



**DISPLAY
REGULATIONS**

IWF 2020 DISPLAY REGULATIONS

Your exhibit booth display must comply with the regulations as outlined here.
Please refer to your exhibit space confirmation letter or contract for your specific space configuration.

NEW FOR IWF 2020

CUBIC CONTENT:

For IWF 2020, display regulations have been changed to allow cubic content for display materials in all IWF exhibit spaces. This means that exhibitors may build their exhibit within the entire width and depth of their space and up to the maximum display height allowed for a specific space configuration. The height restrictions are: 8'-3" or 2.5 meters maximum display height for "Standard" Inline spaces and 16'6" or 5 meters maximum display height for "Island", "Split Island", "Peninsula" and "Perimeter Wall" configurations. All display materials extending above the provided 8' pipe and drape side walls must be finished and painted with no exposed wires or framing visible. Show management reserves the right to determine whether a wall is finished and may order draping at the exhibitor's expense if the exposed area is judged to be unsightly.

Exhibitors are encouraged to contact companies in adjacent spaces to discuss each other's display designs and coordinate booth planning (i.e. knowing where exterior walls will be exposed and in need of finishing). **IMPORTANT-** All IWF display regulations must be complied with, no variances/agreements between adjacent exhibitors are allowed.

Display materials consist of exhibit fixtures, display of exhibitor products, signage, lights, prefabricated columns, counters, display racks, pedestals with products, A/V equipment or small machinery on top, etc.

Restrictions apply to display materials only. Machinery, including dust collection systems, may be above the specified height restrictions. Please consider your neighbors' sightlines when locating machinery and dust collection equipment.

The key to building displays is to make them flexible so they may be used in several different exhibit space configurations for one or more shows.

Please Note: Exhibitors desiring to build raised floors or platforms as part of their displays must comply with the requirements of the American with Disabilities Act (ADA).

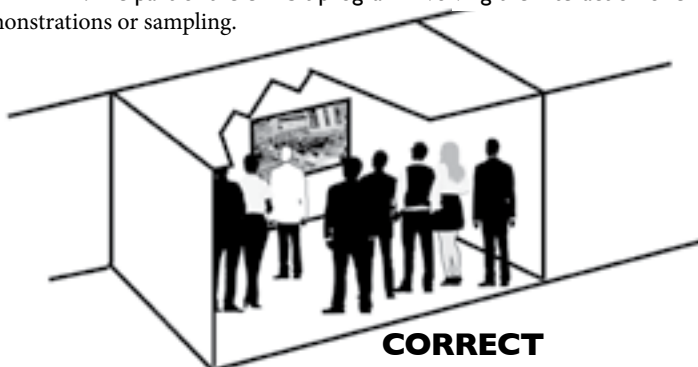
IWF Show Management reserves the right to allow, at their discretion, variances due to an obstruction caused by the physical plant or building structure.

IMPORTANT

Exhibits not in compliance with show rules or display regulations will be required to conform before the opening of the show at the exhibitor's expense. Failure to do so will result in loss of priority position assignment in the next IWF. Please contact Show Management prior to planning and/or building your display with any questions about your exhibit space configuration or compliance with display regulations.

DEMONSTRATIONS

Definition: The part of the exhibit program involving the interaction of exhibit personnel and their audience through corporate presentations, product demonstrations or sampling.



IWF SAFETY GUIDELINES

A. All signs, lighting, floor coverings and displays must be within the confines of your exhibit space. For hanging signs and lights, refer to the display regulations for Hanging Signs and Lights. If your exhibit space surrounds the entire base of a building column, refer to the display regulations for Booths With Columns.

B. No machine or other exhibit component may impede traffic flow in any aisle. Access doors on machinery and doors into conference rooms cannot open into show aisles. Machinery must be positioned within an exhibitor's booth so that any moving parts (i.e. fences, sliding arms or loading areas) do not extend into aisles.

C. Exhibitors must display warning signs conspicuously indicating dangers or hazards.

D. Dust removal systems, equipment and guarding must be used on operating machines where applicable. Aisle spanning systems for exhibitors with multiple booths must be marked during move-in and move-out for safety. Proper forms for such systems must be submitted to IWF for approval prior to set-up (see exhibitor manual).

E. Safety gear, including eye and ear protection, must be worn by operators demonstrating machines that present danger.

F. If requested, exhibitors are required to provide hearing protection devices to booth personnel, surrounding exhibitors and visitors to their booth.

G. Machines are to be operated or demonstrated by exhibitor personnel only.

H. Operating areas shall be established around machines for the safety of operators and visitors.

I. Demonstrations must take place within the exhibit space area only. Exhibitors may be requested by Show Management to schedule demonstrations if visitors crowd adjoining exhibits or impede traffic flow in the aisle. (see diagram below)

J. Exhibitors must comply with applicable electrical safety conformance standards.

K. All applicable fire and safety laws applying to the venue must be strictly observed by the exhibitor. Cloth decorations must be fire retardant. Aisles and fire exits must not be blocked. No decoration of paper, leaves or tree branches are allowed. Acetate and other non-fire retardant drapes are not permitted. No storage behind exhibits is provided or permitted.

L. Show Management retains the right to shut an exhibit down if it violates any of the above rules, or if in the opinion of Show Management, an exhibitor's conduct is not in the best interest of the Fair.

HANGING SIGNS AND LIGHTS

Hanging signs and lights will only be allowed in Island, Peninsula and Split Island exhibit space configurations that are a minimum of 600 sq. ft. or larger in size.

NEW FOR IWF 2020:

In previous IWF shows hanging signs were required to hang between 20' (lowest point) and 25' (highest point). The reason for this rule is to keep the area above 16'6" and below 20' open and clear of obstacles and to provide visibility for aisle signs and other directional markers. Conversely, you may also hang a sign/light truss at or below the 16'6" height level if desired. New for IWF 2020 the 25' height maximum requirement for hanging signs has been removed. Hanging signs must still hang at or above 20' at the lowest point but can now hang above 25' at the highest point. The maximum rigging height in the Georgia World Congress Center is approximately 27' high.

All hanging signs and lights must be within the confines of the contracted exhibit space. Lighting cannot be projected outside of the contracted exhibit space into adjacent booths or surrounding aisle space. Any hanging signs or lighting in violation of these regulations must be corrected or removed at exhibitor's expense.

GES is responsible for assembly, installation and removal of all hanging signs and lighting trusses. You must complete the Hanging Sign/Truss order form that will be in the IWF 2020 Exhibitor Information Manual and send to GES.

All hanging sign and light displays must be submitted to IWF Show Management at least two months prior to your assigned freight arrival date for approval. List all dimensions for height and width along with the locations of your graphics and lighting placement. If exhibitor or third-party display builder acting on exhibitors' behalf, does not submit the required plans to IWF by the submission date, the hanging sign or lighting cannot be used in the IWF 2020 show.

DISPLAY REGULATIONS FOR EXHIBIT SPACES THAT SURROUND A COLUMN

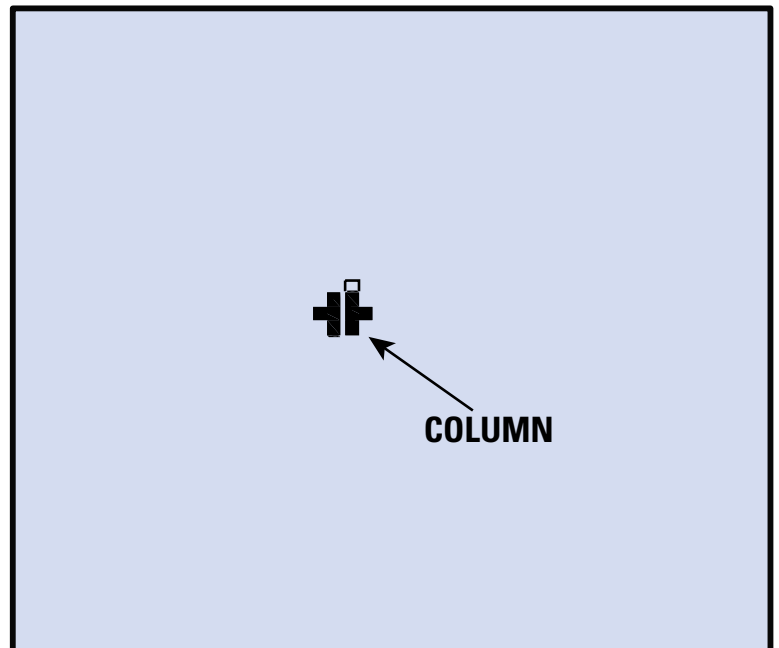
Exhibitors that have contracted for exhibit space which contains the entire base of a building column within the confines of the exhibit space are allowed to use display materials to enclose or mask the entire column from floor to ceiling. The exhibitor cannot affix anything to the column and if using a hard wall display around the column must have an access door or some other means that would allow access to the column by the GWCC engineering department if needed. Structures surrounding a column must leave a minimum of 18" of clearance.

The intent of this regulation is to allow an exhibitor the use of the vertical column space to enhance their display and not detract from the design of their display property for the show.

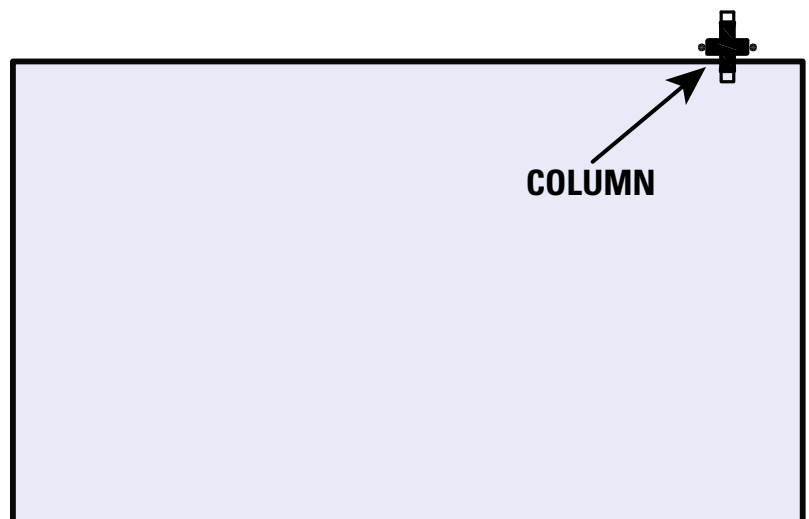
This regulation does not apply to any exhibit space with only a portion of the column base within the confines of the contracted exhibit space.

This regulation applies to all booth configuration types as defined on the following pages of the IWF 2018 display regulations.

To the right is an example of a booth with **an entire column base** within the confines of the space for which this regulation **WOULD** apply.



Below is an example of a booth with **a portion of a column base** within the confines of the space for which this regulation would **NOT** apply.



STANDARD EXHIBIT SPACE

Definition: Standard Exhibit Space

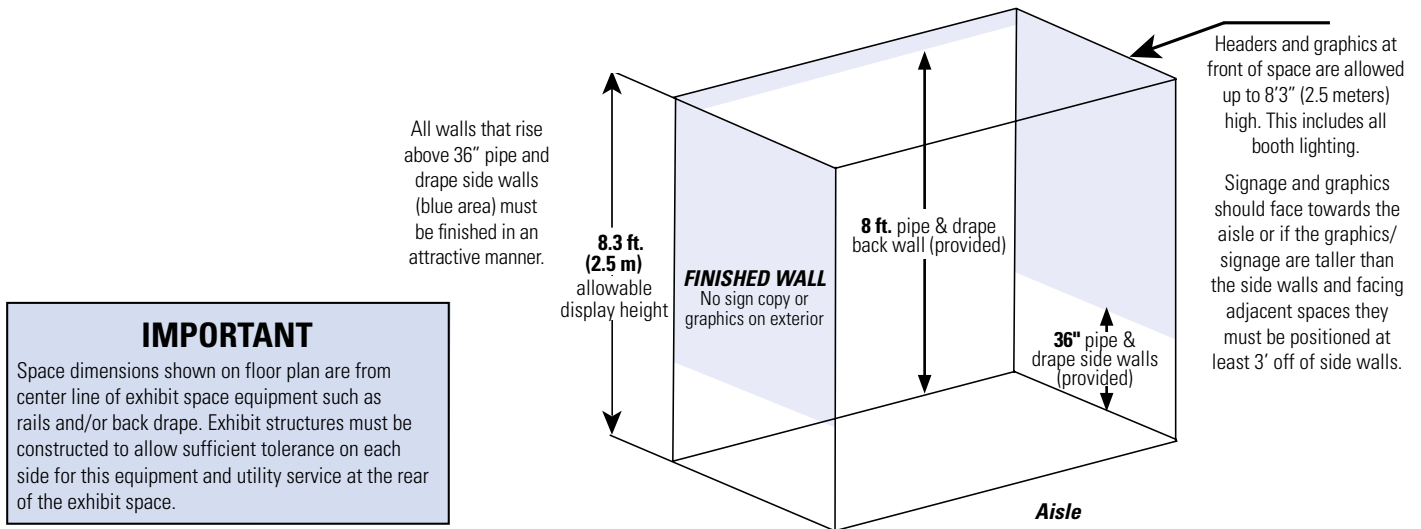
One or more Standard Inline exhibit spaces in a straight line (includes corner spaces).

Use of Space- Cubic Content Rule:

Exhibitors with Standard Inline exhibit spaces may now utilize the entire area within the space, "Cubic Content" up to up to 8'3" high or 2.5 meters for display materials. All signage and graphics within the space over the height of side walls must be located a minimum of 3 feet from side walls facing adjacent spaces.

Height

Display materials, components and identification signs will be permitted up to a maximum height of up to 8'3" high or 2.5 meters. This includes all display materials such as side and back walls, lighting mounted on top of booth walls, headers with graphics, etc. Any exterior walls of displays that are higher than the 36" pipe and drape side walls and visible from outside the booth display must be finished and painted with no visible exposed wires or framing (see light blue shaded area in illustration below). Show management reserves the right to determine whether a wall is finished and may order draping of exposed areas at exhibitor's expense if deemed to be unsightly.



These restrictions apply to display materials only. Machinery, including dust collection may exceed the 8'3" display height limit if necessary. No graphics or signage may be placed on machinery or dust collection over 8'3" as per display rules.

IMPORTANT

Be sure your exhibit display is in compliance with the display regulations prior to your company's move-in. Submit your preliminary floor plans to IVF show management at least two months prior to your assigned freight arrival date for approval of your Standard exhibit space display. List all dimensions for height, width and depth along with the locations of your graphics placement.

PERIMETER WALL EXHIBIT SPACE

Definition: Perimeter Wall Space

An exhibit space located on the perimeter wall of the exhibit floor.

Use of Space- Cubic Content Rule:

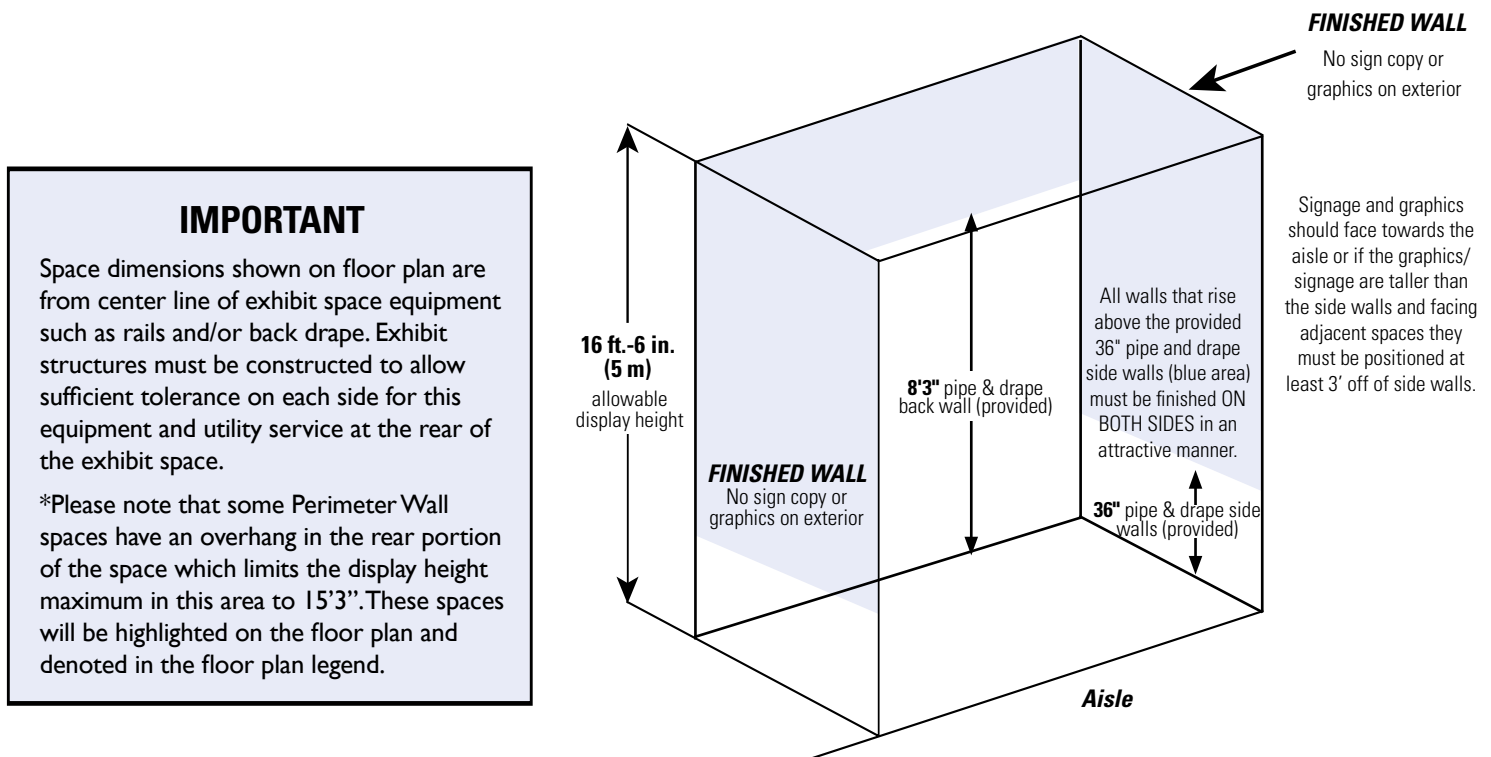
Exhibitors with Perimeter Wall exhibit spaces may now utilize the entire area within the space, "Cubic Content" up to 16 feet 6 inches high (5 meters) for display materials. This includes all display materials such as lighting mounted on top of booth walls, headers with graphics, etc. All signage and graphics over the height of side walls must be located a minimum of 3 feet from side walls facing adjacent spaces (see light blue shaded area in illustration below).

Height

Display materials, components and identification signs will be permitted up to a maximum height of 16 feet 6 inches (5 meters). Any display with side walls that are higher than the provided 36" pipe and drape must have this portion finished and painted with no visible exposed wires or framing. **Show management reserves the right to determine whether a wall is finished and may order draping of exposed areas at exhibitor's expense if deemed to be unsightly.**

Intent

Because of their location, Perimeter Wall exhibit spaces do not back up against or adjoin the back wall of another exhibit space and do not interfere or distract from exhibit spaces behind them. This rule's intent is to provide "Cubic Content" for exhibit displays in these locations without distracting from neighboring booths.



These restrictions apply to display materials only. Machinery, including dust collection may exceed the 16 foot 6 inches display height limit if necessary. No graphics or signage may be placed on machinery or dust collection over 16 foot 6 inches as per display rules.

IMPORTANT

Be sure your exhibit display is in compliance with the display regulations prior to your company's move-in. Submit your preliminary floor plans to IVF show management at least two months prior to your assigned freight arrival date for approval of your Perimeter Wall exhibit space display. List all dimensions for height, width and depth along with the locations of your graphics placement.

PENINSULA EXHIBIT SPACE

Definition: Peninsula Exhibit Space

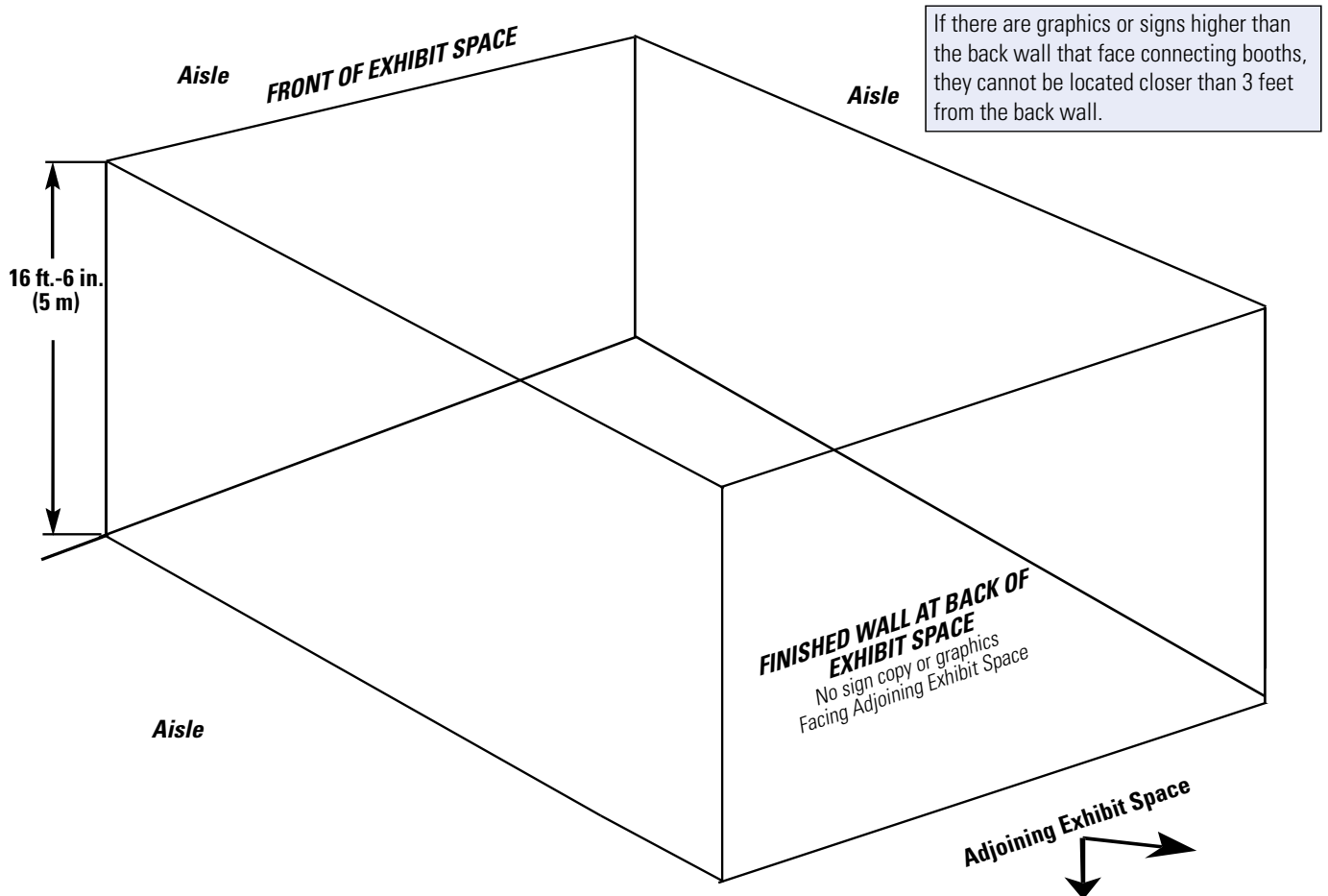
An exhibit space with traffic on three sides which backs up to Standard In-line exhibit spaces.

Use of Space- Cubic Content Rule:

Exhibitors with Peninsula exhibit spaces may now utilize the entire area within the space, "Cubic Content" up to 16 feet 6 inches high (5 meters) for display materials. Lights, supports or other display materials can be no higher than 16 feet 6 inches (5 meters) and must be positioned within the confines of your exhibit space (i.e. wall mounted lighting cannot hang outside of the contracted booth space perimeter). Refer to Hanging Sign/Light display regulations if not being supported from within your booth space.

These restrictions apply to display materials only. Machinery, including dust collection may exceed the 16-foot 6-inch display height limit if necessary. No graphics or signage may be placed on machinery or dust collection over 16-feet 6-inches as per display rules. The back wall facing adjacent exhibit space must not carry any identification signs or graphics and must be finished in an attractive manner where it is exposed to the adjacent space.

In addition, if any graphics, banners or signage are taller than the 8' high back wall drape (graphic towers, banners, etc.) and facing in the direction of the adjacent (connecting) exhibit spaces, they cannot be placed closer than 3' from the back wall. Exhibitors in Peninsula spaces with hanging signs must hang the sign no closer than 3' from the back wall (See regulations page for Hanging Signs).



IMPORTANT

Be sure your exhibit display is in compliance with the display regulations prior to your company's move-in. Submit your preliminary floor plans to IWF show management at least two months prior to your assigned freight arrival date for approval of your Peninsula exhibit space display. List all dimensions for height, width and depth along with the locations of your graphics placement.

SPLIT ISLAND EXHIBIT SPACE

Definition: Split Island Exhibit Space

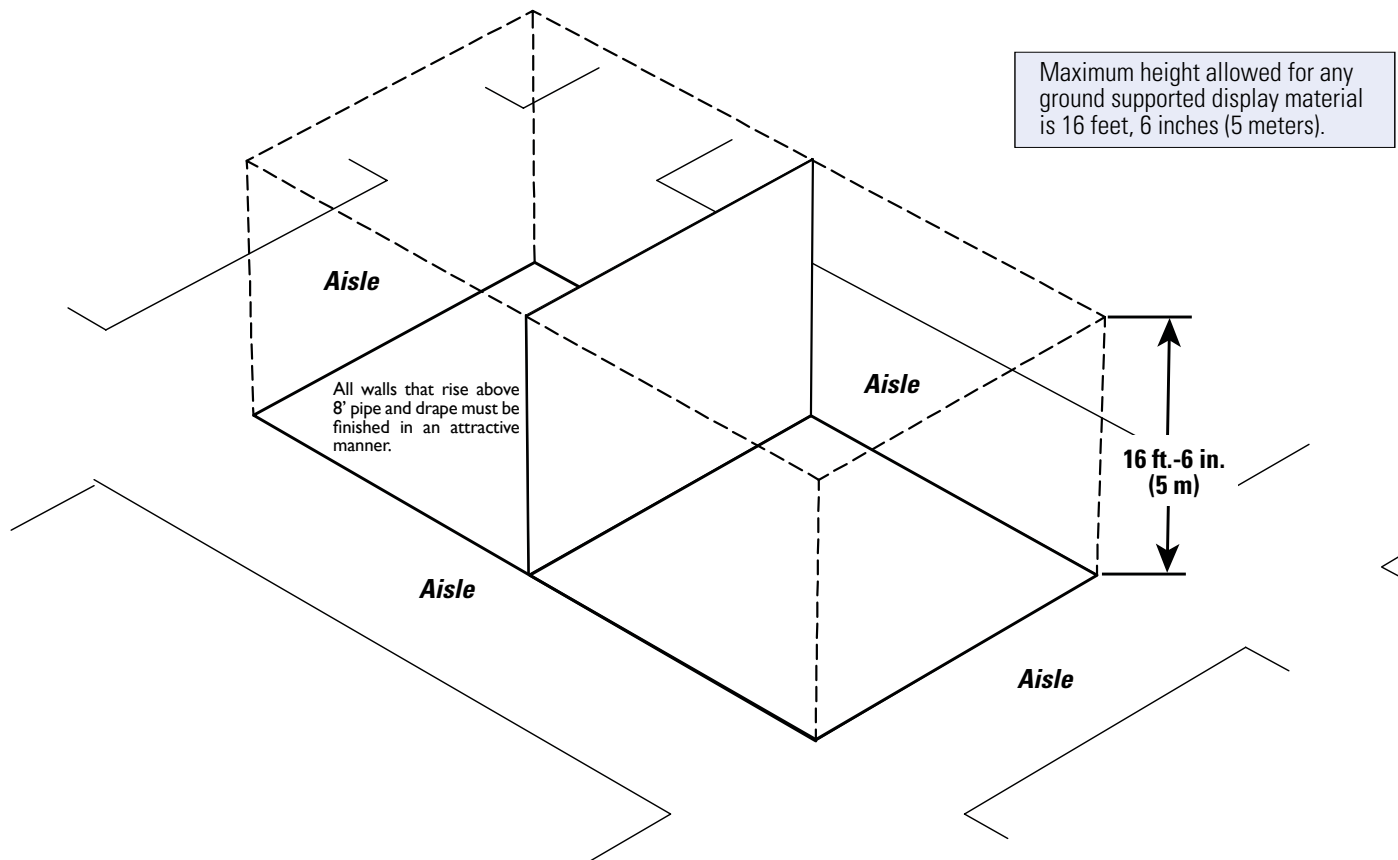
An exhibit space with traffic on three sides which backs up to another peninsula space.

Use of Space- Cubic Content Rule:

Exhibitors with Split Island exhibit spaces may now utilize the entire area within the space, "Cubic Content" up to 16 feet 6 inches high (5 m) for display materials. Lights, supports or other display materials can be no higher than 16 feet 6 inches (5m) and must be within the confines of your exhibit space (i.e. wall mounted lighting cannot hang outside of the contracted booth space perimeter). Refer to Hanging Sign/Light display regulations if not being supported from within your booth space.

These restrictions apply to display materials only. Machinery, including dust collection may exceed the 16-foot 6-inch display height limit if necessary. No graphics or signage may be placed on machinery or dust collection over 16-feet 6-inches as per display rules. The back wall facing adjacent exhibit space must not carry any identification signs or graphics and must be finished in an attractive manner where it is exposed to the adjacent Split Island space.

In addition, if any graphics, banners or signage are taller than the 8' high back wall drape (graphic towers, banners, etc.) and facing in the direction of the adjacent (connecting) exhibit space, they cannot be placed closer than 3' from the back wall. Exhibitors in Split Island spaces with hanging signs must hang the sign no closer than 3' from the back wall.



IMPORTANT

Be sure your exhibit display is in compliance with the display regulations prior to your company's move-in. Submit your preliminary floor plans to IWF show management at least two months prior to your assigned freight arrival date for approval of your Split Island exhibit space display. List all dimensions for height, width and depth along with the locations of your graphics placement.

ISLAND EXHIBIT SPACE

Definition

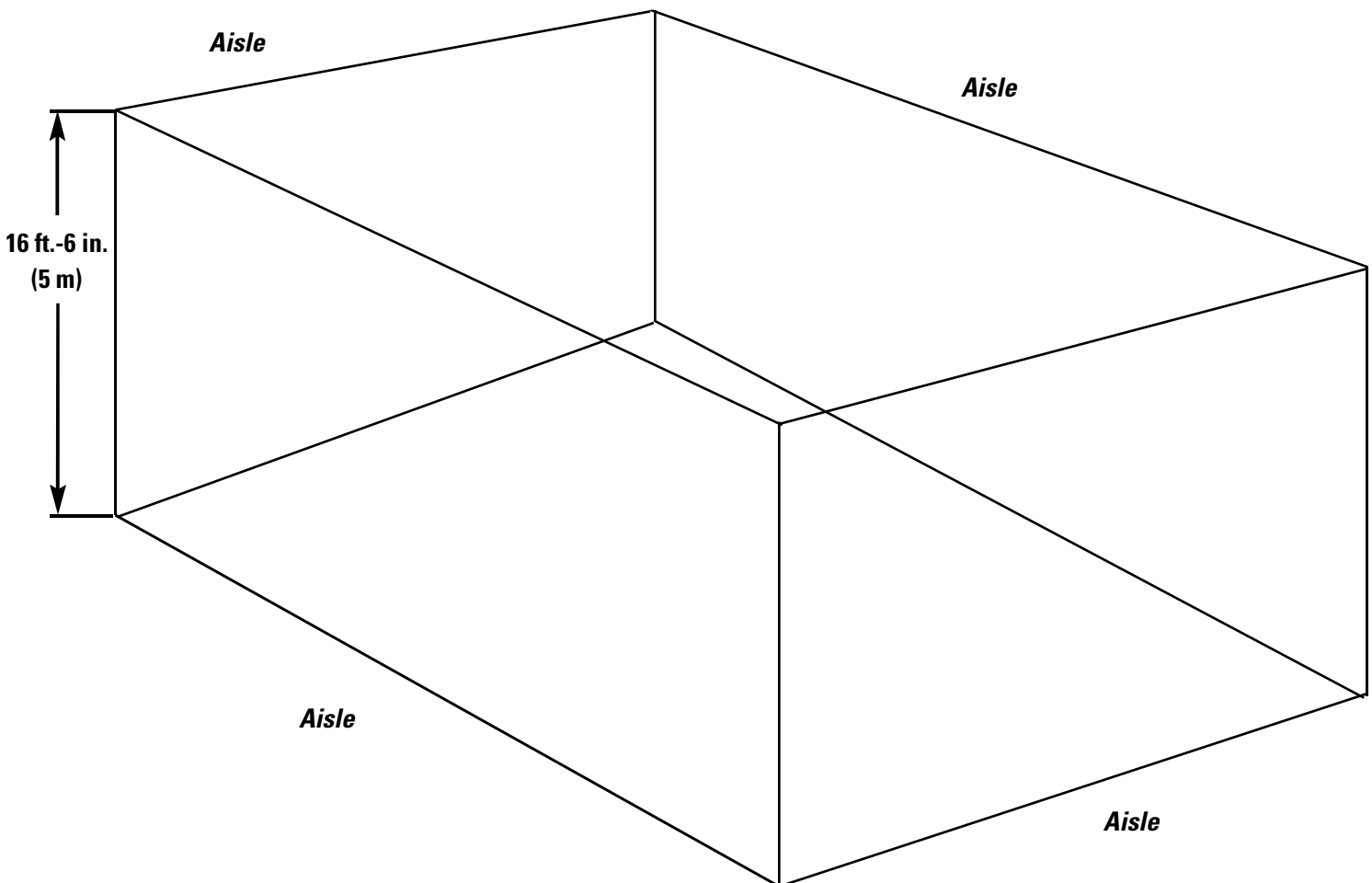
An exhibit space with traffic aisles on all four sides.

Use of Space- Cubic Content Rule:

Exhibitors with Island exhibit spaces may utilize the entire area within the space (Cubic Content) up to 16 feet 6 inches high (5 meters) for display materials. Lights, supports or other display materials can be no higher than 16 feet 6 inches high and must be within the confines of your exhibit space (i.e. wall mounted lighting cannot hang outside of the contracted booth space into aisle area).

*Exhibitors with Island configuration spaces of 900 square feet or more have the option of having a multi-story exhibit but must follow IWF 2020 rules and regulations for this type of structure (see Multi-Story Exhibits). There is an additional square foot cost of 50% of the contracted base space rate for the upper level.

These restrictions apply to display materials only. Machinery, including dust collection may exceed the 16 foot 6 inch display height if necessary. No graphics or signage may be placed on machinery or dust collection over 16'-6" as per display rules. Please consider your neighbor's sight-line when locating machinery and dust collection equipment.



IMPORTANT!

Be sure your exhibit display complies with the display regulations prior to your company's move-in. Submit your preliminary floor plans to IWF show management at least two months prior to your assigned freight arrival date for approval of your Island exhibit space display. List all dimensions for height, width and depth along with the locations of your graphics placement.

MULTI-STORY EXHIBITS - RULES AND REGULATIONS

1. 2020 exhibitors using a multi-story exhibit (multi-level or double-decker) will be charged an additional 50% of the per square foot rate for the elevated area utilized.
2. Multi-story exhibits are limited to island configurations.
3. Height limitation: 16 feet - 6 inches (5 m) from the building floor to the top of the exhibit.
4. Exhibit booth plans for multi-story exhibits must be submitted in writing to IWF Show Management and the Georgia World Congress Center Event Services Department for approval no later than Monday, June 1, 2020. There must be a licensed structural engineer's stamp of certification on all plans.
5. IWF Show Management and the Georgia World Congress Center will have final approval on all plans submitted.

NOTE: The Fire Marshal has provided basic guidelines for compliance with Paragraph 9-4.4.3.7 of NFPA 101 Life Safety Code, which governs multi-story exhibit booths. In addition, the GWCC has developed additional guidelines appropriate for the safe and orderly operation of these facilities. These guidelines are listed below.

6. Covered or roofed areas should be furnished with acceptable battery powered smoke detectors that emit alarms audible outside of the enclosed or covered area.
7. The Exhibitor will provide for a Fire Watch within the booth space. Personnel providing Fire Watch services must be supplied with a class 2A I OBC fire extinguisher in each enclosed area covered by the floor above. Personnel must be trained in the use of extinguishers. Neither IWF nor the Georgia World Congress Center provide or have fire extinguishers available. The Exhibitor must provide the proper class and size of fire extinguisher for their own use.
8. Spiral stairways are not recommended for areas occupied by the public, visitors, or clientele, unless specifically approved.
9. The upper deck of multi-story exhibits greater than 300 sq. ft. in area shall have at least two remote means of egress (i.e. two exits).
10. Areas within the exhibit booth that are totally enclosed (i.e., walls and roof/ceiling) must be served by an emergency lighting source (i.e., battery powered) when such areas lead to exit access from the space (e.g., stairs, aisles, corridors, ramps, and passageways leading to an exit from the booth space).