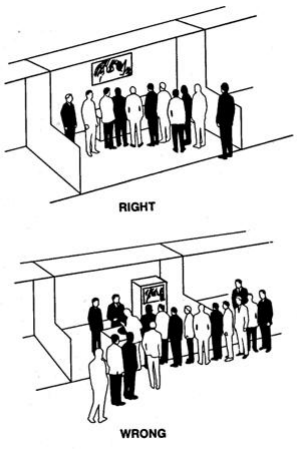
HIMSS 27 by informa April 5–8 Chicago

DEMONSTRATIONS

DEFINITION: The part of the exhibit program involving the interaction of exhibit personnel and their audience through corporate presentations, product demonstrations or sampling



The intent of these regulations is to allow for the best use of booth space without interfering with or obstructing neighboring exhibitors. These regulations allow for reasonable sight lines from the aisles and open access to attendees walking the aisles. Show Management reserves the right to remove or modify elements, at the expense of the exhibitor, if the display does not meet the specifications set forth in this document.

DEMONSTRATION AND MARKETING ACTIVITIES

Exhibitor demonstrations and all marketing/promotional activities MUST be conducted within your booth space. Exhibitors can have demonstrations or promotional activity within their booth, if they are set back at least five feet (5') into the booth, does not obstruct the aisle, and does not prevent access to nearby booths. **Any activity that results in the obstruction of aisles, or prevents ready access to nearby exhibitors' booths, or produces sound levels that exceed 75 decibels, will result in a loss of exhibitor points after the first warning**. Please plan accordingly if you plan to have continuous demonstrations. If you intend to conduct any activity that will attract large numbers of attendees, you must purchase enough booth space and orient your booth structures so that the crowd can be accommodated within your booth space. Distribution of pamphlets, brochures, etc. must take place within your booth space only.

Information Classification: General

Orders may be taken during the normal activity on the exhibit floor, but retail sales are **NOT** permitted.

EXHIBITOR BEHAVIOR

Exhibiting companies, their officers, directors, employees, agents, and others working on the exhibitor's behalf are expected to always behave professionally.

REGULATION

Demonstration areas must be organized within the exhibitor's space so as not to interfere with any traffic aisle and the demonstration tables must be placed a minimum of 5'0" from the aisle line. Should spectators interfere with the normal traffic flow in the aisle or overflow into neighboring exhibits, exposition management will request that the demonstration be eliminated, and a loss of exhibitor points will occur.

SAFETY PRECAUTIONS

All product demonstrations involving any moving and potentially hazardous machines, displays or parts must have hazard barriers to prevent accidental injury to spectators. Demonstrations must always be supervised by exhibitor personnel who can stop the demonstration in the event of an emergency and all demonstrations involving potentially hazardous by-products, such as dust, fumes, sparks or flames, must be approved in writing by exposition management 60 days (about 2 months) prior to the show.

SOLICITATION

Exhibitors are **REQUIRED** to remain in their own booth space during exhibition hours. Solicitation outside booth in ANY way is strictly prohibited.

SOUND/NOISE

The use of megaphones, loudspeakers, or public address systems by exhibitors is prohibited. **The decibel level of sound emitting from your booth must not exceed 75**. Excessive noise and RF interference will be grounds for interruption of electrical power to the offending booth. Db and RF levels will be monitored on the floor throughout the week, any objectionable noise will be reviewed, and the exhibitor may be required to turn the levels down or off according to the decision of show management. Speakers must face into the exhibit booth itself and not into the aisles or into neighboring exhibits. Live music is prohibited in the exhibit hall. Show management reserves the right to determine at what point sound constitutes interference with other exhibitors and it must be discontinued.

Information Classification: General