



APRIL 1 - 4, 2027

DISPLAY RULES AND REGULATIONS

STAR WARS CELEBRATION 2027

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Introduction

- Star Wars Celebration has adapted the following guidelines from the International Association of Exhibitions and Events (IAEE) Guidelines for Display Rules and Regulations. Show Management has the authority to interpret or amend the rules at any time, all decisions are final, and all requested changes are at the Exhibitor's expense.
- See Exhibitor Rules and Regulations on the [Exhibitor Manual](#) for full list of show management rules and regulations.

Booth Safety Guidelines

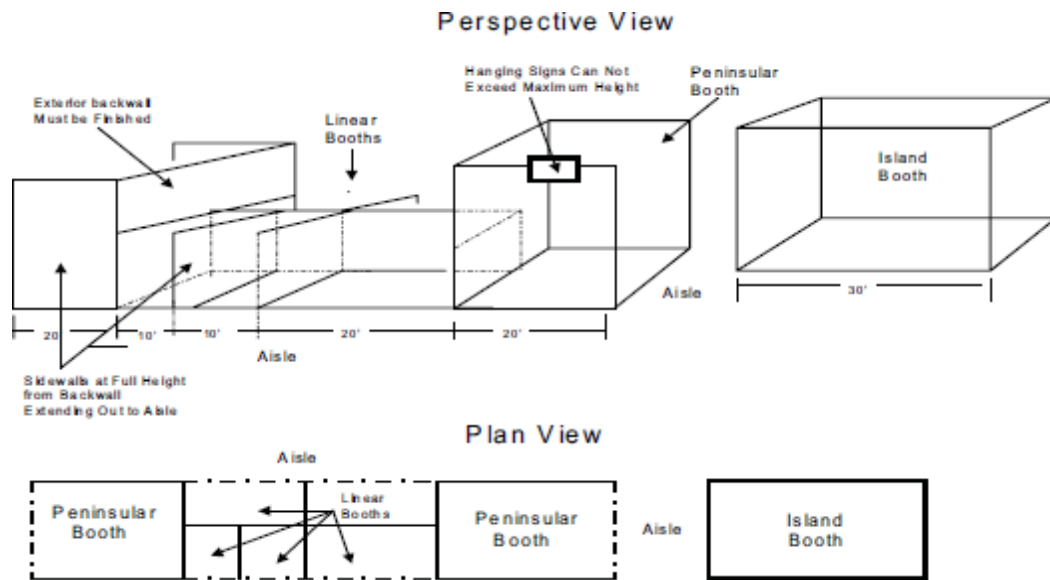
- It is RECOMMENDED to wear the proper clothing and protective equipment while setting up your booth. Examples include high-visibility clothing, protective head, eye and ear protection as well as proper closed toe footwear to avoid sharp objects on the floor. Be aware of your surroundings. You are in an active work area with changing conditions during move-in and move-out. Pay attention and look-out for obstacles, machinery and other heavy and dangerous equipment that will be in use.
- Please do not stack or store empty crates and containers within your booth to create "displays." All display equipment should be designed and built for safe display of products. Overloaded or makeshift product displays pose a threat to the attending public by creating an unstable booth that could collapse and cause serious injury or bodily harm. Show Management has the final call on all booth displays and if a booth is deemed unsafe it will be the responsibility of the exhibitor to alter or pay to have the booth erected in a manner deemed safe.
- During the event it is the responsibility of the Exhibitor to manage all lines forming as a result of their booth. Aisles and cross aisles must be clear of traffic and queue lines to keep pathways of Egress clear in case of emergency.

Display Rules and Regulations

- Star Wars Celebration adheres to the **cubic content rule**, which permits exhibitors to fully utilize their booth space. According to this rule, exhibitors may construct their booth displays up to the front edge of their allocated space and up to the maximum allowable height as specified by the booth type detailed below.
- Any portion of the display that exceeds the provided drape heights must be finished, neutral, and free of any graphics or copy on walls adjacent to another exhibitor.



- The following maximum height limits will be strictly enforced without exception. Height variances will not be granted either prior to or during the event. **Please note that the maximum allowable height is also contingent upon the ceiling height of your booth area.**
- All back walls, sidewalls or any other exposed areas of the display must be draped or finished surfaces. No graphics, logos, or print facing into another booth is allowed. Any company advertisement or promotion must be faced into the aisle. In-line and peninsula booths must have a finished back wall covering the back of the booth. See-through back walls or displays which do not cover the back-wall completely will not be allowed.
- After 5:00 PM on Wednesday, March 31, 2027, any part of a booth with unfinished side or back-walls will be draped by Show Management at the expense of the exhibitor.



Linear Booth

- **Maximum Height Limit: 12 FEET**
- Exhibitors Bounded by 1 or 2 aisles.
- Hanging Signs are not permitted in linear booths.
- The side-drape provided is 3 feet high and the back-drape provided is 8 feet high.

Peninsula Booth

- **Maximum Height Limit: 20 FEET**
- Bounded by 3 aisles.



- Exhibit booths must also be at least 20 ft. deep and 20 ft. wide to meet Show Management's requirements for hanging signs. Hanging signs in peninsula booths may reach a height limit of 20 ft. to top of sign.
- Two-sided signs must be hung 5 ft. from the back wall and the side facing rear of the booth must be clear of copy, logos or other graphics so as not to be an eyesore to neighboring exhibitors.
- The back-drape provided is 8 feet high.

Island Booth

- **Maximum Height Limit: 25 FEET**
- Bounded by 4 aisles.
- Booths must be 20 ft. deep and 20 ft. wide to meet Show Management's requirements for hanging signs. Hanging signs in island booths may reach a height limit of 25 ft. to top of the sign.

DISPLAY REMINDERS - SHOW EXHIBITOR RULES AND REGULATIONS

Below are key rules and regulations regarding exhibitor displays as helpful reminders. Exhibitors are to comply to all show Rules and Regulations detailed on the [Exhibitor Manual](#).

Booth Enclosures / Covered Booths

- Any booth larger than a 10x10 (100 square feet) that has any material or object placed over or upon the exhibit is considered a covered booth (e.g. roof, canopy, tent, moss fabric, etc.) and requires approval from show management. If your booth has any type of covering, please submit a booth diagram for approval and fire marshal feedback / requirements to your assigned Customer Success Manager (found [here](#)).
- Booths and displays containing structures, canopies, lighting truss, or suspended items that are covered with fabric or solid materials exceeding an accumulated total of 750 sq. ft. may require the installation of an Automatic Fire Sprinkler System (AFSS). The following information will assist you in determining whether or not you require an AFSS, and ways to design around it.
- The term "covered" is defined as any item consisting of covered elements in which the material used for creating the covering has cross sectional openings of less than ¼ inch in two dimensions, and/or a construction that results in less than 50% of the material being open.



Materials/components that are considered covered include standard scrim, sharks-tooth, smoke-out, deck structures, stairs, acoustic ceilings, etc. These common components are considered covered because the cross sectional opening of the material is less than ¼ inch.

- A “Covered Area” is defined as any area containing covered elements that are separated (horizontally) by less than 10 feet. A 50’ x 50’ booth space that has several covered structures throughout the booth that are all closer than 10 feet (horizontally) would be considered one (1) covered area. However, a 50’ x 50’ booth space that has four (4) 100 sq. ft. covered structures that are all separated by 10 feet or more would have four separate covered areas within the one booth space.
- Please review further guidelines regarding Covered Areas [here](#).

Cubic Content Rule

- Star Wars Celebration adheres to the cubic content rule, which permits exhibitors to fully utilize their booth space. According to this rule, exhibitors may construct their booth displays up to the front edge of their allocated space and up to the maximum allowable height as specified.

Demonstration Areas, Aisles and Fan Queuing

- Demonstration areas must be confined within the exhibit space so as not to interfere with any traffic in the aisles. Exhibitors must contract sufficient space to be able to comply with this rule.
- When large crowds gather to watch a demonstration and interfere with the flow of traffic down the aisles or create excessive crowds at neighboring booths, it is an infringement on the rights of other exhibitors. Aisles may not be obstructed at any time.
- No sign or decorative materials may protrude into the aisles or encroach upon neighboring booths. No obstruction may be placed in any aisle, passageways, lobby, or exit leading to any fire extinguishing appliances.
- It is the responsibility of the Exhibiting Booth to manage gathering crowds and create Queuing space INSIDE the booth to keep the flow of traffic moving in the aisles and not disrupt the flow of foot traffic.

Exhibit Booth Construction

- All materials used in exhibit construction and decoration (including without limitation hard wall, canopies, drapes, foam core, tablecloths, burlap, scrim or similar materials) must be fire retardant



- Exhibitors and contractors must have available on-site for inspection the appropriate paperwork to demonstrate that these requirements have been met, that either a tag affixed to the item demonstrating that the item has been flame-proofed by the manufacturer or a certificate (valid for one year) demonstrating post-purchase application of fire retardant.
 - Spot checks of compliance with this requirement will be conducted periodically. In addition, field flame tests may be conducted. Appropriate action will be taken if such inspections and tests reveal incidents of non-compliance.

Exposed Areas Must Be Finished

- All back walls, sidewalls or any other exposed areas of the display must be draped or finished surfaces. **No graphics, logos, or print facing into another booth is allowed.**

Hanging Signs & Rigging

- Hanging signs must comply with the HEIGHT LIMITATIONS guidelines listed in the Display Rules and Regulations above.
- Nothing will be permitted above these maximum heights, including signs, banners, truss structures, lighting and/or display materials. Maximum allowable height is also directly affected by the ceiling height of your booth area.
- Hanging Signs are not permitted in linear booths.
- Any hanging signs 20' – 25' in height must be secured by rigging. Please send a booth diagram to your assigned Customer Success Manager (found [here](#)) for approval and contact [FREEMAN](#) to order rigging.
- Hanging signs must fit within the footprint of your booth space.
- If you have a question about your booth type and hanging signs, please contact your assigned Customer Success Manager (found [here](#)).
- Rigging is performed by [FREEMAN](#). Please refer to Freeman Online for additional [Labor Information](#).

Hazardous Materials

- Flammable or combustible mixtures, waste, liquids and other hazardous materials are not permitted without approval of Los Angeles Convention Center management. More information on Hazardous Materials is available in the "Fire Regulations", located [here](#).



Helium Balloon Displays

- To mitigate damage to the Center's life safety laser detectors and air handlers, helium-filled balloons are not permissible in West Halls A/B, South Halls G/H/J/K and lobby areas.
- In Petree Hall, Concourse Hall and meeting rooms, gathered helium balloons are allowed provided the bouquet is tethered and weighted.
- Mylar balloons are not allowed in all cases. Licensee is responsible for any labor required to remove released balloons.

Inspection Deadline

- **Inspection Deadline** - Any booth not occupied by **5:00 PM on Wednesday, March 31, 2027**, will be presumed abandoned.
 - If there is freight in the booth and **Show Management** believes the exhibitor will be late, then **FREEMAN** will set up the display as best they can with the information available
 - If there is no freight in the booth and/or **Show Management** believes the exhibitor will not participate in the show, the booth will be reassigned.
 - Exhibitors arriving after this time will be given space available and may incur additional costs. Please contact your ReedPop Sales Account Manager to let them know of this important deadline.
 - All exhibits must be completely set by **5:00 PM on Wednesday, March 31, 2027**.
 - No shipment will be accepted at any time past **5:00 PM on Wednesday, March 31, 2027**, or beyond. Absolutely no shipment, equipment, or material may be brought onto the show floor during show hours.

Labor Rules and Orders

- Please refer to the Freeman [ordering portal](#) for Labor Jurisdictions, Rules and Information.
- Please refer to the Star Wars Celebration [exhibitor manual](#) for links and additional helpful details including instructions for different move in/out methods, preferred vendor ordering links, and deadlines.

Mobile Units & Motorized Vehicles

- Please review all protocol regarding mobile units and motorized vehicles [here](#).



Multi-Level Booths & Temporary Structures

- Exhibits containing enclosed rooms, multi-level structures, dynamic or moving elements, display materials that may affect the manner in which persons can exit from inside the booth, or exhibits that are 400 square feet or larger are required to submit two (2) sets of the following types of plans/drawings: Plan view, elevation views, perspective views (isometric), drawings detailing paths of egress from the booth, covered area plan, and structural drawings as required.
- All structures and related sub-assemblies must be designed, assembled, and configured so that the entire temporary structure project and all related components are structurally sound and seismically stable. Furthermore, all said structures must be designed and built as per all applicable national, state, and local building and fire codes in seismic zone #4.
- Licensee and Licensee's designated general service contractor are responsible for assuring that temporary structures are designed and built with the highest structural integrity according building code to safeguard the facility and personnel.
- An isometric rendering of any structure that meets the temporary structure criteria outlined below must be submitted to the LACC no later than (30) days prior to move-in. Upon review and approval LACC management, License/exhibitor is required to file for a temporary structure permit with City of Los Angeles Building and Safety Department (LADBS).
- Structures and exhibits with any of the following elements are defined as temporary structures that require review/approval by LACC managed along with LADBS permit.
 - Structures over 12' in height
 - 2-story structures
 - Platforms and stages exceeding 30 inches in height above the floor intended to carry live load, or stair/steps exceeding 48 inches in height above the floor intended to carry live loads.
 - Expansive (15' or more) 1-story structures that contain: overhead beams; signage; truss; cantilevers; etc., of considerable weight and/or span
 - Video wall structures exceeding 15' in height (single or multiple screens)
- Please review Temporary Structure approval and permitting protocol [here](#).

Music or Motion Picture Performance

- If you plan to play copyrighted music or video in your booth, you may need to obtain a license from the copyright owner or a licensing agency representing the copyright owner.
- Licensing is required when music or video is being played for non-dramatic entertainment purposes (live or recordings such as CDs, DVDs and BluRay devices).
- The proper license must be posted in your booth and available for inspection at the request of Show Management or authorized agents of ASCAP or BMI. You are advised to contact the agencies listed below to acquire the necessary licenses:
 - ASCAP Licensing Dept. / 1 Lincoln Plaza / New York, NY 10023 / Tel: 212-621-6000



- o BMI (Broadcast Music, Inc.) / 10 Music Square East / Nashville, TN 37203-4399 / Tel: 800-925-8451, 615-401-2000
- Adherence to these federally mandated copyright licensing laws is required. Failure to comply violates federal copyright law and breaches your contract for exhibit space at the show.

Seller's Permit / Taxes

- Licensee is responsible for ensuring that vendors and exhibitors selling merchandise at their event comply with required government permits and licenses to conduct business.
- State of California. The State of California Board of Equalization (BOE) requires that exhibitors and vendors selling merchandise, vehicles or other tangible products hold either an ongoing or temporary seller's permit. For complete information on [State of California Seller's Permit](#) please contact the BOE at 800.400.7115.
- The California Department of Tax and Fee Administration is responsible for the administration of the state's sales tax program. Please contact the CDTFA on how [sales and use tax](#) in California may apply to your event.
- City of Los Angeles. Conventions and tradeshowes conducting business less than (14) days in the Center are exempt from City of LA Business Tax (LAMC § 2.21.168.4). All other events must contact the [City of LA Finance Department](#) for tax registration requirements for their line of business at 844.663.44

Sound Levels

- Sound level of presentation should be kept within the confines of the booth area and must not interfere with neighboring exhibits.
- Show Management will exercise their right to provide and maintain a fair exhibiting environment for all customers.
- Excessive sound can be offensive and distracting. Each Exhibitor is entitled to an atmosphere that is conducive to conducting business, without excess noise from other Exhibitors.
- Any audio equipment (i.e., sound system, audio from a video wall, microphones), whether in the booth or as part of a display, may not exceed a sound level of eighty-five (85) decibels.
- Star Wars Celebration will be sensitive and responsive to complaints registered by spectators, neighboring Exhibitors, or other personnel, and will have appointees to respond to all complaints.



Storage

- No storage of any kind is allowed behind booths or near electrical service. Materials for hand-outs must be limited to one day supply and stored neatly within the booth. Violators will be notified and if not removed by show opening, the Official Service Contractor will remove and store items at the exhibitor's expense.
- All empty cartons or crates must be labeled and removed for storage, or they will be removed as trash. Crates are not to be used as exhibit supports.

Questions?

See the Exhibitor Rules and Regulations on the [Exhibitor Manual](#) for full list of show management rules and regulations or contact your assigned Customer Success Manager (found [here](#)) for further assistance.