



OCTOBER 16 & 17

SUBURBAN COLLECTION SHOWPLACE, NOVI

### Demonstration Regulations

When sampling or demonstrating, booths must be arranged so attendees come into your booth to receive their samples and do not block the aisles, which, if obstructed, could hurt the traffic to neighboring exhibits. Service tables must be at least 3' back from the aisle. The exhibitor is held responsible if a line of samplers or spectators interferes with adjoining exhibits. In such cases, Exposition Management is required to insist on intermittent sampling or demonstrating to avoid line formation. If you expect many people to congregate 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 show. 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.

### Sound

Monitor your own booth to be sure the noise level from any demonstrations or sound system is kept to a minimum and does not interfere with others. Remember the use of sound system 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.