

# Luxury

## **DISPLAY REGULATIONS for BOOTH PACKAGE SALONS**

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- Graphics will only be allowed on the inside of salons – no graphics/decor can be placed on the outside of the Salons or on the Salon showcases; your location and participation at Luxury are in jeopardy if this guideline is not followed
- Graphics within your Salon must be produced on a sturdy material such as PVC – not fabric or material that is wrinkled or flimsy (see artwork order form in the Graphics section of the Exhibitor Manual for assistance in ordering and hanging artwork from Freeman)
- No graphics 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
- No fabric graphics are allowed at all within Salons
- Booth Package Salons cannot be altered – our package options are a Turnkey Salon or a Turnkey Ballroom package; anything outside of this is a custom booth
- Company name can appear (1) time on each side of the Salon header
- All sales, sales-related conversations, and other promotional activities must take place within each exhibitor’s respective booth; exhibitors are not permitted to send employees/booth staff into aisles to facilitate sales activities
- Exhibitors wanting to order a Salon in the *white* color option must order by February 1, 2024; there will be no exceptions to this deadline. There is an additional cost for the white color option. Note that you will also need to select white showcases with American Fixture to match your Salon
- All Salon graphics are subject to approval from the Luxury Show Management Team

## **DISPLAY REGULATIONS for CUSTOM EXHIBITS**

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**DISPLAY REGULATIONS – All booths MUST be approved by Show Management. Submit to [hannah.kellman@rxglobal.com](mailto:hannah.kellman@rxglobal.com) before March 11, 2024**

- All custom booth designs/renderings require pre-approval from the Luxury Show Management Team before production
- Custom booths cannot be taller than 20 FT
- Hanging or free-standing graphics outside of your booth are prohibited at Luxury
- Absolutely no printed graphics/images of product are allowed on ANY exterior/outward facing wall or structure. This will be strictly enforced; you will be asked to remove or replace any images showing product. For lifestyle/model images on the exterior/outward facing wall or structure, you are required to submit for approval 45 days prior to show to [hannah.kellman@rxglobal.com](mailto:hannah.kellman@rxglobal.com). Your location and participation at Luxury are in jeopardy if this guideline is not followed. Company logos or booth wraps/applications that provide a textured

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look are permitted on the outside of booths. Company logos can only appear (1) time on each side of the booth. All custom booth graphics/applications must be submitted for approval

- We will continue to allow TVs/Digital images on the exterior, but content MUST be included in your booth approval submission by March 11, 2024. If not reviewed/approved, Luxury reserves the right to remove content
- No graphics or decorative material may protrude into the aisles or encroach upon neighboring 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
- 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
- Fabric headers and graphics are not permitted; all graphics must be printed on a sturdy fabric such as PVC
- All fire hose cabinets and strobe lights must be visible and accessible with a minimum 36" clearance in all directions
- Each exhibitor should create an environment, regardless of booth size or location that is conducive to successful interaction with current and prospective customers
- Graphics on the exterior of the showcases are prohibited
- Exhibitors must not have a closed-wall structure blocking another exhibiting brand from visibility
- All sales, sales-related conversations, and other promotional activities must take place within each exhibitor's respective booth; exhibitors are not permitted to send employees/booth staff into aisles to facilitate sales activities
- Management reserves the right to change these standards upon written notice