



DISPLAY RULES & REGULATIONS

For assistance, please contact our Exhibitor Services Department at **800-840-5614**; for International Exhibitors, please call **203-840-5614**. Or email us at inquiry@bookexpoamerica.com.

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

CRATE REMOVAL, STORAGE & RETURN:

Empty crates will be removed to storage and returned to your booth at the end of the Show by our floor crew at no additional charge, provided you have used material handling services for the delivery of your booth. Do not store merchandise in crates or cartons marked for empty storage.

Move-In:

Please label empty crates as soon as possible to facilitate the clearing of the exhibit hall. Do not wait for all your crates to be empty before having them removed from the show floor. Empty crates are NOT allowed to be made into barriers that prevent movement of set-up materials to booths. Aisle space in front of booths must be kept clear at all times. Any crates (Empty or Full) preventing free access to the aisles will be removed from the show floor immediately.

Move Out:

Crates will be delivered back to the exhibitors after the hall has been cleared and the aisle carpet has been removed. Exhibitors should expect a 7 to 8 hour process for all crates to be returned.

DEMONSTRATION AREAS & AUTOGRAPHING:

Demonstration areas must be confined within the exhibit space so as not to interfere with any traffic in the aisles. Exhibitors must contract sufficient space to be able to comply with this rule. All demonstration areas should be placed near the rear of the booth to avoid going into aisle space.

When large crowds gather to watch a demonstration and interfere with the flow of traffic down the aisles or create excessive crowds at neighboring booths, it is an infringement on the rights of other Exhibitors. Aisles may not be obstructed at any time.

DEMONSTRATION EQUIPMENT:

Equipment, product, or machinery, when displayed to demonstrate or simulate industrial application, are exempt from the foregoing height limits, but are restricted only by ceiling height, as well as building and safety codes.

EXPOSED AREAS MUST BE FINISHED:

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

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

Any hanging sign or display over 8' high must be finished on all sides.

After 5:00 pm on Wednesday, May 31st any part of a booth with unfinished side or backwalls will be draped by Show Management at the expense of the exhibitor.

Please note that ***ALL FIRE HOSE CABINETS MUST BE KEPT VISIBLE AND CLEAR/ACCESSIBLE.***

FLOOR COVERING GUIDELINES:

All booths must be carpeted. **Floor covering is required in all display booth areas.** Flooring may consist of hard wood, AstroTurf or carpeting. No vinyl or linoleum may be used.

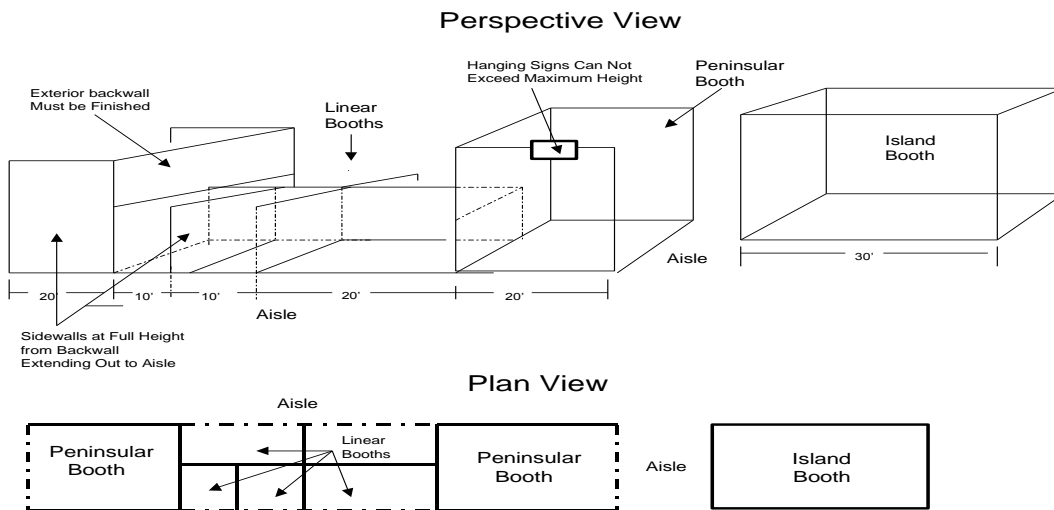
If you require utilities (electric, telephone, internet, etc.), your carpet cannot be installed until the utilities have been installed.

GRAPHICS ON NEIGHBORS' SIDE:

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

HEIGHT LIMITATIONS:

BookExpo 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.





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The following maximum height limits will be strictly enforced:
NO HEIGHT VARIANCES WILL BE GRANTED AS IN PAST BOOKEXPO EVENTS
Please plan your booth display and sign structures accordingly.

Linear Booth – In-Line 8' (No Hanging or
Bounded by 1 or 2 aisles Floor Supported Signs over 8')

Cross Aisle 25' (Must be parallel to
Linear Booths booth space, centered in aisle,
(Minimum of 1,000 top of hanging sign or banner)
Sq Ft 50ft facing 50ft) ****14'** Hall 3D

Peninsula Booth 25' (Top of hanging sign)
Bounded by three (3) aisles ****14'** Hall 3D

Island Booth
Bounded by aisles
on all four sides
999 sq ft and below 25' (Top of the hanging sign)
1000 sq ft and above 30' (Top of hanging sign)
****14'** Hall 3D

CROSS AISLE LINEAR BOOTHS CROSS HEADERS:

- Linear booths must have at least 600 sq ft of booth's facing booth's space (30ft x 30ft) in order to put up a cross header.
- Cross headers spanning the aisle cannot exceed 10' high in height and cannot be lower than 8' high. **The cross headers CANNOT BE INSTALLED UNTIL 1:00 pm on Wednesday, May 31, 2017.**
- Aisle space must be kept completely clear of any booth structure or display elements.
- Nothing is allowed to restrict the flow of people in the designated aisle space.
- The Cross Header cannot exceed the aisle space.
- If you intend to install a Cross Header then YOU MUST notify Colette Oliver by **Wednesday, May 3, 2017** via email at coliver@reedexpo.com. If you do not notify Show Management before this date then you will not be allowed to install the Cross Header.

CROSS AISLE LINEAR BOOTHS CARPETING THE AISLE:

- Linear booths must have at least 600 sq ft of booth's facing booth's space (30ft x 30ft) in order to lay carpet. However, they may not restrict flow of aisle space during move in or move out.
- If the exhibitor wishes to carpet the aisle then there must be a Visqueen or some sort of covering that allows the Show Vendors to service the aisles over the carpet with their fork lifts, freight carts & trash bins. Show Management is not responsible for damage to exhibitor's carpet or wiring that may have been placed under the carpet when placed in the aisles.
- If you carpet the aisle this does not become your booth space. This aisle must remain clear to allow the delivery of freight & allow trash removal during move-in, show days, and move out.



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- **If you intend to carpet the aisle in front of your booth then YOU MUST notify Colette Oliver by Wednesday, May 3, 2017 via email at coliver@reedexpo.com.** If you do not notify Show Management before this date then you will not be allowed to carpet the aisle.
 - Exhibitors who carpet the aisles will need to indemnify Reed Exhibitions and Freeman in the event someone injures themselves while in the aisle.
 - Exhibitors are responsible for cleaning of the aisle carpet as well as maintaining of the carpet when their own carpet is used.
 - **Carpet padding is allowed in the aisle.**
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INSPECTION DEADLINE:

Any booth not occupied by 3:00 pm on Wednesday, May 31, 2017 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.

SHIPMENTS TO THE SHOW:

Shipments coming to the show must be divided into three categories:

- **Booth Materials & Product:** Any materials and products needed to put your booth together will be delivered on your target date.
- **Book Display Shipping:** Books must be in cartons and on a skid; the skid **must** be shrink wrapped for ease of handling. Skid **must** also be capable of being lifted by a fork lift or pallet jack. Exhibitors need to notify their display installers to finish booth construction and have all empty crates **labeled** and ready for removal as they become available to make room for the books. Books shipped to show site with display materials will receive no discount. Please refer to Book Target Floor plan for book delivery times.
- **Hanging Signs:** Please review the Hanging Signs form at [FREEMAN ONLINE](#) for more information.

NOTE: We encourage you to ship your products in a separate shipment if at all possible to help facilitate the move in process. This will allow us to get the empty crates off of the show floor faster and allow more room for each exhibitor.
