

HSCF Visual and Audio Display Rules & Regulations

HSCF is aware of media and public sensitivity regarding graphic hunting scenes. Because “graphic” is subject to personal interpretation, it is necessary for us to have video and display standards for our annual convention and also be prepared to respond to convention attendees who find certain visual presentations objectionable. To ensure that it is consistent with HSCF’s image and mission, the below listed criteria are defined for our exhibitors:

VISUAL DISPLAY STANDARDS

Hunting Ethics:	Image:
No wounded or prolonged dying animals	Show proper respect for animals
No charge killing	Demonstrate appreciation of environment
No labored breathing or kicking	No profanity or inappropriate language
No crippled chase or gut shots	Proper handling of animal after the kill
No dispatching of wounded animals	No “hero” shots (sunglasses, bare chests, etc)
No excessive blood	Presentable image of animal and hunter
No mouth or tongue shot	No high fence/enclosure barriers displayed
No arrow left in game	No alcohol in hunting scenes
No high-impact killing or repetitive kill shots	Demonstrate proper trophy care
	No gutting/field preparation
	No immature game
	Don’t straddle the game

Educational & Entertaining:	Visual Production:
Project positive hunter image	Ensure highest quality of video/DVD, etc.
Educational content must be accurate	Use appropriate music background
Provide complete instructions	Use script where possible
Demonstrate ethical hunting standards	Visual support should cover promotion
Entertainment value must be defined	Finished product should be a good value
Visuals should be appropriate for viewing by non-hunting groups, national television, etc	All signage and photos displayed within exhibit area must meet these same standards

Weapon Safety:	Conservation and Game Laws:
Total gun and bow safety	Abide by rules of fair chase
Stress no shell in chamber	Compliance with license laws
Unload weapon over fence, stream, etc	Clean up camp / Pick up trash
Demonstrate tree stand safety	No shooting from boats, trucks, etc
No long-distance or poorly advised shots	Wear hunter orange where applicable

AUDIO/SOUND STANDARDS:

Exhibitors may use television equipment in their booths playing videos that adhere to the above listed visual standards. The noise level emitted from the television equipment must be kept low so as not to disrupt the business activities of neighboring exhibitors and their potential attendee clients. In addition, all television displays must be **facing into the aisle** with sound low. The size and number of TVs allowed is dependent on the size of the booth:

One to Two 10 x 10 – One TV up to 42 in.

Three to Four 10 x 10 – Two TVs up to 42 in.

Five to Nine 10 x 10 In Line – Two TVs up to 60 in.

Over Ten Booths or any Island Booth that has aisles completely surrounding the exhibitor’s booth space- up to Four TVs up to 60 in.

The configuration of any and all TVs must be in compliance with the Line of Sight Policy as noted in the HSCF Exhibitors Rules & Regulations based on the type of booth exhibitor has leased. If exhibitor is unsure of digital placement, submit a photo or diagram to HSCF management for approval.

HSCF Convention Committee and staff personnel will strictly enforce these standards. If show managements receive complaints, we will ask the exhibitor to stop running specific displays or remove offensive photos, signage, etc. Failure to do so could result in the removal from the exhibit floor.

Company Name: _____ **Booth #:** _____

Signature: _____ **Date:** _____