



SC07 is the International Conference for High Performance Computing, Networking, Storage and Analysis

# Exhibit Guidelines & Regulations

Exhibition Dates: November 13–15, 2007 • Reno-Sparks Convention Center • Reno, NV

**Standard Booth** **DEFINITION:** Exhibit consisting of one or more standard units in a straight line.

## HEIGHT

Exhibit fixtures, components and identification signs will be permitted to a maximum height of 8'3" (2.5m).

**INTENT**—If a portion of an exhibit booth extends above 8'3" (2.5m) high, the exhibit booth background will detract from the overall impact of the exhibit directly behind that booth regardless of how the rear of the offending exhibit is finished.

## DEPTH

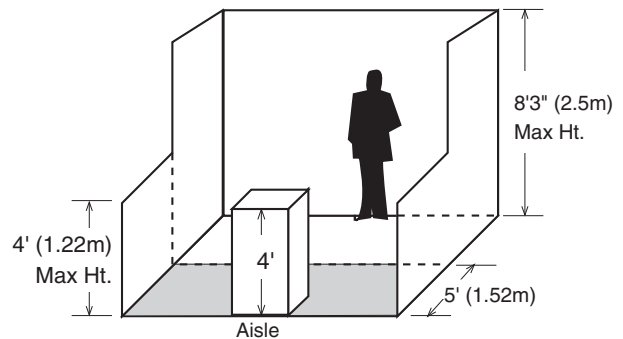
All display fixtures over 4'0" (1.22m) in height and placed within 10 lineal feet (3.05m) of an adjoining exhibit, must be confined to that area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line for those exhibits with 10'0" (3.05m) depth or more.

**INTENT**—Each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of exhibit. Exhibitors with larger space—30 lineal feet (9.14m) or more—should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 4'0" (1.22m) and within 10 lineal feet (3.05m) of a neighboring exhibit is intended to accomplish both of these aims.

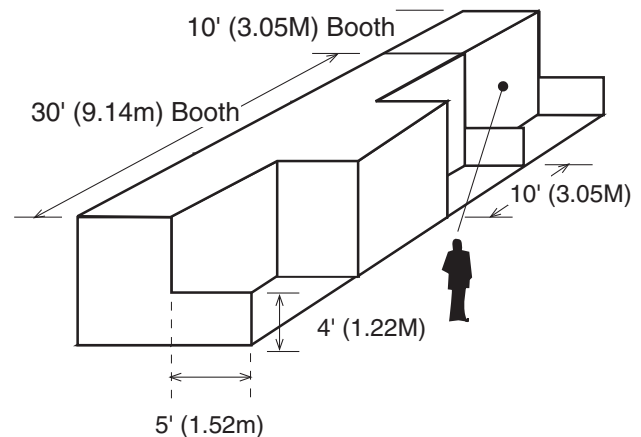
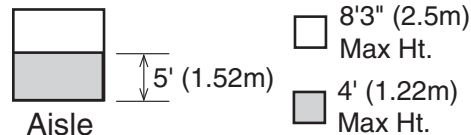
## IMPORTANT

Space dimensions shown on floor plan are from center line of booth equipment, such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.

Do not place heavy booth material on the fiber near the edge of your booth. To avoid damage to the net-



Display fixtures over 4' (1.22m) must be confined to that area of the booth that is at least 5' (1.52m) from the aisle line.



work fiber taped to the exhibit hall floor, point-loads must not be positioned within 18" (0.46m) inside the booth boundary along all aisle ways.

# Peninsula Booth

**DEFINITION:** An exhibit, of at least 400 square feet, which occupies both corners at the end of a row of standard booths with an aisle on three sides.

## HEIGHT

Exhibit fixtures, components, and identification signs will be permitted to a maximum height of 22'6" (6.86m).

**INTENT**—The extra height is often needed to permit the open walk-through approach normally used in this type of location. The 22'6" (6.86m) height limitation has been set to avoid undue competition between exhibitors to see who can go the highest or be seen the farthest with each negating the others' efforts. Also, the 22'6" (6.86m) high exhibit will fit into almost any exposition center, thus permitting each exhibitor to get maximum use of his or her exhibit.

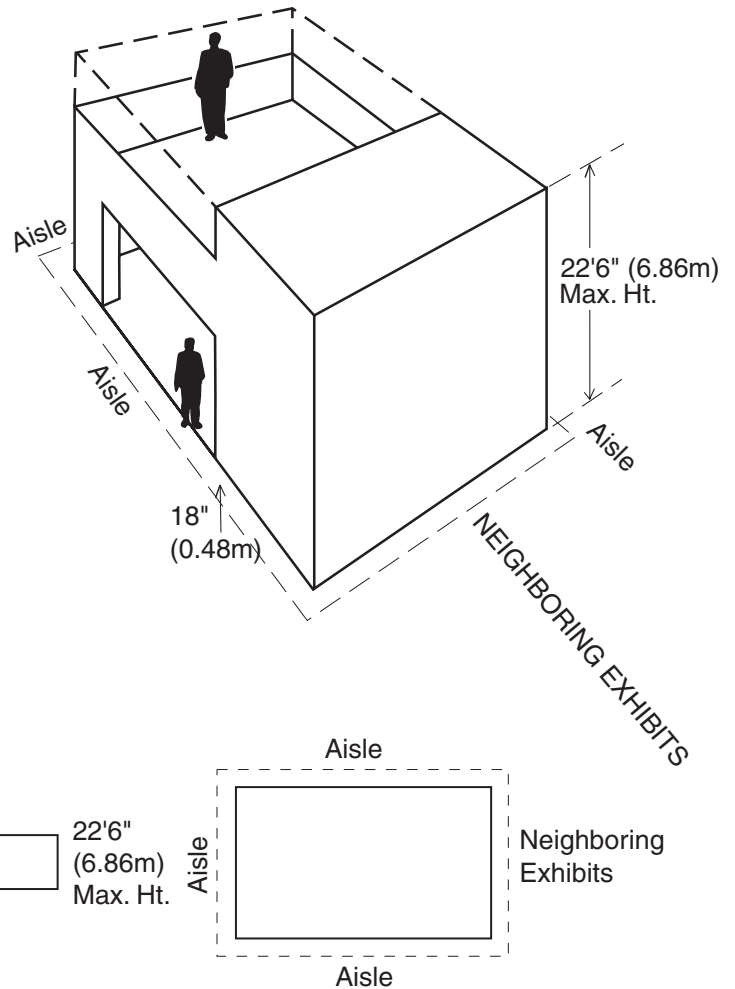
## DEPTH

Full use of the floor plan is permitted. However, do not place heavy booth material on the fiber near the edge of your booth. To avoid damage to the network fiber taped to the exhibit hall floor, point-loads must not be positioned within 18" (0.46m) inside the booth boundary along all aisle ways.

## STRUCTURAL INTEGRITY

All multi-story exhibits, regardless of whether people will occupy the upper area or not, and all exhibit fixtures and components exceeding 22'6" (6.86m) in height must have drawings available for inspection by Exhibition Management; the installation and dismantling contractor; and the exhibitor and governmental authority during the time the exhibit is being erected, exhibited and dismantled at the show site that include a signature or stamp of a reviewing structural engineer indicating that the structure design is properly engineered for its proposed use, and a signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth on the drawings. Signs must also be posted indicating the maximum number of people the structure will accommodate.

**INTENT**—Exhibitors in the vicinity of peninsula exhibits are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.



# Island Booth

**DEFINITION:** An exhibit, of at least 400 square feet, with aisles on all four sides.

## HEIGHT

Exhibit fixtures, components and identification signs will be permitted to a maximum height of 22'6" (6.86m).

**INTENT**—When an island booth exceeds 8'3" (2.5m), it does not interfere with other exhibitors because it obviously does not back up against another exhibitor's back wall. The extra height is often required in an island booth exhibit to permit the open walk-through approach normally used in this type of location. The 22'6" (6.86m) maximum height limitation has been set to avoid undue competition between exhibitors to see who can go the highest or be seen the farthest with each negating the others' efforts. Also, the 22'6" (6.86m) high exhibit will fit into most exposition centers, thus permitting each exhibitor to get the maximum use of his or her exhibit.

## DEPTH

Full use of the floor plan is permitted. However, do not place heavy booth material on the fiber near the edge of your booth. To avoid damage to the network fiber taped to the exhibit hall floor, point-loads must not be positioned within 18" (0.46m) inside the booth boundary along all aisle ways.

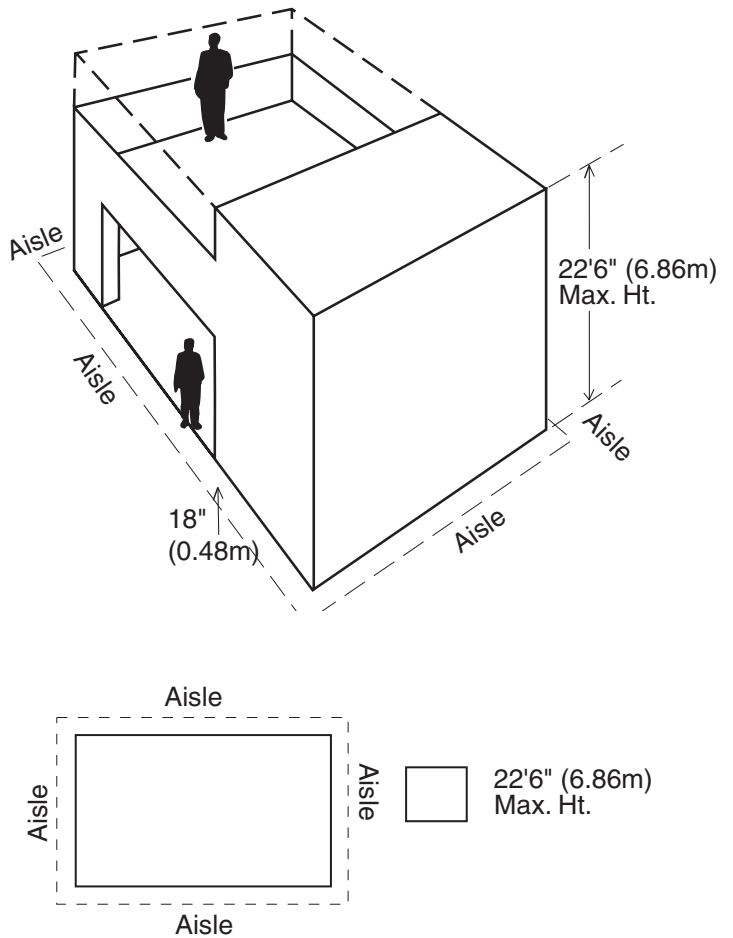
## STRUCTURAL INTEGRITY

All multi-story exhibits, regardless of whether people will occupy the upper area or not, and all exhibit fixtures and components exceeding 22'6" (6.86m) in height must have drawings available for inspection by exposition management, the installation and dismantling contractor, the exhibitor and governmental authority during the time the exhibit is being erected, exhibited and dismantled at the show site that include a signature or stamp of a reviewing structural engineer indicating that the structure design is properly engineered for its proposed use, and a signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth on the drawings. Signs must also be posted indicating the maximum number of people the structure will accommodate.

**INTENT**—Exhibitors in the vicinity of island exhibits are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.

## IMPORTANT

Exhibitors are cautioned when installing a display with a ceiling or second level to check with the local fire department to insure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.



# Canopies and Ceilings

**DEFINITION:** Exhibit component supported over an exhibitor's space for decorative purposes

## HEIGHT

Canopies, false ceilings and umbrellas will be permitted to a height that corresponds to the height regulation for the appropriate exhibit configuration of which they are a part. For example, canopies will not exceed 8'3" (2.5m) in height in a standard booth configuration. Furthermore, the canopy or false ceiling will not exceed 1'0" (30cm) in depth and cannot be used for identification or display purposes.

**INTENT**—Exhibitors requiring canopies or false ceilings to create the desired exhibit environment within their booth space should be allowed to do so as long as the canopy and its support structure does not violate the intent of the height or depth regulation.

## DEPTH

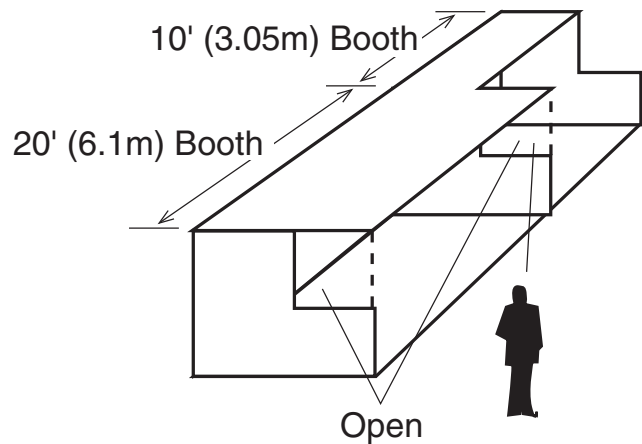
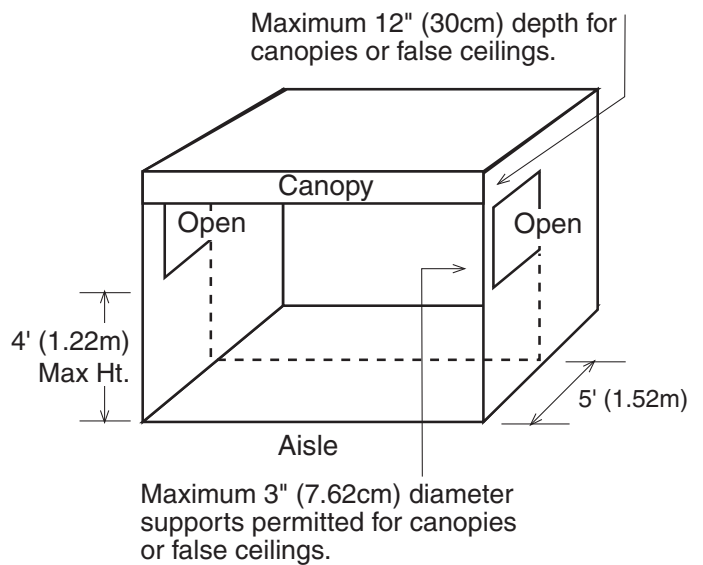
Canopies may extend out to the aisle line and up to the booth line on either side of an exhibitor's space providing that the support structure will not exceed 3" (7.62cm) in width when placed within 10 lineal feet (3.05m) of an adjoining exhibit and not confined to the area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line. Furthermore, canopies, false ceilings or umbrellas will not be used for identification or display purposes except as would normally be allowed for any exhibit component within the regulations set forth for the exhibit configuration.

**INTENT**—Exhibitors adjoining exhibits with canopies are entitled to the same reasonable sight line from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth.

## IMPORTANT

Exhibitors are cautioned when installing a display with a ceiling or second level to check with the local fire department to insure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.

Do not place heavy booth material on the fiber near the edge of your booth. To avoid damage to the network fiber taped to the exhibit hall floor, point-loads must not be positioned within 18" (0.46m) inside the booth boundary along all aisle ways.



# Hanging Signs

**DEFINITION:** An exhibit component suspended above or displayed on an exhibit for the purpose of displaying graphics or identification.

## HEIGHT

Hanging identification signs and graphics will be permitted to a maximum height of 22'6" (6.86m), provided written approval is received from exposition management. Island booth configurations are the only booths that are permitted to display a hanging sign.

**INTENT**—Hanging signs are part of the overall exhibit presentation and whether suspended or attached to the exhibit fixture, will be permitted to a maximum height that corresponds to the appropriate exhibit configuration.

## STRUCTURAL INTEGRITY

All hanging signs must have drawings available for inspection by exposition management, the installation and dismantling contractor, the exhibitor and governmental authority during the time the component is being hung, suspended and removed at the show site that include a signature or stamp of a reviewing structural engineer indicating that the stress points for hanging the sign have been properly engineered, and a signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth on the drawings. (Note: Exhibitors are encouraged to use lightweight materials in the construction of a hanging sign to eliminate excessive stress to the facility ceiling structure.)

**INTENT**—Exhibitors adjoining booths with hanging signs are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.

## APPROVAL

All sign requests must be submitted with floor plans or diagrams in writing to Mike Weil, SC Exhibition Management, Hall-Erickson, Inc., 98 E. Naperville Road, Suite 201, Westmont, IL 60559-1559.

