

Installation & Dismantle

Exhibit Installation

Refer to Target Freight Map for the specific date/time assigned to your company for installation. This map will be included in the Exhibitor Service Manual.

Installation days and hours are as follows:

- Tuesday, Sept. 27- 7:30 a.m. – 7:00 p.m.+
- Wednesday, Sept. 28 and Thursday, Sept. 29 - 7:30 a.m. – 7:00 p.m.*++
- Friday, Sept. 30 – 7:30 a.m. – 7:00 p.m.*+++*

Exhibit Dismantle

- Monday, Oct. 3 – 5:00 p.m. – Midnight+
- Tuesday, Oct. 4 – 8:00 a.m. – 5:00 p.m.
- Wednesday, Oct. 5 – 8:00 a.m. – 5:00 p.m.
- Thursday, Oct. 6 - 8:00 a.m. - 12:00 p.m.

+Must have wristband for access to exhibit hall after 5:00 p.m.

***Must have exhibitor badge to access exhibit hall after 5:00 p.m.**

++Approval to work past 5:00 p.m. must be obtained from show management prior to 3:00 p.m. that day.

****There are no in and out privileges after 7:00 p.m.**

Refer to the Labor Rates below for standard and overtime charges.

Access to Exhibit Hall

Every individual working in the exhibit hall must have an identification badge or wristband. To receive a badge or wristband, exhibitor personnel and exhibitor designated contractors (EDCs) are required to show photo identification and proof of affiliation with their employer. An exhibitor may obtain a badge in Exhibitor Registration during the hours noted in the “Expo Schedule” section of this document.

Approval for early installation will be granted on an individual basis, with the understanding that Freeman will provide the labor for all installation work performed on Monday, Sept. 26

Children are not allowed on the exhibit floor at any time during the hours for installing or dismantling of exhibits.

Care of Facility

Exhibitors may not install any permanent fixtures or deface the building, and upon conclusion of the meeting they must leave the exhibit space in the same condition that it was received.

Dismantling Exhibits

Dismantling of an exhibit prior to the close of the Expo is not permitted. Any company violating these regulations will forfeit the priority points they were to earn for the meeting and may not be invited to participate in future Academy meetings.

It will take approximately five to six hours to return all empty crates and cartons to the exhibitor’s booth. Cartons and fiber cases should be returned within four hours. Plan to return on Tuesday, Oct. 4 to complete outbound arrangements.

Union Jurisdictions

Display Labor

Freeman has an agreement with Display Labor, a Unified Labor Force Combining Carpenter and Decorator Unions, to provide labor for display installation and dismantling. Full time employees of the exhibiting companies may set their own exhibit without assistance from this local. Proof of full-time employment status may be requested by the Union Steward of any personnel working the booth. Any labor services that may be required beyond what the regular full time exhibiting company employees can provide must be provided through Display labor.

Electrical - Utilities

Freeman is the exclusive provider of electrical services.

Labor Rates

Hourly union labor rates for installing and dismantling exhibits are as follows:

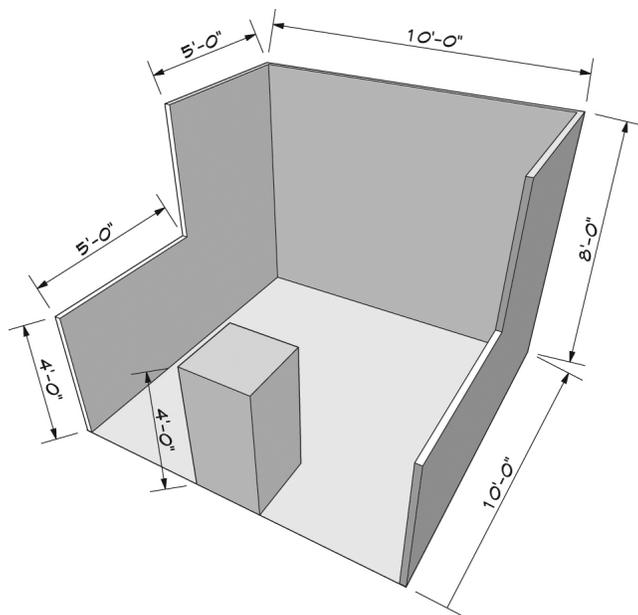
Straight Time:		
Monday - Friday	8:00 a.m. - 4:30 p.m.	\$163.75/HR
Overtime:		
Monday - Friday	4:30 a.m. - Midnight	\$245.75 /HR
Saturday	8:00 a.m. - 4:30 p.m.	
Double Time:		
Monday - Friday	Midnight - 6:00 a.m.	\$327.50/ HR
Saturday	4:30 a.m. - Midnight	
All day Sunday and recognized Holidays		

Exhibit Booth Design

- An exhibitor’s signage and booth graphics may identify only the company named on the Exhibit Space Application and the products or services they manufacture and sell.
- Exhibits must conform to the professional and scientific atmosphere of the meeting and are subject to onsite review and, where necessary, modification at the exhibitor’s expense.
- All components of the booth design, including truss and lighting are to remain within the boundaries of the exhibit space.

An exhibit must be in compliance with all local, state, and federal statutes, ordinances, rules, orders and regulations that are in force or applicable during the meeting, including, without limitation, the Americans with Disabilities Act of 1992, as amended.

Linear Booths



- (10' x 10') linear booth has a backwall drape at a uniform eight-foot (8') height and black side drape at a three-foot (3') height.
- The maximum allowable height of products and display materials is eight feet (8').
- Display materials greater than four feet (4') in height must be a minimum of five feet (5') back from the front aisle.
- *All booths must be carpeted with a standard nine-foot by ten-foot (9' x 10') covering. Exhibitors may not use smaller pieces of material to cover the floor unless it is an interlocking system that creates a single covering.*
- Booths not carpeted in this manner by 3:00 p.m. on Friday, Sept. 30, will be supplied with carpet and charged accordingly by Freeman.
- Where necessary in a linear booth, a drape will be installed, at the exhibitor’s expense, to cover exposed or unfinished parts of a display.

10' x 10' Linear Booth reprinted with express consent from IAEE Guidelines for Display Rules and Regulations

Informational Posters

Informational Poster Presenters are provided the following items:

- One eight-foot (8') wide by four-foot (4') high, Velcro receptive poster board
- One four-foot (4') draped table for handouts/materials
- One standard title sign, white with black lettering, seven by forty-four inches (7" x 44")
- One chair

Island Exhibits

An island exhibit is an open area of exhibit space with aisles on all four sides.

- Island exhibits must be designed to allow access from all four aisles.
- Ceiling covering or floor covering may not span an aisle.
- Only island exhibits may have hanging signs
- Structures may not exceed twenty-five feet (25') in height. The seating for theater, presentation and demonstration areas must be:
 - A minimum of five-feet (5') back from the aisles and monitored and controlled so that the aisles remain free from congestion. If an aisle becomes congested because of overflow attendance, a presentation will be shortened or stopped.

Exhibit displays, construction and signage must be arranged to allow for see-through visibility and must not obstruct substantially the view of, or otherwise interfere with, the displays of other exhibitors.

Conference, office, storage, or meeting room enclosures may not exceed 100 square feet in booths that are less than 1,600 square feet and must be constructed of building materials that allow see-through visibility or light penetration.

Multi-Level Exhibits

Exhibitors should have blueprints that have been stamped and approved by a licensed professional structural engineer, that include dimensions and an isometric drawing, in the booth should they be asked to present these.

Certain booths may require Fire Watches, electrical ventilation, smoke detection devices, fire extinguishers, multiple exits, etc., as required by Fire Prevention Officials.

Detailed plans of multiple-story or enclosed booths must be submitted to the Public Safety Department at McCormick Place at least two months prior to move-in. Plans must indicate if the exhibit is multiple-story and/or enclosed with a ceiling.

Booth plans must specify the maximum number of occupants and must have a structural engineer's stamp certifying the maximum occupant load capacity.

Certain booths may require Fire Watches, electrical ventilation, smoke detection devices, fire extinguishers, multiple exits, etc., as required by Fire Prevention Officials.

Floor Plans

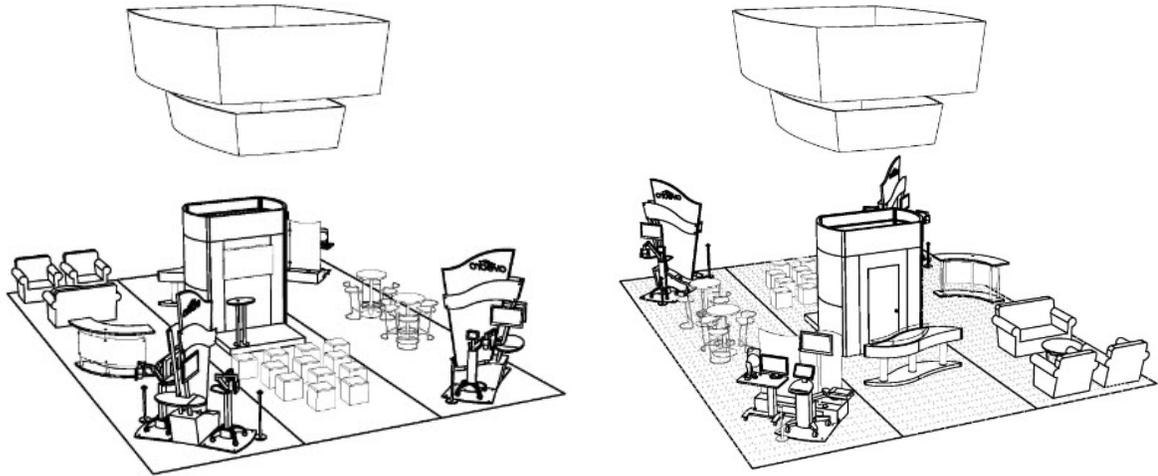
The Academy requests floor plans from every island booth exhibitor to ensure that the rules and regulations governing exhibit booth design, outlined in this section, are followed. Advance review also provides the Academy with the opportunity to resolve potential issues.

If the location of building columns, utilities or other architectural components of the facility are considerations in the construction of an exhibit, it is the responsibility of the exhibitor or their agents to physically inspect the facility to verify all dimensions and locations.

A company that is assigned island exhibit space must submit floor plans and elevation blueprints along with hanging sign and truss details to the Director of Exhibitions for approval by Friday, July 22. These may be delivered by email, lsmith@aao.org or mail to:

***La Shon Smith
Director, Exhibitions
655 Beach Street
San Francisco, CA 94109***

The following floor plans are examples that clearly identify exhibit components for the Academy's review.



Floor plans examples courtesy of Avedro and BlueHive

A floor plan of the electrical placement in the booth must accompany your electrical order to McCormick Place. Do not send the floor plan of the electrical placement in the booth to the Academy.

Exhibitors who fail to submit island floor plans and elevation blueprints by the deadline will be assessed a penalty of two (2) priority points per day after the deadline.

It is advisable to secure approval before beginning any new construction. If you are planning new construction, attach a cover note to the floor plan indicating the date by which approval is needed in order to meet construction schedules. Preliminary approval by the Director of Exhibitions must be received before the exhibit can be installed.

Do not fax floor plans.

Aerial Rigging/Hanging Signs

Overhead hanging signs and decorative materials weighing less than two hundred (200) pounds will be assembled and installed by Freeman. **Hanging signs and overhead truss, used to support hanging signs or lighting over two hundred (200) pounds must be assembled and installed by Freeman. In addition, Freeman must hang any sign that requires electrical power, despite its weight.***

****Decorative materials include canopies and other items that may need to be supported from the ceiling.***

AAO Show Management approved requests for hanging signs must be submitted to Freeman a minimum of sixty (60) days prior to the event move-in date.

Hanging Signs

- Only island exhibits may use hanging signs.
- The maximum height for hanging signs is twenty-five feet (25').
- Lighting and truss may be hung above this height but is limited to the boundaries of the exhibit space.

Hanging signs, regardless of type, are subject to the maximum size allowances stated in these policies and must conform to the standards that follow. The combined length of all signs may not exceed the following limits, whether hung horizontally or vertically. Multiple sign dimensions are totaled to determine the length of the sign.

- For a single-faced or double-faced one-piece sign, the length of the sign may not exceed fifty percent (50%) of the booth dimension on the aisle that it faces.
- For a rectangular, square, circular, or triangular sign, the length of any side of the sign may not exceed fifty percent (50%) of the booth dimension on the aisle that it faces.
- The height limit for each side of a sign is eight feet (8').
- The suspended height of a sign may not exceed twenty-five feet (25') when measured from the floor up to the top of the sign

Hanging signs must be received at the Freeman warehouse no later than **Friday, Sept. 16**. It is also cost-effective to include assembly instructions in the hanging sign shipment to the advance warehouse.

Hanging Sign Shipping labels will be included in the exhibitor service manual.

Hanging Sign Blueprints

Blueprints indicating hanging points, hanging locations and the total weight of hanging signs must be submitted to the Director of Exhibitions for approval by **Friday, July 22**.

Submit blueprints that have been drawn to scale (indicate the scale used) and include all sign dimensions, both the height and width of each sign.

All hanging signs must be preapproved. Walk-up signs will not be approved onsite. All signs are subject to onsite review and, where necessary, modified at the exhibitor's expense.

Fire Department Regulations

Some of the most important fire department requirements are summarized here. Complete fire regulations for McCormick Place will be included in the online Exhibitor Service Manual (e-kit).

- ***All material used in the construction and decoration of an exhibit must be made from noncombustible materials or treated with a flame-retardant solution or with a flame-retardant process.***
- ***Literature on display shall be limited to reasonable quantities (one day supply). Reserve supplies shall be kept in closed containers and stored in a neat and compact manner free and clear of electrical cables or junction boxes.***
- ***Storage of any kind is prohibited behind the back drapes and display wall. All crates, cartons, containers, packing materials and other supplies necessary for repacking must be removed from the exhibit floor. McCormick Place Fire and Safety staff inspects all booths to ensure compliance.***

Fire extinguishers and fire hose cabinets, located on the columns, must remain visible and accessible.

Photographing and Videotaping

An exhibitor may photograph or videotape his or her own booth before or after exhibit hall hours. Exhibitors must designate any third party providing this service as an Exhibitor Designated Contractor by the deadline. See that section of the Prospectus for details.

Security arrangements for these activities outside the show hours must be made in advance, at the exhibitor's expense.

Exhibitors understand and agree that photographs of their exhibit will be taken by the official show photographer while documenting the annual meeting. Exhibitors agree that photos of their booth, possibly containing logos and trademarks may appear without restriction, in promotional and other documents produced by the Academy.

An exhibitor may not photograph or videotape any other company's exhibit booth or presentation. This activity will result in the loss of priority points.