



## Booth Display Rules & Regulations 2021

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### New Health and Safety Requirements for 2021:

**EXHIBIT BOOTH HAND SANITIZER:** All exhibit booths are required to have hand sanitizer containing a minimum of 60% alcohol. Facility staff will be checking that exhibitors have hand sanitizer readily available within their booths. There is no minimum size requirement for hand sanitizer bottles. If needed, exhibitors may purchase hand sanitizer at the Exhibitor Service Center located on Level 1 of the Sands Expo. Exhibitors may also order refillable, touch-free standing units (for rent) through Sands Expo.

**EXHIBIT BOOTH DISINFECTING THROUGHOUT SHOW DAYS:** Booth disinfecting between attendee transactions or any areas with high touch points within booths is strongly encouraged (i.e. iPads, touchscreens, etc.). Exhibitors may disinfect high touch point areas within their booths themselves, or they may order special porter service through SES. Please note only disinfectants that have been approved for use within the facility may be used:

- Wide Range II
- Vital Oxide
- Virex TB
- Clorox Disinfecting Wipes
- Lysol Disinfecting Spray
- Lysol Disinfecting Wipes
- Windex Multi-Surface Disinfectant Cleaner

**For Global Gaming Expo (G2E) latest information on health and safety guidelines and/or requirements in response to COVID-19, please [click here](#).\*\***

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**Cubic Content Rule:** Allows Exhibitors to make maximum use of their booth space – exhibitors may build up to the front of their booths, and up to the maximum allowable height based on the type of booth and location listed below. We have eliminated the “keep clear of half the length of any given side” rule and you will no longer need to keep any given side 50% clear.

### **ALL BOOTHS GREATER THAN 100 FEET ON ANY GIVEN SIDE**

Based on New Rules by the Clark County Fire Department all booths that are greater than 100 feet on any given side MUST have an aisle at least 8' in width.

### **Linear Booths (bounded by 1 or 2 aisles)**

All Linear and Perimeter In-Line booths will continue to obey cubic content rules. Maximum allowable height for

**ALL** In-line and Linear booth is 10'. Hanging signs are not permitted.

### **Peninsula Booths (bounded by 3 aisles)**

A wall up to a maximum height of [please see floor plan for height limitations](#) may be installed the entire length of the side of the booth common to other exhibits provided the wall is finished on the common side. Single-sided, free-hanging signs are permitted provided they are hung a minimum of 5' away from the side of the booth common to other exhibits and do not display graphics of any kind and do not hang over the common aisle space. Rotating hanging signs are permitted provided they are hung a minimum of 5' away from the side of the booth common to other exhibits. The maximum allowable height to top of any sign is based on your booth location; [please see floor plan for height limitations](#). Booths 400 square feet or larger may hang signs to a maximum height of 16' if located in the 12' height limitations section. Truss is permitted to hang above your particular height restriction provided it does not contain graphics of any kind. Lighting of any kind must be focused to remain within the confines of the booth and may not be projected on to the building's ceiling, walls, or into the aisles, etc.

### **Island Booths (bounded by 4 aisles)**

Any wall up to a maximum height of [please see floor plan for height limitations](#) may be installed on any side of the booth including interior walls, based on your booth location, [please see floor plan for height limitations](#). Hanging signs are permitted above walls up to 10' in height, provided hanging signs do not hang over the common aisle space. Hanging signs may be installed on any side of the booth provided the bottom of any sign is 10' above the ground and the top of any sign height is based on your booth location, [please see floor plan for height limitations](#). The combined height of a hanging sign and a wall may not exceed the permitted height based on your booth location, [please see floor plan for height limitations](#). Booths 400 square feet or larger may hang signs to a maximum height of 16' if located in the 12' height limitations section. Truss is permitted to hang above your particular height restriction provided it does not contain graphics of any kind. Lighting of any kind must be focused to remain within the confines of the booth and may not be projected on to the building's ceiling, walls, or into the aisles, etc. All walls facing an aisle or another booth must be finished from top to bottom.

### **Sound Levels**

All exhibitors must keep noise level in their booth to 85 decibels or lower. Volume controls must be adjustable, and Show Management reserves the right to lower the limit as determined onsite. 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 Show Management. A third offense will result in penalties up to and including, but not restricted to, loss of priority points for space selection and loss of power to the booth.

### **Multi-Level / Single Level Covered Exhibits**

Double-decker booths or booths with a covered ceiling of 1,000 sq. ft or larger will be required to install sprinklers. This must be installed and operational by the time booth construction is complete. Please contact the Sands Expo Facilities Department at 702.733.5151 or [facilities@sandsexpo.com](mailto:facilities@sandsexpo.com) for more information.

Exhibitors with booths 1,000 sq. ft. or larger and double-decker booths should submit booth plans to show management for review and approval. Exhibitors of 1,000 sq. ft. or larger are no longer required to obtain a permit from Clark County Building Department (CCBD); however, they are still required to have an engineering structural integrity stamp of approval – please have a copy available in your booth if this pertains to your exhibit size.

## Clark County Fire Department Permit Requirements and Fees for Exhibits

Please visit the Clark County Fire department website for specific requirements and fees based on your boothbuild. <http://www.clarkcountynv.gov/fire/Pages/default.aspx>

### ALL BOOTHS 1000 SQUARE FEET AND ABOVE MUST SUBMIT BOOTH LAYOUTS BY 8/4/21FOR APPROVAL

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Any booth not occupied by 3:00pm on Monday, October 4, 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 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 may be reassigned. **Exhibitors arriving after this time will be given space available and may incur additional costs.** Please contact your Sales Management team to let them know of this important deadline.

All exhibits must be completely set by 5:00pm on Monday, October 4. Although exhibitors may fine tune their booth after 5:00pm on Monday, and before show opening on Tuesday. No shipment will be accepted at any time on Tuesday. Absolutely no shipment, equipment, or material may be brought onto the show floor during show hours.

### Exhibitor Obligations

Global Gaming Expo (G2E) is the heartbeat of the global, commercial and tribal gaming marketplace – where products are launched, the education is inspirational, the innovation is unparalleled and lasting business growth is accelerated. Reed Exhibitions, a division of RELX Inc., and the American Gaming Association are committed to providing a safe and productive trade show environment that facilitates the overall goal of putting business first.

By signing the G2E License Agreement, all exhibitors have acknowledged and agreed that they had received, reviewed, and agreed to be bound by any and all terms and conditions presented within the License Agreement and Exhibitor Manual. Some of the exhibitors' obligations include, but are not limited to, the following requirements:

1. All individuals looking to gain access to the premises must be registered and wearing a G2E show badge.
2. The G2E show badge must be worn at all times by all individuals while onsite at G2E, including but not limited to while in the exhibit hall and/or conference sessions.
3. Photography or videography of any kind of any products within an exhibitor's Exhibit Space is not allowed without the express permission of the exhibitor. Any individual wishing to photograph or record speakers must receive written consent from Reed Exhibitions, on behalf of G2E, co-owned by Reed Exhibitions and the American Gaming Association ("Management"), before taking such action.
4. Appropriate and professional attire is required for all exhibitors and exhibitor representatives. Management reserves the right to remove any individual from G2E in the event that they fail to wear appropriate and professional attire.
5. Exhibitors must ensure that the sound levels emanating from their Exhibit Space shall remain below 85 decibels throughout the exhibit hall at G2E. Any exhibitor exceeding that decibel level will receive a warning to lower the volume. If a second warning is necessary, the exhibitor shall then be

required to turn off the sound for the remainder of the day.

If any exhibitor breaches any of its obligations under the License Agreement, (1) Management, may immediately, without notice, terminate the License Agreement and prohibit the breaching exhibitor from exhibiting at the Exhibition and all future shows and exhibitions run by Reed Exhibitions, (2) Management will retain all amounts paid pursuant to the License Agreement and exhibitor will also be required to pay Management any remaining balance outstanding according to Page 1 of such exhibitor's License Agreement, and (3) Management may pursue any other legal or equitable remedies to which it is entitled. Further, if an exhibitor breaches any of its obligations under the License Agreement, Management may direct exhibitor to immediately remove its employees, any of its representatives and agents, its merchandise, and all of its property from the Venue.

Please contact Korbi Carrison, [kcarrison@reedexpo.com](mailto:kcarrison@reedexpo.com), with any questions or concerns pertaining to the exhibitor obligations.

### **Good Neighbor Pledge**

As an AGA-member or AGEM-member company exhibitor at G2E, I agree that the industry is strongest when it works together, while simultaneously acknowledging that competition is inherent and healthy.

G2E is a showcase for our industry and a funding source for the AGA's and AGEM's missions and activities.

Given that G2E is the one time per year when our industry is best exemplified and gathered, I pledge to serve as a "good neighbor" to fellow exhibitors, by:

1. Putting business first and demonstrating leadership of product and people, including by:
  - **Not objectifying any gender, race, sexual orientation, etc.** in the staffing or design of my booth, booth marketing and all G2E activities;
  - Abiding by the decibel volume guidelines within the show manual to **reduce noise** and create a more productive business environment; and
  - Respecting the times/dates of key G2E programs and events such as keynotes, welcome reception, etc. to **reduce/eliminate conflicts** for attendees.
2. Promoting healthy competition by:
  - **Asking permission** to see and/or photograph or video record other exhibitors' booths, products, technologies, etc.;
  - **Communicating proactively** with adjacent exhibitors on elements of booth design (e.g., sightlines, lighting, music) that may significantly impact the booth design of another;
  - Coordinating with show management to **better organize and schedule** special events on the show floor and/or in-booth activations to ensure dedicated time for my company's and others' investments in the show; and
  - Speaking well of or saying nothing at all regarding fellow exhibitors to customers and

publicly, and **addressing any conflicts privately** with the support of show management, as needed.