

# SHOPTALK

## FALL

September 17-19 · McCormick Place, Chicago

### Space Only Details

#### What's Included (substitutions are not permitted):

- Space in the Exhibit Hall, size as contracted.
- Complimentary Wi-Fi will be provided in the Exhibit Halls, however, if you need a faster, more reliable connection, we strongly recommend ordering a dedicated internet connection from [McCormick Place Exhibitor Services](#).

#### What's NOT Included:

- **Pipe & Drape** – no pipe and drape back walls are provided, therefore all backwalls, sidewalls and any other exposed areas must be finished surfaces. Refer to Display Rules and Regulation.
- **AV** – orders must be placed through Freeman AV (monitors, laptops, etc.)
- **F&B** – light F&B is available to purchase through [McCormick Place](#). No outside F&B is allowed.
- **Carpet** - flooring is mandatory for all spaces. You may work with an EAC or contact Freeman to provide flooring. Refer to Display Rules and Regulation

#### Display Guidelines:

- Please refer to the [Exhibitor Display Rules and Regulations](#). The below bullet points are not exhaustive of all display guidelines. Please refer to the linked Display Rules and Regulations for a complete list.
- All F&B, signage and promotional materials must be contained within your booth space
- Finished backwalls are **compulsory** for all In-Line and Peninsula Booths. Pipe and Drape is **NOT** provided for use as a backwall 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.
- Booths 100-300 sq. ft. - 8 ft high maximum
- Sidewall Options for booth 100 to 200 sq ft include:
  - None
  - Max 4 ft height for any 10 feet length
  - The back 5 ft of the sidewall can reach up to 8ft high, while the front wall can reach a maximum of 4 ft.
- Booths 400 sq. ft. and above - 18 ft high maximum (including the top of any rigged structure or banner)
- Hanging signs & rigging is only allowed for booth 20'x20' or larger

#### Deadlines:

- Submit [Permission to Exhibit](#) by **August 1, 2025**
- ALL EAC's and subcontracted labor/vendors must Submit a COI and register with McCormick Place by **August 15, 2025**. See information [here](#).
- ALL Exhibitors must submit exhibitor insurance directly to Rainprotection by August 15, 2025. See information [here](#)

#### Helpful Links:

[Exhibitor Resources](#) | [Display Rules and Regulations](#) | [2025 Exhibitor Terms & Conditions](#) | [Insurance Requirements & Permission to Exhibit](#) | [Freeman Exhibitor Kit](#)