

SHOPTALK FALL

September 17-19 • McCormick Place, Chicago

EXHIBITOR DISPLAY RULES & REGULATIONS

The following rules and guidelines specify what a sponsor can and cannot do with their booth space. These rules and guidelines are based on the physical characteristics of the show hall, the intent to be equally fair to all sponsors, 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.

All space only booths (100 sq. ft. and larger) must submit a technical rendering/booth plans, Risk Assessment, and Method Statement to our third-party vendor, Abraxys to receive Permission to Build.

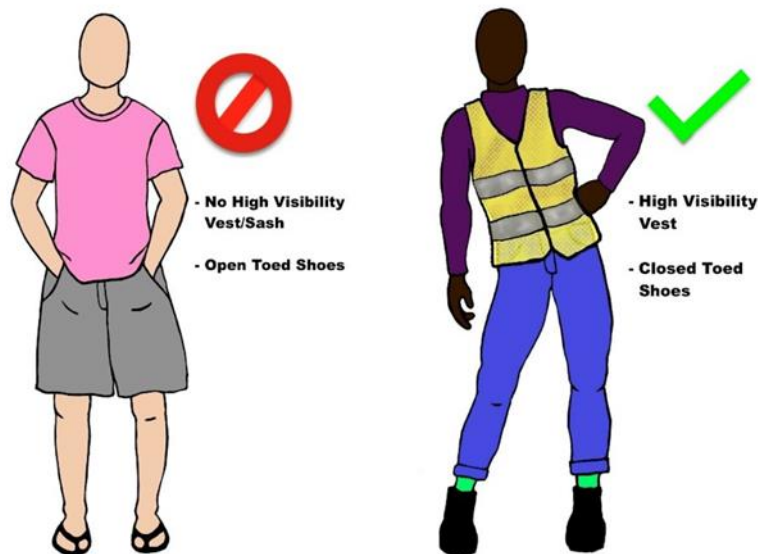
Please note that Show Management may require any Sponsor to make changes in their booth if, in Show Management's opinion, the booth does not conform to prevailing standards.

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HEALTH AND SAFETY

- All exhibitor personnel are required to wear closed-toe shoes and high visibility vest/sash for safety purposes during move in and move out.
- **Exhibit hall security will deny entry to any individual deemed to not be wearing the proper Personal Protective Equipment (PPE) during move in and move out. No exceptions. This is a gentle reminder to not ship your PPE with your booth materials.**
- **PPE will not be provided for you; each individual should plan to bring their own high visibility vest or sash to the exhibit hall entrance.**



- Be aware of your surroundings. You are in an active work area with changing conditions during move in and move out. Pay attention. Look for obstacles, machinery and equipment that are in use.
- Use a ladder, not a chair. Standing on chairs, tables and other rental furniture is unsafe and can cause injury to you or to others. These objects are not designed to support your standing weight.
- If your feet will be 6 ft or higher off the show floor, you are **REQUIRED** to wear a hard hat. Ensure that all individuals below you are wearing hard hats before proceeding to work.
- To prevent electrical shocks, falling items and damage to materials, do not attach items or equipment to any drapes or metal framework in your booth. This can cause serious injury or damage to materials.

AGE RESTRICTIONS

All sponsor personnel must be 18 years of age or older to enter the exhibit hall during move-in, move-out, and show days. No one under the age of 21 are permitted at the show or evening events.

AISLES

- To ensure the safety of all our visitors and exhibitors, please follow the below gangways regulations:
- All aisles must always remain unobstructed and accessible. Your booth build, furniture, exhibits or display must not project beyond the boundary of your booth.
- Emergency exits and aisles must always remain unobstructed by any obstacles.
- Freedom of all main and cross aisles is essential at all times for emergency access. Plans showing emergency aisles will be available from the Organizers' Office.

- Exhibitors should only work within the confines of their booth and aisles should not be used for selling purposes. All discussions concerning exhibits must take place within the stand space allotted.
- Doors and gates forming part of an escape should be provided with a clear vision panel at sight level and must be hung to open in the direction of escape, clear of any steps, landings or aisles. Where necessary doors must be recessed so as not to open onto or obstruct the required width of any aisles or other escape route.
- Bridging or carpeting over aisles is not permitted.
- All booth structures, signs, exhibits, etc. must be contained within the area allotted and may not project into or over the aisles unless approval has been obtained from the Organisers.
- Aisles adjacent to any stand or stage used for demonstrations or performances must be maintained clear of obstruction. More audience space, where applicable, must be planned into the floor layout, as people are not allowed to congregate in the gangways.

AV

If you plan to provide or use any wireless microphones on your stand or the exhibition floor, other than those provided by the official AV supplier, please submit the make and model of the device and the frequencies you plan to use for the show so these can be incorporated into our Radio Frequency plan. This is required to avoid interference with the presentation microphones and other wireless devices used at the venue. Please note we may contact you and ask to change frequencies or equipment should they pose a risk to presenter devices.

BALOONS

Mylar and Helium balloons are specifically prohibited McCormick place.

BUILD UP & BREAKDOWN

Please refer to the show timetable for the build-up, open and breakdown schedule. The design of the booth must be as such that it can be erected and dismantled within the time available. Exhibitors who leave excessive trash or floorcoverings not provided by Freeman will be subject to fines.

DEMONSTRATIONS

Demonstration areas must be confined with the exhibit space so as not to interfere with any traffic in the aisles. Sponsors must contract sufficient space to be able to comply with this rule. 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 and aisles may not be obstructed at any time.

DISPLAY ITEMS & STORAGE

- Booth Staging In addition to equipment and furniture placed within a booth space, exhibitors are allowed to stage the following items:
- Boxed or loose product, materials or literature.
- Fiber cases used to ship pop-up displays.
- Personal items such as luggage, purses, briefcases or coats. The following restrictions must be observed when staging these additional items:
 - The amount of product, materials or literature that may be staged within a booth space must not exceed a one-day supply.
 - Items may be placed either in a display case, on a counter, on a shelving unit, in a closet, on a table, under a table or stacked neatly within the booth space.
 - Items that are placed under a table must not protrude outside the table dimensions.
 - Items that are stacked must not create a tripping hazard or hamper easy movement within the booth space.
 - Items may not be placed on or within six inches of floor ports, electrical wiring or cabling.
 - Pallets, empty crates, cartons and boxes may not be stored in the booth space.
- Staging will not be allowed behind the back wall of the booth and behind the drape within the booth
- Visit the Freeman Online Portal for information on shipping, material handling and storage options

ELECTRICS

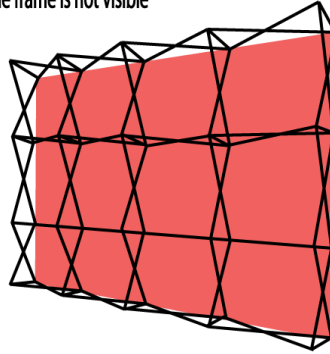
All electrical requirements must be arranged directly with Freeman, the official electrical contractor for the event. In the case of a raised floor, an access hatch should be incorporated into the design. Power will be switched off approx. 30 minutes after the event. If you need electricity longer than stated, please inform Freeman via their service desk.

EXPOSED AREAS MUST BE FINISHED

- All backwalls, sidewalls or any other exposed areas of the display must be finished surfaces. No graphics, logos, or print facing into another booth is allowed.
- In-line and peninsula booths must have a finished back wall covering the length of the back of the booth, front and back, as well as end caps to ensure there are no unsightly gaps between backwalls. See-through back walls or displays which do not cover the back wall completely will not be allowed.

- Pipe and drape will not be provided for back wall use or side structure.
- After **11:00 am CT on Wednesday, September 17, 2025**, any part of a booth with unfinished side or backwalls or end caps will be finished by Show Management at the expense of the Exhibitor.

This backwall has unsightly exposed structures.
Backwalls like this must be properly covered
with additional fabric (or other materials)
so the frame is not visible



FIRE SAFETY REGULATIONS

- Fire Prevention reserves the right to make any final decisions regarding the outlined requirements, according to Section 2-36- 220 of the Municipal Code of Chicago on Fire Prevention.
- Prior to the show opening and at any time during the event, the Fire Marshal may inspect the booths to ensure these requirements are met. If they are not, adjustments can be costly, and if a booth imposes a significant fire hazard, it will be prohibited from exhibiting.
- The Life Safety Manager at 312-791-6079 or McpFireMarshal@mccormickplace.com can answer any questions or provide a set of fire code information

FIRE RETARDANCY

- Booth construction and decoration materials must be fire retardant. It is suggested that a certificate of retardancy be available at the show to prevent the need for possible on-site testing of the material. Fabrics must pass the NFPA-701 Code, and all other construction and decoration materials must pass the NFPA-703 Code as well as the UL-1975 test. General guidelines for material fire retardancy include:
- Backdrops, tents, canopies, dust and table covers, drapes and similar fabrics: These fabrics can often be made fire retardant by a dry cleaner that can issue a certificate of fire retardancy. Suppliers and/or display manufacturers can also provide a certificate included with the materials.
- Corrugated cardboard/display boxes: These materials can best be made fire retardant at a factory.

- Wood and wood by-products: If wood materials are not sufficiently fire retardant, a certified fire retardant specialist using pressure impregnation or similar impregnation method must treat them.
- Polyurethane foam, plastic and similar products

FIRE HOSE CABINETS & EXTINGUISHERS

- All Fire Hose Cabinets and Fire Extinguishers must be kept visible and clear, with a minimum of a 3ft clearance.
- Fire Extinguishers may not be removed or relocated. Fire hose cabinets and extinguishers are on certain columns on the show floor.

FLOOR COVERING

- Carpet/Flooring is **MANDATORY** and is **NOT** provided for space only booths. Please contact Freeman who will be able to support with your flooring requirements. You are also able to work with a contractor of your choice to provide flooring. All flooring must meet current Fire Regulations.
- Exhibitors who do not pre-order through Freeman, or supply their own flooring will be required to purchase through Freeman at onsite pricing and will not be permitted to build until carpeting is confirmed.
- Booth vacuuming is not included in the rental of carpeting from the official general contractor, Freeman.
- Flooring not ordered through Freeman must be removed before the end of move-out hours or the exhibitor will be subject fines.
- Flooring must be contained within your marked booth space. Upon inspection deadline, any flooring that extends outside your space and interferes with other booths or aisle carpeting will be cut, or the contractor will be asked to return to trim at the exhibitors expense.

FLYERING

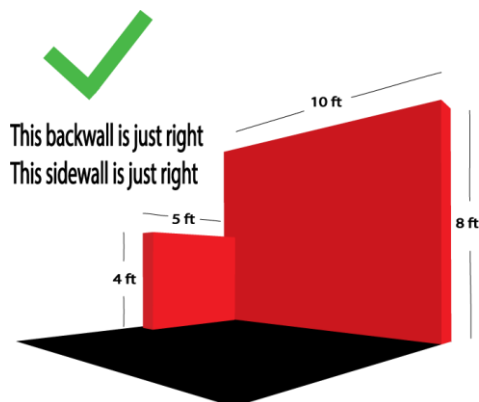
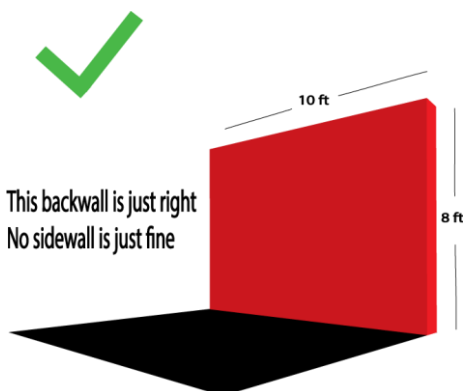
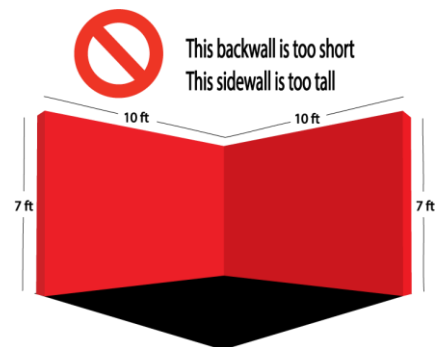
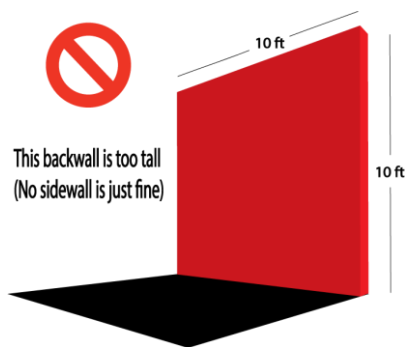
Sponsors and exhibitors may not disperse flyers or other promotional items in areas of the show outside of their booth or sponsored space. Any items placed outside of permitted spaces will be discarded and show management is not responsible for any lost cost.

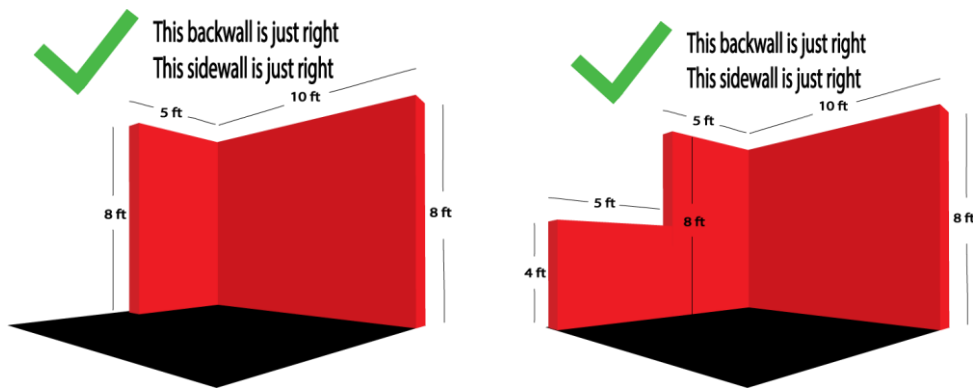
GOOD TASTE & RIGHTS OF OTHERS

Show Management may require any Exhibitor to make changes in their exhibit if, in Show Management's opinion, the exhibit does not conform to prevailing standards.

HEIGHT RESTRICTIONS

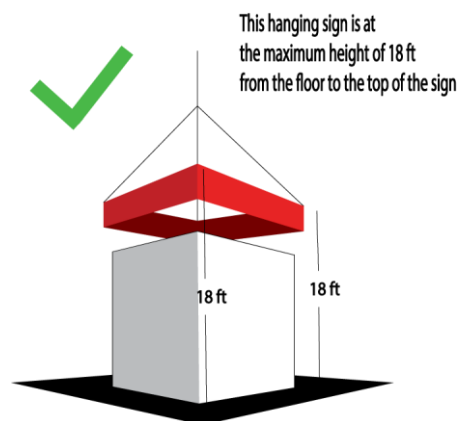
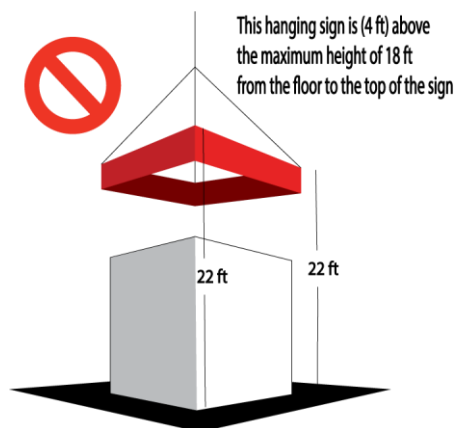
- Booths 100-300 sq. ft. - 8 ft high maximum
- Booths 400 sq. ft. and above - 18 ft high maximum
- Finished backwalls are required for all In-Line and Peninsula Booths.
***NOTE:** pipe and drape will **not** be provided for use as a back wall or side structure.
Therefore, the outside finish must be the same as inside or equivalent in quality of build
- Shoptalk utilizes the standard [IAEE Line of Sight](#) rule for all “space only” in-line booths.
- Sidewall options for booths ranging from 100 to 200 sq. ft. include:
 - None
 - Maximum height of 4 ft for any 10 ft length
 - The back 5 ft of the sidewall can reach up to 8 ft high, while the front 5 ft can reach a maximum of 4 ft high.





HANGING SIGNS & RIGGING

- Hanging Signs, Lighting rigs, structural rigging and banners are only permitted in booths 20'x20' (400 sq. ft.) and larger.
- All rigging and hanging signs may not exceed a height of 18 ft from top of sign to the floor and may not encroach on the other booths or aisle.
- Hanging Signs must be hung 5 ft away from any shared wall.
- All rigging onsite must be carried out by Freeman. Exhibitors or EACs **cannot** hang their own signs or rigging
- For Items weighing 500 lbs. or more, drawings must be reviewed, signed and stamped by a licensed structural engineer to certify structural integrity and safety.
- These rules and regulations provide absolute limits which cannot be exceeded under any circumstances or conditions.
- Fire Retardant regulations also apply to hanging items. Refer questions regarding fire retardancy to the Life Safety Manager at (312) 791-6079 or McpFireMarshal@mccormickplace.com.
- No hanging items are to be hung from any electrical fixtures, raceways, water, gas, air, fire protection, communication lines, piping, supports or hangers.
- All electrical and neon items must conform to City of Chicago Electrical Codes.
- The use of MIS, Octonorm or similar components systems for hanging signs is not permitted in our facility.



HAZARDOUS DEMONSTRATIONS/DISPLAY MATERIALS/PYROTECHNICS

- When designing demonstrations and displays, note that the following devices require pre-approval by McCormick Place and the Chicago Fire Department.
- Lasers, open flames (including candles)
- Smoke-producing devices Indoor Pyrotechnics have special permitting procedures through the City of Chicago Fire Prevention Bureau. Contact the Fire & Safety Manager.
- Heating appliances
- Welding, brazing or cutting equipment
- Radioactive materials
- Compressed gas or compressed liquid cylinders if applicable used in the booth must be securely anchored to prevent toppling. 20 EVENT ID: 43523 Hazardous Demonstration/Display Materials/Pyrotechnics (continued)
- Gasoline, kerosene or other flammable, toxic liquid, solid or gas
- A limited supply of these fuels may be stored in the demonstration device but cannot be stored overnight. o All fuel transfers must use safety cans.
- When displaying a flammable or combustible labeled product, the display container shall be empty.
- Up to two aerosol cans may be used for demonstration purposes only.

Approval requests must be sent in 60 days before move-in of the event.

The request must state how the demonstration will avoid hazards to people or nearby objects. Plexiglas or similar protection is required whenever sparking may occur. Fire extinguishers will also be required. Any chemical, substance or material deemed hazardous by O.S.H.A. requires pre-approval and must be accompanied with the appropriate M.S D S. McCormick Place Fire Safety Office will need copies of the M.S.D.S. before the materials arrive

HOT WORKS

Work Using Angle Grinders, Cutting Wheels & Open Flames Welding, flame-cutting, soldering, abrasive grinding and cutting and other work involving the use of exposed flames, or which produce sparks is strictly prohibited on all exhibition and event areas.

INSPECTION DEADLINE

- Any space only booth not occupied by **2:00 pm CT, Tuesday, September 16, 2025**, will be presumed abandoned. If there is freight in the booth and Show Management believes the Exhibitor will be arriving late, the General Contractor will set up the display to the best of their ability 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.
- **ALL EXHIBITS MUST BE COMPLETELY BUILT BY 1:00 pm CT, Wednesday, September 17, 2025. Absolutely no noise or construction will be allowed after 1:00 pm CT.** Exhibitors will be allowed to dress booths from 1:00 pm CT – 5:00 pm CT. Absolutely no shipment, equipment or material may be brought onto the show floor during show hours.
- Any Exhibitor or EAC that did not submit a booth plan and receive permission to build will not be allowed into the Expo Hall until their booth is reviewed by Abraxys or Show Management. Show Management is not responsible for labor overages or building delays that may incur as a result.

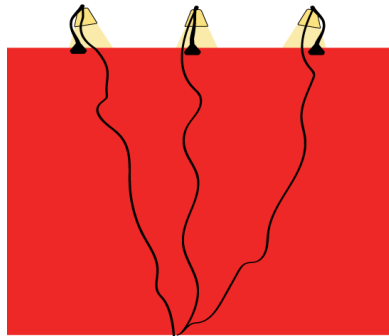
INSURANCE

All EACs and subcontracted labour must also submit compliant COI and register with McCormick Place.

LIGHTING

- All lighting within the exhibit space must be arranged and operated so as not to be distracting to adjacent Exhibitors. Any truss lighting must be over the exhibiting booth only. It cannot be over neighboring booths or aisles.
- All exposed wires (specifically those installed by the Exhibitor or EAC) must be neatly taped or tucked away.

These wires are messy and need to either be hidden inside the backwall or neatly taped down



NAMEBOARD

All booths should clearly display their stand number as part of their stand build

NO NAILS OR SCREWS

Nothing may be posted, tacked, nailed, or screwed to columns, walls, floors, or other parts of the building. Any damage or defacement caused by infractions of this rule will be remedied by Show Management at the expense of the rule-breaking Exhibitor.

OPEN SIDES

- Exhibits and walling must be positioned in such a way as not to obstruct the view of the exhibition or adjacent stands. Under no circumstances are neighboring booths to be visually blocked off from the rest of the exhibition
- two-thirds of the run of each open side must be open
- As the rule is to ensure visibility, low walling or handrails up to 3ft in height are considered 'open'
- The outside finish must be the same as inside or equivalent in quality of build

PHOTOGRAPHY & VIDEOGRAPHY

- Exhibitors can have a photographer or videographer with approval, but they are restricted to filming only inside the booth. Filming outside the booth space is not permitted.
- Tripods, lights, and elaborate setups are not allowed in public areas, including aisles, due to fire marshal regulations.
- Contact your Logistics Lead for camera crew access to the Exhibit Halls. Photographers and/or Videographers must have a crew badge.

PROHIBITED MATERIALS

The following items are fire-hazardous and prohibited in McCormick Place:

- All flammable compressed gases, such as propane and butane
- Explosives and live ammunition
- Untreated Christmas trees, cut evergreens or similar trees
- Fireplace logs and similar materials
- Charcoal
- Untreated mulch, Hay, Straw, Bamboo and Spanish moss

ROBOTS

You must get approval from your Sponsorship Logistics Lead if you plan to bring a robot into your exhibit space. An additional certificate of insurance may be required naming McCormick Place as the certificate holder.

SOUND LEVELS

Sound level of presentations should be kept within the confines of the booth area and must not interfere with neighboring exhibits. Any audio equipment (i.e., sound system, audio from a video wall, microphones), whether in the booth or as part of a display, **may not exceed a sound level of seventy-eight (78) decibels**. Show management will exercise their right to provide and maintain a fair exhibition environment for all customers and will attend to complaints.

VENUE

No parts of the halls/buildings or technical installations may be damaged, contaminated or altered in any way (e.g. by drilling holes, or by inserting screws or nails); they may not be painted or papered over, and nothing may be pasted on them. No parts of the hall or technical installations may be used to support stand structures or exhibits. Any damage or defacement caused by infractions of this rule will be remedied by Show Management at the expense of the rule-breaking exhibitor.

VEHICLE DISPLAY

- Exhibitors who intend to display a vehicle must obtain approval from their Sponsor Logistics Lead
- Any vehicle or other apparatus that has a fuel tank and is part of a display, is required to be equipped with a locking (or taped) gas cap and can contain no more than 1/8 tank of fuel.

- Once the vehicle has been positioned, it cannot be moved until move-out begins, without prior approval by the Fire & Safety Manager or Designee.
- Battery cables must be disconnected once the vehicle is positioned. The engine cannot be operated during show hours.
- Refueling must be done off property