

HCEA 2010 Annual Meeting Rules & Regulations

DISPLAY SIZES AND LIMITATIONS

IN-LINE BOOTH

An In-Line Booth is one (10' x 10') or two booths (10' x 20') in a straight line.

Exhibit fixtures, components and identification signs will be permitted to a maximum height of 8 feet in the back 5 feet of the booth. Individual permission may be given to allow for the internationally accepted maximum height of 2.5 meters (8' 3") in the back 5 feet of the booth. Please contact Abby Freeman at HCEA Headquarters at 404-252-3663 to discuss permission.

Structures (other than literature tables/counters) designed for holding computers, monitors, TV or video screens or similar display elements, signs, etc., must not be placed in the front 5 feet of the exhibit booth for In-Line booths. Materials, equipment and floral presentations in the front 5 feet of the display that exceed 48" from the ground must not create an obstruction that prevents clear view of neighboring exhibits.

The HCEA rule of thumb in evaluating obstructions is the ability to stand at one end of an aisle and have a clear view of the space above 48" in the front 5 feet of all booths in that aisle.

PERIMETER WALL BOOTHS

A Perimeter Booth is one (10' x 10') or two booths (10' x 20') along the perimeter of the exhibit hall. Exhibit fixtures, components and identification signs will be permitted to a maximum height of 12 feet in the back 5 feet of the booth for all perimeter booths.

No part of the solid exhibit construction over the height of 48" is allowed in the front 5 feet of the exhibit for Perimeter booths.

ISLAND BOOTHS

An island booth is four booths (20' x 20') in the interior of the exhibit hall. A very limited number of these island booths will be available in the exhibit hall. Exhibit fixtures, components and identification signs will be permitted to a maximum height of 16 feet.

All island booths must have 50% see-through from all four corners of the booth. Diagrams for all island booths must be submitted for approval to HCEA by May 18.

FLOOR COVERING AND RAISED FLOORS

Exhibit booths are not carpeted. HCEA requires that an exhibitor have some type of floor covering.

While HCEA discourages the use of raised floors, if they are used, they must not create a trip hazard and must be clearly marked. The 8-foot booth height for in-line booths; 12-foot booth height for perimeter booths; and 16-foot booth height for island booths will be calculated from Exhibit Hall floor.

ROOFS AND CANOPIES

HCEA does not allow roofs or canopies in the front 5 feet of the exhibit space for in-line and perimeter booths. The top of any roof or canopy in the back 5 feet of the booth may not be higher than 8 feet for in-line booths and 12 feet for perimeter booths. For island booths, the top of any roof or canopy may not be higher than 16 feet.

HANGING SIGNS AND STRUCTURES

HCEA does not permit booth signs, structures, walls, lights or any other items to be hung or otherwise supported from any location that is higher than 8 feet from the convention floor for in-line booths and 12 feet for perimeter booths. Hanging signs will be allowed for island booths.

HCEA 2010 Annual Meeting Rules & Regulations

Violators will be subject to penalties including the potential removal of the booth from the exhibition. Please inform designers of these important restrictions.

SPACE USE

Only one company may be represented per space assigned. Subletting of exhibit space is not permitted.

CO-MARKETING EXHIBITORS

Two adjacent exhibiting companies may not create a combined booth which has a continuous look or otherwise create the impression of a single booth that is larger than a 10 x 20 size.

LITERATURE AND CONTAINER STORAGE

Reasonable amounts of literature, giveaways, etc., (one day's supply) may be stored within an exhibit. Nothing may be stored behind booths. All packing containers, wrapping materials, carrying cases, etc., must be stored off the exhibit floor. Storage of empty containers should be arranged through the Service Contractor.

FREIGHT DELIVERIES

All direct freight shipments must be addressed to the Official Contractor. Under no circumstances are any deliveries accepted by the MCC prior to the convention. Information regarding direct shipment will be included in the Exhibitor Service Kit.

LOADING AND UNLOADING

Loading and unloading is permitted only through the loading dock. Exhibitors may load and unload non-commercial automobiles, station wagons, mini-vans, SUVs and non-commercially registered 4-wheel pick-up trucks and vans. The MCC does not provide carts, dollies, pallet jacks, labor, etc., for exhibitors' use. Exhibitors are permitted to use carts, dollies, luggage carriers, 4-wheel flat-bed carts and 2-wheel hand trucks via the loading docks only. Public elevators are not to be used to transport freight or equipment. No empty crates, packing materials and boxes may be stored by exhibitors at the MCC.

LOADING DOCK REGULATIONS

- a. No vehicles will be allowed in the dock areas, Exhibit Halls, etc., without proper identification.
- b. No-parking, tow-away zones and other restricted areas will be strictly enforced, and vehicles will be towed at the owners' expense.

FIRE AND SAFETY REGULATIONS

All aisles must be kept clear, clean and free of obstructions.

Exhibitors must ensure proper, safe construction and materials. Materials used in the construction of displays (e.g., draping, table coverings, banners, scenery, evergreen trees, shrubs) must be treated with an effective fire retardant. Only non-combustible materials or fire-retardant wood may be used. Flammable liquids are not allowed within the MCC. All exhibits and/or displays are subject to inspection by Fire Marshal.

HCEA 2010 Annual Meeting Rules & Regulations

Show management, exhibitors, service contractors and all other involved parties must comply with all Federal, State and Municipal fire codes that apply to places of public assembly.

Exhibitors can run cords over carpet as long as they are concealed and will not present a trip hazard in any portion of the exhibit space. Special attention should be placed on possible cut throughs on end booths. Changes in carpet or flooring heights should also be marked in such a way as to bring attention to any potential trip hazard if it cannot be eliminated.

SECURITY

HCEA and the MCC cannot guarantee against loss or damage of any kind but will endeavor to protect the property of exhibitors by locking the doors after exhibition hours and providing appropriate security. The MCC maintains 24-hour security for the building perimeter only. HCEA will provide Exhibit Hall security.

MCC SPECIAL RESTRICTIONS

- a. The following are not permitted: open flame lighting devices, explosives, pressure-sensitive decals and stickers, glitter, confetti and exterior banners.
- b. Helium-filled balloons are allowed in the MCC only as part of a display and must be securely fastened to the booth. Balloons may not be given out within the MCC.
- c. Animals/pets other than service animals are not permitted in the building without proper insurance and prior approval from HCEA.
- d. Holes may not be drilled, punched or cored into any part of the MCC or its exterior.
- e. Use, display and storage of hazardous materials and compressed flammable and non-flammable gases are prohibited within the facility.
- f. Exit doors must remain unlocked and unobstructed at all times.
- g. Any and all unsafe conditions or activities must be terminated immediately upon request. MCC will remove disruptive parties, as is reasonably necessary.
- h. All signs, banners, lights, sound equipment and decorations require approval by HCEA.
- i. Nothing may be glued, taped, tacked, nailed or in any way affixed to any interior or exterior surface of the MCC. Nothing may be attached to exhibit floor columns, even within booths.
- j. Passenger elevators and all escalators are to be used by the general public and should not be used for any freight or equipment movement.
- k. Move-in or move-out through the Lobby glass doors is prohibited. Exhibitors carrying in their equipment and displays must use a freight gate.
- l. The MCC has a very strict "no tipping" rule. No exhibitor or representative of an exhibitor may give any gratuities, tips or gifts of any kind to any employee of the MCC or its concessionaires.

CONVENTION CENTER

Ernest Morial New Orleans Convention Center (MCC)

Contact: Mae Johnson

900 Convention Center Boulevard, New Orleans, LA 70130

Phone: (504) 582-3000

Email: mjohnson@mccno.com

Web site: www.mccno.com