



2018 | ISPA CONFERENCE & EXPO
SEPT. 24-26 | PHOENIX, AZ

2018 ISPA CONFERENCE & EXPO BOOTH GUIDELINES

Thank you for choosing to exhibit at the 2018 ISPA Conference & Expo! We are thrilled to have you join us and we appreciate your support of the International SPA Association.

As an exhibitor, you will have the opportunity to create a booth space that encompasses the aesthetic components of your brand while highlighting your unique products and services to our industry's top leaders. To prepare for the show and make your experience easy and stress free, we have created this planning guide as a tool to help guide you along the way. Please let us know if we can be of any help in your preparations. We look forward to seeing you in Phoenix in September!

NOTE: If your booth does not meet the specified guidelines listed herein for your respective booth assignment, please contact Amber Phillips at amber.phillips@ispastaff.com or at 1.859.226.4420.

Key Contacts

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- International SPA Association – Amber Phillips – Trade Show Manager – amber.phillips@ispastaff.com
- GES – Customer Service – 800.801.7648
- Commonwealth Electric Company – LeeAnn Whitehead-Palmisano – whitehead@commonwealthelectric.com
- Smart City (internet/telecommunication) – Customer Service – 602.252.1770 – www.smartcitynetworks.com

Booth Guidelines

Standard Booth Components

Standard equipment provided by ISPA as part of the exhibit space rental includes:

- Pipe and drape – Standard 10' x 10' booths have an eight foot (8') high back wall and three foot (3') high side walls. You are able to order eight foot (8') high side walls via the [GES Espresso Online Ordering System](#).
- Basic identification sign
- Wastebasket

Additional Furnishings & Services

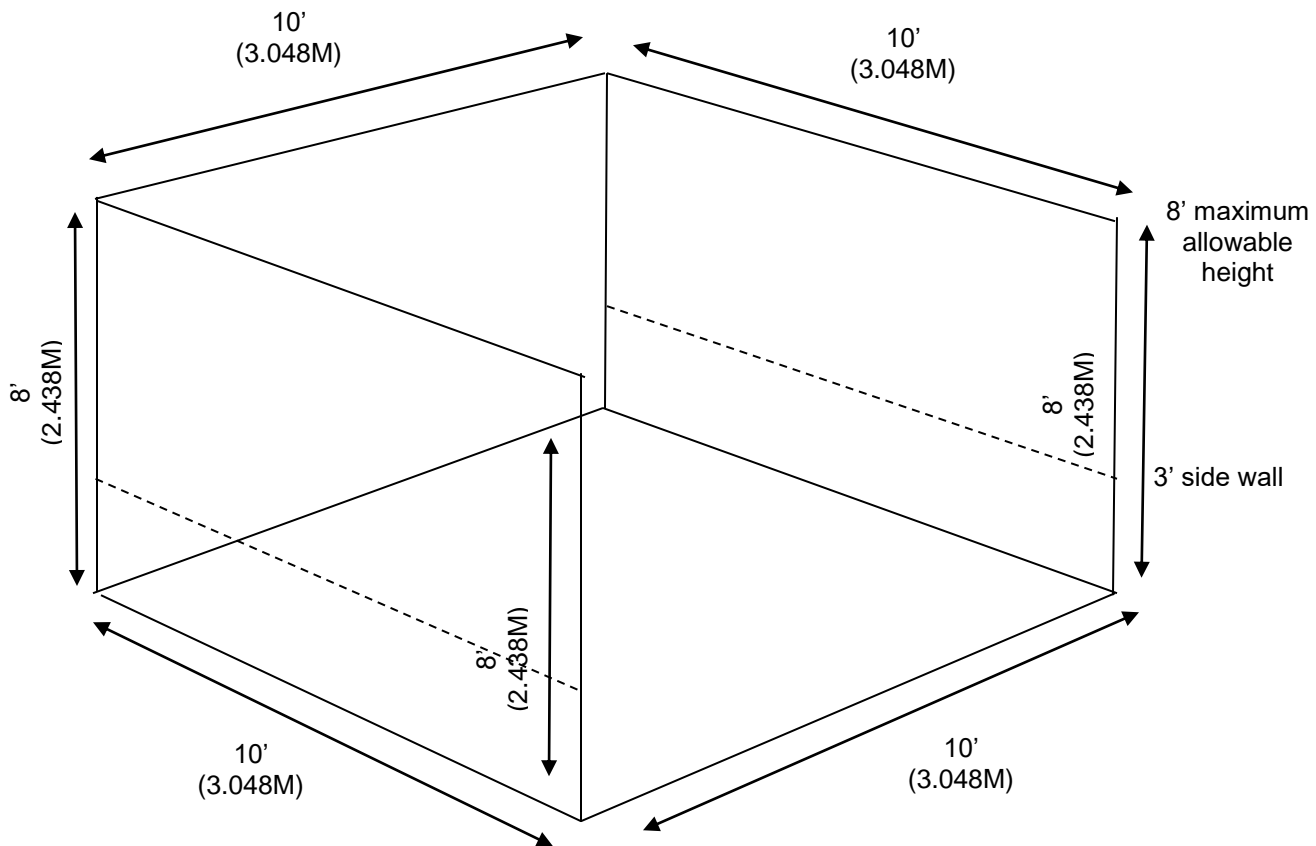
Carpet, tables, chairs, furniture, etc. are not included with your booth space and should be ordered in advance using the [GES Espresso Online Ordering System](#) for an additional fee. Other optional exhibit services such as electric, internet, audio visual, plumbing, catering, booth cleaning and floral are not included and can also be ordered separately by contacting the preferred vendors. **To receive the best rates, order your materials through GES and Phoenix Convention Center vendors by August 31st.**

Booth Dimensions by Size

Linear Booth

Linear Booths have only one side exposed to an aisle and are arranged in a series along a straight line. They are also called “in-line” booths. Linear Booths are ten feet (10’) wide or larger and ten feet (10’) deep. Linear and corner booths have an eight foot (8’) high back wall and three foot (3’) high side walls. A corner booth only has one side wall. **All linear and corner booths have maximum allowable height of eight feet (8’) on all three sides. This maximum allowance height applies to all signage and materials used inside the booth.**

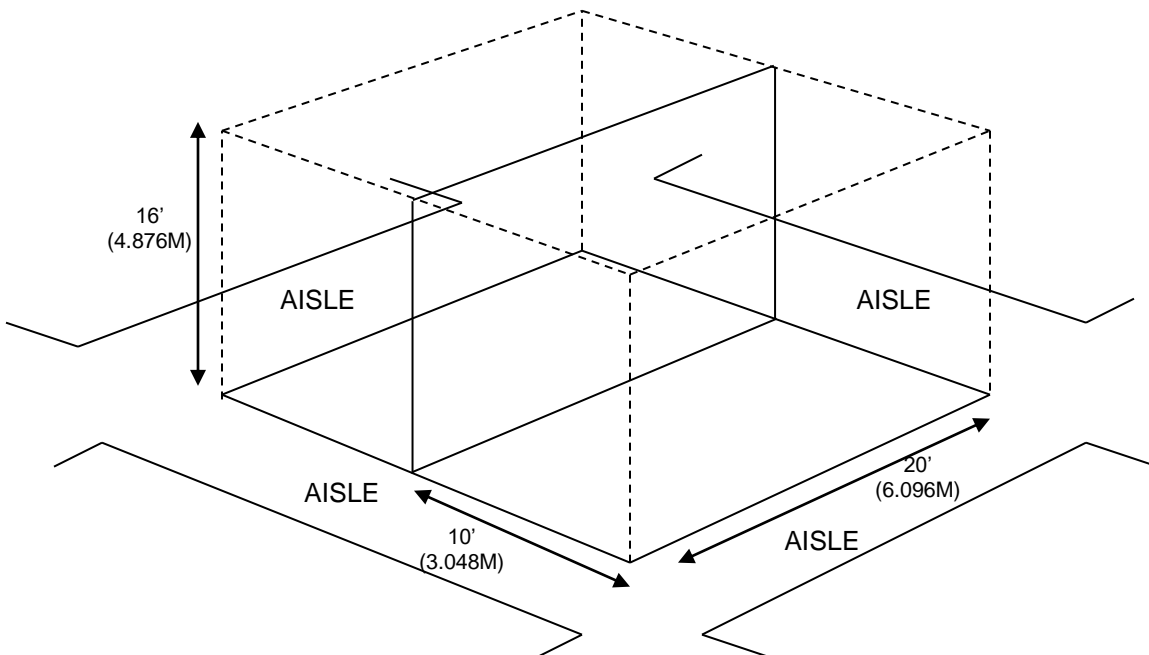
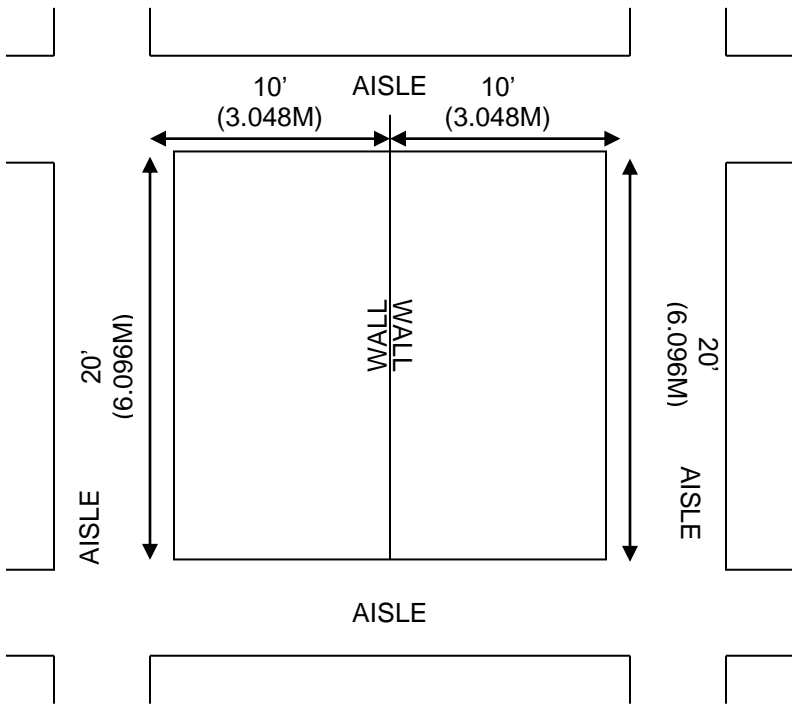
SHOWN AS 10’ x 10’ LINEAR BOOTH



Split Island Booth

A Split Island Booth is half of an Island Booth, which shares a common back wall with another Split Island Booth. Shared pipe and drape between Split Island booths is eight feet (8') high. **Split island booths have a maximum allowable height of sixteen feet (16') on all three sides.** This maximum allowance height applies to all signage and materials used inside the booth.

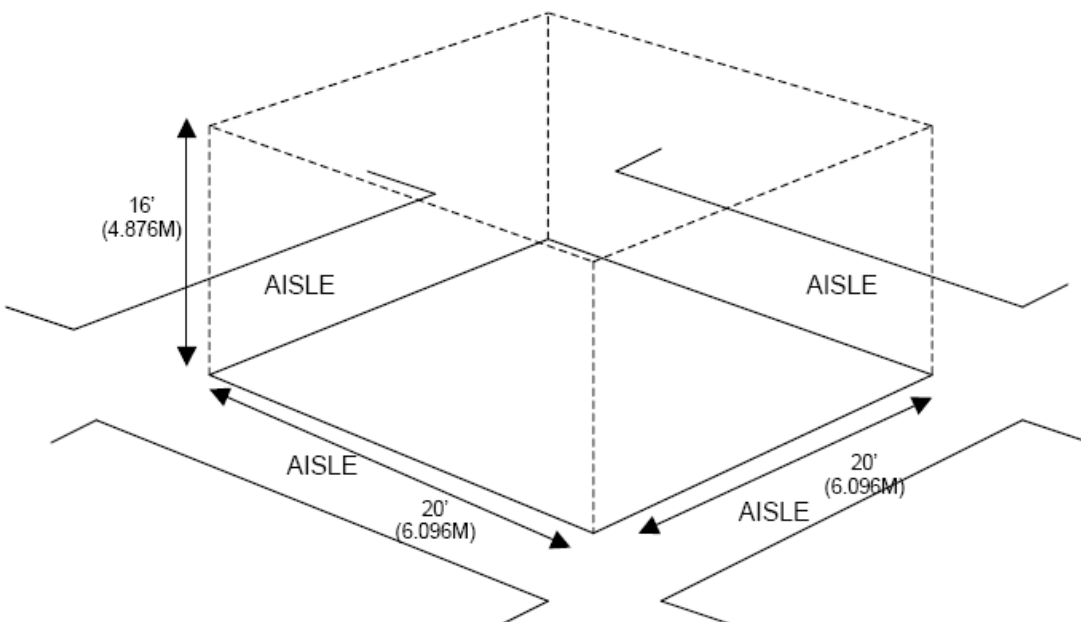
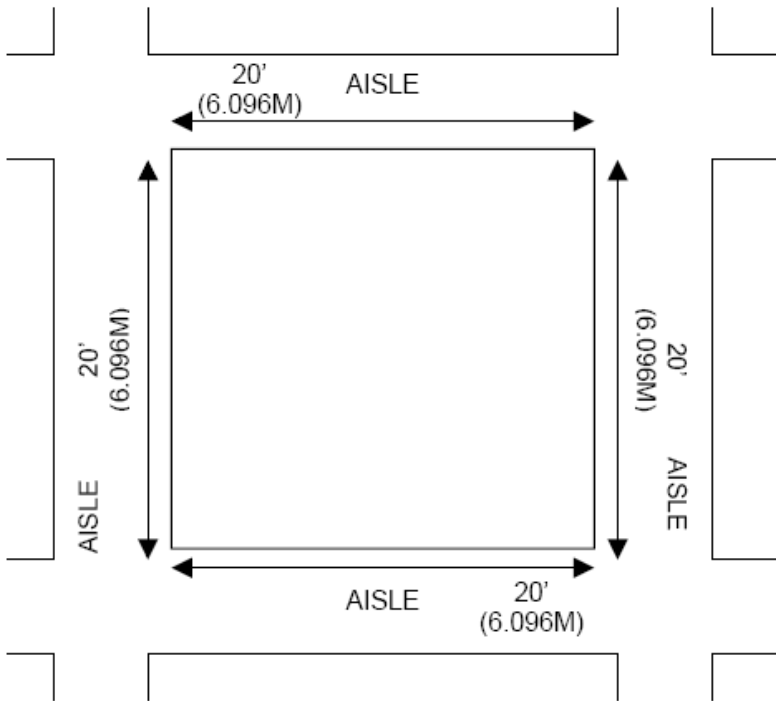
10' x 20' SPLIT ISLAND BOOTH



Island Booth

An Island Booth is exposed to aisles on all four sides and is typically 20' x 20' and larger. **Island booths have a maximum allowable height of sixteen feet (16')** including signage. This maximum allowance height applies to all signage and materials used inside the booth.

SHOWN AS 20' x 20' ISLAND BOOTH



Other Important Considerations

Flooring

A finished floor is required. Mats, rugs, and other similar materials are not accepted as finished flooring. Should a booth have an elevated floor, exhibitors must display proper caution signage. Booths without a finished floor will be carpeted by GES at the expense of the exhibitor.

Hanging Signs & Graphics

ISPA does NOT permit hanging signs or banner rigging by exhibitors in the hall.

Towers

A Tower is a freestanding exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit configuration being used.

Towers in excess of eight feet (8') should have drawings available for inspection. Fire and safety regulations in many facilities strictly govern the use of towers. A building permit may be required.

Multi-story Exhibit

If you plan to construct a multi-story exhibit, you must contact ISPA Headquarters prior to Conference for approval. A Multi-story Exhibit is a booth where the display fixtures exceed twelve feet (12'), including Double-decker Booths. In many cities, a Multi-storied Exhibit requires prior approval by the exhibit facility and/or relevant local government agency because it is deemed to be a "structure" for building purposes. The city building department generally needs to issue a building permit based on an application and drawings prepared and submitted by a licensed architect or engineer. Exhibitors should obtain local building regulations early on to ensure all time constraints are met. Exhibition organizers should be prepared to assist exhibitors in this application process.

Live Animals

Except for service animals, live animals are not allowed within any exhibit area without written approval.

Reminders for all Booth Types

Food & Beverage

Show management and/or exhibitors may distribute sample food and/or beverages if samples dispensed are products manufactured, processed or distributed by the exhibiting company (logo bottled water is an exception). Quantities are limited to "sample" sizes of (1) ounce for food items and two (2) ounces for non-alcoholic beverages. Exhibitors must obtain written permission for alcohol service, which may only occur after 4pm each day. Food and beverage items used as traffic promoters (i.e., soft drinks, popcorn, coffee, ice cream) must be purchased from Aventura. Each exhibitor intending to serve samples must advise Exhibitor Services for approval and instructions. Exhibitor Services department must approve all samples. Corkage and service fees may apply. Product liability insurance is required when sample food is distributed at Aventura. Aventura will institute a charge for any rental equipment, storage of items, or cleaning of equipment associated with the distribution of samples.

Selling

ISPA encourages business-to-business relations and order-taking; however, no selling is permitted on the exhibit hall floor or in authorized suites. Orders may be taken on-site but must be fulfilled and finalized once you return to your place of business. ISPA reserves the right to remove any exhibiting company found exchanging currency on the Expo floor.

Americans with Disabilities Act (ADA)

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800.514.0301) and from usdoj.gov/crt/ada/infoline.htm.

Structural Integrity

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers or installation/dismantling equipment such as forklifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures.

Exhibitors should ensure any display fixtures such as tables, racks or shelves are designed and installed properly to support the product or marketing materials to be displayed upon them.

Flammable and Toxic Materials

All materials used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant. A flame-proofing certificate should be available for inspection. If you plan on lighting candles, please contact ISPA Headquarters prior to Conference.

Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility.

Electrical

Every exhibit facility has different electrical requirements; however, minimum guidelines are suggested:

- Non-grounded two (2) wired extension cords are not permitted.
- Extension cords shall not be run under carpet/rugs unless designed to or is approved by the in-house electricians.
- There shall be a three (3) foot clearance between lights and combustibles.
- All electrical cords, devices and equipment shall be free from defects.
- All electrical cords in the path of travel shall be taped down to prevent tripping.

Lighting

Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:

- No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space.
- Lighting should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or show aisles.
- Lighting which is potentially harmful, such as lasers or ultraviolet lighting, should comply with facility rules and be approved in writing by exhibition management.
- Lighting that spins, rotates, pulsates and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.

Storage

Fire regulations in most exhibit facilities prohibit storing product, literature, empty packing containers or packing materials behind back drapes or under draped tables. In most cases, however, exhibitors may store a limited supply of literature or product appropriately within the booth area, so long as these items do not impede access to utility services, create a safety problem or look unsightly.

Demonstrations

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted

exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each exhibitor to arrange displays, product presentations and demonstration areas to ensure compliance.

Special caution should be taken when demonstrating machinery or equipment with moving parts, cooking equipment with an open flame, or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of three feet (3') and/or install hazard barriers as necessary to prevent accidental injury to spectators. Sound demonstrations should not exceed 85 decibels. Additionally, demonstrations should only be conducted by qualified personnel.

Sound/Music

In general, exhibitors may use sound equipment in their booths so long as the noise level does not 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. Rule of thumb: Sound and noise should not exceed 85 decibels.

ISPA reserves the right to govern all sound levels in the Expo.