



Steel's Premier Technology Event

AISTech®

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Premier
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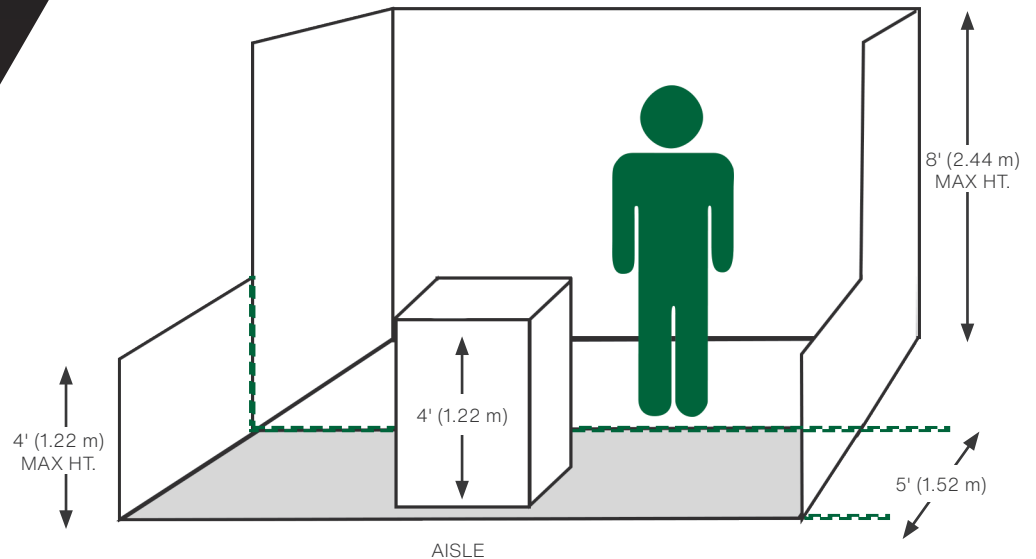


Global
Sponsor



Standard In-Line and Corner Booths

One or more standard units in a straight line.



Height

Exhibit back wall, side wall, drapes or other components (including signs) will be permitted to a maximum height of 8' (2.44 m).

Intent / If a portion of an exhibit booth extends above 8' (2.44 m) high, the display back walls will detract from the overall impact of the exhibit directly behind that booth, regardless of how the rear of the offending exhibit is finished.

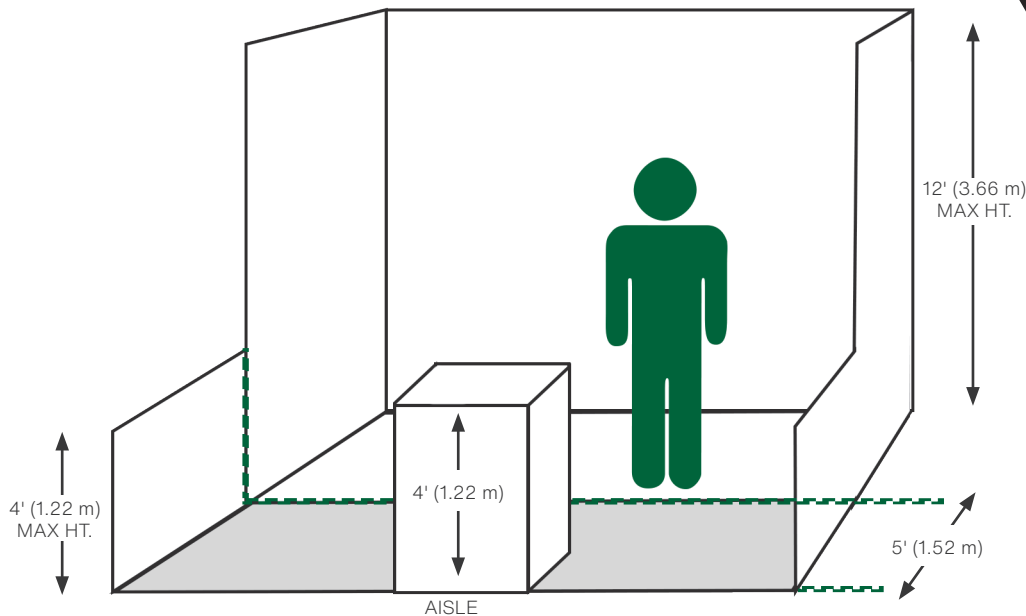
Depth

All display components over 4' (1.22 m) in height must be confined to that area of the exhibitor's space that is within 5' (1.52 m) of the back line.

Intent / Each exhibitor is entitled to a reasonable sight line from the aisle. The limitation on display fixtures over 4' (1.22 m) is intended to accomplish this.

Perimeter Wall Booth

One or more standard units in a straight line.



Height

Exhibit fixtures, back wall, side wall, drapes or other components (including signs) will be permitted to a maximum height of 12' (3.66 m) in perimeter wall booths.

Intent / Because the outer perimeter booths are not backed up against another exhibitor's booth, display back walls and materials over 8' (2.44 m) will not interfere with or detract from any other exhibit booth.

Depth

All display components over 4' (1.22 m) in height must be confined to that area of the exhibitor's space that is within 5' (1.52 m) of the back line.

Intent / Each exhibitor is entitled to a reasonable sight line from the aisle. The limitation on display fixtures over 4' (1.22 m) is intended to accomplish this.

→ Important

Exhibitors considering a perimeter wall booth in order to take advantage of the extra height permitted should design their exhibit to be used either at the 8' (2.44 m) height or the 12' (3.66 m) height, so that it can be used in all future shows even if a perimeter wall space is not available.

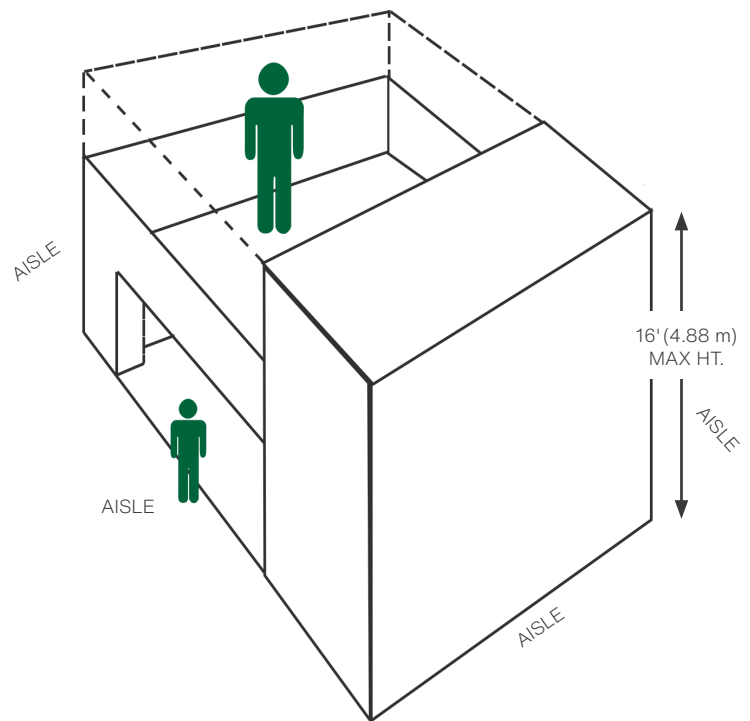
Island Booth*

Exhibit with one or more display levels in four or more standard units with aisles on all four sides.

Height

Exhibit components are permitted to a maximum height of 16' (4.88 m).

Intent / When an island booth exceeds 8' (2.44 m), it does not interfere with other exhibitors because it does not back up against another exhibitor's back wall. The extra height is often required in an island booth exhibit to permit the open walk-through approach normally used in this type of location. The 16' (4.88 m) maximum limitation has been set to avoid undue competition among exhibits to see who can go the highest or be seen the farthest with each negating the other's efforts. Also, the 16' (4.88 m)-high exhibit will fit into most exposition centers, thus permitting each exhibitor to get the maximum use of their exhibit.



Two-Story Booth

Two-story (double-deck) booths are permitted. These booths are limited to exhibitors who have purchased an island configuration of 600 square feet or more. Exhibitors wishing to utilize a two-story booth must indicate their intentions on the booth contract and submit scale drawings to Show Management for approval. The exhibiting company will not be charged for the square footage of the second story.

Depth

Because an island booth is automatically separated by the width of an aisle from the neighboring exhibits, full use of the floor plan is permitted.

Structural Integrity

All exhibits featuring fixtures or booths exceeding 12' (3.66 m) in height must provide drawings that include a signature or stamp of review by a structural engineer. Drawings must be available to Show Management, installation/dismantling contractor(s) and governmental authorities. Signs must also be

posted indicating the maximum number of people the structure will accommodate.

Intent / Exhibitors in the vicinity of island exhibits are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.

Cross-Aisle Booth

Booths that can fit between two aisles, must be positioned to fit in between two aisles. A cross-aisle layout will only be considered by Show Management for minimum 50' x 30' booths that, when positioned either vertically or horizontally, must cross the aisle.

*200-Square-Foot Island Booth

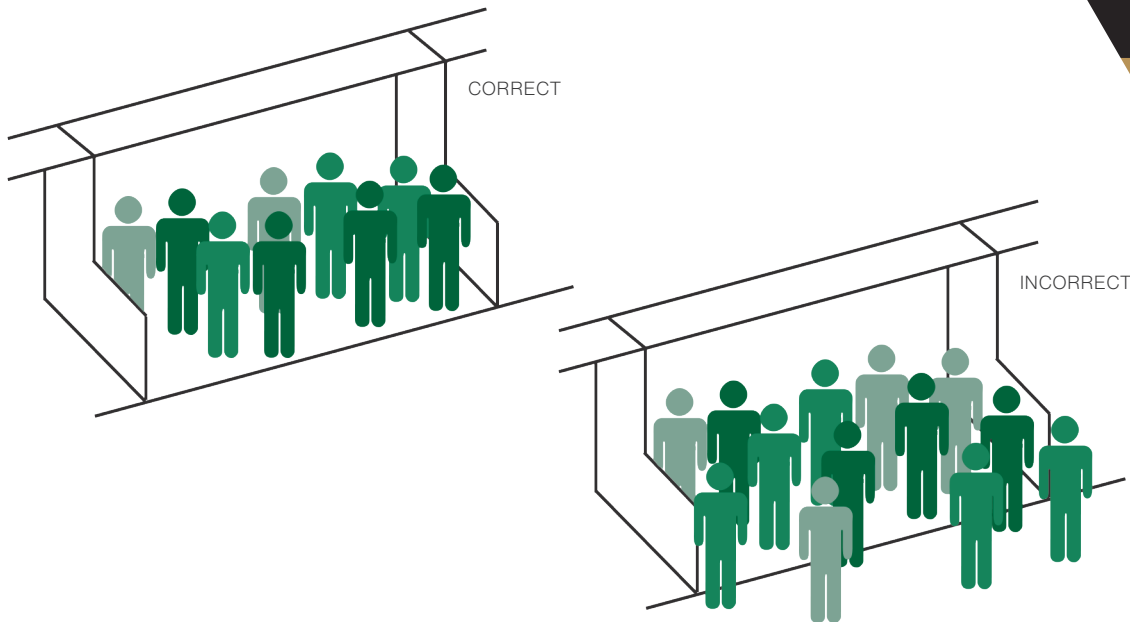
This is not a standard configuration. Occasionally, during the process of assigning booth space, a 200-square-foot island happens naturally. Should this type of space be naturally created, the following guidelines apply:

- Maximum height of 8' (2.44 m) confined to the center 10' of the booth space.
- All display components over 4' (1.22 m) in height must be confined to the 10' center of the booth.

Demonstrations

The part of the exhibit program involving the interaction of exhibit personnel and their audience through corporate presentations, product demonstrations or sampling. The Exhibitor must be confined within the bounds of its respective booth.

To request a variance to any of these regulations, please contact Show Management at sales@aist.org.



Regulations

Demonstration areas must be organized within the exhibitor's space so as not to interfere with any aisle traffic. Sampling or demonstration tables must be placed a minimum of 2' (60 cm) from the aisle line. Should spectators or samplers interfere with the normal traffic flow in the aisle, or overflow into neighboring exhibits, Show Management will have no alternative but to request that the presentation or sampling be discontinued.

Intent / The aisles are the property of the entire show. Each exhibitor has the responsibility to ensure proper flow of traffic. When large crowds gather and interfere with the flow of traffic or overflow into neighboring booths, it is an infringement on the rights of other exhibitors. Aisles must not be obstructed at any time.

Safety Precautions

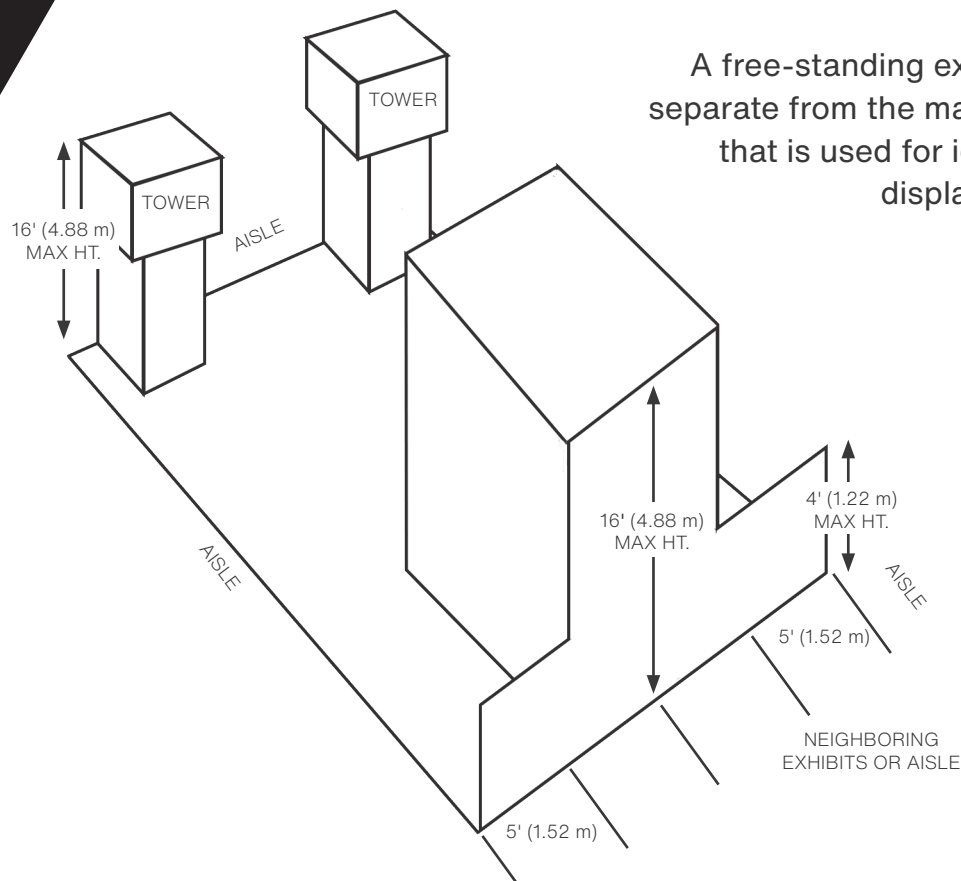
All product demonstrations involving any moving and potentially hazardous machines, displays or parts must have hazard barriers to prevent accidental injury to spectators. Demonstrations must always be supervised by exhibitor personnel who can stop the demonstration in the event of an emergency. All demonstrations involving potentially hazardous byproducts such as dust, fumes, sparks or flames must be approved in writing by Show Management and the local fire department 60 days prior to the show.

Sound

Exhibitors must ensure noise levels from demonstrations or sound systems are kept to a minimum and do not interfere with others. Exposition management reserves the right to determine at what point sound constitutes interference with others and must be discontinued.

Towers

A free-standing exhibit component separate from the main exhibit fixture that is used for identification and display purposes only.



Height/Depth

Towers will be permitted to a height and depth that correspond to the regulations for the booth space. Towers that are part of an island exhibit will not exceed 16' (4.88 m) in height unless they are confined to that area of the exhibitor's space that is within 5' (1.52 m) of the back line. Towers that are part of a standard booth will not exceed 4' (1.22 m) in height if located in the front 5' (1.52 m) of the booth space.

Intent / Towers are part of the overall exhibit presentation and, therefore, must be treated as a component of the total exhibit configuration. The maximum height and depth regulations have been set to avoid undue competition between exhibitors to see who can go the highest or be seen the farthest. Exhibitors who are adjoining exhibits with towers are entitled to the same reasonable sight line from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth.

Structural Integrity

All exhibits featuring fixtures or booths exceeding 12' (3.66 m) in height must provide drawings that include a signature or stamp of review by a structural engineer. Drawings must be approved in writing by Show Management, installation/dismantling contractor(s) and governmental authorities.

Intent / Exhibitors adjoining exhibits with towers are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.

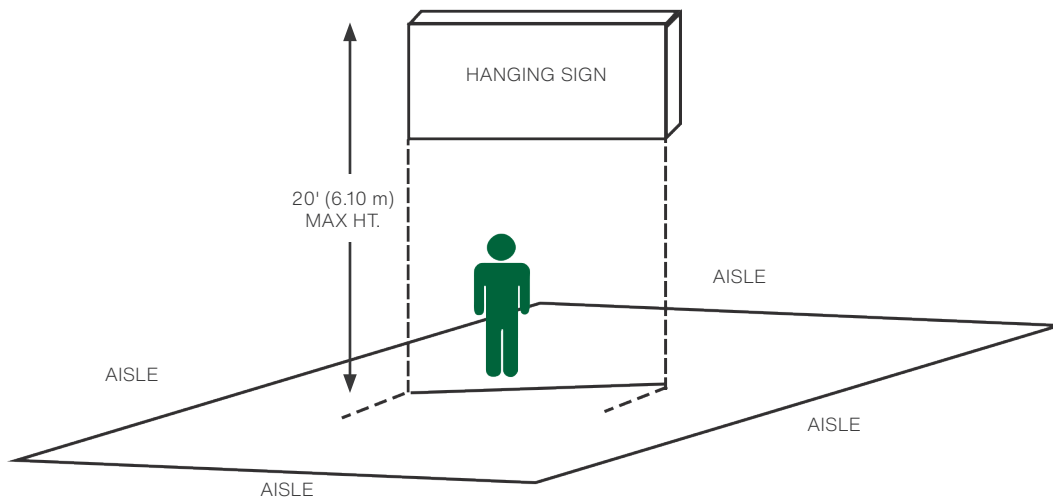
→ Important

Exhibitors installing a display with a tower 12' (3.66 m) or higher must check with the local fire department to ensure that their display meets necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.

Hanging Signs

Ceiling-hung component, suspended above an island exhibit of 400 square feet or larger, for the purpose of displaying graphics or identification.

To request a variance to any of these regulations, please contact Show Management at sales@aist.org.



Height

Ceiling-hung identification signs and graphics will be permitted to a maximum height of 20' (6.10 m).

Intent / Hanging signs are part of the overall exhibit presentation and, therefore, must be treated as a component of the total exhibit configuration. All signs, whether suspended or attached to the exhibit, will be permitted to a maximum height that corresponds to the regulation for the booth space.

Note

All hanging signs must be finished on all exposed sides.