General Rules and Regulations

Introduction
In submitting an Application to Exhibit, the exhibitor agrees to subscribe to all requirements, restrictions, and any other directives issued by the American Health Information Management Association (AHIMA). AHIMA reserves the right to reject any and all applications at any time for any reason or no reason at all; to reclaim any space; to have any of your representatives removed from the property for failure to conform to the Rules; to re-allot the space; and to offer requested space when available.

All rights and remedies under this agreement shall be cumulative and none shall exclude any other rights and remedies allowed by law. Exhibitors in violation of the below conditions, rules, and regulations governing the convention are subject to prompt disqualification from participation in this and future conventions. Exhibitor shall comply with all conditions, rules and regulations regarding the convention and with the requirements set forth in the Exhibitor Service Kit.

Alcohol on the Exhibit Floor
Alcohol is allowed to be served on the exhibit floor in the confines of your exhibit booth only after 2pm. Any beverages served in an exhibitors booth must be ordered through the exclusive facility catering company.

Americans with Disabilities Act
Exhibitor represents and warrants (i) that its exhibit will be accessible to the full extent required by law; (ii) that its exhibit will comply with the Americans with Disabilities Act (ADA) and with any regulations implemented by the ADA; and (iii) that it shall indemnify and hold AHIMA harmless from and against any and all claims and expenses, including attorneys’ fees and litigation expenses, that may be incurred by or asserted against AHIMA, its officers, directors, agents, or employees on the basis of the exhibitor’s breach of this paragraph or noncompliance with any of the provisions of the ADA.

Animals
Animals are not permitted on the premises of the Morial Convention Center, with the exception of guide, signal or service animals.

Balloons
Helium balloon displays are not permitted in the convention center and helium balloons may not be used as giveaways.

Cancellation of Exhibition
In the event the AHIMA Convention & Exhibit is cancelled due to disaster, terrorism, strike, government regulations, or cause preventing its scheduled opening or continuance, AHIMA and its exhibitors agree that this agreement will be terminated. Considering expenditures and commitments already made, AHIMA will determine refunds on an equitable basis. If any part of the exhibit area is damaged, or you are not permitted to occupy your assigned space, you will be charged only for space that was actually occupied. AHIMA is released from any and all claims for damages that may arise in conjunction with the above.

Crate Storage
Empty crates, boxes, and skids, shall be labeled “empty.” These items will then be removed from your booth, stored, and returned at the conclusion of the convention. “Empty” stickers will be available at the exhibitor service desk. Empty crates, boxes, and skids may not be stored behind, under, or adjacent to any part of your display that may be visible to convention attendees.

Damage to Convention Center Property
Each booth space must be left in its original condition. The exhibitor is liable for any damage caused to their exhibit space or to other exhibitors’ property. The exhibitor may not mar, tack, make holes, or apply paint, lacquer, adhesives, or other coating to building columns and floors or to standard booth equipment. If exhibitor fails or refuses to restore the booth to the above-described condition on or before the end of the exhibition period, AHIMA will restore and recover cost of so doing from the exhibitor.

Damage to Exhibitor Property
Exhibitors are responsible for damage to uncrated or improperly packed shipments, concealed damage, and loss or theft of material after delivery to booth or before material is picked up for return movement. It is expressly understood that the exhibitor will make no claim of any kind against AHIMA for any loss, damage, or destruction of goods, nor for any damage of any nature to their business by reason of the failure to provide space for any exhibitor or removal of the exhibit. If you notice any damage to crated materials please bring it to the attention of the general contractor at the service desk as soon as possible. Exhibitors are required to file a damage report with the freight foreman prior to leaving the show.
Demonstrations
Demonstration areas must be located within the exhibitor’s space and not interfere with aisle traffic. Sampling or demonstration tables must be placed a minimum of 2'-0" from the numbered aisle. Should spectators or samplers interfere with the normal traffic flow in the aisle or overflow into neighboring exhibits, Show Management will require that the presentation or sampling be stopped. At no time are demonstrations, handouts, or sales allowed in any public area including aisles, corridors, concourses, and lobbies etc. The distribution of handouts, souvenirs, promotional literature etc. must be done from inside your booth. Non-compliance to this policy maybe cause for dismissal from the building and forfeiture of priority points for future events.

Exhibitor Appointed Contractors (EAC)
Should an exhibitor wish to employ the services of a contractor other than the Official Show Contractor, the exhibitor must inform the Official Show Contractor of the name of the exhibitor appointed contractor (EAC) and the work to be performed. Additionally, the exhibitor must complete and return the necessary authorization form provided by the Official Show Contractor with the EAC’s certificate of insurance no later than 30 days prior to the show. This form is available in the Freeman section.

Exhibitor Listing
Each exhibitor shall be provided a listing by company name in the Exhibitor Directory and On-site Program. These listings are maintained by the exhibitor and will not be altered by AHIMA in any way. Exhibitors whose application to exhibit is received after the print deadline will not be listed.

Exhibit Staffing and Early Tear-Down
Exhibitor booth space must be staffed during the specified exhibit hall hours with complete display intact. Any exhibitor caught tearing down before 12:30 p.m. on Wednesday, September 30 will lose all accumulated priority points and will be charged a $300 fine. Please make your travel plans accordingly. AHIMA strongly recommends that you staff your booth with a minimum of two representatives to ensure adherence to this regulation.

Exhibitor Use of Space
Exhibitor participation will be limited to those companies whose products and services are of specific interest to those attending the convention. Any products/services that are not listed on the application to exhibit or which do not relate to the purpose of the convention may not be exhibited in the convention.

Exhibitors may not assign, sublet, share, or apportion the whole or any part of their allotted space. In addition, exhibitors may not advertise or display products or services other than those manufactured or sold in your regular business. Exhibit company descriptions in the on-site program will be limited to one company name and identity regardless of affiliations or mergers. Any product/service that is not listed on the application to exhibit or which does not relate to the purpose of the convention may not be exhibited in the convention.

Facility Rules
Exhibitors shall strictly comply with all conditions imposed by the host facility. Please visit the Morial Convention Center website (http://www.mccno.com/) for more information.

Fireworks (Pyrotechnic Displays)
The use of pyrotechnic displays, such as fireworks, is prohibited.

Food
Please be advised that all food brought into the convention center must be purchased through the convention center catering department or at a concession stand in the convention center. This includes bottled water. Also, popcorn will NOT be allowed at any time within the exhibit hall.

Giveaways and Raffles
Exhibiting companies may conduct giveaways, raffles or drawings for prizes within their booths. AHIMA may refuse, at its sole discretion, raffles, drawings or distribution of materials it considers objectionable or in conflict with opportunities provided by AHIMA (this includes any scavenger hunts, filling out game boards, etc.) All rules governing the prize must be documented and posted at the drawing site. Giving away samples or promotional items should not interfere with other exhibitors. Exhibitors must confine their activities to their own booth spaces during exhibit hall hours. All activities, outside standard booth activities must be approved in advance of the convention by Show Management in writing.

Hanging Signs
Hanging signs will be allowed ONLY in island booths (aisle on all 4 sides). The rigging order form is in the Exhibitor Service Kit with the Freeman forms.

The top of each sign must go no higher 26’ and the bottom no lower than 13’.

Housekeeping
Public areas of the convention center and exhibit hall will be cleaned on a nightly basis. The exhibitor must, at their expense, neatly maintain the contracted exhibit space. AHIMA reserves the right to order daily cleaning if the booth appearance is unsightly.
Indemnity
Exhibitor hereby agrees to indemnify, defend, and protect AHIMA, the Facility, and General Contractor, and hold and save those parties against and from, any and all claims, demands, suits, liability, damages, loss, costs, attorney fees and expenses of whatever kind or nature which might result from or arise out of Exhibitor’s use of the Facility or any action or failure to act of the Exhibitor or any of its officers, agents (including any EAC), employees, or other representatives, including but not limited to (1) any claims of damage or loss to property, or from or out of any damage, loss, harm or injury to the person of the Exhibitor or any of its officers, agents, employees or other representatives; (2) any claims or liability by or to third parties arising out of conduct or omissions which are in breach of Exhibitor’s obligations under this agreement; or (3) any claims arising out of any negligent or intentional act or omission of Exhibitor or any of its officers or agents (including any EAC) that causes or results in damage to, or destruction of, property of any party, and/or death or injury to persons.

Installation and Dismantle
Installation shall be completed in accordance with the Installation Schedule included in Section 1. All exhibits MUST BE COMPLETED prior to the opening of the exhibit hall. No construction, arranging or setting up of exhibits will be permitted during official convention hours or after the opening. Space not occupied three hours prior to the open of the Exhibit Hall reverts to AHIMA for its discretionary use.

Dismantle shall be completed in accordance with the Dismantle Schedule included in the Exhibitor Service Kit. Exhibitors will NOT be permitted to dismantle displays before the official closing time. Exhibitors agree not to disturb or begin packing exhibits or parts of their displays prior to the official closing time. Companies dismantling prior to show close will lose all of their accumulated priority points and will forfeit exhibit space for future conventions.

In the case of an emergency, as determined by show management, if an exhibitor must leave early, they may leave their display intact until the close of the exhibit hall. At that time, the exhibitor can make arrangements for the general service contractor to dismantle their booth on their behalf and expedite their return shipment; all costs to be incurred by the exhibitor.

Insurance
Exhibitors shall carry comprehensive general liability coverage, including premises, operations, and contractual liability coverage of at least $500,000 for Personal Injury Liability and of at least $500,000 for property damage liability and statutory workers’ compensation insurance in full compliance with all federal and state laws and covering all of the exhibitor's employees with coverage of at least $100,000 per injury. Every exhibitor is required to have a certificate of insurance and to name AHIMA as an additional insured. A certificate must be made available to AHIMA upon request prior to and/or on-site at the convention.

Liability
Neither AHIMA nor the Facility nor AHIMA’s General Contractor for the Convention, or such other contractor as AHIMA may designate, nor any of their officers, agents, employees or other representatives, shall be held accountable or liable for, and the same are hereby released from accountability or liability for any claim, damage, loss, harm or injury to the person or any property of the Exhibitor, or any of its officers, agents, employees or other representatives, resulting from Exhibitor’s use of the Facility or from theft, fire, water, accident or any other cause, including, but not limited to, claims arising out of any negligent or intentional act or omission of Exhibitor or any of its officers or agents (including any Exhibitor Appointed Contractor), that causes or results in (1) damage to, or destruction of, property of any party, and/or (2) death or injury to persons, and neither the AHIMA nor the Facility, nor the General Contractor, shall be obligated to obtain insurance against any such claim, damage, loss, harm, or injury. It is understood and agreed that all property of Exhibitor shall remain in the Exhibitor’s custody and control in transit to or from, or within, the Facility. It is understood between the Exhibitor and AHIMA that AHIMA provides an opportunity for Exhibitor to display his product or service to persons attending the Convention. Exhibitor understands and agrees that AHIMA cannot guarantee either attendance, sales by Exhibitors or climatic and other conditions outside or inside the Facility.

Lead Retrieval
Exhibitors may use their own lead retrieval units or rent them using the form in the Exhibitor Service Kit. The attendee bar code will include name, title, company, work mailing address, work phone number, fax and email.

Literature to be Distributed
Exhibitors may not display or distribute signs, brochures, flyers, samples, advertising devices, or similar items, nor shall they peddle, canvas, solicit or distribute handbills or flyers outside their booth spaces. Any materials deemed inappropriate by AHIMA shall not be distributed. Any materials distributed outside of your contracted booth space, without will result in a loss of priority points.

Merchandise Release Passes
Exhibitor merchandise release passes (available at the staff office) are required for removal of material from the Exhibit Hall, by or for exhibitors during the convention. A pass with an authorized signature must be presented to security when removing cartons, boxes, or exhibit equipment from the convention center. Merchandise release passes are not required for materials handled by teamsters on behalf of exhibitors.

Mergers
In the event of a merger of two or more exhibiting companies, the following rules will apply: one main contact will be designated by the purchasing company to AHIMA, for all related correspondence and questions. The exhibit booth will have one identity, both in the physical space and in the on-site program. A courtesy listing (example: ABC Company see World Alliance) will be provided if requested in writing. In the event of mergers or buyouts only, and with the approval of Show Management, an additional listing can be purchased for $2,000 for each company associated with the buyout or merger. The listing will be limited to the company description and product

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listing sections only. In the event that two or more companies merge and release one or more booth space(s), the standard cancellation policy and fees will apply. Priority Points for two or more companies that merge will not be combined. The company with the highest priority point total will prevail.

**Models**

AHIMA permits the use of models or professional demonstrators in exhibitor's booths provided they are properly clothed and dressed in good taste at all times. **We require they limit their promotional activities (for example, demonstrations and dispensing of literature or samples) to the confines of the exhibitor's contracted booth space.** Exhibitor personnel wearing costumes or banners containing firm names must wear an outer wrap any time it is necessary to leave the confines of the exhibitor’s booth. Any type of demonstration or person that is not confined to your contracted booth space may result in loss of priority points.

**Noise Levels**

Each exhibiting company will be limited to a maximum of 85 decibels for any booth activity (that is, presentations, demonstrations, formal or informal meetings). Companies with noise levels beyond 85 decibels will be given one warning. Failure to comply after warning will result in a halt of current booth activities, the loss of Priority Points and/or eligibility to exhibit in future years.

**Photography**

Exhibitors are permitted to photograph their own booth display. Any other photography, filming, or use of any such related equipment in the convention center by exhibitors, groups or individuals, other that the official convention photographer appointed by AHIMA, is strictly prohibited.

**Pre/Post Attendee List**

The pre-registered attendee list is available for purchase via the Marketing Opportunities Order Form in the Exhibitor Service Kit. The post-show list will be sent complimentary as part of your booth fee approximately two weeks after the close of the convention. Both lists include name, title, company and preferred mailing address ONLY, per AHIMA privacy policy.

**Press Kit Distribution**

Exhibitor press kits may be distributed in the exhibitor’s booth or in the AHIMA Press Room. Press Kits distributed elsewhere will be disposed of. Press Kits are only to be distributed by current AHIMA exhibitors, all others will be disposed of. Exhibitors found distributing press kits in common areas of the convention will lose points and may forfeit exhibit space for future conventions.

**Promotional Activity and Exhibitor Hosted Functions**

Demonstrations must be administered within the confines of contracted exhibit space. Special promotional activities or entertainment are no exception. Each exhibiting company will be limited to a maximum of 85 decibels for any booth activity (that is, presentations, demonstrations, formal or informal meetings). Live performance of music in the exhibit hall is not permitted. For recorded music, licensing is the sole responsibility of the exhibitor.

Only exhibiting companies may host meetings or special events at the AHIMA Convention & Exhibit (including the host facility and properties in close proximity to the host facility). No exhibitor or group of exhibitors may sponsor any event that conflicts with AHIMA's sponsored programs during the convention. Any exhibitor who violates the above guidelines is subject to penalties and may lose priority points.

**Security**

Exhibitor agrees to cooperate with any security programs adopted for the Convention center or the convention, including, without limitation, procedures and limitations established for the movement of personal property and persons into and out of the Convention center and the floor the booth space is on. Show Management specifically reserves the right to control ingress to and egress from the area at all times. AHIMA reserves the right to refuse admission to any person or persons including children, exhibitors, attendees and visitors, in the interest of welfare and safety.

AHIMA will provide general security for the Exhibit Hall and public areas of the convention center. Although guard service is furnished, neither AHIMA nor the Facility will be responsible for damage to, loss, or theft of property belonging to any exhibitor, their agents, employees, business invitees, visitors, or guests. Each exhibitor is required to carry their own insurance. Every exhibitor should have a certificate of insurance for general liability in their possession at the convention and name AHIMA as an additional insured. We strongly recommend that you do not leave any valuables (for example, laptops, flat screen monitors, and the like) unattended in your booth. If you have such valuable items in your booth, you may consider hiring independent security personnel.

**Selling on the Exhibit Floor**

Exhibitors are permitted to sell products directly to attendees from their booths on the exhibit floor. All exhibitors selling merchandise from the show floor or taking orders on either a wholesale or retail basis are responsible for obtaining the appropriate business license(s) and for paying all applicable state and local taxes.

**Smoking**

The Ernest N. Morial Convention Center is a smoke-free facility.

**Solicitation**

Only credentialed attendees, exhibitors, vendors, facility, and AHIMA staff will be admitted to the exhibit hall. No other persons will be given access to the hall, including those wishing to demonstrate products, distribute advertising material, canvass, solicit orders,
request participation in unauthorized surveys, recruit personnel, or any other activity. Any exhibitor canvassing in any part of AHIMA’s convention facilities will be removed by security.

**Space Assignment**
After the completion of on-site booth selection, an opportunity afforded to exhibitors who renew their participation to exhibit in the upcoming year, applications to exhibit are processed and space is assigned on a first-come first-served basis. If your first, second and third choice booth spaces are not available at the time of placement, AHIMA will allocate the next best available space. Upon placement you will be issued a confirmation. If the exhibit hall is sold out, you will be notified immediately by phone and placed on a waiting list.

AHIMA has the right to limit the booths assigned to exhibitors, and cannot guarantee booth assignment. All or any part of the booth designated is subject to reassignment and rearrangement by AHIMA for the purpose of consolidation of display space, expansion of the exhibit area, or for any reason. Exhibitor acknowledges that the particular booth and overall configuration of the designated booths may change from time to time prior to the convention. Any such reconfiguration may require the booth assigned to exhibitor be reassigned and rearranged by AHIMA.

**Surveys and Market Research**
Any contracted exhibitor wishing to conduct market research or surveys during this event must adhere to the following:
1) Surveys and questionnaires must be submitted for approval to the AHIMA Exhibit Manager no later than thirty (30) days prior to the Exhibition. AHIMA reserves the right to deny or request changes to the survey.
2) All surveys or questionnaires must be conducted within the confines of the exhibitor’s booth.
3) At no time may exhibit personnel (or those contracted by the exhibiting company) leave their booth to encourage participation or to survey or question attendees.
4) Market research companies must identify the names of the clients for whom they are conducting research.
5) Survey documents and any publication or results may not include the name of AHIMA or make any reference to the AHIMA Convention and Exhibit that might cause respondents or readers to believe that AHIMA is endorsing, approving, or otherwise involved with the research. An Exhibitor who violates the above guidelines is subject to penalties, may forfeit any priority points, and will forfeit exhibit space for future conventions.

**Terms of Payment**
As a precondition to participation in the convention all accounts must be current and the exhibitor must be in good standing with AHIMA. Payment for exhibit space must be paid in accordance with the payment schedule outlined on the Application to Exhibit. If payments are not made by the exhibitor as required, AHIMA may at its option terminate this application without notice, or consider said exhibitor last in priority when assigning available booth space or, if a booth space has been assigned, reassign the exhibitor to a different booth space. If AHIMA receives two (2) or more checks from exhibitor which are returned by Exhibitor’s bank for insufficient funds, AHIMA may require that all checks thereafter be bank certified or cashier’s checks. All bank service charges resulting from any bad checks shall be incurred by the exhibitor. Applications from outside the United States, no matter where they originate, will not be accepted unless accompanied by payment in US dollars and paid by certified check, cashier’s check, money order, AHIMA approved credit card or wire transfer on a US bank.

**Tips and Gratuities**
As stipulated in the Code of Conduct, Authority personnel, contractor employees and all union labor are not permitted to accept tips, loans, gifts, or any gratuity from the Customer, exhibitors, hired contractors or anyone attending an event.

**Union Labor**
Local labor union jurisdiction will apply. Please refer to the union regulations in this section for more information.

**Vehicle Displays**
Displayed vehicles must be indicated on submitted floor plans and are subject to the specific restrictions. Please contact Kelli Wondra at kelli.wondra@ahima.org if you plan on using a vehicle in your display.

**Conclusion**
AHIMA shall have the full power to interpret and/or amend rules and to make any additional rules and regulations which in its discretion shall be in the best interest of the convention. No modification, waiver or amendment to this agreement shall be binding unless such modification, waiver or amendment is in writing and signed by both parties. Submission of this instrument for examination shall not bind AHIMA in any manner, and no obligation on AHIMA shall arise until this instrument is signed and delivered by AHIMA and exhibitor.

Exhibitors must comply with all local, state, and federal laws, codes, rules, regulations and ordinances in force from time to time affecting the booth space or exhibitors’ activities therein.
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Guidelines for Display Rules and Regulations 2014 Update

The following Guidelines for Display Rules and Regulations have been established by the International Association of Exhibitions and Events™ (IAEE). Guidelines for Display Rules and Regulations are created to promote continuity and consistency among North American exhibitions and events. They are the model for most domestic exhibitions and events. It is recommended that exhibition organizers include a copy in the Exhibition Prospectus and/or Exhibitor Rules and Regulations.

This revised 2014 edition of IAEE’s Guidelines for Display Rules and Regulations is offered as a resource for exhibitions and events organizers to use in creating consistent and fair exhibiting standards for their events. These Guidelines afford exhibitors a maximum return on their exhibit investments. Compliance with fire, safety, Americans with Disabilities Act (ADA), and other state, federal or provincial government requirements has also been addressed. However, always check with a local exhibition service contractor and the facility for local regulations.

It is IAEE’s goal that the display rules and regulations, ultimately developed by each exhibitions and events organizer, shall provide exhibitors with all the information necessary to properly design and build exhibits, as well as plan their booth’s layout and content. Show organizers should present the professional standards expected of exhibitors. Finally, they should assure all exhibitors, regardless of exhibit size or location, an environment conducive to successful interaction with their audiences.

IAEE is a global association that serves as the foremost authority on exhibitions and events management and operations.

For display rules and regulations specific to an exhibition or event, consult the exhibition or event organizer.
**Linear Booth**

Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

**Dimensions**

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is generally specified.

**Use of Space**

Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc. display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. (See Line-of-Sight exception on page 8.) Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.

**Corner Booth**

A Corner Booth is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All other guidelines for Linear Booths apply.
**Perimeter Booth**

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

**Dimensions and Use of Space**

All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height is 12ft (3.66m).
**End-cap Booth**

An End-cap configuration is essentially an in-line (linear) booth placed in the position of a Peninsula or Split Island. For shows that have Line-of-Sight rules and not cubic content, this configuration must follow the dimensions below. For shows that have cubic content rules, the space may be used without restriction.

**Dimensions**

End-cap Booths are generally 10ft (3.05m) deep by 20ft (6.10m) wide. The maximum back wall height allowed is 8ft (2.44m) and the maximum back-wall width allowed is 10ft (3.05m) at the center of the back-wall with a maximum 5ft (1.52m) height on the two side aisles. Within 5' of the 2 side aisles, the maximum height for any display materials is 4'.
Peninsula Booth

A Peninsula Booth is exposed to aisles on three sides, and comprised of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as a “Split Island Booth.”

Dimensions

A Peninsula Booth is usually 20ft by 20ft (6.10m by 6.10m) or larger. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to 4ft (1.22m) high within 5ft (1.52m) of each aisle, permitting adequate line of sight for the adjoining Linear Booths. (See Line-of-Sight exception on page 8.) A typical maximum height range allowance is 16ft to 20ft (4.88m to 6.10m), including signage for the center portion of the back wall. Double-sided signs, logos and graphics shall be set back ten feet (10’) (3.05m) from adjacent booths.
**Split Island Booth**

A Split Island Booth is a Peninsula Booth which shares a common back wall with another Peninsula Booth. The entire cubic content of this booth may be used, up to the maximum allowable height, without any back wall Line-of-Sight restrictions. A typical maximum height range allowance is 16ft to 20ft (4.88m to 6.10m), including signage. The entire cubic content of the space may be used up to the maximum allowable height. Double-sided signs, logos and graphics shall be set back ten feet (10’) (3.05m) from adjacent booths.
Island Booth

An Island Booth is any size booth exposed to aisles on all four sides.

Dimensions
An Island Booth is typically 20ft by 20ft (6.10m by 6.10m) or larger, although it may be configured differently.

Use of Space
The entire cubic content of the space may be used up to the maximum allowable height, which is usually a range of 16ft to 20ft (4.88m to 6.10m), including signage.
**Extended Header Booth**

**20ft (6.10m) or Longer**

An Extended Header Booth is a Linear Booth 20ft (6.10m) or longer with a center extended header.

**Dimensions and Use of Space**

All guidelines for Linear Booths apply to Extended Header Booths, except that the center extended header has a maximum height of 8ft (2.44m), a maximum width of 20 percent of the length of the booth, and a maximum depth of 9ft (2.7m) from the back wall.

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**10' X 20' EXTENDED HEADER BOOTH**

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Other Important Considerations

Canopies and Ceilings
Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or to allow for hanging products). Canopies for Linear or Perimeter Booths should comply with Line-of-Sight requirements. (See “Use of Space” for Linear or Perimeter Booths).

The bottom of the canopy should not be lower than 7ft (2.13m) from the floor within 5ft (1.52m) of any aisle. Canopy supports should be no wider than three inches 3in (.08m). This applies to any booth configuration that has a sight line restriction, such as a Linear Booth. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings and other similar coverings. Check with the appropriate local agencies prior to determining specific exhibition rules.

Hanging Signs & Graphics
Most exhibitions and events rules allow for Hanging Signs and Graphics in all standard Peninsula and Island Booths, usually to a maximum height range of 16ft to 20ft (4.88m to 6.10m) from the top of the sign, or as determined by the show organizer. End-cap Booths do not qualify for Hanging Signs and Graphics. The distance is measured from the floor to the top of the sign. Whether suspended from above, or supported from below, they should comply with all ordinary use-of-space requirements. For example, the highest point of any sign should not exceed the maximum allowable height for the booth type.

Hanging Signs and Graphics should be set back 10ft (3.05m) from adjacent booths and be directly over contracted space only. Approval for the use of Hanging Signs and Graphics, at any height, should be received from the exhibitions or events organizer at least 60 days prior to installation. Variances may be issued at the exhibitions or events management’s discretion. Drawings should be available for inspection.

Towers
A Tower is a free-standing exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit space configuration being used.

Towers in excess of 8ft (2.44m) should have drawings available for inspection. Fire and safety regulations in many facilities strictly govern the use of Towers. A building permit or safety lines may be required.

Multi-story Exhibit
A Multi-story Exhibit is a booth where the display fixture includes two or more levels. In many cities, a Multi-story Exhibit requires prior approval by the exhibit facility, and/or relevant local government agency, as well as show management because it is deemed to be a “structure” for building purposes. The city building department generally needs to issue a building permit based on an application and drawings prepared and submitted by a licensed architect or engineer. Exhibitors should obtain local building regulations early on to ensure that all time constraints are met. Exhibitions and events organizers should be prepared to assist exhibitors in this application process.
Issues Common To All Booth Types

Americans with Disabilities Act (ADA)

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA), and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800) 514-0301, and from the ADA website at www.ada.gov. Some examples of how to design an exhibit for ADA compliance:

- Make exhibits wheelchair accessible by ramping raised exhibit flooring without extending a ramp into the aisle. Note: a standard wheelchair ramp should have a grade no steeper than 1:12. This means that for every inch of rise (change in height), there should be 12 inches of run (change in length)
- Ramp the entry or use hydraulic lifts to trailer exhibits
- Avoid double-padded plush carpet to ease mobility device navigation
- Provide the same attendee experience on both levels of a two-story exhibit
- Offer a signer or other auxiliary hearing-impaired apparatus for sound presentations or have a printed copy of the presentation available
- Run an audio presentation for people with sight problems
- Arrange touch screen displays at a height to accommodate a person sitting in a wheelchair

To avoid heavy fines by the U. S. Department of Justice, exhibitors must adhere to the ADA rules. Exhibits are not exempt from ADA compliance.

Structural Integrity

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as fork lifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures.

It is recommended that all 20ft by 20ft (6.10m by 6.10m) and over exhibits require a drawing, plans or renderings, preferably digital, to be submitted to the show organizer, and to the show's general service contractor.

Exhibitors should ensure that any display fixtures such as tables, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.

Flammable and Toxic Materials

All materials used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant. Samples should also be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flame-proofing certificate should be available for inspection. Exhibitors should be aware of local regulations regarding fire/safety and environment which must be adhered to.

Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility.

Storage

Fire regulations in most exhibit facilities prohibit storing product, literature, empty packing containers, or packing materials behind back drapes or under draped tables. In most cases, however, exhibitors may store a limited supply of literature or product appropriately within the booth area, so long as these items do not impede access to utility services, create a safety problem, or look unsightly.
Issues Common To All Booth Types (continued)

Electrical

Every exhibit facility has different electrical requirements. However, minimum guidelines are suggested:

- All 110-volt wiring should be grounded three-wire.
- Wiring that touches the floor should be “SO” cord (minimum 14-gauge/three-wire) flat cord, which is insulated to qualify for “extra hard usage.”
- Cord wiring above floor level can be “SJ” which is rated for “hard usage.”
- Using zip cords, two-wire cords, latex cords, plastic cords, lamp cords, open clip sockets, and two-wire clamp-on fixtures is not recommended and is often prohibited. Cube taps should be prohibited.
- Power strips (multi-plug connectors) should be UL approved, with built-in over-load surge protectors.

Lighting

Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:

- No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit drawings to exhibition management for approval.
- Lighting, including gobos, should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or exhibition aisles.
- Lighting that is potentially harmful, such as lasers, ultraviolet lights or flashing or strobe lights that can trigger photosensitive epilepsy should comply with facility rules and be approved in writing by exhibition management.
- Lighting that spins, rotates, pulsates, and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.
- LED lights can be very bright yet generally generate less heat.
- Currently, some convention facilities are not allowing certain types of quartz halogen lighting fixtures in exhibits due to potential fire hazards. Check with exhibition management.
- Reduced lighting for theater areas should be approved by the exhibition organizer, the utility provider, and the exhibit facility.

Demonstrations

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each exhibitor to arrange displays, product presentation, audio visual presentations, and demonstration areas to ensure compliance. Exhibitors should be aware of local regulations regarding fire/safety and environment which must be adhered to. Special caution should be taken when demonstrating machinery or equipment that has moving parts, cooking equipment with an open flame, or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of 3ft (.91m) and/or install hazard barriers as necessary to prevent accidental injury to spectators. Additionally, demonstrations should only be conducted by qualified personnel.
**Issues Common To All Booth Types (continued)**

**Sound/Music**

In general, exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Rule of thumb: Sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth. (Refer to OSHA at [www.osha.gov](http://www.osha.gov) for more information.)

Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI, and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music.

**Vehicles**

**Vehicles:** Rules vary depending on the facility, but generally it is required that vehicles on display have no more than one fourth tank of gas. The filler cap should be sealed and the batteries disconnected. External chargers are usually recommended for demonstration purposes. Keys should always be surrendered to show management while participating in an exhibition or event.
Advisory Notes To Exhibition Organizers

End-cap Booths: End-cap Booths cause more problems between exhibitors than any other type of booth, because most exhibitors fail to observe back wall height restrictions. Exhibition managers should be alert to exhibitors reserving End-cap configurations to ensure they do not violate Linear Booth Line-of-Sight regulations for neighboring exhibits.

Fire Equipment: Fire hoses, extinguishers, and audible or visual devices for fire alarms should be visible and accessible at all times.

Hanging Signs: Although these Guidelines indicate 16ft to 20ft (4.88m to 6.10m) as a maximum height range from the top of the sign, some exhibitions permit other heights, or have no height limit. Caution should be exercised so exhibitors will not compete over air space for Hanging Signs. Most show organizers limit the height of signs. Exhibitors should be advised to install “hanging points” at the time of manufacture of the sign or display. It is also advisable to have Hanging Signs labeled and cased separately so that they can be easily identified on-site as they usually must be installed before other exhibit construction can begin.

Hardwall Booths: Exhibitions that provide Hardwall Booths should specify if these structures can be used for display and attaching products.

Full Cubic Content in Linear Space: It is the responsibility of the exhibitions or events organizer to establish rules to best achieve the goals for their exhibition or event based on the nature of their exhibition and event, and industry sector it serves.

Cubic Content Definition: Using the perimeter lines of a booth as a guide, the exhibitor may install a booth up to these lines and utilize all the volume of space within these lines up to the maximum height permitted by the show rules as determined by the show organizer.

It is the choice of the exhibitions or events organizer to allow use of full Cubic Content in linear exhibit space or to observe the Line-of-Sight set-back rule. It is common at certain types of exhibitions or events to eliminate the Line-of-Sight requirement for Linear, End-cap, and Peninsula Booths that back up to Linear Booths. This permits exhibitors to utilize the full Cubic Content of the booth.

Organizers that permit use of Cubic Content in Linear Booths do so for one or all of these reasons:

- Cubic Content is more conducive to certain types of product displays or experiences.
- Cubic Content maximizes the exhibit space and investment.
- International exhibitions generally utilize Cubic Content making the show friendlier to international exhibitors.
- Cubic Content reduces the need to police exhibits to enforce setback rules.

Use of Cubic Content may create situations where the organizer must address exhibits that have unfinished walls. A determination must be made as to responsibility for finishing these unfinished walls.

It is prudent for the exhibitions or events organizer considering Cubic Content to examine the concerns, advantages and disadvantages prior to putting Cubic Content guidelines into practice. It is often wise to consult with the exhibition’s Exhibits Advisory Board or perhaps conduct a focus group of the exhibition’s or event’s exhibitors to determine their interest and gain their feedback and support for the concept. Exhibitions and events organizers must be proactive in communicating with exhibitors and understanding the effect it will have on the exhibition or event.

To learn more about Full Cubic Content, read the IAEE White Paper: Evaluating and Implementing Cubic Content into Linear Exhibit Space.
Advisory Notes To Exhibition Organizers (continued)

**Perimeter Openings:** Large Peninsulas and Islands with long high walls can create a “tunnel-like” effect. Exhibitors may be required to install a minimum 6ft (1.83m) opening every 30ft (9.14m).

**Pipe and Drape:** These are commonly used at exhibitions and events in the United States to define exhibit space. Exhibitions and events organizers often include in their rules and regulations that this equipment is not intended as a display fixture. Therefore, product and signs should not be attached or affixed. Measurements of booths must allow for size of pipe on sides and back.

**Product Height:** Some exhibitors have products that exceed display height restrictions. Exhibitions and events organizers should establish guidelines for displaying such products. For example, some exhibitions or events require that these exhibitors reserve only perimeter space. Products exceeding height restrictions for Islands and Peninsulas are usually permitted, providing they are displayed in operating mode, and the names and logos, etc. on the product are as it is sold.

**Height Variances:** Height Variances may be issued for all types of booths. However, in a Linear Booth, the back side of any structure over 8ft (2.44m) must be free of trademarks, graphics and/or logos.

**Environmental Responsibility:** Exhibitions and events, by their very nature, create waste. Properly managed, exhibitions and events can recycle excess materials and supplies in useful and meaningful ways, and they can do so using methods that result in minimized impact on the environment. Exhibits should utilize recycled, renewable and energy efficient materials whenever possible.
LABOR JURISDICTIONS / NEW ORLEANS

To assist you in planning for your participation in your New Orleans show, we are certain you will appreciate knowing in advance that union labor may be required for certain aspects of your exhibit handling. To help you understand the jurisdiction the various unions have, we ask you to read the following:

LABOR SOURCE

We currently have a labor agreement with The Louisiana Carpenters Regional Council to provide labor for display installation and dismantling. Full time employees of the exhibiting companies, however, may set their own exhibits without assistance from the local. Any labor services that may be required beyond what your regular full time employees can provide, must be rendered by the local. Labor can be ordered in advance by returning the Display Labor order form, or on show site, at the Freeman Service Desk.

MATERIAL HANDLING

Exhibitors may hand-carry their own materials into the exhibit facility. The use or rental of dollies, flat trucks and other mechanical equipment; however, is not permitted. Freeman will control access to the loading docks in order to provide for a safe and orderly move in/out.

TIPPING

Freeman requests that exhibitors do not tip our employees. They are paid at an excellent wage scale denoting a professional status, and we feel that tipping is not necessary. This applies to all Freeman employees. Any request for such should be brought to the attention of a representative at the Freeman Service Desk or correspondence may be directed to the attention of the General Manager at the local office address.

SAFETY

Standing on chairs, tables or other rental furniture is prohibited. This furniture is not engineered to support your standing weight. Freeman can not be responsible for injuries or falls caused by the improper use of this furniture. If assistance is required in assembling your booth, please order labor on the Display Labor order form and the necessary ladders and tools will be provided.
DEPARTMENT OF FIRE
City of New Orleans
Fire Prevention Division
Minimum Requirements
For
Single level covered exhibits or Multi-level exhibits

1. Plans shall indicate if exhibit is multi-level or is covered with a ceiling.

2. No multi-level exhibit or exhibit covered with a ceiling shall be greater than 5,000 square feet unless it’s protected by an automatic sprinkler system as per NFPA 101.

3. No multi-level exhibit shall be greater than two levels.

4. All multi-level exhibits must have a UL approved battery powered smoke detector within the exhibit area on each level per 500 square feet that emits alarms audible outside the enclosed or covered area.

5. All multi-level exhibits with closed sides must have electrical powered ventilation for 1st and 2nd level producing a minimum of 1200 cfms.

6. All multi-level exhibits shall have 4A:10BC fire extinguishers as per NFPA 10 guidelines.

7. All single level covered exhibits or multi-level exhibits which are not protected by an automatic sprinkler system shall, in addition to the previous stated requirements, also provide a NOFD Firewatch when the exhibits are greater than 600 square feet. (The number of firewatch personnel shall be determined by the New Orleans Fire Department for each show.)

In addition to the requirements enumerated above, all exhibits must adhere to NFPA 101 Section 8-7.5.3 and all other applicable codes and standards relative to exhibits.