

## Installation & Dismantle

### Exhibit Installation

Installation days and hours are as follows:

- Tuesday, Oct. 8 (for Targeted Exhibitors) – 7:30 a.m. – 7:00 p.m.
- Wednesday, Oct. 9 and Thursday, Oct. 10 – 7:30 a.m. – 7:00 p.m.
- Friday, Oct. 11 – 7:30 a.m. – 7:00 p.m.\*++\*\*\*

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

**++Approval to work past 7:00 p.m., Friday, Oct 11 must be obtained by show management prior to 3:00 p.m. on Friday.**

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

### Exhibit Dismantle

- Tuesday, Oct. 15 – 1:00 p.m. – 10:00 p.m.
- Wednesday, Oct. 16 – 8:00 a.m. – 5:00 p.m.\*
- Thursday, Oct. 17 – 8:00 a.m. – 12:00 p.m.

**\*Exhibiting companies in the West building will need to have packing and outbound arrangements completed by 3:30 p.m. on Wednesday, Oct. 16.**

### 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 “Schedule” section in this Exhibitor Prospectus.

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, Oct. 7.

### 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.

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

### Dismantling Exhibits

**Exhibitor personnel must staff the booth until the dismantling of exhibits begins on Tuesday, Oct. 15, at 1:00 p.m.**

Dismantling of an exhibit prior to the close of the exhibition 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. Plan to return on Wednesday, Oct. 16 to complete outbound arrangements.

**Exhibiting companies in the West building must have packing and outbound arrangements completed by 3:30 p.m. on Wednesday, Oct. 16. The building must be clear by 11:59 p.m.**

## Union Jurisdictions

### Labor Services

#### Display Labor

***The installation or dismantling of exhibits which requires the use of hand tools, or takes one person more than 30 minutes, or exceed ten feet in any direction, falls within the jurisdiction of the Local 510 of the Sign Display and Crafts Union. You can handle and set out the products you manufacture; however, all background materials — display boards, backdrops, stands — anything the products are displayed upon, attached to, or made part of, and installation of floor tile and carpets must be installed by union labor.***

#### Stagehands

***All audio/video presentations in booths will require stagehand labor from Local 16, however the set up will determine the source. As long as none of the elements are suspended from the ceiling (projector, sound, screen, lighting), then it will be handled by stagehand labor to operate and they can be contracted through the AV provider. If any of the equipment is suspended from the ceiling or truss then it would be a composite of electricians and stagehands that would be contracted through Freeman.***

#### Electrical

***IBEW Electricians jurisdiction covers all electrical labor for each booth including but not limited to, cable distribution under your carpet or flooring, and throughout the booth structure. Included are connections and hardwiring of all electrical equipment, (e.g. 208 volt and higher services, panels, motor, and audiovisual equipment), installation of all lighting hung from truss or beams and distribution of all cabling throughout the booth and truss structures. All stage hand labor used in the exhibit area will be supplied through Freeman with exception of their company representative/supervisor. Unless contracted directly with the in-house AV/Internet provider, all data and coaxial cable run within the booth, overhead or on the floor will be installed by their electricians. Electrical services are provided on a time and material basis and cannot be performed by other unions, I&D houses or Exhibitors.***

***Any labor services that may be required beyond what the regular full-time exhibiting company employees can provide must be provided through Display labor.***

*Labor order forms are included in this manual.*

### Labor Rates

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

Standard Time: \$139.50 per hour

Monday – Friday 8:00 a.m. – 5:00 p.m.

Overtime: \$255.50 per hour

Monday – Friday 5:00 p.m. – 8:00 a.m.

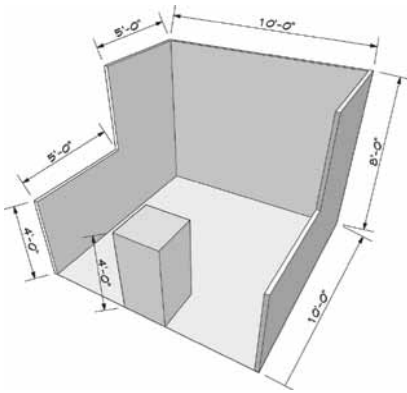
All day Saturday, Sunday and recognized holidays

## 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 reprinted with express consent from IAEE Guidelines for Display Rules and Regulations

Each ten-foot by ten-foot (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, Oct. 11, 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.

## 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

The height of certain island exhibits assigned to Moscone Center's South Hall will be affected by the overhead arches. Refer to the floor plan for arch locations and elevations. The height limit for island exhibits not affected by the arches is 25 feet. The height limitation is 25 feet in North Hall F and 22 feet in Hall E. The West Level 1 height limit is 25 feet.

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.
- 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 less than 1,600 square feet and must be constructed of building materials that allow see-through visibility or light penetration.

## Multi-Level Exhibits

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

***Send stamped blueprints to Moscone Center for review with the Fire Safety Division and by the San Francisco Fire Department, Fire Prevention Bureau at least 60 days before the show opens to allow enough time for any needed corrections. Be sure the plans show dimensions and an isometric rendering of your exhibit.***

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

## Special Approval

**Moscone Center must receive exhibit floor plans for booths with canopies, those that exceed twelve feet (12') in height and all two-story exhibits to review a minimum of 60 days before move-in. There must be a licensed structural engineer's stamp of certification on all plans.**

**Certain booths may need to have fire watches, electrical ventilation, smoke detection devices, fire extinguishers, multiple exits, or other safety measures 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 to the Director of Exhibitions for approval by **Friday, Aug. 23**. These may be delivered by email, [azammataro@aao.org](mailto:azammataro@aao.org) or mail to:

Anna Zammataro, CEM, CMP  
Director of Exhibitions  
655 Beach Street  
San Francisco, CA 94109

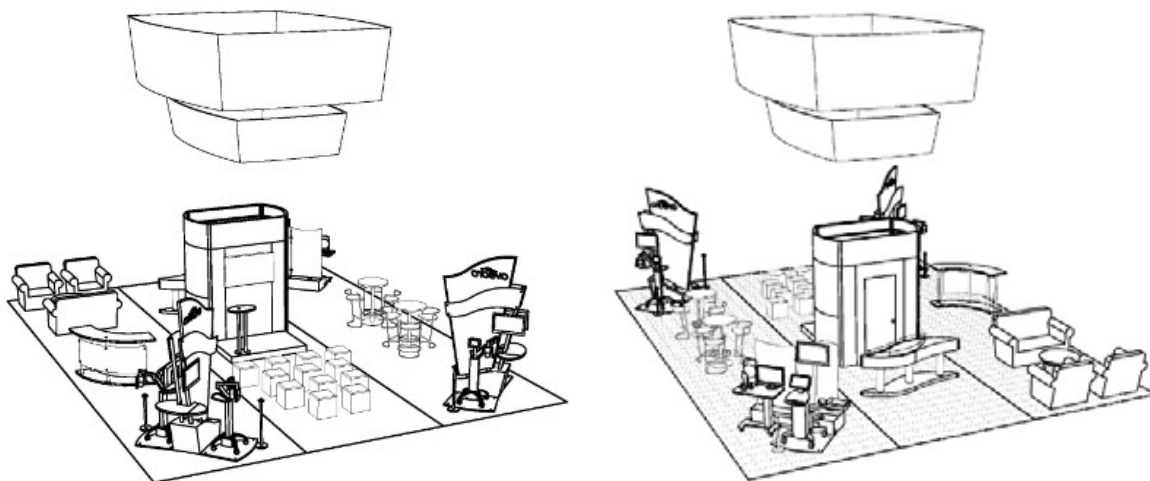
The following floor plans are excellent examples that clearly identify exhibit components for the Academy's review.

A floor plan of the electrical placement in the booth must accompany your electrical order to Moscone Center. 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



Floor plans examples courtesy of Avedro and BlueHive

## Fire Department Regulations

Some of the most important fire department requirements are summarized here. Complete fire regulations for Moscone Center will be included in the online Exhibitor Service Manual.

- 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. Moscone Center 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.**