



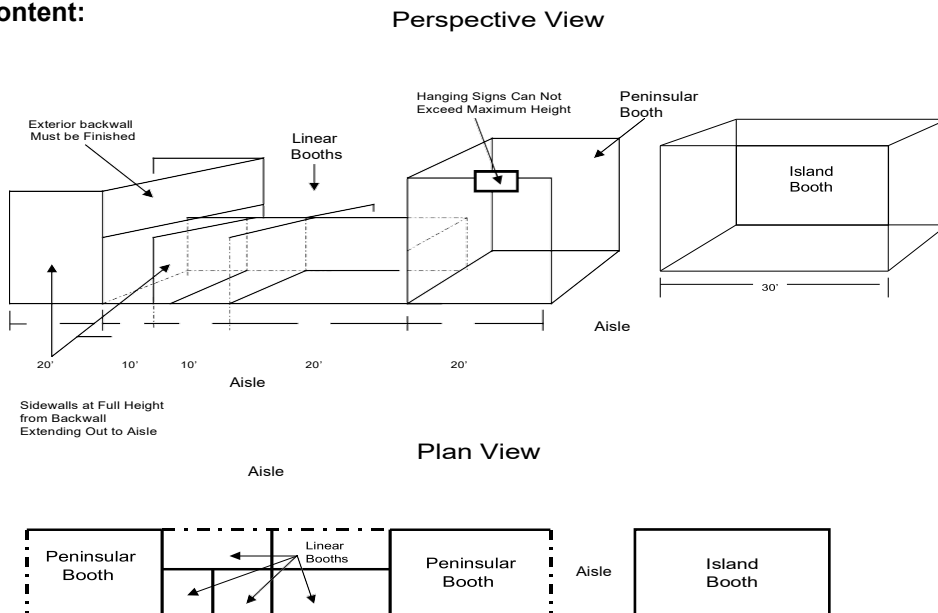
DISPLAY RULES + REGULATIONS

The following rules and guidelines specify what an exhibitor can and cannot do with their booth space. These rules and guidelines are based on the physical characteristics of the exhibit hall, 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.

CUBIC CONTENT – DATA UNIVERSE follows the **cubic content rule**, which allows exhibitors to make maximum use of their booth space. Under the cubic content rule, exhibitors may build up to the front of their booths, and up to the maximum allowable height according to booth type as indicated below.

However, an visible part of the booth must be finished, neutral and devoid of copy on any wall adjacent to another exhibitor. Please refer to the **HEIGHT LIMITATIONS** section for additional information.

Examples of Cubic Content:



DEMONSTRATION AREAS - 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. When large crowds gather to watch a demonstration and interfere with the flow of traffic down the aisles or create excessive crowds at neighboring booths, it is an infringement on the rights of other exhibitors. Aisles **may not** be obstructed at any time.

DEMONSTRATION EQUIPMENT - Equipment, product or machinery, when displayed to demonstrate or simulate industrial application, are exempt from the foregoing height limits, but are restricted only by ceiling height, as well as building and safety codes.

DO NOT BLOCK AISLES OR INVADE NEIGHBOR'S SPACE - No sign or decorative materials 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.



DOUBLE DECKER BOOTHS

All plans for double decked booths or booths with solid overhead structures or raised platforms must be submitted to the Javits Security and Safety Solutions department for review and preliminary approval. If preliminary approval is given a NYC Department of Buildings build permit will be required.

Double decked booths are not permitted in exhibit halls 1A, 1B, 1C, 1D, 1E and 3D.

The New York City Department of Buildings (DOB) requires that ALL double decked booths displayed within a place of public assembly file for a DOB build permit for each. The filing must include stamped drawings by a New York State or City Licensed Architect or Engineer. These permits expire and will need to be re-filed for each event.

The New York City Department of Buildings (DOB) requires that all solid overhead structures and or raised platforms greater than 120 square feet, including connecting areas or space with a common means of egress or entrance, built within a place of public assembly file for a DOB build permit. The filing must include stamped drawings by a New York State or City Licensed Architect or Engineer. These permits expire and will need to be re-filed for each event.

Applications for such structures and uses shall be submitted to the DOB no later than 15 business days prior to the construction of the temporary structure or the commencement of the temporary use.

You are not obligated to, but in the event you wish to, use the Javits Centers contracted P.E./R.A.

(di Domenico + Partners – 212-337-0400 – Aileen Munoz) they will review all drawings to ensure compliance with DOB and FDNY code and regulations, discuss and propose necessary changes so that the drawings and applications may be prepared for review by the DOB. di Domenico +

Partners will create and file all DOB required documents through an expeditor to ensure timelines are met. The fees for their service vary based on amount of necessary changes and meetings.

Additionally, the following information will be required:

- Detailed construction plans with dimensions and callouts (lower and upper level)
- Reflected ceilings plans with dimensions and callouts (lower and upper level)
- Structure (indicating structural members and connections)
- Stair detail (dimension of treads and risers)
- Railing details (dimensions including height)
- Axonometric view (with callouts indicating the description of finishes)
- Elevations with dimensions
- Materials/finishes

For more information, please visit: <https://www.javitscenter.com/plan/policies/>



EXPOSED AREAS MUST BE FINISHED

All back walls, sidewalls or any other exposed areas of the display must be finished surfaces. No graphics, logos, or print facing into another booth is allowed. Any company advertisement or promotion must face into the aisle. In-line and peninsula booths must have a finished back wall covering the back of the booth. See-through back walls or displays which do not cover the back wall completely will not be allowed.

Please note that ***ALL FIRE HOSE CABINETS AND FIRE EXTINGUISHERS MUST BE KEPT VISIBLE AND CLEAR WITH A 36" CLEARANCE. FIRE EXTINGUISHERS MAY NOT BE REMOVED OR RELOCATED.***

After 5:00pm on Tuesday, April 9th, 2024 any part of a booth with unfinished side or back walls will be draped by Show Management at the expense of the exhibitor.

FLOOR COVERING GUIDELINES

Your entire booth area needs to have an appropriate, flame retardant floor covering. All exposed booth floors must be covered with an appropriate floor covering. Approved floor covering includes carpet, carpet tiles, foam floor tiles. All floor coverings must be flame retardant in conjunction with the rules and regulations of the New York City Fire Department. Carpet may be rented through Freeman. Any booths that do not have an appropriate floor covering by the close of move-in will be provided carpet by Freeman at the cost to the exhibitor. This includes any labor to move already set displays on unfinished floor. All turnkey booths will be carpeted in Black carpet as part of their booth package. All aisles will be carpeted in gray.

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.

GRAPHICS ON NEIGHBORS' SIDE - The backside of walls - the common border facing a neighboring booth - must be clear of copy, logos, or other graphics, so as not to be an eyesore to neighboring exhibitors.

HANGING SIGNS + HANGING LOADS - Hanging signs must comply with the **HEIGHT LIMITATIONS** guidelines listed below. This includes all hanging or suspended material such as banners, truss, etc. The top of the sign (or other material) may not exceed the height limitation specific to your type of booth. Booths which qualify to suspend "hanging signs" are only Island, booths of 400 sq. ft. or larger.

- Any hanging loads must be approved in advance by the Javits Center (within 20% of load capacity).
- Hanging loads imposed on the space frame structure must not exceed 15,000 pounds for any 90' x 90' bay (Level 3 and Level 4 exhibit halls).



- Hanging loads on any space frame node must not exceed 1,500 pounds.
- Hanging loads on any space frame member must not exceed 50 pounds.
- Hanging points from the recessed threaded hanging points in halls 1B and 1C must not exceed 100 lbs. The spacing of loads must be at least 2'0" on center each way.
- No planking is permitted on the space frame tubes.
- Hanging Loads in 1E, and 3D halls must be from the moveable partition tracks using approved Javits hanging devices. Weight limit is 50 lbs. per hanging point.

For more information, please visit <http://www.javitscenter.com/plan/policies/>

HEIGHT LIMITATIONS

DATA UNIVERSE follows the cubic content rule, which allows exhibitors to make maximum use of their booth space. Under the cubic content rule, exhibitors may build up to the front of their booths, and up to the maximum allowable height according to booth type as indicated in the following descriptions.

The following maximum height limits will be strictly enforced. No height variances will be granted prior to or on site at the show. Please plan your booth display and sign structures accordingly.

HALL 3:

- | | |
|--|--------------------------------------|
| • Linear Booth Bounded by 1 or 2 aisles | Limited to turnkey build only |
| • Peninsula Booth Bounded by 3 aisles | Limited to turnkey build only |
| • Island Booth – Less than 400 sq. ft. or larger Bounded by 4 aisles | 16' |

PLEASE NOTE: Nothing will be permitted above these maximum heights, including signs, banners, truss structures, lighting and/or display materials.

INSPECTION DEADLINE - Any booth not occupied by **5:00pm on Thursday, March 31, 2022** 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.

All exhibits must be completely set by **5:00pm on Thursday, March 31, 2022**. Although exhibitors may fine tune their booth Friday, April 1, 2022 before show opening at 9:30am. No shipment will be accepted past 5:00pm on Thursday, March 31, 2022. Absolutely no shipment, equipment, or material may be brought onto the show floor during show hours.

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APRIL 10-11, 2024
NORTH JAVITS CENTER, NYC

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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.

SOUND LEVELS

Sound level of presentation should be kept within the confines of the booth area and must not interfere with neighboring exhibits. Show management will exercise their right to provide and maintain a fair exhibiting environment to all customers. Excessive sound can be offensive and distracting. Each Exhibitor is entitled to an atmosphere that is conducive to conducting business, without excess noise from other Exhibitors. Any audio equipment (i.e., sound system, audio from a video wall, microphones), whether in the booth or as part of a display, may not exceed a sound level of eighty-five (85) decibels. Reed Exhibitions will be sensitive and responsive to complaints registered by spectators, neighboring Exhibitors, or other personnel, and will have appointees to respond to all complaints.

VEHICLE DISPLAYS

There is a round trip spotting fee per vehicle. Please refer to the **FREEMAN** Manual link in the **Vendor Forms & Guidelines** section of the online manual for more information. Vehicles are allowed in the Javits Center for display purposes provided they meet the following requirements:

- Motor vehicles must be turned off when parked inside.
- Operating equipment or machinery must not be left unattended.
- Motor vehicles may be operated on carpeted areas of the Center when approval is given by Center staff. Protective material must be placed in the carpeted areas for protection of floor surface. The show manager is responsible for all damages and for restoration of the damaged areas to the original condition.
- All forklifts or other heavy loading devices operated within the Center must be operated by certified personnel.
- Forklifts are not permitted to operate on terrazzo areas. Special permission is granted in certain circumstances by Javits management. In those instances, the forklift must have pneumatic tires.
- Forklifts are not permitted to operate in the River Pavilion, or in carpeted halls 1D and 1E, unless a pathway of masonite is constructed.
- Motor driven aerial lifts must have wheels covered with "shrink-wrap" to operate on the River Pavilion and carpeted halls 1D and 1E.
- Parking on the loading docks or inside the Center (except for loading and unloading) is prohibited; violators will be towed at owner's expense.
- Utility carts may be operated in the Center exhibit halls, loading docks and main roadway only. Under no circumstances are vehicles or personnel carts to be operated in meeting rooms, concourses, or lobby during show hours.
- See "Display Vehicles" in the Fire Safety section of these Rules.

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