



MAY 14-16, 2024
INDIANAPOLIS, INDIANA

SweetsAndSnacks.com

MAY 13: JOIN US FOR THE PRE-SHOW SUPPLIER SHOWCASE



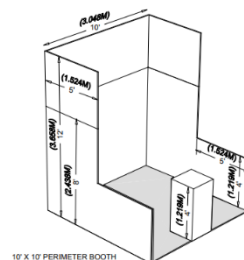
Display Regulations

All exhibits must conform to the regulations as set forth herein. Exhibits not in compliance must be brought into compliance prior to the end of exhibit setup. These regulations will ensure that all exhibitors have the opportunity, regardless of exhibit size and within reason, to present product(s) in the most effective manner possible and to have open access to attendees walking the aisles. Management has developed these Display Regulations in accordance with the guidelines adopted by the International Association of Exhibitions & Events. It is understood that these Exhibit Display Regulations may be changed at any time by Management and Management reserves the right to modify them in its sole discretion if it determines it is in the best interests of the Show.

1. Booth Configuration Specifications:

Standard Linear Booth

No display fixture or sign shall exceed 8 feet in height. All display fixtures over 4 feet in height and placed within 10 linear feet of an adjoining exhibit must be confined to that area of the exhibitor's space which is at least 5 feet back from the aisle line. **Hanging signs may not be hung in a linear booth.**

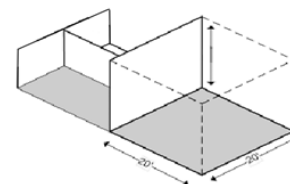


Perimeter Linear Booths

Rules for the Standard Linear Booth apply, however, if the linear booth is against the perimeter wall of the show floor (confirm with show management), banners or signs may be placed up to a height of 15 feet against the back of the booth only and may extend out to a maximum of one foot from the booth back wall. This means that all banners or signs must lay flat against the back wall and not protrude into the booth more than one foot. The maximum display height for all booth fixtures is 8 feet.

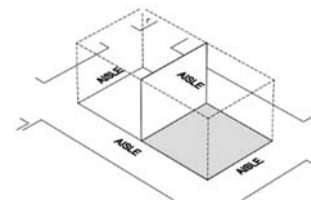
Peninsula Exhibit Attached to Linear Booths

This is a booth that is a minimum of 20 x 20 feet with traffic aisles on 3 sides. There will be no restriction on the length of the back wall; it may be erected edge to edge. The maximum display height is 20 feet in all areas of the booth including the back wall. The back sides of all back walls must be finished in a neutral color and must not have any graphics or logos. Signs may be hung at 24 feet from the floor to the top. Signage (including hanging signs) and graphics facing into neighboring exhibits, need to be a minimum of 10' from a neighboring exhibit.



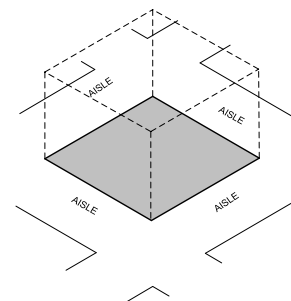
Peninsula Booths Attached to Another Peninsula Booth

Where two peninsula booths share a common back wall with no linear booths in between, there will be no restriction on the length of the back wall; it may be erected edge to edge. The maximum display height is 20 feet in all areas of the booth including the back wall. The back sides of all back walls must be finished in a neutral color and must not have any graphics, copy or logos. Signs may be hung at 24 feet from the floor to the top of the sign. Signage (including hanging signs) and graphics facing into neighboring exhibits, need to be minimum of 10' from a neighboring exhibit.



Island Exhibit Specifications

Exhibit fixtures and components will be permitted to a maximum height of 20 feet in all areas of the booth. Exhibits shall be installed so that they will not project beyond the space allotted. No display fixture may exceed 20 feet in height. Signs may be hung at 24 feet from the floor to the top of the sign. Individual booths participating in a pavilion in an island location are permitted to construct the joint booths under the island specifications.



2. Dimensions & Use of Space

- Sweets & Snacks Expo follows the line-of-site rule. Signs, displays, products, fixtures, vehicles and decorations for all exhibit configurations located within an area 5 feet from the aisle and 10 feet from a neighboring exhibit can be no more than 4 feet high. Line of Sight regulations do not apply to **peninsula** or island booths. See diagrams for clarification.
- Width of exhibit space shown on the floor plan is measured from the center-line of the side rails. Depth is the measurement from the face of the front post to the back of the rear post.
- Linear exhibit structures must be constructed to allow 3 inches for each side rail and 9 inches for utility service access at the rear. Example: 10 feet x 20 feet exhibit space has 9 feet 3 inches x 19 feet 6 inches usable space.
- Demonstration areas must be confined within the exhibit space so as not to interfere with any traffic in the aisles. Exhibitors must contract sufficient space to be able to comply with this rule. Aisles may not be obstructed at any time.
- Exhibitors cannot distribute literature, samples, or other material outside their contracted exhibit space. Booth personnel, or persons hired by exhibiting companies, must remain in the exhibitor's booth and are not permitted to walk the aisles or lobbies for promotional purposes.
- All booths must have carpet or other type of floor covering.
- All linear booths will be provided with 36" high side drapes and 8' high back drapes on aluminum supports. These drapes will be in the official show colors to be published in the Exhibitor Resource Center.
- One standard identification sign is also provided for each 300' or less linear space rented.

3. Non-Exhibitor Products

- Exhibitors not manufacturing products or branding on display, may only display other companies' products or branding in which they can provide evidence to Show Management that they currently represent or distribute such products and are authorized to represent such third party at Expo. If the Exhibitor cannot provide evidence either pre-show or onsite, when requested by Show Management, such products or branding of a non-exhibiting manufacturer may not be displayed.

4. Electrical

- Electrical equipment and wiring require evidence of testing and approval by a nationally recognized testing laboratory and must conform to the electrical codes and regulations as indicated in the Exhibitor Resource Center.
- All wiring must be three-wire grounded.
- Wiring that touches the floor must be "SO" cord (minimum 14-gauge/three-wire) which is insulated to qualify for "extra hard usage".
- Cord wiring above floor level can be "SJ" which is rated for "hard usage".
- The use of zip cords, two-wire cords, latex cords, plastic cord, lamp cord, open clip sockets or two-wire clamp-on fixtures is prohibited.
- Cube taps are prohibited.
- All multi-plug power strips must be UL approved, contain internal overload protectors and adhere to all regulations in this section.

5. Lighting

- Lighting outside the perimeter of the exhibit cannot affect neighboring exhibits or aisles, or project images outside the exhibitor's own exhibit space.
- Peninsula and island exhibits may exceed the applicable height restriction based on location and booth configuration with hanging lights and truss for lighting only, providing there are no graphics, advertising or promotional signage above the height restriction.
- Stem-mounted halogen fixtures with an arm that extends outward from the mounting mechanism, and which typically terminate in a light head that pivots, swivels, or is otherwise movable must use a sealed bulb, maximum 75W.
- Linear quartz bulbs or non-shielded halogen bulbs are not allowed.
- Conventional track lighting systems that use any of the approved types of halogen bulbs are allowed.

6. Fire and Safety

- All displays must be made of fire-retardant materials and are subject to Fire Marshal approval.
- Cardboard, crepe paper, corrugated paper or other combustible materials are prohibited.
- Exhibitors that have fire alarms, fire extinguishers, fire strobe lights or fire hose cabinets located within the exhibit space must have them visible with an unobstructed path from the aisle to the fire device location.
- Spray painting is prohibited unless approved in advance by Management.
- Helium balloons are prohibited.
- See Section 10 below for Fire & Safety rules regarding multi-level or covered exhibits.

7. Signs/Hanging Signs/Displays

- **Signs and graphics facing directly into a neighboring booth must be at least 10' away from the neighboring booth.**
- Hanging signs are allowed for Island booths and Peninsula booths and linear booths that are along the perimeter wall (verify with Show Management).
- Hanging signs must comply with display regulations. This includes all hanging or suspended material such as banners and balloons (where permitted), etc. the top of the sign (or other material) may not exceed the height limitation specific to your type of booth.

8. Prohibited Display Materials

- No bolts, screws, hooks or nails shall be driven into or otherwise attached to the walls or floors of the exhibit areas.
- No part of the display may be attached to or otherwise secured to the columns, drapery backdrop or side dividers.
- Decals or other adhesive materials shall not be applied or affixed to the walls or floor of the exhibit areas.
- No sign of any description may be installed, except within the confines of the exhibit space assigned.
- No animals, reptiles, birds, rodents, fish or insects may be used as part of any exhibit.
- Helium balloons, helium tanks and Mylar balloons are prohibited. Balloons are not permitted for giveaway or sale.
- Use of air-filled balloons is subject to approval by Show Management and the Indiana Convention Center. Balloons inside the facility must remain "tethered" to a fixed object. The balloon may be no larger than thirty-six inches (36") in diameter and must have approval prior to move-in of event Show Management. There is a labor and equipment charge to retrieve balloons in the ceiling should they become loose.
- Cold air balloons are permitted with written permission of Show Management
- Fog, smoke, water and steam machines are not permitted.

9. Exhibit Plan/Rendering

- Exhibitors with exhibits 400 square feet or larger and all multi-level exhibits must submit the Exhibit Design Notification form (EDN) along with rendering and measurements for Show Management approval no later than March 1st. The notification form is in the Exhibitor Resource Center.
- See Section 10 below for additional requirements imposed upon multi-level and covered exhibits.

10. Multi-Level/Covered Exhibits

- In order to help avoid issues on-site and confirm compliance with all fire and safety regulations, wet-stamped engineer drawings of all multi-level or covered exhibits must be submitted for approval no later than by March 1st using the Exhibit Design Notification (EDN) form located in the Exhibitor Resource Center. Exhibitors will be contacted if there are any issues that need to be addressed within 5 business days.
- All multilevel and covered booths must be submitted within sixty (60) days prior to the show and written approval must be obtained. Once designs are approved, Show Management will submit all detailed plans for multi-level and covered exhibits to the Indiana Convention Center.
- In addition to submitting drawings pre-show, as set forth above, drawings must be available for on-site inspection on all multi-story exhibits (regardless of whether people will occupy the upper area), exhibits with hanging signs and all exhibit fixtures and components exceeding 12 feet (3.66m) in height. Drawings must include a current signature or wet stamp of a reviewing structural engineer, indicating that the structure design is properly engineered for its proposed use. A signature is required by an authorized official of the exhibit-building company indicating that the structure is built in compliance with the details and specifications set forth on the drawings.

10. Multi-Level/Covered Exhibits (cont)

- Spiral stairs are not permitted.
- One (1) ABC type fire extinguisher must be available on the first floor of the structure and all staff must be able to operate it.
- A smoke detector is to be installed on the first level of the structure (it can be hard-wired or battery-operated).
- If the structure is completely enclosed (meaning a roof over the second floor), a sprinkler system must be installed. If the space above the second level is open (meaning no roof), no sprinkler system is needed – *Indianapolis rule only*.
- There must be two remote means of egress if upper deck area is greater than 300 square feet or will be occupied by more than 9 people – *Las Vegas rule only*.

11. Unfinished Areas

All open or unfinished sides of the exhibit which may appear unsightly must be covered or Management will have them covered at exhibitor's expense. Any portion of the exhibit bordering another exhibitor's space must have the backside of the exhibit finished and not incorporate any identification signs, lettering or graphics that would detract from the adjoining exhibit. All exposed walls for Peninsula, and island exhibits must be finished.

12. Noise Level

The noise level within an exhibit must not exceed 85 decibels. Exhibitors found to be in violation will be given a maximum of two warnings and instructed to lower volume to acceptable level as determined by Management. A third offense will result in loss of power to the booth.

13. Inspection Deadline

Any booth not occupied by 4:00 PM on Monday (day before show open), will be presumed abandoned. If there is freight in the booth and Show Management believes the Exhibitor will be late, then Freeman will set up the display as best they can 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. Absolutely no shipment, equipment, or material may be brought onto the show floor during show hours.

14. Vehicles

- Display vehicles must have battery cables disconnected and taped, alarm systems deactivated, fuel tanks no more than 1/4-tank full, and fuel tank filler caps locked, taped and/or sealed. Fueling or de-fueling of vehicles on the Facility premises is prohibited.
- The vehicle electronic system shall be de-energized by removing the battery or by disconnecting the battery cables and covering them with electrical tape, to avoid any chance of sparks upon termination of the move-in until commencement of the move-out.
- If necessary, precautions may be required to prevent vehicles from rolling. In addition, drip pans may be required under vehicles if any type of product leak is obvious or anticipated.
- Electrical/battery powered vehicles must recharge batteries outside the building.