

## BULK SIGN REGULATIONS

- 1.) No signs suspended from the ceiling or columns. \* Per Exhibitor Advisory Committee amendment, hanging signs are allowed for exhibits in the Annex and under the low ceiling area along the east wall of Halls 1 & 2.
- 2.) 10% of gross contracted exhibit square footage will be allowed for surface signage. The back of one-sided signs will be attractively finished if visible. Show Management reserves the right to remove signs deemed unattractive.
- 3.) All signs must be completely within contracted space and may not infringe upon or block neighboring exhibitors. Show Management reserves the right to remove any sign that is blocking views of neighboring exhibitors.
- 4.) Blimps/Balloons are permitted. All blimps and/or balloons must be completely within contracted space and must be no lower than 20' and no higher than 30'. Blimps/balloons must be refreshed daily. Show Management reserves the right to have deflated or unattractive blimps/balloons removed. All filler content must comply with rules of the building. All blimps/balloons must be included in the 10% formula of overall gross contracted exhibit sq. ft. Blimps/balloons must be no larger than 64 sq. ft., any exceptions must be pre-approved by show management.
- 5.) Gobo/Projected fixed signs will be permitted. All projections must be within the contracted exhibit space and may not infringe on neighboring exhibitors. Exhibit space contracted on the outer perimeter of the building may project on wall adjacent to contracted space. All fixed projected images must be included in the 10% formula of overall gross contracted exhibit sq. ft.
- 6.) Maximum height from floor to top of sign will be 30'. Show Management reserves the right to remove any sign that creates a safety hazard or concern.
- 7.) Drones may be used only during non-show hours. The owner/operator of the drone will be held responsible for any damaged caused by a drone.
- 8.) Bulk space exhibitors occupying less than 1,600 sq. ft. and located in the proximity to the booth area of the show must adhere to booth sign regulations.

### ADDITIONAL RULES FOR SPACES THAT CONTAIN COLUMNS

There are several spaces in halls 1 – 5 that contain columns. In order to utilize these columns for signage, the following will apply.

A.) Signage/banners/blimps, etc. may not be hung from columns or beam work supporting the columns. Freestanding signs and Gobo projections are permitted around columns provided they fall completely within the contracted space.

B.) Any signage, banners, pennants, etc. hung from this framework must be included in the 10% formula of overall gross contracted exhibit sq. ft.

Note: Columns in Halls 1 & 2 measure 4'6" X 4'6"  
Columns in Halls 3 – 5 measure 4' X 4'