



2026

NRA ANNUAL MEETINGS & EXHIBITS

DISPLAY RULES & REGULATIONS

READ CAREFULLY

The NRA Annual Meetings & Exhibits is a "Line-Of-Sight" show.

Updated 1/2026

All exhibits must follow the display rules and regulations in this document. Non-compliant exhibits must be corrected before setup ends. These Line-of-Sight display rules & regulations 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 within this document with specific insights on how to construct your booth display for the NRA Annual Meetings & Exhibits, while ensuring, compliance with fire safety regulations, the Americans with Disabilities Act (ADA), and other relevant state, federal, or provincial government requirements.

Show Management designed these display rules and regulations based on guidelines from the International Association of Exhibitions & Events (IAEE) to provide exhibitors with comprehensive information needed to properly design, build, and layout their exhibits. Show Management may update them at any time if needed for the success of the Show.

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LINEAR BOOTH SPACE

Definition: Linear booths, also called “inline” 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. Linear & Perimeter booths are commonly ten feet (10') deep and multiples of ten feet (10') wide, i.e., 10'x10', 10'x20', 10'x30', etc. 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.

What's Provided / Included:

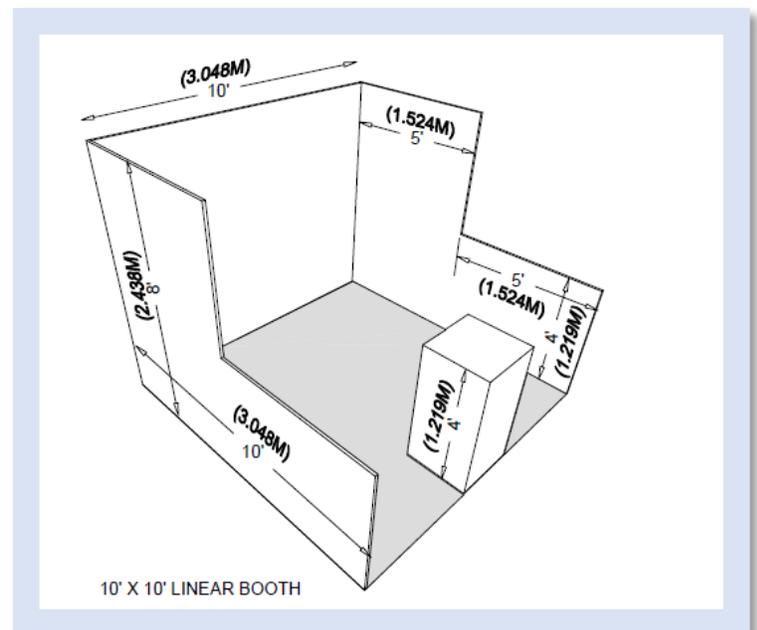
- 8' high pipe and drape back wall.
- 3' high pipe and drape side rails.
- Booth identification sign with company name and booth number hanging from the back drape.

Linear Booth Use of Space – Line Of Sight Rule: Regardless of the number of Linear Booths utilized, 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.

Hanging Signs / Graphics: [Hanging Signs are not permitted for booths less than 400 sq.ft.](#) Signs, logos, and graphics placed along booth edges may not face into adjacent booths.

Footprint Rule: The width and depth of your booth structure should be designed so any side adjacent to another exhibitor's booth is 3 inches less than the dimensions of your booth space. This is to allow space for the dividing drape and utility cables/hoses that must be run between booths.

Exposed Surfaces: All exposed exhibit components extending above the 3' high pipe and drape sidewalls and/or the 8' high pipe and drape backwall must be completely finished, painted, and with no exposed wired or framing visible and not incorporate any identification signs, lettering or graphics that would detract from the adjoining exhibit.

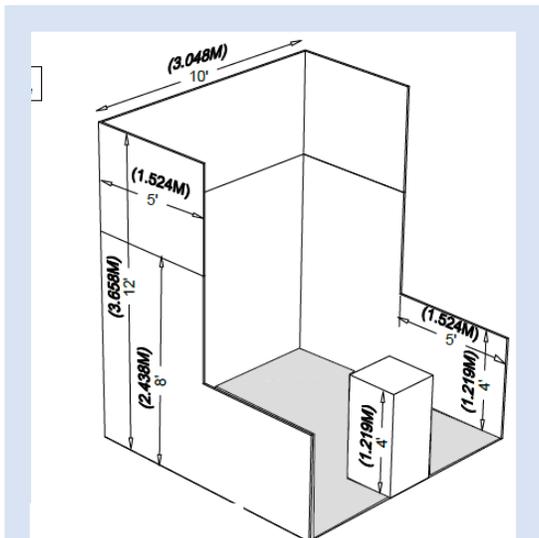


LINEAR/INLINE BOOTH

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.

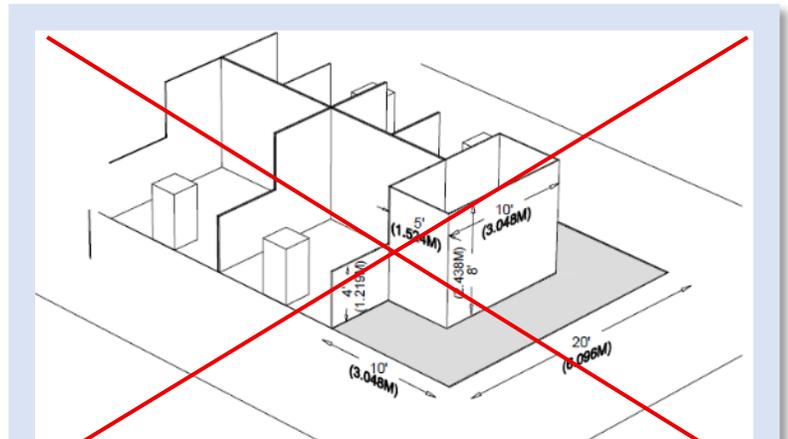
Linear/Inline Booth Variations:

CORNER BOOTHS	PERIMETER BOOTHS	END-CAP BOOTHS
<p>Definition: 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.</p>	<p>Definition: A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.</p>	<p>Definition: An End-Cap Booth is essentially an in-line booth placed in the position of a Peninsula or Split Island. End-Cap Booths are not permitted at the show.</p>
<p>Use of Space: Must adhere to the same guidelines as linear booths with the exception that two sides will be exposed to an aisle. All guidelines for Linear Booths apply.</p>	<p>Use of Space: All guidelines for Linear Booths apply to Perimeter Booths except that the maximum back wall height is 12ft (3.66m).</p>	<p>Use Of Space: Not permitted at the show.</p>



PERIMETER BOOTH

The maximum height of 12ft (3.66m) 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.



END-CAP BOOTH

End-Cap Booths are not permitted.

PENINSULA BOOTH SPACE

Definition: Peninsula booths are exposed to an aisle on three sides and back up to two linear booths behind. Peninsula booths are twenty feet (20') by twenty feet (20') or larger.

What's Provided / Included:

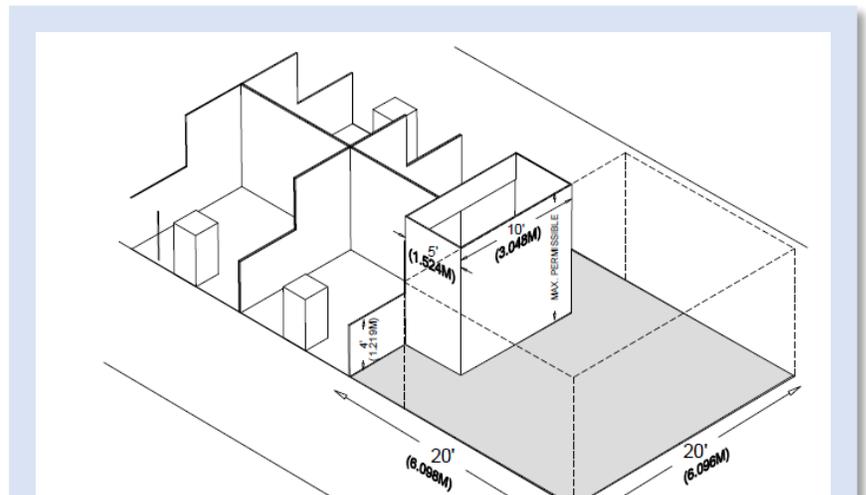
- 8' high pipe and drape back wall.
- Booth identification sign with company name and booth number hanging from the back drape.

Peninsula Use of Space - Line of Sight Rule: 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. The 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.

Hanging Signs / Graphics: **NEW FOR 2026 - Hanging Signs are now permitted!** Any floor supported graphics over the 8' high drape facing adjacent booths regardless of booth type must remain set back no less than ten feet (10') from adjacent booths.

Footprint Rule: The width and depth of your booth structure should be designed so any side adjacent to another exhibitor's booth is 3 inches less than the dimensions of your booth space. This is to allow space for the dividing drape and utility cables/hoses that must be run between booths.

Exposed Surfaces: All exposed exhibit components must be completely finished, painted, and with no exposed wired or framing visible.



PENINSULA BOOTH

A Peninsula Booth back wall is restricted to 4ft (1.22m) high within 5ft (1.52m) of each aisle. The 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 SPACE

Definition: A Split Island Booth is a Peninsula Booth which shares a common back wall with another Peninsula Booth. Split Island booths are twenty feet (20') by twenty feet (20') or larger.

What's Provided / Included:

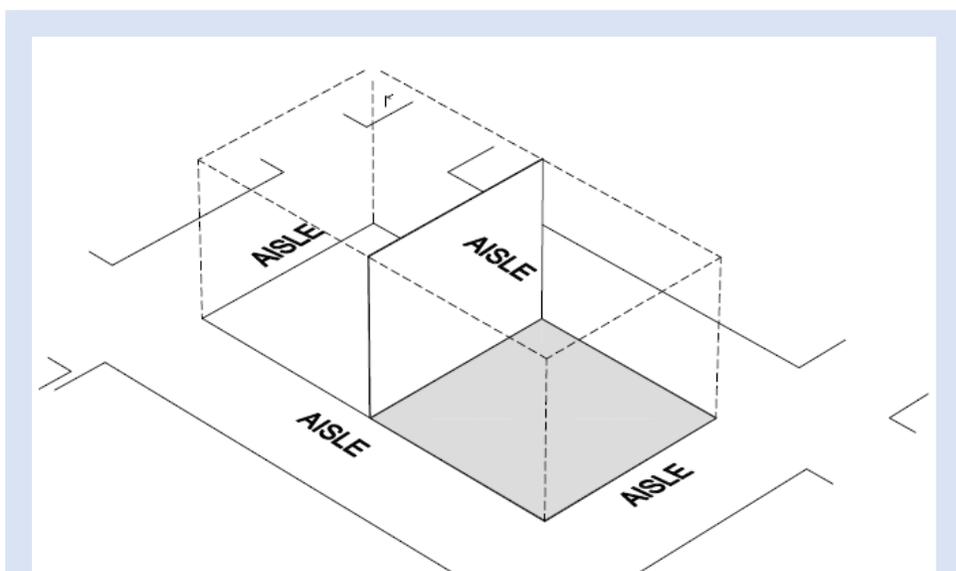
- Split Island booths do not come with drape or ID signs

Split Island Booth 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. Double-sided signs, logos and graphics shall be set back 10ft (3.05m) from adjacent booths.

Hanging Signs / Graphics: **NEW FOR 2026 - Hanging Signs are now permitted!** The maximum height for floor supported graphics is 20' high.

Footprint Rule: The width and depth of your booth structure should be designed so any side adjacent to another exhibitor's booth is 3 inches less than the dimensions of your booth space. This is to allow space for the dividing drape and utility cables/hoses that must be run between booths.

Exposed Surfaces: All exposed exhibit components must be completely finished, painted, and with no exposed wired or framing visible.



SPLIT ISLAND BOOTH

The entire Cubic Content of a Split Island 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. Double-sided signs, logos and graphics shall be set back 10ft (3.05m) from adjacent booths.

ISLAND BOOTH SPACE

Definition: Island booths are exposed to an aisle on all four sides. An Island Booth is typically 20ft by 20ft (6.10m by 6.10m) or larger, although it may be configured differently. Island booths are not allowed at less than 400 sq ft. Island booths at 200 or 300 sq ft basically result in frustrating everyone behind them.

What's Provided / Included:

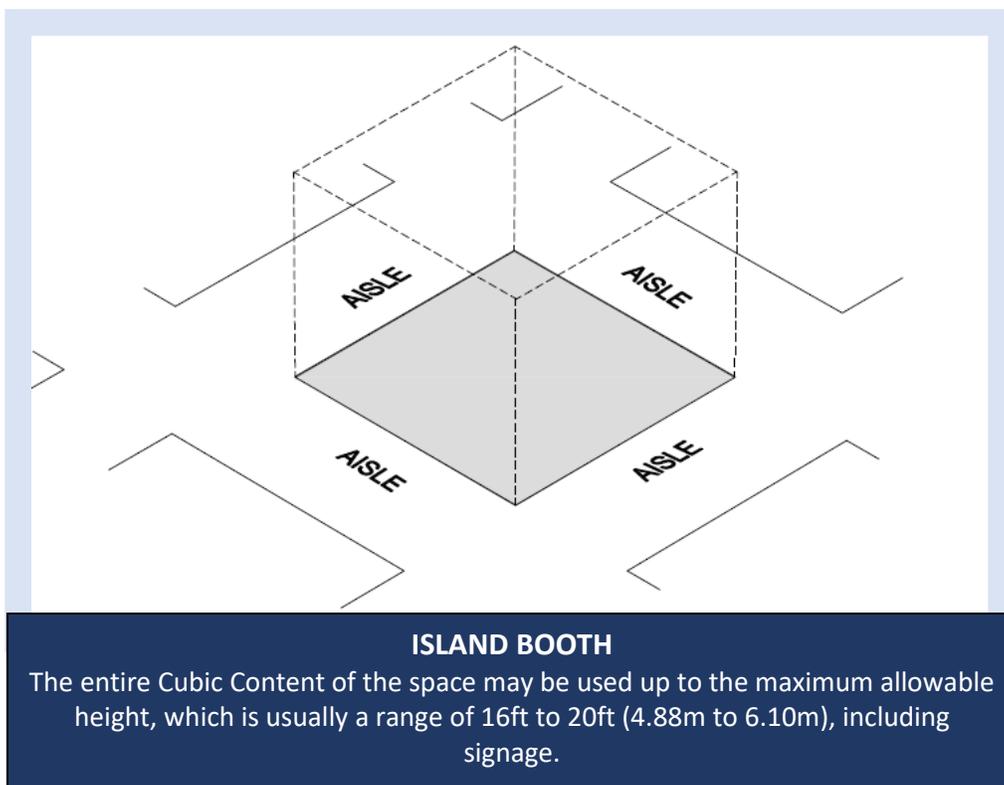
- Island booths do not come with drape or ID signs

Island Booth Use of Space: 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.

Hanging Signs / Graphics: **NEW FOR 2026 - Hanging Signs are now permitted!** The maximum height for floor supported graphics is 20' high.

Footprint Rule: Since Island booths do not have any adjacent booths, the footprint rule is not applicable.

Exposed Surfaces: All exposed exhibit components must be completely finished, painted, and with no exposed wired or framing visible.



OTHER IMPORTANT RULES & REGULATIONS

REMOTE-CONTROLLED DEVICES

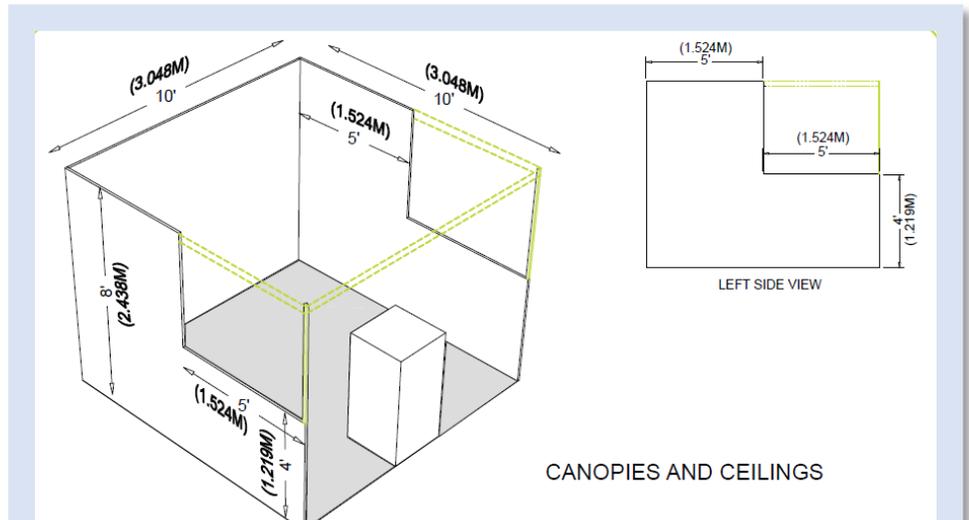
Products such as remote-controlled cars, drones, planes, helicopters, robots, etc. are to be demonstrated in a safely controlled area of the exhibit floor (i.e. Demonstration Area). When a remote-controlled device is to be used for the purpose of demonstrating a product that requires use of an area outside 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.



CANOPIES AND CEILINGS

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).

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.

REGULATIONS 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.

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 forklifts. 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.

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, below are the minimum guidelines required:

- 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.)

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 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 do not allow certain types of quartz halogen lighting fixtures in exhibits due to potential fire hazards.
- Reduced lighting for theater areas should be approved by NRA, the utility provider, and the facility.

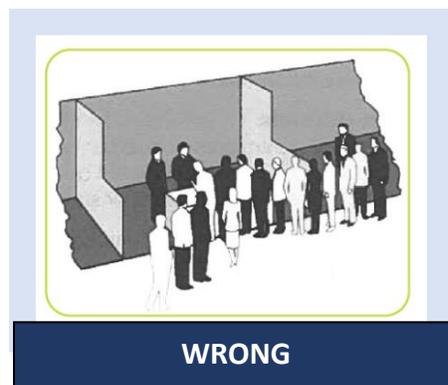
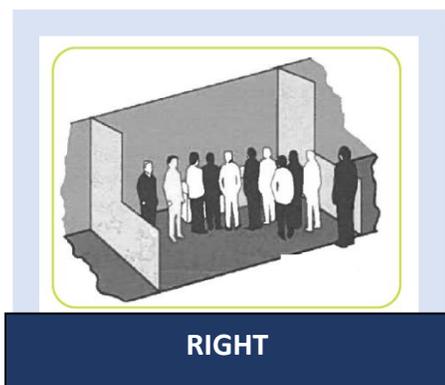
IN-BOOTH DEMONSTRATIONS & CELEBRITY APPEARANCES

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.

Reminder for sightline rules by booth size:

- Inline/Perimeter = the front 5ft of booth cannot exceed height of 4ft where bordering neighbor(s)
- Peninsula = the back wall height cannot exceed height of 4ft within 5ft of aisle where bordering neighbor(s)
- Island = no sightline restrictions to follow

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. Additionally, demonstrations should only be conducted by qualified exhibitor personnel.



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 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 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.
- NRA will not 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 will 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.