

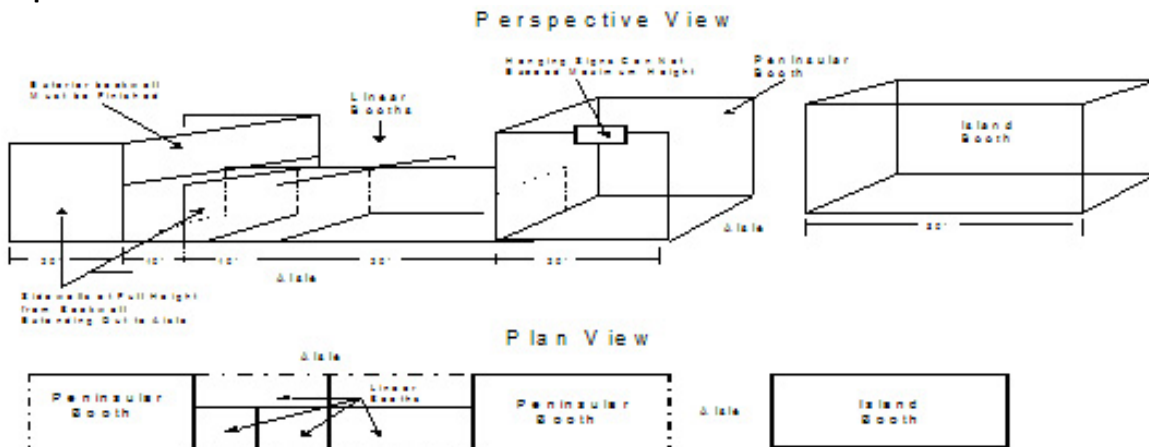
DISPLAY RULES & REGULATIONS

The following rules and guidelines specify what an exhibitor can and cannot do with their booth space. These rules and guidelines are based on the physical characteristics of the exhibit hall, the intent to be equally fair to all exhibitors, and the safety of all concerned. Please review these rules and plan your display accordingly as variances will not be granted prior to the show or on-site.

BALLOONS - Mylar balloons are specifically prohibited. Helium balloons are prohibited in linear booths or booths with an allowable height of 10' or less. Use of balloons in other booth configurations is subject to approval by Show Management and Sands Expo/Venetian Hotel. Helium may not be stored on the premises. Balloons inside the facility must remain "tethered" to a fixed object. The balloon may be no larger than thirty-six inches (36") in diameter and must have approval prior to move-in of event from the Sands Event Services Manager and the Fire Marshal. There is a labor and equipment charge to retrieve balloons in the ceiling should they become loose at the Exhibitor's expense.

CUBIC CONTENT – 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 booth type as indicated below. However, all walls and structures must be finished, neutral and devoid of copy on any wall adjacent to another exhibitor. Please refer to the **HEIGHT LIMITATIONS** section for additional information.

Example of cubic content:



DEMONSTRATION AREAS - Demonstration areas must be confined within the exhibit space so as not to interfere with any traffic in the aisles. Exhibitors must contract sufficient space to be able to comply with this rule. When large crowds gather to watch a demonstration and interfere with the flow of traffic down the aisles or create excessive crowds at neighboring booths, it is an infringement on the rights of other exhibitors. Aisles **may not** be obstructed at any time.

DO NOT BLOCK AISLES OR INVADE NEIGHBOR'S SPACE - No structure or decorative materials may protrude into the aisles or encroach upon neighboring booths. No obstruction may be placed in any aisle, passageways, lobby, or exit leading to any fire extinguishing appliance.



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EXPOSED AREAS MUST BE FINISHED - All backwalls, sidewalls or any other exposed areas of the display must be finished surfaces. No graphics, logos, or print facing into another booth is allowed. Any company advertisement or promotion must face into the aisle. In-line and peninsula booths must have a finished back wall covering the back of the booth. See-through back walls or displays which do not cover the back wall completely will not be allowed.

Please note that **ALL FIRE HOSE CABINETS AND FIRE EXTINGUISHERS MUST BE KEPT VISIBLE AND CLEAR WITH A 36" CLEARANCE. FIRE EXTINGUISHERS MAY NOT BE REMOVED OR RELOCATED.**

FLOOR COVERING GUIDELINES - Your entire booth area needs to have an appropriate, flame retardant floor covering. JCK Las Vegas provides exhibitors with standard booth carpeting. For any custom booths, all exposed booth floors must have an appropriate floor covering. Approved floor covering includes carpet, carpet tiles, foam floor tiles. All floor coverings must be flame retardant in conjunction with the rules and regulations of the Clark County Fire Department.

GOOD TASTE AND THE RIGHTS OF OTHERS - Show Management may require any Exhibitor to make changes in their exhibit if, in Show Management's opinion, the exhibit does not conform to prevailing standards. As a reminder, ALL custom booths must receive approval from Show Management in advance. Renderings should be sent to jckbooth@reedexpo.com by March 1, 2019 for approval.

HEIGHT LIMITATIONS - 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 indicated in the following descriptions.

The following maximum height limits will be strictly enforced. No height variances will be granted prior to or on site at the show. Please plan your booth display and sign structures accordingly.

Level / Exhibit Area	Booth Type	Max. Height
Level 2 – Halls A, B, C	Linear/Corner (Bound by 1-2 aisles)	10'
Level 2 – Halls A, B, C	Peninsula/Island (Bound by 3-4 aisles)	20'
Level 2 – Upper Lobby (Gallery)	All Booths	8'
Level 1 – Hall G	Linear/Corner (Bound by 1-2 aisles)	8'
Level 1 – Hall G* (Only Booths LNG100-500 & 61070 - 61079)	All Booths (within range of booth numbers mentioned)	8'
Level 1 – Hall G	Peninsula/Island (Bound by 3-4 aisles)	10'
Level 1 – Lower Lobby (Gallery)	All Booths	8'
Level 1 – Ballrooms (Global Gemstones)	All Booths	10'

*****REMINDER:** Hanging signs and banners are strictly prohibited at JCK Las Vegas.**



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INSPECTION DEADLINE & PRODUCT DAY- Thursday, May 30th is PRODUCT DAY ONLY. ALL BOOTHS MUST BE SET by Wednesday, May 29th @ 5:00pm so that we can properly clean and cool the Exhibit Halls for opening morning. ALL CRATES AND EQUIPMENT WILL BE REMOVED FROM THE EXHIBIT HALLS BY THAT TIME REGARDLESS OF THEIR STATUS. Although exhibitors may fine tune their booth and set product on Wednesday, May 29, 2019 after 7:00pm and Thursday, May 30, 2019, no shipment will be accepted past 5:00pm on Wednesday, May 29, 2019. Absolutely no shipment, equipment, or material may be brought onto the show floor during show hours.

Any booth not occupied by 3:00pm on Wednesday, May 29, 2019 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.

Exhibitors requesting a 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:

Colleen Boyden
Director of Operations, Reed Jewelry Group
E-mail: cboyden@reedexpo.com

MOVE-OUT / SHOW CLOSE – JCK Las Vegas will close to all attendees at 4:00pm on Monday, June 3rd. All exhibits are to remain open until 4:00pm in order to respect neighbors conducting business and attendees on the show floor. As a reminder, there is NO labor allowed on the show floor for 2 hours following the close of the show (from 4:00pm – 6:00pm) in order for armored cars to pick-up product in a controlled environment. Any exhibitors who begin to pack-up/tear-down prior to 4:00pm on Monday, June 3rd will be subject to fines – we thank you for your cooperation.

MULTI-LEVEL / DOUBLE-DECKER EXHIBITS – All double-decker or multi-level booths must be a minimum of 440 sq ft, an island booth, are subject to show management approval and will be charged additional fees (a \$10,000 flat fee will be charged). For approval, please send to: jckbooth@reedexpo.com. Any covered booths exceeding 1,000 sq. ft. require a sprinkler system. A separate plan submittal and permit application are required. If the upper level of a multi-level booth is greater than 300 sq. ft., two remote means of egress are required and will be field verified by the fire inspector.

NAILS & SCREWS - Nothing may be posted, tacked, nailed, or screwed to columns, walls, floors, or other parts of the building. Any damage or defacement caused by infractions of this rule will be remedied by Show Management at the expense of the rule-breaking exhibitor.

SOUND LEVELS - Sound level of presentation should be kept within the confines of the booth area and must not interfere with neighboring exhibits. Show management will exercise their right to provide and maintain a fair exhibiting environment to all customers. Excessive sound can be offensive and distracting. Each exhibitor is entitled to an atmosphere that is conducive to conducting business, without excess noise from other Exhibitors. Any audio equipment (i.e., sound system, audio from a video wall, microphones), whether in the booth or as part of a display, may not exceed a sound level of eighty-five (85) decibels. Reed Exhibitions will be sensitive and responsive to complaints registered by spectators, neighboring Exhibitors, or other personnel, and will have appointees to respond to all complaints.