



Free Stand Design Rules & Regulations

Dear World ATM 2019 Exhibitor & Stand Builder,

World ATM is thrilled to have you as a part of the 2019 Congress. We are working diligently to ensure that this event is as smooth and successful as it can be both for you, the exhibitors as well as for our attendees. Among these efforts is the custom stand design approval process. The rules and regulations listed below are put in place by World ATM to ensure the following:

- World ATM exhibitors and attendees experience an open and inviting atmosphere in the exhibit hall.
- Exhibitors have as resource consistent guidelines for custom stands and can trust that they are enforced.
- The exhibit hall maintains solid lines of sight throughout the space

We greatly appreciate you reviewing these rules, designing your stand to comply with them and tailoring your approval applications to provide all information needed to review. We are confident that these rules will foster a clean, comfortable and successful exhibit hall at the 2019 World ATM Congress!

Sincerely,

World ATM Congress

Approval Application Requirements

All custom stand designs must be submitted for approval to Rhiannon Staub at rstaub@shepardes.com and Jonathan Jewett at jjewett@shepardes.com by January 26, 2019. Please submit custom designs for approval prior to the deadline date. Alterations may be required and will be at the expense of the exhibitor or stand builder.

All design approval applications must be submitted with the following in order to be considered:

1. A signed copy of the “Custom Stand Design Parameters” (next page, page 3)
2. Color Renderings from 2 distinct view points
3. Diagram showing dimensions of all elements of the stand, including the flooring
4. Plan view showing orientation of stand *in relation to* aisles & neighboring stands

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____ The **Maximum Height** of all stands will be 4 meters. Small decorative elements with low impact on visibility (such as lighting fixtures) may reach a height of 6 meters provided they are not located on an aisle. The maximum height of truss structures – for lighting purposes only – may not exceed 7 meters.

____ Decorative elements may reach or hang from a maximum of 6 meters and must be inset a minimum of 1 meter from the stand perimeter. The element itself may not exceed 1.5 meters in height.

____ Perimeter walls may not span more than 50% of each open side. To enclose more than 50% of any side of the stand/aisle border, one of the following parameters must be met:

- a. Exhibit element is set back a minimum of 2 meters from the aisle
- b. Exhibit element is entirely transparent *and* no higher than 1.5m
- c. The entire length of the enclosed side of the stand is 3m or less

____ Signposting, flags and spotlights shall not protrude more than 50 centimeters out of the allocated space, nor may they exceed the maximum height of 4 meters in the perimeter. Spotlights must be directed into the stand.

____ Stands that are built on top of any flooring substrate reaching a height of 4cm or higher must have at least one disabled access ramp that is at least 1.20 meters wide.

____ Any stand builder using electric power tools and or painting as a part of installation is required to lay protective plastic in the area they are working to prevent soiling of aisle carpet. If the following parameter is not met:

- a. The exhibiting company will be held financially responsible for soiled/damaged aisle carpet, this includes responsibility over the contracted stand building company.
- b. A damage fee will be determined by the on-site carpet supervisor.

____ The maximum height of two story stands is 7 meters. The second story must be inset a minimum of 1 meter. Double decker stands are not permitted on either side of the entrance to hall 9. Designs must be certified by a Spanish architect and certificates submitted to IFEMA at this email address: stecnica@ifema.es.

____ The World ATM Congress is responsible for the interpretation and application of these regulations in all cases, reserving the right to grant exceptions on an individual basis while respecting the general perspective of the exhibition and the visibility of neighboring stands. Exhibitors and stand builders are responsible for knowing and understanding facility rules and regulations. Reference the IFEMA website for "GENERAL REGULATIONS OF PARTICIPATION".

Submit an initialed copy of this form as part of the stand design application. Submission indicates that the exhibiting company and submitting company each agree to comply with and be responsible for adhering to the display rules listed above.

WATM Congress Contact List

World ATM Congress Contacts:

Sales & Sponsorship: rugger.smith@atca.org

Stand Design Approval: rstaub@shepardes.com
jjewett@shepardes.com

World ATM Billing: ashley.haskins@atca.org

Meeting Room Rental: sandra.strickland@atca.org

IFEMA provides the following services:

Electricity	IFEMA Billing
Rigging	Parking
Internet	Water
Technical Plan Requirements	

Technical Support: sectecnica@ifema.es

Ordering and Payment Support: servifema@ifema.es

Phone: +34 91 722 3000

COW Events provides the following services:

Audio Visual Equipment
Catering

Contact Email: watmc@kenes.com

Mestalla provides the following services:

Stand Design	Carpet
Furnishings	Plants

Contact Email: atmcongress@mestalla.com.es

Agility provides the following services:

Freight Handling	Empty Storage
Forklift / Pallet Jack Rentals	Customs Clearance

Contact Email: worldatmcongress@agility.com