

2017 LUXURY Salon Standards

What does this mean and why?

Starting in 2016 we set forth and implemented guidelines on what can be done on the inside of the LUXURY Salon with regards to how the walls are decorated and what is hung on the walls and we are continuing with these branding guidelines for 2017.

We are doing this to ensure a consistent look and level of sophistication that is representative of LUXURY.

Salon Standards

- Signage will only be allowed on the inside of salons. Signage within your salon must be produced on a sturdy material – not fabric or material that is wrinkled or flimsy (see graphic artwork order form in Salon Section for assistance in ordering and hanging artwork from Freeman).
- No signage/decor can be placed on the outside of the Salons or on the Salon Showcases
- No signage or decorative material may protrude into the aisles or encroach upon neighboring booths.
- Graphics are prohibited on the exterior of showcases for both stand alone and built-in showcases.

Recommended material or format for signage includes:

- Foam core signs with high resolution images.
- Have graphic imprinted onto the fabric wall directly. Additional cost required and must be done by Freeman.
- Light boxes (please consult with Freeman to ensure the walls can handle the weight and light box can be securely hung)

Finally, each exhibitor should create an environment, regardless of booth size or location that is conducive to successful interaction with current and prospective customers.

Regards,
LUXURY Show Management

In Addition to Above New Display Regulations below are the regulations for custom exhibits:

DISPLAY REGULATIONS

DISPLAY REGULATIONS:

The following rules, which govern what an exhibitor can and cannot do with his/her booth space, are based on the physical characteristics of the hall, the wish to be equally fair to all exhibitors, and the safety of all concerned. A quick review of these booth regulations can save you time and money by preventing on-site changes. Hanging signs are prohibited at both Luxury and Elite Enclave Shows.

- **BOOTH WALLS and GRAPHICS for Custom Booths:**

All back walls and sidewalls must be finished or draped if they border an adjacent neighboring booth. See-through back walls or displays which do not cover the back wall completely, will not be allowed.

Walls adjacent to a neighboring booth must be finished, devoid of copy, logos or other graphics and neutral. Advertising and other copy facing an adjacent exhibitor is prohibited above the 10' height limit, unless it is positioned at least 10' from the adjacent exhibitor.

All Exhibitors with a double-decker booth **MUST** have all walls facing an adjacent exhibitor fully covered. All Double deck booths will require show management approval and Clark County Fire Department approval which will require at the very least detailed blue prints stamped by a licensed structural engineer.

No signage or decorative material may protrude into the aisles or encroach upon neighboring booths.

No obstruction may be posted, tacked, screwed or nailed to columns, walls, floors or other parts of the building without prior approval from Show Management. Show Management at the expense of the rule-breaking exhibitor, will remedy any damage or defacement caused by infraction of this rule.

Please note that **ALL FIRE HOSE CABINETS MUST BE KEPT VISIBLE AND ACCESSIBLE with a minimum 36" clearance.** All fire strobe lights must be visible and accessible with a minimum 36" clearance in all directions..

After 5:00pm on Thursday, June 1, 2017 any part of a booth with unfinished side or backwalls will be draped by Show Management at the expense of the exhibitor.

- **CONDUCT OF EXHIBITORS:**

Exhibitors must staff their booth(s) during all Show hours. **Dismantling of your booth prior to the official close of the Show is strictly prohibited and can jeopardize your**

participation for the following year! Sabbath observers are exempt from the staffing policy as outlined above. On Saturday, June 3, 2017, The JCK Show Management will place a sign and drape your booth until 9:30am Sunday morning. Your product lines should remain in an assigned vault until Sunday morning.

Storage of empty packing materials within the confines of your booth or behind booth drape is against Fire Marshall regulations. Please tag all materials with Empty stickers (available at The Luxury/JCK Service Center and Floor Manager Counters). These packing materials will be returned at the close of the Show. Exhibitors are encouraged to consider noise levels from equipment or from demonstrations when planning their booth layouts to avoid interference with neighboring exhibits. Exhibitors should be reminded that if they are doing demonstrations or presentations, they must provide a viewing area for attendees. The use of aisle space for demonstrations, selling merchandise, or distribution of pamphlets and advertising material is prohibited. All sales and promotional activities must be confined to your exhibit space.

It is strictly prohibited to store cases, crates, boxes etc. behind any booth. It is against show rules and regulations as well as fire rules and regulations. The gutter space behind each booth is to be used for electrical access and electrical equipment only.

Jewelry storage cases are not allowed to be placed in any public areas. They can be stored during open hours of the show within the exhibitors booth or in a vault area only. It is the exhibitors responsibility to appropriately store the cases.

To ensure a safe environment to conduct business, **storage behind booths is prohibited per Fire Safety Regulations.** Show management will have personnel checking all gutter spaces behind booths to ensure that nothing is being stored in these areas. If we do find anything behind the booth that is not electrical, show management will have it removed and stored at the exhibitor's expense. Companies who have not complied with this regulation in the past have created major electrical problems for neighboring companies. It will be enforced vigorously.

- **DEMONSTRATION EQUIPMENT:**

Equipment, product or machinery when displayed to demonstrate or simulate industrial application are exempt from the foregoing height limits, but are restricted only by ceiling height, as well as building and safety codes.

- **HANDOUTS:**

You may distribute literature, samples or other material within your booth space. Distribution outside of your contracted space is strictly prohibited unless approved by Show Management.

- **HANGING SIGNS:**

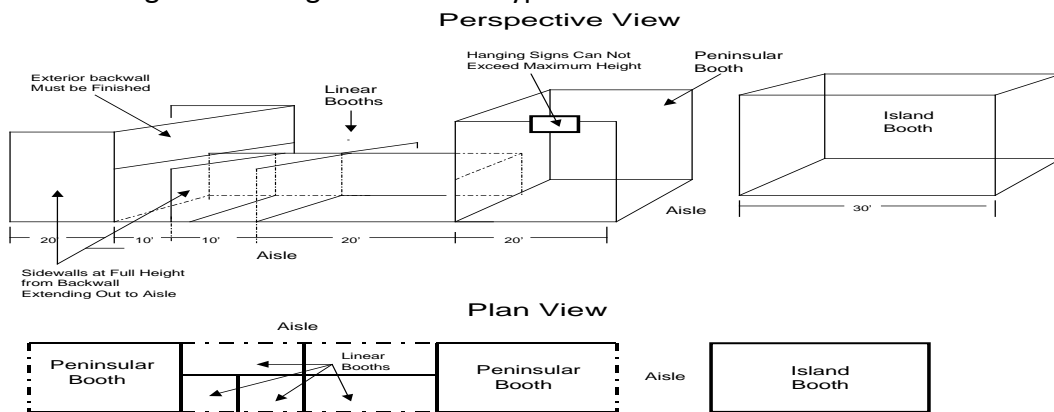
Hanging signs are prohibited at the LUXURY & JCK Show.

- **HARDWALL DISPLAYS:**

Exhibitors using a hardwall display must leave a nine-inch (9") clearance at the rear of the booth for access to electrical equipment, etc. Back to back hardwall displays must have eighteen inches (18") between the hardwalls. Please make sure to install a mouse hole in the rear of each booth. This is a safety and electrical service issue.

- **HEIGHT LIMITATIONS:**

JCK, Luxury and Elite Enclave Las Vegas follows the Cubic Content Rule, which allows custom exhibitors to make maximum use of their booth space. Under the Cubic Content Rule, exhibitors may build up to the front of their booths, and up to the maximum allowable height according to the booth type as indicated below.



MAXIMUM BOOTH HEIGHT LIMITATIONS:

(Important: **Check ceiling heights!** Maximum Height does not necessarily mean booth height for a particular area.)

Reminder, suspended signs or banners are not permitted.

	Ceiling Height	Linear Booth Height	Peninsula Booth (surrounded by 3 aisles)	Island Booth (surrounded by 4 aisles)
Mandalay Bay Ballroom & Oceanside Ballroom	30'	12'	20'	24'

Breakers & Surf Islander Ballrooms	18'	12'	14'	16'
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All exhibits must be completely set by 8:00pm on Thursday, June 1, 2017. Although exhibitors may fine tune their booth and set product on Thursday, June 1, 2017 after 8:00pm no shipments will be accepted past 5:00pm on Thursday, June 1, 2017. Absolutely no shipment, equipment, or material may be brought onto the show floor during show hours.

- Exhibitors with special needs that require variance from these guidelines must get prior approval from Show Management. Exhibitors should send a detailed booth plan and drawings of their proposed display for this approval to:

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