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**Note:** The italicized documents on this list will come from IIBEC's show decorator, Shepard Exposition Services, in November 2026.

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International Institute of Building Enclosure Consultants (IIBEC)  
2026 IIBEC International Convention & Trade Show  
Thursday-Sunday, March 12-15, 2026

Dear Exhibitor:

Welcome to the 2026 IIBEC International Convention & Trade Show! This year's event is being held Thursday, March 12–Sunday, March 15, at the SAFE Credit Union Convention Center, in Sacramento, California.

Please refer to this Exhibit Service Manual for any questions you may have. We trust that this manual will be a valuable tool for you in preparation for the show. It is crucial that you read the entire manual. Enclosed are important guidelines, rules, and regulations, as well as forms from the decorator, show management, and contractors. Please adhere to all deadlines on the enclosed forms.

Take a moment to review the Official Show Rules & Regulations and ensure that all booth personnel are also familiar with them. All exhibitor and booth personnel are invited to join a [Zoom Exhibitor Briefing](#), Wednesday, January 28 at 2:00 p.m. ET. An invite will be sent to you to share with your colleagues. This pre-show effort will help proactively answer your questions in advance of the show. Please note that this Zoom meeting will be recorded for your future reference. Companies that attend the Exhibitor Briefing will earn 25 priority points. Points are awarded once per company, regardless of the number of representatives in attendance.

Please note that IIBEC has negotiated special discounted sleeping room rates for convention attendees at the Hyatt Regency Sacramento and the Sheraton Grand Sacramento Hotel.

We look forward to helping you make this event a positive, productive investment for your firm. Should you have any questions, please do not hesitate to contact me via email at [mhoward@iibec.org](mailto:mhoward@iibec.org) or by calling the IIBEC office at 800-828-1902.

Sincerely,

Mendy Howard  
Director of Events & Meetings

**The mission** of IIBEC is to advance the profession of building enclosure (roofing, waterproofing and exterior wall) consultants.



2026 IIBEC International Convention & Trade Show  
Thursday-Sunday, March 12-15, 2026

## **Checklist of Important Dates**

### **RETURN TO IIBEC**

Reserve Your Ad in February <i>IIBEC Interface</i> (Convention Issue)	December 19, 2025
Official Show Rules & Regulations - Signature Page	January 16, 2026
Booth Additional Personnel Registration Form	January 16, 2026
Certificate of Insurance (COI)	January 16, 2026
Complete Information for Convention App	February 13, 2026
Attendee Bag Insertions / Stuffers	March 8, 2026
Sponsorship Opportunities	Ongoing

### **HOTEL ACCOMMODATIONS**

Discount Cutoff for Hotel Reservations	February 6, 2026
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### **SHIPPING & RECEIVING**

Advance Shipping to Warehouse	Beginning February 11, 2026
Last Warehouse Delivery without Surcharge	March 4, 2026
Last Day for Warehouse Deliveries	March 8, 2026
First Day for Shipping to Show Site	March 12, 2026

### **EXHIBITOR LABOR**

Exhibitor-Appointed Contractor (EAC) and COI Labor Order Forms	January 16, 2026
	February 5, 2026

### **EXHIBIT FURNISHING AND SERVICES**

Shepard Rental Exhibit Order Form – Custom	February 5, 2026
Shepard Rental Exhibits Order Form – Standard	February 14, 2026
Shepard Method of Payment Form	February 14, 2026
Budget (Economy) Booth Package	February 14, 2026
Shepard Furnishings & Accessories Order Forms	February 14, 2026

### **RIGGING, POWER, AUDIO VISUAL**

SmartCity Internet & Telecommunications Service	February 27, 2026
Encore Audio-Visual, Electrical & Rigging Order Form	February 27, 2026
Sodexo In-Booth Catering	March 2, 2026



2026 IIBEC International Convention & Trade Show  
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## Exhibitor Budget (Economy) Booth Package

# **BUDGET (ECONOMY) BOOTH PACKAGE**

Each 10x10 Budget (Economy) Booth Package includes the following:

One (1) 24"x6' skirted table

Two (2) side chairs

One (1) wastebasket

<u>Total Budget (Economy) Booth Package</u>	<b>\$395.00</b>
---------------------------------------------	-----------------

**NOTE:** This package applies to advance orders only and will not be available for floor orders. Deadline is **February 14, 2026**. No substitutions. If Budget (Economy) Booth Package is ordered after the deadline, exhibitor will be billed at regular list prices for each item.

SAFE Credit Union Convention Center floor is not carpeted.

# INSTRUCTIONS FOR EXHIBITOR BOOTH SETUP

## FOR

## Thursday, March 12, 2025

## 1:00 PM – 6:00 PM

Each 10 x10 booth will receive three (3) peel-off temporary badges. Peel-off badges will be sent to the designated contact (POC) indicated on the individual IIBEC Exhibitor Contract and to the EAC, if known.

\*Peel-off badges are designed for temporary use (by EACs) for setup hours only, permitting access to the trade show floor on **Thursday, March 12** for **EXHIBITOR BOOTH SETUP ONLY**. Friday, March 13, setup hours are from 8:00 AM – 1:00 PM (for pop-up displays and arranging products only).

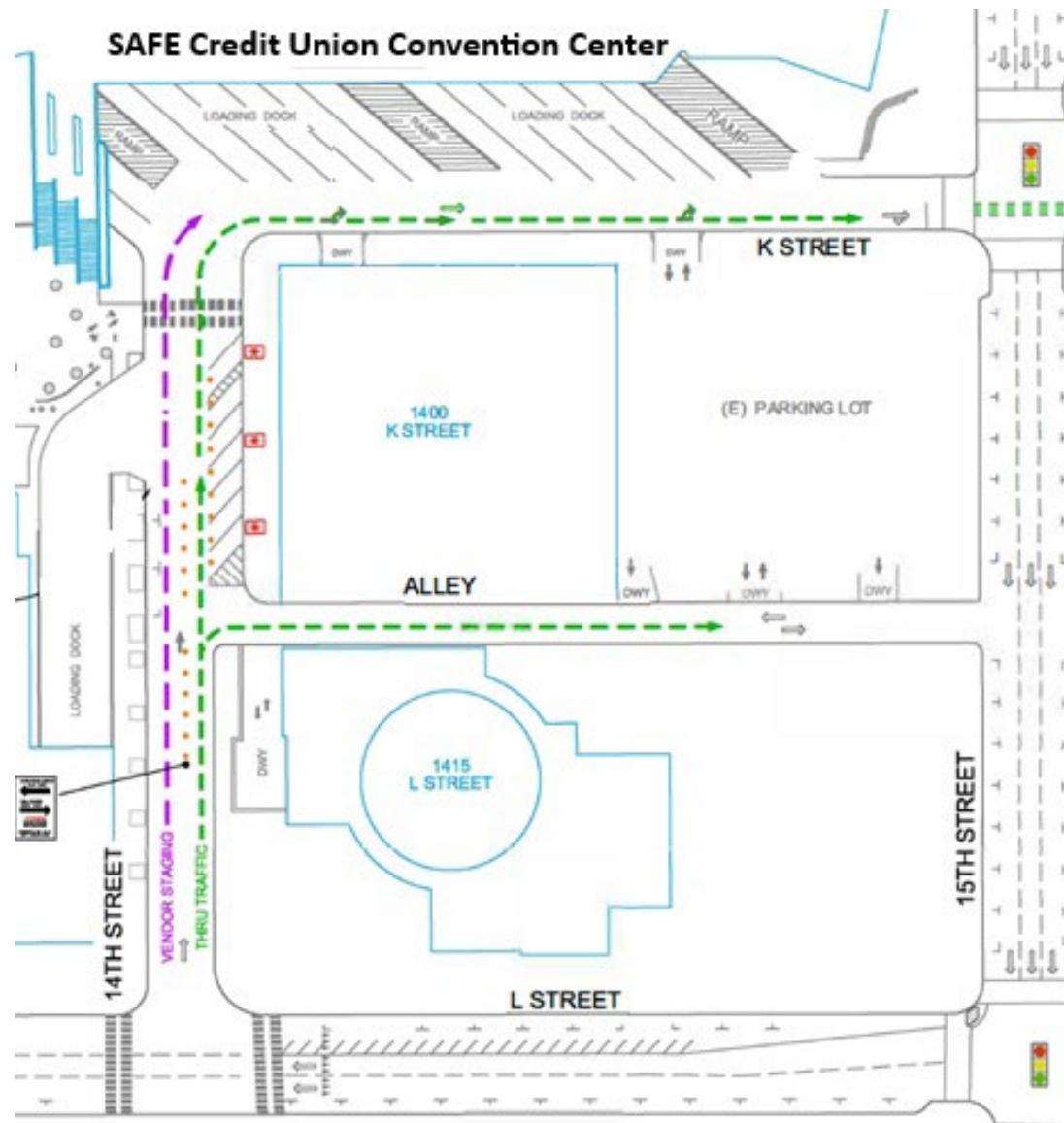
The complete registration packet with permanent badge will be provided to registered exhibitor reps upon onsite check-in/registration during the times outlined below:

### **REGISTRATION AND BADGE PICK-UP INFORMATION**

**Where: Ballroom A Prefunction, Level 2**

Wednesday, March 11	7:00 AM – 4:00 PM
Thursday, March 12	7:30 AM – 5:00 PM
Friday, March 13	7:30 AM – 4:00 PM
Saturday, March 14	7:30 AM – 4:00 PM
Sunday, March 15	7:30 AM – 4:00 PM

## Exhibitor Booth Setup



## Loading Dock Access Instructions – SAFE Credit Union Convention Center

Address: 1401 K Street, Sacramento, CA 95814

During exhibitor move-in and move-out hours, access to the Loading Dock is available at the above address.

- Vehicles are permitted in the loading dock area for active loading or unloading only.
- Maximum time allowed: 20 minutes.
- Once loading or unloading is complete, please move your vehicle to alternate parking areas to allow other exhibitors access.



**2026 IIBEC International Convention & Trade Show**  
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## **Exhibitor Booth Setup**

### **\*NOTE TO EACs SETTING UP:**

An Exhibitor Appointed Contractor (EAC) is a company other than the “general or official” service provider on the show that requires access to your booth during installation and dismantling. The EAC may only provide services in the facility that are not designated by the facility as “exclusive” to a designated provider, or by the event organizer in a contract as an exclusive service for the general or official service provider or other third party.

No EAC will be allowed to work in an exhibitor’s booth if the Shepard Exhibitor Appointed Contractor EAC form isn’t completed (see page in manual entitled “Exhibitor Appointed Contractors (EAC).” Additionally, a valid form of insurance (COI), a third-party Method of Payment form, and an exhibitor Method of Payment form must be completed by an authorized representative and received by Shepard by the due date noted on the ‘Checklist of Important Dates.’ The form must be completed for each third party (as well as any other third party ordering or requesting services from Shepard on behalf of exhibitor) at the above event. Multiple booths are not to be listed on one form. If form is not submitted by deadline date, the EAC will not be allowed to perform work in the hall except to supervise the official contractor-provided labor. Note: IIBEC must also receive a copy of the EAC’s COI.



2026 IIBEC International Convention & Trade Show  
Thursday-Sunday, March 12-15, 2026

**Exhibitor Briefing**

# **DON'T MISS THE EXHIBITOR BRIEFINGS**

**Wednesday, January 28, 2026  
2:00 p.m. – 3:30 p.m. Eastern Time (US and Canada)**

**Join Zoom Meeting**

<https://us06web.zoom.us/j/83343233530?pwd=CQXQCA7AIQaaBeaZha3eo0hMEERuF4.1>

**Meeting ID: 833 4323 3530  
Passcode: 103453**

**Get Your Questions Answered:**

- **Exhibitor Kit**
- **Event Hub**
- **Crate Dismantle Expectation**
- **Map of halls/facility and loading dock**
- **Earn priority points**
- **And more!**

**FRIDAY, March 13, 2026 (onsite)  
11:45 AM – 12:15 PM**

**Product Demonstration Area  
Hall A-C, Level 1  
SAFE Credit Union Convention Center**

**Convention Schedule**

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**Wednesday, March 11**

7:30 AM – 4:00 PM	Convention Registration
8:00 AM – 4:15 PM	2025-2026 Board of Directors Meeting

**Thursday, March 12**

7:30 AM – 4:00 PM	Convention Registration
8:00 AM – 4:00 PM	<b>Auxiliary Seminar – SAFE Credit Union Convention Center</b>
8:00 AM – 1:00 PM	<b>RCI-IIBEC Foundations' Golf Tournament – Haggin Oaks Golf Complex</b>
12:00 PM -1:30 PM	Lunch on Own
1:00 PM – 6:00 PM	<b>Trade Show Exhibitor Setup – Hall A-C, Level 1</b>
1:00 PM – 6:00 PM	IIBEC Committee Meetings
6:00 PM – 7:00 PM	IIBEC Welcome Reception
7:15 PM – 10:00 PM	Exhibitor Hospitality Receptions

**Friday, March 13**

7:15 AM – 8:00 AM	First Time Attendee Coffee
7:30 AM – 4:00 PM	Convention Registration
7:30 AM – 12:30 PM	RCI-IIBEC Foundations' Board Meeting
<b>8:00 AM – 1:00 PM</b>	<b>Trade Show Exhibitor Setup – Hall A-C, Level 1</b>
8:00 AM – 9:00 AM	Educational Program – Concurrent Sessions
9:15 AM – 10:30 AM	Educational Programs – General Session
10:45 AM – 11:45 AM	Educational Programs – Concurrent Sessions
<b>11:45 AM - 12:15 PM</b>	<b>Exhibitor Briefing – Product Demonstration Area, Hall A-C, Level 1</b>
12:00 PM – 1:15 PM	IIBEC Region Meetings
1:30 PM – 3:15 PM	Opening Ceremony & Keynote Presentation
<b>3:15 PM – 7:15 PM</b>	<b>Trade Show Exhibit Grand Opening &amp; Reception – Hall A-C, Level 1</b>
4:15 PM – 4:45 PM	Product Demonstration – SIKA Corporation
5:15 PM – 5:45 PM	Product Demonstration – Polyglass USA, Inc.
6:15 PM – 6:45 PM	Product Demonstration – Dörken Systems Inc.
7:15 PM – 10:00 PM	Exhibitor Hospitality Receptions

**Saturday, March 14**

7:30 AM – 4:00 PM	Convention Registration
<b>8:00 AM – 12:00 PM</b>	<b>Trade Show with Full Breakfast Buffet – Hall A-C, Level 1</b>
9:15 AM – 9:45 AM	Product Demonstration – Elevate Commercial Roofing Systems
10:15 AM – 10:45 AM	Product Demonstration – Carlisle Construction Materials
11:15 AM – 11:45 AM	Product Demonstration – Westlake Royal Roofing Solutions
<b>12:00 PM – 8:00 PM</b>	<b>Trade Show Exhibit Dismantle – Hall A-C, Level 1</b>
12:15 PM – 1:15 PM	Annual Awards Ceremony
1:30 PM – 2:45 PM	EBEC Awards Presentations
3:00 PM – 4:00 PM	Educational Programs – Concurrent Sessions
4:15 PM – 5:15 PM	Educational Programs – Concurrent Sessions
6:00 PM – 7:00 PM	Emerging Professionals Reception

**Convention Schedule**

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**Sunday, March 15**

7:30 AM – 4:00 PM	Convention Registration
8:00 AM – 9:00 AM	Educational Program – Concurrent Sessions
9:15 AM – 10:30 AM	Educational Programs – General Session
10:45 AM – 11:45 AM	Educational Programs – Concurrent Sessions
12:00 PM – 1:30 PM	Annual Meeting of the Members
1:45 PM – 2:45 PM	Educational Programs – Concurrent Sessions
3:00 PM – 4:00 PM	Educational Programs – Concurrent Sessions
4:15 PM – 5:00 PM	Educational Program – General Session
6:00 PM – 7:30 PM	RCI-IIBEC Foundations’ Live Auction & Reception
7:30 PM – 10:00 PM	President’s Annual Banquet



**2026 IIBEC International Convention & Trade Show**  
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## **Exhibitor List as of November 2025**

For a current list of exhibitors and map, visit

<https://s23.a2zinc.net/clients/iibec/iibec2026/Public/eventmap.aspx?shmode=E>

Alpha Pro Tech	Kingspan Roofing + Waterproofing, Inc.	Siplast
ALT Global/Westwood	Leading Edge Safety LLC	SITURA Inc.
Anchor Products	Leister Technologies LLC	SMT Research, Ltd.
ATAS International Inc	Malarkey Roofing Products	Solar SkyRack
Atlas Roofing Corp	MAPA Products	Soprema
Attic Breeze	Mapei Corporation	Sunbelt Waterproofing & Restoration
AVM Industries Inc	McElroy Metal Inc	LLC
Berridge Manufacturing Company	Minerals Technologies CETCO	T Clear Corp
Bitec Inc	Building Materials Group	Technical Testing Technologies
Brava Tile	MIRO Industries Inc	Terracon
Butler Manufacturing - Roof Group	Morgan Hayden/ShieldWorks Dust &	The Barrett Company, LLC
Carlisle Construction Materials	Debris Containment	Tinker & Rasor
CertainTeed LLC	MRB Contractors, LLC	TRUFAST LLC
Clark Dietrich Building Systems	MuleHide	TuffWrap Installations Inc
Detec Systems	National Gypsum Company	Uniflex Fluid Applied Roof Systems
Diversified Fall Protection	National Roof Deck Contractors	United States Gypsum Company
Dörken Systems Inc	Association	VADA, LLC
EcoStar LLC	NEOGARD	Valcourt Building Services
Elevate (Formerly Holcim)	Noble Company	VaproShield LLC
Entry Point International LLC	Nudo Products - A Verzatec Company	Versico Roofing Systems
Eskola, LLC	O'Hagin LLC	VILPE Oy
Everest Systems LLC	OMG Roofing Products	W.R. Meadows Inc.
FBC Chemical Corporation	P & A Roofing and Sheet Metal Inc	Westcoat Specialty Coating Systems
Flex Membrane International	PlanRadar	Western Colloid SC Inc
GAF Materials Corp.	Polyglass USA, Inc.	Westlake Royal Roofing Solutions
Georgia-Pacific Gypsum LLC	PROSOCO, Inc.	York Manufacturing
Global Roofing Group	Retrotec	
GMX Inc.	Revere Copper Products Inc	
Goliath Roofing Systems by CGT	Rockwool Inc	
H.B. Fuller Company	Roof Hugger, LLC	
Hanover Architectural Products	Roof Penetration Housings LLC	
Hartsfield & Nash Agency Inc	RTC Restoration & Glass	
IB Roof Systems Inc	S-5!	
ICP Building Solutions Group	Seaman Corp/FiberTite Roofing	
International Leak Detection LLC	Systems	
IR Analyzers / Vector Mapping	Sentinel Roof Technologies, LLC	
Johns Manville	Sentry Building Innovations	
Kaneka MS Polymer	Seven Source	
Kattsafe	Sheffield Metals International	
Kemper System America Inc	Sika Corporation	



2026 IIBEC International Convention & Trade Show  
Thursday-Sunday, March 12-15, 2026

## **Registration Directions**

### **Forms Due: Friday, January 16, 2026**

#### **Comp Booth Rep Registration includes:**

- Welcome Reception
- Education Sessions (CEHs)
- Opening Ceremony & Keynote
- Trade Show
- Emerging Professionals Reception (40&under)

#### **Additional Booth Rep Registration includes:**

- Welcome Reception
- Opening Ceremony & Keynote
- Trade Show
- Emerging Professionals Reception (40&under)

#### **The following events require an additional ticket purchase:**

- [Golf Tournament \(follow link for pricing\)](#)
- Auxiliary Seminar (\$440 Member/\$590 Nonmember)
  - Region Meeting with Lunch (\$68.00)
  - Annual Awards Ceremony (\$78.00)
- Annual Meeting of Members Lunch (\$68.00)
- President's Annual Banquet (\$175.00)

#### **To Register Complimentary Booth Personnel**

For every 100 sq. ft., the booth receives three (3) Complimentary Exhibitor Registrations. Ex: 10'x10' receives three, 10'x20' receives six, and so on.

#### **Each Exhibitor representative is responsible for completing their own registration.**

The exhibit point of contact (POC) listed on the exhibitor contract will receive a **company-specific discount code** for each complimentary rep to register themselves. The discount code will only allow a preset number of uses based upon the size of the exhibit booth and number of comp reps included in the contract.

#### **To Register Additional Booth Personnel**

Each exhibiting company has the option to register additional representatives **as an “Additional Booth Rep”** registration type (Friday-Saturday, March 13-14).

#### **NEW**

To ensure smooth coordination while we are traveling, **all self-registrations must be completed by February 27, 2026. Registrations submitted after February 27, 2026, including onsite registrations, will incur a \$25.00 administrative fee.** This fee covers the additional processing required during our travel period. We appreciate your understanding and cooperation!

To register an Additional Rep, see the form labeled '[Additional Rep Reg and Tickets Form](#)' – this form is ONLY for registering additional reps; **complimentary reps must register themselves.** Should your additional reps wish to attend the events not included in their registration, please fill out the 'Add-On Tickets' section on the Additional Rep Registration Form.

The POC may fill out and return the Additional Rep Registration Form to [meetings@iibec.org](mailto:meetings@iibec.org).



**2026 IIBEC International Convention & Trade Show**  
**Thursday-Sunday, March 12-15, 2026**

## **Registration Directions**

### **Full Registration is an option for any exhibitor rep.**

Any exhibitor rep – comp or additional – may upgrade to a Full Registration. Full Registration includes all convention and trade show events (and eligibility to earn IIBEC CEHs) except Auxiliary Seminar(s) and the Golf Tournament which require an additional fee/registration.

Additionally, Full Registrations have the option to add a personal (non-professional, non-industry) Guest. Guests in turn have access to all convention and trade show events excluding Auxiliary Seminar(s), Golf Tournament, educational presentations, and CEHs.

To upgrade to a **Full Registration**, register online [here](#).

### **Cancellation and Substitution Policies:**

Cancellation/refund requests received on or before February 6, 2026, will be accepted and issued a 50% refund of the total registration fee(s). No refund or credit will be issued for cancellation requests made after February 6, 2026. Approved refunds will be processed after the event concludes.

Individual substitutions may be accepted through February 20, 2026, and each substitution will be subject to a \$50 administrative/processing fee. No substitutions will be accepted after February 20, 2026.

There is an administrative/processing fee of \$50 for each substitution request and \$75 for each returned check. Cancellations and Substitutions must be processed by the Meetings & Events Team, [meetings@iibec.org](mailto:meetings@iibec.org). IIBEC reserves the right to modify this policy.



2026 IIBEC International Convention & Trade Show  
Thursday-Sunday, March 12-15, 2026

## **Additional Rep Registration Form**

**Deadline Date: January 16, 2026**

- **STOP!** This form is **NOT** to be used for Complimentary Rep registrations.
- All information below is required for registering an Additional Rep.
- The \$125 Additional Rep fee includes the Welcome Reception, Opening Ceremony & Keynote, Trade Show, and Emerging Professionals Reception (for age 40 & under).
- Please complete this form to ensure your **Additional** Reps are registered correctly. Make sure to RSVP for the events your rep has indicated they will be attending.
- Use the checkboxes below to add additional tickets for event/activities not automatically included.
- No phone registration will be accepted.
- All personnel working your Exhibit must have a badge (see Booth Set-up Instructions).
- **Substitutions may be allowed through February 20, 2026**, and will be subject to a \$50.00 administration fee. To make a substitution, send the name of the original registrant along with the substitute attendee's name and contact information utilizing this form to [meetings@iibec.org](mailto:meetings@iibec.org).

**Type or Print Clearly**

**Exhibitor Company (as it will appear on badge):** \_\_\_\_\_  
**Exhibitor POC:** \_\_\_\_\_

### **#1 Additional Rep**

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_  
Nickname (if applicable): \_\_\_\_\_ Job Title: \_\_\_\_\_  
Designations (if applicable): \_\_\_\_\_ City, State: \_\_\_\_\_  
Email: \_\_\_\_\_ Phone (indicate cell or office): \_\_\_\_\_  
Dietary Restrictions/Special Needs: \_\_\_\_\_

### **RSVP for the following events included with this registration:**

Welcome Reception	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Emerging Professionals Reception	<input type="checkbox"/> Yes	<input type="checkbox"/> No

**Additional Rep Registration Subtotal: \$125.00**

### **Add-On Tickets**

Thursday, March 12	Golf Tournament – <a href="#">Register Online Separately</a>
Thursday, March 12	<input type="checkbox"/> Auxiliary Seminar – Reroofing - \$440 Member/\$590 Nonmember
Friday, March 13	<input type="checkbox"/> Region Meeting - \$68.00
Saturday, March 14	<input type="checkbox"/> Annual Awards Ceremony - \$78.00
Sunday, March 15	<input type="checkbox"/> Annual Meeting of Members Lunch - \$68.00
Sunday, March 15	<input type="checkbox"/> President's Annual Banquet - \$175.00

**Add-On Tickets Subtotal: \$ \_\_\_\_\_**

**Subtotal Combined (Rep Fee + Add-On Tickets): \$ \_\_\_\_\_**

**Return Form To: Meetings & Events Team – [meetings@iibec.org](mailto:meetings@iibec.org)**



2026 IIBEC International Convention & Trade Show

Thursday-Sunday, March 12-15, 2026

## **Additional Rep Registration Form**

**Deadline Date: January 16, 2026**

### **#2 Additional Rep**

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Nickname (if applicable): \_\_\_\_\_ Job Title: \_\_\_\_\_

Designations (if applicable): \_\_\_\_\_ City, State: \_\_\_\_\_

Email: \_\_\_\_\_ Phone (indicate cell or office): \_\_\_\_\_

Dietary Restrictions/Special Needs: \_\_\_\_\_

**RSVP** for the following events included in this registration:

Welcome Reception

Yes

No

Emerging Professionals Reception

Yes

No

**Additional Rep Registration Subtotal: \$125.00**

### **Add-On Tickets**

Thursday, March 12

Golf Tournament – [Register Online](#)

Thursday, March 12

Auxiliary Seminar – Reroofing - \$400 Member/\$590 Nonmember

Friday, March 13

Region Meeting - \$68.00

Saturday, March 14

Annual Awards Ceremony - \$78.00

Sunday, March 15

Annual Meeting of Members - \$68.00

Sunday, March 15

President's Banquet - \$175.00

**Add-On Tickets Subtotal: \$**

**Subtotal Combined (Rep Fee + Add-On Tickets): \$**

### **#3 Additional Rep**

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Nickname (if applicable): \_\_\_\_\_ Job Title: \_\_\_\_\_

Designations (if applicable): \_\_\_\_\_ City, State: \_\_\_\_\_

Email: \_\_\_\_\_ Phone (indicate cell or office): \_\_\_\_\_

Dietary Restrictions/Special Needs: \_\_\_\_\_

**RSVP** for the following events included in this registration:

Welcome Reception

Yes

No

Emerging Professionals Reception

Yes

No

**Additional Rep Registration Subtotal: \$125.00**

### **Add-On Tickets**

Thursday, March 12

Golf Tournament – [Register Online](#)

Thursday, March 12

Auxiliary Seminar – Reroofing - \$440 Member/\$590 Nonmember

Friday, March 13

Region Meeting - \$68.00

Saturday, March 14

Annual Awards Ceremony - \$78.00

Sunday, March 15

Annual Meeting of Members - \$68.00

Sunday, March 15

President's Banquet - \$175.00

**Add-On Tickets Subtotal: \$**

**Subtotal Combined (Rep Fee + Add-On Tickets): \$**

**Return Form To: Meetings & Events Team – [meetings@iibec.org](mailto:meetings@iibec.org)**



2026 IIBEC International Convention & Trade Show  
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## **Additional Rep Registration Form**

**Deadline Date: January 16, 2026**

### **#4 Additional Rep**

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Nickname (if applicable): \_\_\_\_\_ Job Title: \_\_\_\_\_

Designations (if applicable): \_\_\_\_\_ City, State: \_\_\_\_\_

Email: \_\_\_\_\_ Phone (indicate cell or office): \_\_\_\_\_

Dietary Restrictions/Special Needs: \_\_\_\_\_

#### **RSVP for the following events included in this registration:**

Welcome Reception

Yes

No

Emerging Professionals Reception

Yes

No

**Additional Rep Registration Subtotal: \$125.00**

### **Add-On Tickets**

Thursday, March 12

Golf Tournament – [Register Online](#)

Thursday, March 12

Auxiliary Seminar – Reroofing - \$440 Member/\$590 Nonmember

Friday, March 13

Region Meeting - \$68.00

Saturday, March 14

Annual Awards Ceremony - \$78.00

Sunday, March 15

Annual Meeting of Members - \$68.00

Sunday, March 15

President's Banquet - \$175.00

**Add-On Tickets Subtotal: \$**

**Subtotal Combined (Rep Fee + Add-On Tickets): \$**

### **#5 Additional Rep**

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Nickname (if applicable): \_\_\_\_\_ Job Title: \_\_\_\_\_

Designations (if applicable): \_\_\_\_\_ City, State: \_\_\_\_\_

Email: \_\_\_\_\_ Phone (indicate cell or office): \_\_\_\_\_

Dietary Restrictions/Special Needs: \_\_\_\_\_

#### **RSVP for the following events included in this registration:**

Welcome Reception

Yes

No

Emerging Professionals Reception

Yes

No

**Additional Rep Registration Subtotal: \$125.00**

Thursday, March 12

Golf Tournament – [Register Online](#)

Thursday, March 12

Auxiliary Seminar – Reroofing - \$440 Member/\$590 Nonmember

Friday, March 13

Region Meeting - \$68.00

Saturday, March 14

Annual Awards Ceremony - \$78.00

Sunday, March 15

Annual Meeting of Members - \$68.00

Sunday, March 15

President's Banquet - \$175.00

**Subtotal (including 125.00 rep fee above): \$**

**Subtotal Combined (Rep Fee + Add-On Tickets): \$**

**Return Form To: Meetings & Events Team – [meetings@iibec.org](mailto:meetings@iibec.org)**



2026 IIBEC International Convention & Trade Show

Thursday-Sunday, March 12-15, 2026

## **Additional Rep Registration Form**

**Deadline Date: January 16, 2026**

### **#6 Additional Rep**

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Nickname (if applicable): \_\_\_\_\_ Job Title: \_\_\_\_\_

Designations (if applicable): \_\_\_\_\_ City, State: \_\_\_\_\_

Email: \_\_\_\_\_ Phone (indicate cell or office): \_\_\_\_\_

Dietary Restrictions/Special Needs: \_\_\_\_\_

#### **RSVP for the following events included in this registration:**

Welcome Reception

Yes

No

Emerging Professionals Reception

Yes

No

**Additional Rep Registration Subtotal: \$125.00**

### **Add-On Tickets**

Thursday, March 12

Golf Tournament – [Register Online](#)

Thursday, March 12

Auxiliary Seminar – Reroofing - \$440 Member/\$590 Nonmember

Friday, March 13

Region Meeting - \$68.00

Saturday, March 14

Annual Awards Ceremony - \$78.00

Sunday, March 15

Annual Meeting of Members - \$68.00

Sunday, March 15

President's Banquet - \$175.00

**Add-On Tickets Subtotal: \$**

**Subtotal Combined (Rep Fee + Add-On Tickets): \$**

### **#7 Additional Rep**

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Nickname (if applicable): \_\_\_\_\_ Job Title: \_\_\_\_\_

Designations (if applicable): \_\_\_\_\_ City, State: \_\_\_\_\_

Email: \_\_\_\_\_ Phone (indicate cell or office): \_\_\_\_\_

Dietary Restrictions/Special Needs: \_\_\_\_\_

#### **RSVP for the following events included in this registration:**

Welcome Reception

Yes

No

Emerging Professionals Reception

Yes

No

**Additional Rep Registration Subtotal: \$125.00**

### **Add-On Tickets**

Thursday, March 12

Golf Tournament – [Register Online](#)

Thursday, March 12

Auxiliary Seminar – Reroofing - \$440 Member/\$590 Nonmember

Friday, March 13

Region Meeting - \$68.00

Saturday, March 14

Annual Awards Ceremony - \$78.00

Sunday, March 15

Annual Meeting of Members - \$68.00

Sunday, March 15

President's Banquet - \$175.00

**Add-On Tickets Subtotal: \$**

**Subtotal Combined (Rep Fee + Add-On Tickets): \$**

**Return Form To: Meetings & Events Team – [meetings@iibec.org](mailto:meetings@iibec.org)**



2026 IIBEC International Convention & Trade Show

Thursday-Sunday, March 12-15, 2026

## **Additional Rep Registration Form**

**Deadline Date: January 16, 2026**

### **#8 Additional Rep**

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Nickname (if applicable): \_\_\_\_\_ Job Title: \_\_\_\_\_

Designations (if applicable): \_\_\_\_\_ City, State: \_\_\_\_\_

Email: \_\_\_\_\_ Phone (indicate cell or office): \_\_\_\_\_

Dietary Restrictions/Special Needs: \_\_\_\_\_

**RSVP** for the following events included in this registration:

Welcome Reception

Yes

No

Emerging Professionals Reception

Yes

No

**Additional Rep Registration Subtotal: \$125.00**

### **Add-On Tickets**

Thursday, March 12

Golf Tournament – [Register Online](#)

Thursday, March 12

Auxiliary Seminar – Reroofing -\$440 Member/\$590 Nonmember

Friday, March 13

Region Meeting - \$68.00

Saturday, March 14

Annual Awards Ceremony - \$78.00

Sunday, March 15

Annual Meeting of Members - \$68.00

Sunday, March 15

President's Banquet - \$175.00

**Add-On Tickets Subtotal: \$**

**Subtotal Combined (Rep Fee + Add-On Tickets): \$**

### **#9 Additional Rep**

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Nickname (if applicable): \_\_\_\_\_ Job Title: \_\_\_\_\_

Designations (if applicable): \_\_\_\_\_ City, State: \_\_\_\_\_

Email: \_\_\_\_\_ Phone (indicate cell or office): \_\_\_\_\_

Dietary Restrictions/Special Needs: \_\_\_\_\_

**RSVP** for the following events included in this registration:

Welcome Reception

Yes

No

Emerging Professionals Reception

Yes

No

**Additional Rep Registration Subtotal: \$125.00**

### **Add-On Tickets**

Thursday, March 12

Golf Tournament – [Register Online](#)

Thursday, March 12

Auxiliary Seminar – Reroofing -\$440 Member/\$590 Nonmember

Friday, March 13

Region Meeting - \$68.00

Saturday, March 14

Annual Awards Ceremony - \$78.00

Sunday, March 15

Annual Meeting of Members - \$68.00

Sunday, March 15

President's Banquet - \$175.00

**Add-On Tickets Subtotal: \$**

**Subtotal Combined (Rep Fee + Add-On Tickets): \$**

**Return Form To: Meetings & Events Team – [meetings@iibec.org](mailto:meetings@iibec.org)**



2026 IIBEC International Convention & Trade Show

Thursday-Sunday, March 12-15, 2026

## Additional Rep Registration Form

**Deadline Date: January 16, 2026**

### #10 Additional Rep

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Nickname (if applicable): \_\_\_\_\_ Job Title: \_\_\_\_\_

Designations (if applicable): \_\_\_\_\_ City, State: \_\_\_\_\_

Email: \_\_\_\_\_ Phone (indicate cell or office): \_\_\_\_\_

Dietary Restrictions/Special Needs: \_\_\_\_\_

#### RSVP for the following events included in this registration:

Welcome Reception	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Emerging Professionals Reception	<input type="checkbox"/> Yes	<input type="checkbox"/> No

**Additional Rep Registration Subtotal: \$125.00**

### Add-On Tickets

Thursday, March 12	Golf Tournament – <a href="#">Register Online</a>
Thursday, March 12	<input type="checkbox"/> Auxiliary Seminar – Reroofing - \$440 Member/\$590 Nonmember
Friday, March 13	<input type="checkbox"/> Region Meeting - \$68.00
Saturday, March 14	<input type="checkbox"/> Annual Awards Ceremony - \$78.00
Sunday, March 15	<input type="checkbox"/> Annual Meeting of Members - \$68.00
Sunday, March 15	<input type="checkbox"/> President's Banquet - \$175.00

**Add-On Tickets Subtotal: \$**

**Subtotal Combined (Rep Fee + Add-On Tickets): \$**

### #11 Additional Rep

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Nickname (if applicable): \_\_\_\_\_ Job Title: \_\_\_\_\_

Designations (if applicable): \_\_\_\_\_ City, State: \_\_\_\_\_

Email: \_\_\_\_\_ Phone (indicate cell or office): \_\_\_\_\_

Dietary Restrictions/Special Needs: \_\_\_\_\_

#### RSVP for the following events included in this registration:

Welcome Reception	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Emerging Professionals Reception	<input type="checkbox"/> Yes	<input type="checkbox"/> No

**Additional Rep Registration Subtotal: \$125.00**

### Add-On Tickets

Thursday, March 12	Golf Tournament – <a href="#">Register Online</a>
Thursday, March 12	<input type="checkbox"/> Auxiliary Seminar – Reroofing - \$440 Member/\$590 Nonmember
Friday, March 13	<input type="checkbox"/> Region Meeting - \$68.00
Saturday, March 14	<input type="checkbox"/> Annual Awards Ceremony - \$78.00
Sunday, March 15	<input type="checkbox"/> Annual Meeting of Members - \$68.00
Sunday, March 15	<input type="checkbox"/> President's Banquet - \$175.00

**Add-On Tickets Subtotal: \$**

**Subtotal Combined (Rep Fee + Add-On Tickets): \$**

**Return Form To: Meetings & Events Team – [meetings@iibec.org](mailto:meetings@iibec.org)**



2026 IIBEC International Convention & Trade Show

Thursday-Sunday, March 12-15, 2026

## **Additional Rep Registration Form**

**Deadline Date: January 16, 2026**

### **#12 Additional Rep**

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Nickname (if applicable): \_\_\_\_\_ Job Title: \_\_\_\_\_

Designations (if applicable): \_\_\_\_\_ City, State: \_\_\_\_\_

Email: \_\_\_\_\_ Phone (indicate cell or office): \_\_\_\_\_

Dietary Restrictions/Special Needs: \_\_\_\_\_

**RSVP** for the following events included in this registration:

Welcome Reception

Yes

No

Emerging Professionals Reception

Yes

No

**Additional Rep Registration Subtotal: \$125.00**

### **Add-On Tickets**

Thursday, March 12

Golf Tournament – [Register Online](#)

Thursday, March 12

Auxiliary Seminar – Reroofing - \$440 Member/\$590 Nonmember

Friday, March 13

Region Meeting - \$68.00

Saturday, March 14

Annual Awards Ceremony - \$78.00

Sunday, March 15

Annual Meeting of Members - \$68.00

Sunday, March 15

President's Banquet - \$175.00

**Add-On Tickets Subtotal: \$**

**Subtotal Combined (Rep Fee + Add-On Tickets): \$**

**GRAND TOTAL: \$**

### **Additional Rep and Add-On Tickets Payment Information**

Check (payable to IIBEC – U.S. Funds Only)  MasterCard  Visa  American Express  Discover

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ 3- or 4- Digit Verification Code: \_\_\_\_\_

Card Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Signature: \_\_\_\_\_

Cancellation/refund requests received on or before February 6, 2026, will be accepted and issued a 50% refund of the total registration fee(s). No refund or credit will be issued for cancellation requests made after February 6, 2026. Approved refunds will be processed after the event concludes.

Individual substitutions may be accepted through February 20, 2026, and each substitution will be subject to a \$50 administrative/processing fee. No substitutions will be accepted after February 20, 2026.

There is an administrative/processing fee of \$50 for each substitution request and \$75 for each returned check.

Cancellations and Substitutions must be processed by the Meetings & Events Team, [meetings@iibec.org](mailto:meetings@iibec.org). IIBEC reserves the right to modify this policy.

**Return Form To: Meetings & Events Team – [meetings@iibec.org](mailto:meetings@iibec.org)**



**2026 IIBEC International Convention & Trade Show**  
**Thursday-Sunday, March 12-15, 2026**

## Convention Mobile App/ Event Hub Info

**Deadline Date: March 1, 2026**

[\*\*IIBEC Event Hub Login Page\*\*](#)

**Please note this is not the exhibitor portal. To login to the exhibitor portal, click [here](#).**

The exhibitor point of contact will receive a personalized email with instructions from Arissa Cooper and a2z including a login link to update your company profile information. The email will look like the below information.

- Email will be sent from 2026 IIBEC International Convention and Trade Show:
  - Subject: 2026 IIBEC International Convention and Trade Show Booth Confirmation & Event Hub

Good morning,

Thank you for participating in the 2026 IIBEC International Convention & Trade Show.

**Show Directory:** Please take the time now to complete your event portal information, which we will use for our online exhibitor listing and in the Official 2026 IIBEC International Convention & Trade Show Onsite Directory. The information you provide here will be viewed by our website visitors, attendees who download the mobile app, and will help attendees plan their itinerary.

[Click here](#) to login securely to the 2026 Event Hub and get started. I would encourage you to [watch this video](#) to navigate the event hub.

If you logged into the hub for the 2025 Show, your login information is the same. If this is your first time logging in or if you have forgotten your password, please follow directions below.

### STEP 1: Create Your Password

- A. The first time you visit the Event Hub, you must set a password before you can enter. Start by [clicking here](#).
- B. Click the Login button
- C. Click the Forgot Password/First Time Login hyperlink
- D. Enter your Email address then click Submit.
- E. You will receive an automated email from **Events IdP <[noreply@personifyauth.com](mailto:noreply@personifyauth.com)>** providing a link to set up a password that is unique to your account.

## STEP 2: Log in to the Event Hub

- A. Once you've completed that form you will be returned to the login screen where you will enter your new credentials – email and new password.
- B. Once logged in, click the Exhibitor Hub link in the top navigation bar. This is where you'll manage your profile information, complete assigned tasks and more.

## STEP 3: Add Details to Your Public Listing

### A. Add a photo

- Click the three dots in the top right-hand corner of the cover photo.
- Click Add Photo to upload your exhibitor logo. Select your image and then click Save.  
**NOTE:** We recommend a company logo image size of 360x360px.
- Click Add Cover Photo to upload a custom cover banner.  
**NOTE:** We recommend a cover banner image size of 1440x360px.

### B. Add profile details

- Beneath the Cover Photo, you'll find the profile "About" and "Contact" sections.
- Click Edit in the upper right corner to update your company description and other details.
  - In the "About" section, add your company website URL, company categories, and a brief brand bio under "What We Do."
  - In the "Contact" section, update your Address and social media URLs.

**NOTE:** You must click "Save" after editing each section.

**Enter email address that matches the point of contact on file with show management** – If you need additional staff to have a login, please let [Arissa Cooper](#) know and the additional contacts will be added.

Please contact Arissa Cooper at [acooper@iibec.org](mailto:acooper@iibec.org) with any questions you may have. Again, thank you for your support and dedication to IIBEC.

Sincerely,

Arissa

Arissa Cooper  
IIBEC Director of Marketing & Sales

# 2026 FOUNDATIONS' GOLF OUTING

## THURSDAY, MARCH 12, 2026

### EVENT DESCRIPTION

Join the RCI-IIBEC Foundation and RCI Foundation Canada for their upcoming golf tournament at the Haggin Oaks Golf Complex, Sacramento, California on Thursday, March 12. Sponsored by **SOPREMA** and **Performance Roof Systems**, this is a fantastic opportunity to support the foundations' student programs while enjoying a fun day of golf with like-minded professionals.

The format of the tournament will be a four-person scramble, with a cost of \$350 per golfer. This fee includes the golf fee with cart, range balls prior to golf, breakfast, lunch buffet, drinks, and beverage cart service. Cash prizes will be awarded for the first and fifth place foursomes, longest drive men and women (front and back nine), and closest to pin (front and back nine).

But the real value of this event is in the opportunity to make a difference. Proceeds from the tournament will support the Joe Hale Student Sponsorship Fund, the Robert W. Lyons, and Lewis W. Newlan scholarship funds. By participating, you will be supporting the next generation of professionals in the field, helping to ensure that the industry continues to thrive.

The Joe Hale Student Sponsorship Fund (formerly named the student convention fund) has helped sponsor over 428 students to attend the IIBEC International Convention and Trade Show and IIBEC Building Enclosure Symposium by covering registration, hotel, meals, and travel expenses. The Lyons and Newlan scholarships are academic scholarships given to up to eight students studying architecture, engineering, building and construction sciences.



Join us on March 12 at the Haggin Oaks Golf Complex for a day of fun, networking, and making a difference. We hope to see you there!



## ABOUT THE COURSE

The Alister MacKenzie design promises an incredible test of golf skills.

Designed by the famous golf course architect, Alister MacKenzie, the course is gorgeous, flowing, and a golf course that always requires thought, positioning, and a proper dose of luck. MacKenzie was not captive to any nostalgic style or notion. The course design appears hand-crafted, revealing the essence of the site. He practiced before the era of bulldozers, which left him little capacity to force golf holes where they didn't belong. MacKenzie completely understood the role of risk and reward in the placement of hazards. MacKenzie had an uncanny knack for rhythmically combining modest golf holes with more heroic challenges, always allowing room for everyone to enjoy the game.

## EVENT DETAILS

### Course Name

Haggin Oaks Golf Complex  
3645 Fulton Avenue  
Sacramento, California 95821

### Event Contact

Rick Gardner  
Email: [RGardner@iibec.org](mailto:RGardner@iibec.org)  
Phone: 919-414-6759

### Event Times

Thursday, March 12, 2026

6:30 AM – Registration and Breakfast  
8:00 AM – Event Start Time

**REGISTER**

Website:

<https://birdease.com/RCIIBECFoundationsGolf>





**2026 IIBEC International Convention & Trade Show**  
**Thursday-Sunday, March 12-15, 2026**

**Preferred Vendor List**

The following have been designated as **Official Show Contractors** and will be available to supply the services shown below.

<b>SERVICES</b>	<b>CONTRACTOR</b>
<b>Show Management</b>	<b>IIBEC</b> 434 Fayetteville St, Suite 2400 Raleigh, NC 27601 Phone: 919-859-0742 or 800-828-1902
<b>Shipping/Drayage Material Handling</b> Exhibit Setup/Dismantle Labor, Shipping/Material Handling, Furniture, Special Signs, Special Booth Drapery, Floral, Specialty Furniture, Carpet, etc.	<b>Shepard Exposition Services</b> Email: <a href="mailto:orders@shepardes.com">orders@shepardes.com</a> Phone: 866-366-7428  <b>Advance Warehouse Address</b> <i>Exhibiting Co. Name &amp; Booth Number</i> IIBEC International Convention & Trade Show Shepard c/o Tforce c/o Network Delivery 4109 S Market Ct Suite 30 Sacramento, CA 95834  Warehouse hours: 8:00 AM - 3:00 PM  <b>Direct to Event Site Shipment Address</b> c/o Shepard Exposition Services <i>Exhibiting Co. Name &amp; Booth Number</i> IIBEC International Convention & Trade Show Sacramento Convention Center 1401 K Street Sacramento, CA 95814
<b>Audio-Visual, Electrical &amp; Computer Services, Rigging</b>	<b>Encore</b> Phone: 800-966-4498 Order online: <a href="https://eventnow.encodedglobal.com/myevents/result/index/show_id/e88683b6-ab05-f011-bae1-7c1e52483114/">https://eventnow.encodedglobal.com/myevents/result/index/show_id/e88683b6-ab05-f011-bae1-7c1e52483114/</a>
<b>High-Speed Internet Lines and Telecommunications Service</b>	<b>Smart City</b> Phone: (888) 446-6911 Email: <a href="mailto:customerservice@smartcitynetworks.com">customerservice@smartcitynetworks.com</a> Order Online: <a href="https://orders.smartcitynetworks.com/login?ReturnUrl=%2F">https://orders.smartcitynetworks.com/login?ReturnUrl=%2F</a>
<b>Food and Beverage – Inbooth Catering</b>	<b>Sodexo – SAFE Credit Union Convention Center</b> Eden Ohlrich Phone: 916-808-5674 Email: <a href="mailto:eden.ohlrich@sodexo.com">eden.ohlrich@sodexo.com</a>

## Preferred Vendor List

<b>Lead Retrieval</b>	<b>TPNI</b> <i>Information Coming Soon!</i>
<b>Hotel Accommodations</b>	<p><a href="#"><b>All Hotel Details &amp; Booking Information</b></a></p> <p><a href="#"><b>Hyatt Regency Sacramento</b></a> 1209 L Street Sacramento, CA 95814</p> <p><a href="#"><b>Sheraton Grand Sacramento Hotel</b></a> 1230 J Street Sacramento, CA 95814</p> <p><a href="#"><b>Residence Inn by Marriott Sacramento Downtown at Capitol Park</b></a> 1121 15<sup>th</sup> Street Sacramento, CA 95814</p> <p><a href="#"><b>The Citizen Hotel, Autograph Collection (by Marriott)</b></a> 926 J Street Sacramento, CA 95814</p>
<b>Ground Transportation Services</b>	<p><a href="#"><b>Sacramento International Airport (SMF)</b></a></p> <p><a href="#"><b>Driving Directions (from SMF to Hyatt Regency Sacramento)</b></a></p> <p><a href="#"><b>Driving Directions (from SMF to Sheraton Grand Sacramento Hotel)</b></a></p> <p><a href="#"><b>Driving Directions (from SMF to Residence Inn by Marriott Sacramento Downtown at Capitol Park)</b></a></p> <p><a href="#"><b>Driving Directions (from SMF to The Citizen Hotel, Autograph Collection by Marriott)</b></a></p> <p>*Hotel(s) do not offer shuttle services</p> <p>Alternate transportation: <a href="#"><b>Sacramento Independent Taxi Owners Association</b></a></p>

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## Required Insurance

As an exhibitor or EAC participating at **IBEC International Convention & Trade Show – 2026** you must have adequate liability insurance to protect the attending public, the show organizer and yourself. To participate in the event, exhibitors and EAC's must provide proof of coverage meeting the below requirements.

### Requirements for all

- The policy needs to be in effect from **Mar 12th** through **Mar 15th, 2026**
- Comprehensive General Liability to cover bodily injury and property damage to third persons, including Personal & Adv Injury limits, and Products and Completed Operations coverage of not less than **one million dollars (\$1,000,000) per occurrence and two million dollars (\$2,000,000) aggregate**.
- Required Additional Insureds:  
**SAFE Credit Union Convention Center, Shepard Exposition Services, International Institute of Building Enclosure Consultants**
- Certificate holder:  
**International Institute of Building Enclosure Consultants, 434 Fayetteville St Suite 2400, Raleigh, NC 27601**

### Additional requirements for Exhibitor Appointed Contractors (EAC's)

EACs are required to meet all the above requirements and provide the following:

- **Workers' Compensation Insurance** in full compliance with all applicable laws, including coverage in the state where the event is being held, the state where the work is being performed, or the state in which the vendor is obligated to pay compensation to employees engaged in the performance of the work. Employer's Liability Insurance with limits of not less than one million dollars (\$1,000,000) per accident.

Please refer to page 3 of this document for a detailed sample COI for both exhibitors and EAC's

## If You Have Your Own Insurance

If you have your own insurance coverage for the event, please provide a valid Certificate of Insurance that meets the above requirements.

To submit this, you must upload your Certificate of Insurance using the link or QR code below for review and approval. **Please DO NOT email, mail, or fax your certificate.**

[Click here](#)

to Upload your Certificate of Insurance OR



## If You Need To Purchase Insurance (Exhibitors ONLY)

For your convenience, exhibitors can purchase Commercial General Liability and Property Insurance from Exhibitorinsurance.com and eliminate the need to provide your own certificate.

### Option 1: Liability only policy - \$125

- ✓ This policy meets all the requirements of the event
- ✓ Includes Commercial General Liability coverage for bodily injury and property damage to third parties, with limits of no less than one million dollars (\$1,000,000) per occurrence and two million dollars (\$2,000,000) aggregate
- ✓ Including Personal & Advertising Injury coverage
- ✓ Products and Completed Operations coverage
- ✓ Fire Damage limit of \$300,000 for any one fire

**Excluded Classes of Businesses listed on page 4**

### Option 2: Liability policy w/ \$10,000 property coverage - \$143

- ✓ This policy also meets all the requirements of the event
- ✓ Includes everything from Option 1 with the same excluded classes of business listed on page 4
- ✓ **In Land Marine – (Property Coverage)**
- ✓ Provides coverage for property of every description (broad form) while at the Event Location and in-transit between the insured's business and the event (3 days before / after show). Coverage is provided on an actual cash value basis
- ✓ Limits available: \$10,000
- ✓ Deductible: \$1,000

[Click here](#)

to Purchase your exhibitor insurance OR



THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERs NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer any rights to the certificate holder in lieu of such endorsement(s).

PRODUCER		CONTACT NAME: Insurance Broker Name	
Insurance Agent/Broker Street Address or P.O. Box		PHONE:	FAX (A/C, No):
Insurance Agent/Broker City, State & Zip Code Contact &		E-MAIL:	
INSURED		INSURER(S) AFFORDING COVERAGE	
Exhibitor Name		NAIC #	
Exhibitor Street Address or P.O. Box		INSURER A : Name of Insurance Company	
Vendor City, State & Zip Code		INSURER B :	
		INSURER C :	
		INSURER D :	
		INSURER E :	
		INSURER F :	

COVERAGES		CERTIFICATE NUMBER:		REVISION NUMBER:				
THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.								
INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
	X COMMERCIAL GENERAL LIABILITY  CLAIMS-MADE <input type="checkbox"/> OCCUR <input type="checkbox"/>	x	x	Enter Policy #	(Must take effect by the first move in date of the event, Mar 12, 2026)	(Must not expire prior to last move out date of, Mar 15, 2026)	EACH OCCURRENCE	\$1,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER:  POLICY <input type="checkbox"/> JECT <input type="checkbox"/> LOC OTHER:						DAMAGE TO RENTED PREMISES (Each occurrence)	\$300,000
	AUTOMOBILE LIABILITY  ANY AUTO OWNED AUTOS ONLY <input type="checkbox"/> Hired AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS NON-OWNED AUTOS ONLY						MED EXP (Any one person)	\$
	X UMBRELLA LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/>	x	x	Enter Policy #	(Must take effect by the first move in date of the event)	(Must not expire prior to last move out date)	EACH OCCURRENCE	\$If it applies
	DED <input type="checkbox"/> RETENTION \$ <input type="checkbox"/>						AGGREGATE	\$If it applies
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? <input type="checkbox"/> Y/N (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	N / A		Enter Policy # REQUIRED FOR EAC'S (Exhibitor Appointed Contractors) ONLY!!!	(Must take effect by the first move in date of the event)	(Must not expire prior to last move out date)	PER STATUTE	OTHR-ER
							E.L. EACH ACCIDENT	\$ Minimum 1 MILLION
							E.L. DISEASE - EA EMPLOYEE	\$ Minimum 1 MILLION
							E.L. DISEASE - POLICY LIMIT	\$ Minimum 1 MILLION

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

In regards to the insured's operations at the 2026 IIBEC International Convention & Trade Show, at the SAFE Credit Union Convention Center, Mar 12, 2026 Mar 15, 2026, it is understood agreed that the **SAFE Credit Union Convention Center, Shepard Exposition Services, International Institute of Building Enclosure Consultants** are added as additional insured.

CERTIFICATE HOLDER		CANCELLATION	
International Institute of Building Enclosure Consultants 434 Fayetteville Street Suite 2400, Raleigh, NC 27601		SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.	
		AUTHORIZED REPRESENTATIVE	

The following classes of exhibitors/vendors are excluded from the Policy:

*Alcoholic Beverages, Amusement Devices (e.g. rides, inflatables, trampolines, mechanical bulls, etc.)  
Athletic Performances & Stunts Body Piercing or Permanent Tattooing on site Cannabis, Chemicals, E-Commerce Selling on Site Fertilizers, Firearms, Fireworks Sales & Displays/Pyrotechnics, Games, Installation service or repair of products on site, Live Animals, Medical Testing, On-Site Equipment Sales/Rentals, Oxygen/Aromatherapy Bars, Pesticides, Pharmaceuticals or Nutraceuticals, Time Share Sales, Tobacco Products, Vehicles in Motion, Vendors Preparing Food On-Site using any gas hook ups, deep fryers and/or open flames for cooking/food preparation, Vitamins, Watercraft Exhibits on Water*

Excluded Property:

*EDP (Electronic Data Processing), audio and video equipment, watches, jewellery made of precious and semi-precious stones and/or precious metals, money, bullions, securities, stamps, antiques, furs, and fine arts valued at \$5,000 per item or greater.*

Excluded Perils:

*All risks except as excluded. Flood and earthquake are not covered.*

*For a complete list of the coverage and exclusions please request a copy of the policy wordings. Insurance is arranged by Brokers Trust Insurance Group Inc. DBA exhibitorinsurance.com through HCCSU (Lloyd's Coverholder) and underwritten by certain Underwriters at Lloyd's; HCC SPECIALTY UNDERWRITERS, INC. 401 EDGEWATER PLACE, SUITE 400, WAKEFIELD, MA 01880, USA. Insurance is provided in accordance with information shown above subject to all terms and conditions of the policy and all forms and endorsements forming a part thereof.*



2026 IIBEC International Convention & Trade Show  
Thursday-Sunday, March 12-15, 2026

**Signature Page**

Official Show Rules & Regulations

Friday, March 13 through Saturday, March 14, 2026

Signature Page to be completed by Exhibit POC.

I have reviewed the IIBEC Official Show Rules & Regulations and IAEE Guidelines for Display Rules & Regulations and agree to abide by the terms and conditions.

**Return to IIBEC by: Thursday, January 16, 2025**

Caroline Cummings, Meeting & Event Specialist – [ccummings@iibec.org](mailto:ccummings@iibec.org)

**COMPANY:** \_\_\_\_\_  
(Please Print or Type)

**SIGNED:** \_\_\_\_\_  
(Company Representative)

**PRINTED NAME:** \_\_\_\_\_  
(Company Representative)

**DATE:** \_\_\_\_\_

**IIBEC Events Code of Conduct**  
**Exhibitor Signature Form**

IIBEC is committed to providing a safe, productive, and welcoming environment for all meeting participants and IIBEC staff. All participants, including, but not limited to, attendees, speakers, volunteers, exhibitors, IIBEC staff members, service providers, and all others, are expected to abide by this IIBEC Events Code of Conduct. This policy applies to all IIBEC meeting-related events, in-person and virtual, including those sponsored by organizations other than IIBEC but held in conjunction with IIBEC events, on public or private property or platforms.

IIBEC has zero tolerance for any form of discrimination or harassment, including but not limited to sexual harassment by participants or our staff at our meetings. If you experience harassment or hear of any incidents of unacceptable behavior, we ask that you inform IIBEC's CEO or COO so that appropriate action may be taken.

Unacceptable behavior is defined as:

- Harassment, intimidation, or discrimination in any form
- Verbal or written abuse of any attendee, speaker, volunteer, exhibitor, IIBEC staff member, service provider, or other meeting guest
  - Examples of abuse include, but are not limited to, verbal or written comments related to gender, sexual orientation, disability, physical appearance, body, size, race, religion, national origin, inappropriate use of nudity and/or sexual images in public spaces or in presentations, or threatening or stalking any attendee, speaker, volunteer, exhibitor, IIBEC staff member, service provider, or other meeting guest.
- Unwelcome attention or contact with another participant.
- Express or implied threat of physical or professional harm.
- Disruption of presentations during sessions, in the exhibit hall, or at other events organized by IIBEC throughout the virtual meeting. All participants must comply with the instructions of the moderator and any IIBEC event staff.
- Presentations, postings, and messages should not contain promotional materials, special offers, job offers, product announcements, or solicitation for services. IIBEC reserves the right to remove such messages and potentially ban sources of those solicitations.
  - Participants should not copy or take screen shots of Q&A or any chat room activity that takes place in virtual spaces.

IIBEC reserves the right to take any action deemed necessary and appropriate in IIBEC's sole discretion, including immediate removal from the meeting without warning or refund, in response to any incident of unacceptable behavior, and IIBEC reserves the right to prohibit attendance at any future meeting, virtually or in person.

The agreement applies to exhibiting companies and their exhibitor representatives.

Exhibiting Company Name: \_\_\_\_\_

Print Individual Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



**2026 IIBEC International Convention & Trade Show**  
**Thursday-Sunday, March 12-15, 2026**

## **Assumption of Risk**

Attendee assumes all risks and accepts sole responsibility for any injury (including, but not limited to, personal injury, disability, and death), illness, damage, loss, claim, liability, or expense, of any kind, that attendee may experience or incur in connection with attending the IIBEC International Convention & Trade Show. Such risk may include exposure to the COVID-19 virus and any injury, illness, disability, and/or death caused by such exposure. Accordingly, attendee understands and agrees that this release includes any claims based on the actions, omissions, or negligence of IIBEC, its employees, agents, and representatives, whether a COVID-19 infection occurs before, during, or after participation in the IIBEC International Convention & Trade Show. Attendee further hereby releases, covenants not to sue, discharges, and holds harmless IIBEC, its employees, agents, and representatives, of and from any other claims, including all liabilities, claims, actions, damages, costs, or expenses of any kind arising out of or relating thereto.

**Events Assumption of Risk & Code of Conduct**  
**Exhibitor Appointed Contractor (EAC) Signature Form**

## **Assumption of Risk**

Attendee assumes all risks and accepts sole responsibility for any injury (including, but not limited to, personal injury, disability, and death), illness, damage, loss, claim, liability, or expense, of any kind, that attendee may experience or incur in connection with attending the IIBEC International Convention & Trade Show. Such risk may include exposure to the COVID-19 virus and any injury, illness, disability, and/or death caused by such exposure. Accordingly, attendee understands and agrees that this release includes any claims based on the actions, omissions, or negligence of IIBEC, its employees, agents, and representatives, whether a COVID-19 infection occurs before, during, or after participation in the IIBEC International Convention & Trade Show. Attendee further hereby releases, covenants not to sue, discharges, and holds harmless IIBEC, its employees, agents, and representatives, of and from any other claims, including all liabilities, claims, actions, damages, costs, or expenses of any kind arising out of or relating thereto.

## **Code of Conduct**

IIBEC is committed to providing a safe, productive, and welcoming environment for all meeting participants and IIBEC staff. All participants, including, but not limited to, attendees, speakers, volunteers, exhibitors, IIBEC staff members, service providers, and all others, are expected to abide by this IIBEC Events Code of Conduct. This policy applies to all IIBEC meeting-related events, in-person and virtual, including those sponsored by organizations other than IIBEC but held in conjunction with IIBEC events, on public or private property or platforms.

IIBEC has zero tolerance for any form of discrimination or harassment, including but not limited to sexual harassment by participants or our staff at our meetings. If you experience harassment or hear of any incidents of unacceptable behavior, we ask that you inform IIBEC's CEO or COO so that appropriate action may be taken.

Unacceptable behavior is defined as:

- Harassment, intimidation, or discrimination in any form
- Verbal or written abuse of any attendee, speaker, volunteer, exhibitor, IIBEC staff member, service provider, or other meeting guest
  - Examples of abuse include, but are not limited to, verbal or written comments related to gender, sexual orientation, disability, physical appearance, body, size, race, religion, national origin, inappropriate use of nudity and/or sexual images in public spaces or in presentations, or threatening or stalking any attendee, speaker, volunteer, exhibitor, IIBEC staff member, service provider, or other meeting guest.
- Unwelcome attention or contact with another participant.
- Express or implied threat of physical or professional harm.
- Disruption of presentations during sessions, in the exhibit hall, or at other events organized by IIBEC throughout the virtual meeting. All participants must comply with the instructions of the moderator and any IIBEC event staff.



**2026 IIBEC International Convention & Trade Show**  
**Thursday-Sunday, March 12-15, 2026**

**Events Assumption of Risk & Code of Conduct**  
**Exhibitor Appointed Contractor (EAC) Signature Form**

- Presentations, postings, and messages should not contain promotional materials, special offers, job offers, product announcements, or solicitation for services. IIBEC reserves the right to remove such messages and potentially ban sources of those solicitations.
  - Participants should not copy or take screen shots of Q&A or any chat room activity that takes place in virtual spaces.

IIBEC reserves the right to take any action deemed necessary and appropriate in IIBEC's sole discretion, including immediate removal from the meeting without warning or refund, in response to any incident of unacceptable behavior, and IIBEC reserves the right to prohibit attendance at any future meeting, virtually or in person.

The agreement applies to exhibiting companies and their exhibitor representatives.

EAC Company Name: \_\_\_\_\_

Print EAC Individual Name: \_\_\_\_\_

Print EAC Individual Email: \_\_\_\_\_ Print EAC Individual Mobile: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Serving Exhibiting Company Name: \_\_\_\_\_ Booth #: \_\_\_\_\_

EAC Mailing Address for Temporary Peel-Off Badges:

\_\_\_\_\_  
\_\_\_\_\_



2026 IIBEC International Convention & Trade Show  
Thursday-Sunday, March 12-15, 2026

**Request for Hospitality Reception Rooms**

**Deadline Date: December 16, 2025**

Hospitality/affiliate functions may not be scheduled in conflict with any of IIBEC's official convention activities or trade show hours. **The scheduled times for Exhibitor Hospitality Receptions are THURSDAY, March 12, 7:15 p.m. – 10:00 p.m. and FRIDAY, March 13, 7:15 p.m. – 10:00 p.m.**

If you would like to reserve space during the show, please fill out this form and return it to IIBEC. The venues have been instructed not to release space without the approval of IIBEC. This procedure protects IIBEC exhibitors from competitive companies who have not purchased exhibit space. Only IIBEC exhibitors are permitted to hold hospitality receptions.

Contact Person:		
Company Name:		
Address:	City:	
State:	Zip:	Phone:
Email:		
Date/Time(s):	Expected Attendance:	
Approximate Value of Reception: \$		
Select Space Requirements:		
<input type="checkbox"/> Ballroom Space <input type="checkbox"/> Hospitality Suite/Room <input type="checkbox"/> One Bedroom & Parlor		
<input type="checkbox"/> Two Bedrooms & Parlor <input type="checkbox"/> Outdoor Preferred (Not Guaranteed)		

Once hospitality space has been authorized, all further arrangements will be made directly through the hotel. IIBEC will contact you regarding selection of space and forward the name of the hotel staff person handling the IIBEC Convention. These forms will be processed on a first-come, first-served basis.

**Complete and return this form to:**

**IIBEC**  
**Mendy Howard – Email or Call**  
**[mhoward@iibec.org](mailto:mhoward@iibec.org) || 919.551.6207**



**2026 IIBEC International Convention & Trade Show**  
**Thursday-Sunday, March 12-15, 2026**

**Request for Business Meetings**

**Deadline Date: January 16, 2026**

Business meetings may not be scheduled in conflict with any of IIBEC's official convention activities or trade show hours.

If you would like to reserve space during the show, please fill out this form and return it to IIBEC. The venues have been instructed not to release space without the approval of IIBEC. This procedure protects IIBEC exhibitors from competitive companies who have not purchased exhibit space. Only IIBEC exhibitors are permitted to hold business meetings.

Contact Person:		
Company Name:		
Address:	City:	
State:	Zip:	Phone:
Email:	Expected Attendance:	
Time(s):	Meeting Date:	
Approximate Value of Meeting: \$	Type of Meeting:	
Room Setup	<input type="checkbox"/> Banquet Rounds for 8 <input type="checkbox"/> Classroom <input type="checkbox"/> Audio-Visual Requirement:	
Other: _____		

Once meeting space has been authorized, all further arrangements will be made directly through the hotel. IIBEC will contact you regarding selection of space and forward the name of the hotel staff person handling the IIBEC Convention. These forms will be processed on a first-come, first-served basis.

**Complete and return this form to:**

**IIBEC**  
**Mendy Howard – Email or Call**  
**[mhoward@iibec.org](mailto:mhoward@iibec.org) || 919.551.6207**

# 2026 IIBEC INTERNATIONAL CONVENTION & TRADE SHOW:::

EXHIBITOR AND SPONSOR PROSPECTUS

March 12-15, 2026 | Sacramento, CA

Trade Show: March 13-14



INTERNATIONAL INSTITUTE OF  
BUILDING ENCLOSURE CONSULTANTS

# JOIN US



Join an expected 1,700 consultants, architects, engineers, design professionals, and other experts who specialize in roofing, waterproofing, fenestration, cladding, building commissioning, and exterior wall technologies to exchange knowledge, expertise, and the latest advancements in building enclosure technology at the 2026 IIBEC International Convention & Trade Show.

**Don't miss out on this premier education and networking event.**

## TARGET AUDIENCE

- Design professionals who specialize in roofing, waterproofing, exterior walls, and building commissioning
- Roofing consultants
- Facility managers
- Building owners
- Engineers
- Architects
- Architectural engineers
- Asset managers



# IIBEC DEMOGRAPHICS

**43%**

of attendees are owners or principals of building enclosure consulting firms.

**31%**

of IIBEC Consultants in attendance are licensed engineers or architects.

**\$2B+**

of building materials influenced annually by IIBEC Consultants in attendance at convention.

**2025**

**1,750 ATTENDEES**  
(ORLANDO, FL)

**2024**

**1,600 ATTENDEES**  
(PHOENIX, AZ)

**2023**

**1,500 ATTENDEES**  
(HOUSTON, TX)

## WHY EXHIBIT AT THE IIBEC INTERNATIONAL CONVENTION & TRADE SHOW?

- Access to nearly two thousand building enclosure professionals who design buildings and building systems, and specify millions of dollars in building enclosure products annually.
- 3 complimentary registrations for every 100 square feet of booth space.
- Unopposed Exhibit Hours: Attendees earn 2.0 CEHs for spending up to four hours at the trade show. Attendees who spend more than four hours at the trade show receive 3.0 CEHs.
- Complimentary exhibit representatives may claim continuing education hours (CEHs) for education attended.
- A company listing on [www.iibecconvention.org](http://www.iibecconvention.org) and on the convention app.
- Contact information (excluding email address) of the event opt-in only registrants:
  - ▶ The pre-registration list will be sent to exhibitors three weeks prior to the event date.
  - ▶ The final registration list will be sent to exhibitors within three weeks of event completion.
- Prominently recognized in the pre-and post-conference IIBEC membership marketing and social media campaigns.
- Recognition in on-site and digital promotional materials.
- Earn IIBEC priority points. Learn more about IIBEC's priority system [here](#).

# JOIN

## THE LIST OF EXHIBITING COMPANIES

(AS OF MAY 1, 2025)

AES Sunoptics, Inc.	MAPEI Corp
Air Barrier Association of America	McElroy Metal
All Weather Insulated Panels	MIRO Industries, Inc.
Alpha ProTech Engineered Products, Inc.	MuleHide
American WeatherStar, LLC	National Gypsum
Anchor Products	National Roof Deck Contractors Association
ATAS International	National Women in Roofing
Atlas Roofing Corporation	NEOGARD
Attic Breeze	Noble Company
AVM Industries	O'Hagin LLC
Berridge Manufacturing Company	OMG Roofing Products
Bitec Inc	P & A Roofing and Sheet Metal Inc
Brava Tile	Polyglass USA, Inc.
Carlisle	PROSOCO, Inc.
CertainTeed Corp	Revere Copper Products Inc
CETCO	Roof Hugger LLC
Detec Systems LLC	Roof Penetration Housings
Diversified Fall Protection	RTC Restoration & Glass, Inc.
Dorken Systems Inc	S-5!
EcoStar LLC	Sentinel Roof Technologies, LLC
Everest Systems, LLC	Sheffield Metals International
FBC/Laureno	Sherwin Williams Roofing Solutions
FiberTite Roof Systems	ShieldWorks
Fidelis Enterprises	Sika Corporation
Flex Membrane International Corp.	Siplast
GAF	Situra, Inc.
General Coatings Manufacturing	SMT Research Ltd.
Georgia-Pacific Building Products	Solar SkyRack
Global Roofing Group	SOPREMA
GMX Inc.	Sunbelt Waterproofing & Restoration
Goliath Roofing Systems by CGT	T Clear Corp
H.B. Fuller Construction Adhesives / GSSI	The Valcourt Group
Hanover Architectural Products	Tinker & Rasor
Hartsfield and Nash Insurance Agency, Inc	Tremco Inc
Holcim Brands	TRUFAST / ABC US
IB Roof Systems	TuffWrap Installations, Inc.
IIBEC Announcement Area	USG Securock
IKO Industries	VADA LLC
International Leak Detection LLC (ILD)	VaproShield
IR Analyzers	Versico Roofing Systems
J.R. Jones / Eskola Roofing & Waterproofing	W.R. Meadows
Johns Manville	Western Colloid
Kattsafe	Westlake Royal Roofing Solutions
Kemper System America, Inc.	WestwoodUSA
Leading Edge Safety	York Flashings
Leister Technologies	

# EXHIBITOR OPPORTUNITIES

IIBEC's International Convention & Trade Show is the premier event for building enclosure professionals. More than 1,700 professionals from around the globe come together to learn the latest information about roofing, exterior walls, waterproofing, and building enclosure commissioning. More than 140 companies make it the largest trade show for building enclosure consultants. Don't miss out on engaging with your current and future customers. [Click here](#) to access IIBEC's 2026 Trade Show floor plan.

*Contact: Arissa Cooper*

*Director, Marketing & Sales*

*at [a.cooper@iibec.org](mailto:a.cooper@iibec.org) or call 800-828-1902.*

## EXHIBIT FEES

### 100 SQUARE FEET

\$36.00 USD per square foot—IIBEC members\*

\$44.00 USD per square foot—Nonmembers

### MORE THAN 100 SQUARE FEET

\$34.00 USD per square foot—IIBEC members\*

\$42.00 USD per square foot—Nonmembers

*\*IIBEC members are individuals rather than corporations. To qualify for member rates, contracts must be executed by a current IIBEC member who is associated with the exhibiting company.*

## IMPORTANT DATES AND INFORMATION \*

### EXHIBIT HOURS

Friday, March 13 . . . . . 3:15 p.m.-7:15 p.m.

Saturday, March 14 . . . . . 8:00 a.m.-12:00 p.m.

### EXHIBIT SETUP

Thursday, March 12 . . . . . 1:00 p.m.-6:00 p.m.

Friday, March 13 . . . . . 8:00 a.m.-1:00 p.m.

### EXHIBIT DISMANTLE

Saturday, March 14 . . . . . 12:30 p.m.-8:00 p.m.

*\*Times subject to change*

### BOOTH SPECIFICATIONS

Standard 10'×10' booth spaces include 8' draped back walls, 36"-high side rails and an identification sign. Island booths do not include draperies or identification signs.

### DEPOSIT AND REFUNDS

A 50% deposit is due with the contract. The balance of fees is due October 13, 2025. All cancellations are subject to a charge of 50% of the total exhibit fee. Cancellations after December 15, 2025, will receive no refund. Refer to the Contract for Exhibit Space and Terms and Conditions for more information.

**DOWNLOAD**  
**CONTRACT FOR**  
**EXHIBIT SPACE**

# PRODUCT DEMONSTRATIONS

Get your product out of the booth and onto the stage! During the trade show, half-hour time slots will be available for exhibitors to showcase their products or services. Why wait for attendees to visit your booth? Take your products to them! Advance promotion, prominent signage, and loudspeaker announcements will draw up to 200 curious specifiers to your corporate presentation. Demonstration opportunities are available on a first-come, first-served basis.

## TIMES FOR DEMONSTRATION

<b>SOLD</b>	Friday, March 13: 4:15 p.m.–4:45 p.m.
<b>SOLD</b>	Friday, March 13: 5:15 p.m.–5:45 p.m.
<b>SOLD</b>	Friday, March 13: 6:15 p.m.–6:45 p.m.
<b>SOLD</b>	Saturday, March 14: 9:15 a.m.–9:45 a.m.
<b>SOLD</b>	Saturday, March 14: 10:15 a.m.–10:45 a.m.
<b>SOLD</b>	Saturday, March 14: 11:15 a.m.–11:45 a.m.

**DOWNLOAD**  
**PRODUCT**  
**DEMONSTRATION FORM**

## GENERAL GUIDELINES FOR DEMONSTRATION

- All demos will require venue and fire marshal approval. Contact IIBEC for details.
- Written specifications must be submitted 90 days before the event for review and approval.
- If storage space is needed before or after the demonstration, include a detailed description of the material.
- The fee for each demonstration opportunity is \$5,500
- Provided: 12'x16' stage, screen, cart for projector, podium, (1) handheld microphone, (1) wireless microphone, and (1) 110-volt power strip. All other AV and electricity are the responsibility of the demonstrating company.
- The stage time is 30 minutes. Setup and dismantle will occur 15 minutes before and after the demonstration on stage.
- All props or materials used during the demonstration must be removed or disposed of off-site. No on-site debris disposal is permitted.
- The demonstrating company is liable for any damages to staging or host facility equipment or infrastructure.

# SPONSORSHIP OPPORTUNITIES

All sponsorships include prominent recognition of the company's name and logo before, during, and after the IIBEC International Convention & Trade Show. There are three levels of sponsorship in 2026: **Platinum** (\$15,000 and up), **Gold** (from \$7,500 to \$14,999), and **Silver** (from \$3,000 to \$7,499).

SPONSOR BENEFITS BY LEVEL	PLATINUM \$15,000 and up	GOLD \$7,500 TO \$14,999	SILVER \$3,000 TO \$7,499
Acknowledgment at the sponsored event via on-site signage	ICON	ICON	ICON
Acknowledgement on the event's PowerPoint loop	Logo	Logo	Name
Acknowledgment in the pre-convention publications (as applicable)	ICON	ICON	
In-app text message with a weblink to sponsor's website	ICON	ICON	
Visual recognition at sponsor's booth	ICON	ICON	ICON
Easel sign at sponsored event	ICON	ICON	ICON
Verbal acknowledgment before the sponsored event (as applicable)	ICON	ICON	ICON
Complimentary table for seven at the Annual Awards Ceremony	ICON		
Acknowledgment on <a href="http://www.IIBECConvention.org">www.IIBECConvention.org</a>	ICON	ICON	ICON
Acknowledgment in event mobile app	ICON	ICON	ICON
Badge ribbons indicating sponsorship level for company representatives	ICON	ICON	ICON
Priority Points corresponding to sponsorship level	ICON	ICON	ICON
Plaque of recognition and appreciation, and photo of plaque acceptance (at trade show), if applicable	ICON	ICON	ICON
Special acknowledgment in <i>IIBEC Interface</i> technical journal	ICON	ICON	ICON
Floor Clings on trade show floor acknowledging sponsorship level	ICON		

**DOWNLOAD**  
**SPONSORSHIP FORM**

## CONVENTION WI-FI

Thursday, March 12-  
Sunday, March 15



## PRESIDENT'S BANQUET

Sunday, March 15

## \$15,000 PLATINUM – EXCLUSIVE OPPORTUNITY

Statistics show attendees love and appreciate Wi-Fi during education sessions. Your brand will gain multiple impressions as this exclusive sponsor, Wi-Fi will be made available for all four days of the convention. Your company's name will be used as the username to access the Wi-Fi.

## OPENING CEREMONY & KEYNOTE ADDRESS

Friday, March 13



## CONVENTION/TRADE SHOW MOBILE APP

Thursday, March 12-  
Sunday, March 15

## \$15,000 PLATINUM – EXCLUSIVE OPPORTUNITY

As the official start of the convention, the opening ceremony and keynote attract a large gathering. Your company will receive up to 20 reserved seats for your company representatives and guests.

## ESCALATOR CLING

Thursday, March 12-  
Sunday, March 15

## \$15,000 PLATINUM – NEW EXCLUSIVE OPPORTUNITY

The IIBEC Convention & Trade Show mobile app is an essential and interactive day-planner for attendees to schedule networking, educational, and social events. Interactive maps and trade show exhibitor descriptions make booth-visit planning a snap. Your branding will be located on the landing page and as a banner ad on the mobile app.

## WELCOME RECEPTION

Thursday, March 12



## \$15,000 PLATINUM – EXCLUSIVE OPPORTUNITY

Take your message to new heights — literally! As one of the most highly trafficked areas of the Convention Center, the escalator offers prime advertising space to capture attendee attention throughout the event. Every attendee riding or passing the escalator will see your brand front and center, making this one of the most visible and memorable sponsorships. opportunities at the convention.

## HOTEL ROOM KEY CARDS

Thursday, March 12-  
Sunday, March 15



## \$15,000 PLATINUM – EXCLUSIVE OPPORTUNITY

Hotel room keys are the first item attendees receive when checking into one of IIBEC's event hotels and are utilized for the duration of the event. As sponsor, the hotel key cards serve as a daily reminder to each attendee of your support of the convention and your key role in the industry.

## CONVENTION ATTENDEE BAGS

Thursday, March 12-  
Sunday, March 15



## NAME BADGE LANYARDS

Thursday, March 12-  
Sunday, March 15



## TRADE SHOW RECEPTION

Friday, March 13



## TRADE SHOW BREAKFAST

Saturday, March 14



## IIBEC ANNUAL AWARDS CEREMONY

Saturday, March 14



## IIBEC ANNUAL MEETING OF THE MEMBERS

Sunday, March 15



### \$15,000 PLATINUM – EXCLUSIVE OPPORTUNITY

Your logo is prominently displayed on a convention bag carried by convention attendees throughout the IIBEC International Convention & Trade Show. As the sponsor, your corporate branding will appear without competition on the attendee bag. Option(s) to include in each bag: corporate literature, a novelty, or a product sample.

### \$15,000 PLATINUM – EXCLUSIVE OPPORTUNITY

Every attendee receives a name badge and lanyard as part of their registration. For the duration of the convention, networking exchanges will begin with a glance at a name badge held in place by your company's logoed lanyard.

### \$15,000 PLATINUM – EXCLUSIVE OPPORTUNITY

Be the exclusive sponsor of the trade show opening reception. As the sole sponsor of the trade show reception, your company will receive recognition as the benefactor of an appealing spread of reception fare and beverages, including draft beer and other refreshments. Branded floor clings will be prominently displayed at all food and beverage areas. Exclusive sponsorship recognition will be announced multiple times over the hall loudspeaker throughout the trade show.

### \$15,000 PLATINUM – EXCLUSIVE OPPORTUNITY

Be the exclusive sponsor of the trade show breakfast. Through this sponsorship, attendees and exhibitors alike will be treated to coffee and a hearty breakfast buffet. Branded floor clings will be prominently displayed at all food and beverage areas. Exclusive sponsorship recognition will be announced multiple times over the hall loudspeaker throughout the trade show.

### \$15,000 PLATINUM – EXCLUSIVE OPPORTUNITY

The Annual Awards Ceremony is one of the convention's highest-attended events. Your company will receive a reserved table for 7 (tickets included) and company recognition will be included in the printed awards program provided to all participants.

### \$12,000 GOLD – EXCLUSIVE OPPORTUNITY

At this event, Consultant members meet over lunch to discuss IIBEC's past year, future direction, and to elect leaders for the upcoming year. Boxed lunches will be served with sponsor signage at the boxed lunch pick-up tables.

### \$12,000 GOLD – EXCLUSIVE OPPORTUNITY

Your company's name and logo will be front and center, prominently displayed on the Schedule-At-A-Glance wall located in a high-traffic area near registration. This wall-sized display details key events occurring over the days of the convention and trade show.

## IIBEC BOARD OF DIRECTORS DINNER

Wednesday, March 11



### BADGE PICK-UP

Thursday, March 12–  
Sunday, March 15

### TRADE SHOW AISLE SIGNS

Friday, March 13–  
Saturday, March 14



### TRADE SHOW EXIT CLING

Friday, March 13–Saturday,  
March 14

### DIRECTION STREET WINDJAMMERS

Thursday, March 12–  
Sunday, March 15

### EXHIBIT FLOOR PLAN MAP

Thursday, March 12–  
Sunday, March 15

### DIRECTIONAL SIGNS

Thursday, March 12–  
Sunday, March 15

### REGION MEETINGS

Friday, March 13

### \$10,000 GOLD – EXCLUSIVE OPPORTUNITY

Spend the evening with the IIBEC Board of Directors and celebrate their service to IIBEC and the profession. As the exclusive sponsor, you will receive 10 minutes to address the board during the evening.

### \$7,500 GOLD – EXCLUSIVE OPPORTUNITY

Your company's name and logo will be prominently displayed at each badge kiosk at registration for attendee registration and check-in.

### \$7,500 GOLD – EXCLUSIVE OPPORTUNITY

Your company's name, logo, and booth number (if applicable) will be prominently featured on every aisle sign throughout the trade show floor. With 8–10 aisle signs measuring 120" x 48", your logo will be impossible to miss.

### \$7,500 GOLD – EXCLUSIVE OPPORTUNITY

Your company's name and logo along with a "thank you" message on a cling approximately 24"x48" (either on the floor or door, depending on venue) will be prominently displayed at the trade show exit.

### \$5,000 GOLD – EXCLUSIVE OPPORTUNITY

Lead the way with your brand and guide the hotel guests to the West Lobby of the convention center. This sponsorship supports two outdoor directional signs stationed along key walking routes between official convention hotels and the convention center extra space . Each sign will feature clear event-branded messaging along with your company's logo, ensuring visibility in pedestrian areas.

### \$5,000 SILVER – EXCLUSIVE OPPORTUNITY

Get your company's logo on two large trade show maps—one positioned at the registration area and one at the trade show entrance.

### \$5,000 SILVER – ONE OF THREE AVAILABLE

Your company's name and logo will be prominently displayed on large indoor directional signs strategically placed in high-traffic areas guiding attendees through their daily convention and trade show activities.

### \$4,000 SILVER – FIVE OF SEVEN AVAILABLE

Region I      Region II      Region III-SOLD      Region VII

Region IV-SOLD      Region V      Region VI

Host one or more region meetings of your choosing and provide a personalized welcome message. This is a great opportunity for regional sales representatives to meet IIBEC members in their territories. Two complimentary tickets are provided for sponsors.

**CONVENTION  
WRITING PENS**

Thursday, March 12-  
Sunday, March 15

**EMERGING  
PROFESSIONALS  
COCKTAIL HOUR**

Saturday, March 14

**CONVENTION  
PROCEEDINGS  
ADVERTISING****POCKETGUIDE,  
ON-SITE PROGRAM****ATTENDEE BAG  
STUFFERS/INSERTIONS****MOBILE APP/PUSH  
NOTIFICATIONS****\$4,000 SILVER – EXCLUSIVE OPPORTUNITY**

As the sponsor, your company's pen with logo will be included in the attendee convention bag, and distributed at tables during the region meetings and the Annual Meeting of the Members lunch.

**\$2,500 SILVER – FOUR OF EIGHT AVAILABLE**

Emerging professionals are the future of the building consultant industry. The popular Emerging Professionals Cocktail Hour brings together young professionals (generally under age 40) looking to expand their network of colleagues over cocktails and appetizers (nonalcoholic beverages also provided).

**\$3,500 THREE AVAILABLE**

The Convention Proceedings are provided to all attendees digitally and will be available for purchase as print on-demand. The proceedings were downloaded hundreds of times both during the convention and post show.

**\$2,500 ONE AVAILABLE**

Place your highly visible ad in the Pocket Guide, On-Site Program provided to all attendees. For five days, the program will be a constant companion for attendees to navigate convention and trade show activities.

**\$2,500 FIVE AVAILABLE**

Each IIBEC convention attendee with a full registration receives an attendee bag. An insert in the attendee bag puts your information into the hands of IIBEC members. It's an opportunity to increase product awareness and stimulate additional traffic to your exhibit or website. Logo-branded stuffer examples include (but are not limited to): notepads, pens, keychains, mini hand sanitizer bottles, microfiber cleaning cloths, product samples, and brochures.

**\$500 SEVEN OF AVAILABLE**

The IIBEC International Convention and Trade Show mobile app is a popular and highly useful tool for attendees to plan and interact with their event experience. In past years, approximately 65% of all attendees have downloaded the app for use on their mobile devices. Customize a push notification for convention attendees to be sent on a date and time of your choosing between Tuesday, March 10– Tuesday, March 17. Content and timing subject to IIBEC approval.

*Contact Arissa Cooper*

*Director, Marketing & Sales at [acooper@iibec.org](mailto:acooper@iibec.org)*



2026 **IIBEC**  
**INTERNATIONAL**  
**CONVENTION &**  
**TRADE SHOW**

[iibeccconvention.org](http://iibeccconvention.org)



# LEVELS OF SPONSORSHIP

## LEVELS OF SPONSORSHIP

All sponsorships include prominent recognition of the company's name and logo before, during, and after the IIBEC International Convention & Trade Show. There are three levels of sponsorship in 2026: Platinum (\$15,000 and up), Gold (from \$7,500 to \$14,999), and Silver (from \$3,000 to \$7,499).

## SPONSORSHIP OPPORTUNITIES:

Convention Wi-Fi, March 12-15.....	\$25,000
Convention Mobile App, March 12-15.....	\$15,000
Hotel Guest Room Key Cards, March 12-15.....	\$15,000
Convention Attendee Bags, March 12-15.....	\$15,000
Name Badge Lanyards, March 12-15.....	\$15,000
Escalator Clings, March 12-15 .....	\$15,000
Welcome Reception, Thursday, March 12.....	\$15,000
Opening Ceremony and Keynote Speaker, Friday, March 13.....	\$15,000
Trade Show Reception, Friday, March 13.....	\$15,000
Trade Show Breakfast, Saturday, March 14.....	\$15,000
Annual Awards Ceremony, Saturday, March 14.....	\$15,000
President's Annual Banquet, Sunday, March 15.....	\$15,000
Schedule-at-a-Glance Wall, March 12-15.....	\$12,000
Annual Meeting of the Members, Sunday, March 15.....	\$12,000
IIBEC Board of Directors' Dinner, Wednesday, March 11.....	\$10,000
Badging Laptops, March 12-15.....	\$7,500
Trade Show Aisle Signs, Friday, March 13-Saturday, March 14.....	\$7,500
Trade Show Exit Sign, Friday, March 13-Saturday, March 14.....	\$7,500
Convention Center and Exhibit Floor Plan Map, March 12-15.....	\$5,000
Refreshment Breaks (3 Available), March 12-15.....	\$5,000
Directional Signs (3 available), March 12-15.....	\$5,000
Trade Show Prize Giveaways, Friday, March 13-Saturday, March 14.....	\$5,000
Directional Street Windjammer, March 12-15.....	\$5,000
Region Meetings (7 Available), Friday, March 13 .....	\$4,000
Convention Proceedings Advertising (3 available), March 12-15.....	\$3,500
Emerging Professionals Social Hour (8 available), Saturday, March 14.....	\$1,875

SPONSORSHIP OPPORTUNITIES:	PLATINUM \$15,000 and up	PLATINUM \$15,000 and up	PLATINUM \$15,000 and up
Acknowledgment at the sponsored event via signs or verbal acknowledgment before the sponsored event (as applicable)	+	+	
Acknowledgement on the event's PowerPoint loop	Logo	Logo	Name
In-app text message with a weblink to sponsor's website	+	+	
Visual recognition at sponsor's booth (sign)	+	+	+
Easel sign at sponsored event	+	+	+
Verbal acknowledgment before the sponsored event (as applicable)	+	+	+
Corporate logo on inclusive sponsor sign at the registration and trade show entrance	+	+	+
Complimentary table for eight at the Annual Banquet or Awards Luncheon	+		
Acknowledgment on <a href="http://www.IIBEC.org">www.IIBEC.org</a>	+	+	+
Acknowledgment in event mobile app	+	+	+
Badge ribbons indicating sponsorship level for company representatives	+	+	+
Priority Points corresponding to sponsorship level	+	+	+
Plaque of recognition and appreciation, and photo of plaque acceptance (at trade show), if applicable	+	+	+
Special acknowledgment in IIBEC's Interface technical journal	2	1	+

## COMPANY INFORMATION

Company name (Legal business name for administrative and invoicing purposes):

Sponsor Name (if different): (Name as it should appear in event materials, signage, and promotions):

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

## TERMS AND CONDITIONS

I have read and agree to the Terms and Conditions on pages three through five.

## CONTACT INFO

For details, availability, and additional terms, contact Arissa Cooper, [a.cooper@iibec.org](mailto:a.cooper@iibec.org), 800-828-1902

## PAYMENT METHOD

Invoice

Check (payable to IIBEC - U.S. funds)

American Express

Visa

MasterCard

Discover

Card number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Verification Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Signature of company representative

Date

## LOGO & WEBSITE SUBMISSION REQUIREMENTS

Upon submitting this form, please provide a high-resolution logo in EPS format along with your website URL for online use.

If an EPS format is not available, a high-quality PNG or JPEG should be provided with the following specifications:

- Resolution: 300 DPI (dots per inch)
- Background: Transparent (preferred for PNG) or white
- File format: PNG, JPEG, or SVG (if vector format is possible)

# TERMS AND CONDITIONS

## DEFINED TERMS

The term "Event" means "IIBEC International Convention and Trade Show." The Event is owned, produced, and managed by the International Institute of Building Enclosure Consultants (IIBEC). The term "Exhibitor" means, collectively, the entity or person that executes this Contract as the "Exhibitor" and each of its officers, directors, shareholders, employees, contractors, agents, representatives, assigns and/or invitees, as applicable. The term "Contract" means this agreement, all amendments, and modifications thereto, and all other materials, documents, rules and regulations expressly incorporated herein by reference.

## CONTRACT ACCEPTANCE

This Contract shall become binding and effective only when it has been signed by the Exhibitor and accepted as valid by a duly authorized representative of IIBEC. The final exhibit space specifics and/or location may be different from the Exhibitor's original requests. IIBEC reserves the right to deny access to any company.

## QUALIFICATIONS OF EXHIBITOR

IIBEC, in its sole discretion, determines whether a prospective exhibitor is eligible to participate in the Event. Eligibility is generally limited to persons or firms who manufacture, remanufacture, or supply products, tools, equipment, supplies, or services used for the building enclosure industry. IIBEC reserves the right to restrict or remove any exhibit which IIBEC, in its sole discretion, believes is objectionable or inappropriate. Show management reserves the right at any time to refuse the rental of exhibit space to any company whose display of goods or services is not, in the opinion of show management, compatible with the general character and objectives of the exhibition, or to remove or change exhibits it finds offensive.

## CONTRACT

Any terms referenced in the Exhibitor Contract, including all payment terms, are incorporated into these terms and conditions.

## CANCELLATION BY EXHIBITOR

If Exhibitor cancels this Contract, Exhibitor may only do so by giving notice thereof in writing sent to IIBEC with evidence of receipt. If such written notice is received at least 90 days prior to the opening date of the Event, then Exhibitor will remain liable for 50% of the total exhibit fee. If notice of cancellation is received less than 90 days prior to the Event, Exhibitor will remain liable for 100% of the total exhibit fee, regardless of when this Contract is executed by Exhibitor. In addition, Exhibitor will remain liable for 100% of all fees paid or payable in respect of sponsorships and promotional products, regardless of when this Contract is executed or cancelled by Exhibitor. These amounts are considered to be liquidated and agreed upon damages, for the injuries IIBEC will suffer as a result of Exhibitor's cancellation. IIBEC will suffer as a result of Exhibitor's cancellation. This provision for liquidated and agreed upon

damages is a bona fide provision and not a penalty. The parties understand that the withdrawal of the space reserved from availability and, if applicable, the cancellation of sponsorships and/or promotional materials, in each case at a time when other parties would be interested in such space and/or products, will cause IIBEC to sustain substantial damages that will not be capable of determination with mathematical precision. Therefore, the provisions for liquidated and agreed upon damages have been incorporated into this Contract as a valid pre-estimate of these damages. The date of cancellation shall be the date IIBEC receives the notice. IIBEC reserves the right to treat Exhibitor's downsizing of booth space as cancellation of the original space and purchase of new booth space, and Exhibitor may be required to move to a new location.

## CANCELLATION OF THE EVENT

If IIBEC cancels the Event due to circumstances beyond the reasonable control of IIBEC (such as riot, strike, civil disorder, act of war, act of God, terrorism, epidemic, pandemic, government mandated restrictions, or any cause whatsoever that is not within IIBEC's reasonable control), IIBEC shall refund to each Exhibitor its exhibit space rental payment previously paid, minus a 25% administrative processing fee, in full satisfaction of all liabilities of IIBEC to Exhibitor. IIBEC reserves the right to cancel, rename or relocate the Event or change the dates on which it is held. If IIBEC changes the name of the Event; relocates the Event to another event facility and/or city or converts the Event to virtual/digital in nature; or changes the dates for the Event to dates that are not more than 90 days prior or 13 months later than the dates on which the Event originally was scheduled to be held, no refund will be due to Exhibitor, but IIBEC shall assign to Exhibitor, in lieu of the original space, such other space as IIBEC deems appropriate and Exhibitor agrees to use such space under the terms of this Contract. If IIBEC elects to cancel the Event other than for a reason previously described in this paragraph, IIBEC shall refund to each Exhibitor its entire exhibit space rental payment previously paid, in full satisfaction of all liabilities of IIBEC to Exhibitor. Exhibitor agrees that, except as expressly provided in this paragraph, it shall and hereby does waive any and all claims for damages or compensation resulting from or relating to the cancellation, renaming, relocation or rescheduling of the Event.

## SPONSORSHIP

Sponsorship offerings are available to current-year Exhibitors. Should an Exhibitor, who is also a sponsor, cancel their exhibit space, Exhibitor will remain liable for 100% of all fees paid or payable in respect of sponsorships and promotional products, regardless of when this Contract is executed or cancelled by Exhibitor. See Clause Cancellation by Exhibitor. Any cost incurred for any changes after the artwork is submitted will be the responsibility of the sponsor.

## INSTALLATION & DISMANTLING

Exhibitors must comply with the move-in and move-out times indicated provided by IIBEC or if applicable denoted in the Exhibitor Service Manual. If an Exhibitor fails to remove an exhibit in the allowed time, IIBEC shall be permitted (at Exhibitor's sole expense) to remove and place same in a warehouse subject to the Exhibitor's disposition, and/or to ship to Exhibitor via common carrier with all charges to follow at no liability to IIBEC. All exhibits must remain intact until the Exhibition is officially closed.

## LIABILITY AND WAIVER SUBROGATION

IIBEC, the convention facility and their employees and representatives shall not be responsible for any loss, damage or injury to person or property that may be suffered by the exhibitor, or the exhibitor's employees, from any cause whatsoever arising out of participation in the Event prior, during or subsequent to the period covered by this exhibit application, excluding that caused by or resulting from the negligence of IIBEC or convention facility and their employees and representatives. Exhibitor shall indemnify, defend and hold harmless IIBEC, its officers, directors, employees and agents against and from any and all losses, costs, damages, liability, or expenses (including attorney's fees) arising from or by any reason of any accident, bodily injury, property damage or other claims or occurrences to any person, including Exhibitor, its employees and agents, or any business invitees of or related to Exhibitor's occupancy or use of the booth space and any other leased area(s) of the convention center. The terms of this provision shall survive the termination or expiration of this Contract. Exhibitor shall obtain, at its own expense, adequate insurance against any such injury, loss or damage. The exhibitor waives the right of subrogation by its insurance carrier(s) to recover losses sustained under exhibitor's insurance applications for real and personal property. If requested, the exhibitor, as a condition to participation in the Event, shall obtain from its insurer(s) a waiver of subrogation consistent with this provision.

## INSURANCE

Exhibitor shall, at its own expense, secure and maintain insurance for the entire duration of the Event (move-in through move-out). All such insurance shall be primary of any other valid and collectible insurance of Exhibitor and shall be written on an occurrence basis. Claims made policies are not acceptable and do not constitute compliance with Exhibitor's obligations under this paragraph.

## GENERAL LIABILITY INSURANCE

The limits for bodily injury and property damage combined shall be at least \$1,000,000. Certificates of insurance stating such limits shall also provide that the policy may not be cancelled without 15 days advance written notice to IIBEC and must be in effect starting with the first move-in day of the show through the last move-out day of the show. All property of the exhibitor is understood to remain under

his/her custody and control, in transit to or from the confines of the hall, subject to the rules and regulations of the trade show. Note: If applicable, IIBEC, Shepard Exposition Services (Official Trade Show Exhibitor Service Contractor) hotel or convention center require an Insurance Certificate on file for the exhibiting company as well as the Exhibitor-Appointed Contractor (EAC) prior to the tradeshow. Exhibitors will not be allowed on the tradeshow floor without an Insurance Certificate or Waiver of Liability.

## EXHIBITOR UPDATES

If applicable, IIBEC will provide Exhibitor information and updates to the designated representative of the Exhibitor, including the Exhibitor Service Manual. The designated representative of the Exhibitor will also receive updates about the Event via fax, mail, e-mail and/or SMS.

## INCORPORATION OF RULES & REGULATIONS

Any and all matters pertaining to the Event and not specifically covered by the terms and conditions of this Contract shall be subject to determination by IIBEC in its sole discretion. IIBEC may adopt rules or regulations from time to time governing such matters and may amend or revoke them at any time, upon reasonable notice to Exhibitor. Any such rules and regulations (whether or not included in an Exhibitor Service Manual (if applicable) or similar document) are an integral part of this Contract and are incorporated herein by reference. Exhibitor shall observe and abide by additional regulations made by IIBEC as soon as they are communicated to Exhibitor. This Contract (including the Exhibitor Service Manual (if applicable) and any additional rules or regulations adopted by IIBEC from time to time) states the entire agreement of the parties with respect to the subject matter hereof.

## GENERAL TERMS & CONDITIONS

IIBEC has sole control over show policies. Except as expressly provided in this Contract, all monies paid by Exhibitor shall be deemed fully earned and non-refundable at the time of payment. Exhibitor shall conduct itself at all times in accordance with normal standards of decorum and good taste. In addition to its right to close an exhibit and withdraw acceptance of the contract, IIBEC in its sole judgment may refuse to consider for participation in future Events an Exhibitor who violates or fails to abide by the contract and any of the accompanying rules and regulations. Any amendment to this Contract must be in writing and signed by an authorized representative of IIBEC.

## ASSUMPTION OF RISKS; RELEASES

Exhibitor expressly assumes all risks associated with, resulting from, or arising in connection with Exhibitor's participation or presence at the Event, including, without limitation, all risks of theft, loss, harm, damage, or injury to the person (including death), property, business or profits of Exhibitor, whether caused by negligence, intentional act,

accident, act of God or otherwise. Exhibitor has sole responsibility for its property or any theft, damage or other loss to such property (whether or not stored in any courtesy storage area), including any subrogation claims by its insurer. Neither IIBEC nor the Exhibit Facility accepts responsibility, nor is a bailment created, for property delivered by or to Exhibitor. Neither IIBEC nor the Exhibit Facility shall be liable for, and Exhibitor hereby releases all of them from, and covenants not to sue any of them with respect to, any and all risks, losses, damages and liabilities described in this paragraph.

## GIVEAWAYS, DRAWINGS & DISTRIBUTION OF GIFTS AND/OR FOOD PRODUCTS

IIBEC holds the right to restrict or prohibit any contest, promotion, or giveaway that causes blocking or disturbance to other exhibits or patrons. It is the responsibility of Exhibitor to notify all winners of any drawing, contest, or giveaway. Food and beverage products may be distributed in sample quantities by those exhibitors engaged in the processing of these products. Other exhibitors wishing to dispense sample foods and/or beverages must conform with the exhibit facility's regulations and receive approval in advance from IIBEC.

## OUTSIDE EXHIBITS/HOSPITALITY SUITES

Exhibitor is prohibited, without express written approval from IIBEC, from displaying products/services and/or other advertising material in areas outside its booth space such as, but not limited to, trade show aisle space, parking lots, hotel lobbies, lounges, corridors, sleeping rooms, etc., as well as unauthorized facility tours. Exhibitor also agrees not to operate hospitality suites or host any hospitality functions during official Event hours or when any IIBEC sponsored activities are being held. All requests for a hospitality suite or public function space must be made through IIBEC. If Exhibitor cancels or fails to occupy the exhibit space during official Event hours, IIBEC reserves the right to notify the hotel to cancel any hospitality space and/or hotel guest rooms under Exhibitor's name. Exhibitor shall remain liable for the payments made to the hotel.

## BOOTH ACCESSIBILITY

Under Title III of the Americans with Disabilities Act, each exhibitor is responsible for making his exhibit accessible to the disabled and shall indemnify show management and the convention facility against failure to do so. Exhibitors who have constructed, or are planning to construct, multi-level booths must comply with federal law and all state and local fire and safety codes.

## FIRE PROTECTION

No combustible decoration, such as but not limited to crepe paper, tissue paper, cardboard, or corrugated paper, shall be used at any time. All packing containers, excelsior or wrapping paper are to be removed from the exhibit floor and must not be stored under tables or behind displays. All decorations and booths must be of

flame-proofed materials. Exhibitor shall be solely responsible for all fire damages and costs.

## DAMAGE TO PROPERTY OF OTHERS

Exhibitor shall be solely responsible for the cost of any damage to the convention center, official hotels, property of others, and any other claims and cost arising out of Exhibitor's use of the leased area(s), regardless of how or by whom such damage was caused.

## CARE OF BUILDING & EQUIPMENT

Exhibitor, its employees, representatives, or agents must not injure or deface the walls or floors of the building, the booths, or the equipment of the booths. When such damage appears, Exhibitor is liable to the owner of the property so damaged. Nothing will be posted on, tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, ceiling, furniture, or other property of the exhibit facility.

## VIOLATION OF RULES & REGULATIONS

Violation of this Contract or any rules and regulations governing the Event, including those published in the Exhibitor Service Manual, may result in one or more of the following actions taken against the Exhibitor 1) the Exhibitor may be prohibited from exhibiting at the current year's Event and will forfeit all booth payments; 2) the Exhibitor's "points" for the following year's priority points may be taken away; and 3) the Exhibitor may be prohibited from exhibiting at future events. This list of actions is not exhaustive and does not in any way limit available remedies provided in other provisions of this Contract or by law or equity. No delay by IIBEC in exercising any right, power or privilege hereunder shall operate as a waiver thereof, nor shall any single or partial exercise by IIBEC of any other right, power or privilege hereunder preclude any other or further exercise of any other right, power or privilege hereunder.

## GOVERNING LAW

This contract is governed by the laws of the State of North Carolina as applied to contracts entered into and entirely performed within such state. Exhibitor agrees that the courts located in the State of North Carolina shall constitute the exclusive forum for the resolution of any and all disputes arising out of, connected with or related to this contract or the breach of any provision of this contract. Exhibitor waives any right to assert lack of personal or subject matter jurisdiction and agrees that venue properly lies in North Carolina.

## OPEN INVOICES

Any outstanding invoices over 90 days old will be paid with money collected for any event or service from a vendor.



**MARCH 12-15, 2026  
SACRAMENTO, CA  
SAFE CREDIT UNION CONVENTION CENTER**

# Attendee Bag Stuffers Order Form

## DIRECT CONTACT WITH THE AUDIENCE

Put product samples or promotional materials in the hands of IIBEC International Convention & Trade Show attendees. Each attendee with a full registration receives an attendee bag (approximately 700 bags will be distributed). An insert in the attendee bag literally puts your information into the hands of IIBEC members. It's an opportunity to increase product awareness and stimulate additional traffic to your exhibit or website.

## STUFFER INSERTION FEE

Attendee bag stuffer insertion. .... \$2,500

Stuffer examples may include notepads, pens, keychains, product samples, or brochures. Items to be supplied by sponsoring company. Shipments must arrive to designated address no later than February 27, 2026. Convention bag stuffer items are subject to approval by IIBEC.

Contact Arissa Cooper at [a cooper@iibec.org](mailto:a cooper@iibec.org) for details.

## ADVERTISER INFO

Company name: \_\_\_\_\_

Contact name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

## PAYMENT METHOD

Invoice

Visa

Check (payable to IIBEC - U.S. funds)

MasterCard

American Express

Discover

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Verification Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

For any additional information, please contact Arissa Cooper at [a cooper@iibec.org](mailto:a cooper@iibec.org), or call 800-828-1902.

Signature

Date

# 2026 IIBEC MEDIA KIT





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The International Institute of Building Enclosure Consultants (IIBEC) is a global association of professionals who specialize in roofing, waterproofing, exterior wall consulting, and building enclosure commissioning. From air barriers to roof assessments and facade inspections, IIBEC members bring expertise to every type of building enclosure issue.

Founded in 1983 as the Roof Consultants Institute, the organization rebranded in 2019 to reflect its broader scope. Today, IIBEC has over 3,900 members worldwide, offering impartial design, repair and restoration planning, quality assurance, legal testimony, and other building enclosure consulting services—all grounded in a strict code of ethics focused on professionalism, integrity, and competence, without affiliation to specific products or manufacturers.

IIBEC delivers practical education on enclosure technologies and commissioning, publishes a technical journal, and hosts international events to foster professional networking and knowledge exchange.

**CORE PURPOSE: To advance the profession of building enclosure consulting.**

**MISSION: IIBEC is universally recognized as the leading authority in building enclosure consulting.**

## WEBSITE

**176,030 users**

(16% increase)

**281,000 sessions**

(12.8% increase)

**145,000  
engaged sessions**

(3.5% increase)

(September 1, 2024–September 1, 2025)

## EMAIL

**15,000+  
subscribers**

**37.6% open rate**

(7.1% increase)

**4.8% click rate**

(40.1% increase)

**12.7% unique  
open click**

## MEMBERS

**3,900+**

Individual Members  
Worldwide

**2,500**

Active Professional  
Credentials

**33** Affiliated Chapters  
and Branches

Top 3 Specialty Areas:

**56%** Roofing

**39%** Waterproofing

**34%** Exterior Walls

## OUR BUILDING PARTNERS

air barrier  
**abaa**  
association of  
america



NELSON





# SUMMARY OF AVAILABLE OPPORTUNITIES

Opportunities	Price Range
<b>Print Advertising (<i>IIBEC Interface &amp; Publications</i>)</b>	<i>IIBEC Interface</i> Journal Ads (Full Page, Half Page, 1/3 Page, 1/6 Page, Covers, Page 3); <i>The Guide</i> (Covers, Full Page, Half Page)
<b>Sponsored Content</b>	Sponsored Articles in <i>IIBEC Interface</i> (750 words); Sponsored Monthly Email (Only one per month)
<b>Newsletters</b>	<i>The Weekly Enclosure</i> (Top Banner + Banner #2); <i>IIBEC Interface</i> Monthly Email; <i>Under Our Roof</i> (Education Email); <i>IIBEC Interface</i> Technical Article Email; RSS Feed Emails
<b>Targeted Event Outreach</b>	BES & Convention Trifold On-Site Programs; Convention Weekly & Daily Emails; BES Weekly & Daily Emails
<b>Web &amp; Digital Advertising</b>	Digital <i>IIBEC Interface</i> (Leaderboard, Pop-Up, Floating Banner, Run of Site Rectangle, Left Cover Sponsor); IBEC Website Ads; Convention Website Ads

# SPECIFICATIONS & DEADLINES

Publication / Ad Type	Availability	Ad Specs	Due Date
<b>IIBEC Interface</b> (available in print and online)	<b>9 issues:</b> January, February, March/April, May/June, July/August, September, October, November, December	See page 11	<b>5th of the month</b> before your ad runs (e.g., materials for a September ad are due August 5)
<b>The Guide: An Overview of IIBEC Services</b> (five per issue)	2026–2027 issue; Available in Summer 2026	<b>Full page:</b> 8.5" x 11", 0.25" bleed, 0.25" margin <b>Half page:</b> 7.5" x 5", 0.25" margin	<b>July 1, 2026</b>
<b>Sponsored Content in IIBEC Interface</b> (one per issue)	<b>9 issues:</b> January, February, March/April, May/June, July/August, September, October, November, December	<b>Length:</b> Up to 750 words <b>Images:</b> Up to 5 (jpg or png)	January: November 1, 2025 February: December 1, 2025 March/April: January 2, 2026 May/June: March 1, 2026 July/August: May 1, 2026 September: July 1, 2026 October: August 1, 2026 November: September 1, 2026 December: October 1, 2026
<b>Sponsored Monthly Email</b> (one per month)	<b>12 issues:</b> January, February, March, April, May, June, July, August, September, October, November, December	Provide HTML code; 600 px wide	<b>5 business days before publication date</b>

# SPECIFICATIONS & DEADLINES continued

Publication / Ad Type	Availability	Ad Specs	Due Date
<b><i>The Weekly Enclosure</i></b> (2 Available per month)	<ul style="list-style-type: none"> <li>Ad is sold <b>by the month</b></li> <li>Published <b>every Monday</b> of the month</li> <li><b>Exclusions:</b> No issue the week of <b>July 4th, the week of US Thanksgiving, and the last two weeks of December</b></li> </ul>	Top Banner: 600 x 150 px; 280 characters; CTA URL Banner #2: 600 x 90 px; URL	<b>25th of the month</b> before your ad runs (e.g., materials for a June ad are due May 25)
<b><i>IIBEC Interface Monthly Email</i></b> (2 available per month)	<b>9 editions:</b> January, February, March/April, May/June, July/August, September, October, November, December	300 x 250 px; URL	<b>25th of the month</b> before your ad runs (e.g., materials for a June ad are due May 25)
<b><i>Under the Roof Education Monthly Newsletter Email</i></b> (2 available per month)	<b>12 issues:</b> January, February, March, April, May, June, July, August, September, October, November, December	300 x 250 px; URL	25th of the month before your ad runs (e.g., materials for a June ad are due May 25)
<b><i>RSS Email</i></b> (2 available per month)	<b>Every month:</b> Sent up to 10 times per month	300 x 250 px; URL	<b>25th of the month</b> before your ad runs (e.g., materials for a June ad are due May 25)
<b><i>On-Site Trifold Program</i></b> (2 available per event)	Available at the 2026 IIBEC International Convention & Trade Show and the 2026 IIBEC BES	3.5" x 8.5", 0.25" bleed, 0.25" margin	<b>2026 IIBEC Convention:</b> Due February 1, 2026 <b>2026 IIBEC BES:</b> Due September 1, 2026

# SPECIFICATIONS & DEADLINES continued

Publication / Ad Type	Availability	Ad Specs	Due Date
<b>Weekly Event Emails</b> (1 available per month)	Available when registration opens for both the 2026 IIBEC International Convention & Trade Show and the 2026 IIBEC BES <b>Ad is sold by the month</b>	728 × 90 px; URL	<b>25th of the month</b> before your ad runs (e.g., materials for a June ad are due May 25)
<b>Daily Event Emails</b> (1 available per each day of event)	Available in the Welcome Email and daily attendee emails for both the 2026 IIBEC Convention & Trade Show and the 2026 IIBEC BES	728 × 90 px; URL	Due <b>one month prior</b> to each event
<b>IIBECConvention.org Website Sponsorship</b> (2 available per month)	Available 3 months prior to the start of the 2026 IIBEC International Convention & Trade Show	300 × 250 px; URL	<b>25th of the month</b> before your ad runs (e.g., materials for a June ad are due May 25)
<b>IIBEC Website</b> (4 available per month)	<b>Every month</b>	336 × 280 px; URL	<b>25th of the month</b> before your ad runs (e.g., materials for a June ad are due May 25)
<b>IIBEC Interface Digital Edition-Digital Placements</b> (1 placement per month)	<b>9 editions:</b> January, February, March/April, May/June, July/August, September, October, November, December	<b>Digital Leaderboard:</b> 728 × 90 px; URL <b>Digital Pop-Up (Static or Video):</b> 500 × 300 px; URL <b>Digital Floating Banner:</b> 468 × 60 px; URL <b>Digital Run-of-Site Rectangle:</b> 300 × 250 px; URL	<b>5th of the month</b> before your ad runs (e.g., materials for a September ad are due August 5)

# PRINT ADVERTISING

## PRINT ADVERTISING

### IIBEC INTERFACE

*IIBEC Interface* is the technical journal of IIBEC. It is trusted by industry professionals as both an educational resource and a forum for exchanging innovative ideas, proven expertise, and best practices in building enclosure design and performance.



# 2026 IIBEC INTERFACE THEMES

Month	Subject	Ad Close Date	Creative Due
January+	Technology and AI	November 15, 2025	December 5, 2025
February*	Forensics	December 15, 2025	January 5, 2026
March/April	Roof Drainage	January 15, 2026	February 5, 2026
May/June	2026 Convention Highlights	March 15, 2026	April 5, 2026
July/August	Parking Decks	May 15, 2026	June 5, 2026
September**	Building Commissioning	July 15, 2026	August 5, 2026
October	Building Codes	August 15, 2026	September 5, 2026
November	Testing	September 15, 2026	October 5, 2026
December	Wind and Weather	October 15, 2026	November 5, 2026

+ Bonus distribution at the International Roofing Expo.

\* Bonus distribution at the IIBEC International Convention & Trade Show. We encourage advertisers to include their booth number in their advertisement.

\*\* Bonus distribution at IIBEC BES. We encourage advertisers to include their booth number in their advertisement.

# 2026 IIBEC INTERFACE PRINT RATES & SPECS

Type of Ad	1 Ad	3-5 Ads (Rate per ad)	6-9 Ads (Rate per ad)	Ad Specs: <b>Bleeds: 0.25" / Margins: 0.25"</b>
One-Sixth Page (vertical or horizontal)	\$915	\$825	\$775	Vertical: 2.3889" x 5" Horizontal: 4.937" x 2.5"
One-Third Page	\$1,400	\$1,250	\$1,160	2.3889" x 10"
Quarter-Page Island	\$1,400	\$1,250	\$1,160	4.9375" x 5"
Half-Page Island	\$1,700	\$1,450	\$1,360	4.9375" x 7.5"
Half Page Horizontal	\$1,700	\$1,450	\$1,360	7.5" x 5"
Two-Third Page	\$2,100	\$1,850	\$1,750	4.975" x 10"
Full Page	\$2,500	\$2,300	\$2,190	Trim Size: 8.5" x 11"
Half-page Spread	\$3,150	\$2,875	\$2,730	17.25" x 5.625" Center fold is at 8.5"
Page 3	\$3,150	\$2,875	\$2,730	8.5" x 11"
Cover 2, 3, 4	\$3,250	\$3,000	\$2,800	8.5" x 11"
Full Page Spread	\$4,020	\$3,900	\$3,700	Trim Size: 17" x 11" Center fold is at 8.5"
Bellyband	\$3,150	\$2,875	\$2,730	Trim size: 18.625" x 5" Art size: 18.875" x 5.25" add 0.125" bleed on all 4 sides

## PRINT ADVERTISING

### AD DIMENSIONS

Submit your creative to Arissa Cooper at [a.cooper@iibec.org](mailto:a.cooper@iibec.org).

**File type:** PDF

*Creatives are due by the 5th of the month prior to publication.*

<b>FULL-PAGE SPREAD</b>	<b>FULL PAGE, COVER 2,3,4, PAGE 3</b>	<b>TWO-THIRD PAGE</b>
	Trim Size: 17" x 11" Margins: 0.25" Center fold is at 8.5"	Bleeds: 0.25" Trim Size: 8.5" x 11" Margins: 0.25"
<b>HALF-PAGE SPREAD</b>	<b>HALF PAGE</b>	<b>HALF-PAGE ISLAND</b>
	17.25" x 5.625" Center fold is at 8.5"	7.5" x 5" 4.9375" x 7.5"
<b>ONE-THIRD PAGE</b>	<b>QUARTER-PAGE ISLAND</b>	<b>ONE-SIXTH PAGE HORIZONTAL</b>
2.3889" x 10"	4.9375" x 5"	4.9375" x 2.5"
		<b>ONE-SIXTH PAGE VERTICAL</b> 2.3889" x 5"

## PRINT ADVERTISING

### THE GUIDE

**The Guide: An Overview of IIBEC Services** is IIBEC's annual, magazine-style handbook of services and programs. Published once per year in print and digitally, it is downloaded year-round and widely used as a member reference.

[View the 2025–2026 edition here]

Annual publication (print + digital)

2,000 print copies mailed to new/ prospective members + distributed at events

15,000+ email subscribers receive the digital edition:

- » Downloaded year-round as a member reference

2025–2026 Limited ad space = high visibility

IIBEC.ORG

# 2026 THE GUIDE PRINT RATES & SPECS

Location	Rate	Ad Specs: Bleeds: 0.25" / Margins: 0.25"
Outside back cover	\$4,950	8.5" x 11", 0.25" bleed, 0.25" margin
Inside front cover	\$3,850	8.5" x 11", 0.25" bleed, 0.25" margin
Inside back cover	\$3,850	8.5" x 11", 0.25" bleed, 0.25" margin
Interior full page	\$1,980	8.5" x 11", 0.25" bleed, 0.25" margin
Interior half page	\$1,320	7.5" x 5", 0.25" margin

## AD INFO

Submit your creative to Arissa Cooper at [acooper@iibec.org](mailto:acooper@iibec.org).

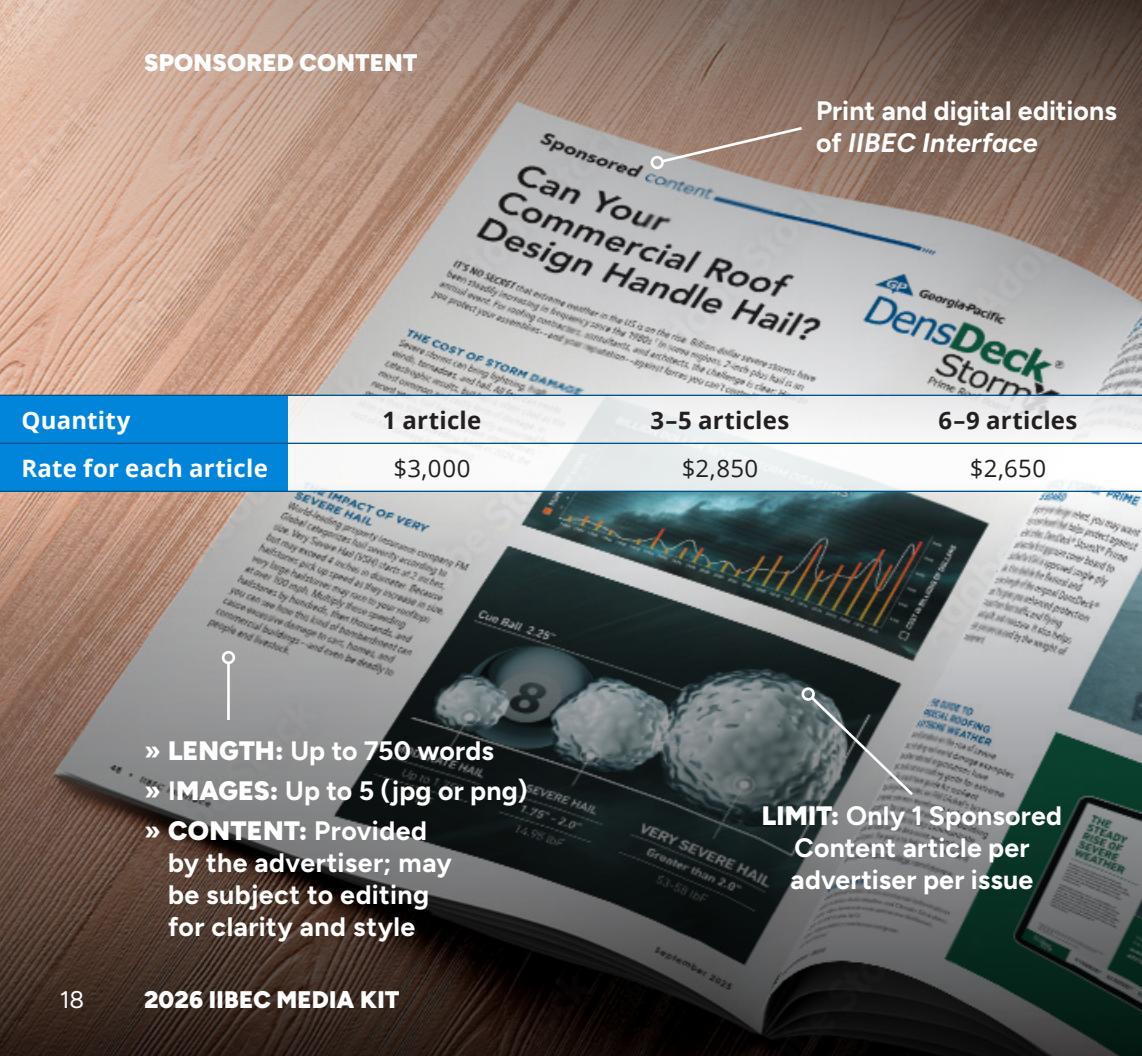
**Acceptable file type:** PDF

*ADS ARE DUE BY JUNE 1, 2026.*

# SPONSORED CONTENT

## SPONSORED CONTENT

Print and digital editions  
of *IIBEC Interface*



- » **LENGTH:** Up to 750 words
- » **IMAGES:** Up to 5 (jpg or png)
- » **CONTENT:** Provided by the advertiser; may be subject to editing for clarity and style

**LIMIT:** Only 1 Sponsored Content article per advertiser per issue

## SPONSORED CONTENT IN IIBEC INTERFACE

Elevate your company's visibility and credibility with a **one-page Sponsored Content article** in *IIBEC Interface*, the leading technical journal for building enclosure professionals. This is your chance to **showcase expertise, share insights, and deliver educational content** directly to an engaged audience of architects, engineers, consultants, and industry decision-makers.

## SPONSORED MONTHLY EMAIL

Reach a highly engaged audience of 15,000 subscribers with a dedicated sponsored email. Only one sponsored email is sent per month, ensuring your message stands out. Advertisers provide the content, which is reviewed for clarity and format before distribution, giving you a direct line to a targeted, industry-focused audience.

**LIMIT:** Only 1 sponsored email per month

**35.2%** | AVERAGE OPEN RATE

**3.1%** | AVERAGE CLICK-THROUGH RATE

Quantity	1 email	3-5 emails	6-9 emails
Rate for each article	\$3,000	\$2,850	\$2,650

» **AUDIENCE:** 15,000 subscribers

» **VISIBILITY:** Exclusive placement in subscribers' inboxes for maximum impact

» **CONTENT:** Provided by the advertiser; may be subject to editing for clarity and style

# NEWSLETTERS

### THE WEEKLY ENCLOSURE

Become a sponsor of **IIBEC's The Weekly Enclosure**, the go-to weekly newsletter for building enclosure professionals, sent every Monday to IIBEC subscribers. Sponsorship appears in **each issue during your sponsored month**.

[\[View a Recent Newsletter\]](#)

#### TOP WEEKLY NEWSLETTER BANNER AND SPONSORSHIP TEXT

600 - 150 px | 280 characters | Call-to-Action (CTA) Url

Quantity	1 month	3-5 months	6-12 months
Rate per month	\$4,000	\$3,500	\$3,000

#### BANNER AD #2

600 - 90 px | CTA Url

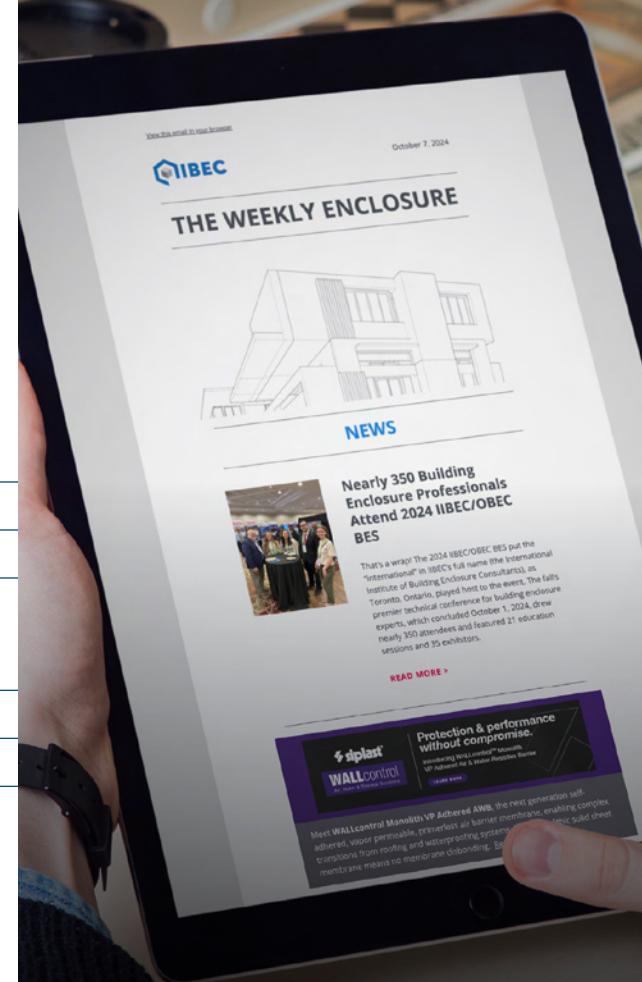
Quantity	1 month	3-5 months	6-12 months
Rate per month	\$3,000	\$2,500	\$2,000

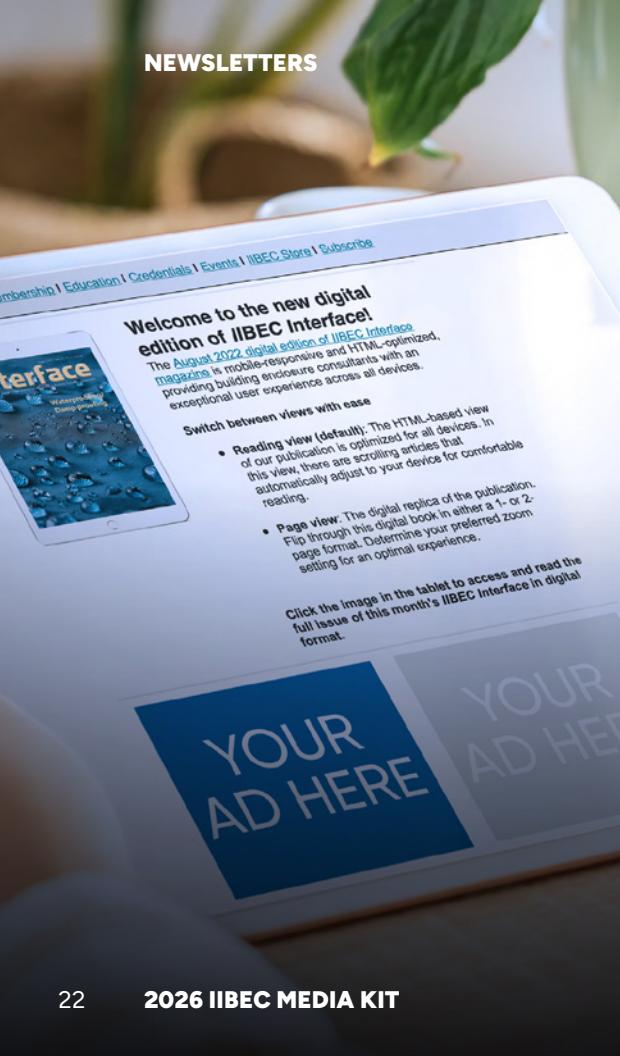
**42.5%**

AVERAGE  
OPEN RATE

**6.2%**

AVERAGE CLICK-  
THROUGH RATE





## ADDITIONAL EMAILS

### REACH 15,000 IIBEC SUBSCRIBERS

#### IIBEC INTERFACE MONTHLY EMAIL

Reach 15,000 IIBEC subscribers with your ad in this monthly email with highlights from the latest issue of *IIBEC Interface*. **Only two advertisers per month**—ensuring your message stands out.

#### UNDER OUR ROOF MONTHLY EMAIL

Reach 15,000 IIBEC subscribers with your ad in this monthly email featuring the latest educational offerings. **Only two advertisers per month**—ensuring your message stands out.

#### RSS EMAIL

Reach 2,000+ RSS subscribers with a newsfeed email sent up to 10 times per month, giving repeated exposure to a concentrated group of industry influencers. **Maximum of two advertisers per month.**

All ads are 300 × 250 px in monthly and RSS feed emails.

Quantity	1 month	3-5 months	6-12 months
Rate per month	\$1,200	\$1,100	\$1,000

# TARGETED EVENT OUTREACH

## TARGETED EVENT OUTREACH

### ON-SITE TRIFOLD PROGRAM

- » Placed in the hands of all attendees at both the Annual Convention & Trade Show and BES.
- » Acts as a constant companion during the event, guiding attendees through presentations, sessions, and exhibitor activities.
- » Ensures high visibility throughout the meeting.

Location	Rate	Ad Specs
Back Panel	\$3,500	3.5" x 8.5", 0.25" bleed, 0.25" margin
Inside Panel	\$3,250	3.5" x 8.5", 0.25" bleed, 0.25" margin

### WEEKLY EMAILS LEADING UP TO THE EVENT (728 x 90 px)

- » **Convention Email:** Sent weekly to all IIBEC subscribers leading up to the International Convention & Trade Show. Your ad is included in each newsletter of the sponsored month.
- » **BES Email:** Sent weekly to all IIBEC subscribers leading up to BES, highlighting event updates, sessions, and key announcements.
- » Provides advertisers repeated exposure to a targeted audience.



Quantity	1 month	3-5 months	6-12 months
Rate per month	\$4,000	\$3,500	\$3,000

## TARGETED EVENT OUTREACH

### DAILY EVENT EMAILS (728 x 90 px)

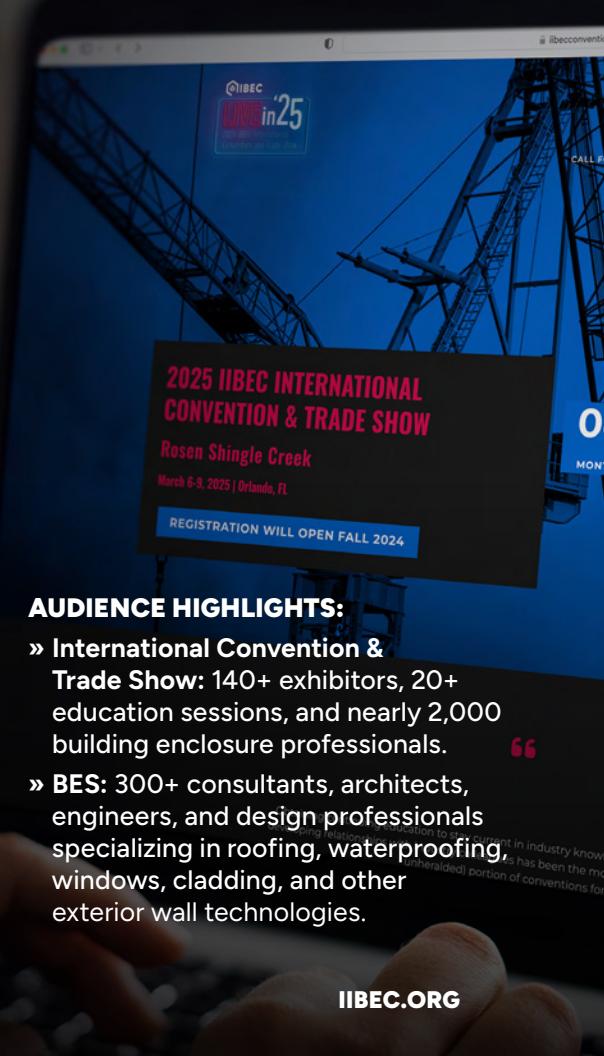
- » **Convention Email:** Sent to over 1,700 attendees each day of the International Convention & Trade Show.
- » **BES Email:** Sent to over 300 attendees each day of the symposium.
- » Perfect for real-time engagement during the event.
- » *Discounted if purchased with multiple daily emails*

Email Type	Rate
Welcome Email, Day 1 Daily Email, Day 2 Daily Email, Day 3 Daily Email, Day 4 Daily Email (Day 3 and Day 4 only applies to Convention emails)	\$900

### WEBSITE SPONSORSHIP – IIBECConvention.org (300 x 250 px)

- » Be one of two advertisers each month for three months leading up to the International Convention & Trade Show.
- » Reach nearly 2,000 professionals accessing registration, accommodations, education, networking updates, and more.
- » Encourage attendees to visit your booth or explore your latest products.

Quantity	1 month	3 months
Rate per month	\$2,000	\$1,500



### AUDIENCE HIGHLIGHTS:

- » **International Convention & Trade Show:** 140+ exhibitors, 20+ education sessions, and nearly 2,000 building enclosure professionals.
- » **BES:** 300+ consultants, architects, engineers, and design professionals specializing in roofing, waterproofing, windows, cladding, and other exterior wall technologies.

# WEB & DIGITAL ADVERTISING

## IIBEC WEBSITE

Be one of four advertisers each month on IIBEC.org, the go-to destination for both members and nonmembers seeking education, building enclosure industry insights, IIBEC credentials, and event information. Your sponsorship ensures highly visible placement in front of a targeted, engaged audience.

**Ad Specs: 300 x 250 px**



**MAXIMUM ADVERTISERS PER MONTH: 4**

**Past Year Website Performance:**

- » **VIEWs: 176,030 (+16%)**
- » **SESSIONs: 281,000 (+12.8%)**
- » **ENGAGED SESSIONS: 145,000 (+3.5%)**

Quantity	1 month	3-5 months	6-11 months
Rate per month	\$2,000	\$1,7500	\$1,500

## IIBEC INTERFACE DIGITAL EDITION

As technology evolves, many *IIBEC Interface* readers access the journal online. Extend your reach to this digital audience by placing your ad in the online journal.

[\[View example ad placements\]](#)

### Available Digital Placements:

- » Digital Leaderboard: ..... 728 x 90 px
- » Digital Pop-Up (Static or Video): ..... 500 x 300 px
- » Digital Floating Banner: ..... 468 x 60 px
- » Digital Run-of-Site Rectangle: ..... 300 x 250 px
- » Digital Left Cover Sponsor: ..... 543 x 705 px

### Why Advertise Digitally?

- » Reach readers **where they engage with content online**
- » Flexible formats including **video or static** options
- » Extend your print campaign into the **digital edition** for maximum exposure

Quantity	1 month	3-5 months	6-12 months
Rate per month	\$1,300	\$1,200	\$1,100



# CONTACT US

## CONTACT US

Advertising with IIBEC means connecting directly with the building enclosure industry's leading professionals: consultants, architects, engineers, manufacturers, and more. With a wide range of print, digital, and event-based opportunities, your brand can stay top-of-mind year-round.

### **Why Advertise with IIBEC?**

- » Reach a highly engaged audience of industry decision-makers
- » Choose from print, digital, email, and event advertising options
- » Bundle placements for maximum visibility and discounted rates
- » Work directly with us to build a customized marketing plan for your company's goals

### **LET'S GET STARTED**

I'd be happy to partner with you to create a yearlong advertising strategy that maximizes your reach and impact. Whether you're interested in one-time placements or bundled packages, IIBEC offers flexible options designed to meet your needs.

#### **Contact:**

Arissa Cooper  
Director of Marketing & Sales

[a cooper@iibec.org](mailto:a cooper@iibec.org)

# INSERTION ORDER

## INSERTION ORDER

To reserve an advertisement, please fill out this form and send it to Arissa Cooper at [a cooper@iibec.org](mailto:a cooper@iibec.org). Advertisers earn IIBEC priority points. [Learn more here.](#)



## ADVERTISER CONTACT & INVOICE INFORMATION:

Company:

Name:

Phone Number:

Email Address:

PO Number:

## PAYMENT SCHEDULE: *Per insertion (monthly)*

- Receive via email:
- Receive via mail:

Special invoicing instructions:

List all of your selected advertisements along with month and price as outlined in media kit:

**To accept this contract, please sign and date below:**

Signature:

Date:

**CONTRACT & COPY REGULATIONS:** Advertisement space is reserved on a first-come, first-served basis. IIBEC reserves the right to reject any advertisement that does not conform to IIBEC standards. The publisher selects ad placement at will with the exception of covers 2, 3, and 4 and page 3. If press-ready, scheduled ads are not received by the publisher copy closing date, the most recent ad of similar size will be repeated. No cancellations will be accepted after the cutoff date for space reservation. Advertisements requiring alterations of any kind, including type-setting, scanning, layout changes, color conversion, special artwork, composites and/or stripping will be billed to the advertiser at the printer's prevailing rates plus a 10% service charge (minimum \$50 per process). The publisher is not responsible for any errors made in the Advertisers' Index. IIBEC will not be responsible for any inconsistencies of color if not provided with, in advance of publisher copy deadlines, a professional quality proof (Cromolin or Match). Whenever an error is made or allowance given due to color changes that do not lessen the value of the ad. The same rule applies to minor typographical errors. Claims for refund or adjustment on bills must be made by the 15th of the month. No allowances or reruns will be given except following the first wrong insertion. Advertisers and advertising agencies assume liability for all content (including text, representation, and illustrations) of advertisement printed and also assume responsibility for any claims arising from the ad made against the publisher.

**PAYMENT TERMS:** All prices quoted are net. IIBEC does not grant discounts for agency commissions. Invoices will be generated at the beginning of the month advertised. Invoices are payable upon receipt in US funds, net 30 days. Publisher reserves the right to hold advertiser and/or agency jointly responsible and liable for money due and payable to the publisher. Any outstanding invoices over 90 days will be paid with money collected for any event or service from the vendor. First- time advertisers may be required to provide credit card information or prepayment at the start of their advertising program. All advertisements outside the US or Canada must be prepaid.

**SHORT-RATE & REBATES:** Advertisers will be short-rated if, within an 11-month period from the first insertion, they do not use the amount of space upon which their billings have been based. Advertisers will be rebated if, within an 11-month period from the date of the first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been billed.



**1. Show Hours**

Friday	<b>March 13, 2026</b>	<b>3:15 PM – 7:15 PM</b>
Saturday	<b>March 14, 2026</b>	<b>8:00 AM – 12:00 PM</b>

Each exhibiting company must provide a booth attendant during these hours.

**Note:** No person under the age of 17 is allowed in the exhibit halls or on the trade show floor at any time.

**2. Space/Booth Assignments**

IIBEC reserves the right to reassign space/booth assignments after the contract has been signed by the representing agent of Exhibitor if, for unforeseen reasons, it becomes necessary to do so. In such cases, IIBEC agrees to provide the Exhibitor notice of any change or to refund the exhibit fee if Exhibitor desires to cancel.

**3. Booth and Equipment**

The 10'x10' booth space will include 8'-high draped back walls and 3'-high draped side rails (see drape colors in following paragraph). The **20'x20'** and **20'x30'** island booth spaces do not include back or side drapery. Peninsula booths and end-cap booths are furnished with an 8'-high draped back wall and 3'-high draped side rails. Also included is a 7"x 44" one-line identification sign.

All furnishings, equipment, facilities, etc. will be provided at the exhibiting company's own expense. These may be obtained through the official decorator, **Shepard Exposition Services**. The show colors are **black and blue**. The back draperies will be **black/blue/white/blue/black**, and the side draperies will be **black**. **Hall A-C, Level 1, SAFE Credit Union Convention Center** is **not** a carpeted facility. In the case of locations without carpeting, IIBEC requires all exhibiting companies to provide carpeting/flooring. If proper floor covering is not installed, IIBEC has the right to do so at the Exhibitor's expense.

**4. Installation of Displays**

The exhibit hall is available for display setup from **1:00 PM – 6:00 PM on Thursday, March 12, 2026**, and from **8:00 AM – 1:00 PM on Friday, March 13**. Full maintenance and installation crews will be on duty. All displays must be fully set up and ready by **1:00 PM on Friday, March 13**. If the Exhibitor's booth is not set by 1:00 PM, IIBEC reserves the right to set the booth at Exhibitor's expense.

**Note:** No person under the age of 17 is allowed in the exhibit halls or on the trade show floor at any time.

**5. Dismantling and Removal of Displays:**

The dismantling period is **12:00 PM – 8:00 PM, Saturday, March 14, 2026**. All Exhibitor displays or materials left in booths without instructions after **7:00 PM on Saturday, March 14, 2026**, will be packed and shipped at the discretion of show management, and all applicable service charges will be applied to the Exhibitor of record.

**IN NO CASE WILL DISMANTLING BE ALLOWED BEFORE 12:00 PM ON SATURDAY, MARCH 14, 2026. DOING SO WILL RESULT IN A LOSS OF PRIORITY POINTS FOR BOOTH SELECTION FOR FUTURE YEARS. (SEE RULE #26 & #27.)**

**6. Payment and Refunds:**

Refer to the Exhibitor Contract and Terms and Conditions.

**7. Exposition Cancellation:**

Refer to the Exhibitor Contract and Terms and Conditions – Cancellation of the Event.

**8. Storage:**

Exhibitors will not be permitted to store boxes or packing crates in or behind exhibit booths. Absolutely no storage is allowed in the electrical alleys located between the booths. Prior to **1:00 PM on Saturday, March 14, 2026**, all boxes and crates will be placed in storage, provided they are properly labeled for storage. Those not labeled will be removed and destroyed as refuse. (NOTE: Storage labels will be provided at the Official Drayage Contractor's Desk.)

**9. Service Contractor:**

The official service contractor is **Shepard Exposition Services, 4109 Market Ct Suite 30, Sacramento, CA 95834**. A complete Exhibitor Service Manual will be available online soon. IIBEC will designate contractors to provide various services to the exhibitor. Such contractors will provide all show services other than supervision of construction of the exhibitor's space that is to be performed by an authorized representative of the exhibitor.

All exhibitors must use **Shepard Exposition Services**, the official service and drayage contractor. IIBEC will consider exceptions to this ruling only in cases where permission has been requested in writing by the exhibitor and received by **Shepard Exposition Services** before **Wednesday, February 5, 2026**. Notification from an independent service contractor is not acceptable. Failure to meet any one of these requirements could jeopardize the independent service contractor's ability to install, service, or dismantle an exhibit.

**Shepard Exposition Services** will have complete control of all dock and loading facilities. **Shepard Exposition Services** will receive all direct and advance shipments and van loads and handle all freight. Direct shipments should not arrive before **Thursday, March 12, 2026**, or they could be refused by the facility. **Encore** has jurisdiction over rigging of all hanging signs up to 150 lbs. Banners and signs weighing over 150 lbs., requiring a lifting motor, chain fall, pulley, or any other mechanical device will be hung by the in-house exclusive rigging provider. Any questions, please call **Encore**. All services not ordered in advance must be procured through the **Shepard Exposition Services Center**, which will be maintained at the exhibit hall.

**10. Types of Displays:**

Show management reserves the right at any time to refuse the rental of exhibit space to any company whose display of goods or services is not, in the opinion of show management, compatible with the general character and objectives of the exhibition, or to remove or change exhibits it finds offensive.

**11. Subletting of Exhibit Space:**

Exhibitors are prohibited from assigning or subletting booths or any part of the space allotted them except upon written permission from IIBEC.

**12. Other Exhibits:**

The exhibitor agrees that neither its agents nor distributors will conduct any other display or exhibit any equipment bearing its trademark within a one-mile radius of the exposition covered by this contract during the dates of said exposition.

**13. Liability:**

Refer to the Exhibitor Contract and Terms and Conditions – Liability and Waiver Subrogation.

**14. Union Clearance:**

California is not a "right to work" state. Union Labor is available to assist in the installation and dismantling of exhibit booths.

Exhibit labor, freight and rigging labor, electricians and plumbers can be arranged for at established rates, using the enclosed order forms.

**Exhibit Labor Jurisdiction:**

Union exhibit labor claims jurisdiction for the installation and dismantling of prefabricated exhibits and displays when this work is done by persons other than company personnel. They may be employed by completion of labor forms enclosed in this manual. Union Labor is not required to put your products on display, to open cartons containing your products, nor to perform testing, maintenance, or repairs on your products. If, however, you hire any labor to assist you, it must be through the Official Contractor or a contractor which meets all the regulations as an Exhibitor Appointed Contractor.

**Material/Freight/Handling Jurisdiction**

Shepard Exposition Services has the responsibility of receiving and handling all exhibit materials and empty crates. It is Shepard's responsibility to manage docks and schedule vehicles for the smooth and efficient move-in and move-out of the exhibition. Shepard will not be responsible, however, for any materials they do not handle. Shepard will have complete control of the loading docks at all times.

Exhibitors may hand-carry their own materials into the exhibit facility; however, the use or rental of dollies, flat trucks, pallet jacks, and other mechanical equipment is not permitted.

Vehicles must not be left unattended at the loading areas. Any unattended vehicles will be towed at the owner's expense. The Fire Marshal absolutely prohibits the storage of empty containers in the exhibit hall. Arrangements have been made with Shepard Exposition Services to store empty crates. Please refer to the Material Handling Information sheet in this service manual for the handling of empties, disposal of skids, etc.

**15. Sound and Light:**

Exhibitors are asked to observe the "good neighbor" policy at all times. The use of light systems, loudspeakers, sound system equipment, videos, intercom systems, bands, noise-making devices, and machinery equipment are restricted to within the Exhibitor's booth, including sounds created by such systems and/or equipment must not travel beyond the boundaries of the Exhibitor's own booth. IIBEC show management, in particular, must approve sound-making systems. IIBEC show management reserves the right to determine when such items become objectionable and to eliminate light or sound systems that interfere with other exhibitors.

**16. Defacement of Facility:**

Nothing will be permitted to be done within the **SAFE Credit Union Convention Center** that will injure, mar, or in any manner deface any surface of the facility.

**17. Music Licensing:**

IIBEC will secure music licensing through the American Society of Composers, Authors and Publishers (ASCAP) and/or Broadcast Music Inc. (BMI).

**18. Security:**

Security personnel will be on duty, but the presence of such personnel shall not be deemed to increase the liability of IIBEC, its members, representatives or official service contractors, employees of the **SAFE Credit Union Convention Center**, its representatives, and employees.

**19. Insurance:**

General Liability Insurance: The limits for bodily injury and property damage combined shall be at least \$1,000,000. Certificates of insurance stating such limits shall also provide that the policy may not be cancelled without 15 days advance written notice to IIBEC and must be in effect starting with the first move-in day of the show through the last move-out day of the show. All property of the exhibitor is understood to remain under his/her custody and control, in transit to or from the confines of the hall, subject to the rules and regulations of the exposition.

Note: **Both** IIBEC and Shepard Exposition Services must have a copy of **both** the Certificate of Insurance (COI) on file for the exhibiting company as well as the COI for the Exhibitor-Appointed Contractor (EAC) prior to the trade show. No exhibitor or EAC will be allowed on the trade show floor without a COI.

**20. Fire and Safety Regulations:**

Fire regulations require that all display materials be fire-retardant. Combustible materials are not permitted to be stored in or around exhibit spaces. Automobiles, trucks, tractors, machinery, and other vehicles that use sealed and battery cables shall be disconnected from the ignition system. Vehicles should have less than 1/4 tank of fuel, and gas caps should be locked or taped, and their batteries should be disconnected. Vehicles for display will be inspected by a CSC guard to make sure the proper fuel levels are met before being placed on the show floor. During the fire inspection of the exhibit hall the fire inspector will check to make sure the vehicle(s) are good to go, and then place a permit in the dash for approval.

**Electrical signs and equipment must be wired to the specification of the local fire prevention code.** Prefab exhibits shall have inspection access panels to inspect electrical wiring. Each exhibitor is charged with knowledge of all laws, ordinances, and regulations pertaining to health, fire protection, and public safety while participating in the exhibition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility of the exhibitor.

**21. Promotion or Sales Schemes:**

To protect exhibitors from expensive schemes or other competitive advertising projects, IIBEC does not authorize any firm or individual to solicit exhibitors on any basis because of their participation in the show. The names of any individuals or firms doing so should be promptly reported to IIBEC. This restriction does not pertain to solicitation for the regular issues of recognized publications or other publications specifically authorized to solicit. All solicitation and promotion must be contained within the exhibitor's booth and will not be permitted in the aisles, entryways, or elsewhere on the premises of the **SAFE Credit Union Convention Center**.

**22. Catering:**

**Sodexo Food and Beverage** is the exclusive caterer for all food and beverage services and is solely authorized to provide food and beverage services in all areas and at all times at the **SAFE Credit Union Convention Center**. Exhibitors shall not dispense food and/or beverages for any purpose without written permission from show management.

**23. Outside Entertainment, Special Meetings, and Exhibitor Hospitality Receptions:**

Exhibitors shall not organize, promote, publicize, or invite organized group attendance at, or provide transportation to, any outside entertainment or meetings for persons attending the exhibition during any of the advertised exposition hours, or during any period when exhibits, meetings, or regular events are scheduled.

**24. Business Meetings:**

Meetings which are attended only by exhibiting personnel may be held at any time. Meetings involving attendees of the convention may only be held so as to not conflict with any period when exhibits, meetings, or regular events are

scheduled. To reserve a meeting room within the **SAFE Credit Union Convention Center**, please submit your request on the enclosed Business Meeting Request Form.

**25. Smoking Policy:**

The IIBEC trade show has a nonsmoking policy. Smoking may only be permitted in outdoor areas specified by the SAFE Credit Union Convention Center.

**26. Reservation of Right to Make Changes:**

Any matters not specifically covered herein are subject to a decision by IIBEC. IIBEC reserves the right to make such changes, amendments, and additions to these rules as considered advisable for the proper conduct of the exhibit, with the provision that all exhibitors will be advised of any such change.

**27. Priority Points:**

Exhibitors are awarded priority points for future exhibits based on the factors described below. At any given time, an exhibitor's priority point total is the accumulation of points from these factors for the immediate past three-year period. Priority points are used for booth selection only during the booth selection meeting. Exhibiting companies receive one priority point for every \$100 spent on exhibit space and sponsorship at IIBEC-sanctioned events/meetings and advertising with IIBEC. Additionally, as of January 1, 2020, exhibiting companies will receive one priority point for every \$100 spent on advertising print/digital space. Points will be applied only to the contract signing company.

**28. Violations:**

Any violation of these rules and regulations may result in penalties assessed against the exhibitor. Those penalties may range from a deduction from the exhibiting company's priority points to the removal of an exhibit from the exhibit hall.

**29. Agreement on Conditions:**

Each exhibitor, for itself and its employees, agrees to abide by these conditions and by subsequent amendments and additions thereto, it being understood and agreed that the sole control of the exposition rests with IIBEC.

**30. Additional Information** - all inquiries should be directed to:

IIBEC  
434 Fayetteville St, Ste 2400  
Raleigh, NC 27601  
800-828-1902 or 919-859-0742  
[ccummings@iibec.org](mailto:ccummings@iibec.org)

## Security Guidelines

Page 1 of 2

Security is a major concern in every exhibition. It is crucial that every exhibitor works closely with show management to ensure that the trade show is as secure as possible. Due to security concerns, we have compiled a few suggestions and guidelines to safeguard your property.

### **SECURITY SERVICES**

Every effort has been made by Show Management to ensure the security of your property. IIBEC makes no warranty, expressed or implied, that the services it furnishes will avert or prevent occurrences that may result in loss or damage. It is ultimately your responsibility to safeguard your exhibit.

### **INSURANCE**

It is recommended that your insurance policies cover the shipment of merchandise to the trade show, the trade show period, and the return to your offices. If necessary, this can be written as a rider attached to the policy.

### **PRECAUTIONS**

- ⇒ Ship freight in locked trunks or crates.
- ⇒ Securely tape or band cartons. Do not mark on the outside the name or type of articles contained inside the cartons.
- ⇒ Ship freight with a qualified trucker or forwarder.
- ⇒ Remember to furnish your shipping company with an accurate and complete bill of lading.
- ⇒ Do not leave your booth unattended during the setup. If your merchandise is particularly valuable, consider hiring private security for each night after you leave the show.
- ⇒ Cover your display after setup and each night before you leave.
- ⇒ Do not leave merchandise under tables or displays.
- ⇒ Do not include merchandise in containers to be stored with empties.
- ⇒ At the close of the trade show, be sure to pack as quickly as possible. Note: Dismantle can take up to 4 hours to complete. It is recommended not to leave your space unattended during this period.
- ⇒ Have one of your employees remain in your space with your shipment until it is actually picked up by the drayage contractor's personnel.

### **BADGE SYSTEM**

A vital part of security at the IIBEC Show is our badge system. Therefore, security personnel have been instructed by show management to allow, at the appropriate times, only personnel with badges in the trade show area. Badges must be worn/displayed at all times. **Under no circumstances will anyone other than Official Decorator personnel be allowed on the trade show floor without an IIBEC Badge.** We ask that you give us your full cooperation and attention in complying with this system since it benefits all those involved.

**Security Guidelines**

Page 2 of 2

All attendees must be registered. Exchanging of name badges is prohibited. Any attendee permitting someone who is not registered to utilize his/her name badge may be required to leave the show without a refund.

No person under the age of 17 is allowed in the exhibit halls or on the trade show floor at any time.

**HALL ACCESS AFTER SHOW HOURS**

All attendees and exhibit reps will be required to leave the show no later than 15 minutes after the show closes each day. For exhibitors needing to work during non-show hours, permission must be obtained from show management. Security will ask to see your IIBEC Badge before allowing you into the hall. We will give every consideration to accommodate you the best we can while maintaining an effective security program.

**EXHIBITOR RESPONSIBILITY**

The exhibitor has the right to escort his/her goods and merchandise from the receiving point at the hall to the storage areas and/or his/her booth. On move-out, the exhibitor should remain with goods and merchandise until they are picked up. Note: Dismantle can take up to 4 hours to complete. Any material that is left unattended without prearranged freight pickup will be rerouted by the show decorator.

**OVERNIGHT SECURITY**

The entire exhibit hall will be locked and monitored by security personnel overnight. No access will be granted to any individual (with the exception of show management) wishing to enter the hall after hours.

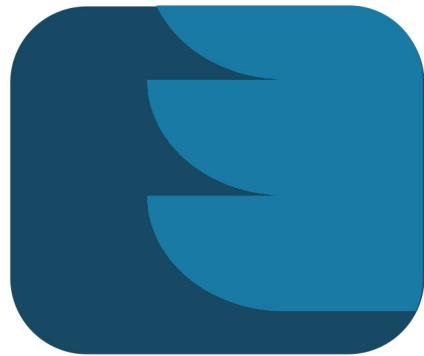
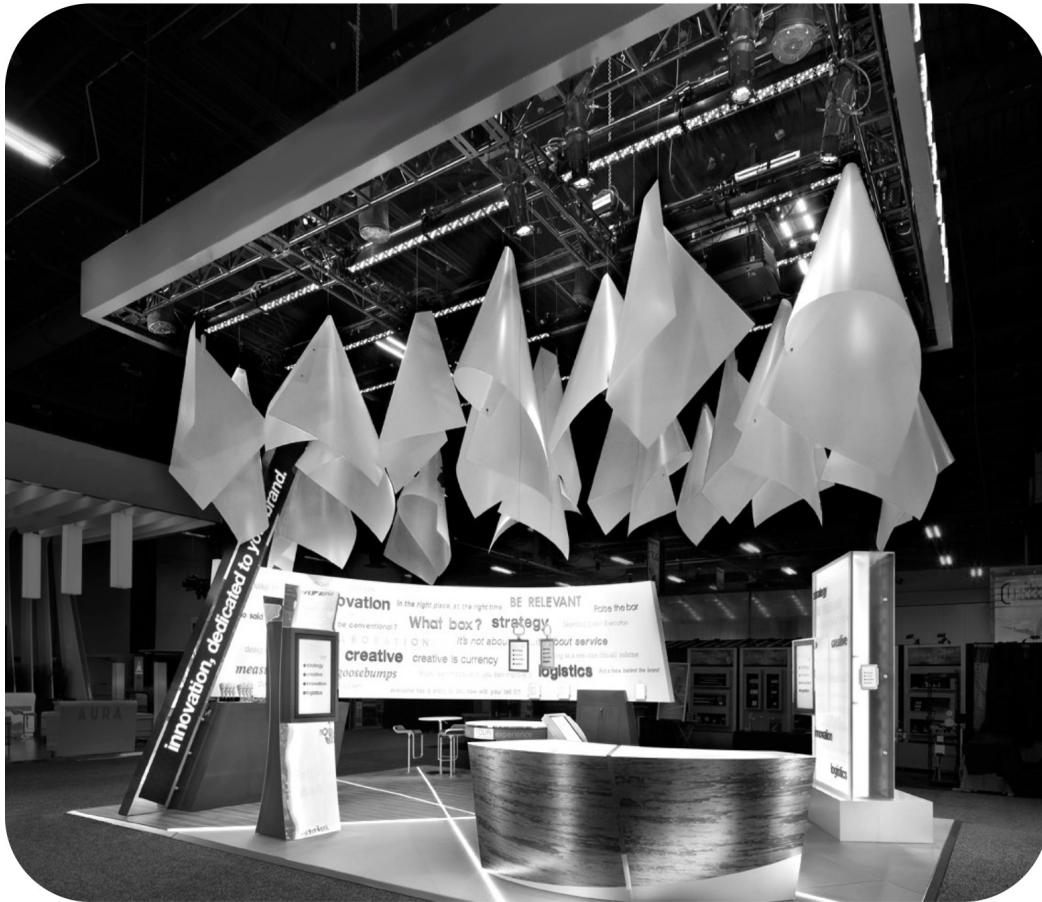
# Guidelines for Display Rules and Regulations

2023 North American Update



INTERNATIONAL ASSOCIATION  
OF EXHIBITIONS & EVENTS

Exhibitions & Events Mean Business



Made possible by a generous grant from **Freeman**®

The following **Guidelines for Display Rules and Regulations** have been established by the International Association of Exhibitions and Events® (IAEE) to assist in promoting continuity and consistency among North American exhibitions and events. This revised 2023 edition is offered as a resource for exhibition and event organizers to use in creating consistent and fair exhibiting standards for their events.

Recognizing that every show is unique, IAEE presents the information contained within as recommendations or suggestions for exhibiting standards each Organizer should consider. Organizers are encouraged to review the **Guidelines** and then develop their own show-customized set of exhibiting rules and regulations based on the individual features of their specific exhibition or event.

Once an Organizer has finalized their show's official set of display rules, it is good practice to provide access to a digital copy within the show's exhibitor prospectus, an exhibitor services kit, and the official rules and regulations pertaining to exhibitor participation. By providing exhibitors with the professional standards expected of their displays and participation, they will be prepared to properly design, build and plan their booth's layout and content allowing for an environment where all exhibitors will have the opportunity for successful interaction with their audiences.

**Important Note:** Although compliance with fire, safety, the U.S. Americans with Disabilities Act (ADA), and other state, federal or provincial government requirements have been addressed, Organizers should always check with exhibition service contractors and the facility for specific details on local regulations and requirements.

*IAEE is a global association that serves as the foremost authority on exhibitions and events management and operations, and these **Guidelines** are the model for most North American exhibitions and events but in all instances, organizations should consult their legal counsel. In no event shall IAEE be held liable for damages of any kind in connection with the material, methods, information, techniques, opinions or procedures expressed, presented, or illustrated in these **Guidelines** or related materials.*



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IAEE has identified two distinctly different styles of show display regulations. One style is “Line-of-Sight” while the second is “Cubic Content.” Organizers should decide which style is best suited to their event or designated section of the event. Organizers might find line of sight rules are best for linear booths and cubic content rules for configurations of island, peninsula or perimeter booths.

## LINE-OF-SIGHT STYLE

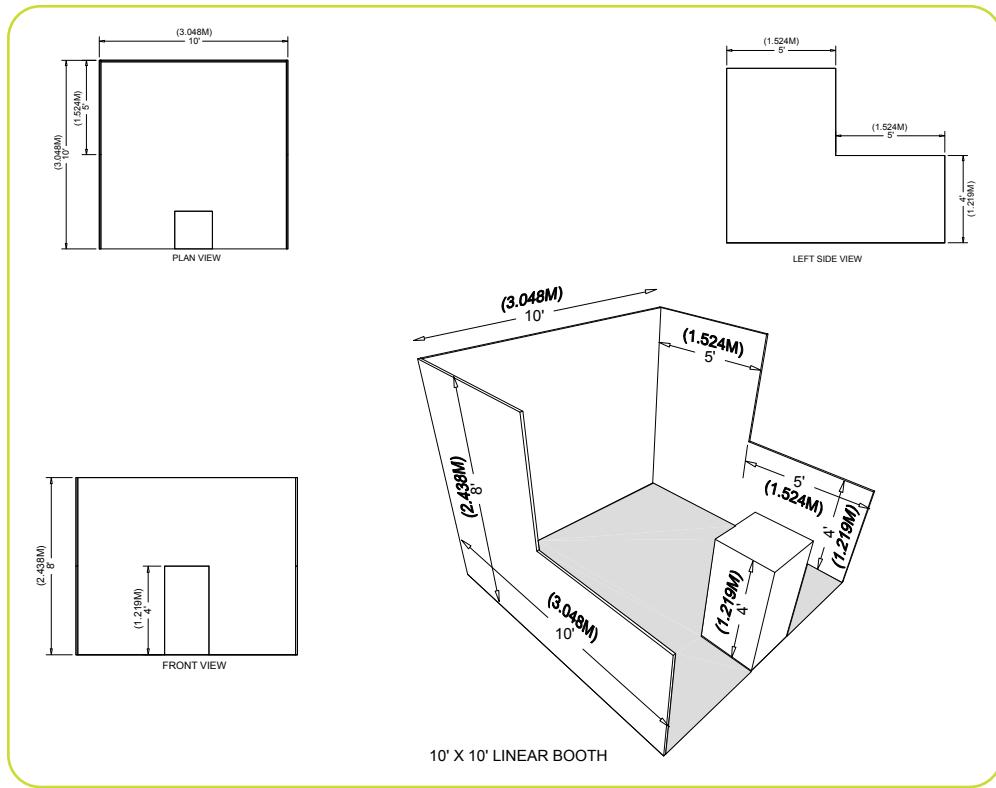
Line-of-Sight display rules provide restrictions on certain areas of booths to allow attendees to view neighboring booths in their line of sight as they walk the floor. There are a variety of booth types, and each one is addressed below with specific insight on how to implement Line-of-Sight regulations.

### LINEAR OR IN-LINE BOOTH

The ability to have products or services easily seen by attendees as they walk the aisles is essential to all exhibitors, and that is the basis for including a Linear Booth Line-of-Sight setback rule. Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

#### Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is specified to prevent display materials from imposing on neighboring exhibits behind the back wall.



#### Use of Space

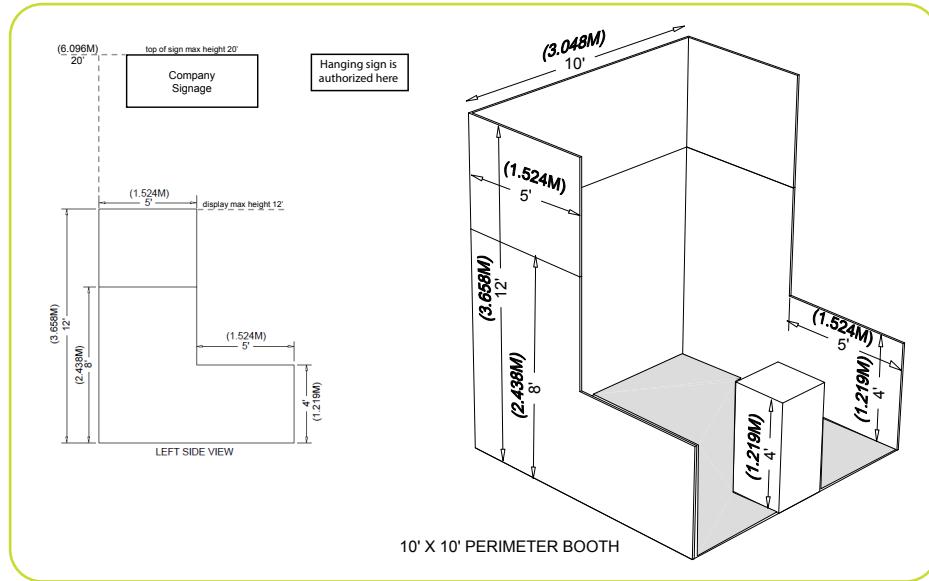
Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc., display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.

## CORNER BOOTH

A Corner Booth is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All guidelines for Linear Booths apply.

## PERIMETER BOOTH

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

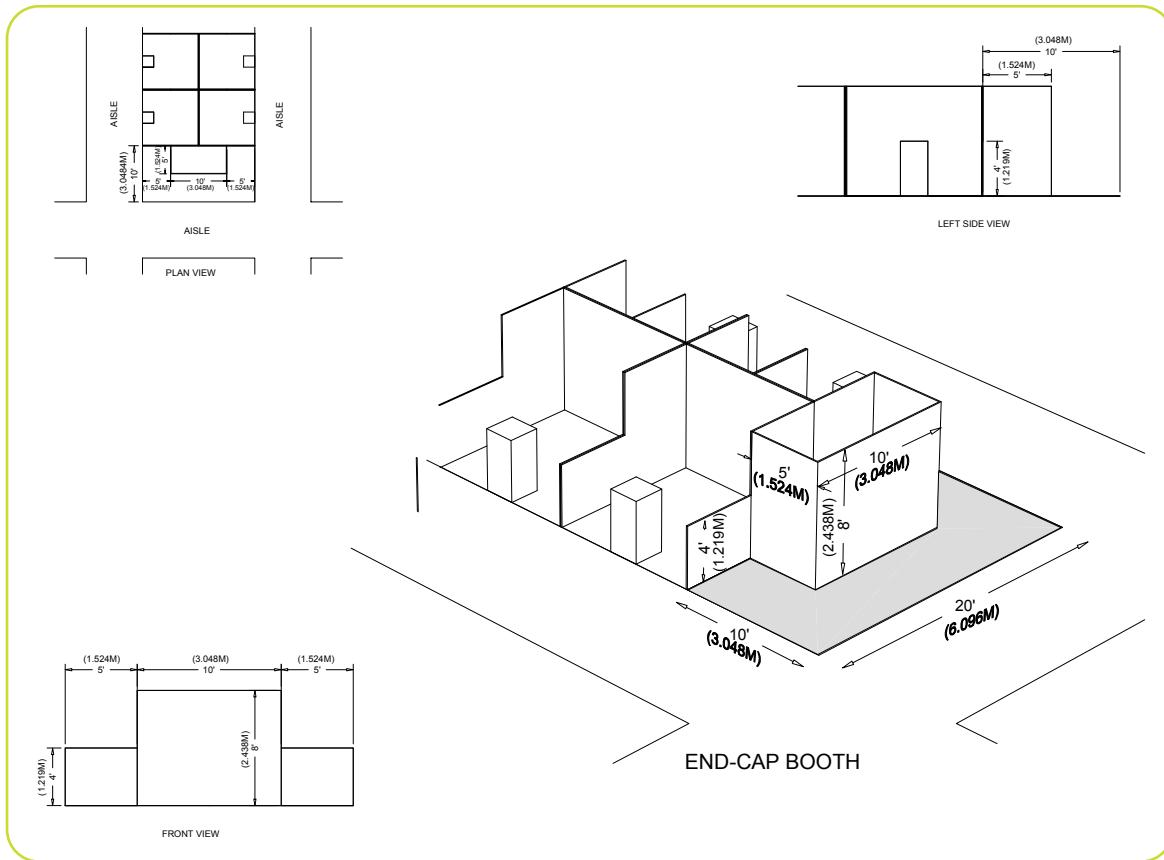


## Dimensions and Use of Space

All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height for Perimeter Booths is 12ft (3.66m).

## END-CAP BOOTH

An End-cap configuration is essentially an in-line (linear) booth placed in the position of a Peninsula or Split Island. For shows that have Line-of-Sight rules and not Cubic Content, this configuration must follow the dimensions below. Organizers should be alert to exhibitors reserving End-cap configurations to ensure they do not violate Linear Booth Line-of-Sight regulations for neighboring exhibits. (In most cases, this booth style is not recommended due to the Line-of-Sight issues, and Organizers should be aware of these challenges when using them.)

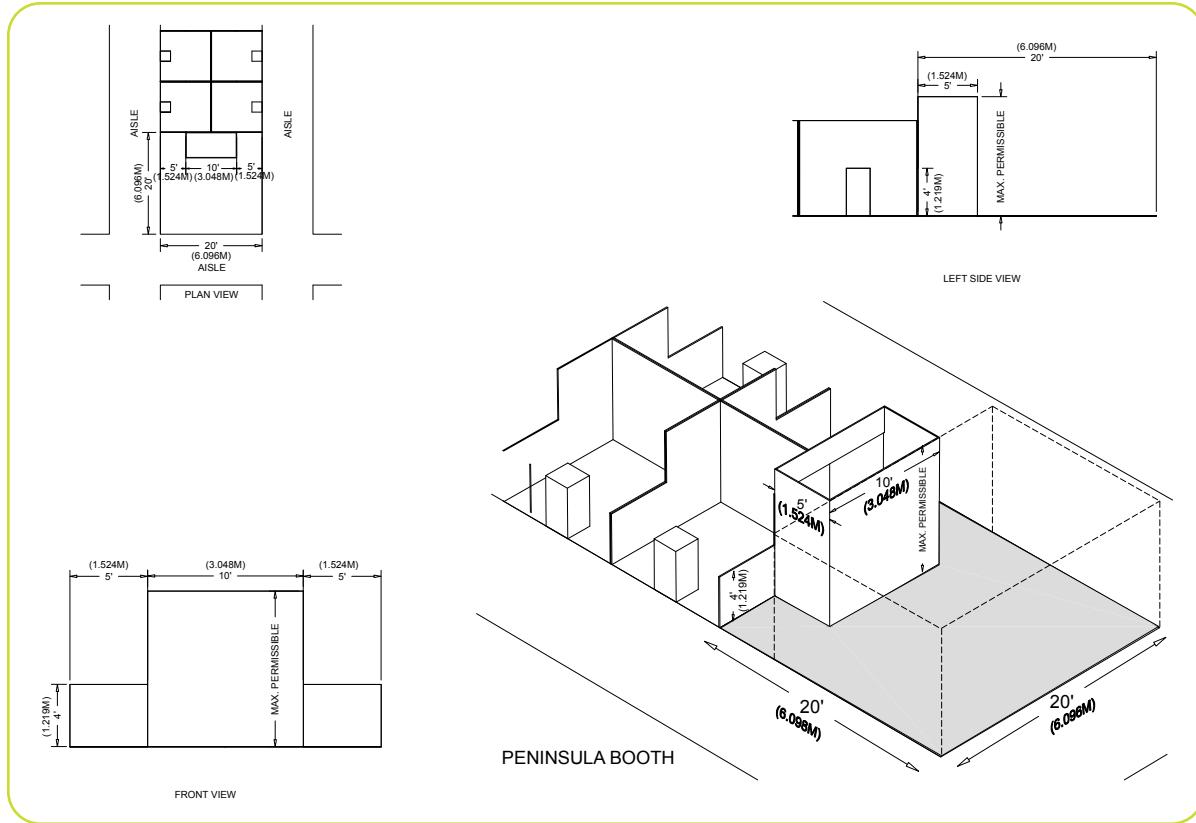


### Dimensions and Use of Space

End-cap Booths are generally 10ft (3.05m) deep by 20ft (6.10m) wide. The maximum back wall height allowed is 8ft (2.44m) and the maximum backwall width allowed is 10ft (3.05m) at the center of the backwall with a maximum 5ft (1.52m) height on the two side aisles. Within 5ft of the two side aisles, the maximum height for any display materials is 4ft.

## PENINSULA BOOTH

A Peninsula Booth is exposed to aisles on three sides. There are two types of Peninsula Booths: (a) one which backs to Linear Booths, and (b) one which backs to another Peninsula Booth which is referred to as a “Split Island Booth.”

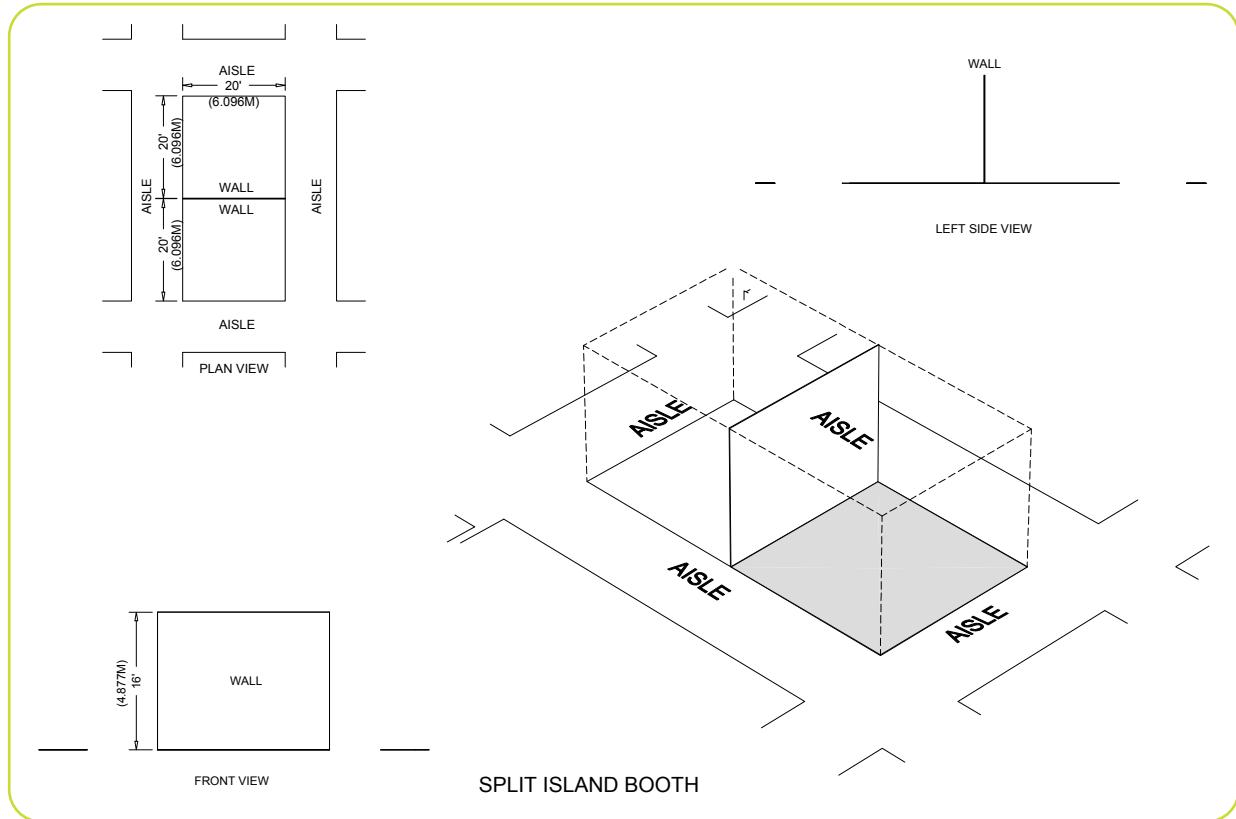


### Dimensions and Use of Space

A Peninsula Booth is usually 20ft by 20ft (6.10m by 6.10m) or larger. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to 4ft (1.22m) high within 5ft (1.52m) of each aisle, permitting adequate line of sight for the adjoining Linear Booths. A typical maximum height range allowance is 16ft to 20ft (4.88m to 6.10m), including signage for the center portion of the back wall. Double-sided signs, logos and graphics shall be set back 10ft (3.05m) from adjacent booths.

## SPLIT ISLAND BOOTH

A Split Island Booth is a Peninsula Booth which shares a common back wall with another Peninsula Booth.



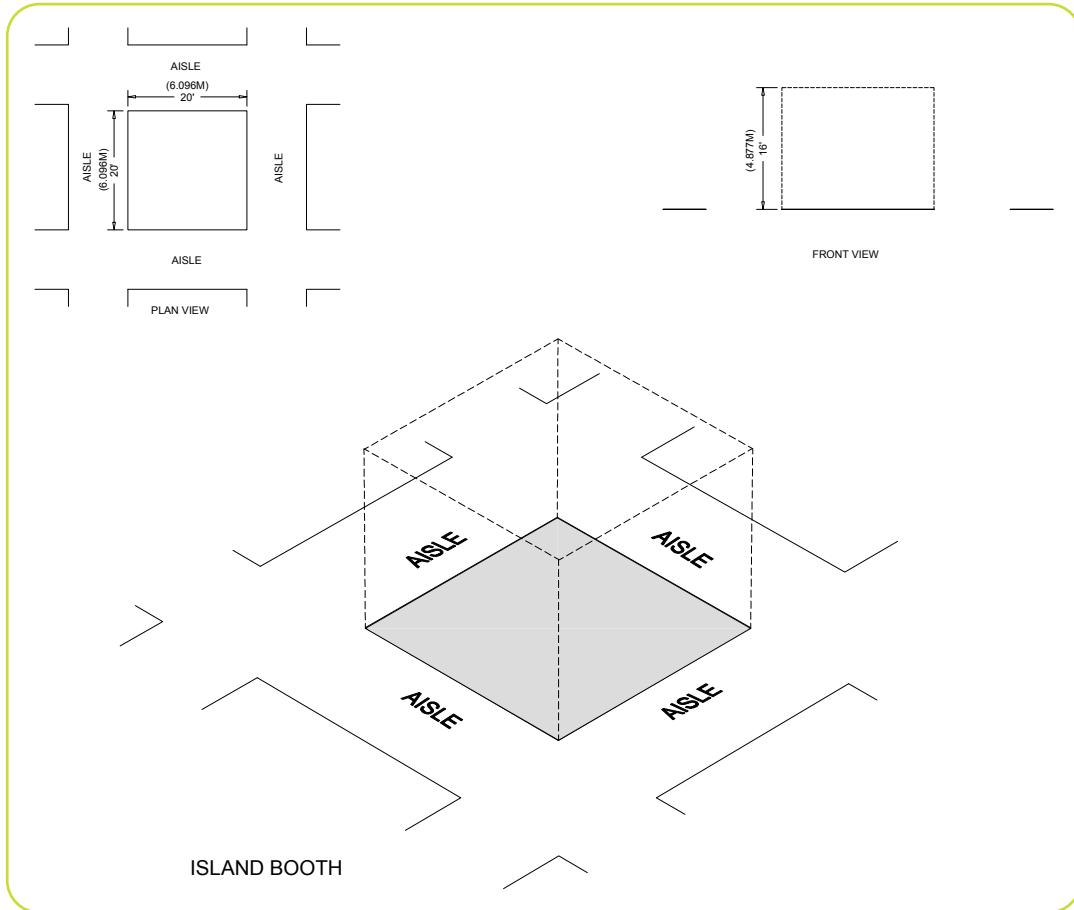
### Dimensions and Use of Space

The entire Cubic Content of this booth may be used, up to the maximum allowable height, without any back wall Line-of-Sight restrictions. A typical maximum height range allowance is 16ft to 20ft (4.88m to 6.10m), including signage. The entire Cubic Content of the space may be used up to the maximum allowable height. Double-sided signs, logos and graphics shall be set back 10ft (3.05m) from adjacent booths.

For large shows with big exhibitors, it may be difficult to maintain the entire booth and hanging sign to be within 16ft. If you make it 20 ft then you run the risk of lots of large booths (with or without signs) being 20 ft and dwarfing all around them. That is fine as long as everyone is aware of it. An alternative could be to offer a max booth height of 16 ft and each exhibitor must have a 4 ft gap between the top of the booth and the bottom of the hanging sign. The only exception is if the booth and hanging sign can stay below 16ft. It is far from perfect but does allow at least the ability to see through a booth.

## ISLAND BOOTH

An Island Booth is any size booth exposed to aisles on all four sides.

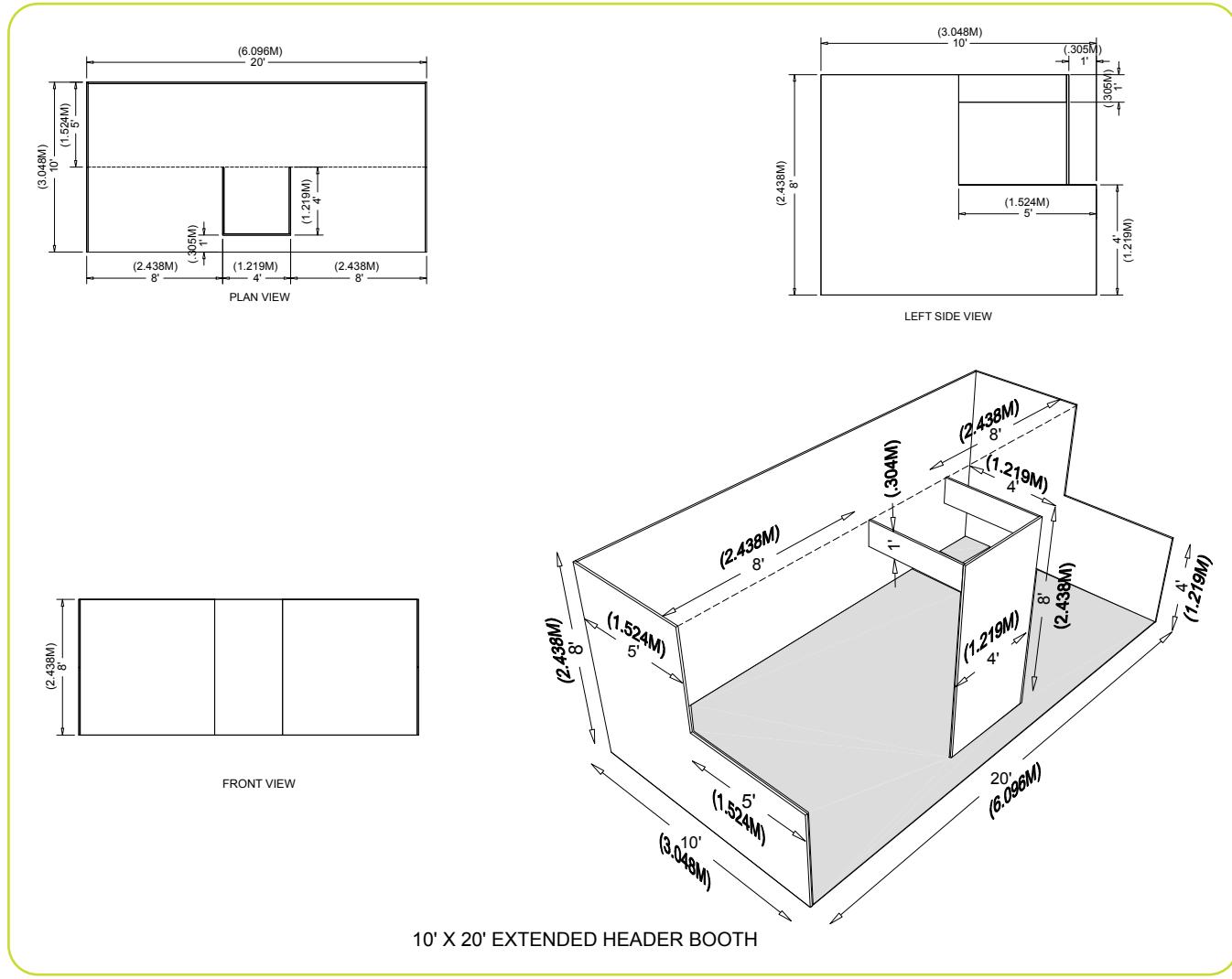


### Dimensions and Use of Space

An Island Booth is typically 20ft by 20ft (6.10m by 6.10m) or larger, although it may be configured differently. Island booths should not be allowed at less than 400 sq ft. Island booths at 200 or 300 sq ft basically result in frustrating everyone behind them. The entire Cubic Content of the space may be used up to the maximum allowable height, which is usually a range of 16ft to 20ft (4.88m to 6.10m), including signage.

## EXTENDED HEADER BOOTH 20FT (6.10M) OR LONGER

An Extended Header Booth is a Linear Booth 20ft (6.10m) or longer with a center extended header.



### Dimensions and Use of Space

All guidelines for Linear Booths apply to Extended Header Booths, except that the center extended header has a maximum height of 8ft (2.44m), a maximum width of 20 percent of the length of the booth, and a maximum depth of 9ft (2.7m) from the back wall.

## CUBIC CONTENT STYLE

Cubic Content style allows exhibits to fully occupy the width, depth and height of the booth footprint. For example, a 10ft by 10ft (3.05m x 3.05m) booth would be allowed to utilize the full volume of the cube of a 10ft wide (3.05m) x 10ft deep (3.05m) x 8ft (2.44m) high area.

It is the choice of the Organizer to allow use of full Cubic Content in linear exhibit space or to observe the Line-of-Sight set-back rule. It is common at certain types of exhibitions or events to eliminate the Line-of-Sight requirement for Linear, End-cap, and Peninsula Booths that back up to Linear Booths. This permits exhibitors to utilize the full Cubic Content of the booth.

Organizers that utilize Cubic Content in Linear Booths do so for one or all of these reasons:

- ⦿ Cubic Content is more conducive to certain types of product displays or experiences.
- ⦿ Cubic Content maximizes the exhibit space and investment.
- ⦿ Generally, exhibitions outside North America utilize Cubic Content making the show friendlier to international exhibitors.
- ⦿ Cubic Content reduces the need to police exhibits to enforce Line-of-Sight setback rules.

Use of Cubic Content may create situations where the Organizer must address exhibits that have unfinished walls. A determination must be made as to responsibility for finishing these unfinished walls.

It is prudent for the Organizer considering Cubic Content to examine the concerns, advantages and disadvantages prior to putting Cubic Content guidelines into practice. It is often wise to consult with the exhibition's Exhibits Advisory Board or perhaps conduct a focus group of the exhibition's or event's exhibitors to determine their interest and gain their feedback and support for the concept. Organizers must be proactive in communicating with exhibitors and understand the effect it will have on the exhibition or event.

To learn more about Cubic Content, read the *IAEE White Paper: Evaluating and Implementing Cubic Content into Linear Exhibit Space* in the Appendix on page 17.

## OTHER IMPORTANT CONSIDERATIONS

### REMOTE-CONTROLLED DEVICES

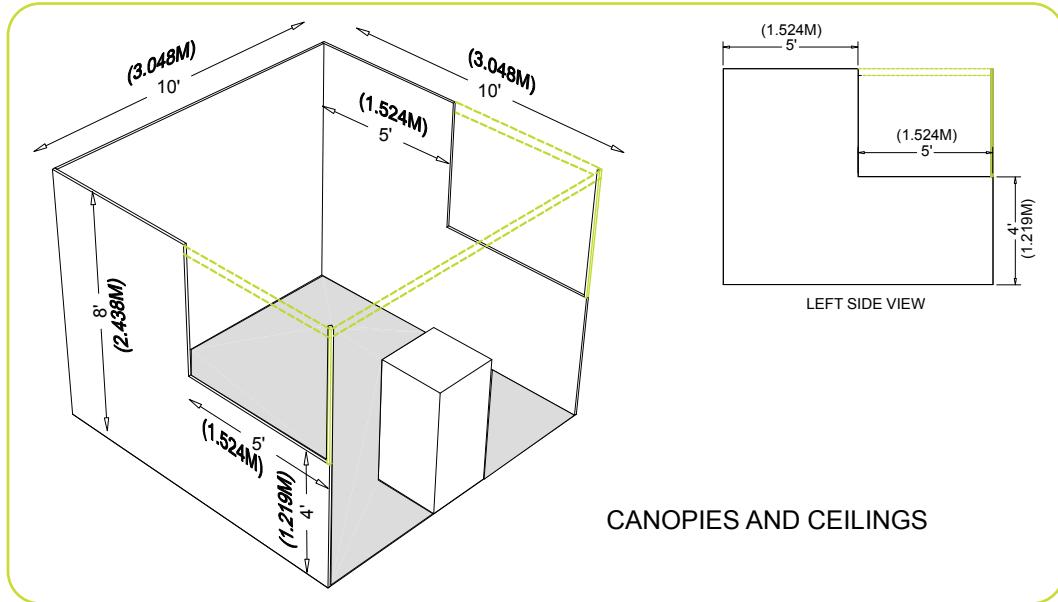
Products such as remote-controlled cars, drones, planes, helicopters, robots, etc. are to be demonstrated in a safely controlled area of the exhibit floor (i.e. Demonstration Area). When a remote-controlled device is to be used for the purpose of demonstrating a product that requires use of an area outside of the exhibitor-assigned booth space, the Organizer will provide a Demonstration Area for this purpose. The Demonstration Area should include safe netting or other barrier appropriate to accommodate product(s) being demonstrated and be included on the master floor plan submitted for Fire Marshal approval. Each individual facility reserves the right to determine what constitutes a safe and controlled Demonstration Area prior to final plan approval.

**NOTE for Drone Operation:** Local facility and city ordinances are in effect in most areas and prohibit drone activity near the public or in public spaces. The accepted drone default regulation is the [FAA Small UAS Rule Part 107](#) which requires drone operators to obtain a Remote Pilot Certificate. Commercial regulations often require permits and insurance.

## CANOPIES AND CEILINGS

A canopy sign is similar to an awning on a building, except it does not include the goal of providing shelter. It extends from a booth to serve the function as a marquee. Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or to allow for hanging products). Canopies for Linear or Perimeter Booths should comply with Line-of-Sight requirements. (See “Use of Space” for Linear or Perimeter Booths, and height limits).

The bottom of the canopy should not be lower than 7ft (2.13m) from the floor within 5ft (1.52m) of any aisle. Canopy supports should be no wider than three inches 3in (.08m). This applies to any booth configuration that has a sight line restriction, such as a Linear Booth. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings and other similar coverings. Check with the appropriate local agencies prior to determining specific exhibition rules.



## RIGGED STRUCTURES AND TIE-OFFS

### Rigged Structures

Show Organizer requires a stamped certification from a design professional (Civil or Structural Engineer) registered in the United States affirming structural integrity, calculations, and specifications for any custom-built suspended elements such as but not limited to signs, lightboxes, headers, video wall surrounds, and entry portals. For additional assistance regarding these requirements, please reach out to the rigging vendor.

The general contractor reserves the right to refuse the installation of a rigged structure upon inspection of the integrity of said structure. Reasons for refusal may include but are not limited to improper or missing hardware, and visual or structural damage to the properties.

### Tie-offs

Show Organizer reserves the right to request a stamped certification from a design professional (Civil or Structural Engineer) registered in the United States affirming structural integrity, calculations, specifications and/or a peer review from such registered design professional for attachment of any structure to provide additional support terminating to the venue (Ex. Tie-off of header, seismic lines, tie-off of video walls). If you anticipate needing this service, please reach out to the rigging vendor for review and pre-authorization.

The general contractor reserves the right to refuse tie-offs upon inspection of the integrity of the structure. Reasons for refusal may include but are not limited to improper or missing hardware, and visual or structural damage to the properties.

## HANGING SIGNS AND GRAPHICS

Most exhibition and event rules allow for Hanging Signs and Graphics in all standard Peninsula and Island Booths, usually to a maximum height range of 16ft to 20ft (4.88m to 6.10m) from the top of the sign, or as determined by the Organizer. End-cap Booths do not qualify for Hanging Signs and Graphics. The distance is measured from the floor to the top of the sign. Whether suspended from above, or supported from below, they should comply with all ordinary use-of-space requirements. For example, the highest point of any sign should not exceed the maximum allowable height for the booth type. (An exception to this rule is made for Perimeter Booths, which can have a 12ft [3.66m] backwall but max sign height can be 20ft. [6.10m]. See page 2 Perimeter Booth for diagram.)

Hanging Signs and Graphics should be set back 10ft (3.05m) from adjacent booths and be directly over contracted space only.

Approval for the use of Hanging Signs and Graphics, at any height, should be received from the Organizer at least 60 days prior to installation. Variances may be issued at the Organizer's discretion. Drawings should be available for inspection.

Sign Hanging Points must be engineered, and the hardware must be domestic, forged, shouldered, rated, and stamped with Working Load Limit (WLL). All overhead rigging must comply with facility and show management regulations. The official contractor and/or facility may require an engineered print of all truss and lighting rigging including rigging point loads, as well as any ground supported truss structures or LED video walls. All submitted files should be in DWG format. This information is typically required at least three weeks out from the first day of move-in of an event. Electrical signs must be in working order and in accordance with the National Electrical Code. Any sign or hung structure over 250lbs will require a secondary lifting device. Please notify the official contractor in these situations.

## TEARDROP SIGNS AND TENTS

Placement of Teardrop flags must be positioned in the back ½ of all linear booths.

Tents – must have no copy on the sides or back side and not exceed 8ft height limit. I would also specifically address the tents with extended ceilings, see below. Under no circumstances are these acceptable in a linear booth regardless of whether they have copy or not.

## TRUSS

Truss is a frame used to carry a cover over a booth or suspend lighting or technical equipment over a booth. Some shows will allow to go over the height limit but require plans to the organizer and service contractor for approval.

## VIDEO DISPLAYS

Show Organizer reserves the right to request approval from a registered design professional (Civil or Structural Engineer) registered in the United States and/or a peer review from a registered design professional for all non-serially manufactured LED and Video Display systems. All LED and video display systems must comply to ANSI E1.50-1. This applies to ground supported and suspended LED and Video Display systems. If you anticipate needing this service, please reach out to your rigging vendor.

## TOWERS AND MULTI-STORY EXHIBITS

A Tower is a free-standing exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit space configuration being used. Fire and safety regulations in many facilities strictly govern the use of Towers. A building permit or safety lines may be required.

A Multi-story Exhibit is a booth where the display fixture includes two or more levels. In many cities, a Multi-story Exhibit requires prior approval by the exhibit facility, and/or relevant local government agency, as well as the Organizer because it is deemed to be a “structure” for building purposes. The city building department generally needs to issue a building permit based on an application and drawings prepared and submitted by a licensed architect or engineer. Exhibitors should obtain local building regulations early on to ensure that all time constraints are met. Organizers should be prepared to assist exhibitors in this application process.

It is recommended that Organizers require exhibitors to provide engineering stamped documents for all Multi-story Exhibits and towers over 8ft (2.44m) in height. If engineering stamps are not required, exhibitors using these types of structures should, at a minimum, provide drawings for inspection.

## ISSUES COMMON TO ALL BOOTH TYPES

### U.S. AMERICANS WITH DISABILITIES ACT (ADA)

In the U.S., all exhibiting companies are required to be in compliance with the U.S. Americans with Disabilities Act (ADA), and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800) 514-0301, and from the ADA website at [www.ada.gov](http://www.ada.gov).

Some examples of how to design an exhibit for ADA compliance:

- ➲ Make exhibits wheelchair accessible by ramping raised exhibit flooring without extending a ramp into the aisle. Note: a standard wheelchair ramp should have a grade no steeper than 1:12. This means that for every inch of rise (change in height), there should be 12 inches of run (change in length). Ramps should have a minimum width of 36 inches.
- ➲ Ramp the entry or use hydraulic lifts to trailer exhibits.
- ➲ Avoid double-padded plush carpet to ease mobility device navigation.
- ➲ Provide the same attendee experience on both levels of a two-story exhibit.
- ➲ Offer a signer or other auxiliary hearing-impaired apparatus for sound presentations or have a printed copy of the presentation available.
- ➲ Run an audio presentation for people with sight problems.
- ➲ Arrange touch screen displays at a height to accommodate a person sitting in a wheelchair.

To avoid potential fines by the U. S. Department of Justice, exhibitors must adhere to the ADA rules. Exhibits are not exempt from ADA compliance.

### STRUCTURAL INTEGRITY

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 fork lifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures.

It is recommended that all exhibits 20ft by 20ft (6.10m by 6.10m) and larger require a drawing, plans or renderings, preferably digital, to be submitted to the Organizer, and to the show's Official Services Contractor for approval.

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.

## FLAMMABLE AND TOXIC MATERIALS

All materials used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant. Samples should also be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flame-proofing certificate should be available for inspection. Exhibitors should be aware of, and must adhere to, all local regulations regarding fire/safety and environment.

Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the U.S. Environmental Protection Agency, or the appropriate government entity in the country the exhibition will be held, and the facility.

## HAZARDOUS WASTE

Hazardous waste requires special arrangements to be prepared in advance of event dismantle with either the facility or a local independent disposal company. Exhibitors are responsible for all costs associated with such specialized removal.

## STORAGE

Fire regulations in most exhibit facilities prohibit storing product, literature, empty packing containers, or packing materials behind back drapes or under draped tables. In most cases, however, exhibitors may store a limited supply of literature or product appropriately within the booth area, as long as these items do not impede access to utility services, create a safety problem, or look unsightly.

## ELECTRICAL

Every exhibit facility has different electrical requirements and rules regarding who is permitted to provide equipment and labor; however, minimum guidelines are suggested:

- ⦿ All 110-volt wiring should be grounded three-wire.
- ⦿ Wiring that touches the floor should be “SO” cord (minimum 14-gauge/three-wire) flat cord, which is insulated to qualify for “extra hard usage.” It is particularly important for exhibitors to use flat electrical cord in under-carpet installations.
- ⦿ Cord wiring above floor level can be “SJ” which is rated for “hard usage.”
- ⦿ Using zip cords, two-wire cords, latex cords, plastic cords, lamp cords, open clip sockets, and two-wire clamp-on fixtures is not recommended and is often prohibited. Cube taps should be prohibited.
- ⦿ Power strips (multi-plug connectors) should be UL approved, with built-in over-load surge protectors.
- ⦿ Local code commonly requires access to electrical cords and connections along the back wall of exhibit booths; typically, the back 9 inches of the space should remain accessible for this purpose. (This would apply to all booth types with a back wall.)

To better understand electrical at exhibitions, see the CEIR article [Demystifying Electrical Services for the Exhibitor](#).

## LIGHTING

It is important to remember that lighting issues need to be identified as early as possible during the move-in process so they can be addressed and corrected while the necessary equipment is still available on the show floor and booths can be accessed.

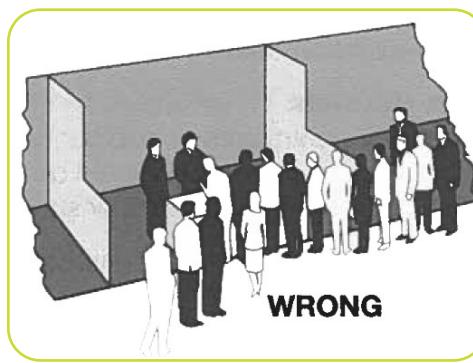
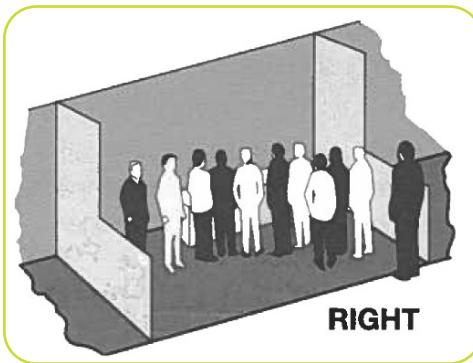
Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:

- ⌚ No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit drawings to the Organizer for approval.
- ⌚ Lighting should not project onto other exhibits or exhibition aisles. Lighting, including gobos, should be directed to the inner confines of the booth space.
- ⌚ Lighting that is potentially harmful, such as lasers, ultraviolet lights or flashing or strobe lights that can trigger photosensitive epilepsy should comply with facility rules and be approved in writing by the Organizer.
- ⌚ Lighting that spins, rotates, pulsates, and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.
- ⌚ LED lights can be very bright yet generally generate less heat.
- ⌚ Currently, some convention facilities are not allowing certain types of quartz halogen lighting fixtures in exhibits due to potential fire hazards.
- ⌚ Reduced lighting for theater areas should be approved by the Organizer, the utility provider, and the facility.

## DEMONSTRATIONS

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations, product demonstrations, press conferences and other media events in a manner which assures all exhibitor personnel and attendees of such in-booth events are within the contracted exhibit space and not encroaching on the aisles or neighboring exhibits. Any queue lines formed for exhibitor customer interaction must also be contained within the booth footprint. It is the responsibility of each exhibitor to arrange displays, product presentation, audio visual presentations, and demonstration areas to ensure compliance with all other previously listed rules and regulations. Exhibitors should be aware of, and adhere to, local regulations regarding fire/safety and environment.

Special caution should be taken when demonstrating machinery or equipment that has moving parts, cooking equipment with an open flame, or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of 3ft (.91m) and/or install hazard barriers as necessary to prevent accidental injury to spectators. Additionally, demonstrations should only be conducted by qualified exhibitor personnel. Many organizers ask that demonstration plans be submitted for approval.



## SOUND/MUSIC

In general, the use of sound equipment in booths is permitted as long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned to direct sound inward (to be contained within the booth) rather than outward (toward aisles and other exhibitor booths). Generally, sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth. If an exhibitor or attendee is standing within ten feet of an exhibitor's booth and cannot carry on a normal voice-level conversation, the noise source is too loud. (Refer to the U.S. Occupational Safety and Health Act [OSHA] at [www.osha.gov](http://www.osha.gov) for more information.)

Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. Authorized licensing organizations, including but not limited to [ASCAP](#), [BMI](#) and [SESAC](#), collect copyright fees on behalf of composers and publishers of music. It is the exhibitors' responsibility to be informed of copyright laws and submit fees to the appropriate organizations.

## VEHICLES (FOR BOTH GAS AND ELECTRIC VEHICLES)

Rules for display vehicles vary widely depending on the facility and local fire and safety regulations. Compliance with fire, safety, the U.S. Americans with Disabilities Act (ADA), and other city, county, federal, and provincial government requirements is the responsibility of the Organizer.

Important Note: Always check with local exhibition service contractors and/or the facility for all requirements regarding display vehicles.

Below are a few common examples of display vehicle regulations:

- ⌚ Display vehicles must have battery cables disconnected and taped, and alarm systems deactivated.
- ⌚ Fuel tank openings shall be locked or sealed in a manner to prevent escape of vapors through filler caps.
- ⌚ Vehicles shall be limited in the amount of fuel that can remain in the tanks; specific amounts vary but one example is no more than one-quarter the tank capacity or a maximum of five gallons of fuel, whichever is less.
- ⌚ Fueling or de-fueling of vehicles on the facility premises is prohibited.
- ⌚ Once placed, display vehicles may not be started or moved without the approval and direction of show management.
- ⌚ Auxiliary batteries not connected to engine starting system may remain connected. External power is recommended for demonstration purposes. No battery charging is permitted inside buildings.
- ⌚ Combustible/flammable materials must not be stored beneath display vehicle. There may be no leaks underneath vehicles.
- ⌚ It is not recommended that Organizers hold or take possession of display vehicle keys during the event. However, it is recommended that an official policy be established for the handling of vehicle keys which might include identifying booth contacts with mobile numbers should vehicles need to be moved in an emergency or some other unforeseen situation. Need to get guidelines for placing, displaying electric vehicles.
- ⌚ Check with your facility regarding any weight load limits.
- ⌚ Show organizers should request information from exhibitors in advance of the show if they are bringing in a vehicle. Usually 45 days is the standard.
- ⌚ Vehicles can only be moved to and from their booth outside show hours and under the supervision of show management and/or Official Service Contractor depending on the rules in the building.

## ADVISORY NOTES TO EXHIBITION ORGANIZERS

### FIRE EQUIPMENT

Fire hoses, extinguishers, and audible or visual devices for fire alarms should be visible and accessible at all times.

### HANGING SIGNS

Although these Guidelines indicate 16ft to 20ft (4.88m to 6.10m) as a maximum height range to the top of the sign, some exhibitions permit other heights, or have no height limit. However, most Organizers do impose height limits. Caution should be exercised so exhibitors will not compete over air space for hanging signs.

Exhibitors should be advised to install “hanging points” at the time of manufacture of the sign or display. It is also advisable to have Hanging Signs labeled and cased separately so that they can be easily identified on-site as they usually must be installed before other exhibit construction can begin.

Recommend checking with facilities regarding some areas of exhibit hall that may not have points available to alert exhibitors.

### HARDWALL BOOTHS

Exhibitions that provide Hardwall Booths should specify if these structures can be used for display and attaching products.

### PERIMETER OPENINGS

Local fire and/or facility regulations may require larger exhibit booths to have a certain number of openings within the perimeter walls for safe egress. Regulations vary with each location, but one example would be to provide, at a minimum, one 6ft (1.83m) wide opening every 30ft (9.14m).

### PIPE AND DRAPE

These are commonly used at exhibitions and events in the United States to define exhibit space. Organizers also may note which size booths and configurations will be provided with pipe and drape. Organizers often include in their rules and regulations that this equipment is not intended as a display fixture. Therefore, product and signs should not be attached or affixed. Measurements of booths must allow for size of pipe on sides and back.

### PRODUCT HEIGHT

Some exhibitors have products that exceed display height restrictions. Organizers should establish guidelines for displaying such products. For example, some exhibitions or events require that these exhibitors reserve only perimeter space. Products exceeding height restrictions for Islands and Peninsulas are usually permitted, providing they are displayed in operating mode, and the names and logos, etc. on the product are as it is sold. NOTE: Any special height variances allowed should apply only to those products represented, produced or manufactured by the exhibitor and would not apply to ancillary display or marketing items (such as promotional flags, signs, etc.).

### HEIGHT VARIANCES

Height Variances may be issued for all types of booths. However, in a Linear Booth, the back side of any structure over 8ft (2.44m) must be free of trademarks, graphics and/or logos. Tall flags or markers on the front aisle of Linear Booths are prohibited. Pop up tents or canopies may be allowed but must follow all local fire and facility regulations.

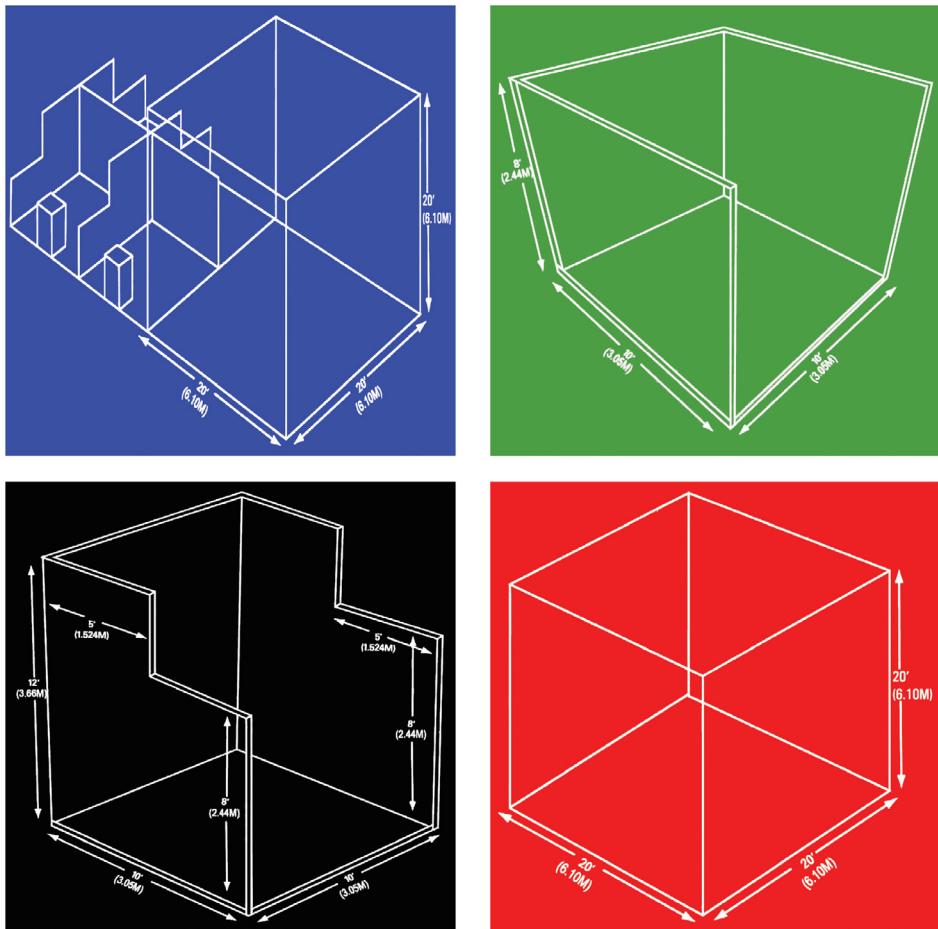
## **ENVIRONMENTAL RESPONSIBILITY**

Exhibitions and events, by their very nature, create waste. Properly managed, exhibitions and events can recycle excess materials and supplies in useful and meaningful ways, and they can do so using methods that result in minimized impact on the environment. Exhibits should utilize recycled, renewable and energy efficient materials whenever possible. Exhibitors planning to dispose of, or leave behind, any property from their booth must make arrangements with the Official Services Contractor for disposal and all appropriate and applicable fees will apply.

APPENDIX



## White Paper: Evaluating and Implementing Cubic Content into Linear Exhibit Space



**WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE**

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## WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE

### Introduction

IAEE presents the following white paper as an academic briefing without recommendation regarding the use of full cubic content for linear exhibit space and its potential impact on the exhibitions and events industry. As it pertains to exhibition booths, cubic content is a unit of measurement allowing display materials and products to occupy 100 percent of the exhibit space purchased, regardless of sightlines, up to a height established by the exhibition's rules.

It is the responsibility of the exhibition organizer to establish rules to best achieve the goals for its exhibition. Based on the nature of the exhibition, it is ultimately the choice of the exhibition organizer whether to allow use of full cubic content in linear exhibit space, or to observe the line-of-sight set-back rule. IAEE's publication, *Guidelines for Display Rules and Regulations* is intended to be viewed as guidelines, and not rules.

This white paper addresses the dynamics involved in the likelihood that as more international exhibitors participate in U.S.-based events, the expectations for cubic content availability will also increase. Thus the questions are:

- How can this new trend best be met, if at all?
- What methods might be employed to allow dual usage of both cubic content booths and line-of-sight booths?
- What are the advantages/disadvantages of doing so?

Further, many exhibitions and events today already allow for cubic content, primarily due to the nature of the industry sector it serves. It is prudent for the exhibition organizer considering cubic content for their exhibitions to review the concerns, advantages and disadvantages prior to putting cubic content guidelines into practice.

### Research

IAEE requested feedback and input from its members from which 10 responses were received. Task force members then conducted telephone interviews with 35 show organizers whose organizations represent various industry sectors. Additional information was gathered through comments from the EDPA LinkedIn online discussion group. The responses are reflected in this document as to the advantages, disadvantages, international exhibitors, etc.

### Use of Cubic Content

Under the current IAEE *Guidelines for Display Rules and Regulations*, cubic content, as it pertains to exhibitions and events, generally allows an exhibitor utilizing island space (a minimum of four 10' x 10' booths, open on four sides), to occupy 100 percent of the island space with both product and display materials. Regarding linear booths, it states "It is common at certain types of exhibitions to eliminate the line-of-sight requirement for Linear, End-Cap, and Peninsula Booths that back up to Linear Booths. This permits exhibitors to utilize the full cubic content of the booth." A Split Island Booth may also be allowed to utilize full cubic content of the booth when it backs up to another Split Island Booth.

The IAEE Guidelines for Display Rules and Regulations are not rules. Therefore some organizers have revised the Guidelines to fit their own needs as it pertains to cubic content and other guidelines. For instance, some heavy equipment exhibitions, for safety purposes, may require a setback of nine to twelve inches from the aisle line to prevent tripping. Others may require a 20 percent sightline of island booths.

For the purpose of this document we will restrict comments to construction and use of linear space. Many organizers today are permitting use of cubic content in linear booths because either their exhibitors find cubic content to be beneficial to their display, or because they want international exhibitors to feel welcome. It also reduces the need to police exhibits to enforce setback rules. The IAEE *Guidelines for Display Rules and Regulations* do not suggest cubic content should be implemented for linear booths; however cubic content in a linear booth is acceptable when the organizer has advantageous reasons to allow it. Prior to putting cubic content into practice, exhibition organizers must be proactive in communications with exhibitors, and understand the effect it will have on the exhibition. This document contains feedback from show organizers who allow use of cubic content in linear booths and those who do not. The intent is to assist a show organizer in making the best decision for their show.

## WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE

### International Exhibitions vs. US Exhibitions – Display Guidelines

Most European exhibitions and other countries allow the use of cubic content. Larry Kulchawik, senior vice president of 3D Exhibits, Inc., says, "Not all rules, styles, and customs are the same from country to country ... this is only one part of the country differences in trade show marketing, but a big one."

Cubic Content for linear booths in the U.S. is not as popular as it is in other countries, but more and more U.S. organizers are finding it necessary to allow cubic content in linear booths for the sake of attracting and accommodating international exhibitors. Many U.S. exhibitions have government-sponsored international pavilions that typically are island spaces, back-to-back booths or booths facing each other with an aisle between. Depending on the type of space, these pavilions often are allowed to utilize full cubic content in the U.S.

International exhibitors occupying linear space sometimes bring in their own display house to help them conform to the U.S. display guidelines. The difference between U.S. display regulations and their country's regulations, such as cubic content, square meters and square feet can be perplexing to a show's new international exhibitor.

"Some clients want to capture the clientele in an enclosed stand and generally these clients have invitations in advance of the show so they have an appointment. Others prefer to enclose their stand to immerse the potential viewers in an experience. What better way than to take away the distraction of the other stands. Those that choose the open feel are trying to educate potential customers or get their corporate identity out there for everyone to see," Mac Kielyka, project manager of Creative Solutions Group.

### Reasons to Consider

Aside from accommodating international exhibitors, or the belief that cubic content is more conducive to certain types of product displays or experiences, the fact is, today's exhibitors want more return on their investment. Many exhibitors feel they should be able to utilize all the space they have paid for without a five-foot setback rule. Exhibitors want to display their products in a structure or setting that is best suited toward maximizing their investment. Ultimately it is the show organizer who will decide whether cubic content is a practical display regulation.

### Key Responses from Exhibition Organizers Allowing Cubic Content (11 of 33 responses) – In Their Own Words

"With the exception of one or two shows, all are cubic content. We have utilized cubic content for years and feel it gives our customers more value for their money by allowing them to use more of their space. The one or two shows we do not use cubic content on, we rarely get any push back and those shows do have an international presence. What feedback we do get (which is minimal) is typically centered on obstructions from a neighboring booth. These objections often come from those who have not read our exhibitor manual where cubic content is prominently addressed."

"We have already implemented it for all nine shows we run in North America. Linear Booth Use of Space: Shows allow exhibitors full "Cubic Content" use of the exhibit space. Therefore, you are allowed to place displays or materials at the full eight foot (2.44m) height throughout the entire width and depth of your exhibit space. Perimeter Booth Dimensions and Use of Space: All guidelines for Linear Booths apply to Perimeter Booths except that the maximum back wall height is 12ft (3.66m). There were a few complaints initially, but they were a minority and have now stopped. We make sure to explain the rules clearly to new exhibitors and to remind everyone frequently. We implemented this because it made it more consistent for our international exhibitors from around the world, and eliminated the majority of our set-up issues onsite (which are mostly due to sightline issues)."

"Our exhibition allows for the use of the cubic content of exhibit spaces. The feedback has been overwhelmingly positive. Most companies exhibit in some international shows. They appreciate the consistency of having the same rules and also see the common sense approach to allow exhibitors to use all their space. And, since it is fully implemented, it is fair for all. We allow cubic content in all areas."

**WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE**

"We do have an abbreviated cubic content rule for islands and split islands. The entire cubic content of the space may be used up to the maximum allowable height; however exhibitors must follow the line-of-sight guidelines (20 percent) listed above. The line-of-sight guideline referenced above states: All booths regardless of size or type should be designed in such a way so as to eliminate line-of-sight obstructions from one exhibit to the next. A solid wall or banner between an island or split-island booth and a row of linear booths (particularly along the perimeter) is inappropriate. This is particularly important along shared walls and borders between linear and split-island exhibits. If you are planning a hardwall installation that could obstruct the view to neighbors' booths, a booth variance form and schematic must be submitted for review. NEW – All island booths regardless of size should allow 20 percent of visibility on all sides excluding the shared back wall. Examples: 20' x 20' Island: each side of the booth must have visibility for a minimum of 4'; 30' x 40' Island: the 30' sides of the booth must allow visibility for a minimum of 6'; the 40' sides of booth must allow visibility of 8'. Exhibitors may use Plexiglas or similar material to create a wall that will allow for line-of-sight from one booth to the next."

The linear 10' x 10's have a harder time understanding that they must follow the standard IAEE rules allowing for no product or displays over 4' tall in the front half of the booth. We have had this guideline in place for about three years now, but have always allowed them to receive a variance if their theaters, meeting rooms, etc., did not allow for this amount of line-of-sight. However, at this time we are telling exhibitors that we will be enforcing the rule for the 2012 show. Our exhibitor advisory committee requested that we begin enforcing the rule for next year."

"Exhibitors are to show respect for fellow exhibitors and fire marshal rules must be met – island exhibits and linear."

"Yes, exhibits can be closed on three sides for linear booths, totally closed in for islands."

"We approve on a request-only basis. Show is less than 10 percent cubic content exhibits."

"We will allow cubic content for booths that are against an outside wall that do not have adjacent booths/neighbors."

**Exhibition Organizers Who Do Not Allow Cubic Content (22 of 33 responses) – In Their Own Words**

"We do not like the reduced sightlines that this would create."

"We feel it is important to protect sightlines. We spend time communicating with them (international exhibitors) to try to set expectations before they arrive for the show."

"Most overseas exhibitors want to comply with line-of-sight rules when they exhibit in the U.S; however, some request cubic content and those requests are granted. No complaints from neighbors."

"While the cubic approach to booth content may eliminate some issues and policing, we believe in the line-of-sight good neighbor policy. If exhibitors want to use cubic content for their booth, they can purchase an island."

"Unfair to our small exhibitors that depend on a fair sightline into their booth."

**Note:** All other exhibition organizers interviewed said they use the line-of-sight in the *IAEE Guidelines for Display Rules and Regulations*.

## WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE

### Hardwall, Fabric, Portable, Modular, Table Top Displays, Pipe & Drape – Living Together

There are many different types of displays used in exhibitions. If the organizer chooses to allow cubic content in linear booths, the organizer needs to be aware of the responsibility to communicate the rules clearly to all exhibitors so there are no surprises on site. A portable exhibit may only extend five feet out from the backwall but its neighbor may have hardwall at eight-foot height out to the aisle line. The portable exhibit must be aware the sightline will be impacted and the hardwall exhibitor must be sure the backsides of the panels are finished. This is true with all exhibits in a linear space cubic content exhibition. If the rules allow for cubic content in linear spaces, then it is a fair environment for all to choose how they wish to use that space; but communication is key to a smooth operation.

It is rare to expect a U.S. exhibition or its general service contractor, to provide hardwall for all exhibitors; however, exhibitions using all hardwall do exist in the U.S.

### Floor Plan Layouts to Accommodate Linear Cubic Content Booths – Special Layouts

None of the show organizers interviewed indicated a need for a split floor plan, i.e., certain areas of the floor are designated for linear cubic content booths.

### Cubic Content for Products

Some exhibition organizers allow products to exceed the four-foot high rule five feet in from the aisle line. Others do not and strictly enforce the sightline setback. The types of products displayed may determine whether an organizer chooses to permit products only (not booth structure) to occupy the cubic content of a linear booth. However, for example, if the product is banner stands that are eight feet or 10 feet tall, a row of banner stands at the aisle line may be very intrusive to a neighbor. On the other hand, a piece of machinery that is six feet tall may not cause a major problem. Exceptions may also depend upon the size of a booth such as 10' by 20' versus 10' by 10'. Under certain circumstances, an organizer may prefer to make the exception a variance, subject to show management review and approval. This option provides the organizer more control if product is an exception to the set-back guidelines.

#### Equipment/Display Material: The following is an example of display rules for a specific type of item:

- SPECIAL PROVISIONS: Pedestals, tables, racks, shelves, risers and similar display equipment may not exceed 42" in height when positioned more than 5' from the back wall of a single-aisle exhibit booth space or the center line of a three-aisle exhibit booth space, unless the same company occupies 8' of exhibit booth space on both sides of the unit or units. The maximum height for such items under these circumstances, including the product being displayed, is 66". Free-standing units, including those intended to be the focal point in an exhibit, may not exceed 42" in height when placed more than 5' from the back wall of the exhibit booth space unless the same company occupies 8' of exhibit booth space on both sides of the unit or units. The maximum dimensions for such items under these conditions are 8' high x 32" wide x 32" deep.

### Perspective

It is inevitable that exhibition organizers will have varying thoughts and opinions about allowing exhibitors to have full use of the cubic content space within their linear booth. Just as there are many different opinions as to whether end cap booths are permissible in floor plan layouts due to the somewhat difficult situations they often times create, the exhibition organizer must make the determination as to what is best for their exhibition.

It is often wise to consult with an exhibition's Exhibits Advisory Board. Alternatively, an organizer may consider conducting a focus group of the exhibition's exhibitors to determine their interest and gain their feedback.

A linear space exhibitor utilizing cubic content for the first time may also experience some higher costs. If they bring a hardwall display that reaches 8' high for three sides of their exhibit, when in the past they utilized a fabric display, obviously their labor, shipping and drayage costs will be higher. However, that is the decision of the exhibitor if the exhibition organizer is allowing cubic content for linear displays and the exhibitor chooses to take advantage of the space in this fashion.

**WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE**

**Sample of Cubic Content Display Guidelines (Provided by Messe Frankfurt)**

## Linear Booth

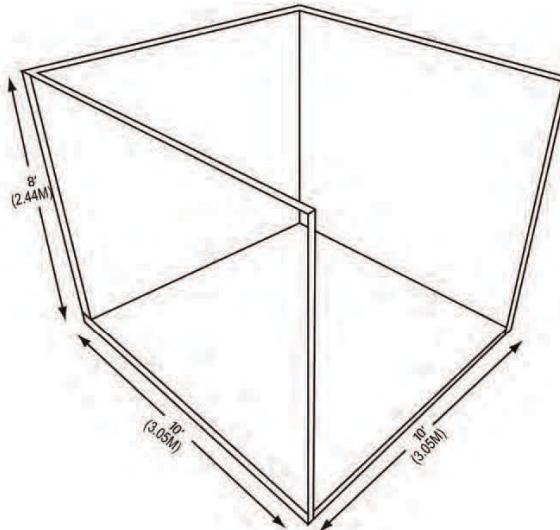
Linear Booths have only one side open to an aisle and are generally arranged in a series along a straight line. They are also called “in-line” booths. Floor covering is required in all rented space.

### Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m), with a maximum back wall height limitation of 8ft (2.44m).

### Use of Space

Messe Frankfurt Shows allow exhibitors full “Cubic Content” use of the exhibit space. Therefore, you are allowed to place displays or materials at the full 8 ft. (2.44m) height throughout the entire width and depth of your exhibit space.



**LINEAR BOOTH (10' X 10') (3.05m x 3.05m)**

## Corner Booth

A Corner Booth is a Linear Booth exposed to aisles on two sides. All other guidelines for Linear Booths apply.

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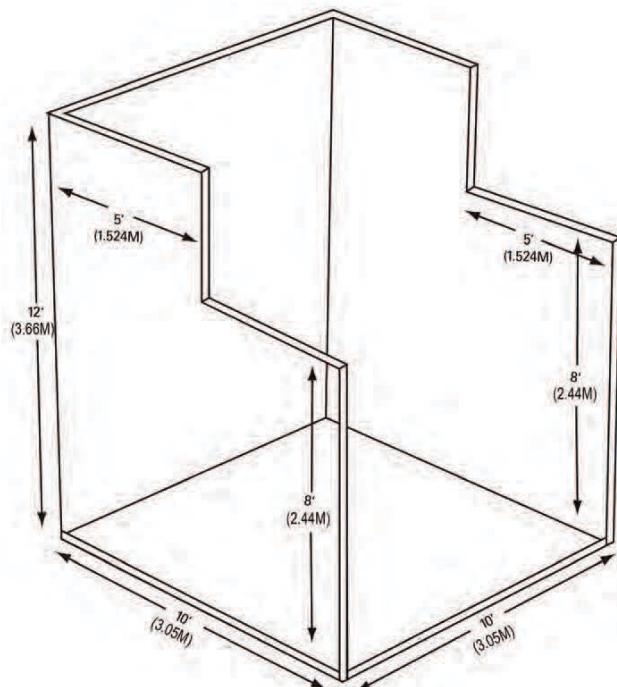
**Sample of Cubic Content Display Guidelines (Provided by Messe Frankfurt)**

**Perimeter Booth**

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit. Floor covering is required in all rented space.

**Dimensions and Use of Space**

All guidelines for Linear Booths apply to Perimeter Booths except that the maximum back wall height is 12ft (3.66m).



**PERIMETER BOOTH (10' X 10') (3.05m x 3.05m)**

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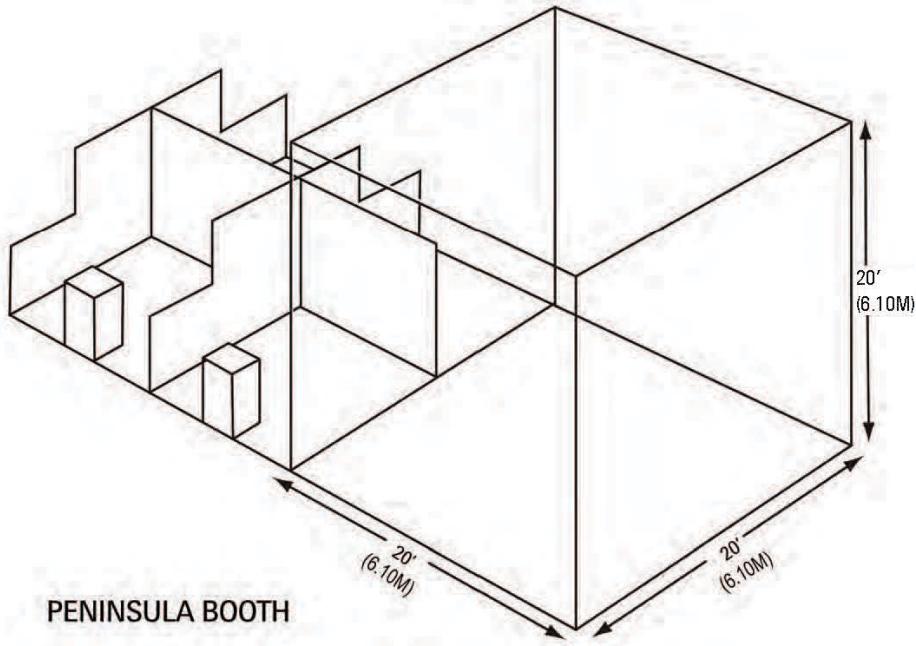
**Sample of Cubic Content Display Guidelines (Provided by Messe Frankfurt)**

### Peninsula Booth

A Peninsula Booth is exposed to aisles on three (3) sides and is a minimum of 20' x 20' (6.10m) in size. Floor covering is required in all rented space.

#### Dimensions

A Peninsula Booth is usually 20' x 20' (6.10m x 6.10m) or larger. Twenty feet (20') (6.10m), including hanging signage, is the maximum height allowed throughout the booth space. The connecting wall between the peninsula booth and any neighbors must be "finished off" (clean and presentable to visitors) on the side facing the connecting neighbors.



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**Sample of Cubic Content Display Guidelines (Provided by Messe Frankfurt)**

**Island Booth**

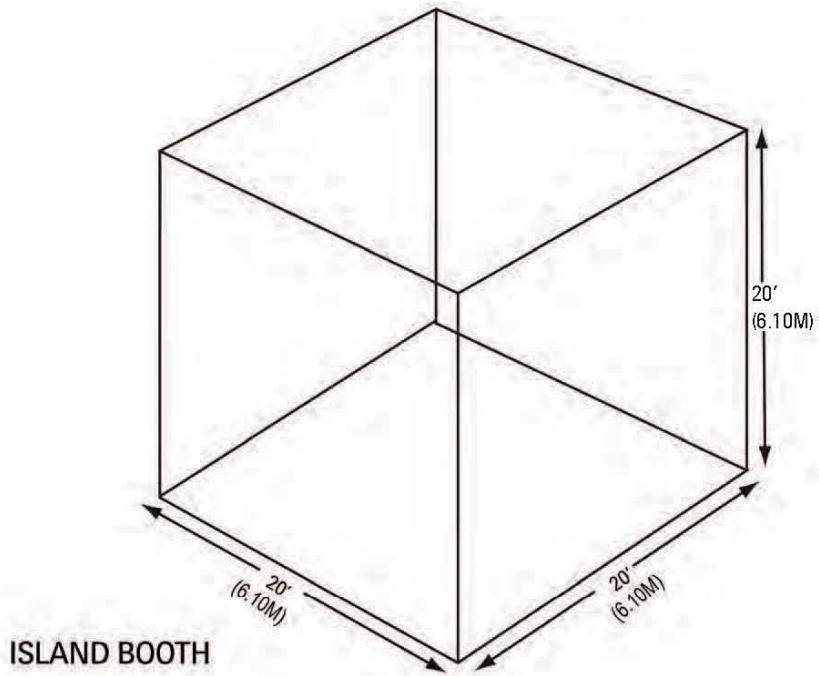
An Island Booth is any size booth exposed to aisles on all four sides. Floor covering is required in all rented space.

**Dimensions**

An Island Booth is typically 20' x 20' (6.10m x 6.10m) or larger.

**Use of Space**

The entire cubic content of the space may be used up to the maximum allowable height of twenty feet (20') (6.10m), including any hanging signage.



**WHITE PAPER: EVALUATING AND IMPLEMENTING CUBIC CONTENT INTO LINEAR EXHIBIT SPACE**

IAEE appreciates the efforts of the Cubic Content Task Force in developing this White Paper:

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