



Island and Two-Story Display Regulations

Deadline: March 1, 2019

⚠ **REMINDER:** *New rules were implemented in 2017 and remain in effect. For your convenience, they are highlighted below.*

Requirement for Schematics Approval:

- Submit to anna_fassano@AFassanoCo.com no later than March 1, 2019.
- All measurements in US units (feet and inches)
- Include the following measurements:
 - Floor supported component
 - Bottom measurement of hanging sign from floor
 - Top measurement of hanging sign from floor
 - One foot set back on components from floor to 8 feet
 - Indicate if the floor is raised and includes ramp
 - Identify and shade 33% sight line / accessibility paths on all four sides
 - Square footage and percentage of space occupied by double decker &/or solid ceiling
- Additional approvals for two story
 - Once your schematic is approved for Heart Rhythm 2019 rules by Anna Fassano, please email your stamped structural engineer drawings for approval to events@moscone.com for Fire Marshal approval.
 - See additional Moscone regulations below

Click here to sample a preferred submission:

<http://heartrhythmssupport.org/HRS-2019-Sample-Preferred-Submission.pdf>



Please review the Moscone Convention Center and Show Management island rules:

Moscone Convention Center Rules: In addition to HRS's requirements for islands and two-story booths, the Moscone Convention Center will require prior approval as follows – identify these areas on the schematics when submitting to Anna Fassano:

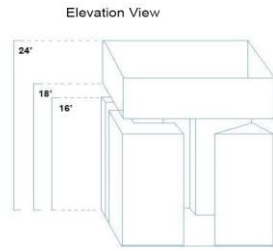
1. Plans must be certified by a licensed professional engineer prior to submission.
2. All areas under multi-level booths must be equipped with a UL approved, battery operated smoke detector attached to the ceiling or under structure.
3. A 2A10BC extinguisher is required on each level and easily available.
4. If the occupancy load is nine (9) people or less, one exit is sufficient. If occupancy load is more than nine (9) people, two means of exiting are required.
5. Refer to the [current floorplan](#) for position of structural arches in the Exhibit Hall.
6. Refer to the [Moscone Convention Center Rigging and Hanging](#) information.
7. Larger canopies or multi-level booths may impede the facility fire sprinkler system and may require the installation of a temporary fire sprinkler system as outlined in the [Moscone Convention Center Rules and Regulations](#).

HRS Exhibit Rules:

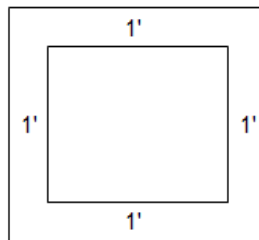
⚠ Island Set-Back Rules (Applies to all island sizes): Display components from the floor to 8' in height may NOT be closer than 1' to any external boundary of the exhibit space (see AREA 1). Display components from 8' to 16' in height may extend to the edge of the exhibit space (see AREA 2).

⚠ Single Level Islands A 33 percent see-through effect and 33 percent accessibility from all four sides of the booth on the portion of the booth from floor to 8' minimum height is required to prevent blocking views of adjacent exhibits. A structure cannot run across the full length of any side of the booth that exceeds more than 33% see-through or accessibility from that side. HRS further understands that certain government and corporate regulations require products that are not approved in the United States to be displayed in enclosed/sheltered area(s) away from view of specific groups of attendees. These areas also are permitted; however, the structure is held to same 33% see-through effect and 33% accessibility from all four sides of the booth as stated above.

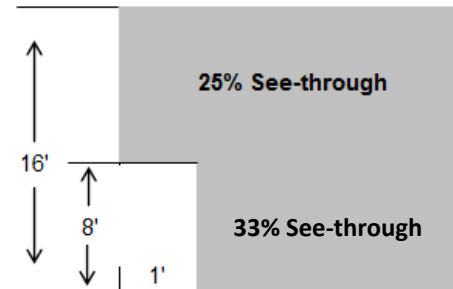
Hanging Banner Example



Island Ground-Level Top View



Island Ground-Level Side View



- Two-Story Islands** are permissible providing a 33 percent see-through effect and 33 percent accessibility from all four sides of the booth on the portion of the booth from floor to 8' minimum height is required to prevent blocking views of adjacent exhibits. A structure cannot run across the full length of any side of the booth that exceeds more than 33 percent see-through or 33 percent accessibility from that side to prevent blocking the view of adjacent exhibits. Additionally, no more than 60 percent of the island booth space may be occupied by the two-story booth and the unit must be located in the center of the company's exhibit booth area. A complete detailed architectural plan must be submitted which includes certification of structural soundness. Exhibitor must submit two (2) drawings, one of which will be forwarded to the Convention Center/Fire Marshall and one to Anna_Fassano@AFassanoCo.com. Following facility and Fire Marshall approval, final approval will be at the sole discretion of HRS. Two-story booths may not exceed height of 16' feet.

Display and Hanging Sign Heights – STRICTLY ENFORCED: Island displays may not exceed 16' in maximum height. Linear booths are limited to 8' (in the back 50 percent of the booth).

Hanging signs or hanging banners suspended from the ceiling must maintain a minimum of 2' clearance from the highest allowable point of the island booth display, (which is 16'), and the bottom of the banner. The top of the banner may not be higher than 24'. The bottom of the banner may not be lower than 18'. The purpose of this rule is to allow a clear line of vision (2') between the highest allowable point of a display (16') and the lowest allowable bottom of a banner (18').

Additional structural support for hanging signs/apparatus is permitted from the island booth display, but must be less than 3" in diameter/thickness. Product name, product information, and/or company name is permitted on hanging signs with prior approval from show management.

Elevated Floors: Any island with raised floors **must** be shown in the drawing. Some facilities will require an ADA ramp.

Multiple Booths Sharing a Common Aisle: A Company may reserve two or more island booths at HRS 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 intervening aisle. Peninsula Booths will not be assigned.

Spanning an Aisle: Exhibit booths are NOT allowed to span an aisle by ceiling or floor covering.

Exposed Unfinished Displays: 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 Exhibit Manager, will provide draping deemed necessary for exposed unfinished areas and submit the bill to the exhibitor.

Lighting: Portable spotlights attached to booths and/or islands must be UL approved clamp-on types with porcelain base and metal guards. Clip-on types are not allowed.

GUIDELINES WILL BE STRICTLY ENFORCED