

## Linear, Corner, Perimeter & End-Cap Booths

Linear booths, also called “in-line” 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

Corner booths must adhere to the same guidelines as linear booths with the exception that two sides will be exposed to the aisle.

Perimeter booths are linear booths that back up against a wall of the facility, not to another line of exhibits

End-Cap booths are exposed to aisles on three sides to aisles and comprised of two booths.

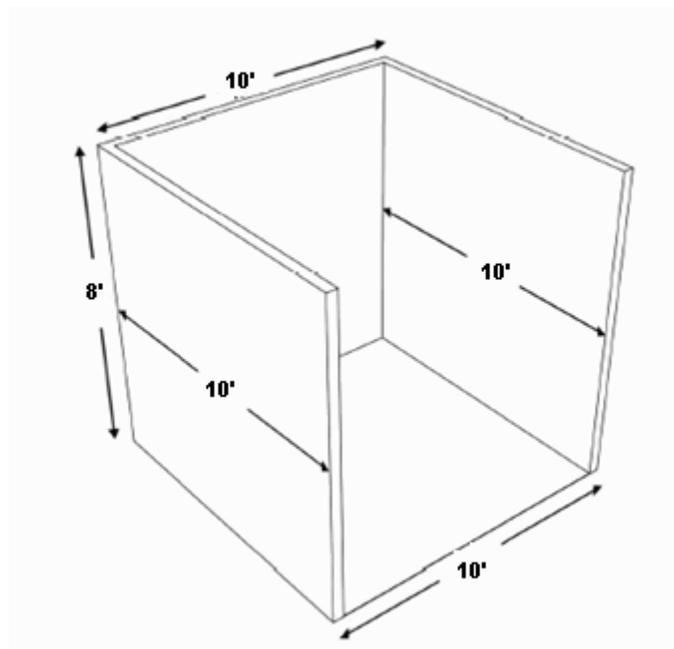
## **Dimensions:**

Linear & Perimeter booths are commonly ten feet (10') wide and ten feet (10') deep, i.e., 10' x 10'. Corner and End-Cap booths are commonly a minimum of twenty feet (20') wide and ten feet (10') deep, i.e., 10' x 20'.

The maximum back wall height limitation is eight feet (8') for Linear, Corner and End-Cap booths and twelve feet (12') for Perimeter booths.

## **Use of Space - Cubic Content Rule:**

- Exhibitors may build their exhibit within the entire width and depth of their booth.
- Cubic content is permitted in **ALL** linear, perimeter and corner booths for a maximum height of 8'.
- All exhibit components along with the 3' sidewalls and 8' back wall extending above pipe and drape must be completely finished, painted, and with no exposed wires or framing visible. Show management reserves the right to determine whether a wall is finished and may order draping of exposed sides at the exhibitor's expense.
- Structures with double-sided signs, including signs that are backlit, are **NOT** permitted in a cubic content configuration under the Cubic Content Guidelines. If an exhibitor has such a booth, the exhibitor is responsible for covering the back of the exhibit components. Backlit signage must be covered with a black-out material.



## Peninsula, Split Island & Island Booths

Peninsula booths are exposed to aisles on three sides and comprised of a minimum of four booths. There are two types of Peninsula booths:

- 1) One which backs to Linear booths.
- 2) One which backs up to another Peninsula booth and is referred to as a "Split Island booth."

Split Island booths are Peninsula booths which share a common backwall with another Peninsula booth. Island booths are any size booth exposed to aisles on all four sides.

### **Dimensions:**

A Peninsula booth is usually twenty feet (20') by twenty feet (20') or larger.

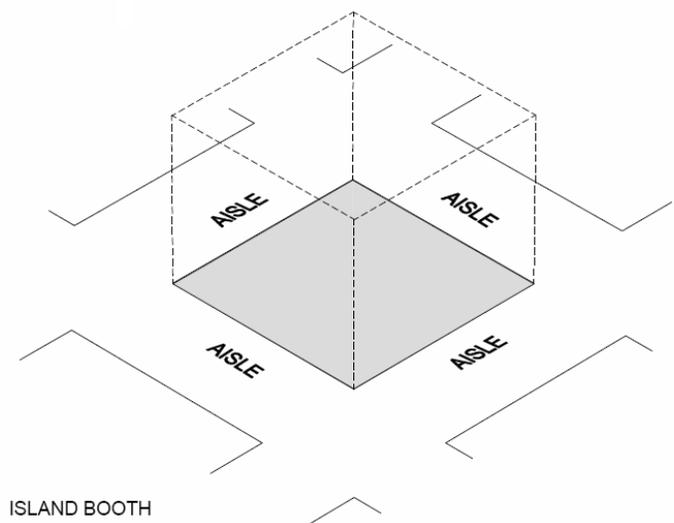
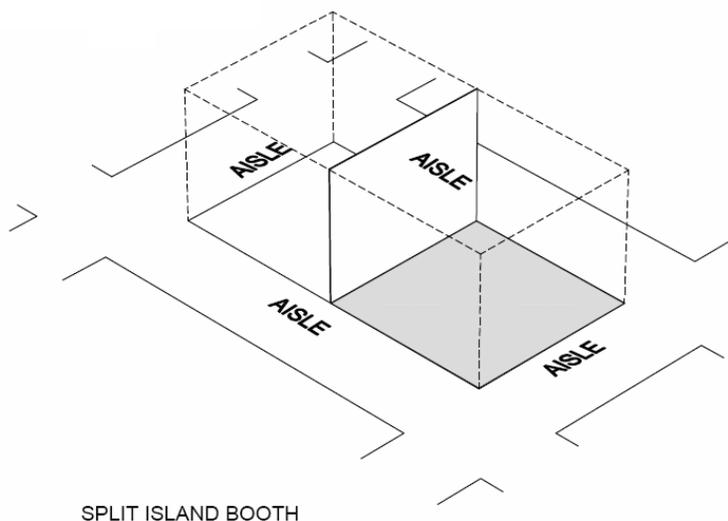
Split Island and Island booths are typically twenty feet (20') by twenty feet (20') or larger, although it may be configured differently.

### **Use of Space - Cubic Content Rule:**

The entire cubic content of Peninsula and Split Island may be used up to the maximum allowable height of 16' (including signage).

Double-sided signs, logos and graphics shall be set back 10' from adjacent booths.

Island booths may be used up to the maximum allowable height of 16' (including signage).



## Booth Structure, Hanging Signs & Graphics

Hanging signs and graphics are permitted in all Island, Split Island and Peninsula booths that are 400 sq. ft. or larger. End-cap and linear booths do not qualify for hanging signs and graphics.

Hanging signs may be hung to a maximum height of twenty-five feet (25') from the floor to the top of sign.

The maximum combined vertical height between any ground supported structure and hanging sign, when viewed perpendicular to the floor from any point on any side, may not exceed a maximum of twenty feet (20').

If a structure that is twenty feet (20") in height is used, a hanging sign is not permitted.

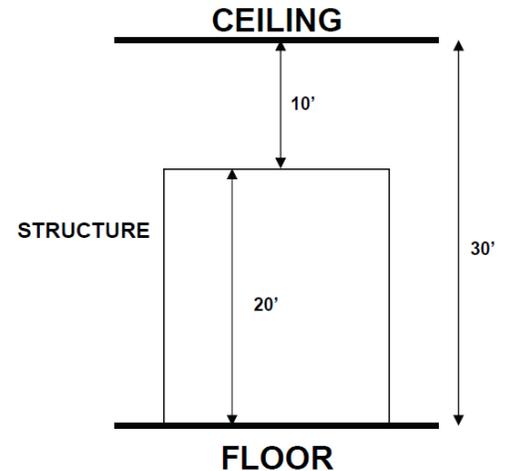
If a hanging sign is used, there must be an empty space that is a minimum of five feet (5') between the highest point of the ground supported structure and the lowest point of your hanging sign. This empty space must be continuous throughout the entire cubic space of the booth.

$$\text{Height of Structure} + \text{Height of Hanging Sign} = \text{Maximum of 20'}$$

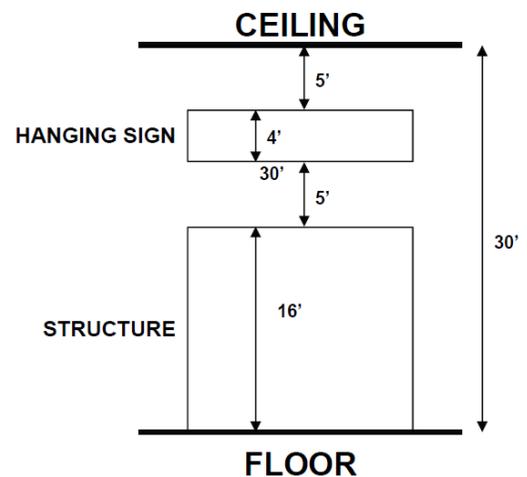
In the case of Split Island and Peninsula booths, hanging signs and graphics should be set back ten feet (10') from the adjacent booth(s) and be directly over contracted space only.

The exhibit, which includes the booth, display(s), product(s), and signage, must not exceed the limits of your assigned space.

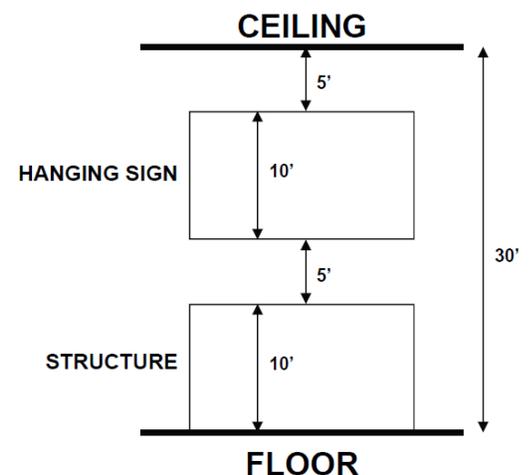
Approval for the use of hanging signs and graphics must be received from Show Management. Variances may be issued at show management's discretion. Drawings and three-dimensional renderings of both the hanging sign and the floor supported booth structure, with dimensions, should be submitted to Show Management with the approval request and available on-site for inspection.



**Structure at height of 20'  
No hanging sign**



**Structure at height of 16'  
Hanging sign height is 4'**



**Structure at height of 10'  
Hanging sign height is 10'**