



EXHIBITOR SERVICES MANUAL

RULES & REGULATIONS

COVERINGS EXHIBIT DISPLAY REGULATIONS

Show Management has developed these Exhibit Display Regulations in accordance with the guidelines adopted by the International Association of Exhibitions and Events. All exhibits must conform to these regulations. Exhibits not in compliance must be brought into compliance prior to the end of exhibit set-up. These regulations will ensure all exhibitors regardless of size, an equal opportunity, within reason, to present their product(s) in the most effective and safe manner possible.

In addition to the terms on the exhibit space contract your company signed, these rules are an integral part of our contract with you. If you have any questions, or need an explanation of a regulation, please contact our Customer Relations Department at +1 571-313-5801 or exhibitor@coverings.com. Please see the Freeman section of this manual for guidelines concerning union labor.

DIMENSIONS

Width of exhibit space shown on the floor plan is measured from the center line of the side rails. Depth is the overall measurement from the face of the front post to the back of the rear post.

DISPLAY REGULATIONS

The Cubic Content Rule

Coverings follows the cubic content rule, which allows exhibitors to make maximum use of their booth space. Under the cubic content rule, exhibitors may build up to the front of their booths, and up to the maximum allowable height according to booth type as described below.

Hanging Signs: Hanging signs are not allowed at Coverings 2020.

LINEAR EXHIBIT/STANDARD BOOTH

Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called “in-line” booths. Booths are ten feet (10') wide and ten feet (10') deep, i.e. 10'x10'. In-line booths have an eight-foot (8') height limit.

PERIMETER WALL EXHIBIT

Perimeter wall exhibits are linear booths that back to a wall of the exhibit facility rather than to another exhibit. They are offered in 10' widths and can be combined to create an exhibit of almost any length. Perimeter booths have a twelve-foot (12') maximum height limit.

PENINSULA EXHIBIT

A peninsula exhibit is exposed to aisles on three (3) sides and composed of a minimum of four booths. A peninsula is 20'x20' or larger. The maximum height permitted for any sign, display, product, fixture, or decoration within the exhibit is 16'. Any portion of the exhibit bordering another exhibitor's exhibit space must have the back side of that portion finished.

ISLAND EXHIBIT

An island exhibit is surrounded by aisles on all four sides. An island exhibit is 20'x20' or larger. The maximum height for any sign, display, product, fixture, or decoration within the exhibit is 16'. Since there are no adjacent exhibitors, signs and displays up to 16' in height may be located anywhere within the exhibit.



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HANGING TRUSS & LIGHTING

Hanging Truss and Lighting will be permitted at Coverings 2020, but in order to utilize it, the following steps need to be taken. **Signs cannot be suspended from the truss, only lighting can. There is no guarantee that your truss and lighting will be hung unless these steps are taken.** Refer to the related forms in the Freeman section:

Hanging Truss & Motor Labor and Equipment Form

Chain Hoist/Truss/Overhead Equipment Form

Hanging truss & lights ordered from suppliers other than Freeman will only be accepted on Thursday, April 9, 2020 by appointment only with Freeman. Specific shipping instructions will be provided upon confirmation of your request. For your convenience, Freeman rents truss and lighting. **Once your truss and lighting are installed, it will be difficult for Freeman to make adjustments.**

MANDATORY REGULATIONS FOR EXHIBITORS, PAVILIONS, MEETING SUITES IN HALL A (ALSO KNOWN AS THE GREAT HALL)

Exhibitors with displays in Hall A (aka The Great Hall) must adhere to the following rules and regulations. The area includes exhibit aisles 100-900 on the Coverings 2020 floor plan. The following rules and regulations override any other information outlined in the Exhibitor Service Manual and any other exhibitor communications from Show Management.

- All Pavilion organizers **must** provide Show Management a booth diagram no later than February 28, 2020.
- No hard wall construction is permitted in the area; booths must be built from a modular frame system that can be easily dismantled at the end of the show.
- **All exhibitors in this section of the exhibit hall will be required to dismantle and break their booths/stands completely down by Saturday, April 25th at 4:00pm** including all booth structures at the end of the event. All materials that are not packed up for return shipments must be stacked and banded to skids, so a forklift can be used to remove the skids from the exhibit hall.
- Freeman will remove the Meeting Suite displays walls at the end of the show.
- There will be no rigging or crane work in the area.
- No hanging signs overhead trusses are permitted.
- Weight limit for the area is 350 pounds per square foot of exhibit space.
- No heavy equipment or machinery can be displayed in the area.
- No plumbing utilities are available in the area.
- The only material permitted for booth flooring is carpet; no tile or other flooring can be installed.
- Taping to the existing flooring is not permitted. The area has permanent carpeting and providing carpet over the existing carpet is not required.
- No painting is permitted in the area.
- Pavilion organizers and exhibiting companies are responsible for any damage to the existing carpet or electrical ports.



LIGHTING & SOUND REGULATIONS

Lighting – Lighting can be an integral part of an exciting exhibit presence, however in the interest of fairness and safety, the following guidelines have been established:

- The use of flashing or strobe lights in an exhibit is not permitted. Garish neon lighting will also not be permitted.
- Any overhead/truss lighting must fall within the booth boundaries of the exhibitor's contracted booth space and may not extend outside these lines into airspace over the aisles or neighbors' booths.
- Directional or projected lighting must be aimed into the exhibitor's own booth space, and may not be projected into neighboring exhibit spaces, the aisles, or ceiling. Video projection equipment and screens must be located in the rear one-third of in-line (10' deep) booths; in the center area of island and peninsula booths.
- Lighting may not be shined directly at attendees; use of any potentially harmful lighting devices (lasers, UV lighting) must obtain prior approval from show management and correspond to national safety standards.

Sound – The following noise abatement policy will be enforced at Coverings:

Sound levels of all A/V presentations must not be audible more than three feet into the aisles or adjacent booths. The most important feature is that the dispersion of the speaker is entirely directed at the carpet or other non-reflecting surfaces (NOT into the aisles). After a reasonable number of warnings, demonstrations found to be objectionable due to noise or *sound pressure/vibration* level may have power disconnected at the discretion of show management.

FIRE SAFETY REGULATIONS AND DISPLAY VEHICLES

Refer to the Ernest N. Morial Convention Center Fire Marshal Regulations in the Freeman section.

SHOW READY PROGRAM

Due to the volume of crates, limited space for set-up, and to facilitate the installation and cleaning of aisle carpet, a **CLEAN FLOOR POLICY will be enforced**. To avoid any additional charges, empty all wood crates and **label them for removal no later than 10:00 a.m. on Sunday, April 19**. The remaining time is left for exhibitors to complete final touch-up on their displays and setting their product. This will facilitate the show opening on time by clearing the aisles. Exhibitors who fail to comply with these procedures are subject to a fine. **Exhibitors will be permitted to work within their exhibit space until 2:00 p.m. on April 19**. Please schedule your labor accordingly. Permission from Show Management will be required if you need to be in your booth space beyond 2:00 p.m. on April 19.

INSTALLATION EXCLUSIONS

All exhibits must be free standing. No bolts, screws, hooks, or nails shall be driven into or otherwise attached to the walls or floors of the exhibit areas. No part of the display may be attached to, or otherwise secured to, the drapery backdrop or side dividers. In addition, no decals or other adhesive materials shall be applied or affixed to the walls, pillars or floor of the exhibit areas. Exhibitor shall not post any sign of any description except within the confines of the exhibit space assigned.



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MULTI-STORY EXHIBITS OR CEILINGS

Detailed plans of multiple-story or enclosed booths must be submitted **at least two months prior to move-in**. Plans must indicate if the exhibit is multiple-story and/or enclosed with a ceiling. Ceiling clearances in the MCC vary from 26'4" to 59', with most areas having a minimum of 30' clearance. Multiple-story booths cannot be located under passenger or utility truss ways. 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. Contact Freeman for specific requirements for your exhibit.

UNFINISHED AREAS

All open or unfinished sides of the exhibit which may appear unsightly must be covered or Show Management will have them covered at exhibitor's sole expense. Any portion of the exhibit bordering another exhibitor's space must have the backside of that portion finished and not have any identification signs, lettering, or graphics that would detract from the adjoining exhibit.

PRODUCT DEMONSTRATIONS

All displays, product demonstrations, and sales activities in the exhibit hall must be kept within the confines of your contracted booth space. Selling in the aisles, hosting audiences in the aisles, booth encroachment into the aisles, distributing literature in the aisles, etc., will not be tolerated. This is not only unfair to your fellow exhibitors, but blocking aisles creates a potentially unsafe situation which could lead to the show floor being shut down by the fire marshal. Please be considerate to your fellow exhibitors – refrain from soliciting their business during show hours (when they are trying to make a sale).

NON-EXHIBITING COMPANIES/SUITCASING

There are manufacturers and distributors who will attend Coverings 2020, but not to exhibit. Some non-exhibiting suppliers may attempt to **"suitcase"** the Show, to approach buyers and exhibitors for the purpose of selling their product in the aisles. Suitcasing is the act of soliciting business in the aisles during the exhibit or in other public spaces, including another company's booth or a hotel lobby.

This practice is prohibited by Coverings and Show Management and anyone observed approaching buyers in the aisle or in an exhibitor's booth, who is not a legitimate exhibitor, should be reported to Show Management. The individuals will be asked to leave the show immediately. This will be strictly enforced with the intent of preserving the integrity of the Show and maintaining a good relationship between buyer and exhibitor. The assistance of exhibitors in watching for this type of activity and reporting it is greatly appreciated. Exhibitors are especially encouraged to note the person's name and company. In addition to this, special screening will take place by Show Management in the registration area for this type of attendee to prevent them from engaging in unauthorized selling in the Show. If you see a non-exhibitor trying to sell ("suitcase") on the exhibit floor, please pass their business card to show management as soon as possible. We will do everything we can to curtail unfair (and unacceptable) sales practices.





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AGE RESTRICTIONS

No one under the age of 18 is permitted in the exhibit hall during move-in and move-out.

SELLING (CASH & CARRY POLICY)

“Cash and Carry” sales are **not** permitted on the show floor. This regulation will be strictly enforced.

IN-BOOTH CATERING

Catering is permitted in exhibits. Orders for food and beverage must be ordered from Centerplate at the Ernest N. Morial Convention Center. The Order form is located in the Additional Services section.

SPECIAL WORK PERMITS

Exhibitors who require access to the exhibit hall outside the published hours must be issued a Special Work Permit from the Show Management Office. Please come to the Show Management Office no later than 4:00 p.m. to obtain your Special Work Permit for that evening. There are no in and out privileges. Only those inside of the hall at closing are permitted to remain in their booth. No roaming the exhibit hall is allowed. Additional security may be required at the exhibitor's expense if late work permits are required. We urge you to complete your exhibit installation/dismantling during specified hours. **No permits are issued to work on the show floor before show opening, only after show closing.**

PHOTOGRAPHY REGULATIONS

Exhibitors must authorize all photographs of their booth!

Should an exhibitor object to their display being photographed, photographs of that display will be prohibited. Show Management has appointed Official Photographers to provide commercial photographs of exhibits. No other commercial photographer will be admitted to the exhibits unless special arrangements are made with Show Management.

If you hire a photographer other than the Official Show Photographer, you must hire security to escort your Exhibitor Appointed Photographer. Please refer to the Security Guard Order Form found under Additional Services.

Anyone found taking unauthorized photographs (still or in motion) within the exhibit halls and registration areas, will be ejected from the show and have their photography equipment confiscated. If the violator of this policy is an exhibiting company, Show Management reserves the right to remove the exhibit and exhibitor from the show at the exhibiting company's expense.

It is important to understand the primary purpose of security provided by Show Management is to control access in and out of the exhibit hall and not to secure individual booths. If you feel your booth is a potential photography target, we recommend you hire a security guard for your booth – an order form is found under Additional Services.



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BALLOONS

Helium balloons may not be given out inside the convention center but may be authorized for permanent attachment for displays with prior approval of the convention center. Refer to the MCC section in this manual for more information.

PEEL-OFF LABELS, STICKERS, TAPE

The distribution of peel-off labels and decals is prohibited. Tape cannot be used to adhere signs to building walls or columns and may not be used to adhere items to any building flooring or other surfaces outside the exhibitor's booth. Removal and repair will be billed to the exhibitor. Please provide your own roofing paper, if needed, or see the Freeman section of this manual to order roofing paper.

FACILITY EQUIPMENT

Exhibitors are prohibited from using building equipment, i.e., ladders, tools, chairs, tables, stanchions, dollies, forklifts, vacuums, brooms, etc.

GRATUITIES

Ernest N. Morial Convention Center and union labor employees are not permitted to accept gratuities of any kind. If you are solicited for a tip by convention center employees or booth labor personnel, please report the incident to show management.

AMERICANS WITH DISABILITIES ACT (ADA)

Exhibitors must acknowledge their responsibilities under the Americans with Disabilities Act (ADA) to make their booth accessible to persons with disabilities. The key publications of concern to exhibitors are the ADA's *Title III Regulations* and *Guidelines for Small Businesses*. These can be viewed via www.ada.gov/smbusgd.pdf, or ordered through the US Department of Justice's ADA Information Line – +1 800-514-0301.

Exhibitors with complex displays should pay special attention to the following conditions. Platforms and steps should not be used, or alternative access must be provided in the form of ramps with a grade of not more than one inch to one foot. The maximum rise for any run is 30 inches. Ramps with a rise of more than six inches, or a run longer than six feet, should have railings on both sides. Ramps must have edge protection in the form of curbs, walls or railings, and must have level landings at the bottom and top of each ramp. Rough or unfinished edges are not permitted. Landings should be at least as wide as the ramp and should be at least five feet in length.

Exhibitors shall also indemnify and hold harmless Taffy Event Strategies, Coverings, a joint venture, Freeman and Ernest N. Morial Convention Center against cost, expense, liability or damage which may be incident to, arise out of, or be caused by Exhibitor's failure to have their booth comply with requirements under the Act.



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MUSIC LICENSING

Exhibitors using music in their booth, either live or mechanical, must provide Taffy Event Strategies with a copy of the exhibitor's Licensing Agreement with ASCAP, BMI, SESAC or other such licensing organization or must expressly warrant in writing to Taffy Event Strategies that no such license is required due to exemption under 17 U.S.C. § 110 (5) or other specified exemption. Further, should Exhibitor play music, Exhibitor agrees to indemnify

EXHIBIT CANCELLATION POLICY

and hold Taffy Event Strategies and/or the Association harmless from any action brought against Taffy Event Strategies or Coverings, a joint venture, by ASCAP, BMI, SESAC or other licensing organization for the playing of such music.

In the event that prior to Coverings 2020 Exhibitor elects not to use Booth Space, in order for Exhibitor to avoid liability for the full Minimum Payment Due, the Exhibitor must provide notice of such election (a "Termination Notice") in writing (by mail to Coverings/Taffy Event Strategies, 2300 Clarendon Blvd., Suite 305, Arlington, VA 22201 or by email sales@coverings.com). At the time of the Termination Notice the Exhibitor shall be obligated to pay Coverings liquidated damages, and not as a penalty, an amount equal to all installments of the Minimum Payment Due under the schedule below due through the date of the Termination Notice. Upon receipt of the Termination Notice, Coverings shall be released from all obligations to the Exhibitor with respect to the Booth Space.

Coverings Payment Schedule:

25% of exhibit fee is due May 7, 2019

50% of exhibit fee is due July 15, 2019

100% of exhibit fee is due November 4, 2019

EXHIBITOR INSURANCE

Coverings exhibitors are required to carry Commercial General Liability Insurance with limits of at least \$1,000,000 per occurrence, \$2,000,000 aggregate. Taffy Event Strategies, International Tile Exposition, a Joint venture d/b/a Coverings and the Ernest N. Morial Convention Center shall be named as Additional Insured. This Insurance must be in force during the lease dates of the event, April 11-26, 2020.

To purchase Exhibition and Event Insurance, Apply online at <https://www.buttine.com/eventExhibitor.html>

- Protects exhibitors who do not have Commercial General Liability Insurance or who do not want to use their own insurance
- Protects foreign exhibitors whose insurance will not pay claims brought in U.S. courts
- Cost is \$65 per exhibiting company – regardless of booth size.



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USE OF EXHIBITOR APPOINTED CONTRACTORS (EAC'S)

An **Exhibitor Appointed Contractor (EAC)** is any company, other than the designated official contractors listed in this manual that an exhibitor wishes to use and which requires access to the exhibit hall before, during or after the show. These include independent display/installation & dismantle companies or anyone who is not an employee of your company that you will have working on your equipment and products.

Also included are delivery personnel, technicians, photographers, florists, A/V companies, and anyone hired by the exhibitor who needs access to the exhibit hall. Permission to use an EAC cannot be given for utilities, catering, booth cleaning or material handling services, as these are exclusive to the convention center and/or the general contractor. **Exhibitors who plan to use EAC's must read and act on the remaining pages of this section.**

HOW TO OBTAIN AUTHORIZATION TO USE AN EAC

Exhibitor MUST make a request in writing: Exhibitors who wish to use an EAC **MUST** fill out the [Notification of Intent to Use Exhibitor Appointed Contractor](#) form. Taffy Event Strategies must receive notification no later than the deadline indicated on the form (March 20, 2020). No approvals can be granted after the deadline.

EAC's must provide a Certificate of Insurance: Copies by email to exhibitor@coverings.com will be accepted.

Every person needing access to the show floor must be covered by insurance. **(Exhibiting companies are required to insure their own personnel.)** Any person, who is not a direct employee of the exhibiting company, must provide his/her own proof of insurance before being allowed access to an exhibitor's booth on the show floor. To purchase EAC Insurance, [click here](#) for further details. Or contact Kendra Monahan at kar@buttine.com or +1.212.867.3642.

Written acceptance of show rules from the EAC: Written acceptance on the [Notification of Intent to use an Exhibitor Appointed Contractor](#) form, specifying that the EAC will abide by all show Rules and Regulations Governing EAC's including those contained herein for exhibitor designated contractors. This written acceptance must be received by Show Management by no later than March 20, 2020.

Show Management will authorize the exhibitor to use an EAC to provide services to the exhibiting firm, upon receipt of the following:

- a. Certificate of Comprehensive General Liability insurance in the amount of \$1,000,000 including coverage for Independent Contractors who have been authorized by Show Management to enter the premises of the show site as exhibitor appointed contractors hired by Exhibitor, with Single Limit Bodily Injury and Property Damage Coverage for each occurrence, Contractual Liability coverage, Products Liability coverage, and with completed operations coverage included.
- b. Comprehensive Automobile Liability coverage, including hired and non-owned auto for not less than \$500,000.
- c. Workers' Compensation, Employee and Employers' Liability coverage in full compliance with all laws covering clients' employees.
- d. Taffy Event Strategies, Coverings, a joint venture, Ernest N. Morial Convention Center, and Freeman shall be named as additional insured on all policies of insurance coverage, followed by the statement: "This coverage is primary to all other coverage of the additional, named insured with



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respect to (Exhibitor's) contract for exhibition space with Taffy Event Strategies/Coverings, and preparation and use of the show premises for exhibitions."

- e. Written notice of cancellation of any coverage must be given to Show Management, and proof of replacement coverage meeting the same conditions as expressed above before entering the premises of the show site.
- f. Any other coverage as may be required by Show Management from time to time shall be obtained on demand.

Exhibitor utilizing EAC's agrees to indemnify and hold harmless Coverings, a joint venture, Taffy Event Strategies and the Ernest N. Morial Convention Center from any and all liability, including attorney's fees, which may arise due to the third-party contractor's (EACs) presence or actions.

Exhibitors will be notified directly only if authorization is **NOT** approved. Therefore, unless the exhibitor is so informed by Show Management, and if the listed conditions are met, approval to use an EAC is implied.

RULES & REGULATIONS GOVERNING EAC'S

- The EAC will refrain from placing an undue burden on the Official Contractor by interfering in any way with the Official Contractor's work.
- The EAC will not solicit business on the show floor at any time.
- The EAC will share with the Official Contractor all reasonable costs incurred in connection with his operation, including overtime pay for stewards, security if necessary, restoration of exhibit space to its initial condition, marking of exhibit floor, etc.
- The EAC will cooperate fully with the Official Contractors and will comply with existing labor/union regulations or contracts as determined by the commitment made and obligations assumed by Show Management in any contracts with the Official Contractors.
- **ALL** EAC's and their labor must be badged through Show Management by using the form in this section of the manual. No one will be allowed on the show floor without proper identification.
- EAC's will not be permitted to store equipment in the convention center. Due to limited space and fire regulations, all equipment must be stored off the premises. If found, equipment will be removed from building.
- The EAC, under no circumstances, will be allowed to remove floor-marking tape until the close of the exposition.