

October 4 – 5, 2023 | Huntington Place | Detroit, MI

## Display Rules and Regulations – Select Global Events

Welcome to the 2023 Silicone, TFF Expo USA. The guidelines for display rules and regulations are based upon those set forth by the International Association of Exhibitions and Events (IAEE). We use these to promote continuity, consistency, and fairness in exhibiting standards.

- All exhibitor contracts, except island booths, include 8' silver back drape, 3' silver side drape in between adjoining booths, and a Booth ID sign. Please review the exhibitor manual forms to place your service orders. [23 Silicone TFF Expo USA Exhibitor Kit](#)
- All exhibitors must complete an Exhibitor Risk Assessment Form digital survey by **Friday, September 1, 2023**. The link can be found within the exhibitor kit.
- Exhibitors hiring a 3<sup>rd</sup> party contractor other than Shepard Exposition Services, must complete Exhibitor Appointed Contractor (EAC) forms within the Manual and return accompanied with proof of insurance to [customerservice@shepardes.com](mailto:customerservice@shepardes.com) and [lisa.reau@selectglobalevents.com](mailto:lisa.reau@selectglobalevents.com) by **Tuesday, September 5, 2023**. Authorization to build will only be granted upon receipt and review of the applicable documentation.

### General Guidelines for Use of Space

#### Americans with Disabilities Act (ADA)

- All exhibitors are required to follow U.S. Americans with Disabilities Act (ADA), and are encouraged to be sensitive, and as reasonably accommodating as possible, to guests with disabilities.

#### Build Heights

- Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors.
- Standard build heights are 8' for back wall and 3' for side walls.
- Maximum booth build height is 20' and dependent upon the size and location of your booth.
- Custom build booths exceeding the 8' standard height must submit their booth renderings to [lisa.reau@selectglobalevents.com](mailto:lisa.reau@selectglobalevents.com) by **Friday, September 1, 2023**, to receive approval.

#### Floor Coverings

- All contracted exhibit space must be covered with carpet or flooring materials.
- Flooring must be installed with double sided tape that does not leave a residue or cause damage to the building surface.
- Any elevated flooring must include wheelchair ramp access and follow ADA requirements.
- Please avoid double-padded plush carpet to ease mobility device navigation.

#### Hanging Signage

- Only permitted for Peninsula, Shared Island, and Island Booths 400 square feet or larger.
- 20' maximum height from floor to top of the sign.
- 10' set back from adjacent booths and centered above exhibit space.

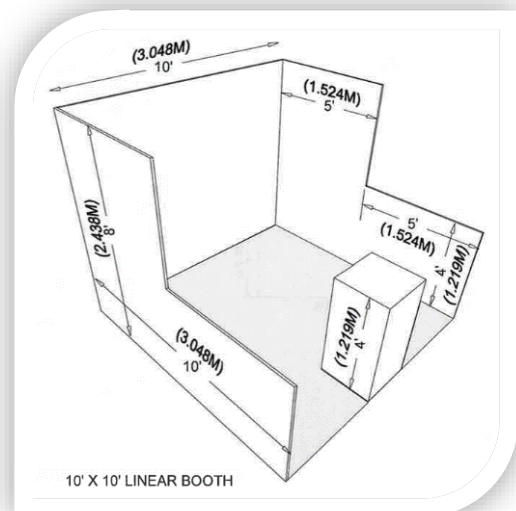
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- Drawings must be submitted to [lisa.reau@selectglobalevents.com](mailto:lisa.reau@selectglobalevents.com) for the use of hanging signs and graphics at any height.
- Hanging signage renderings must be submitted to [lisa.reau@selectglobalevents.com](mailto:lisa.reau@selectglobalevents.com) by **Friday, September 1, 2023**, to receive approval.

## Booth Types and Line of Sight Restrictions

### Linear Booths (Inline)

- Arranged in a straight line and have neighboring exhibitors on the immediate right and left, leaving one side exposed to the aisle
- 8' maximum height in rear half of space
- 3' maximum height in front half of space closest to the aisle
- Note: When 3 or more linear booths are used in combination as a single exhibit, the 3' height limitation in the front of the exhibit is applied only to that portion of exhibit space within 10' of an adjoining booth.

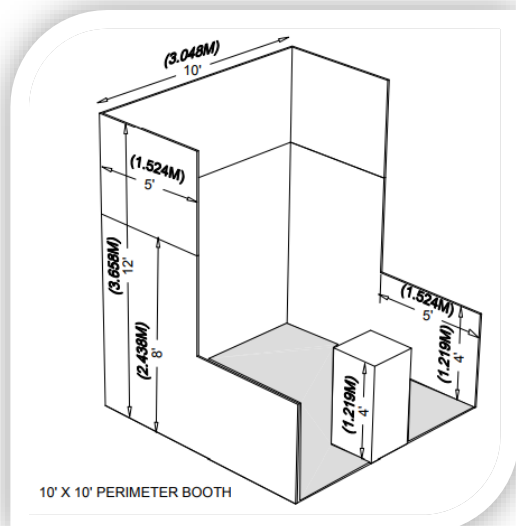


### Corner Booths

- 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 Booths

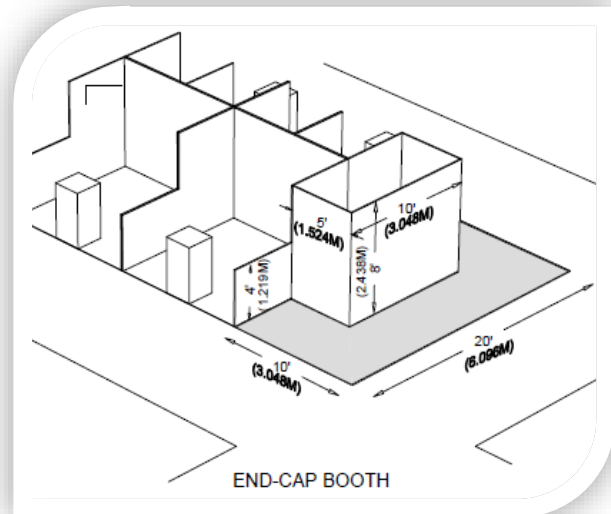
- Linear booth backing up to an outside wall of the exhibit facility rather than another exhibit.
- 12' maximum height in rear half of space.
- All other guidelines for linear booths apply.



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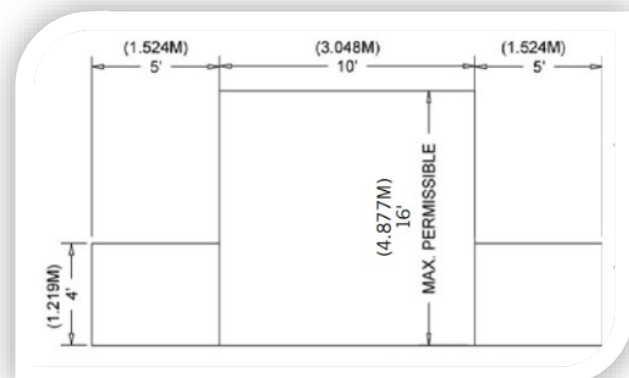
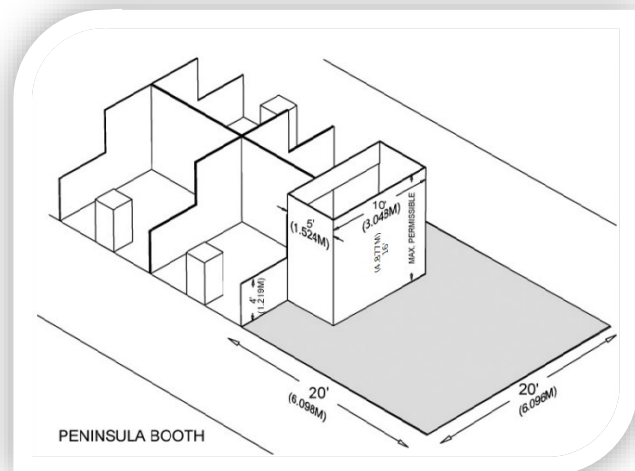
## End Cap Booths

- Exposed to aisles on three sides and composed of two booths (10' x 20': 200 sq ft).
- 8' maximum height, 10' width in rear half of booth and within 5' of the two side aisles.
- 3' maximum height on all materials in the remaining space forward to the aisle.



## Peninsula Booths

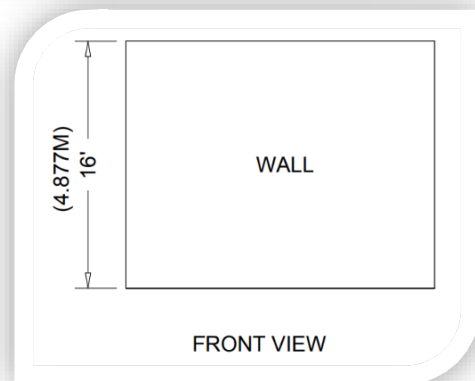
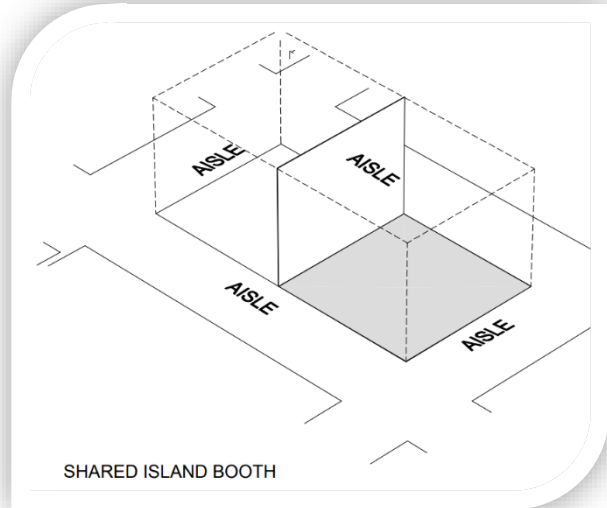
- Exposed to aisles on three sides and comprised of a minimum of four 10' x 10' booths (20' x 20', 400 sq ft).
- Backs up to two linear booths.
- 16' maximum height, 10' width in rear half of booth and within 5' of the two side aisles.
- 16' maximum height on signage for the center portion of the back wall or drape for sides facing aisles.
- Double sided signs, logos and graphics shall be set back 10' from adjacent booths and centered above exhibit space.
- Back side (facing adjoining booths) of structural back wall must be clean, finished and without company logos or branding.



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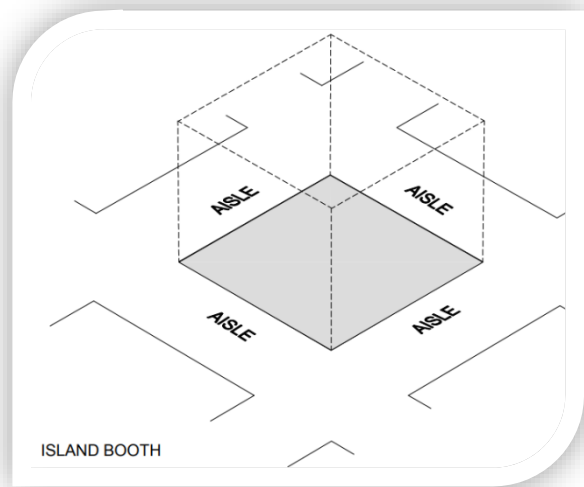
## Shared Island Booths

- Shares an 8' high common back wall
- Walls installed are restricted to a depth of 50% of the booth.
- Back side (facing adjoining booths) of structural back wall must be clean, finished and without company logos or branding.
- 10' x 20' Shared Island Booths
  - 12' maximum build height
  - No hanging signage permitted.
- 20' x 20' Shared Island Booths
  - 16' maximum structural build height allowance over entire cubic space without any back wall line of sight restrictions.
  - Double-sided signs, logos and graphics shall be set back 10' from adjacent booths and centered above exhibit space.
  - Hanging banners permitted to extend exhibit up to 20'.



## Island Booths

- Any size booth exposed to aisles on all four sides.
- There are no line-of-sight restrictions for island booths.
- 20' maximum height allowance over the entire cubic content of the space, including signage.



All inquiries should be directed to Lisa Reau, Operations Director at [lisa.reau@selectglobalevents.com](mailto:lisa.reau@selectglobalevents.com).