

Display Booth Specifications and Guidelines

A. Exhibitor's display booth(s) shall conform to the following specifications:

1. The maximum height of a display booth at the backwall, including any form of lighting system, signage, or header shall be:

- In-Line (standard) booth 8ft
- Perimeter wall booth 12ft
- Peninsula booth 12ft
- Split Island Booth (400sqft) 20ft
- Island Booth (400sqft) 20ft solid wall if you have a banner you can hang to 25ft at the top however you will need a 5ft break in your booth.
 - Exp 15ft wall / 5ft break / 5ft banner hung to 25ft high

***If you have a question about the type of your booth, please contact Reed Exhibitions Operations. ***

2. For a standard in-line booth, any sidewall extending five feet from the backwall of the display booth must not exceed eight feet in height, and the remaining five feet sidewall or divider extending out to the aisle between display booths must not exceed four feet in height. No exhibit booths shall be allowed to obstruct clear vision to other booths in the same line or adjacent lines, unless it is an island display having four sides.

3. Pop-up tents will be allowed as part of exhibitor's booth set up **however no company branding will be allowed above the height limitations** of the booth. No branding on the peak or top of the pop-up tents. Tents will be requested to be taken down should branding be outside of the height guidelines.

4. Wing banners are allowed following the height limitations on booth display. Wing banners will be asked to be taken down should they be in violation of height guidelines

5. Hard backwalls must leave a nine-inch clearance at the rear of the booth for access to electrical equipment, etc. Back-to-back hard walls must have eighteen inches between the hard walls.

6. Peninsula booths require a minimum of two booths back-to-back with an aisle on three sides. Exhibitors with this type of booth must limit the width of the backwall to ten feet centered, and the backwall height must not exceed twelve feet. The remaining five feet of backwall extending out to the aisle on either side must not exceed four feet in height.

7. Island booths are required to submit one booth diagram with each order for electrical, telecommunications, plumbing and compressed air. Diagrams must be forwarded to the appropriate service provider as indicated on each form and **must** adhere to the following guidelines:

- (a) Be scaled plans.
- (b) Include the Show name and dates
- (c) Include Exhibitor's name and assigned booth number.
- (d) Include directional information (i.e., indicate neighboring aisles and / or exhibits).
- (e) Include location(s) of service(s) being ordered (i.e., telephone, fax lines, electric, etc.)
- (f) A separate diagram must be submitted with each order.

8. **Maximum travel distance from one entry/exit to another entry/exit from any point within a display booth must not exceed fifty feet. If travel distance exceeds fifty feet, an additional entry/exit must be provided. Exit must be 8ft wide.**

9. Any covered area, regardless of square footage of area to be covered, within an exhibit or a multi-level display, must submit blueprints by **December 14, 2021**, for review of such construction. See Section 4, GUIDELINES FOR MULTI-LEVEL / COVERED EXHIBITS, for precise requirements. Island and Peninsula booths more than 400sqft are allowed to have double decker booths with approval from show management.

10. A limited number of banners, hung from the facility ceiling directly above exhibit booths, will be permitted ONLY after contacting Reed Sales at 203-840-5378 to discuss the required payment of an advertising fee. Said banner approvals are on a first-come, first serve basis. Hanging independent lighting systems, attached to the facility from overhead, are permitted ONLY by island exhibits of 400 square feet or larger, and then only from approved lighting truss. **No other hanging objects of any kind will be permitted, INCLUDING signs of any kind, whether electrically illuminated or not, from the lighting truss.** Island exhibits of 800 square feet or larger wishing to hang lighting systems will be required to submit a rigging plot diagram, no later than **December 14, 2021**, to:

PGA Operations Department
Matt Luke
Reed Exhibitions
201 Merritt 7, Norwalk, CT 06851
mluke@reedexpo.com

The rigging plot diagram should include a scaled drawing, indicating the hanging point locations, the weight to be hung at each rigging point, and the total weight of the lighting system overall, including truss systems and lighting fixtures. Please refer to Section 25, THEATRICAL LIGHTING AND EFFECTS.

B. In all cases, Reed Exhibitions shall have the absolute right to require Exhibitor, at Exhibitor's expense, to change, alter, modify, or remove all or part of his exhibit or display booth. Grounds for such action shall include, but not be limited to:

1. Lack of aesthetic uniformity or harmony with other display booths at The PGA Show.
2. Non-compliance with express restrictions on the dimensions of the display booth or any part thereof, whether contained in the Application & License Agreement for Exhibition Participation, Rules & Regulations Handbook or the Exhibitor Manual.
3. Objectionable noises or odors emanating from the display booth.
4. Objectionable signs or lights in the display booth.
5. Obstruction of aisles or of other display booths. Tables, demonstrations, sampling, putting contests and /or celebrity appearances must be placed a minimum of four feet from the aisle, in booths that are ten feet in depth. For booths greater than ten feet in depth, the set back is a minimum of ten feet.
6. Objectionable clothing or attire, or lack thereof, worn by Exhibitor's personnel, his agents, or models.

C. Exhibitor shall not store boxes, crates, construction materials or any other materials in or around the display booth area. Any unfinished and / or exposed part of a display booth must be draped at Exhibitor's expense.

D. All food and beverages to be served and / or consumed in specifically designated areas of the OCCC, and / or Exhibitor's display, must be purchased from or approved by the exclusive food service contractor at the OCCC. All charges for such food and beverages are the sole and direct responsibility of the Exhibitor and shall not be billed through Reed Exhibitions, nor shall Reed Exhibitions assume responsibility or liability for them.

E. Exhibitor must strictly comply with all fire, safety and electrical regulations of Orange County, Florida, and the OCCC. Combustible materials will not be allowed within the OCCC, and no Exhibitor will be allowed to put up or operate any combustible engine, motor or machinery on the premises. All construction materials used in Exhibitor's display booth must be flame proofed. Balloons and/or blimps of any kind are strictly prohibited. Compressed gas cylinders of any kind are strictly prohibited.

F. The fastening of screws, staples, nails, signs, decals or other devices and objects to any part of the OCCC's property is strictly prohibited. Exhibitor shall be responsible for any damage it causes to any part of the OCCC and is responsible for all cost for repairs of same.

G. Photography and / or graphic reproduction of Exhibitor's booths and products displayed therein, without the prior permission of the Exhibitor and Reed Exhibitions is strictly prohibited. On site the photographer needs to check in with the media center

4. Guidelines for Multi-Level / Covered Exhibits

Multi-Level and Covered booths are only allowed for exhibitors that are 400sqft or larger, with show management approval

A. Multi-Level / Covered Exhibit Definition Covered - To place something over or upon an exhibit or portion of an exhibit (i.e., roof, ceiling, tenting, fabric, plastic). Multi-level - To construct a level or tier atop an exhibit or portion of an exhibit whether to be occupied or unoccupied.

B. Height Exhibit fixtures, products, components and identification signs may not exceed the maximum height for the booth type:

- In-Line (standard) booth 8ft
- Perimeter wall booth 12ft
- Peninsula booth 12ft
- Split Island Booth (400sqft) 20ft
- Island Booth (400sqft) 20ft solid wall if you have a banner you can hang to 25ft at the top however you will need a 5ft break in your booth.
 - Exp 15ft wall / 5ft break / 5ft banner hung to 25ft high

C. Guidelines for Multi-level / Covered Exhibits Requests for the construction of multi-level or covered exhibits will be reviewed by Reed Exhibitions, Orange County Convention Center Event Services Department, and the Orange County Fire Rescue Division, Fire Loss Management Bureau. To ensure the success of your exhibit, please read and comply with the following guidelines:

1. Send four (4) copies of blueprints (with front and side elevations), scaled, sealed, signed and dated by a registered architect or engineer, to:

PGA Operations Department
Matt Luke
Reed Exhibitions
201 Merritt 7, Norwalk, CT 06851
mluke@reedexpo.com

Plans must be submitted by the deadline of December 14, 2022, (even if you have used this display in prior PGA Worldwide Golf Exhibitions and it has been approved). Plans must adhere to the following:

- (a) They must be scaled, sealed, signed and dated by a registered architect or engineer.
- (b) They must include the Show name and dates.
- (c) They must include Exhibitor's name and assigned booth number.
- (d) They must indicate maximum exhibit height, within the booth.

2. All materials used in the construction of multi-level and / or covered exhibits and all decorative materials within the exhibit must be non-combustible or limited combustible (flame retardant) materials. Certificates of flame retardant treatment along with samples of said materials must be submitted when requested by the Orange County Fire Rescue Division, Fire Loss Management Bureau.

3. If the upper deck of a multi-level exhibit exceeds 300 square feet in area, it shall meet the following requirements:

- (a) Upper deck rooms or other upper-level areas may not have ceilings, roofs or covers installed.
- (b) Exhibits which have an enclosed room or occupiable second story must post notice, on the outside of the room or at the bottom of the stairway, indicating the maximum people occupancy (or total weight load) of the second level permitted in the area at one time. If occupancy of second level is intended to be more than ten people at any one time, two stairways are required, remote from each other. The stairs must be a minimum of three feet in width, equipped with a handrail on at least one side and constitute a "straight run" or be "squared off". Spiral stairs or winders ARE NOT PERMITTED.
- (c) Upper decks or covered areas must be limited to dimensions which do not exceed 1,000 square feet in individual areas.
- (d) If additional upper deck, or covered area, is required in excess of 1,000 square feet, a clear fire break (unobstructed aisle), of not less than ten feet on all sides of the structure must be provided to the separate area. This separate, additional area is also subject to 1,000 square feet maximum area. This clear fire break (unobstructed aisle) shall not contain combustible displays, furniture, or other materials which could abet transfer of fire to another area.
- (e) The ten-foot clear space may be spanned by a bridge or canopy which must not exceed four feet in width. The bridge or canopy should be of non-combustible materials.

4. Interior protection, by an approved automatic extinguishing system, is required for the following exhibit designs:

- (a) Single level exhibits or structures greater than 300 square feet which are covered with a canopy and / or ceiling.

(b) The first level of a multi-level exhibit or structure regardless of the square footage.

(c) All levels of a multi-level exhibit or structure provided that level is covered with a canopy and / or ceiling.

(d) A single exhibit or group of exhibits with an aggregate canopy and / or ceiling exceeding 300 square feet with less than ten feet between canopy and / or ceilings.

5. Automatic sprinkler systems must be designed in accordance with N.F.P.A. 13, 1991 Edition. These systems may be connected to the Convention Center's existing standpipe system and in some cases, the domestic water supply. Connections to the water systems must be made by the Orange County Convention Center Engineering Department, or a licensed contractor, on a materials and labor basis.

6. Extinguishing system designs must be part of the original plan submissions.

7. Booths or structures that are protected by an automatic extinguishing system will have a flow alarm, audible and visual, within that area. This alarm is to be a local type, sounding in the vicinity of the booth or structure.

8. Install single-station, battery operated smoke detector in the interior and exterior of each covered exhibit or multi-level structure, regardless of square footage. The detector will be an approved type and installed per manufacturer's instructions. The smoke detector must sound an audible alarm. Operation of smoke detectors must be verified after installation.

9. Portable, dry chemical fire extinguisher(s) will be required for each level of each covered booth or structure. At least one 2-A, 10-BC portable type fire extinguisher must be provided for each 300 square feet. Fire extinguisher(s) must be mounted in a visible location, near exit doors and accessible at all times.

D. Alternative to Automatic Extinguishing System When determined by Reed Exhibitions, Orange County Convention Center, Event Services Department, and the Orange County Fire Rescue Division, Fire Loss Management that temporary sprinkler installation is impractical; the following alternative protection may be allowed:

1. Reed Exhibitions must provide 24-hour fire watch for all multi-level exhibits, regardless of square footage, and all exhibits exceeding 300 covered square feet. Fire watch will commence with installation of the upper deck, or ceiling, and continue until the upper deck or ceiling is removed.

2. Exhibitor must install a single-station; battery operated smoke detector in the interior and exterior of each covered exhibit or multi-level structure, regardless of square footage. The detector will be an approved type and installed per manufacturer's instructions. The smoke detector must sound an audible alarm.

3. Exhibitor must provide a portable, dry chemical fire extinguisher(s) for each level of each covered exhibit or structure. At least one 2-A, 10-BC portable type fire extinguisher must be provided for each 300 square feet. Fire extinguisher(s) must be mounted in a visible location, near exit doors, and accessible at all times.

E. Insurance Requirements for Multi-Level Displays Exhibitor is required to carry, at its own expense, commercial general liability insurance at a minimum amount of \$5,000,000, as well as Workers' Compensation insurance as required by law and adequate Burglary, Robbery and Theft insurance covering monies, properties and

merchandise pertaining to The PGA Show, January 26 – January 28, 2022. Reed Exhibitions and The PGA of America shall be designated as additional insured in the policies evidencing such coverage. Reed Exhibitions, The PGA of America, their officers, directors, employees and agents, and the Orange County Convention Center will not be liable for any injury to any person that may occur in the exhibit area or for the loss of or damage to any material from any cause whatsoever, whether in transit, or before, during or after The PGA Show, regardless of whether Reed Exhibitions furnishes attendants, guards, or night watchmen. It is expressly acknowledged that Reed Exhibitions has not purchased insurance of any kind for the benefit of the Exhibitor, nor is it under any obligation to do so. The Exhibitor shall indemnify Reed Exhibitions and The PGA of America against and hold harmless from negligence of the Exhibitor or in connection with the Exhibitor's use of the display space.

F. Fee for Multi-Level Displays/Covered Displays Covered space of an exhibit, regardless of square footage, will be assessed an additional fee of \$1,000.00. Applicable taxes, if any, shall also be charged. Second level space of a multi-level exhibit, regardless of square footage, will be assessed an additional fee of \$7,500.00. Applicable taxes, if any, shall also be charged. Application of these fees will be made to the following services in connection with a covered and/or multi-level exhibit:

1. Administrative costs incurred by Reed Exhibitions associated with submission of the exhibit's blueprint to Fire Authority for review and approval, including, but not limited to, shipping and handling charges, correspondence, and any necessary follow-up.
2. Payment of fees charged by Fire Marshal for official approval of each blueprint.
3. Coordination and scheduling of all appropriate fire watch personnel to meet Fire Marshal requirements.
4. On-site supervision of fire watch personnel.
5. Provide on-site communications equipment, to appropriate authorities and / or to fire watch personnel, for duration of move-in, show days and move-out.
6. Payment of hourly fire watch personnel fees, including applicable taxes.

5. Full Swing Demonstration Policies and Procedures

The minimum booth size permitted to have full swing demonstrations is 200 square feet. Companies whose product requires a full swing demonstration must abide by the following policies and procedures:

- A. Provide a sturdy, self-standing hitting cage / net.
- B. Provide a hitting mat located within the hitting cage / net.
- C. Provide three feet of clearance between the ball impact area of the hitting cage / net and the adjoining booth or aisle or provide an impact absorbing material to be used in the ball impact area of the hitting cage/ net.
- D. Provide a queuing barrier that will be set a minimum of six feet behind the hitting mat for protection of the back swing. The opening to the queuing barrier is to be located in the back half of the booth.
- E. Companies with full swing demonstrations must submit a diagram of their proposed exhibit area to Reed Exhibitions by December 15, 2017. The diagram must indicate:
 1. The front opening and back of hitting cage / net.
 2. Aisles and neighboring booth numbers.
 3. Travel direction of the golf ball.

4. Back swing direction.

5. The hitting mat location within the hitting cage / net.

F. At all times during a full swing demonstration, a company employee must supervise the demonstration. Never, during a full swing demonstration, will anyone be allowed to swing a club or hit a ball if the booth representative is not in the booth, or is occupied with another customer outside the hitting area.

G. Any fully enclosed booth with a ceiling, requires installation of a smoke detector with an audible alarm on the inside ceiling surface, and one 2-A 10-BC fire extinguisher. In addition, the booth's construction material must be fire retardant and have a Certificate of Flame Resistance. Hitting cages with an open netting ceiling do not require either a smoke detector or fire extinguisher.

H. No hitting or chipping will be permitted in booths not adhering to the above requirements.