

AHA Scientific Conferences Booth Construction Guidelines



The American Heart Association shall have full authority to interpret or amend these rules, and its decision is final. Exhibitors agree to abide by rules or regulations that may hereafter be adopted, which shall be as much a part as though originally incorporated. All issues not addressed herein are subject to the decision of the AHA. These rules and regulations have been formulated in the best interest of all exhibitors.

The exhibitor understands and agrees that the information contained in the Exhibit Prospectus, exhibitor logistical kit and the AHA Rules and Regulations are an integral and binding part of the Exhibit Space Application/Contract, and that signing the Exhibit Space Application/Contract indicates understanding and agreement to comply with all policies, rules, regulations, terms and conditions in the prospectus, and any others issued by the AHA regarding AHA scientific conferences; willingness to abide by the payment policy; acknowledgment of reading AHA Rules and Regulations; and agreement to distribute them for proper execution to those individuals involved with exhibiting.

AMERICANS WITH DISABILITIES ACT (ADA)

Exhibitors shall be fully responsible for complying with the Americans with Disabilities Act (ADA) with regard to booth space, including, but not limited to, the wheelchair access provisions. Exhibitors shall indemnify, hold harmless and defend the AHA, its officers, directors, agents, members and employees from and against any claims, liabilities, losses, damages and expenses (including attorneys' fees and expenses) resulting from or arising out of the exhibitors' failure or allegations of exhibitors' failure to comply with the provisions of the ADA. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800--514-0301).

APPROVAL OF BOOTHS SCHEMATICS

Exhibitors with island booths of 400 square feet or more, structures exceeding 10 feet in height and/or two-story booths must submit booth schematics to the AHA Exhibits Department for review and approval. Booth Schematics may be submitted via to exhibits@heart.org.

BACKDROPS/DRAPES

All curtains, bunting and drapes in an exhibit must meet the standards of the fire department in the convention city. Proof that materials are flame-retardant may be required by the fire marshal. If the fire marshal deems the drape not to be of the standard quality, the drape will have to be replaced with materials that can be provided by the official decorator. Any such replacement, including labor, will be at the exhibitor's expense.

BALLOONS

Using balloons as part of the exhibit display or as a giveaway is strictly prohibited.

CARE OF PREMISES

No part of an exhibit, signs or other materials may be posted, nailed, taped or otherwise affixed to walls, doors or floor surfaces in a way that will mar or deface the premises. Exhibitors are responsible for any damage to the facility.

CORNER BOOTH

A corner booth is an in-line booth exposed to aisles on two sides. All other guidelines for in-line booths apply.

DEMONSTRATIONS

Demonstration areas must be organized within the contracted exhibit space. Demonstration tables must be placed a minimum of 2 feet from the aisle. Should spectators or samplers interfere with the normal traffic flow in the aisle or overflow into neighboring exhibits, the AHA reserves the right to have the exhibitor discontinue the activity.

ENGINEERING CERTIFICATION/STRUCTURAL INTEGRITY

Exhibitors are responsible for securing safety certifications from a licensed structural engineer. Booth structures with towers, columns and walls that exceed 10 feet in height, or two-story exhibits (any height) regardless of whether people will occupy the area, are required to present certification verifying the structural integrity of the exhibit. Acceptable certification is in the form of a certified structural engineer's stamp or seal directly on a set of blueprints for the exhibit which must be submitted and approved by the AHA. The engineering certificate must be available on site to be presented, if requested. Exhibitors must adhere to the rules and regulations of the venue that regulate temporary structures. This policy has been established to ensure the safety of exhibitors and attendees. Exhibiting companies release the AHA of any and all responsibility for the safety of such exhibits.

FIRE AND SAFETY GUIDELINES

Exhibitors must comply with all federal, state and local fire and building codes that are applicable at the venue.

FLOOR COVERING

Floor covering is mandatory for all booths. The floor covering must cover the entire net square footage of contracted exhibit space.

FREIGHT-FREE AISLES

Designated "Freight-Free" aisles must be clear of crates and exhibit materials at all times during installation and dismantling, and are required for emergency access throughout the hall.

HANGING SIGNS, BANNERS, OR LIGHTS

Island Booths of 400 square feet or more will be allowed to have hanging signs, banners and lighting trusses. These must be fixed and within the confines of the booth. The maximum height for hanging signs is 20 feet. Lighting trusses will be permitted to 26 feet but must be independent of all hanging signs, logos or banners. The use of hanging signs, banners and lighting trusses must be submitted to the AHA via email to exhibits@heart.org

IN-LINE BOOTH

An in-line booth is one or more standard 10' x 10' units arranged in a straight line. In-line booths have only one side exposed to an aisle. The maximum height of 8 feet is allowed on the back wall and the rear half of the booth space, with a 4-foot height restriction imposed on all materials in the remaining space forward to the aisle. The maximum back wall height limitation of 8 feet includes signs, company name, logo or product information. Regardless of the number of in-line booths used (e.g., 10' x 20', 10' x 30', etc.), display materials should be arranged so they do not obstruct sight lines of neighboring exhibitors. When three or more in-line booths are combined as a single exhibit space, the 4 foot height limitation is applied only to that portion of the exhibit space that is within 10 feet of an adjoining booth. In-line booths will receive a 7" x 44" identification sign with the company name, city, state and booth number. The exhibiting company name to be displayed is the name listed on the original application for space.

ISLAND BOOTH

An island booth is consistent of four or more standard units bound on four sides by aisles. All parts of the booth structure and display materials are permitted to a maximum height of 20 feet including signs, company name, logo, product information and banners. Lighting trusses will be permitted to 26 feet but must be independent of all hanging signs, logos or banners. A 50 percent see-through effect on the portion of the booth from the floor up to a minimum of 8 feet in height is required. The design of the booth must allow accessibility from all four aisles and sufficient see-through areas that do not block the view of adjacent exhibits. No exhibit structure may span an aisle by roofing, lighting or floor covering. Solid walls exceeding 4 feet in height must be set at least 4 feet back from all surrounding aisles.

STORAGE

The Fire Marshal and the AHA will inspect all exhibits during setup and throughout the show to ensure that nothing is stored behind booths or backwall drapes. If storage is needed, arrangements for access storage can be made at the Exhibitor Service Center through Freeman.

TWO STORY BOOTHS

Two-story booths are defined as multiple-story island exhibits and may not exceed 20 feet in height. The 50 percent see-through policy in a one-story island booth applies to two-story structures.