Technical Exhibits

General Information

BACKGROUND AND GOAL OF TECHNICAL EXHIBITS

Cotton Foundation members represent a vital segment of the cotton industry supplying essential products and services. Through dues and special project support, members fund needed research and education projects benefiting the U.S. cotton industry. In an effort to acknowledge Foundation members and projects they make possible, space is once again being made available for Technical Exhibits at the upcoming Beltwide Cotton Conferences.

The purpose of the Technical Exhibits is to allow conferees the opportunity for discussion with Foundation members and to focus on data concerning products and services. While the exhibits are not intended to be used as a trade show, distribution of information on member’s products and services is encouraged. We also suggest that members highlight Cotton Foundation special projects they sponsor.

WHY YOU SHOULD PARTICIPATE

Participation as a technical exhibitor provides a forum to build awareness for products and services your company provides and the opportunity to interact one-on-one with conferees.

WHO ATTENDS

Some 2,000 producers, ginners, consultants, researchers and other professionals attend the Beltwide Cotton Conferences. Attendance at upcoming conferences is expected to be equally strong.

EXHIBIT COST

Cost for exhibiting is $400 per space. **THIS FEE DOES NOT INCLUDE REGISTRATION FOR THE CONFERENCES. ALL EXHIBIT STAFF ARE EXPECTED TO REGISTER FOR THE CONFERENCES.** Fee includes a 10-foot wide x 10-foot deep area consisting of piping, drapes, carpet, one six-foot table, two chairs and identification sign. **CUTOFF FOR EXHIBIT APPLICATION IS FRIDAY, OCTOBER 26, 2012.**
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PROMOTIONAL MATERIAL

Handout materials and information relating to products and services your company provides is encouraged. Due to the anticipated number of conferees attending the Technical Exhibits and in order to minimize aisle congestion, we ask that distribution of handouts be confined to your exhibit space.

GADGETS AND GIMMICKS

Use of photographers, loud speakers, sound system equipment, noise making devices and entertainers (musicians, models, mascots, etc.) is restricted to within the booth. Their use is subject to the individual exposition rules and the Exhibit Coordinator reserves the right to determine when such items become objectionable.

Intent: While the exposition is an amalgamation of many activities, fairness to all exhibitors must be maintained. Thus, the use of sound, gadgets and gimmicks, where permitted by exposition rules, must not interfere with other exhibitors.

EXHIBIT SPACE EQUIPMENT AND SERVICES

Freeman Decorating Company will email an Exhibitor’s Service Kit after your application form and fees are processed. Exhibitors desiring to rent additional furniture, draping, equipment and accessories may order these from the decorator at prices specified on the order forms in the kit. For additional information please contact:

FREEMAN DECORATING COMPANY
ATTN: Exhibitor Services Department
3323 I H 35 North, Ste 120
San Antonio, TX 78219
(210) 227-0341 fax (469) 621-5611
FreemanSanAntonioES@freemanco.com

SHIPPING INSTRUCTIONS

Information on shipping materials and rates will be included in the Exhibitor Service Kit. The Exhibitor agrees to ship, at his own risk and expense, all materials to be exhibited.
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## EXHIBIT DATES AND HOURS

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<th>Event</th>
<th>Date</th>
<th>Hours</th>
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<td>Exhibitor Setup</td>
<td>Monday, January 7</td>
<td>8:00a – 5:00p</td>
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<td></td>
<td>Tuesday, January 8</td>
<td>7:00a – 12:00p</td>
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<td>Exhibit Hours</td>
<td>Tuesday, January 8</td>
<td>Noon – 6:00p</td>
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<td></td>
<td>Wednesday, January 9</td>
<td>10:00a – 4:00p</td>
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<tr>
<td>Breakdown</td>
<td>Wednesday, January 9</td>
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## FOR ADDITIONAL INFORMATION CONTACT

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P.O. Box 2995  
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(p) 901/274-9030  
(f) 901/725-0510  
dparker@cotton.org  
or  
Debbie Richter, Meeting Planner  
National Cotton Council  
P.O. Box 2995  
Cordova, TN  38088-2995  
(p) 901/274-9030  
(f) 901/725-0510  
drichter@cotton.org
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Exhibit Guidelines

Display rules and regulations have been with us since expositions began. Each of us recognize the need for certain limitations but many have never taken the time to understand the intent of such rules, why the rules were written, what the rules are expected to accomplish and most importantly, how you as an exhibitor can use them effectively.

These guidelines have proven to be effective in administering expositions and promoting continuity to exhibit design and set-ups. Guidelines inform new exhibitors what is expected of them, while assuring consistency to returning exhibitors, resulting in a successful event for all.

The theory on which all exposition management is based can be summed up as follows:

“All exhibitors are equal regardless of size and should be given an equal opportunity, within reason, to present their product in the most effective manner to the audience”.

Experience proves that exposition management must establish rules or guidelines to make this possible while still allowing the greatest flexibility within each exhibit.

The exhibitor’s responsibility can be summed up far more simply:

“Be a good neighbor”

Listed below are some guidelines for display rules and regulations.

<table>
<thead>
<tr>
<th>STANDARD (IN-LINE) BOOTH</th>
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**Standard Booth** -- One or more standard units in a straight line.

**Height:** Exhibit fixtures, components and identification signs will be permitted to a maximum height of 8’ 3”.

**Intent:** If a portion of an exhibit booth extends above 8’ 3” high, the exhibit booth background will detract from the overall impact of the exhibit directly behind that booth regardless of how the rear of the offending exhibit is finished.
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**Depth:** All display fixtures over 4’ in height and placed within 10 linear feet of an adjoining exhibit must be confined to that area of the exhibitor’s space which is within 5’ of the back line.

**Intent:** Each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of the exhibit. Exhibitors with larger space – 30 linear feet or more, should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 4’ and within 10 linear feet of a neighboring exhibit is intended to accomplish both of these goals.

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**END-CAP BOOTH**

**End-Cap Booth** -- Two standard booths that are exposed to aisles on three sides.

**Height:** Exhibit fixtures, components and identification signs will be permitted to a maximum height of 8’ 3”.

**Intent:** If a portion of an exhibit booth extends above 8’ 3” high, the exhibit booth background will detract from the overall impact of the exhibit directly behind that booth regardless of how the rear of the offending exhibit is finished.

**Depth:** All display fixtures over 4’ in height and placed within 10 linear feet of an adjoining exhibit must be confined to that area of the exhibitor’s space which is within 5’ of the back line.

**Intent:** Each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of the exhibit. Exhibitors with larger space – 30 linear feet or more, should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 4’ and within 10 linear feet of a neighboring exhibit is intended to accomplish both of these goals.

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**PERIMETER WALL BOOTH**

**Perimeter Wall Booth** -- Standard booth located on the outer-perimeter wall of the exhibit floor.
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Height: Exhibit fixtures components and identification signs will be permitted to a maximum height of 10'5" in perimeter wall booths.

Intent: *Because the outer perimeter booths are not backed up against another exhibitor’s booth, display back walls and materials over 8’ 3” will not interfere with or distract from any other exhibitor booth.*

Depth: All display fixtures over 4’ in height and placed within 10 linear feet of an adjoining exhibit, must be confined to that area of the exhibitor’s space which is within 5’ of the back line.

Intent: *Each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of exhibits. Exhibitors with larger space – 30 linear feet or more, should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 4’ and within 10 linear feet of a neighboring exhibit is intended to accomplish both of these aims.*

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**PENINSULA BOOTH**

Peninsula Booth -- Exhibit with one or more display levels in four or more standard units back to back with an aisle on three sides.

Height: Exhibit fixtures, components and identification signs will be permitted to a maximum height of 10'5”, provided written approval is received from Show Management at least 30 days prior to the show.

Intent: *When an exhibit in a peninsula booth configuration exceeds 8’ 3”, it does not interfere with other exhibitors because if does not back up against another exhibitor’s back wall. The extra height is often needed to permit the open walk-through approach normally used in this type of location.*

Depth: All display fixtures over 4’ in height and placed within 10 linear feet of a neighboring exhibit, must be confined to the area within 5’ of the center line to avoid blocking the sight line from the aisle to the adjoining booth.

Intent: *Exhibitors adjoining peninsula exhibits are entitled to the same reasonable sight line from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth.*

NOTE: Peninsula booths are normally faced towards the cross aisle. Any portion of the exhibit bordering another exhibitor’s booth must have the back side of that portion finished and must not carry identification signs or other copy that would detract from the adjoining exhibit.
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CANOPIES AND CEILINGS

An exhibit component supported over an exhibitor’s space for decorative purposes only. No object of any kind will be permitted to hang from the building’s ceiling.

**Height:** Canopies, false ceilings and umbrellas will be permitted to a height that corresponds to the height regulation for the appropriate exhibit configuration of which they are a part. For example, canopies will not exceed 8’ 3” in height in a standard booth configuration. Furthermore, the canopy or false ceiling will not exceed 1’ in depth and cannot be used for identification or display purposes.

**Intent:** Exhibitors requiring canopies or false ceilings to create the desired exhibit environment within their booth space should be allowed to do so as long as the canopy and its support structure does not violate the intent of the height or depth regulation.

**Depth:** Canopies may extend out to the aisle line and up to the booth line on either side of an exhibitor’s space providing that the support structure will not exceed 3” in width when placed within 10 linear feet of an adjoining exhibit and not confined to that area of the exhibitor’s space which is within 5’ of the back line. Furthermore, canopies, false ceilings or umbrellas will not be used for identification or display purposes except as would normally be allowed for any exhibit component within the regulations set forth for the exhibit configuration.
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**Intent:** Exhibitors adjoining exhibits with canopies are entitled to the same reasonable sight line from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth.

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**TOWERS**

A free standing exhibit component separate from the main exhibit fixture that is used for identification and display purposes only.

**Height/Depth:** Towers will be permitted to a height and depth that correspond to the height and depth regulations for the appropriate exhibit configuration of which they are a part. For example, towers that are part of a peninsula exhibit will not exceed 10’5” in height, and will not be placed within 10 linear feet of a neighboring exhibit unless they are confined to that area of the exhibitor’s space that is within 5’ of the center line to avoid blocking the sight line from the aisle to the adjoining booth.

**Intent:** Towers are part of the overall exhibit presentation and therefore, must be treated as a component of the total exhibit configuration. The maximum height and depth regulations have been set to avoid undue competition between exhibitors to see who can go to the highest or be seen the farthest, while also assuring exhibitors who are adjoining exhibits with towers of the same reasonable sight line from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth.

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**OTHER IMPORTANT GUIDELINES**

**Demonstrations:** When sampling, demonstrating and/or entertaining the attendees, booths must be arranged so that attendees coming into your exhibit do not block aisles or overlap unto neighboring exhibits.

If you expect many attendees to congregate in one area at one time, you must leave space within your own exhibit area to absorb the majority of the crowd.

**Intent:** The aisles are the property of all exhibitors; therefore each exhibitor has the responsibility to assure proper flow of traffic through the entire exposition. When large crowds gather to watch a demonstration or entertainment and interfere with the flow of traffic down aisles, or create excessive crowds in neighboring booths, this is an infringement on the other exhibitors’ rights. Aisles must not be obstructed at any time.
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**Sound:** Police your own booth so the noise level from any demonstrations or sound systems is kept to a minimum and does not interfere with others. Remember the use of sound systems or equipment-producing sound is an exception to the rule, not a right. Show Management reserves the right to determine at what point sound constitutes interference with other exhibits and must be discontinued.

**Local Codes:** Exhibitors must notify hotel staff and local code authorities regarding drayage and display of unusually large items such as vehicles.