

Orlando, FL

Conference: Nov. 15 – 18, 2021
Trade Show: Nov. 16 – 19, 2021

www.IAAPA.org/IAAPAE expo



The Global Attractions Industry's Premier Event

BOOTH DESIGN & DISPLAY GUIDELINES

In this section:

- [Aisle Carpet/Cross-Aisles](#)
- [Balloons & Lighter-Than-Air](#)
- [Blowers for Inflatables](#)
- [Booth Layout/Design Submission](#)
- [Display Height Limits](#)
- [Canopies & Ceilings](#)
- [Carpet/Floor Covering](#)
- [Damage to Building](#)
- [Emissions or Waste](#)
- [Fire Watch](#)
- [Fireworks, Pyrotechnics, Lasers](#)
- [Hanging Banners/Signs](#)
- [Health and Safety](#)
- [Inflatables](#)
- [Multi-Level or Covered Exhibits](#)
- [Outdoor Exhibit Booths](#)
- [Variance Request](#)

DISPLAY HEIGHT LIMITS

The type of booth you have contracted for will determine the allowable height for your exhibit.

Please see [Booth Display Diagrams](#) for illustrations and additional details.

Standard 10 Foot Deep Booth (linear or inline)

Definition: One or more 10'x10' (3.05m by 3.05m) units in a straight line

Height: **Front 5'** (1.52m) of booth cannot exceed **4'** (1.22m) in height (exhibit fixtures, components and identification signs)

Back 5' (1.52m) of booth cannot exceed **8'** (2.44m) in height (exhibit fixtures, components and identification signs)

Intent: Each exhibitor is entitled to a reasonable sight-line from the aisle. Exhibit spaces of 30 linear feet (9.14m) or more may use floor space 10' (3.05m) from adjacent booths for 8' (2.44m) high displays. Limiting the display fixture's height and location is to accommodate the sight-lines of neighboring exhibitors.

Perimeter Wall Booth

Definition: One or more 10'x10' (3.05m by 3.05m) units in a straight line located on the perimeter walls.

Height: **Front 5'** (1.52m) of booth cannot exceed **4'** (1.22m) in height (exhibit fixtures, components and identification signs)

Back 5' (1.52m) of booth cannot exceed **12'** (3.66m) in height (exhibit fixtures, components and identification signs)

Intent: Because the outer perimeter booths do not back up against another exhibitor's booth, display back walls and materials will not interfere with or distract from any other exhibitor booth.

Peninsula Booth

Definition: Open on three sides and sharing a common wall with 2 other linear booths on the fourth side.

Height: Exhibit fixtures, components, and attached identification signs are permitted to a maximum height of **20'** (6.10m) except along the perimeter of the common wall. **Exhibit must create a set-back 5' (1.52m) from each aisle**, with display items up to 4' (1.22m) high. This set back must also extend 5' (1.52m) from the common wall into the

booth space. Double-sided signs, logos, and graphics higher than 8' (2.43m) must be set back 10' (3.05m) from adjacent booths.

Intent: Allows for an adequate sight line for adjoining linear booths.

Split Island Booth

Definition: Is a Peninsula Booth that shares a common back-wall with another Peninsula Booth.

Height: The entire cubic content may be used, up to a maximum height of **20'** (6.10m). Double-sided signs, logos, and graphics higher than 8' (2.43m) must be set back 10' (3.05m) from adjacent booths.

Island Booth

Definition: Four or more 10'x10' (3.05m by 3.05m) units, with a minimum side dimension of **20'** (6.10m), one or more display levels, and aisles on all four sides.

Height: Exhibit fixtures and components are permitted to a maximum height of **20'** (6.10m)

In all cases where display heights are permitted above the provided show booth drape, it is the Exhibitor's responsibility to make sure that all walls are finished, neutral and devoid of copy (including exhibitor graphics).

IAAPA reserves the right in its sole judgment to prohibit or close any demonstration or activity by any exhibitor that results in obstruction of booth line-of-sight and/or access to a nearby exhibitor's booth by either attendee/buyers or exhibitors.

BOOTH LAYOUT/DESIGN SUBMISSION REQUIREMENTS

All exhibitors must complete the Booth Layout Form. If your booth is 20'x20' (6.10m by 6.10m) and larger, displaying Inflatables, and/or you are requesting a variance to the display guidelines, you must *ALSO* submit a drawing of the proposed booth layout to IAAPA for approval. Drawings must include a top, front, and side view of the exhibit and indicate all dimensions. Any exhibitor attempting to build a booth greater than 20'x20' without IAAPA approval will not be permitted to set-up or **will be forced to close** their space until the design has been approved. In addition, late design drawing submissions are subject to a fine and/or loss of seniority as outlined [here](#).

Please provide IAAPA 10 working days to review/approve your booth layout. Confirmation will be sent to the email provided on the form with approval or notating any corrections required. Please contact exhibitors@IAAPA.org with any questions or if you do not receive a confirmation of approval.

VARIANCE REQUESTS

Exhibitors may request a height variance for their product by submitting a complete rendering of the proposed exhibit and display components through the online [Booth Layout form](#). Variances are reviewed and approved for product that extends beyond the height limit **from the floor**, as long as neighboring site lines aren't blocked. Product height variances are based on the height of the product placed on the ground. Variances are not approved for products elevated with tables or truss, etc.

Exhibitors that have contracted for Peninsula booths that require a full back wall may also request a variance by emailing exhibitors@IAAPA.org. IAAPA will contact the neighbor booths on the exhibitor's behalf to request permission. It is up to the neighbor exhibitors to approve variances that affect the line of site into their booth space.

IAAPA will arrange and pay for 8' (2.44m) high back drape along the side(s) that neighboring Variance approval has been provided to Peninsula booths, if the exhibitor submits the variance request by **Sept. 17**. If a Variance is requested and approved after that date for this type, it will be the exhibitor's expense and responsibility to arrange the 8' (2.44m) high back drape.

A company MUST allow at least ten working days for review and approval.

Submission of a variance request does not guarantee that a variance will be approved. Requests will be reviewed on a case-by-case basis. Variances given for previous shows do not imply approval for IAAPA Expo 2021. It is the exhibitors' responsibility to verify whether a display meets all IAAPA rules and regulations. Decisions made by IAAPA Show Management are final.

HANGING BANNERS/SIGNS

Exhibitors in Linear/Perimeter Booths are not authorized to have hanging banners / signs / equipment.

Exhibitors in an Island, Peninsula or Split Island booth, 400 square feet and larger, can hang a banner/sign over their booth with the following rules:

- All signage must be contained within the contracted booth space.
- Double-sided hanging signage must be set back at least 10' (3.05m) from adjacent booths.
- Rigging (installation) of signs will be completed by the Orange County Convention Center. See the aerial [Rigging order form](#).
- A drawing or blueprint of the proposed banner/sign must be sent with the aerial [Rigging form](#).
- Hanging banner/signs may extend to a maximum height of 25' (7.62m), from the floor to the top of the banner.
- Hanging signs/banners should be sent to the Freeman Warehouse by November 4. Please use the labels on page 3 [here](#).

Signs that are supported from below (not hanging) must comply with all ordinary use-of-space requirements (the highest point of any supported sign should not exceed the maximum allowable height for the booth type: Peninsula, Split Island, and Island Booths 20' (6.10m).

CANOPIES AND CEILINGS

Canopies for Linear or Perimeter Booths should comply with line of sight requirements. The bottom of the canopy should not be lower than 7' (2.13m) from the floor within 5' (1.52m) of any aisle. Canopy supports should be no wider than 3 inches (.08m).

MULTI-LEVEL AND COVERED EXHIBITS

The design for multi-level exhibits, no matter the size, or covered exhibit booths, including theaters, must include: flame-retardant materials, a smoke detector, and a hand-held fire extinguisher.

ALL multi-level exhibits and covered booths with over 300 sq ft (total space) covered require Fire Watch. See the [Multi-Level and Covered Booth Conditions](#) for additional requirements and the application. The application must be completed and sent to the [OCCC](#) with support materials by **Friday, October 15.**

FIRE WATCH

Orange County Fire Rescue Services Department requires Fire Watch personnel for ALL multi-level exhibits and those having 300 total square feet or more of covered area. The following guidelines apply:

- Those exhibits requiring Fire Watch will be determined by the Orange County Convention Center Fire Marshal from the Orange County Fire Rescue Services Department.
- Exhibitors who require Fire Watch will be notified on-site (there is no way of determining all those exhibitors who require this service in advance).
- Fire Watch personnel must be on duty in the area of your booth during all show hours.

- Fire Watch expenses will be paid by IAAPA if an exhibitor submits the [Multi-Level and Covered Booth](#) Application to the [OCCC](#) by **Friday, October 15**.
- IAAPA will bill exhibitors that do not submit the above application by October 1, for Fire Watch after the show, if it is required for their booth.

PRODUCT PRODUCING WASTE/FUMES

Exhibitors whose product produces fumes, gases or waste such as fog, confetti or bubbles, (but not limited to these examples,) must keep these emissions and products contained *within their booth!* This means that all emissions need to be vented, trapped or collected so as not to impact on any neighboring booths. Non-compliance will lead to your product being turned off and/or having your booth closed. IAAPA reserves the right in its sole judgment to prohibit or close any display or activity because of noise, odors, or other disturbing features, or which may be offensive to other exhibitors or attendees.

INFLATABLES

All indoor exhibitors, including **inflatable**s, may only utilize 75% of contracted space leaving 25% of the footprint of their booth space free and clear and most of this open space should be open on the side of the closest or adjoining exhibitors. Due to the size and number of inflatable companies, exhibitors in this market should expect to be placed in similar positions or near competition on the show floor. Exhibitors displaying inflatables or inflatable products that require a blower must be within the Inflatable Pavilion or in the outside exhibit space. Non-compliance will lead to your product being turned off and/or having your booth closed. **All exhibitors displaying inflatable products MUST provide a diagram of their booth space, no later than Friday, September 17.** See the [Booth Layout Form](#) for instructions.

BLOWERS FOR INFLATABLE PRODUCTS

All blowers (inside and outside) must be turned off nightly after the daily trade show hours, including move-in, show hours, and move-out. If it is left on, it will be shut off after show floor hours by IAAPA safety inspectors immediately, without notice. IAAPA will not be responsible for any damage that may occur.

- Exhibitors displaying a non-inflatable product but using a blower must use no more than $\frac{3}{4}$ horse power and include a noise cancelling device if displayed outside the Inflatable Pavilion, inside the show floor. Inflatables or inflatable products that require a blower must be within the Inflatable Pavilion or in the outside exhibit space. Non-compliance will lead to your product being turned off and/or having your booth closed.
- All blowers used at any time must be clearly labeled as UL or ETL approved or carry a comparable acceptable designation. All blowers must have a built in thermal overload protection. (IAAPA will have final decision rights on acceptance of comparable designations).
- All blowers are to be checked periodically throughout the day by the exhibitor.
- As per most manufacturer handbooks, blowers need to be plugged in to a GFCI outlet. GFCI outlets can be rented on the [Electrical order form](#).
- IAAPA's trade show safety inspectors will be inspecting blowers daily to make sure there is adequate ventilation area around the blowers. All blowers must be kept free and clear of displays, boxes and anything that could restrict or impede the flow of air to the blower. No flammable material is to be under or next to a blower.
- Any box or device used to dampen the sound of the blower must have been designed and manufactured for this purpose and have adequate space and ventilation for the blower and must be free of anything else inside the case. No extension cords can be stored in the box. IAAPA safety inspectors have the right to reject any of these boxes or devices.

If you wish to request a variance to operate your blower(s) all night, please contact Show Management by **Friday, September 18** at exhibitors@IAAPA.org.

CARPET/FLOOR COVERING

All indoor exhibits must have carpet or some form of floor covering over their booth space with no exposed flooring. See the [Carpet order form](#) to arrange booth carpet.

AISLE CARPET AND CROSS-AISLE CARPET

For an exhibiting company to cover an aisle with their own choice of carpet, or to cross over the aisle with a sign, archway or any other structure, the exhibitor must occupy three adjacent islands that together total more than 3,000 net sq. ft. Additionally, only the aisles that are between the islands, and that border the side of each island and have the greatest dimension may be crossed. Please contact exhibitors@IAAPA.org.

DAMAGE TO BUILDING

No nails, bolts, tack, screws, or holes shall be drilled, cored, or punched into any surface of the Orange County Convention Center including walls, columns, or flooring (inside and out).

Drilling/staking into the outside parking lot is not permitted under any circumstance.

BALLOONS AND LIGHTER-THAN-AIR PRODUCTS

Any exhibitor intending to utilize balloons or other lighter than air objects, is required to obtain approval from the Orange County Convention Center. Helium balloons may not be used as giveaways. A Retrieval Fee will be charged for any escaped lighter-than-air objects. Please see the [Balloons & Lighter-than-Air Objects Agreement](#).

FIREWORKS, PYROTECHNICS AND LASERS

All exhibitors displaying or demonstrating fireworks, pyrotechnics, lasers or other special effects, must submit the [Gas/Cooking/Open Flame/Heat Producing Device](#) form by October 14. Please refer to page 4 for the guidelines. A permit may be required by the Orange County Fire Rescue. Please contact the [OCCC](#) with any questions.

OUTDOOR EXHIBIT BOOTHS

Outdoor exhibit booths have different requirements from booths located inside the building. Outdoor booths...

- Are not required to provide carpeting/floor covering over the booth space.
- Are not required to submit a booth design unless your booth is an inflatable. Select that your booth is under "20'x20' in size" in the online [Booth Layout Submission](#).
- Can have product over more than 75% of the contract booth space, but booth staff and all display components must be within the contracted booth space. Exhibitors that cannot fit all their product within their space will receive a [Violation](#) on-site (fine and loss of seniority) as well will be required to pay for the additional exhibit space (should that be an option) or be required to remove the display component(s).
- If you plan to include a tent covering partial or all the booth greater than 900 sqf you must apply for a permit. Contact exhibitors@IAAPA.org by Oct. 1.
- Are not permitted to attach or stake into the surface of the parking lot under any circumstances.
- Have limited access to [water and drain](#) service. Any drainage cannot impact other booths.

HEALTH AND SAFETY NOTES

Make sure you design your booth layout to provide adequate physical distancing for staff and attendees visiting your booths. Follow density guidelines of 7.1 sqm circle per person. Consider the [health and safety products](#) available from Freeman such as safety dividers and signage, to provide protection for your staff and customers. Provide electronic promotional material when possible. Use [lead retrieval](#) instead of collecting business card. IAAPA has a “no contact” policy to prevent the spread of germs, so please no handshaking, hugging, or touching others. See all the show Health and Safety Guidelines [here](#).

Questions about the booth design/display guidelines should be directed to:
exhibitors@IAAPA.org