

AIMEXPO

POWERSPORTS TRADESHOW | MC • ATV • SXS

CONNECT | **ENGAGE** | **UNITE**

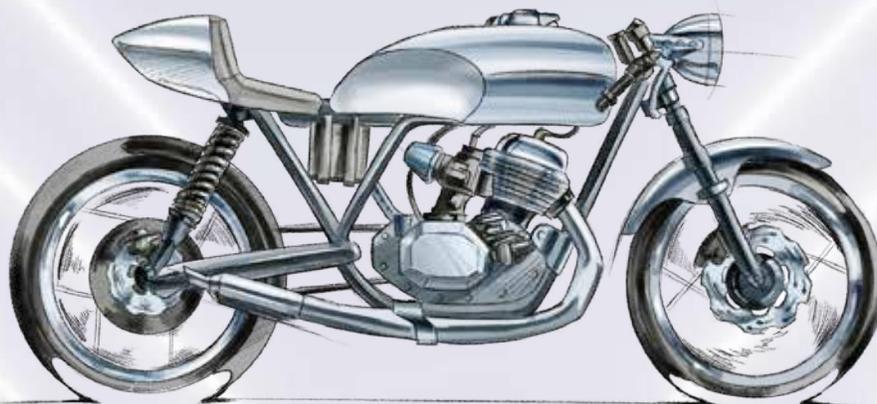
LAS VEGAS | FEB 5-7, 2025

BOOTH GUIDELINES

CONNECT | **INDUSTRY LEADERS, THE MOST ENGAGED DEALERS, AND PROGRESSIVE BRANDS**

ENGAGE | **NETWORK TO GROW YOUR BUSINESS**

UNITE | **DEDICATED TRADE-ONLY POWERSPORTS EVENT**



MOTORCYCLE
INDUSTRY
COUNCIL

GENERAL GUIDELINES

Exhibitors must follow the show regulations and booth guidelines as described within this manual. These regulations are put in place to ensure the show has a professional and consistent feel, which improves the experience for the show attendee.

FLOORING

All booths, regardless of size, location or type must have professional flooring (carpet, tiles, laminate, etc.) that covers the entire surface of your booth.



DISPLAY STANDARDS

All signage/exposed surfaces of your display must be professionally finished. If any element of your booth/display/graphics is deemed inappropriate by show management or does not fit the character of AIMExpo, you will be asked to modify or remove it.



All tables must have a professional finish and/or covering of some sort. If you plan on storing items under your tables, they must be completely draped, to the floor on all four sides.

SIGNAGE

If you hang any signage/graphics/banners in your booth, they must be hung with removable adhesive or hooks. We ask that you please leave the booth in the same condition in which you found it - adhesive and graphic free.



You are not allowed to install or place anything above the maximum height allocated for each type of booth.

STORAGE

Unsightly storage of inventory within your booth area once the show opens is not permitted. This includes stacked boxes, cartons of product, purses, snacks etc. Your booth should look professional and inviting to the attendee.



Trash should be removed from your booth at the very least once daily (or as needed).

GENERAL GUIDELINES

HELIUM BALLOONS

Helium balloons are NOT allowed without prior approval from Show Management.

LITERATURE DISTRIBUTION

All printed materials and samples must be distributed within your booth. “Working” the aisles or approaching people outside your booth is prohibited.

FLAMMABLE MATERIALS

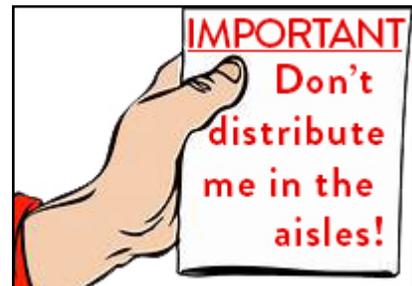
All display materials must be flame resistant. This includes, but is not limited to, drapes, curtains, backdrops, table coverings, etc..

ADA COMPLIANCE

All exhibiting companies are required to be in compliance with the 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](#).

CANOPIES

Any INLINE booth utilizing a canopy or pop-up tent as part of their display will be allowed to do so ONLY on the perimeter booths of the show. The maximum booth height for PERIMETER inline booths is 12'. Please review the line drawings for precise booth dimensions as some 10'x10' canopies may not fit in the booth space properly. Please contact Kurt Whittington, Operations Manager, for further details kwhittington@mic.org.



NO EARLY MOVE-OUTS!! AIMExpo ends on Friday at 1pm and there will be attendees on the show floor expecting to see you. Exhibitors must keep their booth set up and staffed until the show closes on Friday. Consequences of early move out (this includes the early tear-down of your booth) include losing your priority booth selection and possible exclusion from next year's show.

GENERAL GUIDELINES

FLAGS

Flags are allowed in inline booths under the following conditions:

- 1) Flags must be placed at the front of your booth and must be a minimum of 8' tall
- 2) Flags may not exceed 14' in total height
- 3) Flags may not exceed a width of 2'

MULTI-LEVEL BOOTHS

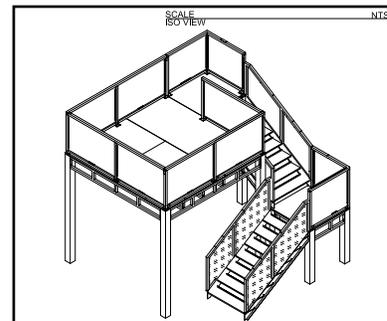
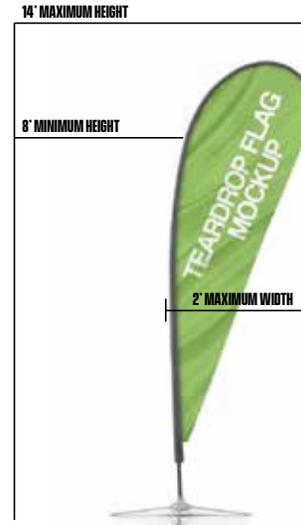
All multi-level booths must submit a detailed structural plan to the Las Vegas Convention Center (LVCC), which will grant approval and determine any necessary safety requirements. If you plan on building a multi-level booth, please contact Kurt Whittington at kwhittington@mic.org.

DRONES

The use of Unmanned Aircraft Systems (Drones) are strictly prohibited within the grounds of the LVCC. Anyone operating a drone on convention center property would be doing so illegally and could face federal and/or state charges.

MUSIC

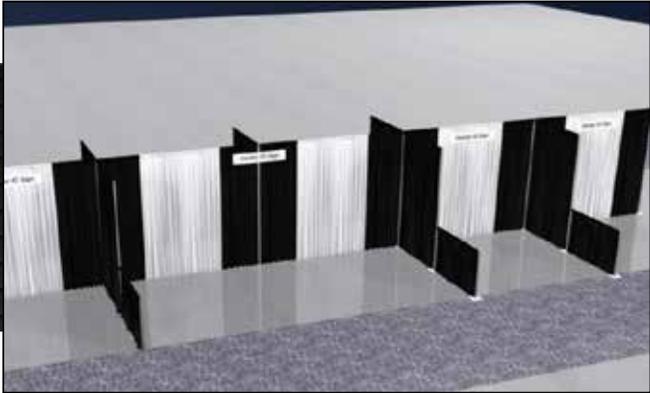
In general, exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Rule of thumb: Sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of booth.



NO EARLY MOVE-OUTS!! AIMExpo ends on Friday at 1pm and there will be attendees on the show floor expecting to see you. Exhibitors must keep their booth set up and staffed until the show closes on Friday. Consequences of early move out (this includes the early tear-down of your booth) include losing your priority booth selection and possible exclusion from next year's show.

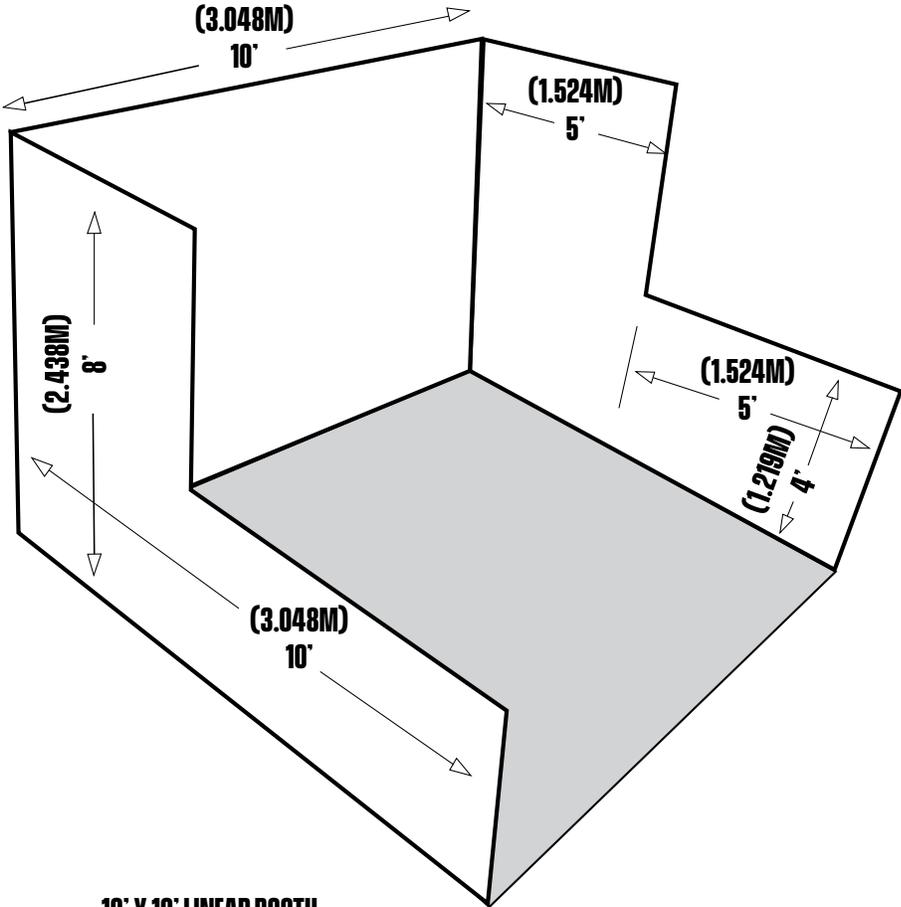
INLINE BOOTH DIMENSIONS & HEIGHT GUIDELINES

ALL inline booths are constructed of pipe and drape. The back wall is 8' high. The side walls are 8' high in the back half of the space and 3' in the front half. The maximum height your product can be displayed is 8' in the back half and 4' in the front half of the booth.



Note: Drape colors shown are not colors utilized at the show.

HEIGHT GUIDELINES



10' X 10' LINEAR BOOTH

INLINE PERIMETER BOOTH DIMENSIONS

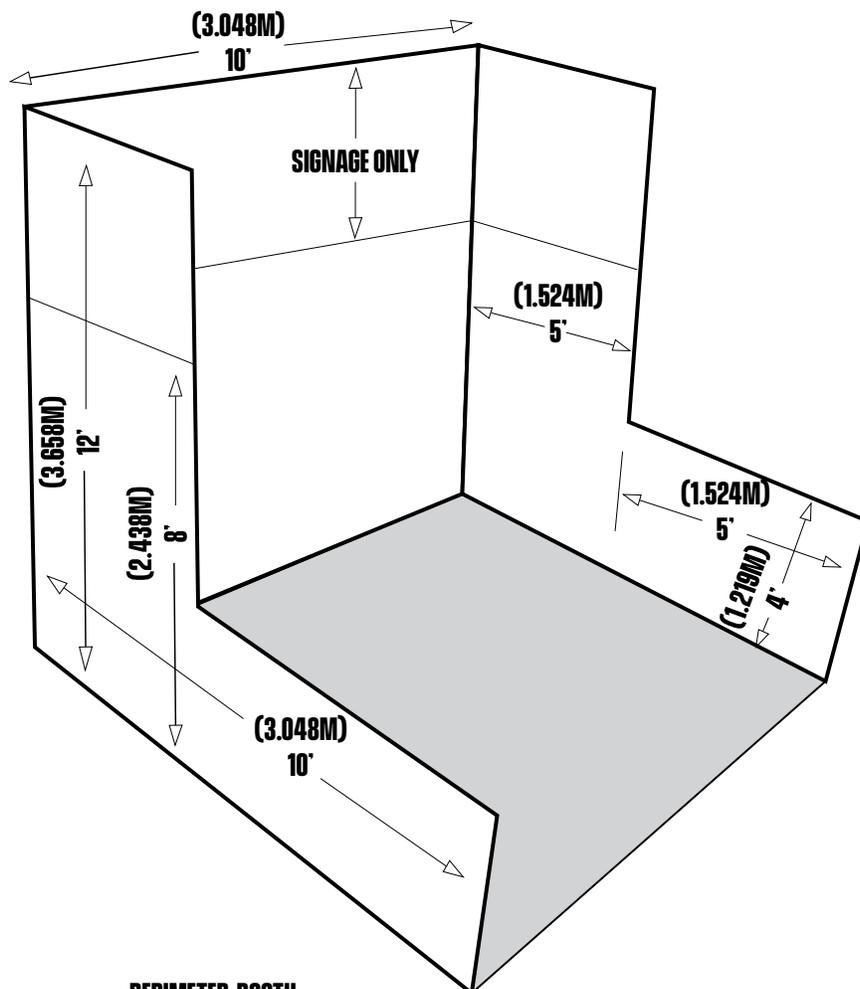
ALL perimeter inline booths are constructed of pipe and drape.

The back wall is 8' high. The side walls are 8' high in the back half of the space and 3' high in the front half.

Signage may be displayed up to 12' high along the back wall. The maximum height your product can be displayed along the side of your booth is still 8' in the back half and 4' in the front half of the booth.

Note: Perimeter booths are booths located on the left (#1000 even booths) and right (#9000 odd booths) sides of the show.

HEIGHT GUIDELINES



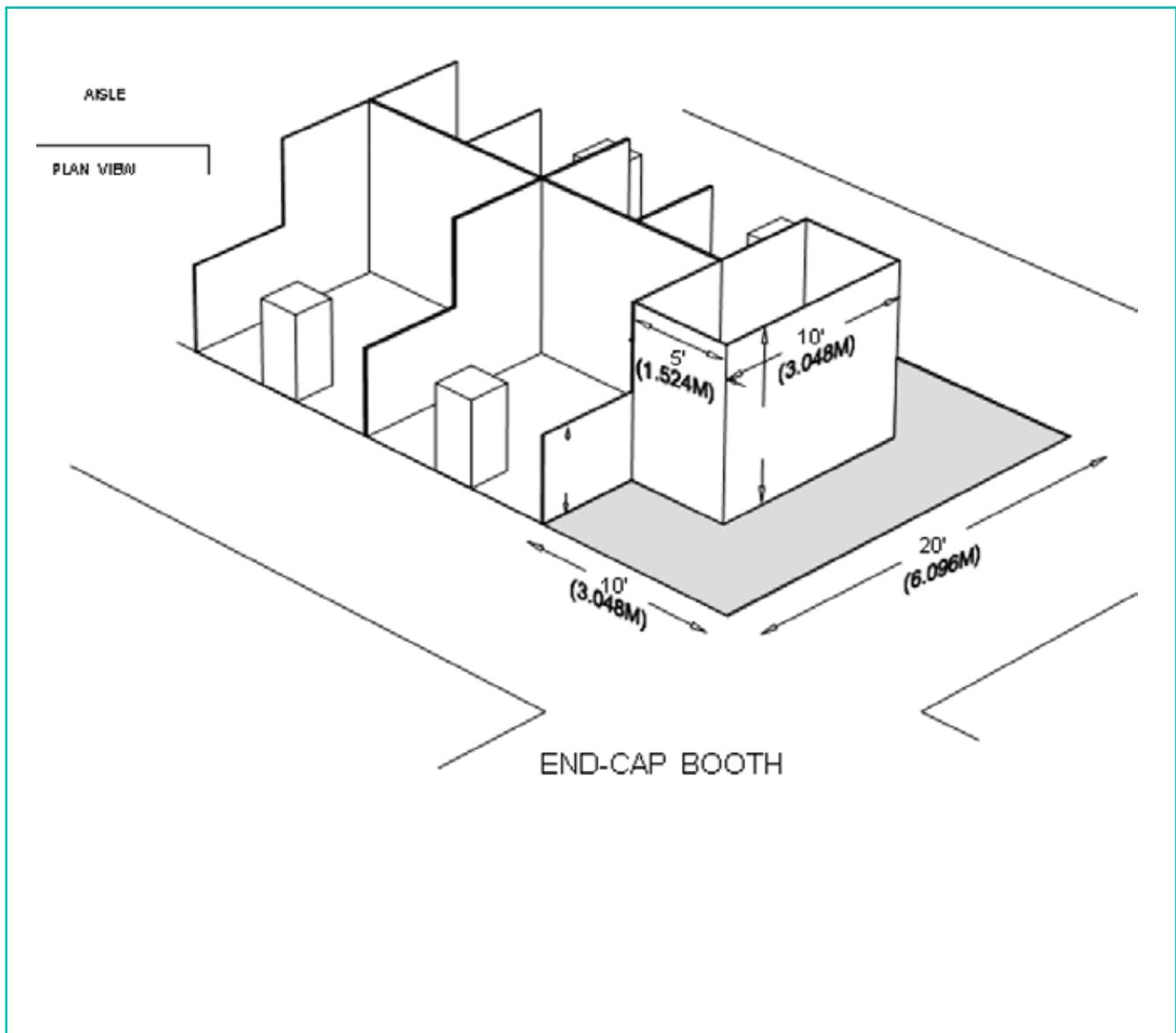
PENINSULA BOOTH DIMENSIONS

PENINSULAS TO INLINE BOOTHS

Back wall of booth up to 10' into your booth:

There is a maximum height of 10' in the center (middle 10') and a maximum height of 8' from the aisle to 5' into your booth (see diagram below).

The backside of your booth/structure that is immediately adjacent to the inline booths **MUST** be finished with a solid color/texture without displaying any graphics, logos, or company name. If you have any questions, please contact Kurt Whittington at kwhittington@mic.org or 949-517-7513.

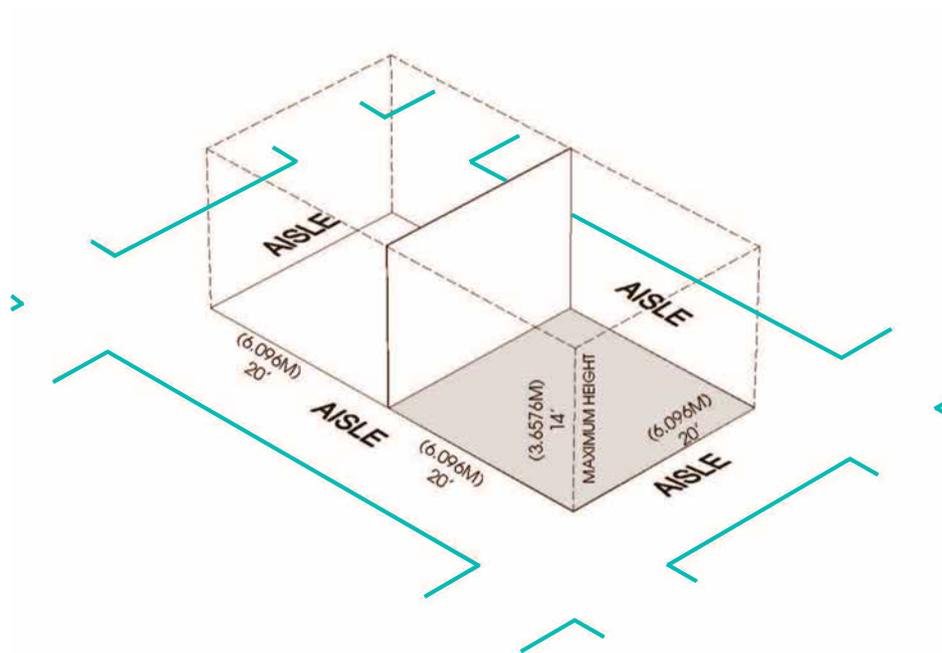


PENINSULA BOOTH DIMENSIONS

PENINSULA TO PENINSULA BOOTH

If you are in a peninsula booth that backs up to another peninsula booth, your display can have a maximum height of 14' throughout your entire booth space.

Signage over 8' must be single sided. The back sides of all displays must be finished.



ISLANDS

All sides of the display must be finished. There are no height restrictions for island booths. We ask that all islands with perimeter walls submit a rendering of their booth design to Kurt Whittington at kwhittington@mic.org to aid in our management of the floorplan.

OVERHEAD SIGNAGE

Overhead signage can be hung over any peninsula or island booth with a maximum height of 22' to the top of the sign in South Hall 1, 27' in South Hall 2. All overhead signage must be professionally produced and finished. The distance from the floor to the rafters is 25' in South Hall 1, and 30' in South Hall 2.

All hanging signs must be professionally hung by the rigging crew provided by Shepard. Rigging information and forms may be found at Shedar's online ordering site, [HERE](#).

If you have any questions or need additional information, please contact Kurt Whittington at kwhittington@mic.org or 949-517-7513.

