

EXHIBITOR DISPLAY RULES & REGULATIONS

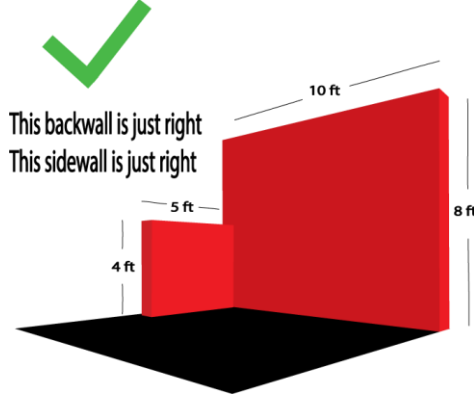
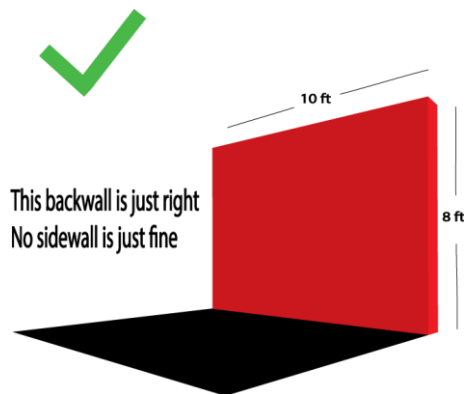
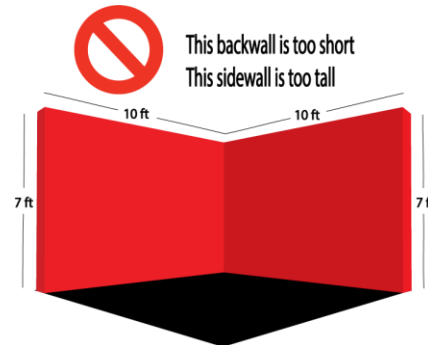
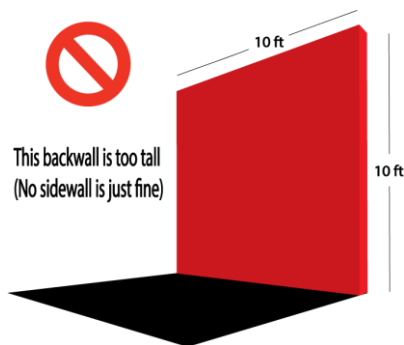
Booths Under 400 square ft.

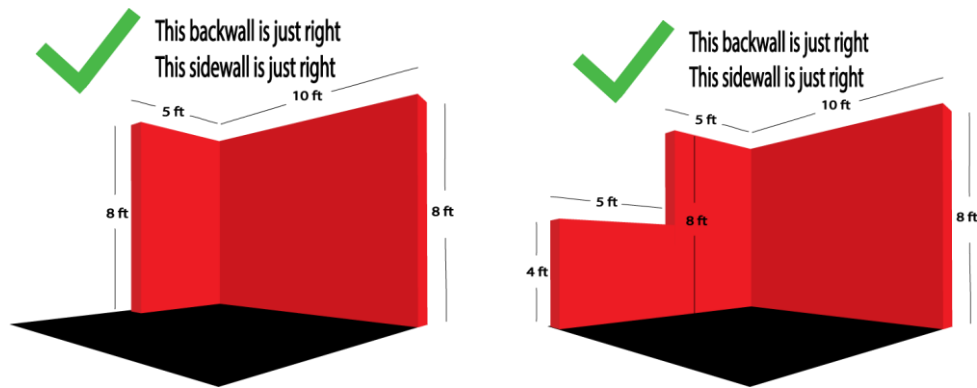
The following rules and guidelines specify what an Exhibitor with a 10x10 or 10x20 booth can and cannot do with their booth space. These rules and guidelines are based on the Exhibit Hall's physical characteristics, the intent to be equally fair to all Exhibitors, and the safety of all concerned. Please review these rules and plan your display accordingly as variances will not be granted prior to the show or on-site.

All space only booths must submit proper documentation for review to receive **Permission to Exhibit**. Click [here](#) for required documents, info and contact details.

HEIGHT RESTRICTIONS:

- Groceryshop utilizes the standard [IAEE Line of Sight](#) rule for all “space only” in-line booths.
- Booths ranging from 100 to 200 sq. ft. must have exactly 8 ft backwall height. **No exceptions!**
- Finished backwalls are compulsory for all In-Line and Peninsula Booths; additionally, pipe and drape are prohibited for backwalls or sidewalls.
- Sidewall options for booths ranging from 100 to 200 sq. ft. include:
 - None
 - Maximum height of 4 ft for any 10 ft length
 - The back 5 ft of the sidewall can reach up to 8 ft high, while the front 5 ft can reach a maximum of 4 ft high.

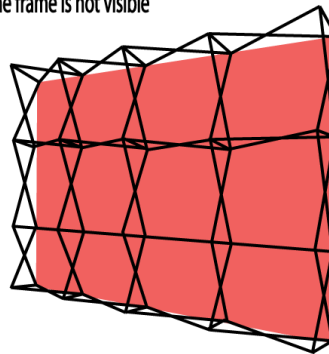




EXPOSED AREAS MUST BE FINISHED:

- Backwalls, sidewalls, and other display areas must be finished with no exposed surfaces or graphics facing into another booth.
- Pop-up booths with an accordion structure must be covered with fabric.
- Backwalls or displays cannot be see-through or too short to cover the back wall entirely.
- Booths cannot use pipe and drape as a backwall or sidewall.

This backwall has unsightly exposed structures.
Backwalls like this must be properly covered
with additional fabric (or other materials)
so the frame is not visible



- After **6:00 pm PT on Saturday, September 27, 2025**, any part of a booth with unfinished side or backwalls **or end caps** will be finished by Show Management at the expense of the Exhibitor.
- **There can be NO storage of any kind behind backwalls, please account for a storage space in your booth design to house any giveaways or items you will need during the show**
- **Empty boxes that will need to be used for load out need to be tagged for Freeman to remove and bring back for move out**

HANGING SIGNS and RIGGING:

- A 10x10 or 10x20 booth cannot have a Hanging Sign or Rigging.

FLOOR COVERING:

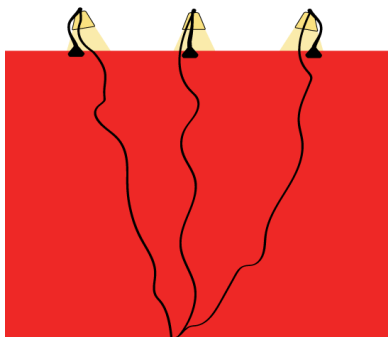
- Carpet/Flooring is not provided for space-only booths.

- It is not required but highly encouraged. Exhibitors can rent flooring through Freeman or bring it themselves.
 - Flooring not ordered through Freeman must be removed before the end of move-out hours, or the Exhibitor will face disposal charges. All flooring must meet current Las Vegas Fire Regulations.
- Booth vacuuming is not included with the rental of carpeting from Freeman. It must be ordered separately through Mandalay Bay.
- There will be a \$1275 charge for any flooring that is left behind and not removed from the space

LIGHTING:

- All lighting within the exhibit space must be arranged and operated so as not to be distracting to adjacent Exhibitors. Any truss lighting must be over the exhibiting booth only. It cannot be over neighboring booths or aisles.
- All exposed wires (specifically those installed by the Exhibitor or EAC) must be neatly taped or tucked away.

These wires are messy and need to either be hidden inside the backwall or neatly taped down



HEALTH & SAFETY:

- All Exhibitor personnel must wear closed-toe shoes and high visibility vests or sashes for safety during move in and move out.
- Entry to the Exhibit Halls will be denied to individuals without proper Personal Protective Equipment (PPE) during move in and move out. No exceptions! Don't ship your PPE with your booth materials.
- PPE will not be provided for you. Bring your own high visibility vest or sash to the Exhibit Hall entrance.
- If your feet will be 6 ft or higher off the show floor or you will be below someone 6 ft or higher from the ground, you need a hard hat with a chin strap.
- If work is being done above the area you are working in, you must wear a hard hat with a chin strap.



- Be aware of your surroundings. You are in an active work area with changing conditions during move in and move out. Pay attention. Look for obstacles, machinery and equipment that are in use.
- Use a ladder, not a chair. Standing on chairs, tables and other rental furniture is unsafe and can cause injury to you or to others. These objects are not designed to support your standing weight.
- To prevent electrical shocks, falling items and damage to materials, do not attach items or equipment to any drapes or metal framework in your booth. This can cause serious injury or damage to materials.

INSPECTION DEADLINE:

- Any booth not occupied by **6:00 pm PT, Sunday, September 28, 2025**, will be presumed abandoned. If there is freight in the booth and Show Management believes the Exhibitor will be arriving late, the General Contractor will set up the display to the best of their ability with the information available. If there is no freight in the booth and/or Show Management believes the Exhibitor will not participate in the show, the booth will be reassigned. Exhibitors arriving after this time will be given space available and may incur additional costs. **ALL EXHIBITS MUST BE COMPLETELY SET BY 6:00 pm PT, September 28, 2025.** Absolutely no shipment, equipment or material may be brought onto the show floor during show hours.

AISLES:

- Groceryshop aisles run vertically; all inline exhibits should be oriented to face the vertical aisles unless specified otherwise by show management in an exceptional arrangement of booths.
- No sign, decorative materials, decorative lighting etc. may protrude into the aisles or encroach upon neighboring booths. No obstruction may be placed in any aisle, passageways, lobby, or exit leading to any fire extinguishing appliances.
- Demonstration areas must be confined within the exhibit space so as not to interfere with any traffic in the aisles. Aisles may not be obstructed at any time.

NO NAILS OR SCREWS:

- Nothing may be posted, tacked, nailed, or screwed to columns, walls, floors, or other parts of the building. Any damage or defacement caused by infractions of this rule will be remedied by Show Management at the expense of the rule-breaking Exhibitor.

FIRE HOSE CABINETS AND FIRE EXTINGUISHERS:

- Please note that ALL Fire Hose Cabinets and Fire Extinguishers MUST BE KEPT VISIBLE AND CLEAR WITH A 3 ft CLEARANCE. Fire Extinguishers MAY NOT BE REMOVED OR RELOCATED. Fire hose cabinets and fire extinguishers are located on certain columns on the trade show floor. [Las Vegas Fire Regulations](#)

GOOD TASTE AND THE RIGHTS OF OTHERS:

- Show Management may require any Exhibitor to make changes in their exhibit if, in Show Management's opinion, the exhibit does not conform to prevailing standards.

BALLOONS:

- Mylar and Helium balloons are NOT allowed at the Mandalay Bay Convention Center.

AGE RESTRICTIONS:

- All Exhibitor personnel must be 18 years of age or older to enter the Exhibit Hall during move-in, move-out, and show days. **NO ONE under the age of 21 years of age, including infants, are allowed at EVENING EVENTS - NO EXCEPTIONS.**

PHOTOGRAPHY/VIDEOGRAPHY:

- Exhibitors can have a photographer or videographer, but they are restricted to filming only inside the booth. Filming outside the booth space is not permitted.
- Tripods, lights, and elaborate setups are not allowed in public areas, including aisles, due to fire marshal regulations.
- Contact your Logistics Lead for camera crew access to the Exhibit Halls.

ROBOTS:

- You must get approval from your Sponsorship Logistics Lead if you plan to bring a robot into your exhibit space. An additional certificate of insurance may be required naming Mandalay Bay, LLC as the certificate holder.

SOUND LEVELS:

- Exhibitors are permitted to have someone speaking into a microphone with speakers or an activation with sounds in their booth. However, any audio equipment, such as sound systems, audio from a video wall, or microphones, **must not exceed a sound level of seventy-eight (78) decibels** and must remain within their booth space.

VEHICLES:

- Exhibitors who intend to display a vehicle must obtain approval from their Sponsor Logistics Lead and a **vehicle display permit** from the Clark County Department of Building & Fire Prevention. Exhibitors are responsible for completing and submitting all necessary paperwork and must abide by all [Las Vegas Fire Regulations](#). Click [here](#) to download Clark County vehicle guidelines.