

SHOPTALK

March 17-20, 2024 • Mandalay Bay, Las Vegas

EXHIBITOR DISPLAY RULES & REGULATIONS

The following rules and guidelines specify what an exhibitor can and cannot do with their booth space. These rules and guidelines are based on the physical characteristics of the exhibit hall, the intent to be equally fair to all exhibitors, 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.

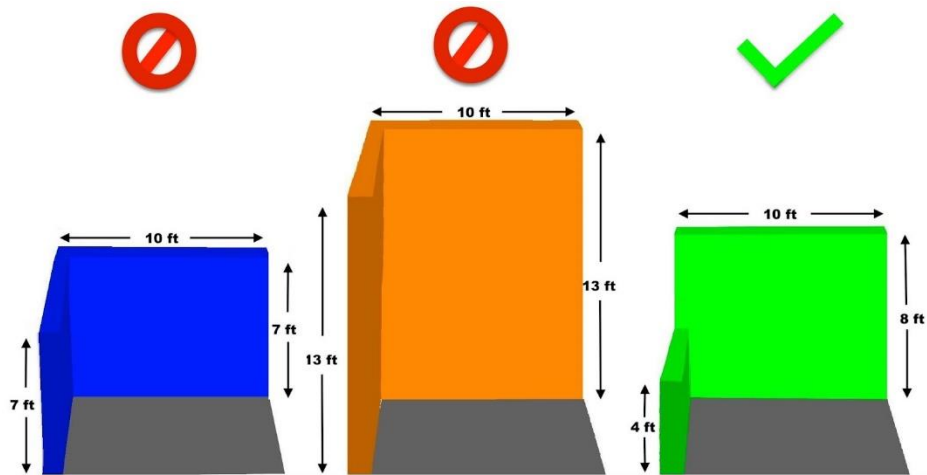
All space only booths (100 sq. ft. and larger) must submit a technical rendering/booth plans, Risk Assessment, and Method Statement to our third-party vendor, Abraxys to receive **Permission to Build**. Click [here](#) for Abraxys required documents, info and contact details.

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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.
- ***NEW:** pipe and drape will not be provided for use as a back wall or side structure.

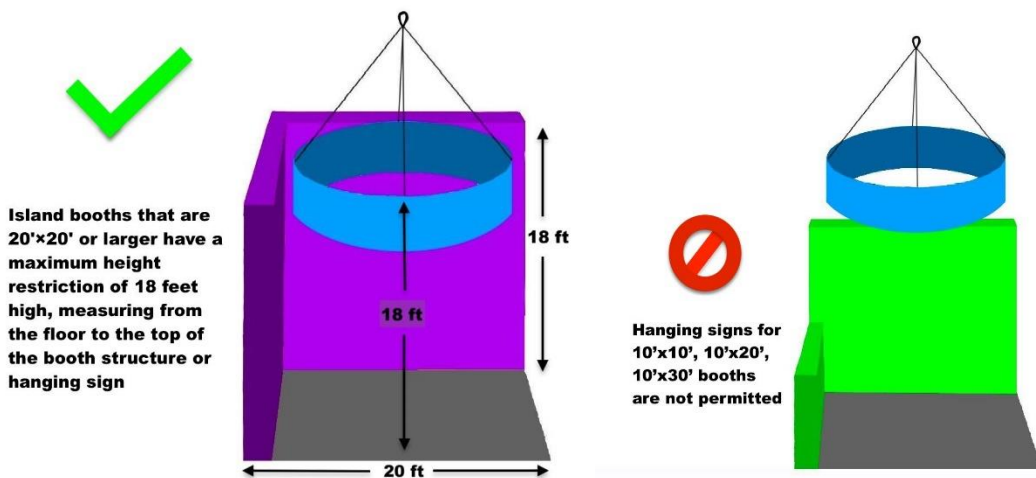


This backwall is too short, this sidewall is too tall **This backwall is too tall, this sidewall is too tall** **This backwall is just right, this sidewall is just right**

- Shoptalk utilizes the standard **IAEE Line of Sight** rule for all “space only” in-line booths, 10x10 and larger. This means that for a 10x10 booth, **the front 5 ft of the booth’s sidewall must not exceed 4 ft high**. The back 5 ft of a sidewall that connects with the back wall can go up to the full height restriction - in this case 8 ft high.

HANGING SIGNS:

- Hanging Signs are only permitted in booths 20’x20’ (400 sq. ft.) and larger.
- Hanging Signs may not exceed a height of 18 ft from top of sign to the floor.
- Freeman will be responsible for Hanging Signs under 200 lbs.
- Encore will be responsible for Hanging Signs over 200 lbs. and signs that require electrical.
- Hanging Signs must be hung 5 ft away from any shared wall.



Island booths that are 20’x20’ or larger have a maximum height restriction of 18 feet high, measuring from the floor to the top of the booth structure or hanging sign

Hanging signs for 10’x10’, 10’x20’, 10’x30’ booths are not permitted

AISLES:

- Shoptalk aisles run vertically; all inline exhibits should be oriented to face the vertical aisles unless specified otherwise by show management in an exceptional arrangement of booths.
- No sign, decorative materials, decorative lighting etc. may protrude into the aisles or encroach upon neighboring booths. No obstruction may be placed in any aisle, passageways, lobby, or exit leading to any fire extinguishing appliances.
- Demonstration areas must be confined within the exhibit space so as not to interfere with any traffic in the aisles. Aisles may not be obstructed at any time.

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. ***NEW: Pipe and drape will not be provided for back wall use or side structure.**
- After **6:00 pm PST on Sunday, March 17, 2024**, 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.

FLOOR COVERING:

- Carpet/Flooring is NOT provided for space only booths and is not required but highly encouraged. Exhibitors can rent flooring through [Freeman](#) or bring it in themselves. Flooring not ordered through Freeman must be removed before the end of move-out hours or the exhibitor will be subject to disposal charges. All flooring must meet current [Las Vegas Fire Regulations](#).
- Booth vacuuming is not included with the rental of carpeting from the official general contractor, Freeman. It must be ordered separately through [Mandalay Bay](#).

AGE RESTRICTIONS:

- All exhibitor 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 years of age, including infants are allowed at EVENING EVENTS - NO EXCEPTIONS.**

DOUBLE DECKER BOOTHS:

- Multi-level booths will only be allowed for Island Booth spaces 400 sq. ft. and larger.
- If the upper level of a multi-level booth is greater than 300 sq. ft., two remote means of egress are required and will be field verified by the fire inspector.
- ALL double decker/multi-level booths must submit an architectural drawing and engineering approval stamp to Abraxys for Permission to Build by **February 1, 2024**. Please have this readily available in your booth if your exhibit falls into either category. [Las Vegas Fire Regulations](#)

FIRE HOSE CABINETS AND FIRE EXTINGUISHERS:

- Please note that ALL Fire Hose Cabinets and Fire Extinguishers **MUST BE KEPT VISIBLE AND CLEAR WITH A 3 ft CLEARANCE**. Fire Extinguishers **MAY NOT BE REMOVED OR RELOCATED**. Fire hose cabinets and fire extinguishers are located on certain columns on the trade show floor. [Las Vegas Fire Regulations](#)

BALLOONS:

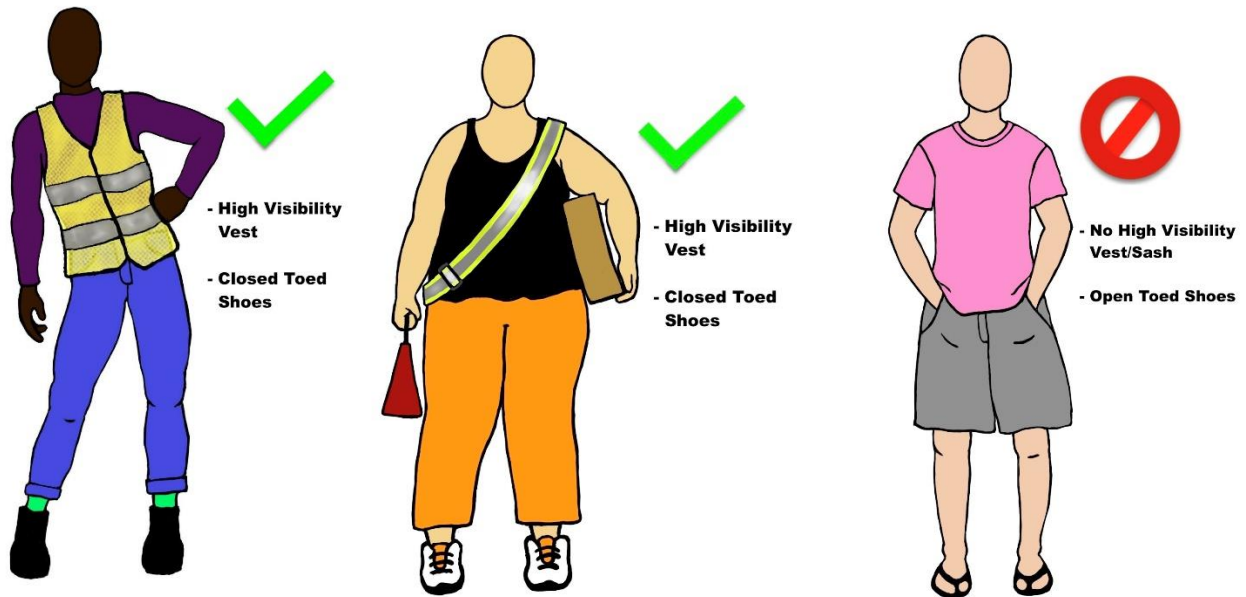
- Mylar and Helium balloons are specifically prohibited at the Mandalay Bay Convention Center.

GOOD TASTE AND THE 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.

HEALTH & 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! DO 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.

INSPECTION DEADLINE:

- Any booth not occupied by **6:00 pm PST, Sunday, March 17, 2024**, 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 SET BY 6:00 pm PST, Sunday, March 17, 2024.** Absolutely no shipment, equipment or material may be brought onto the show floor during show hours.

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.

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.

PHOTOGRAPHY/VIDEOGRAPHY:

- Exhibitors may only film inside their booth and are not allowed to film any area outside of their booth space. Due to fire marshal regulations, tripods, lights and elaborate set ups are **NOT** permitted in any public area including aisles. All camera crew personnel **MUST** be registered as a Shoptalk attendee.

RIGGING:

- Lighting rigs, structural rigging and banners are permitted only to booths 20x20 (400 sq. ft.) or larger.
- Exhibitors and their EACs are not permitted to hang their own signs and are required to arrange rigging with the official show contractors, [Freeman](#) (under 200 lbs.) and Encore through [Mandalay Bay Exhibitor Services](#) (over 200 lbs. or including electrical). All rigging onsite must be carried out by Freeman and Encore exclusively.
- Rigging of any and all material is subject to the height restrictions specific to the booth size and may not encroach on other booths or aisles. Maximum height restriction of 18 ft high, measuring from the floor to the top of the booth structure or hanging sign.

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 will be required naming Mandalay Bay, LLC 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 exhibiting environment to all customers and will attend to complaints.

VEHICLES:

- Exhibitors who intend to display a vehicle must obtain approval from their Sponsor Logistics Lead and a **vehicle display permit** from the Clark County Department of Building & Fire Prevention. Exhibitors are responsible for completing and submitting all necessary paperwork and must abide by all [Las Vegas Fire Regulations](#). Click [here](#) to download Clark County vehicle guidelines.