

Retail's BIG Show 2018

NEW Rules and Regulations for Island Booth, Two-Story Booths and Booths with Hanging Signs

NRF is implementing several important rule changes ALL exhibitors should note, before planning booth design and layout for 2018 and beyond.

The changes outlined below, will apply to the 2018 show and all shows moving forward. We understand these changes are going to take some time to implement, so we will be working with each of you individually to ensure your booth meets all the necessary regulations.

Island Booth Guidelines

To ensure a fair and equitable exhibiting experience, all island booths are required to adhere to these new guidelines starting in 2018. Below are the different options for booth design, with specifications on height and see through space.

[Click here for visuals.](#)

Level 3 Guidelines

Standard Island Booths **WITHOUT** a Hanging Banner:

- Must have a contiguous break, on all four sides, to create a direct line of sight that is equal to 20%. The 20% break must be present from 4' to 24' high. Examples of calculations are as follows:
 - 20' x 20' ($20' \times 20\% = 4'$) Booth must include a 4' break with a direct line of sight to the opposite sides 4' break on all four sides from 4' to 24' high.
 - 30' x 30' ($30' \times 20\% = 6'$) Booth must include a 6' break with a direct line of sight to the opposite sides 6' break on all four sides from 4' to 24' high.
 - 40' x 80' ($40' \times 20\% = 8'$) + ($80' \times 20\% = 16'$) Booth must include an 8' break with a direct line of sight to the opposite sides 8' break on the two 40' sides and a 16' break with a direct line of sight to the opposite sides 16' break on the two 80' sides on all four sides from 4' to 24' high.

Standard Island Booths **WITH** a Hanging Banner:

If your booth includes a hanging banner, the bottom of the banner cannot be lower than 18' from the floor and the top of the hanging banner cannot be higher 24' from the floor. **Booth height is limited to 16' if a banner is being used.**

- Booth must have a contiguous break, on all four sides, to create a direct line of sight that is equal to 20%. The 20% break must be present from 4' to 16' high. Examples of calculations are as follows:
 - 20' x 20' ($20' \times 20\% = 4'$) Booth must include a 4' break with a direct line of sight to the opposite sides 4' break on all four sides from 4' to 16' high.
 - 30' x 30' ($30' \times 20\% = 6'$) Booth must include a 6' break with a direct line of sight to the opposite sides 6' break on all four sides from 4' to 16' high.
 - 40' x 80' ($40' \times 20\% = 8'$) + ($80' \times 20\% = 16'$) Booth must include an 8' break with a direct line of sight to the opposite sides 8' break on the two 40' sides and a 16' break with a direct line of sight to the opposite sides 16' break on the two 80' sides on all four sides from 4' to 16' high.

Two-Story Island Booth Guidelines (LEVEL 3 ONLY):

Island booth guidelines apply ONLY to those booths on Level 3. Island booths are NOT accepted on Level 1.

- The second level of a two-story booth can **only** be 60% of the total square footage of the island booth, including the stairwells/steps.
- The floor level of the two-story booth must comply with the 20% line of sight guidelines on all four sides of the booth.
- Booths must comply with the 24' height restriction.
- Hanging banners will be allowed if they have a 2' break between the highest point of the second level of your booth and the bottom of the hanging banner (whether the banner sits directly above the second story or not). All other hanging banner rules apply.

LEVEL 1 GUIDELINES

Standard Island Booths **WITHOUT** a Hanging Banner:

- Must have a contiguous break, on all four sides, to create a direct line of sight that is equal to 20%. The 20% break must be present from 4' to 16' high. Examples of calculations are as follows:
 - 20' x 20' ($20' \times 20\% = 4'$) Booth must include a 4' break with a direct line of sight to the opposite sides 4' break on all four sides from 4' to 16' high.
 - 30' x 30' ($30' \times 20\% = 6'$) Booth must include a 6' break with a direct line of sight to the opposite sides 6' break on all four sides from 4' to 16' high.

- 40' x 80' (40' x 20% = 8') + (80' x 20% = 16') Booth must include an 8' break with a direct line of sight to the opposite sides 8' break on the two 40' sides and a 16' break with a direct line of sight to the opposite sides 16' break on the two 80' sides on all four sides from 4' to 16' high.

Standard Island Booths WITH a Hanging Banner:

If your booth includes a hanging banner, the bottom of the banner cannot be lower than 14' from the floor and the top of the hanging banner cannot be higher 16' from the floor. **Booth height is limited to 12' if a banner is being used.**

- Must have a contiguous break, on all four sides, to create a direct line of sight that is equal to 20%. The 20% break must be present from 4' to 12' high. Examples of calculations are as follows:
 - 20' x 20' (20' x 20% = 4') Booth must include a 4' break with a direct line of sight to the opposite sides 4' break on all four sides from 4' to 12' high.
 - 30' x 30' (30' x 20% = 6') Booth must include a 6' break with a direct line of sight to the opposite sides 6' break on all four sides from 4' to 12' high.
 - 40' x 80' (40' x 20% = 8') + (80' x 20% = 16') Booth must include an 8' break with a direct line of sight to the opposite sides 8' break on the two 40' sides and a 16' break with a direct line of sight to the opposite sides 16' break on the two 80' sides on all four sides from 4' to 12' high.

***PLEASE NOTE:** We have noted that 4' must be the starting height for your 20% visibility. This will allow you to have a desk or small furniture item to be in this area without obstructing line of sight.

Booth Review Forms

Booth Review Forms REQUIRED for all island and multi-level booths. Your schematic drawings must be submitted, along with the *new* Booth Review Form, no later than **September 29, 2017**.