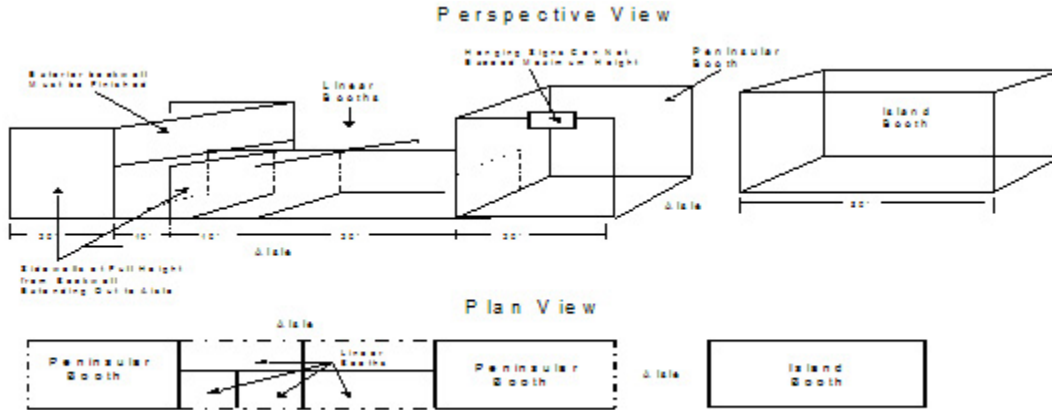


**HEIGHT LIMITATIONS:**

JCK Las Vegas 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 the booth type as indicated below.



**NEW MAXIMUM BOOTH HEIGHT LIMITATIONS FOR ALL AND NEW EXHIBITORS:**

(Check ceiling heights! Maximum Height does not necessarily mean booth height for a particular area.)

Reminder, suspended signs or banners are not permitted. Show Management does not allow anything to be hung from the ceiling.

**1) If you are a New Exhibitor in 2017 or have a new booth location 400 square feet and larger:**

	Ceiling Height	Linear Booth Height	Peninsula & Island Booths Under 400 sq.ft (surrounded by 3 or 4 aisles)	Peninsula & Island Booths 400 sq.ft or larger (surrounded by 3 or 4 aisles)
Bayside Halls	30'	10'	10'	Based on Zone
Shorelines Halls	30'	10'	10'	Based on Zone
Mandalay Bay Ballroom	30'	10'	20'	20'
South Pacific and Islander Ballrooms	26'	10'	10'	10'

Please click on the below links based on your booth locations.

[See Height Color Zone Bayside Level](#)

[See Height Color Zone Shorelines Level](#)

10' Height Yellow Zone

**400 square feet or larger**

12' Height Green Zone

14' Height Orange Zone

16' Height Blue Zone

**2) The Exhibitors that exhibited at JCK Las Vegas 2012 and have your same booth location in 2017**

	Ceiling Height	Linear Booth Height	Peninsula & Island Booths (surrounded by 3 or 4 aisles)
Bayside Halls	30'	10'	24'
Shorelines Halls	30'	10'	24'
Mandalay Bay Ballroom	30'	10'	20'
South Pacific and Islander Ballrooms	26'	10'	10'

**PRODUCT DAY & INSPECTION DEADLINE: Sunday, June 4 is PRODUCT DAY ONLY. ALL BOOTHS MUST BE SET by Saturday, June 3 @ 5:00pm so that we can properly clean and cool the Exhibit Halls for opening morning. ALL CRATES AND EQUIPMENTS WILL BE REMOVED FROM THE EXHIBIT HALLS BY THAT TIME REGARDLESS OF THEIR STATUS.**

Any booth not occupied by 3:00pm on Saturday, June 3, 2017 will be presumed abandoned. If there is freight in the booth and Show Management believes the Exhibitor will be late, then Freeman will set up the display as best they can with the information available. If there is no freight in the booth and/or Show Management believes the Exhibitor will not participate in the show, the booth will be reassigned. Exhibitors arriving after this time will be given space available and may incur additional costs.

All exhibits must be completely set by 5:00pm on Saturday, June 3, 2017. Although exhibitors may fine tune their booth and set product on Saturday, June 3, 2017 after 7:00pm and Sunday, June 4, 2017, no shipment will be accepted past 5:00pm on Saturday, June 3, 2017. Absolutely no shipment, equipment, or material may be brought onto the show floor during show hours.

Exhibitors with special needs that require variance from these guidelines must get prior approval from Show Management. Exhibitors should send a detailed booth plan and drawings of their proposed display for this approval to:

Joseph Scalzo  
Director of Operations  
JCK Las Vegas 2015  
383 Main Avenue  
Norwalk, CT 06851  
Phone: (203) 840-5915  
Fax: (203) 840-9915  
E-mail: [jscalzo@reedexpo.com](mailto:jscalzo@reedexpo.com)