

# 2024 ATA SHOW EXHIBITOR DISPLAY REGULATIONS

January 11 – 13, 2024  
America's Center, St Louis, MO



These regulations will govern exhibitor use of the booth space purchased for the 2024 ATA Trade Show and are a supplement to the exhibitor rules and regulations. The ATA's intent is to minimize limitations on exhibitors while ensuring 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:

Beth Berkheimer, CMP, CEM  
ATA Trade Show Director  
[BethBerkheimer@ArcheryTrade.org](mailto:BethBerkheimer@ArcheryTrade.org)  
507-233-8141

## BOOTH PACKAGES

Linear and Peninsular booth rentals under 400 sq. ft. include 8 ft. high backwall drape and 3ft. high sidewall drape, carpeted aisles, and booth identification sign. Peninsular booth rentals 400 sq. ft. or more include an 8 ft. high backwall drape, no sidewall drape, carpeted aisles, and booth identification sign. Island booth rentals include carpeted aisles.

## CUBIC CONTENT RULE

The ATA Show follows the cubic content rule, which allows Exhibitors to make maximum use of its 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. Refer to the following chart to determine your approved booth height.

## TABLE OF MAXIMUM ALLOWABLE BOOTH HEIGHTS

Booth Type	Aisles Bound By	Max Height
Linear (inline)	1 or 2 aisles	12'
Walk through less than 400 sq ft	2 aisles	12'
Walk through 400 sq ft or more	2 aisles	25'
Peninsula less than 400 sq ft	3 aisles	12'
Peninsula 400 sq. ft. or more	3 aisles	25'
Island	4 aisles	25'

## 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.

## TOWERS & MULTI-STORY EXHIBITS

A Tower is a free-standing exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit space configuration being used. Fire and safety regulations strictly govern the use of Towers. A building permit or safety lines may be required.

A Multi-story exhibit is a booth where the display fixture includes two or more levels. The Exhibitor is responsible for knowledge of and compliance with all Missouri State Fire Marshal, City Engineer and all Convention Center facility requirements.

Exhibitors with either or both must submit required documents and drawings to the Official General Service Contractor for review and approval by the City Engineer, Fire Marshal and Convention Center.

Once approved, Exhibitors must submit copies of approvals, permits, engineering stamped documents and the professionally rendered drawings to Beth Berkheimer, ATA Trade Show Director, [BethBerkheimer@ArcheryTrade.org](mailto:BethBerkheimer@ArcheryTrade.org) no later than December 1, 2023.

## ELECTRICAL / FIRE CODES

The Exhibitor is responsible for knowledge of and compliance with all Missouri State Fire Marshal requirements and all Convention Center facility requirements. A complete listing of these requirements can be found in the Exhibitor Kit. 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 non-compliant. If you have questions regarding these regulations please contact Edlen Electrical Exhibition Services, phone 314-342-5324, fax: 314- 342-5384, email [edlen@explorestlouis.com](mailto:edlen@explorestlouis.com) [www.edlen.com](http://www.edlen.com) also the Exhibitor Toolkit.

## 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, nailed, 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 Beth Berkheimer, ATA Trade Show Director, [BethBerkheimer@ArcheryTrade.org](mailto:BethBerkheimer@ArcheryTrade.org). Any damage or defacement caused by infractions of this rule will be remedied at the expense of the rule-breaking Exhibitor.

**SOUND / MUSIC**

Exhibitors may use sound amplification equipment in their booth but are required to obtain all equipment through the ATA's Official AV Service Provider. In no case will any sound amplification equipment not provided by the Official AV Service Provider be permitted to be used on the Show exhibit floor. The noise level cannot disrupt the activities of neighboring Exhibitors. Speakers and other sound devices should be positioned 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 cancellation of their exhibit space contract, without penalty. The Official AV Service Provider and the ATA will work with individual companies to ensure compliance. In some cases, the ATA may require a sound engineer to operate this equipment. Prior to the Show, Exhibitors are strongly encouraged to contact Beth Berkheimer, ATA Trade Show Director, 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. All other food products distributed by Exhibitors must be obtained through the Convention Center's official caterer.

**ALCOHOL**

Beer and wine are permitted during the last hour of the Show each day. The Exhibitor is responsible for knowledge of and compliance with all local and all Convention Center facility requirements. A complete listing of these requirements can be found in the Exhibitor Kit in the Catering/Food & Beverage section. All food and beverage products distributed by Exhibitors must be obtained through the Convention Center's Official Caterer.

**PROMOTIONAL LITERATURE**

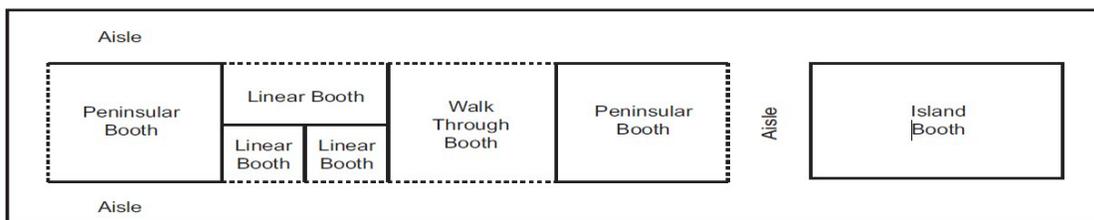
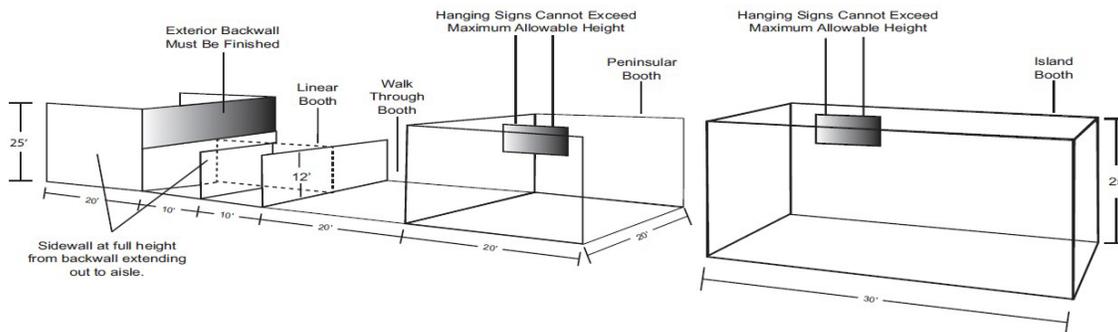
Exhibitors cannot distribute literature, samples, or other material outside their contracted exhibit space including the aisles, general lobby areas, or any other area in the Convention Center. Exhibitors interested in distributing literature, samples, or other materials or in purchasing a sponsorship opportunity in the Convention Center to promote their company and/or products and services should contact Beth Berkheimer, ATA Trade Show Director at 866-266-2776 ext.104 or [BethBerkheimer@archerytrade.org](mailto:BethBerkheimer@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.

**CONVENTION CENTER POLICIES**

In addition to these Terms & Conditions established by the ATA, Exhibitors must comply with all policies and requirements established by the Convention Center. These policies can be found in the Exhibitor Toolkit.



Top View