

# Design Specifications & Exhibit Height Restrictions

## Regulations to all stand types

### **Storage behind stands**

Storage behind stands is strictly prohibited. Areas behind stands should be kept clear of debris, tools, equipment, products or any other materials. Action will be taken by the Exposition Organizer to remove any stored items at the expense of the stand builder or exhibitor. Fine may apply.

### **Stand Construction Safety**

The exhibitor is responsible for the structural safety of the stand. Stand builders and exhibitors are required to adhere to all Brussels Expo/ AIB Vincotte Safety Regulations, including all inspection requirements. Exhibition stands including equipment, exhibits, and advertising material must be erected in such a stable manner as to avoid endangering life and limb, as well as safety and order. All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers or installation/dismantling equipment such as forklifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Exhibitors should ensure that any display fixtures such as tables, racks or shelves are designed and installed properly to support the product or marketing materials to be displayed upon them. All lead exhibitors must complete and submit the Brussels Expo Safety, Health & Environmental Charter document (SHE Charter).

### **Fire regulations**

All materials used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant. Please refer to the Special Fire Regulations of the Brussels Expo.

### **Stand Construction Authorization**

All exhibitors must submit a stand plan along with the [Stand Approval Form](#). Construction of the stand may only commence after approval has been granted.

### **Cubic content**

“Cubic content” refers to the dimensions of your rented space including walls, decorations and any other fixtures. The cubic content of your exhibit space can be fully utilized, i.e., all of the fixtures in the stand reach the maximum height of that particular stand type. **Height limits vary, depending on the stand location and size. Please refer to the next page for regulations corresponding to your stand type.**

### **Solid walls**

Exhibit displays should be designed in such a way as to allow for maximized visibility to both you and those around you. **Stand sides facing an aisle must include a natural break or clear/no color plexi panel of at least 2 meters for every 4 linear meters of solid wall.** Solid walls over 4m in length need to be located at least 2m away from the aisle. This rule will be strongly reinforced onsite.

### **Stand partition wall**

Each exhibitor is responsible for erecting sidewall and back wall partitions of solid construction of 2.5m in height between his own and adjoining stands. The reverse side of the partition walls must be finished and kept in neutral color and design above a height of 2.5m so as to not interfere with the designs of the neighboring stands.

### **Graphics Facings Neighbouring Stands**

All graphics that face into neighbouring stands must be at least 2 meters away from said stand.

### **Floor Covering**

Each exhibitor is responsible for providing fireproofed and secure floor covering.

### **Lighting/Flags/Truss**

No lighting, lighting fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems must submit drawings to exposition organisers for approval. Lighting should be directed to the inner confines of the stand space. Lighting should not project onto other exhibits or exposition aisles. Flags must comply with the maximum height regulation corresponding to the stand type and displayed within the perimeter of the stand space.

### **Demonstrations**

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each exhibitor to arrange displays, product presentation and demonstration areas to ensure compliance.

### **Distribution of promotional brochures and/or magazines**

Magazines and brochures promoting the exhibiting company may only be distributed within the perimeter of the exhibit space. No promoting is allowed in the aisles or other public areas.

### **Sound/music**

Exhibitors may use sound equipment in their stands so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the stand rather than into the aisle. Live music must be approved by the organisers beforehand. **Rule of thumb: sound and noise should not exceed 85 decibels. If complaints are received, the Organisers reserve the right to stop the music.**

# Design Specifications & Exhibit Height Restrictions

## Stands open on 1 or 2 sides / Inline stands

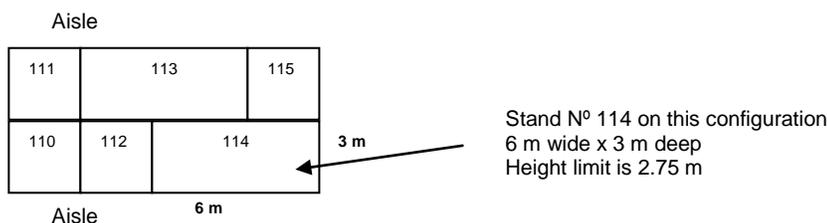
Inline stands have only one or two sides open to an aisle and are generally in a series along a straight line.

### In-line stands smaller than 6m wide x 6m deep

These stands may build up to 2.75m from the exhibit floor, including the platform. This maximum height **includes** any hanging signs or structures.

If the sidewalls and back wall of your stand are up to 2.75m in height, please make sure the reverse side of the walls above a height of 2.5m is finished in a neutral color so as to not interfere with the designs of the neighboring stand.

Please note: hanging signs are not permitted in inline stands smaller than 6m wide x 6m deep.

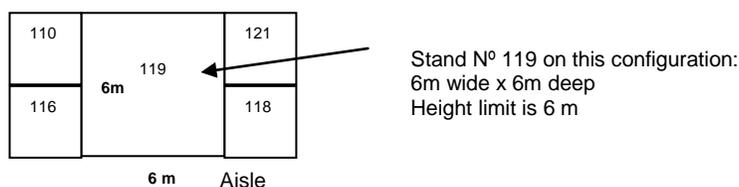


### In-line stands with minimum dimensions of 6m wide x 6m deep

These stands may build up to 6m high from the exhibit floor, including the platform. Please note: this does not mean that all stands that are at least 36 square meters may build up to 6m. Stands must be at least 6m wide x 6m deep to be able to be built up to 6m.

The back wall or sidewall adjacent to neighboring stands may only contain graphics that have lettering on one side – the side that is facing into your own stand. Signs facing directly into the neighboring stand must be placed at a minimum of 2m from the wall, and no higher than the maximum height allowed for your particular stand type.

Please make sure the reverse side of the dividing walls above a height of 2.5m is finished in a neutral color so as to not interfere with the designs of the neighboring stand.



## Stands open on 3 sides / Peninsula stands

Stands open to aisles on 3 sides may build up to 6 meters high, including the platform.

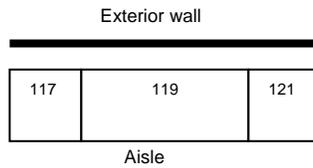
The back wall or sidewall adjacent to neighboring stands may only contain graphics that have lettering on one side – the side that is facing into your own stand. Signs facing directly into the neighboring stand must be placed at a minimum of 2m from the wall, and no higher than the maximum height allowed for your particular stand type.

Please make sure the reverse side of the walls above a height of 2.5m is finished in a neutral color so as to not interfere with the designs of the neighboring stand.

## Stands open on 4 sides / Island stands

Stands open to aisles on 4 sides may build up to 6 meters high, including the platform.

## Stands against the exterior walls / Perimeter stands



Typical stand configuration against exterior wall

Perimeter stands may be built up to 6m high where ceiling heights allow.

Due to building obstructions, stands in the following areas may NOT be able to build to up 6m:

- Hall 4: The maximum height along the perimeter varies from 3.5m to 6m.
- Hall 5: The maximum height along the perimeter varies depending on your location.
- Hall 6: The maximum height along the perimeter varies from 3.5m to 6m.
- Hall 8: The maximum height along the perimeter varies from 4.5m to 6m.
- Hall 11: The maximum height along the perimeter varies from 5.70m to 6m.
- Patio: The maximum height along the perimeter varies from 4.40 to 6m.

The back wall or sidewall adjacent to neighboring stands may only contain graphics that have lettering on one side – the side that is facing into your own stand. Signs facing directly into the neighboring stand must be placed at a minimum of 2m from the wall, and no higher than the maximum height allowed for your particular stand type.

Please make sure the reverse side of the dividing walls above a height of 2.5m is finished in a neutral color so as to not interfere with the designs of the neighboring stand.

Please contact Jess Eames at +1-207-842-5453 or [jeames@divcom.com](mailto:jeames@divcom.com) for a detailed building configuration of your stand space.

## Second Storey Stands

Any exhibitors who plan on building a second storey onto their stand must contact the Safety Dept of AIB Vincotte for the approval of their second storey and arrange for onsite required safety inspections. For more information please refer to the Form for Multi-Level Stand.

For a fee of €250 this inspection will cover:

- The stability and resistance of the load-bearing structure.
- The functionality of the railings.
- Any discontinuities in the railings (openings, etc.)
- Resistance and rigidity of the railings.
- Visual inspection of the assembly and conformity with the plans and/or design calculations.

Please forward your second storey drawings for approval to:

Ing. Louis Van Leeuw  
VINCOTTE Belgium  
[Aib-safety@bruxpo.be](mailto:Aib-safety@bruxpo.be) or +32-476-500-890