



## Island and Two-Story Display Regulations

### Deadline: March 15, 2024

All schematics must clearly state the measurement in US units (feet and inches) of all exhibit components. Your schematics must include the position of any hanging banners above the booth, **rigging/truss positions**, and raised flooring if applicable. The height limitation for floor-supported elements of an island display is **16 feet**. The bottom of your hanging banners may not measure **below 18 feet** from the floor, and the **top may not exceed 24 feet** from the floor.

#### Requirement for Schematics Approval:

- Submit to [Anna Fassano](#), no later than March 15, 2024.
- All measurements in US units (feet and inches)
- Include the following measurements:
  - Tallest floor-supported component.
  - Bottom of your hanging sign from the floor
  - Top of your hanging sign from the floor
  - Overall height of your display, inclusive of the hanging sign
  - One foot set back on components from floor to 8 feet
  - Indicate if the floor is raised and includes ramp(s)
  - Identify and shade 33 percent sight line/accessibility paths on all four sides
  - **NEW! Your island schematic submission must identify the rigging/truss above your hanging banner and the height of the top and bottom of the rigging from the floor. Please also indicate if your hanging banner requires motors.**
- Refer to the [current floorplan](#) for the position of columns in the Exhibit Hall. See AREA 3 below.

**Need an Example?** [Click here](#) to see a preferred submission.

#### Multi-Story Island Displays

Please submit your multi-story schematics to Wendy Stevens, no later than March 15, 2024. Once Show Management approves your schematics, please review the additional approvals below.

#### Additional approvals for multi-story displays

Once your schematic is approved for the event by [Anna Fassano](#), please send your signed and stamped structural engineer drawings signed by a state of Massachusetts licensed structural engineer or civil engineer to [Kate Feeney](#), Event Show Manager - Event Operations, Massachusetts Convention Center Authority, 415 Summer Street, Boston, MA, 02210.



See additional Boston Convention and Exhibition Center regulations below.  
[Exhibitor Participation Regulations](#)

**Please review the Boston Convention and Exhibition Center and Show Management Island rules below.**

**Boston Convention and Exhibition Center Rules:** In addition to the Heart Rhythm Society's requirements for islands and multi-story booths outlined below, the Boston Convention and Exhibition Center will require approval as follows – identify these areas on your schematics when submitting:

1. Plans for two-story booths must be certified by a licensed professional engineer before submitting them.
2. As required by Fire Prevention Officials, certain booths may require Fire Watches, electrical ventilation, smoke detection devices, fire extinguishers, multiple exits, etc. Contact the Boston Public Safety Department at (617) 727-3200 for specific requirements for your exhibit or email them at [OPSI-info@mass.gov](mailto:OPSI-info@mass.gov)
3. Refer to the [current floorplan](#) for the position of columns in the Exhibit Hall. See AREA 3 below.
4. Please refer to the [Boston Convention and Exhibition Center Exhibitor Guide](#) for additional regulations and booth guidelines.

#### **HRS Exhibit Rules:**

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

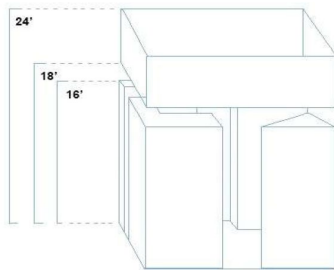
**⚠ Single Level Islands** A 33 percent see-through effect and 33 percent accessibility from all four sides of the booth on the portion of the booth from floor to 8' minimum height is required to prevent blocking views of adjacent exhibits. A structure cannot run across the full length of any side of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



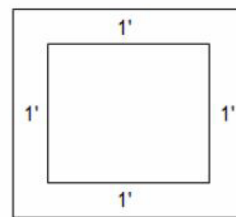
are also permitted; however, the structure is held to the same 33 percent see-through effect and 33 percent accessibility from all four sides of the booth, as stated above.

**Photos follow on next page.**

**Hanging Banner Example**  
Elevation View

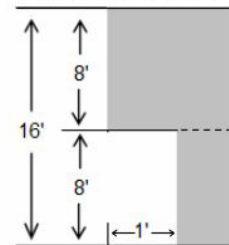


**Island Floorplan View**



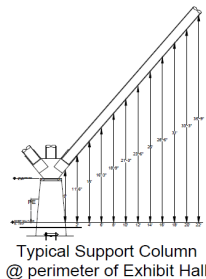
**Area 1**

**Island Side or Elevation View**

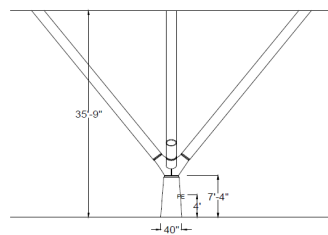


**Area 2**

Typical Column



Typical Support Column  
@ perimeter of Exhibit Hall



**Area 3**

**⚠ Multi-Story Islands** are permissible providing a 33 percent see-through effect and 33 percent accessibility from all four sides of the booth on the portion of the booth from floor to 8 feet minimum height is required to prevent blocking views of adjacent exhibits. A structure cannot run across the full length of any side of the booth that exceeds more than 33 percent see-through or 33 percent accessibility from that side to prevent blocking the view of adjacent exhibits. Also, no more than 60 percent of the island booth space may be occupied by the two-story booth, and the unit must be in the center of the company's exhibit booth area. A complete, detailed architectural plan must be submitted, including certification of structural soundness. Exhibitor must submit two (2) drawings, one of which will be forwarded to [Kate Feeney](#), Event Show Manager - Event Operations, Massachusetts Convention Center Authority, 415 Summer Street, Boston, MA, 02210, and one to [Anna Fassano](#). Following facility and Fire Marshall



approval, final approval will be at the sole discretion of HRS. Two-story booths may not exceed a height of 16 feet.

### **Display and Hanging Sign Heights – STRICTLY ENFORCED**

Island displays may not exceed 16 feet in maximum height. Linear booths are limited to 8 feet (in the back 50 percent of the booth).

Hanging signs or hanging banners suspended from the ceiling must maintain a minimum of 2 feet clearance from the highest allowable point of the island booth display, (which is 16 feet), and the bottom of the banner. The top of the banner may not be higher than 24 feet from the floor. The bottom of the banner may not be lower than 18 feet from the floor. The purpose of this rule is to allow a clear line of vision (2 feet) between the highest allowable point of a display (16 feet) and the lowest allowable bottom of a banner (18 feet). Refer to the [current floorplan](#) for position of columns in the Exhibit Hall (see AREA 3 above).

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

**Elevated Floors:** Any island with raised floors **must** be shown in the drawing.

**Multiple Booths Sharing a Common Aisle:** A Company may reserve two or more island booths at HRS events; however, these booths may not be located in such a manner that they are situated across from each other on a main, transecting aisle of the Exhibit Hall. Additionally, employees of an exhibiting company that reserves two or more island booths must remain in the confines of their respective exhibit spaces. They are not permitted to block traffic in the intervening aisle. Peninsula Booths will not be assigned.

**Spanning an Aisle:** Exhibit booths cannot span an aisle by ceiling or floor covering.

**Exposed Unfinished Displays:** Exposed or unfinished sides and/or exhibit backgrounds must be draped to appear attractive. Exhibits will be inspected during the move-in, and the service contractor, with the approval of the Exhibit Manager, will provide draping deemed necessary.