



EXHIBITION HALL BOOTH GUIDELINES

BOOTH COVERAGE / ENCLOSURES

If your booth has any type of covering, please submit your booth plan to brittany.king2@rxglobal.com

- Any booth that has any material or object placed over or upon the exhibit is considered a **covered booth** (e.g. roof, canopy, tent, moss fabric, etc.).
- Covered booths of **100 square feet to 300 square feet** require the following:
 - Booth plan must be reviewed and approved by the Fire Marshal at least three months in advance.
 - Minimum of one "2A 10BC" rated fire extinguisher must be placed within the covered area.
 - A smoke detector must be placed at the highest point of each covered area.
 - There must be a means of turning off electrical power to the booth during non-show hours.
 - Please submit booth plan to brittany.king2@rxglobal.com
- Covered booths of **300 square feet +** **require special permissions** and may require installation of fire suppression system and additional Fire Marshal approval.
 - For all booths over 600 sqft, please submit your booth plans to brittany.king2@rxglobal.com to share with the proper approval team.

BOOTH EQUIPMENT

Each booth is supplied with 8 foot high back drape and 3 foot high side drape along with an ID Sign containing Company name and Booth number. All booths will be 10 feet deep and 10 feet wide, unless otherwise indicated by your PAX Sales contact. Additional furnishing items can be rented by completing the GES Furniture Order Form.

Back Drape: Black

Side Drape: Black

The Show floor is: *Not Carpeted*. If you desire booth carpeting, please indicate this on the GES Carpet Order Form.

DO NOT pin or staple any materials to the drape. Special background will be needed for any display materials that exceed 25 lbs in total weight. Arrangements for this type of display should be made in advance and brought to the exhibit hall ready for assembly. Installations are subject to approval of show management.

BOOTH STAFF ATTIRE

- In order to maintain a family friendly atmosphere, we ask all exhibitor booth staff to adhere to this policy.
- Applicable to any gender, partial nudity, the aggressive display of cleavage and the navel, and shorts/skirts higher than 4" above the knee are not allowed.
- Hired/contracted cosplayed characters that are playable in-game are an exception to this rule (within reason), and exhibitors must obtain permission from show management prior to the show. Please contact paxsales@paxsite.com for questions or approval.
- If for any reason an exhibit and/or its contents are deemed objectionable to PAX management, the exhibitor will be asked to alter the attire of its staff or remove said staff from the show. If questionable, to be safe send to paxsales@paxsite.com.

FOOD + BEVERAGE

- ARAMARK is the exclusive provider of food and beverage services at PCC. Exhibitors may not bring in any outside food or drink to the exhibit hall -- food and beverage must be ordered through Exhibitor Services or from one of the PCC concessions stands located inside the exhibit hall. Exhibitors who violate this policy will be invoiced the equivalent of a buy-out fee for the food brought in at the sole discretion of PCC.



- Subject to prior approval, those who manufacture, process, or distribute food as their normal course of business and wish to distribute food or beverage samples *may* be allowed with prior approval required and sample sizes adhered to.
- Exhibitors that do not manufacture, process, or distribute food as their normal course of business that would like to distribute food items, or any exhibitor that would like to provide food for their staff or clients, must purchase those items from PCC Exhibitor Catering Services.
- No selling of food or beverage is permitted.
- Alcoholic beverages are prohibited on the show floor.
- For prior approval of food and beverage distribution or if you have any questions, please contact britany.king2@rxglobal.com for assistance.
- No outside food is allowed into the exhibit halls at the Seattle Convention Center. If outside food is located, a corkage fee will be applied. This includes team lunches and drinks.

HEIGHT RESTRICTIONS | HANGING SIGNAGE INFO

- Double decker booths / second floor platforms are prohibited – *no exceptions*.
- Hanging signs must fit within the footprint of your booth space. Exceptions must be pre-approved by Show Management.
- Maximum height for the top of a booth structure varies by hall. If your booth structure is *15 ft high or taller*, please submit your booth diagram to ensure there are no issues with this height along with seeing if tying off of the booth will be required.
- General Booth Height restrictions for inline booths is 8 ft in height. Peninsula Booth 15 ft and Island Booths 20 ft. Reminder that all booths over 15 ft must submit a diagram to brittany.king2@rxglobal.com to help ensure you will have no issues.
- Signs with any dimension greater than 20 ft must be pre-approved by Show Management. Please submit your booth diagram to brittany.king2@rxglobal.com.

LIGHTING & SPEAKERS:

- Exhibitors intending to use hanging light systems should submit drawings to exhibition management for approval.
- Lighting and speakers, including gobos, should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or exhibition aisles. Audio should not impact neighboring exhibitors.
- Lighting which is potentially harmful, such as lasers must be approved in writing by exhibition management.
- Quartz halogen lighting fixtures in exhibits are prohibited due to fire hazards.
- DJ & music broadcasts should be related to game content only. No powered microphones or bullhorns; if you want to address a large number of people at once, inquire about booking a panel room. If you have any questions, please contact paxsales@paxsite.com.

IMPORTANT BOOTH NOTES

- PAX Unplugged follows the cubic content rule, which allows exhibitors to make maximum use of their booths, and up to the maximum allowable height – see above for height restrictions.
- All exposed parts of constructed displays must be finished to present an attractive appearance when viewed from the aisles or adjoining booths.
- Hazardous operations, including the use of flammable, explosive, or toxic materials are not permitted.
- Due to facility regulations, the following items are not permitted on the show floor: stickers, adhesive-backed decals, glitter, confetti, and helium balloons.
- Please refrain from handing out swag items such as stickers, projectiles helium balloons noisemakers and gum.
- Items that present a hazard to attendees (e.g. knives, guns, weapons, etc.) are not permitted.



- Display Labor General Rules – Full Time Employees, as long as they are not an EAC (Exhibitor Appoint Contractor), can set up / build your booth. Setting up of owned AV equipment is allowed; Rented AV equipment must be set up by the local union.

QUESTIONS?

Jeany and Mikaela are our Customer Success Representatives for PAX Unplugged.

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You may also feel free to contact our Operations team:

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