertainment projects, including booth structures. Offers practical solutions for temporary and unconventional designs.

Wright Structural Engineers

<https://wrightengineers.com/>

- Licensed in all 50 states, Wright Engineers is experienced in reviewing and stamping exhibit booths and temporary structures for compliance with California regulations and local codes.

Before You Contact a Firm

When reaching out, be prepared to provide:

- Detailed drawings or CAD files of your booth structure
- Structural load information (if applicable)
- Intended installation location and event venue
- Timeline or deadline for engineering review

Ensure the firm understands the requirements specific to your venue and event.

Booth Safety, Liability & Security

Safety/Hazardous Material Handling:

Exhibitors are urged to take necessary measures to safeguard visitors in the exhibit area from hazards associated with their equipment and to follow the safety procedures stated in their exhibit contract (a copy is available at the Rules & Regulations link online). If you will have an operating laser in your booth, please read the enclosed pamphlet *Guidelines for a Safe Exhibit*

ALL COMPANIES WITH HAZARDOUS MATERIALS, SUCH AS LASER DYES OR SOLVENTS, MUST CONTACT SHOW MANAGEMENT TO MAKE ARRANGEMENTS FOR APPROPRIATE DISPOSAL.

If compressed gas mixtures of fluorine, hydrogen chloride, or other toxic or corrosive gases are brought to the show, only the quantity necessary for reasonable operation during the show shall be permitted. Only the smallest gas bottles should be used, and premixed gases are required unless previous arrangements with Show Management and/or the Laser Safety Inspector have been made. Toxic or corrosive gases will only be permitted in the form of a mix, at a concentration no higher than 5%. Bottles shall be secured to the support structure. Only new valve fittings and gas regulators shall be used. Spent gas must be released only through an activated filter or approved scrubbing system.

Temporary Structures:

All structures and related sub-assemblies must be designed, assembled, and configured so that the entire temporary structure project and all related components are structurally sound and seismically stable. Furthermore, all such structures must be designed and built in accordance with all applicable national, state, and local building and fire codes in seismic zone #4.

Licensee and Licensee's designated general service contractor are responsible for assuring that temporary structures are designed and built with the highest structural integrity according to building code to safeguard the facility and personnel.

An isometric rendering of any structure that meets the temporary structure criteria outlined below must be submitted to the LACC no later than (30) days prior to move-in. Upon review and approval by LACC management, the License/exhibitor is required to file for a temporary structure permit with the City of Los Angeles Building and Safety Department (LADBS).

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- Structures over 12' in height; 2-story structures
- Platforms and stages exceeding 30 inches in height above the floor intended to carry live load, or stair/steps exceeding 48 inches in height above the floor intended to carry live loads.
- Expansive (15' or more) 1-story structures that contain: overhead beams; signage; truss; cantilevers; etc., of considerable weight and/or span
- Video wall structures exceeding 12' in height (single or multiple screens)

Security & Liability:

Exhibiting companies are expected to assume responsibility for the safety of exhibit guests and meeting registrants in the area adjacent to their exhibits, and from any hazards associated with the companies' equipment.

Guard service will be provided for the exhibition to protect against theft, fire, and other disasters. Neither Show Management, the sponsoring societies, general services contractor, nor The Los Angeles Convention Center will assume responsibility for the safety and property of the exhibitor, agents, officials, or employees from theft, damage by fire, accident, or other causes, but will use reasonable care to protect them against such loss. It is suggested that each exhibitor ensure their property against theft, damage, and injury to any person in the exhibitor's area. In-booth guard service will be made available to exhibitors interested in having a security presence within the confines of their booth. These guards can be hired for overnight or 24-hour service. Refer to the security order form in the Exclusive & Preferred Vendor Forms section.

Optica's Liability Requirements:

Every exhibiting company must carry General Liability Insurance. Verify with your insurer that it is the equivalent of Optica's requirements of Commercial General Liability Limits of at least USD 1,000,000 per occurrence, USD 2,000,000 aggregate with the insurance providing workers' compensation as required by law and being in force over the dates of the event. Please list the following entities as additional insured: Optica, Freeman, IEEE Photonics Society, IEEE Communications Society (Comsoc), and The Los Angeles Convention Center, and the members, officers, directors, agents and employees of each of these three entities are named as additional insureds. The address for listing OFC is: c/o Optica, 2010 Massachusetts Ave. NW, Washington, DC 20036.

If you hire an EAC (Exhibitor Appointed Contractor) to set up your display, then a Certificate of Insurance from the EAC company is required, with Commercial General Liability Limits of at least USD 1,000,000 per occurrence, USD 2,000,000 aggregate and Optica, Freeman, IEEE Photonics Society, IEEE Communications Society (Comsoc) and The Los Angeles Convention Center, and the members, officers, directors, agents and employees of each of these three entities are named as Additional Insureds, with the insurance providing worker's compensation as required by law and being in force over the dates of the event. Optica will need a copy of the Certificate of Insurance from the EAC and exhibiting company in this case. See complete EAC instructions in the EAC Form and Insurance Order Information section under Forms & Brochures.

The exhibit hall is restricted to qualified exhibitors and service suppliers during Move-In and Move-Out, and attendees during Show Days, and all will be monitored by security personnel. Badges are required at all times, including move-in and move-out. Any people on the exhibit floor who are not officially registered as specified in the rules and guidelines of the event, or anyone assisting people to gain access in violation of these rules, may be promptly evicted from the exhibit floor.

Exhibitors (EXT, EXP, and EXU) are allowed entrance to the show floor at 08:00 each morning. Exhibitors who need access to the floor before or after these hours must obtain written approval

from Show Management. A badged company representative must staff their own booth at all times during show hours.

Property removal passes will be provided by security personnel staffing exhibit hall entrances. To remove equipment from the hall during show days, a pass is required. Only exhibiting companies can utilize these passes.

Security Guidelines & Hints:

- Report any thefts, damages, or hazardous issues immediately to security.
- All items leaving the exhibit floor have to be accompanied by an approved property pass. Only badged company personnel are allowed to take items from their booth.
- Exhibitors requiring access to the exhibit floor before or after the published hours must gain approval from Security/Show Management in advance. Failure to meet this requirement may result in exhibitors or their Exhibitor Appointed Contractor (EAC) being denied access or escorted off premises.
- Report all items left unattended, in corners, or other non-obvious areas.
- While Show Management will exercise reasonable care in safeguarding your property, neither Show Management, the sponsoring societies, the facility, the security contractor, nor any of their officers, agents, or employees assumes any responsibility or liability for loss, damage, or theft.
- All EACs must be properly credentialed prior to gaining access to the exhibit floor.
- EACs must have submitted in advance a Certificate of Insurance to retrieve their credentials.
- Security personnel will issue credentials during move-in and move-out.
- Exhibitors are required to arrange for exhibitor badges should their EAC personnel require access during show days.
- All rules and regulations apply to EACs.
- Do not assume the exhibit hall is secure. Each exhibitor must take responsibility for the security of all items in his booth. Show Management, facility personnel, the general contractor, and the security contractor will try to guard against theft and damage, but the ultimate burden falls on the exhibitor.
- Do not list the contents of crates on your shipping labels. A label that reads 42" *Color Monitor* is an open invitation for thieves.
- Never display a one of a kind item or irreplaceable samples unless someone is present at all times to keep an eye on them.
- Do not leave your booth unattended during the hectic and heavily populated move-in and move-out times.
- Consider covering your exhibit with some sort of cloth at the close of each day. The psychological deterrent makes it more difficult for people to handle merchandise. Criminals often look for the easy mark first.
- Business tools such as laptop computers, recorders, calculators, and giveaway items are the things most often stolen. They should be guarded and stored safely at night.
- Thieves will also take personal items such as purses, suit coats, and toolboxes. Do not leave personal items unprotected in your booth.
- Never store items in containers marked Empty.

Advance-registration Deadline: **Friday, 05 February 2027**

Badge Allotments:

- Each company will be responsible for submitting the name(s) of the individual(s) to receive these allotments.
- Per 10' x 10' space occupied, each exhibiting company receives one (1) complimentary full conference registration (EXT) including access to the Technical Digest online.
- There is no limit on Exhibit Personnel (EXP) badges—the badges are complimentary but only allow access to the exhibit floor and the Plenary session.

To access your company's specific registration information, you will need to enter your company's ID number as the password which will be send to the primary contact by the registration partner, MCI USA. Contact exhibits@ofcconference.org for assistance.

Exhibit Personnel (EXP) wishing to register for technical sessions can do so when registering by making the necessary revisions to their exhibitor record online. The link to the Exhibitor Dashboard will be provided to each exhibitor primary (key) contact who may then provide it to all registrants. For further details, contact the Customer Service team at: Domestic (toll-free): +1 855.225.1422 or International: +1 224.563.3121, Monday - Friday, 07:00 - 18:00 CT.

Important notes:

If a company's booth is canceled for any reason, all free registrations will be canceled. This includes EXP and EXT allotments. If any of these personnel still plan to attend the conference, they must re-register as attendees and pay any required fees.

If a booth is canceled for any reason, all paid technical upgrade (EXU) registrations will be converted to full conference registrations, which will be subject to all standard registration policies.

Any outside contractor needing access to the hall during show hours must wear a badge or wristband. It is the exhibitor's responsibility to obtain the badges. Register outside contractors as you would regular booth staff personnel through the Exhibitor Registration link. Typically, contractors are assisting with setup and teardown, an Exhibit Personnel (EXP) pass is sufficient.

Exhibit Pass Plus (EPP) registrants will not have early access to the halls each day. If a staff member needs early access, register them as Exhibit Personnel (EXP).

All EXT and EXPs must wear their badges at all times to gain access to the Exhibit Hall.

Exhibitor Hotel Reservation Information



MCI USA is the Official Housing Provider for OFC 2027 in Los Angeles, California, USA. Attendees and exhibitors should be aware of the risks of using any other housing provider aside from MCI USA to book their accommodations. Although these providers may appear to have lower rates, they may not have the rooms to sell, have unreasonable cancellation or change penalties, or be completely non-refundable. Please be aware of and report any unauthorized hotel reservation solicitation to OFC Management and to MCI USA.

Deadline for Room Lists for 10+ rooms (assigning names to rooms): 8 January 2027
Final Deadline for Individual and Group Reservation changes: 15 February 2027

Hotel Reservations:

Hotel room reservations should be made online. Only confirmed exhibitors are allowed to reserve rooms in the exhibitor block – reservations received from non-exhibiting companies will be questioned or declined.

The OFC Exhibitor hotel reservation system is open and will accept group requests as long as possible, based on availability of rooms. For the best selection of rooms and rates, exhibitors are encouraged to make hotel reservations as early as possible.

Reservations and Set-up Times:

A targeted freight move-in schedule has been developed. Island exhibitors are encouraged to refer to this schedule when making hotel reservations, as freight for booths of 400 square feet or more will be charged a 35% surcharge if the targeted move-in schedule is missed.

A list of hotels in the OFC block with distances to the Convention Center, as well as a rate sheet, is posted on the OFC website under Hotel & Travel.

Booking in the OFC block through MCI USA is the only way to receive these exclusive benefits:

- Receive hotel support prior, during and after the event.
- No service fees to make reservations.
- Immediate confirmations - no waiting or wondering.
- Update hotel reservations with no fees or penalties.
- Descriptions, photos and maps to help choose the right hotel.

QUESTIONS:

+1 800.888.2843 or +1 972.349.7840 between 08:00 to 17:00 CT, Monday - Friday; E-mail: OFC@mcievents.com

Note: Reservations made through “pirate” agencies or companies will be at your own risk. OFC 2027 has NO affiliation with such organizations and in no way endorses their services. These companies are contacting you by phone (and in some cases email). Please note that OFC 2027 does not provide them with any contact information. **Always look for the Official Vendor seal for OFC 2027 on emails and correspondence from any vendor or service provider.**

Before/After Hours Meeting in Booth Request Form

Guest List Deadline: Wednesday, 20 January 2027

Exhibiting companies who wish to conduct meetings with attendees with non-exhibitor badges (e.g. Exhibit Pass Plus or Full Conference, manufacturers' representatives, distributors, salespeople, customers, etc.) in their booth(s) during non-show hours must notify Show Management in advance. Written approval **MUST** be received.

Official Exhibition Hours:

Tuesday, 09 March	10:00 – 17:00
Wednesday, 10 March	10:00 – 17:00
Thursday, 11 March	10:00 – 16:00

NOTE: No meetings may be scheduled for the morning of Tuesday, 09 March.

Please Type or Print:

Event Description		Number of Attendees
Event Date	Event Start Time	Event End Time
Company Name	On-Site Contact Name	Booth #
On-Site Contact Phone	Submitter's Phone	Submitter's Email
Comments		

PROCEDURES:

- Once your event/meeting is approved, a confirmation will be sent to you along with instructions as to where to enter/exit the Exhibit Hall. This is the only location from which your guests will be allowed to enter or exit the exhibit hall at any time before or after official show hours. Security guards will have your list of invited guests and will check each person's name as they enter. Updated guest lists may be provided on-site at the Exhibit Director's Office if needed.
 - Guest lists must be provided for all meetings or events. Guest lists must be received by **Wednesday, 20 January 2027**, in Excel or Word format. Lists should include *First (Given) Name* and *Last (Family) Name* (in separate fields) and *company affiliation* (if available). Email lists to exhibits@ofcconference.org.
 - Meetings may begin **no earlier than two hours before** the show floor opens and must end **no later than one hour after** it closes.
 - All guests must be badged OFC attendees. The meeting organizer may register their guests online for a badge, or send them a link to OFC's registration system so they can register themselves. **Do not register meeting guests/attendees as exhibitors** of your company so we may maintain accurate registration counts of badge types. Contact Management at exhibits@ofcconference.org for assistance or questions. Guests may only go to the location of the meeting and they cannot venture to any other part of the hall.
 - Exhibit Hall lighting will be at 50% before and after official show hours.
 - Please remember to order power 24-hours in advance for special after-hours demonstrations.
 - For events with 20-50 invited guests, the exhibitor must hire (1) security guard starting 15 minutes prior through 15 minutes following your event.
 - Photography and video are allowed at the assigned booth(s) only. Photography and video at your booth shall not capture attendees or third parties without their express permission. If a photograph or videotape is taken of another booth, the recording media (film, digital chip, tape, etc.) will be retrieved by security for further investigation.
 - Exhibitors are not permitted to hold events for more than 100 people.
- REPRODUCE THIS FORM IF ADDITIONAL COPIES ARE NEEDED. Return to: OFC Exhibit Operations at exhibits@ofcconference.org

PLEASE RETAIN A COPY OF THIS FORM FOR YOUR FILES.

Special Access Authorization

Submission Deadline: **Wednesday, 20 January 2027**

REQUESTED DATE ON-SITE: _____

Company Name:	
Contact Name:	
Booth Number:	

Estimated Time

Start Time:
Finish Time

Reason

☐ Set-up	☐ Photography
☐ Technical Issue	☐ Video
☐ Other (please explain)	

Names:

Note:

- This form does **not** grant permission for in-booth meetings. For in-booth meeting requests, please fill out the Before/After Hours Meeting Booth Request Form.
- Photography and video are allowed at the assigned booth(s) only. Photography and video at your booth shall not capture attendees or third parties without their express permission. If a photograph or videotape is taken of another booth, the recording media (film, digital chip, tape, etc.) will be retrieved by security for further investigation.
- All personnel authorized to remain after published exhibit show hours to photograph their booth(s), must stay within their booth perimeter. Roving on the exhibit floor is prohibited. Security will escort any person roving in or among booths other than their own off the exhibit floor.

Exhibitor Signature: _____ Date: _____

Show Management Signature: _____ Date: _____

Transportation

Convention Center Information

An iconic venue in the heart of Downtown Los Angeles, where innovation meets convenience. Whether you're attending a major trade show, conference, or special event, the Los Angeles Convention Center offers a world-class experience designed with attendees in mind.

Steps from the vibrant [LA LIVE](#) campus, the Los Angeles Convention Center offers unmatched convenience in the heart of downtown LA. Its central location puts you within walking distance of top entertainment, dining and hotels, making it easy to balance your event schedule with the city's excitement.

Getting here is stress-free, thanks to convenient freeway access and ample [parking](#). Our West Hall and South Hall Parking Garages are equipped with Level-2 EV Charging Stations, allowing you to charge your electric vehicle while attending an event.

Additionally, nearby [public transportation](#) is easily accessible via Metro Stations, Dash Bus and Metro Bus.

For more information on how to get to the Los Angeles Convention Center visit the [Getting Here](#) page. Here you will find directions to the West, South and Venice Garage Parking.

The LA Convention Center
1201 S Figueroa St.
Los Angeles, CA 90015

Parking around The Los Angeles Convention Center

The Los Angeles Convention Center offers convenient parking for downtown LA's hottest events.

The West Hall and South Hall Parking Garages are easily accessible from major freeways and offer close parking for the Center, Crypto.com Arena, Peacock Theater, The Novo and L.A. LIVE events.

General parking garage hours are 05:00 – 21:00 daily depending on current events and are subject to change. Flat rates of \$27-\$42 apply, depending on event and parking location.

All parking sales are final. No refunds or re-entry privileges.

For more information on parking lots, visit the LA Convention Center [parking](#) page.

Children and Minors Access Policy

No person under eighteen (18) years of age is permitted on the show floor during move-in, setup, or tear-down hours under any circumstances. During open exhibit hours, minors twelve (12) years of age and under must be accompanied and directly supervised by a parent or legal guardian at all times. All minors must comply with OFC Management's safety rules, remain within areas designated as safe for children, and may not handle, operate or interfere with any exhibits, equipment or demonstration areas. Parents or guardians accept full responsibility for the minor's conduct, safety, and any damage to exhibits, equipment or property, and may be required to sign a liability waiver before entry. Strollers are prohibited on the show floor at all times. OFC Management may grant limited exemptions for extraordinary circumstances at its sole discretion and may impose additional conditions as necessary. OFC Management reserves the right to deny or revoke access to any minor or guardian who violates this policy or engages in unsafe or disruptive behavior, and all parties must follow staff instructions during emergencies or evacuations. All limited exemptions for extraordinary circumstances must be approved in writing from "OFC Operations at exhibits@ofcconference.org".