

DISPLAY NOTICE TO GHC EXHIBITORS

Throughout the past several years we have selectively enforced IAEE (International Association of Exhibitions and Events) display rules in recognition of the unique products involved in the hurricane and emergency management industry. However, in fairness to ALL exhibitors, going forward we will no longer be able to overlook certain restrictions particularly regarding height, line of sight, lighting and sound restrictions.

Issues and the corresponding rules are as follows:

1. HEIGHT/LINE OF SIGHT

- a) **Your display cannot exceed 8' in height.**
- b) **Pop-up signs must be placed in rear 5' of your booth.**
- c) **Anything placed in the front half of your booth cannot exceed 4' in height.**

Regardless of the number of Linear Booths utilized, 10x10, 10x20, etc. displays/materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum display height is 8ft and is allowed only in the rear half of the booth space, with a 4ft height restriction imposed on all materials in the remaining space forward to the aisle. EXCEPTIONS: The exceptions for the height limitation will be displays in a perimeter booth (booths against a wall where a maximum display height of 12' is acceptable) or in an oversize (island) space in the vehicle/equipment area where the height restriction is only ceiling dictated.

2. LIGHTING AND SOUND RESTRICTIONS

- a) **Lighting should not project onto other exhibits or the exhibition aisles.**
- b) **Lighting that spins, rotates, and pulsates and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors.**
- c) **Sound equipment may be used so long as the noise level does not disrupt neighboring exhibitors. Speakers must be positioned to direct sound INTO the booth rather than into the aisle.**

Rule of thumb: Sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth.

Should your exhibit include lighting equipment or displays, sound equipment, or displays that exceed 8 feet in height, we will be happy to move you to a space in the equipment/vehicle area or a perimeter booth if the only issue is height of your display, as long as the height does not exceed 12'. We will be happy to help you determine the best type of exhibit space for your display.

Thank you for your understanding and cooperation.

**McRae Conferences & Trade Shows
Exhibit Managers**