DISPLAY RULES AND REGULATIONS

NYCC 2026

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Introduction

- NYCC has adapted the following guidelines from the International Association of Exhibitions and Events (IAEE) Guidelines for Display Rules and Regulations. Show Management has the authority to interpret or amend the rules at any time, all decisions are final, and all requested changes are at the Exhibitor's expense.
- See Exhibitor Rules and Regulations on the Exhibitor Manual for full list of show management rules and regulations.
- Exhibitors must comply with all Javits rules and regulations.

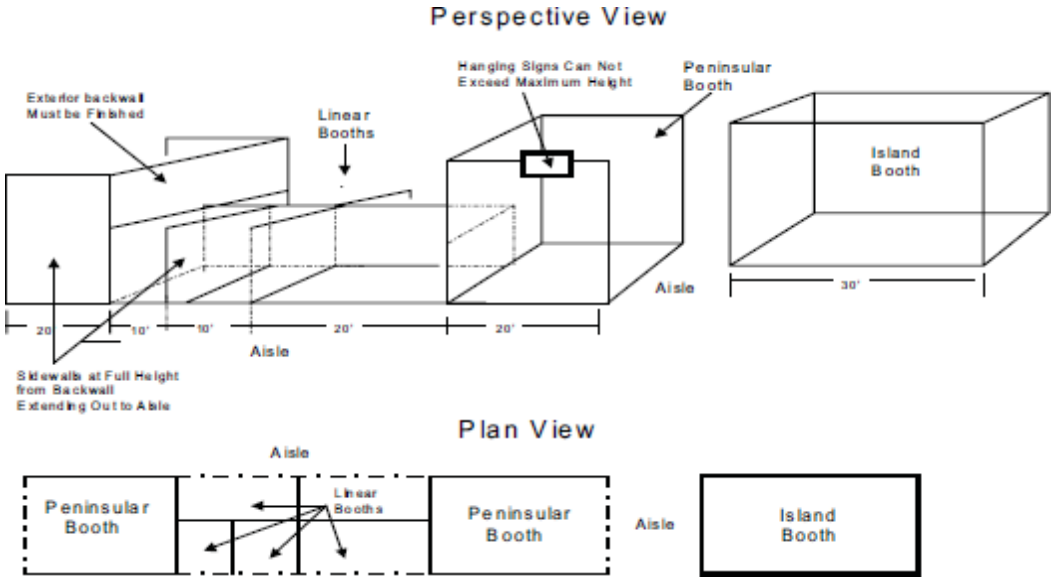
Booth Safety Guidelines

- It is RECOMMENDED to wear the proper clothing and protective equipment while setting up your booth. Examples include high visibility clothing, protective head, eye and ear protection as well as proper closed toe footwear to avoid sharp objects on the floor. Be aware of your surroundings. You are in an active work area with changing conditions during move-in and move-out. Pay attention and look out for obstacles, machinery and other heavy and dangerous equipment that will be in use.
- Please do not stack or store empty crates and containers within your booth to create "displays." All display equipment should be designed and built for safe display of product. Overloaded or makeshift product displays pose a threat to the attending public by creating an unstable booth that could collapse and cause serious injury or bodily harm. Show Management has the final call on all booth displays and if a booth is deemed unsafe it will be the responsibility of the exhibitor to alter or pay to have the booth erected in a manner deemed safe.
- During the event it is the responsibility of the Exhibitor to manage any and all lines forming as a result of their booth. Aisles and cross aisles must be clear of traffic and queue lines in order to keep pathways of Egress clear in case of emergency.

Display Rules and Regulations

- NYCC adheres to the **cubic content rule**, which permits exhibitors to fully utilize their booth space. According to this rule, exhibitors may construct their booth displays up to the front edge of their allocated space and up to the maximum allowable height as specified by the booth type detailed below.
- Any portion of the display that exceeds the provided drape heights must be finished, neutral, and free of any graphics or copy on walls adjacent to another exhibitor.

- The following maximum height limits will be strictly enforced without exception. Height variances will not be granted either prior to or during the event. **Please note that the maximum allowable height is also contingent upon the ceiling height of your booth area.**
- All back walls, sidewalls or any other exposed areas of the display must be draped or finished surfaces. No graphics, logos, or print facing into another booth is allowed. Any company advertisement or promotion must face into the aisle. In-line and peninsula booths must have a finished back wall covering the back of the booth. See-through back walls or displays which do not cover the back-wall completely will not be allowed.
- After 9:00 AM on the day of Show Open any part of a booth with unfinished side or back- walls will be draped by Show Management at the expense of the exhibitor.



Linear Booth

- **Maximum Height Limit: 12 FEET**
- Exhibitors Bounded by 1 or 2 aisles.
- Hanging Signs are not permitted in linear booths.
- The side-drape provided is 3 feet high and the back-drape provided is 8 feet high.

Peninsula Booth

- **Maximum Height Limit: 20 FEET**
- Bounded by 3 aisles.

- Exhibit booths must also be at least 20 ft. deep and 20 ft. wide to meet Show Management's requirements for hanging signs. Hanging signs in peninsula booths may reach a height limit of 20 ft. to top of sign.
- Two-sided Signs must be hung 5 ft. from the back wall and the side facing rear of the booth must be clear of copy, logos or other graphics so as not to be an eyesore to neighboring exhibitors.
- The back-drape provided is 8 feet high.

Island Booth

- **Maximum Height Limit: 20 FEET**
- Bounded by 4 aisles.
- Booths must be 20 ft. deep and 20 ft. wide to meet Show Management's requirements for hanging signs. Hanging signs in island booths may reach a height limit of 25 ft. to top of the sign.

Public Space Booth

- **Maximum Height Limit: 17 FEET**
- Booths In Public Space : Located in the Crystal Palace, Inner Roadway, North Concourse and South Concourse of the Javits Center

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DISPLAY REMINDERS - SHOW EXHIBITOR RULES AND REGULATIONS

Below are key rules and regulations in regard to exhibitor displays as helpful reminders. Exhibitors are to comply to all show Rules and Regulations detailed on the Exhibitor Manual.

Booth Enclosures / Covered Booths

- Any booth larger than a 10x10 (100 square feet) that has any material or object placed over or upon the exhibit is considered a covered booth (e.g. roof, canopy, tent, moss fabric, etc.) and requires approval from show management. If your booth has any type of covering, please submit a booth diagram for approval and fire marshal feedback / requirements to contact your assigned Customer Success Manager (found here) or Operations Manager Bahiah Odeh-Eppig bahiah.odeheppig@rxglobal.com

- Covered booths will need to have the following items inside each booth (this pertains to the covered portion only):
    - A fire extinguisher bearing a minimum U.L. classification of 2A 10BC.
    - A portable smoke detector set inside the booth at the highest point of the covered area.
    - Means of turning off electrical power to the booth during non-show hours.
- Covered booths in excess of 300 square feet in area will need to submit their booth schematic/layout to Operations Manager Bahiah Odeh-Eppig bahiah.odeheppig@rxglobal.com, for show management approvals and city, center and vendor direction, including fire safety requirements.
- The decorative and construction materials must be of non-combustibles or flame-resistant material or treated with a solution to make the material flame-resistant. All curtains, drapes, carpet and decorative materials must be noncombustible or flame-resistant material. Please be sure to keep copies of certifications with you on site. Any merchandise or material attached to drapes or table skirts must be on non-combustible or flame-resistant material or approved by the Fire Marshal.
- If any enclosed booth is over 50 feet in length and holds more than 50 people, it must have at least two marked exits.

Cubic Content Rule

- NYCC adheres to the cubic content rule, which permits exhibitors to fully utilize their booth space. According to this rule, exhibitors may construct their booth displays up to the front edge of their allocated space and up to the maximum allowable height as specified.

Demonstration Areas, Aisles and Fan Queuing

- Demonstration areas must be confined within the exhibit space so as not to interfere with any traffic in the aisles. Exhibitors must contract sufficient space to be able to comply with this rule.
- When large crowds gather to watch a demonstration and interfere with the flow of traffic down the aisles or create excessive crowds at neighboring booths, it is an infringement on the rights of other exhibitors. Aisles may not be obstructed at any time.
- No sign or decorative materials may protrude into the aisles or encroach upon neighboring booths. No obstruction may be placed in any aisle, passageways, lobby, or exit leading to any fire extinguishing appliances.

- It is the responsibility of the Exhibiting Booth to manage gathering crowds and create Queuing space INSIDE the booth to keep the flow of traffic moving in the aisles and not disrupt the flow of foot traffic.

Exhibit Booth Construction

- All materials used in exhibit construction and decoration (including without limitation hard wall, canopies, drapes, foam core, tablecloths, burlap, scrim or similar materials) must be fire retardant
- Exhibitors and contractors must have available on site for inspection the appropriate paperwork to demonstrate that these requirements have been met, that either a tag affixed to the item demonstrating that the item has been flame-proofed by the manufacturer or a certificate (valid for one year) demonstrating post-purchase application of fire retardant.
    - Spot checks of compliance with this requirement will be conducted periodically. In addition, field flame tests may be conducted. Appropriate action will be taken if such inspections and tests reveal incidents of non-compliance.

Exposed Areas Must Be Finished

- All back walls, sidewalls or any other exposed areas of the display must be draped or finished surfaces. **No graphics, logos, or print facing into another booth is allowed**.

Hanging Signs & Rigging

- Banners shall be limited to the inner-roadway concourse façade, northern and eastern exposures, and the Crystal Palace, northern and southern exposures.
- Hanging signs must comply with the HEIGHT LIMITATIONS guidelines listed in the Display Rules and Regulations above.
- Nothing will be permitted above these maximum heights, including signs, banners, truss structures, lighting and/or display materials. Maximum allowable height is also directly affected by the ceiling height of your booth area.
- Hanging Signs are not permitted in linear booths. It is much more cost effective to floor mount signage with a linear booth height limit of 12 ft.
- Anything exceeding 20’ in height must be secured by rigging. Please send a booth diagram to contact your assigned Customer Success Manager (found here) or Operations Manager Bahiah Odeh-Eppig bahiah.odeheppig@rxglobal.com and contact FREEMAN to order rigging.

- Signs with any dimension greater than 20' must be pre-approved by Show Management. Please send booth diagram to contact your assigned Customer Success Manager (found here) or Operations Manager Bahiah Odeh-Eppig bahiah.odeheppig@rxglobal.com
- Hanging signs must fit within the footprint of your booth space.
- If you have a question about the type of your booth and Hanging Signs, please contact your assigned Customer Success Manager (found here).
- Rigging is performed by **Javits Employees**. The nature of the work involved will determine which employees perform rigging work. Please refer to Freeman Online for additional Labor Information.

Hazardous Materials

- Flammable or combustible mixtures, waste, liquids and other hazardous materials are not permitted without approval of Javits Center management. More information on Hazardous Materials is available in the "Fire Safety" section of these Rules. Firearms, weapons, and live ammunition may not be displayed or sold at Javits Center events.

Helium Balloon Displays

- Helium-filled balloons and/or helium tanks are not permitted in any area of the Javits Center unless they are the product displayed.
- A helium balloon responsibility form for helium related product displays can be obtained from the Convention Services Division. The Exhibitor will be charged the cost of removing helium balloons from overhead.
- Helium Balloon Displays must be approved by the Javits Center.

Inspection Deadline

- **Inspection Deadline -** Any booth not occupied by **9:00 AM on the day of Show Open** 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 they can 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 will 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 **9:00 AM on the day of Show Open**

- No shipment will be accepted at any time past **5:00 PM on Wednesday, October 7, 2026**, or beyond. Absolutely no shipment, equipment, or material may be brought onto the show floor during show hours

Labor Rules and Orders

- Please refer to the Freeman ordering portal for Labor Jurisdictions, Rules and Information.
- Please refer to Javits Freight & Operations for operational policies and requirements.
- Please refer to the NYCC exhibitor manual for links and additional helpful details including instructions for different move in/out methods, preferred vendor ordering links, and deadlines.

Motorized Vehicles

- Motor vehicles must be turned off when parked inside.
- Operating equipment or machinery must not be left unattended.
- Motor vehicles may be operated on carpeted areas of the Center when approval is given by Center staff. Protective material must be placed in the carpeted areas for protection of floor surface. The show manager is responsible for all damages and for restoration of the damaged areas to the original condition.
- All forklifts or other heavy loading devices operated within the Center must be operated by certified personnel.
- Forklifts are not permitted to operate on terrazzo areas. Special permission is granted in certain circumstances by Javits management. In those instances, the forklift must have pneumatic tires.
- Forklifts are not permitted to operate in the River Pavilion, or in carpeted halls 1D and 1E, unless a pathway of masonite is constructed.
- Motor driven aerial lifts must have wheels covered with "shrink- wrap" to operate on the River Pavilion and carpeted halls 1D and 1E.
- Parking on the loading docks or inside the Center (except for loading and unloading) is prohibited; violators will be towed at owner's expense.
- Utility carts may be operated in the Center exhibit halls, loading docks and main roadway only. Under no circumstances are vehicles or personnel carts to be operated in meeting rooms, concourses, or lobby during show hours.
- See "Display Vehicles" in the Fire Safety section of the Javits Operational Policies.

Multi-Level Booths

- Multi-Level or double decked exhibit booths are not permitted in 1A, 1B, 1C, 1D, 1E, or 3D exhibit halls.

- Multi-Level booths are permitted in the River Pavilion, 3A, 3B and 3E exhibit halls.
- A NYC Building Department permit is required whenever the second tier of a double-tiered booth will be walked upon, or for a solid overhead structure greater than 120 square feet in size.
- Covered booths in excess of 300 square feet in area will need to submit their booth schematic/layout to Operations Manager Bahiah Odeh-Eppig bahiah.odeheppig@rxglobal.com for show management approvals and city, center and vendor direction, including fire safety requirements.
- All plans for double decked booths or booths with solid overhead structures must be submitted to the **Javits Security and Safety Solutions** department for review and preliminary approval. If preliminary approval is given a NYC Department of Buildings build permit will be required.

    - The New York City Department of Buildings (DOB) requires that **ALL** double decked booths displayed within a place of public assembly file for a DOB build permit for each. The filling must include stamped drawings by a New York State or City Licensed Architect or Engineer. These permits expire and will need to be re-filed for each event.
    - The New York City Department of Buildings (DOB) requires that all solid overhead structures greater than 120 square feet, including connecting areas or space with a common means of egress or entrance, built within a place of public assembly file for a DOB build permit. The filling must include stamped drawings by a New York State or City Licensed Architect or Engineer. These permits expire and will need to be re- filed for each event.

    - Applications for such structures and uses shall be submitted to the DOB no later than 15 business days prior to the construction of the temporary structure or the commencement of the temporary use.

    - You are not obligated to, but in the event you wish to, use the Javits Centers contracted P.E/R.A. (di Domenico + Partners) they will review all drawings to ensure compliance with DOB and FDNY code and regulations, discuss and propose necessary changes so that the drawings and applications may be prepared for review by the DOB. di Domenico + Partners will create and file all DOB required documents through an expeditor to ensure timelines are met. The fees for their service vary based on amount of necessary changes and meetings.

Music or Motion Picture Performance

- If you plan to play copyrighted music or video in your booth, you may need to obtain a license from the copyright owner or a licensing agency representing the copyright owner.
- Licensing is required when music or video is being played for non-dramatic entertainment purposes (live or recordings such as CDs, DVDs and BluRay devices).

- The proper license must be posted in your booth and available for inspection at the request of Show Management or authorized agents of ASCAP or BMI. You are advised to contact the agencies listed below to acquire the necessary licenses:
    - ASCAP Licensing Dept. / 1 Lincoln Plaza / New York, NY 10023 / Tel: 212-621-6000
    - BMI (Broadcast Music, Inc.) / 10 Music Square East / Nashville, TN 37203-4399 / Tel: 800-925-8451, 615-401-2000
- Adherence to these federally mandated copyright licensing laws is required. Failure to comply violates federal copyright law and breaches your contract for exhibit space at the show.

Sound Levels

- Sound level of presentation should be kept within the confines of the booth area and must not interfere with neighboring exhibits.
- Show Management will exercise their right to provide and maintain a fair exhibiting environment for all customers.
- Excessive sound can be offensive and distracting. Each Exhibitor is entitled to an atmosphere that is conducive to conducting business, without excess noise from other Exhibitors.
- Any audio equipment (i.e., sound system, audio from a video wall, microphones), whether in the booth or as part of a display, may not exceed a sound level of eighty-five (85) decibels.
- NYCC will be sensitive and responsive to complaints registered by spectators, neighboring Exhibitors, or other personnel, and will have appointees to respond to all complaints.

Storage

- No storage of any kind is allowed behind booths or near electrical service. Materials for hand-outs must be limited to one day supply and stored neatly within the booth. Violators will be notified and if not removed by show opening, the Official Service Contractor will remove and store items at the exhibitor's expense.
- All empty cartons or crates must be labeled and removed for storage or they will be removed as trash. Crates are not to be used as exhibit supports.

Questions?

See the Exhibitor Rules and Regulations on the Exhibitor Manual for full list of show management rules and regulations or contact your assigned Customer Success Manager (found here) for further assistance.