



## KEY SHOW RULES & VIOLATION PENALTIES

### HANDOUTS, CATALOGUES, SOUVENIRS – AISLE ACTIVITY PROHIBITED:

Exhibitor literature and printed materials including trade publications may only be distributed from within an exhibitors' booth space and may not appear in any other public space in the venue or IAAPA hotels. Certain sponsorship opportunities are exempt from this rule.

Demonstrations, sales activities and giveaways must take place within the exhibitors' booth space.

Distribution of materials and sales efforts may not take place in the aisles or in any other location outside of the contracted booth space. Street teams, mobile marketing, flash mobs, etc that take place outside of the contracted booth space are strictly prohibited. **This policy is strictly enforced!** *Companies found breaking these rules may have their booth at IAAPA Expo Europe shut down, may forfeit accumulated priority points and could be suspended from future exhibiting.*

### ROBOTS, ENTERTAINERS, COSTUMED CHARACTERS & WHEELED VEHICLES

Demonstration of any robot, entertainer, costumed character or mechanized product must take place within an exhibitor's contracted booth space. **Demonstration of any kind will not be permitted in the aisles or any other public area within Fira de Barcelona during IAAPA Expo Europe.** *Violation of this rule will result in immediate removal of the robot, entertainer, character or vehicle from the facility for the duration of the Show.*

Demonstration of amusement park products such as strollers, carts, buggies or any other product or device on wheels must also remain in the contracted booth space. **Operation of any device on wheels in the aisles or in any other public space within Fira de Barcelona is strictly prohibited** (except for approved wheel chairs for the disabled and certain approved show sponsors.) Any wheeled device operating outside the booth space will be removed from the trade show floor for the duration of the Show.

### SOUND LEVELS:

Exhibitors must keep sound levels in their booth space to a reasonable level during the Show. IAAPA reserves the right to determine when excessive sound, music or other display activities interfere with other exhibitors' ability to conduct business. Sustained noise should be no higher than 75 decibels (db) with intermittent peaks up to 95 db. Failure to maintain a reasonable decibel level (below 75 db) may result in IAAPA Show Management setting an appropriate level for a specific exhibitor. Decibel levels will be monitored on the trade show floor during all show days. Offenders will be required to reduce sound levels immediately or risk further penalties.

### SELLING RULES AT IAAPA:

Selling within your exhibit space in exchange for cash or credit card when the purchaser 'carries away' merchandise is strictly prohibited. Exhibitor signage offering in-booth sales of display merchandise, for take away, is also prohibited.

**Exhibitors may only take orders for future delivery.**

### SUB-LETTING, RESALE OR SUB-CONTRACTING OF EXHIBIT SPACE:

The sub-letting or sub-contracting of exhibition space to another member or non-member company is strictly prohibited.

Staff from non-affiliated/non-exhibiting companies present in a booth for 'selling' is strictly prohibited.

Resale of reserved or contracted exhibit space is prohibited and will result in the loss of accumulated priority points and other penalties. **Exhibitors are prohibited from engaging in any exhibit activity in any space other than that which has been contracted.**

### **BOOTH STAFFING:**

Booths must remain intact and staffed for the duration of the open hours of the event. Any booth found unattended for 15 minutes or longer will face penalties.

No form of booth pack up/close down is permitted until after the show closes on 30<sup>th</sup> September at 1600 hours.

All personnel working in a booth must be employees of the exhibiting company.

### **PRODUCT LEGALITIES:**

Exhibitors with products, the sale of which may be illegal in certain jurisdictions must display a sign in their booth space to that effect. Manufacturers and other exhibitors of equipment that may be considered to be gaming equipment, devices or other products are responsible for determining that they can legally exhibit such items in Spain.

### **VIOLATIONS & PENALTIES**

In its sole discretion, IAAPA will be assessing penalties for rules and regulations violations on the show floor during IAAPA Expo Europe. IAAPA will give exhibitors two warnings (when applicable) and then apply an appropriate penalty. Both the Manufacturers and Suppliers Committee and the Space Allocation Committee have determined penalties in advance which could range from mild (cessation of product demonstration) to severe (loss of exhibitor priority, seniority points and a monetary fine).

Violations may be added or amended at any time as is seen necessary by committee members. Penalties include but are not limited to: loss of one to ten years of exhibit seniority, booth closure, exhibitor suspension, monetary penalty or a combination of the penalties listed. Please ensure that you read the Exhibitor Services Guide carefully and contact [OperationsEMEA@IAAPA.org](mailto:OperationsEMEA@IAAPA.org) should you have any questions concerning the show rules and/or this policy.

The following is a list of booth and safety violations and the suggested penalty that may be enforced. All fees are in euros. Repeat violations from previous years will receive double the penalty and loss of seniority points.



## Booth Violations

Violation	Loss of Exhibit Seniority	Penalty in €
Late set-up	1 year	€ 250.00
Aisle Infringement	1 year	€ 250.00
Late submission of required documents - stand construction declaration, stand plans, etc.	1 year	€ 250.00
Setback/visual line of sight infringement	1 year	€ 250.00
Height violation	1 year	€ 250.00
Double-sided signage infraction	1 year	€ 250.00
Display unfinished or unsightly	1 year	€ 250.00
Awning/overhang beyond booth boundaries	1 year	€ 250.00
Customers in aisle due to booth design	1 year	€ 250.00
Selling on the trade show floor	1 year	€ 250.00
Product waste or emissions in aisle	1 year	€ 250.00
Booth photography without permission	1 year	€ 250.00
Underage's (less than 18) children in the booth during Move-In/Move-Out	2 Years	€ 250.00
Product and/or literature displayed and/or distributed outside of booth (includes fog, lasers, confetti, etc.)	2 Years	€ 250.00
Costume characters outside of booth (unless in transit to enter/exit)	2 Years	€ 250.00
Subletting booth space	2 Years	€ 250.00
Use of flammable display materials	2 Years	€ 250.00
Hospitality suites or events held off show floor during Open Show Hours	3 years	€ 500.00
Noise Violations	3 years	€ 500.00
Early tear-down/dismantle/no show	3 years	€ 500.00
Violation of Standards applicable to Amusement rides / Devices	10 Years	€ 1,000.00
Static ride placed into operation without approval	10 Years	€ 1,000.00
Mechanical devices and structures in the exhibit area are not properly assembled	10 Years	€ 1,000.00
Other rules & regulations violations	10 Years	€ 1,000.00
<b>Additional/Other possible penalties</b> 1) Booth could be closed and/or removed from the show floor until infraction is corrected 2) Booth could be permanently closed and all monies forfeited 3) Exhibitor could face a one-year suspension from a future IAAPA trade show		