



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.

New Health and Safety Requirements for 2021:

EXHIBIT BOOTH HAND SANITIZER: All exhibit booths are required to have hand sanitizer containing a minimum of 60% alcohol. Facility staff will be checking that exhibitors have hand sanitizer readily available within their booths. There is no minimum size requirement for hand sanitizer bottles. If needed, exhibitors may purchase hand sanitizer at the Exhibitor Service Center located on Level 1 of the Sands Expo. Exhibitors may also order refillable, touch-free standing units (for rent) through Sands Expo.

EXHIBIT BOOTH DISINFECTING THROUGHOUT SHOW DAYS: Booth disinfecting between attendee transactions or any areas with high touch points within booths is strongly encouraged (i.e. iPads, touchscreens, etc.). Exhibitors may disinfect high touch point areas within their booths themselves, or they may order special porter service through SES. Please note only disinfectants that have been approved for use within the facility may be used:

- Wide Range II
- Vital Oxide
- Virex TB
- Clorox Disinfecting Wipes
- Lysol Disinfecting Spray
- Lysol Disinfecting Wipes
- Windex Multi-Surface Disinfectant Cleaner

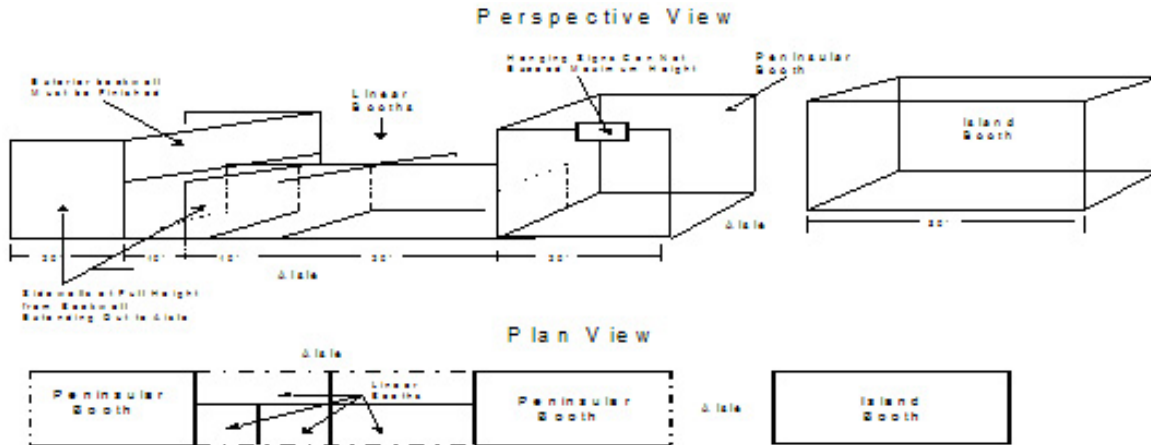
For JCK Las Vegas' latest information on health and safety guidelines and/or requirements in response to COVID-19, please [click here](#).**

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.

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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.

EXPOSED AREAS MUST BE FINISHED - All back walls, 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 entire 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, COVERED 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 May 7, 2021 for approval.



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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* (Booths LNG100-500)	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 3 – Ballrooms (GEMS)	All Booths	10'

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

INSPECTION DEADLINE & PRODUCT DAY- Thursday, August 26th is PRODUCT DAY ONLY. ALL BOOTHS MUST BE SET by Wednesday, August 25th @ 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, August 25, 2021 after 7:00pm and Thursday, August 26, 2021, no shipment will be accepted past 5:00pm on Wednesday, August 25, 2021. 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, August 25, 2021 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 at exhibitor's expense. 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.



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MOVE-OUT / SHOW CLOSE – JCK Las Vegas will close to all attendees at 4:00pm on Monday, August 30th. 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 the two hours following the close of the show on Monday, August 30th (from 4:00pm – 6:00pm) in order for armored cars to pick-up product in a controlled environment.

Any exhibitor who begins to pack-up or tear-down prior to 4:00pm on Monday, August 30th will be subject to fines – we thank you for your cooperation.

MULTI-LEVEL / SINGLE LEVEL COVERED EXHIBITS – All double-decker or multi-level booths must be a minimum of 440 sq ft, an island booth, and are subject to show management approval. For approval, please send to: jckbooth@reedexpo.com. Double-decker booths or booths with a covered ceiling of 1,000 sq. ft or larger are required to install sprinklers. This must be installed and operational by the time booth construction is complete. Please contact the Sands Expo Facilities Department at 702.733.5151 or facilities@sandsexpo.com for more information.

Exhibitors with booths 1,000 sq. ft. or larger and double-decker booths should submit booth plans to show management for review and approval. Exhibitors of 1,000 sq. ft. or larger are no longer required to obtain a permit from Clark County Building Department (CCBD); however, they are still required to have an engineering structural integrity stamp of approval – please have a copy available in your booth if this pertains to your exhibit size.

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.

SABBATH OBSERVERS – Exhibitors who have historically closed their booths on Saturday in observance of the Sabbath may do so. Please indicate on your registration whether your booth will be closed on Saturday, August 28th. A sign will be placed in your booth indicating that your exhibits are closed for that day.

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.