

# NRF<sup>®</sup> 2020

## RETAIL'S BIG SHOW

### NRF BOOTH GUIDELINES

#### INSTRUCTIONS FOR SUBMISSION OF SCHEMATICS – DEADLINE IS SEPTEMBER 30, 2019

##### **Requests for Variances:**

All variance requests must be made in writing and sent via email to Anna Fassano, on or before **September 30, 2019**.

[anna\\_fassano@afassanoco.com](mailto:anna_fassano@afassanoco.com)

##### **Additional requirements when submitting island schematics:**

- Deadline to submit your schematics is September 30, 2019.
- All dimensions must be in US measurements
- Elevation views should indicate the height of the following elements:
  - Top measurement of banner from the floor
  - Bottom measurement of banner from the floor
  - Overall height of the highest element of the display
  - Height of elements in the sight paths
  - Sight lines/paths must be shaded or called out based on sight line requirements above.
  - If sight path is under a header, the height of the header(s) must be indicated.
  - For two-story displays, the percentage of square footage of the two-story to the size of the booth must be indicated. If the sight path is under a two-story, the material above must be clear and indicated on your plans.
  - If solid surface ceilings are used in your booth, the square footage must be indicated.

#### [CLICK HERE FOR A SAMPLE SUBMISSION](#)

##### **ARE YOU ON LEVEL 1 OR LEVEL 3?**

The NRF EXPO Hall is on two levels of the Javits Center – Level 1 and Level 3. If your booth number is between 100 and 1899, you are on Level 1. If your booth number is between 1900 and 4799, you are on Level 3. Please be sure to follow the rules and regulations for your assigned hall and level, as there are some differences (primarily the heights of island booths and hanging signs). **No double decker booths are allowed on Level 1.**

##### **ARE YOU AN ISLAND OR LINEAR BOOTH?**

An Island exhibit is any booth exposed to aisles on all four sides. All other booths are considered linear booths. If a booth only shares its back wall with another exhibitor, it is still considered a linear booth, NOT an island booth, and must adhere to the linear booth guidelines. NO peninsula or end cap booths will be assigned.

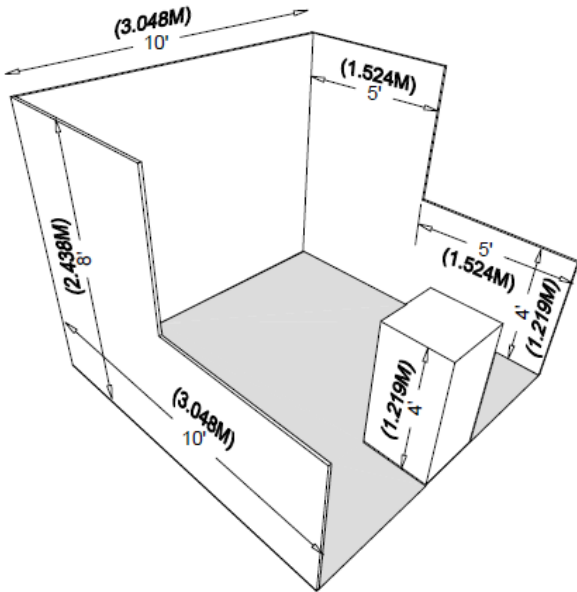
##### **GENERAL BOOTH CONSTRUCTION GUIDELINES**

- No exhibit may span an aisle by ceiling or floor covering.
- Exposed or unfinished sides and/or exhibit backgrounds must be draped to present an attractive appearance. Exhibits will be inspected during the move-in and the service contractor, with the approval of the NRF Show Manager, will provide draping deemed necessary and submit the bill to the exhibitor. NRF reserves the right to base all decisions on the best interests of all concerned parties. All decisions are final.
- **Multiple Booths Sharing a Common Aisle:** A company may reserve two or more island booths at an NRF event; however, these booths may not be located in such a manner that they are situated across from each other on a main, transecting aisle of the Exhibit Hall. Additionally, employees of an exhibiting company that reserves two or more island booths are required to remain in the confines of their respective exhibit spaces and are not permitted to block traffic in the aisle.

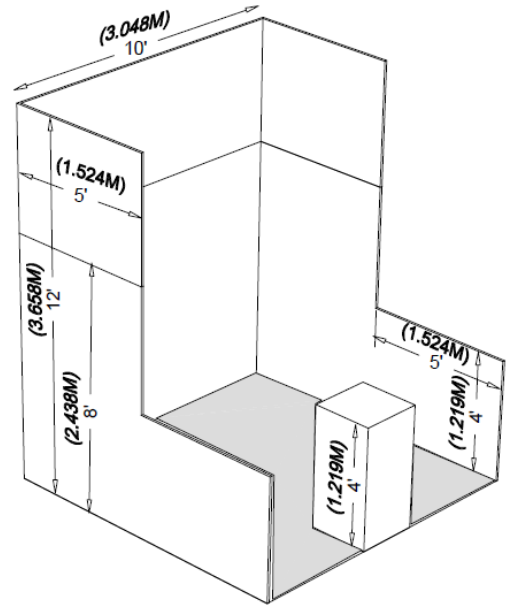
**LINEAR BOOTH CONSTRUCTION GUIDELINES**

Linear booths may not exceed an 8' back wall, including any identification sign unless your booth is on the perimeter and then the height of the back wall is limited to 12 feet including the sign. Structures above 48" must begin *at least* 5' back from the aisle line. No solid exhibit structure, TV, display items, banners, and/or other booth item is permitted to exceed 48" in height in the front 5' of the booth. Hanging signs are NOT permitted for linear booths.

**Example of Linear Booth NOT on perimeter**

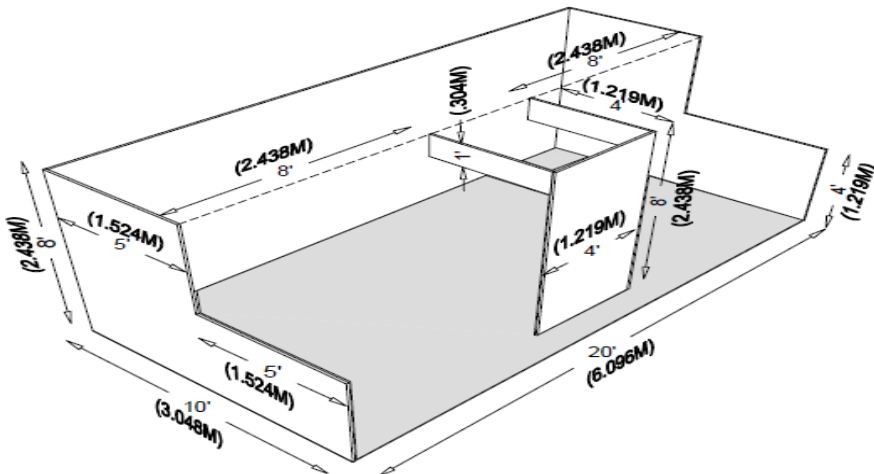


**Example of Linear Booth on perimeter**



**LINEAR BOOTH CONSTRUCTION GUIDELINES WITH AN EXTENDED HEADER**

An Extended Header Booth is a linear booth 20 feet or longer with a center extended header. All guidelines for linear booths apply to the Extended Header Booths, except that the center extended header has a maximum height of 8 feet, a maximum width of 20 percent of the length of the booth and a maximum depth of 9 feet from the back wall.



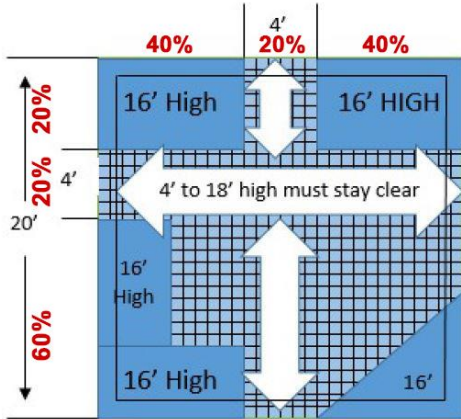


**Island Booths WITH a Hanging Banner:**

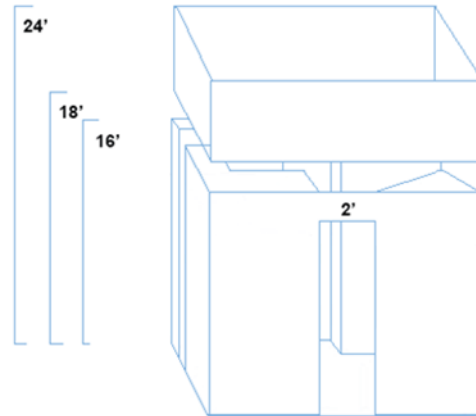
- Display height is limited to 16 feet when a hanging banner is being used
- In addition to rules and regulations listed above, if your booth includes a hanging banner, the bottom of the banner cannot be lower than 18' from the floor and the top of the hanging banner cannot be higher than 24' from the floor. If the sight path is under a header, header cannot be larger than 2' in height and the bottom of the header no lower than 14'.

**Example of an Island Booth with Hanging Banner and Header**

**Aerial View**



**Elevation View**



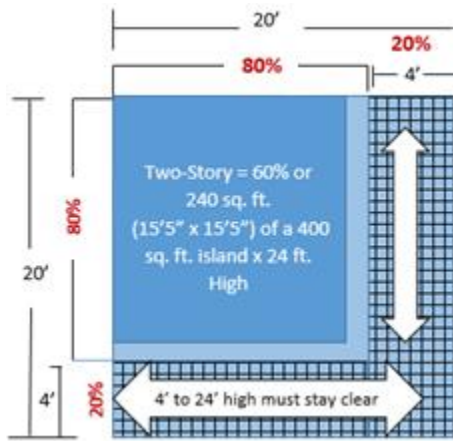
**Two-Story Island Booth Guidelines (ALLOWED ONLY ON LEVEL 3):**

Island booth guidelines apply ONLY to those booths on Level 3. Two-story/double decker booths are **NOT** allowed on Level 1.

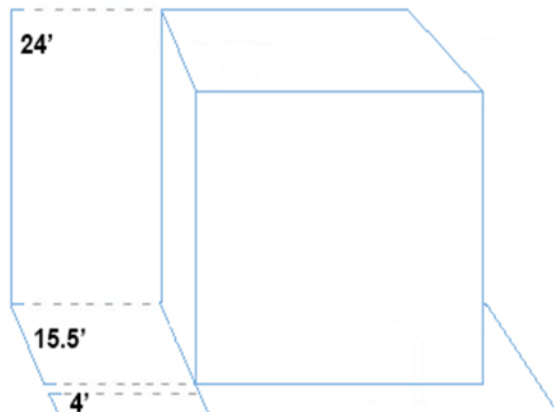
- The second level of a two-story booth can **only** be 60% of the total square footage of the island booth, including the stairwells/steps.
- If the sight path is under the second story of the double decker, the section of the sight path above the structural beam must be constructed of clear material.
- The floor level (first level) of the two-story booth must comply with the 20% line of sight guidelines on all four sides of the booth.
- The height of the second story cannot measure more than 16 feet in height from the floor if you have a hanging banner. The height of the second story cannot measure more than 24 feet without a hanging banner. Other components outside the two-story structure cannot measure more than 24' in height from the floor.
- Hanging banners will be allowed in a two-story booth, however, the bottom cannot hang lower than 18' from the floor and the top cannot be more than 24' from the floor.

**Example of a Double Decker Island Booth**

**Aerial View**



**Elevation View**



**LEVEL 1 GUIDELINES – Hall 1A– Aisle 1300 through Aisle 1800 (NO DOUBLE DECKERS ALLOWED):**

**NOTE: Hall 1A has a lower ceiling than Halls 1B and 1C**

**Island Booths with or without a header, but WITHOUT a Hanging Banner:**

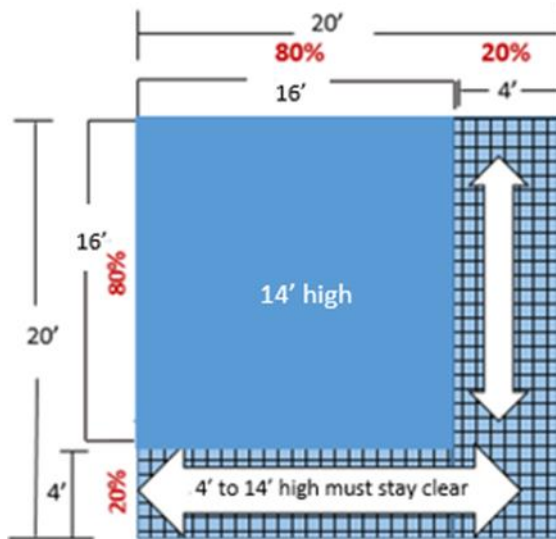
- Display height limitation is 14 feet if you are not using a hanging banner.
- Must have a 20% contiguous break on all four sides of the booth to create a direct line of sight through the booth. The 20% sight path may be present under a header; however, the header cannot be larger than 2' in height. Additionally, the bottom of the header can be no lower than 8'.

Examples of calculations:

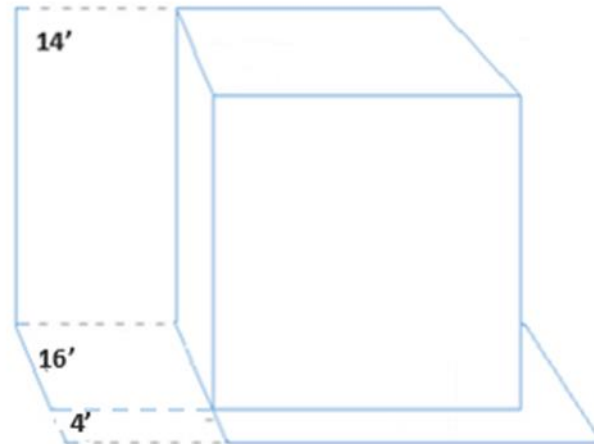
- **20' x 20' booth:** Booth must include a 4' direct line of sight to the opposite side of the booth, creating a 4' opening on all sides. Complete, clear visibility, must begin at 4' and continue to 14' high. If the sight path is under a header, the header cannot be larger than 2' in height and the bottom of the header no lower than 12'.
- **30' x 30' booth:** Booth must include a 6' direct line of sight to the opposite side of the booth, creating a 6' opening on all sides. Complete, clear visibility, must begin at 4' and continue to 14' high. If the sight path is under a header, the header cannot be larger than 2' in height and the bottom of the header no lower than 12'.
- **40' x 80' booth:** Booth must include an 8' direct line of sight to the opposite side of the booth, creating an 8' opening on both 40' sides of the booth. Booth must also include a 16' direct line of sight to the opposite side of the booth, creating a 16' opening on both 80' sides of the booth. Complete, clear visibility, must begin at 4' and continue to 14' high. If the sight path is under a header, header cannot be larger than 2' in height and the bottom of the header no lower than 12'.

**Example of an Island without a hanging banner**

**Aerial View**



**Elevation View**



**LEVEL 1 GUIDELINES – Hall 1A– Aisle 1300 through Aisle 1800 (NO DOUBLE DECKERS ALLOWED):**

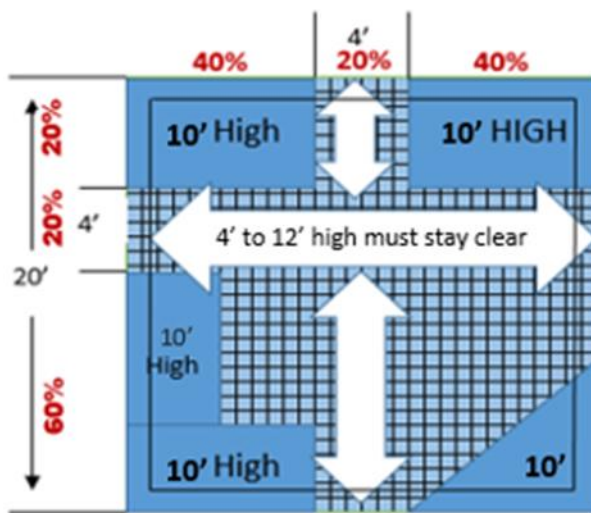
**NOTE: Hall 1A has a lower ceiling than Halls 1B and 1C**

(continued)

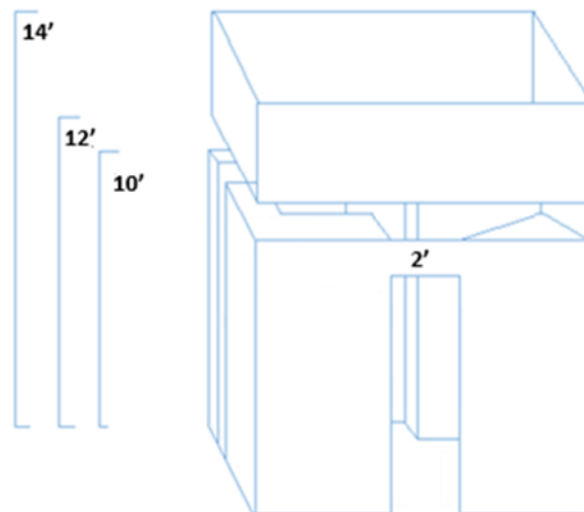
**Island Booths WITH a Hanging Banner:**

- Display height limitation is 10 feet when using a hanging banner.
- In addition to rules and regulations listed above, if your booth includes a hanging banner, the bottom of the banner cannot be lower than 12' from the floor and the top of the hanging banner cannot be higher than 14' from the floor. If the sight path is under a header, header cannot be larger than 2' in height and the bottom of the header no lower than 8'.

**Example of an Island Booth with a Hanging Banner  
Aerial View**



**Elevation View**



**LEVEL 1 GUIDELINES – Halls 1B and 1C – Aisle 100 through Aisle 1200 (NO DOUBLE DECKERS ALLOWED):**

**Island Booths with or without a header, but WITHOUT a Hanging Banner:**

- Must have a 20% contiguous break on all four sides of the booth to create a direct line of sight through the booth. The 20% sight path may be present under a header; however, the header cannot be larger than 2' in height. Additionally, the bottom of the header can be no lower than 14'.

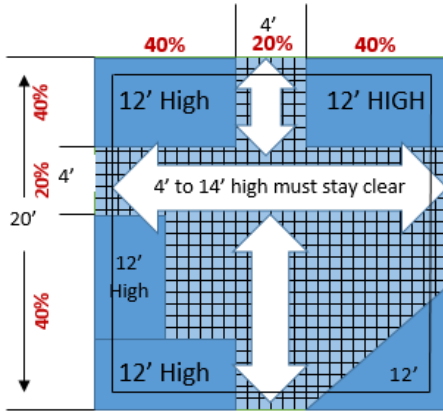
Examples of calculations:

- **20' x 20' booth:** Booth must include a 4' direct line of sight to the opposite side of the booth, creating a 4' opening on all sides. Complete, clear visibility, must begin at 4' and continue to 16' high. If the sight path is under a header, the header cannot be larger than 2' in height and the bottom of the header no lower than 14'.
- **30' x 30' booth:** Booth must include a 4' direct line of sight to the opposite side of the booth, creating a 4' opening on all sides. Complete, clear visibility, must begin at 4' and continue to 16' high. If the sight path is under a header, the header cannot be larger than 2' in height and the bottom of the header no lower than 14'.
- **40' x 80' booth:** Booth must include an 8' direct line of sight to the opposite side of the booth, creating an 8' opening on both 40' sides of the booth. Booth must also include a 16' direct line of sight to the opposite side of the booth, creating a 16' opening on both 80' sides of the booth. Complete, clear visibility, must begin at 4' and continue to 16' high. If the sight path is under a header, header cannot be larger than 2' in height and the bottom of the header no lower than 14'.

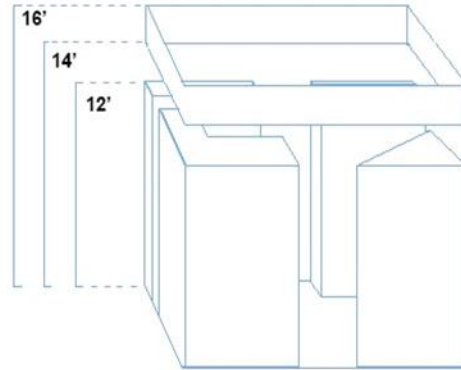
**Island Booths WITH a Hanging Banner: (Halls 1B and 1C– Level 1) *continued***

- Display height limitation is 12 feet when using a hanging banner
- In addition to rules and regulations listed above, if your booth includes a hanging banner, the bottom of the banner cannot be lower than 14' from the floor and the top of the hanging banner cannot be higher than 16' from the floor. If the sight path is under a header, header cannot be larger than 2' in height and the bottom of the header no lower than 10'.

**Example of an Island Booth with Hanging  
Aerial View**



**Elevation View**



**NOTE FOR ALL ISLAND BOOTHS:** The rules have noted that starting height for your 20% visibility must start 4', or below if you prefer. This will allow you to have a desk or small furniture item to be in this area without obstructing line of sight.

***ALL BOOTH CONSTRUCTION GUIDELINES WILL BE STRICTLY ENFORCED.***