

# 201: ATA SHOW EXHIBITOR DISPLAY REGULATIONS

JANUARY 11-12, 2017 – 8:30 AM - 6:00 PM

JANUARY 13, 2017 – 8:30 AM - 4:00 PM

Indiana Convention Center - Indianapolis, IN



These regulations will govern Exhibitor use of the booth space purchased for the 2018 ATA Trade Show and are a supplement to the Exhibitor Terms and Conditions. The ATA's intent is to minimize limitations on Exhibitors while insuring the rights of every Exhibitor are protected – regardless of booth size. If you have questions or would like the complete Exhibitor rules and regulations visit the ATA website at [www.archerytrade.org](http://www.archerytrade.org) or contact:

**Maria Lewis, Gyb]cf Director of Trade Show UbX'A Ya Wfjg.]d**  
**866-266-2776 ext. %\$(**  
**[marialewis@archerytrade.org](mailto:marialewis@archerytrade.org)**

## CUBIC CONTENT RULE

The ATA Trade Show follows the cubic content rule, which allows Exhibitors to make maximum use of their booth space vertically as well as horizontally. Under the cubic content rule, each Exhibitor may build the side walls of their booth to the maximum height from the back wall to the aisle. The height varies according to booth type so refer to the following chart to determine your approved booth height.

TABLE OF MAXIMUM ALLOWABLE BOOTH HEIGHTS		
Linear (in-line) booths	bound by 1 or 2 aisles	12'
Walk through booths less than 400 sq. ft.	bound by 2 aisles	12'
Walk through booths 400 sq. ft. or more	bound by 2 aisles	25'
Peninsula booths less than 400 sq. ft.	bound by 3 aisles	12'
Peninsula booths 400 sq. ft. or more	bound by 3 aisles	25'
Island booths	bound by 4 aisles	25'

## BOOTH PACKAGES

Linear and Peninsular booth rentals under 400 sq. ft. include an 8 ft. high backwall drape and 3 ft. high sidewall drape; carpeted aisles; booth identification sign.

Peninsular booth rentals 400 sq. ft. or more include an 8 ft. high backwall drape; no sidewall drape; carpeted aisles; booth identification sign.

Island booth rentals include carpeted aisles.

Additional services, booth furnishings, carpet, labor, electrical, Internet, rigging, cleaning, material handling, telephone, plumbing, and audio visual equipment are available through the official ATA Trade Show Exposition Services Provider, Shepard Exposition Services, from the Indiana Convention Center, or other Official ATA Trade Show Service Providers and are the responsibility of the Exhibitor. Please refer to the official Exhibitor Kit for approved service providers and contact information. Exhibitors will be notified when the Exhibitor Kit is available online.

## MULTI-STORY EXHIBITS

A multi-story exhibit is a booth where the display fixture includes two or more levels. Multi-storied exhibits require prior approval by the

Indiana Convention Center and local government agency. Exhibitors with multi-story exhibits must submit professionally rendered floor plans and/or drawings (1) one month prior to the first move-in day. Drawing can be submitted to Maria Lewis, Senior Director of Trade Show and Membership, via email to [marialewis@archerytrade.org](mailto:marialewis@archerytrade.org), mailed to Archery Trade Association, PO Box 70, New Ulm, MN 56073 or shipped to Archery Trade Association, 16 South Minnesota, New Ulm, MN 56073.

## ELECTRICAL / FIRE CODES

The Exhibitor is responsible for knowledge of and compliance with all Indiana State Fire Marshal requirements and all Indiana Convention Center facility requirements. A complete listing of these requirements can be found at [www.icclos.org](http://www.icclos.org). All booth decorations and materials must be flame retardant. All electrical devices and installations must comply with the National Electrical Code, all Federal, State, and Local Safety Codes. Violations of portions or all of these regulations will result in cancellation, at Exhibitor's expense, of all or such part of the exhibit as may be noncompliant. A complete listing of these requirements can be found at [www.icclos.org](http://www.icclos.org). If you have questions regarding these regulations please contact Chad Wilke, Senior Event Manager, at 317-262-3358 or [chad.wilke@icclos.com](mailto:chad.wilke@icclos.com).

## HANGING SIGNS

All hanging or suspended material and signs must comply with these display regulations. The top of the sign may not exceed the height limitation specific to the type of booth. Only Island, Peninsular or Walk Through booths of 400 sq. ft. or larger qualify to suspend hanging signs. There must be a minimum of a 4 ft. gap between the highest part of the booth and the lowest point of the hanging sign.

## BOOTH PRESENTATION

All back walls and side walls must be fully finished or draped, or they will be draped at the Exhibitor's expense. Transparent or see-through back walls or displays which do not cover the back wall entirely are not acceptable.

The backside of any walls (back and sides) - the common border facing the neighboring booths - must be devoid of copy, logos, graphics, or any other materials or images that could infringe on the booth presentation of neighboring Exhibitors.

No sign or booth materials may protrude into the aisles or encroach upon neighboring booths. Nothing can extend beyond the boundaries of the booth space purchased by each Exhibitor. No obstruction may be placed in any aisles, passageways, lobby, or exits, or in any areas leading to any fire extinguishing appliances. No activities may be conducted in the aisles, including games, contests, or giveaways.

Nothing may be posted, tacked, screwed, stuck, or attached to any columns, walls, floor, or other parts of the convention center. If an Exhibitor wishes to attach something to any convention center

structure, wall, or other property, please contact the Senior Director of Trade Show and Membership Maria Lewis. Any damage or defacement caused by infractions of this rule will be remedied at the expense of the rule breaking Exhibitor.

**SOUND / MUSIC**

The noise level cannot disrupt the activities of neighboring Exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Under no circumstances will Exhibitors be allowed to broadcast continuous voice amplification devices during show hours. Neighboring booths that are using sound equipment are expected to stagger their presentations so as not to conflict with each other.

Exhibitors whose noise levels become disruptive to their neighbors will receive a warning and upon failure to conform to this regulation will face either prohibition of the offending activity or immediate cancellation of their exhibit space contract, without penalty.

Exhibitors may use sound amplification equipment in their booth but may be required to obtain certain equipment through the ATA's Official AV Service Provider.

The Official AV Service Provider and the ATA will work with individual companies to insure compliance. In some cases, the ATA may require a sound engineer to operate this equipment.

**Prior to the Trade Show, Exhibitors are strongly encouraged to contact Becky Lux, ATA Senior Manager of Trade Show, if they plan to use sound amplification equipment on the show floor to establish a compliant plan of operation for implementation at the show.**

**FOOD AND BEVERAGE**

Only Exhibitors who manufacture or handle food or drink in the regular course of business may be allowed to distribute food/drink samples. These Exhibitors who wish to distribute samples, must obtain pre-approval. Enticement candy is allowed and does not need pre-approval.

**PROMOTIONAL LITERATURE**

Exhibitors cannot distribute literature, samples, or other material outside their contracted exhibit space including the aisles, general lobby areas, or any other area in the convention center. Exhibitors interested in distributing literature, samples, or other materials or in purchasing a sponsorship opportunity in the convention center to promote their company and/or products and services should contact:

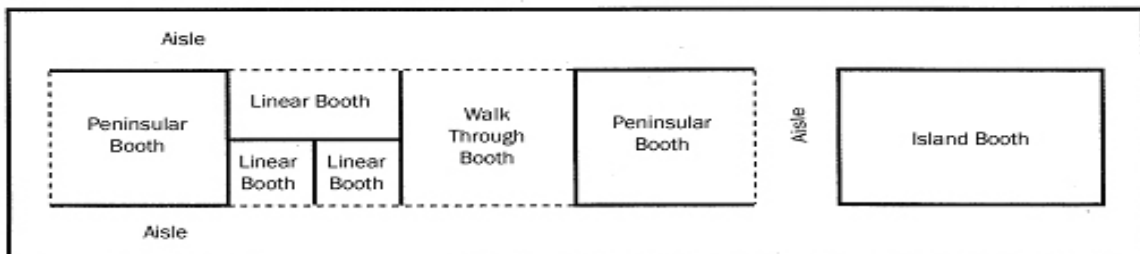
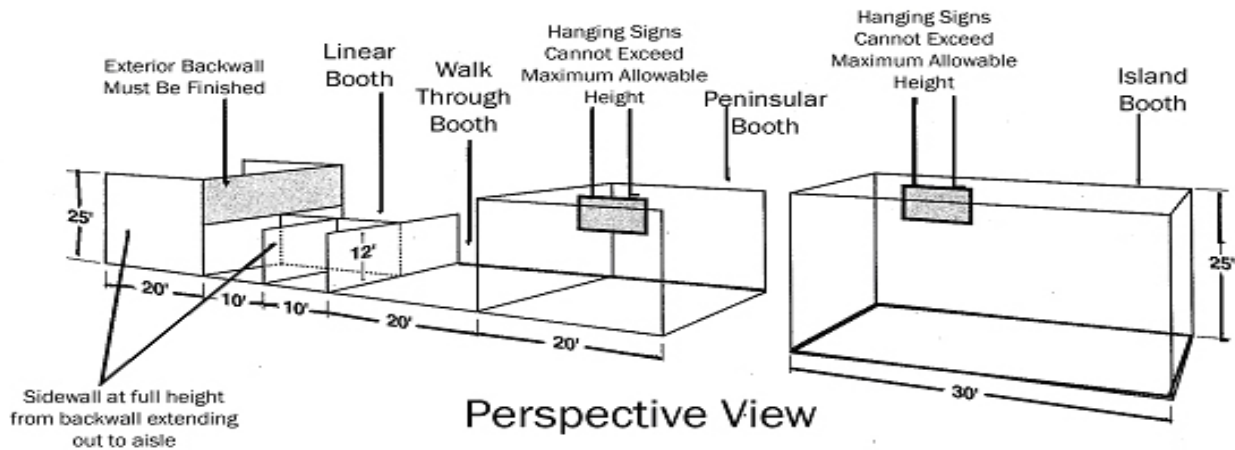
**Becky Lux, Senior Manager of Trade Show**  
**866-266-2776 ext. 102**  
**beckylux@archerytrade.org**

**DISMANTLING**

No exhibit may be dismantled before the Official Closing of the Exhibit Hall, and NO PACKING of equipment or materials may begin until that time.

**INDIANA CONVENTION CENTER POLICIES**

In addition to these Regulations established by the ATA, Exhibitors must comply with all policies and requirements established by the Indiana Convention Center. These policies can be found at [www.icclos.org](http://www.icclos.org).



**Top View**