

## GUIDELINES FOR DISPLAY RULES & REGULATIONS

### LINE OF SITE RULES & REGULATIONS

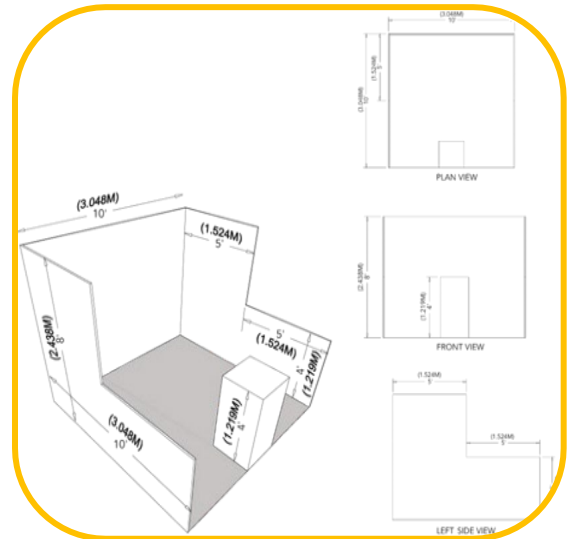
SEMIEXPO Heartland has Height Limits & Line-of-Site Rules that are strictly enforced. Line-of-Sight display rules provide restrictions on certain areas of booths to allow attendees to view neighboring booths in their line of sight as they walk the floor. There are a variety of booth types, and each one is addressed below with specific insight on how to implement Line-of-Sight Regulations.

#### Linear Booth

The ability to have products or services easily seen by attendees as they walk the aisles is essential to all exhibitors, and that is the basis for including a Linear Booth Line-of-Sight setback rule. Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

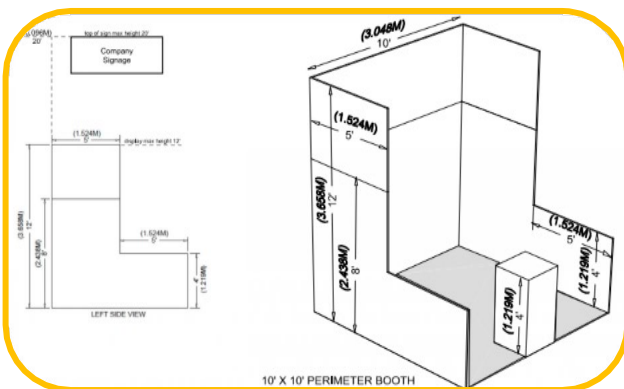
#### Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is generally specified to prevent display materials from imposing on neighboring exhibits behind the back wall.



#### Corner Booth

A Corner Booth is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All other guidelines for Linear Booths apply.



#### PERIMETER BOOTH

A Perimeter Booth is a Linear Booth that backs up to an outside wall of the exhibit facility rather than another booth.

#### Dimensions & Use of Space

All guidelines of Linear Booth Apply.

#### NOTE

Refer to your contract to if your booth is a “raw” booth or “pipe and drape package” booth. Exhibitors are required to adhere to Union Guidelines. No overhead hanging signs allowed. Exhibitors are required to carpet their booth area.

Machinery, equipment, or products cannot be shown on a raised/built-up platform or counter if they interfere with height limitations

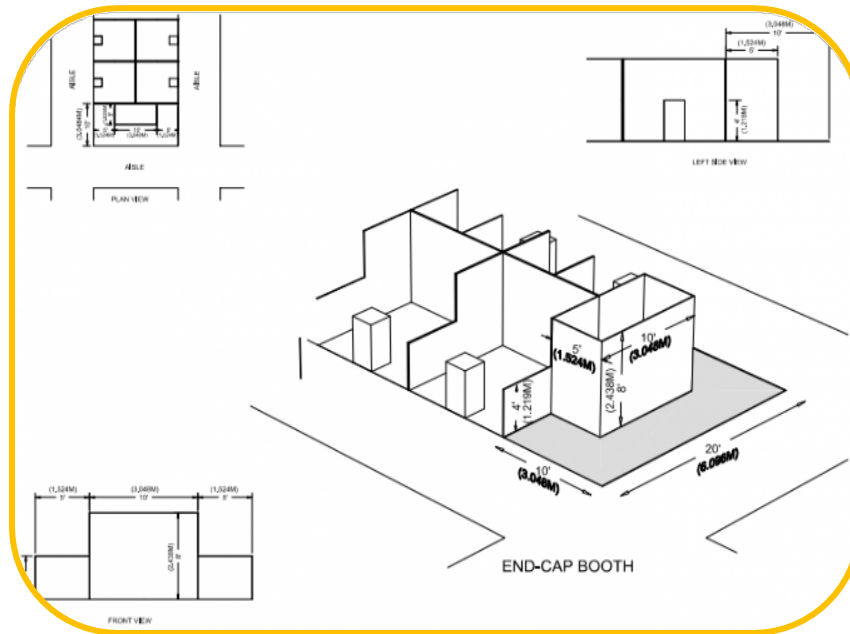
## GUIDELINES FOR DISPLAY RULES & REGULATIONS

### End-cap Booth

An End-cap configuration is essentially a Linear Booth placed in the position of a Peninsula or Split Island.

### Dimensions and Use of Space

End-cap Booths are generally 10ft (3.05m) deep by 20ft (6.10m) wide. The maximum backwall height allowed is 8ft (2.33m) and maximum backwall width allowed is 10ft (3.05m) at the center of the backwall with maximum 5ft (1.52m) height on the two side aisles. Within 5ft of the two side aisles, the maximum height for any display materials is 4ft. The backside of display walls should be clean with no logos or branding. Hanging signs are prohibited.



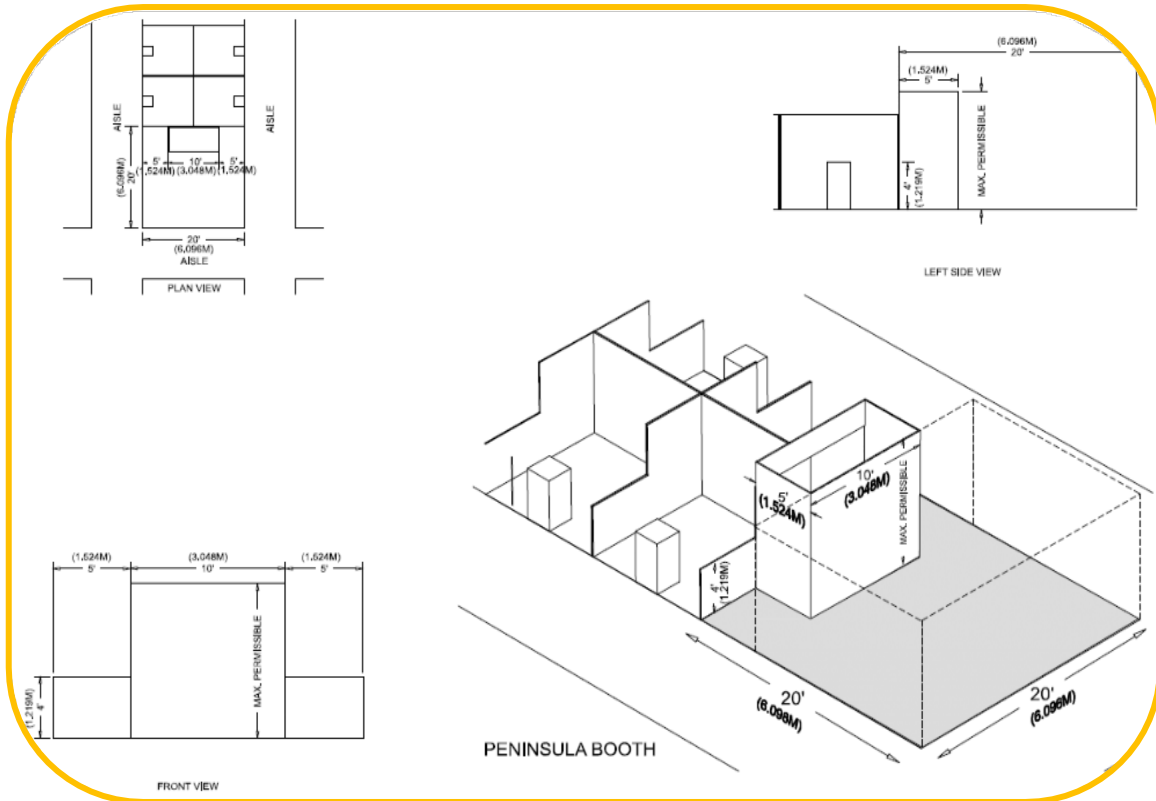
## GUIDELINES FOR DISPLAY RULES & REGULATIONS

### Peninsula Booth

A Peninsula Booth is exposed to aisles on three sides. There are (2) types of Peninsula Booths: (a) one which backs up to Linear Booths, and (b) one which backs to another Peninsula Booth which is referred to as a “Split Island”.

### Dimensions

A Peninsula Booth is usually 20ft by 20ft (6.10m by 6.10m) or larger. When a Peninsula Booth backs up to Linear Booths, the back wall is restricted to 4ft (1.22m) high within 5ft (1.52m) of each aisle, permitting adequate line of sight for the adjoining Linear Booths. Maximum height range allowance is 12ft (3.66m), including signage for the center portion of the back wall. **Double-sided signs, logos and graphics shall be set back ten feet (10') (3.05m) from adjacent booths.**



### Additional Information

- Exhibitors are required to adhere to Union Guidelines. Overhead signs are allowed (See hanging signs regulations).
- SEMIEXPO Heartland recommends that exhibitors contact GSC to request a cost estimate for hanging signs.
- Machinery, equipment, or products cannot be shown on a raised/built-up platform or counter if they interfere with height limitations.

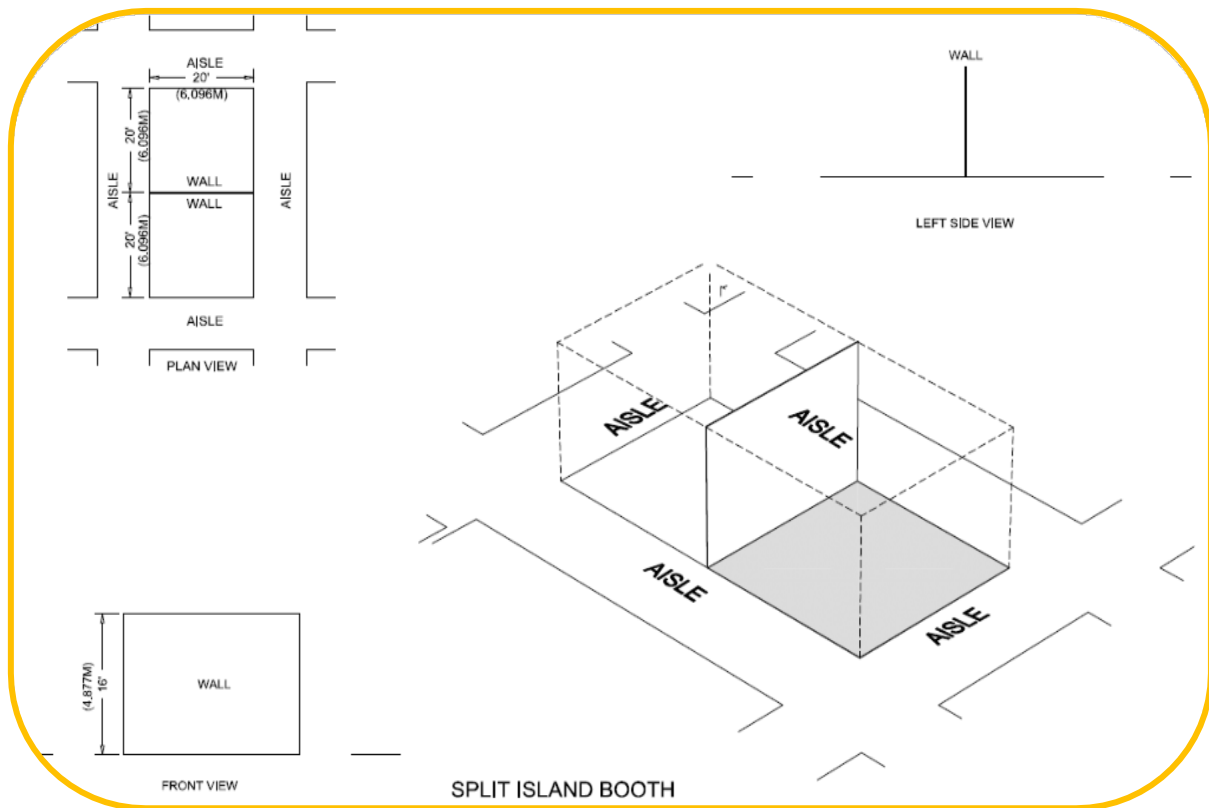
## GUIDELINES FOR DISPLAY RULES & REGULATIONS

### Split Island Booth

Split Island Booth is a Peninsula Booth which shares a common back wall with another Peninsula Booth.

### Dimensions and Use of Space

The entire Cubic Content of this booth may be used, up to the maximum allowable height, without any back wall Line-of-Sight restrictions. The maximum height range allowance is 16ft (4.88m), including signage. The entire Cubic Content of the space may be used up to the maximum allowable height. **Double-sided signs, logos and graphics shall be set back 10ft (3.05m) from adjacent booths.**



### Additional Information

- Exhibitors are required to adhere to Union Guidelines. Overhead signs are allowed (See hanging signs regulations).
- SEMIEXPO Heartland recommends that exhibitors contact GSC to request a cost estimate for hanging signs.
- Any booth structure exceeding 16 feet in height is required to have an engineering certification stamp/seal on their booth plans. This plan must be in your booth and available for review by the Fire Marshal and or Show Management at all times.
- Machinery, equipment, or products cannot be shown on a raised/built-up platform or counter if they interfere with height limitations.

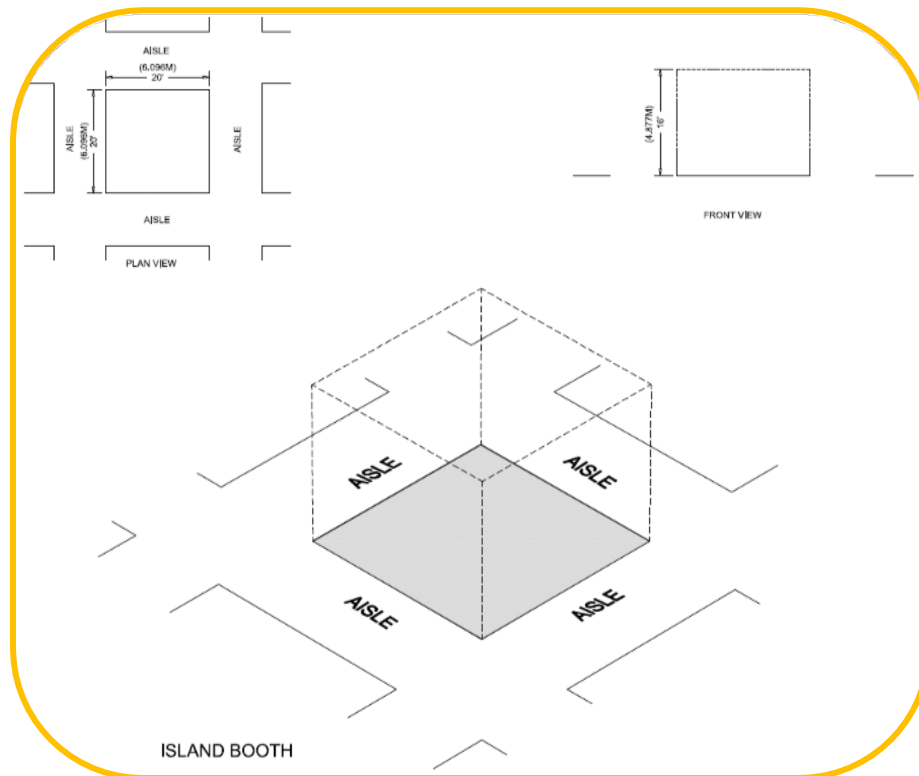
## GUIDELINES FOR DISPLAY RULES & REGULATIONS

### Island Booth

An Island Booth is any size booth exposed to aisles on all four sides.

### Dimensions and Use of Space

An Island Booth is typically 20ft by 20ft (6.10m by 6.10m) or larger, although it can be configured differently. The entire cubic content of the space may be used up to the maximum allowable height, 16ft (4.88m), including signage.



### Additional Information

- Exhibitors are required to adhere to Union Guidelines. Overhead signs are allowed (See hanging signs regulations).
- SEMIEXPO Heartland recommends that exhibitors contact GSC to request a cost estimate for hanging signs.
- Any booth structure exceeding 16 feet in height is required to have an engineering certification stamp/seal on their booth plans. This plan must be in your booth and available for review by the Fire Marshal and or Show Management at all times.
- Machinery, equipment, or products cannot be shown on a raised/built-up platform or counter if they interfere with height limitations.

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### BOOTH APPROVAL PROCEDURE

It is the responsibility of the primary exhibiting company or their appointed designated contractor (EAC) to conform to all display rules and regulations and building requirements stipulated.

The Primary Exhibitor **MUST** have the prominent identification in its entire contracted booth space. Contracted space **MUST** appear as one unified booth.

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as forklifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open.

Booth configurations cannot be designed to obstruct the view of nearby exits or doorways.

Please take your exhibiting neighbors into consideration when positioning hanging signs and exhibit structures that could impede or obstruct lines of sight to them. Your thoughtful planning will make the show a better experience for you, attendees navigating around the halls and other exhibitors. See Booth Regulations for more information.

It is mandatory for booth plans to be approved prior to move-in using the appropriate booth approval form. **Booth plans should be submitted for approval by March 27, 2026.**

- Booths should be sent to SEMIEXPO Heartland Show Management at [semiexpo@semi.org](mailto:semiexpo@semi.org).
- Side, overview and 3-dimensional perspectives are recommended.
- The booth layout does not have to be professionally drawn; however, it **MUST** include the following information:
  - Indicate the height, width and length measurements of all panels, towers, headers, backwalls and side returns.
  - Indicate if it is a 2 story or covered booth.

Show Management has the authority to determine whether placement, arrangement and appearance of all items displayed by the exhibitor are in compliance with the exposition Rules & Regulations. This may require the replacement, rearrangement or redecoration of any item or of any booth. Displays that do not conform to the rules and regulations set forth by Show Management and Detroit Marriott at the Renaissance Center on-site will receive a violation notice. Violations must be corrected by 6:00pm, Tuesday, April 28 or Show Management may make necessary changes at the exhibitor's expense.

## GUIDELINES FOR DISPLAY RULES & REGULATIONS

### HANGING SIGN RULES

#### Hanging Signs / Banners

Hanging signs are defined as signage that is suspended from the facility ceiling, directly over the contracted exhibit space only.

#### **Acceptable Overhead Suspended Features:**

- Company or brand identity signs (consider including booth number)
- Photographic imagery, with or without text or logos.
- Rigging for lighting trusses (only permitted in island or peninsula booths)
- Flameproof fabric banners or tension structures.
- Lightweight space-frame canopies Rotating Signs

#### **Restrictions**

- Hanging signs are NOT allowed in any inline/linear booths. Hanging signs are only allowed for peninsula (4 booths or more) and island booth configurations.
- Hanging Signs must be set within the perimeter of the booth boundary.
- Maximum height from hall floor to top of sign: 20 feet/6 meters, depending on any height/rigging restrictions.
- Minimum clearance from hall floor and/or second story floor to bottom of sign: 8 feet/3 meters.
- Flashing chaser lights are not permitted.
- Laser logos may only point into your exhibit space and may not be projected outside of your booth. Possible weight and height restrictions depending on area. Contact GSC for more details.
- All signs should be constructed of lightweight materials to allow for greater flexibility and ease of installation
- Hanging material anchor points must be pre-fabricated and ready for use.
- Hanging canopies, ceilings, or closed-bottom signs may necessitate special fire protection measures in the exhibits beneath them.

#### **Written Approval Procedures:**

Submit your booth plans with the hanging sign to Show Management at [semiexpo@semi.org](mailto:semiexpo@semi.org) no later than 30 days prior to move-in.

#### **Installation Procedures**

- Hanging signs must be shipped to the Advanced Warehouse address to insure a timely installation.
- The Hanging Sign Labor Order form must be submitted to GSC.
- The official General Services Contractor (GSC) is responsible for assembly, installation and removal of all hanging signs. Exhibitor or approved EAC may supervise. Exhibitors who do not provide supervision (self or EAC) agree to accept charges for time, materials and equipment as determined by GSC. Installation and removal times will be established per availability of halls and access to area.
- All hanging signs and rigging requests must be submitted to GSC according to the schedule and process outlined above. GSC will hang signs as close to exhibitor specifications as is practical or as the hall structure permits. Characteristics of signs, rigging and electric hoist placement may cause the actual hanging heights to differ from orders.

## GUIDELINES FOR DISPLAY RULES & REGULATIONS

- GSC/facility reserves the right to refuse hanging materials or any items that do not meet safety specifications. Engineering drawings must accompany signage onsite and be available in booth. Drawings must include an engineer stamp approving stress points and an exhibit building company stamp indicating compliance with rules and regulations. Hanging materials will only be installed with approved devices and cable to ensure safety.
- All costs and risks associated with overhead hanging features are the sole responsibility of the exhibitor. These include the risk that sightlines to the exhibitor's own signs may be blocked by others' signs and displays.