

RANGE RETAILER BUSINESS EXPO

Display Regulations

Dimensions & Use of Space

The Range Retailer Business Expo follows the cubic content rule, which allows exhibitors to make maximum use of their booth space. Under the cubic content rule, exhibitors may build up to the front of their booths, and up to the maximum allowable height according to booth type as indicated below.

PLEASE NOTE: Nothing will be permitted above these maximum heights, including hanging signs, banners, and display materials. Maximum allowable height is also directly affected by the ceiling height of your booth area. Check the maximum height of your booth area before planning your display.

Linear exhibit structures must be constructed to allow 3 inches for each side rail and 9 inches for utility service access at the rear. Examples: a 10 feet x 20 feet exhibit space has 9 feet 3 inches x 19 feet 6 inches usable space.

Exhibitors cannot distribute literature, samples, or other material outside your contracted exhibit space. Booth personnel, or persons hired by exhibiting companies, must remain in the exhibitor's booth and are not permitted to walk the aisles or lobbies for promotional purposes.

Non-Exhibitor Products

- Exhibitor may not display products or provide branding within or above their booth (i.e., hanging signs) from eligible non-exhibiting companies, unless approved in writing by Management.
- There can be no presentations or media activities of non-exhibiting companies.
- Flyers, handouts or other representations of non-exhibiting companies may not be visible or placed in a booth.

Electrical

- All wiring must be three-wire grounded.
- Wiring that touches the floor must be "SO" cord (minimum 14-gauge/three-wire) which is insulated to qualify for "extra hard usage".
- Cord wiring above floor level can be "SJ" which is rated for "hard usage".
- The use of zip cords, two-wire cords, latex cords, plastic cord, lamp cord, open clip sockets or two-wire clamp-on fixtures is prohibited.
- Cube taps are prohibited.
- All multi-plug power strips must be UL approved, contain internal over-load protectors and adhere to all regulations in this section.

- Stem-mounted halogen fixtures with an arm that extends outward from the mounting mechanism, and which typically terminate in a light head that pivots, swivels, or is otherwise movable must use a sealed bulb, maximum 75W. Approved bulbs are MR 11/16, Covered – low voltage, PAR14, PAR16, PAR20, PAR30 and PAR38, MR 16 Covered – line voltage (see diagrams at the end of the Exhibit Display Regulations).
- Linear quartz bulbs or non-shielded halogen bulbs are not allowed.
- Conventional track lighting systems that use any of the approved types of halogen bulbs are allowed.

Fire and Safety

- All displays must be made of fire-retardant materials and are subject to Fire Marshal approval.
- Cardboard, crepe paper, corrugated paper or other combustible materials are prohibited.
- Exhibitors that have fire alarms, fire extinguishers, fire strobe lights or fire hose cabinets located within the exhibit space must have them visible with an unobstructed path (36”) from the aisle to the fire device location.
- Spray painting is prohibited unless approved in advance by Management.

Signs/Hanging Signs/Displays

- Signs and graphics located over 8 feet above the floor and facing directly into a neighboring booth must be at least 10’ away from the neighboring booth.
- Hanging signs must comply with display regulations. This includes all hanging or suspended material such as banners and balloons (where permitted), etc. The top of the sign (or other material) may not exceed the height limitation specific to your type of booth.
- Columns located within the booth may be covered using an approved material that will not cause damage upon removal. The cover may not block fire cabinets, fire hoses, electrical, strobe lights, etc. Exhibitor is responsible for any damage to the column(s). Show Management and facility approval is required in advance. For approval, email Melissa Schilling at mschilling@nssf.org

Prohibited Display Materials

- No bolts, screws, hooks or nails shall be driven into or otherwise attached to the walls or floors of the exhibit areas.
- No part of the display may be attached to or otherwise secured to the columns, drapery backdrop or side dividers.
- Decals or other adhesive materials shall not be applied or affixed to the walls or floor of the exhibit areas.
- No sign of any description may be installed, except within the confines of the exhibit space assigned.

- No animals, reptiles, birds, rodents, fish or insects may be used as part of any exhibit.
- Fog, smoke, water and steam machines are not permitted.
- Other hazardous materials not permitted: open flames or pyrotechnics, hot coals, gasoline or natural gas hook-ups, radioactive material, flammable/combustible, toxic liquid, solid or gas, compressed gas cylinders

Product Size

Exhibitor products may exceed height restrictions if they do not impact neighboring exhibitors and must be pre-approved in writing by Management. Graphics may not appear above your allowable height.

Inspection Deadline

Any booth not occupied by 8:00 AM on Tuesday, July 13, will be presumed abandoned. If there is freight in the booth and Show Management believes the Exhibitor will be late, then NSSF will set up the display as best they can with the information available. If there is no freight in the booth and/or NSSF believes the Exhibitor will not participate in the show, the booth will be reassigned. Exhibitors arriving after this time will be given space available and may incur additional costs. Absolutely no shipment, equipment, or material may be brought onto the show floor during show hours.

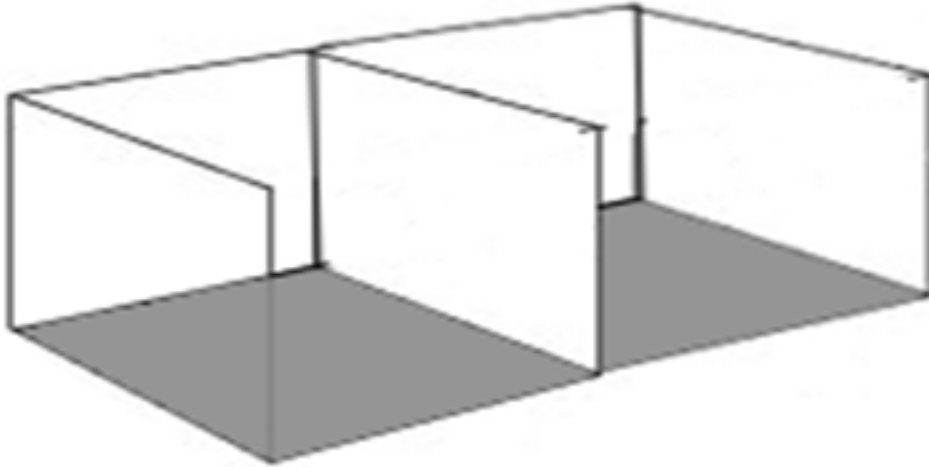
Vehicles/Parking

- The Palm Beach County Convention Center operates a paid parking garage on the premises with approximately 2,500 premium spaces. Once a signed license agreement is received, designated event contract will be eligible for up to two (2) parking passes valid for complimentary parking during move-in, show and move-out days. No trailers, box trucks, freight or large vehicles will be permitted to park in the parking garage overnight or after load in hours are complete. Vehicles will be towed at the owner's expense.
- Privately Operated Vehicles (POV) will be given 30 minutes maximum to unload and then move their vehicles so that all can have the opportunity to unload in the dock area. POV's left in the dock area for long periods of time will be subject to towing at the owners' expense.

Booth Configuration Specifications:

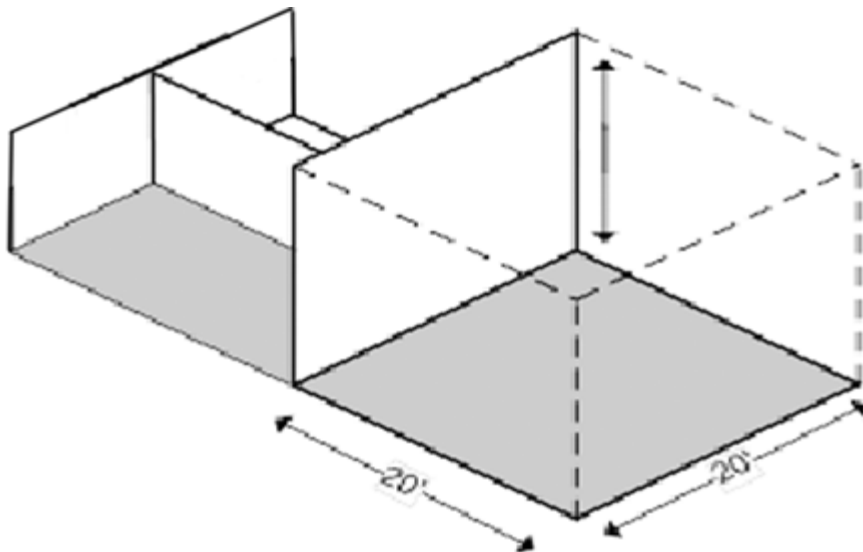
Linear Exhibit Specifications

Linear exhibits are 10 feet deep and offered in 10 feet or 15 feet widths and can be combined to create an exhibit of almost any length. Exhibits are permitted a maximum height for any sign, display, product, fixture, or decoration based on the particular location of the booth in accordance with the chart set forth below.



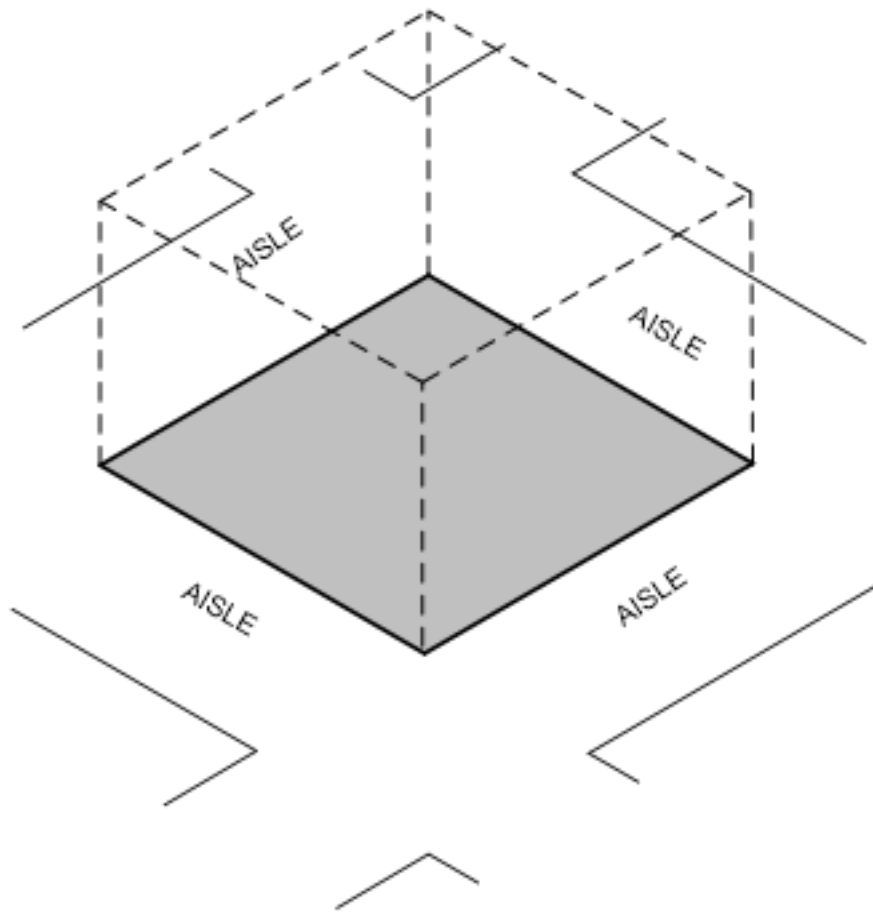
Peninsula Exhibit Specifications

A peninsula exhibit is created when four or more 10 feet x 10 feet exhibit spaces are placed back-to-back with an aisle on three sides. The maximum height permitted for any display, product, fixture, or decoration within the exhibit is based on the particular location of the booth in accordance with the chart set forth below. Signage and graphics facing into neighboring booths, exceeding 8', need to be a minimum of 10' from a neighboring exhibit.



Island Exhibit Specifications

An island exhibit is surrounded by aisles on all four sides and must be at least 400 square feet. The maximum height permitted for any display, product, fixture or decoration within the exhibit is based on the particular location of the booth in accordance with the chart set forth below.



2021 Range Retailer Business Expo Booth Height Restrictions

Type of Booth	Maximum Height
Linear	12'
Peninsula, 400 nsf or more	23'
Island Booth	23'