Commodity Classic
Exhibit Space & Display Guidelines
2016
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The following Exhibit Space and Display Guidelines have been designed using the IAEE (International Association of Exhibitions and Events) guidelines and modified to adhere to some of the needs of Commodity Classic exhibitors and show management. Every attempt has been made to maintain fairness to exhibitors in booths of all sizes and to maintain clear lines of sight to neighboring booths.

The Exhibitor Advisory Council requests that Commodity Classic fully enforce the exhibitor contract rules and regulations in order to maintain Commodity Classic as a premier show.

Types of Booths/Displays

1 – Linear Booth (100 and 200 sq ft spaces shown)
2 – Linear Booth 400+ sq ft (500 sq ft shown)
3 – End-Cap or Peninsula Booth
4 – Island Booth 400-2,000 sq ft (400 sq ft shown)
5 – Island Booth 2,000+ sq ft
**Linear Booth**

Linear Booths, also known as “in-line” booths, are generally arranged in a straight line, with neighboring booths on their left and right – with one side exposed to the aisle.

- **Dimensions**
  To maintain consistency and for ease of layout and/or configuration, floor plan design in increments of 10 ft. (3.05m) has become the standard. Therefore, linear booths are most commonly 10 ft. (3.05m) wide and 10 ft. (3.05m) deep (10’ x10’). Max back wall height limit is 8 ft. (2.44m).

- **Use of Space**
  Regardless of the number of linear booths utilized, display materials should be arranged in such a manner so as not to obstruct sightlines of neighboring exhibitors. The max height of 8 ft. (2.44m) is allowed only in the rear half of the booth space display materials may not extend over the 8 ft. (2.44m) back wall (this includes flags, banners, exhibits, etc.) – with a 4 ft. (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle.

**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.
**End-Cap Booth**

An End-Cap Booth is a Linear Booth and is exposed to aisles on three sides and comprised of multiple booths.

**• Dimensions and Use of Space**
End-Cap booths are generally 10 ft. (3.05m) deep by 20 ft. (6.10m) wide. The max back wall height of 8 ft. (2.44m) is allowed only in the rear half of the booth space and within 4 ft. (1.22m) of the two side aisles. In order to keep the sightlines open for neighboring booth spaces directly behind the End-Cap, back wall of booth may not be more than 12 ft. (3.66m) wide.

**Peninsula Booth**

A Peninsula Booth is exposed to aisles on all three sides, and comprised of a minimum of four booths.

**• Dimensions and Use of Space**
A Peninsula Booth is usually 20 ft. by 20 ft.. (6.10m by 6.10m) or larger. When a Peninsula Booth backs up to two Linear Booths, the back wall restrictions are the same as those related to End-Cap Booths. See End-Cap Dimensions & Use of Space above.
**Island Booth**

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

**Dimensions**

An Island Booth is typically 20 ft. by 20 ft. (6.10m by 6.10m) or larger, and it may be configured with different dimensions.

**Use of Space**

The entire cubic content of the space may be used up to the maximum allowable height, which is 20 ft (6.10M), including signage—when ceiling height and rigging permit.

**Note**

Rigging of exhibit components, trusses and hanging signs is allowed on 6+ booth spaces only (20 ft x 30 ft).
2016 Commodity Classic Exhibitor Rules and Regulations

1. The arrangement for the space and privileges granted herein, or any part thereof, cannot be assigned, sublet or otherwise disposed of by Exhibitor without the consent of the National Corn Growers Association (NCGA) and American Soybean Association (ASA).

2. No persons other than the exhibitor’s employees may exhibit or solicit business in the assigned space. Advertising and solicitation of orders by persons not on the premises of the Commodity Classic is not permitted. No exhibitor is permitted to show goods or services other than those manufactured or provided by his firm in the regular course of business. Exhibitor representatives may not enter the exhibition other than exhibitor scheduled admission times, without prior permission.

3. Commodity Classic reserves the right to take reasonable precautions for safeguarding the exhibitors’ property. However, neither Commodity Classic, ASA, NCGA, sponsoring organizations, the Convention Center, nor employees or agents thereof will be liable for loss or damage to property of the exhibitor or his representative from theft, fire, accident, loss in transit or other causes. Notwithstanding the above, exhibitors may make their own security arrangements and pay all related expenses.

4. Exhibitor shall assume all liability for damage to exposition facility by reason of its exhibit. Each exhibitor and display house shall provide a Certificate of Insurance to Commodity Classic prior to being allowed on the show floor for set-up as a requirement of participation in this convention. Exhibitor agrees that the Commodity Classic, ASA, NCGA, sponsoring organizations, Convention Center, and their respective officers, directors, employees and agents are not responsible for any damages or charges imposed for violation of any law or ordinance whether due to exhibitor or agent of exhibitor. Exhibitor agrees that at the conclusion of the convention, exhibitor shall surrender the space occupied in the convention center in the same condition it was in at start of move-in. Exhibitor agrees that it is responsible for the defense and payment of any and all claims, demands and suits on account of any alleged injuries, death or other loss by individuals in damage to property of any kind, to any person or persons occurring in the convention area or elsewhere because of the acts or omissions of the exhibitor, its employees or agents, licensees, guests or contractors. Exhibitor agrees to defend, indemnify and hold harmless, Ernest N. Morial Convention Center, NCGA, ASA, Commodity Classic, and their owners, managers, officers or directors, employees and agents, independent contractors, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor’s use of the property. Exhibitor’s liability shall include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any persons occurring in the convention center, including the Exhibitor, its employees, its agents, its business invitees which arise from or out of the Exhibitor’s occupancy and use of the exhibition premises, the Ernest N. Morial Convention Center or any part thereof. The term of this section survives the termination or expiration of this contract.

5. Commodity Classic reserves the right to determine the eligibility of any company, product, promotion or part thereof, that in its opinion is not in keeping with the character or purpose of the Commodity Classic. Exhibitors may not engage in conduct or activities at their booth which has a negative impact on the programs or operations of NCGA, ASA, Affiliates or sponsors or make misleading claims.

6. Exhibitor booth location preference will be given first to current Exhibitors and then considered on first served basis after space is released to the general public. However, Commodity Classic will be the sole assignor of the Exhibitor’s booth location. Commodity Classic reserves the right to rearrange or relocate booths and their respective exhibits upon notice upon application and for a fee of $500 said Commodity Classic. Commodity Classic retains the right for first-priority assignment of association and association-related booths that may not be displaced by other Exhibitors regardless of the point system or booth assignment process.

7. Exhibits must be arranged so as not to obstruct the general view or hide other exhibits. Except for islands and by special permission, Exhibitors may not erect a back wall higher than 8’ or side higher than 3’. End caps must allow for a 4’ site line on each side of the back of the booth (maximum width of back booth is 12’ to allow a site line for exhibitors behind end cap).

8. The Exhibitor shall be responsible for the protection and conservation of the assigned space and shall not reimburse Commodity Classic for any damage to the booth floors, walls or equipment. All food and product samples to be distributed at the show must be approved by Commodity Classic in advance. All materials must be flame proofed. No flammable or toxic fluids or substances may be used or shown in the hall. Smoking and balloons are prohibited in the hall. 

9. Flooring in your exhibit space is mandatory but not provided with exhibit space purchase. If you are not providing your own flooring for your booth, you must rent carpet from the show’s General Services Contractor. Show Management reserves the right to “force carpet” any exhibit area that is without flooring within one hour before setup for booth setup. Exhibitor is responsible for flooring cost. Booths must have back sides of displays covered when visible from an aisle (ie drape on back side of a pop-up structure in an island booth). Any additions or improvements to space other than standard equipment shall be at the Exhibitor’s expense, subject to approval by the Commodity Classic and may be obtained through the official decorator/suppliers. Compliance with federal, state and local fire, tax and other laws and ordinances is required.

10. Exhibitors shall be responsible for maintaining booth noise so as not to interfere with the normal display and conversation of other exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Rule of thumb: Sound and volume should not exceed 85 decibels measured from the aisle immediately in front of a booth. (Refer to OSHA at www.osha.gov for more information.) The use of music in booth requires an appropriate license from BMI, ASCAP or similar organizations. Commodity Classic reserves the right to restrict exhibits which because of noise, method of operation or other reasons, may interfere with the exhibit of others. In such an instance, in the opinion of Commodity Classic, detract from the general character of the exhibit as a whole will be prohibited. This reservation includes persons, things, conduct, printed matter or anything of a character that Commodity Classic determines is objectionable. In the event of eviction, Commodity Classic is not liable for refunds.

11. The aisles, passageways and overhead spaces remain strictly under control of Commodity Classic. No signs, decorations, banners, advertising matter or special exhibits will be permitted in these areas except by purchase of aisle space and special permission of Commodity Classic. Any overhead signage / materials may be hung from the ceiling by exhibitors, except islands of 6 or greater booths may hang professionally-produced signage and/or lighting over their ground-supported booth. Lighting must be indirect and completely shielded so as to eliminate glare and interference with other exhibitors and guests. The use of flashing or rotating lights will not be allowed. Products on display which have such lighting must be pre-approved by Show Management. The bottom of the booth’s hanging sign must be at least 12’ off the show floor and the top of the booth’s sign must not extend more than 20’ from the exhibit hall floor. Signage, draping and lighting MAY NOT block or obstruct the view of the Commodity Classic signage or other booths. Hanging signs and/or lighting must be hung directly over the booth and not the aisles. All signs, regardless of size, should be constructed of lightweight metals and plastics to allow greater flexibility and ease of installation. Signs and/or lighting should be set back 5’ from each aisle. Signs and/or lighting should not be more than 50% of your booth space in size. Rigging must be supplied by the appointed decorator or by the convention center as required. All hanging signage and/or lighting must adhere to the policies of the show facility. Commodity Classic reserves the right to refuse the use of such hanging signage and/or lighting that in its opinion is not in keeping with the character or purpose of the Commodity Classic, or causes injury or interferes with the display of other exhibitors. Obstruction of the aisles is strictly prohibited. Should you need to request authorization for rigging to support a booth structure that comes from the floor up, please submit to the Commodity Classic decorator. Approval for the use of hanging signs, draping and graphics, at any height, must be received by the Commodity Classic decorator at least 60 days prior to installation to meet Convention Center requirements. Variations may be issued at the exhibit management’s discretion. Drawings should be available for review.

12. If NCGA or ASA should be prevented or materially affected from conducting the Commodity Classic, cannot permit the Exhibitor to occupy this exhibit space due to circumstances beyond its control or determines not to offer the Commodity Classic at its sole discretion, the Commodity Classic will refund the exhibitor the amount of the rental fee paid with no further obligation or liability to the Exhibitor. In all circumstances, Commodity Classic shall notify the exhibitor at the earliest date possible of the circumstances preventing the Commodity Classic from being held.

13. Exhibit hall admission is by official badge only. Exhibit personnel must wear Commodity Classic exhibitor identification badges while on the exhibit floor. Exhibitors receive two complimentary exhibitor registrations for the first 10’ x 10’ exhibit space and one additional complimentary registration for each additional 10’ of the exhibit.

14. At the expiration of this agreement, the Exhibitor shall surrender possession of the exhibit area to Commodity Classic. All booth items not arranged for after 9:00 p.m. on closing day will be disposed of or handled at the official contractor’s discretion at the Exhibitor’s expense.

15. Installation must be completed by 4:00 p.m. on the day following the day of exhibit. If no exhibit is set up by 5:00 p.m. on the day following the days of exhibit it will be released without refund. The Exhibitor agrees to not dismantle, pack or remove any part of his exhibit until the published close.

16. These regulations are a part of the contract between the Exhibitor and Commodity Classic, and are formulated in the best interest of the Exhibitor, Commodity Classic, the Convention Center and all other organizations, Convention Center, and their respective officers, directors, managers, owners or persons, including the Exhibitor, its agents, its employees, its business invitees which arise from or out of the Exhibitor’s occupancy and use of the exhibition premises, the Ernest N. Morial Convention Center or any part thereof. The term of this section survives the termination or expiration of this contract.

17. Violations of any of these Rules and Regulations on the part of Exhibitor, its employees or agents thereof will be liable for loss or damage to property of any part thereof. The term of this section survives the termination or expiration of this contract.

18. Refer to the media policy online for media credentials, access.