

## **2023 RANGE-RETAILER BUSINESS EXPO DISPLAY REGULATIONS**

All exhibits must conform to the regulations as set forth herein. Exhibits not in compliance must be brought into compliance prior to the end of exhibit setup. It is understood that these Exhibit Display Regulations may be changed at any time by Management and Management reserves the right to modify them in its sole discretion if it determines it is in the best interests of the Show.

### **1. Dimensions & Use of Space**

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

### **2. 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.

### **3. 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.

### **4. Lighting**

- Lighting outside the perimeter of the exhibit cannot affect neighboring exhibits or aisles, or project images outside the exhibitor's own exhibit space.
- 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.

### **5. 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 from the aisle to the fire device location.
- Helium and gas cylinders used for refilling must be secured in an upright position on ANSI approved safety stands with the regulators and gauges protected from damage. Overnight storage of cylinders in the building is prohibited.

### **6. 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.

## 7. 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 animals, reptiles, birds, rodents, fish or insects may be used as part of any exhibit.
- Helium balloons are prohibited in linear booths or booths with an allowable height of 12' or less. Use of balloons in other booth configurations is subject to approval by Show Management and Wisconsin Center. Balloons inside the facility must remain "tethered" to a fixed object. The balloon may be no larger than thirty-six inches (36") in diameter and must have approval prior to move-in of event. There is a labor and equipment charge to retrieve balloons in the ceiling should they become loose. Helium may not be stored on the premises. Cold air balloons are permitted with written permission of Show Management. Mylar balloons are specifically prohibited. Balloons are not permitted for giveaway or sale.
- No Decals: Adhesive-backed decals are not permitted to be distributed or used inside the facilities.
- Fog, smoke, water and steam machines are not permitted.

## 8. Firearms

- All firearms displayed must be deactivated by removal of the firing pin or other alteration so that they may not be fired. Live ammunition, powder or primers may not be brought into the Exhibit Hall. Safety Advisors will visit all booths for inspection during show setup. Once a firearm has been certified deactivated, it will be banded through the trigger guard and is approved for display.
- Any firearm brought into the Show after the Safety Inspection has taken place must go to Show Office to be inspected and tagged. No firearm may be displayed after the Show opens without a band. Firearms capable of firing must be removed from the Exhibit Hall immediately.
- Secured Storage is available, at no charge, for exhibitors to store firearms overnight. Exhibitors may bring firearms to the docks by the trailer and will be given a ticket per firearm. Once the hall opens the following morning, claim tickets must be brought to the trailer to retrieve firearms for display in the hall.
- Any firearm that may be legally sold by a federally licensed firearms dealer (Type 01) may be displayed. Firearms and other items which require a Class 03 license pursuant to the National Firearms Act (NFA) may be displayed, provided any such firearm or item is displayed with signage indicating that it is for "Law Enforcement Only."

## 9. Prohibited Products. The following specific products, among others, may not be displayed or appear in booth graphics or be anywhere in the Facility.

- Personal firearms and ammunition are prohibited in the Facility. NO EXCEPTIONS. Also prohibited are used or pre-owned firearms and accessories, regardless of condition and whether or not remanufactured, including military surplus firearms; current military manufacture; firearms and accessories prohibited from import into the United States; cane guns; pen guns; "cell phone" guns and buckle guns (buckle guns may be displayed only if the buckle and the gun are detached and displayed separately, and the gun meets all firearms display safety rules). Notwithstanding the foregoing, any exhibitor who intends to market a newly manufactured accessory item at the Expo, such as a magazine, stock, mount, optic, or similar item, may display that item on a curio and relic firearm, provided that the firearm is restored to new condition and that the firearm itself is not being marketed for sale.
- Non-Exhibiting Manufacturers Products and Services. Except for recognized wholesale distributors (e.g., NASGW members), exhibitors may not display products or services of non-exhibiting companies or otherwise promote such non-exhibiting companies, unless otherwise approved.

## 10. Unfinished Areas

All open or unfinished sides of the exhibit which may appear unsightly must be covered or Management will have them covered at exhibitor's expense. Any portion of the exhibit bordering another exhibitor's space must have the backside of the exhibit finished and not incorporate any identification signs, lettering or graphics that would detract from the adjoining exhibit. Peninsula, and island exhibits must have a finished back wall.

## 11. Noise Level

The noise level within an exhibit must not exceed 85 decibels. Exhibitors found to be in violation will be given a maximum of two warnings, and instructed to lower volume to acceptable level as determined by Management. A third

offense will result in penalties up to and including, but not restricted to, loss of priority points for space selection and loss of power to the booth.

## 12. Inspection Deadline

Any booth not occupied by 1:00pm on Monday, July 10, will be presumed abandoned. If there is freight in the booth and Show Management believes the Exhibitor will be late, then Freeman will set up the display as best they can with the information available. If there is no freight in the booth and/or Show Management believes the Exhibitor will not participate in the show, the booth will be reassigned. Exhibitors arriving after this time will be given space available and may incur additional costs. Absolutely no shipment, equipment, or material may be brought onto the show floor during show hours.

## 13. Vehicles

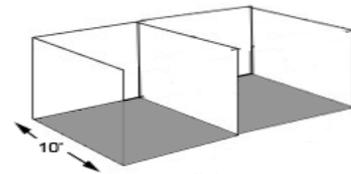
- Prior written approval is required before any fuel-powered vehicle can be displayed. Display permit must be obtained from the City of Milwaukee – email [exhibitorsvc@wcd.org](mailto:exhibitorsvc@wcd.org) to inquire if show management has pulled this permit. A Fire Watch may be required depending on number, type, and location of vehicles displayed. All cars, trucks, or other fuel-powered engines on display must have the smallest possible amount of fuel -- not more than 1/4th of a tank. The gas cap must be a locking type or sealed by tape; batteries must be disconnected while on display. Vehicles must not be started, run, or moved during event hours. Place a drip pan under vehicle's engine.
- A Convention Center Public Safety Officer will inspect vehicles on-site upon arrival to the loading dock. The general contractor should have the key to the vehicle nearby.

## 14. 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 (See Diagram 1).

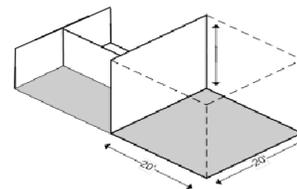
Diagram 1



### 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. (See Diagram 2)

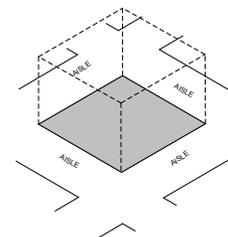
Diagram 2



### 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. (See Diagram 3).

Diagram 3



# 2023 Range Retailer Business Expo Booth Height Restrictions

<b>Location</b>	<b>Type of Booth</b>	<b>Maximum Height</b>
Hall A/B	Linear	12'
Hall A/B	Peninsula, 100 – 350 nsf	12'
Hall A/B	Peninsula, 400 nsf or more	25'
Hall A/B	Island Booth	25'

**NSF = Net Square Feet**