

Exhibit Design Criteria

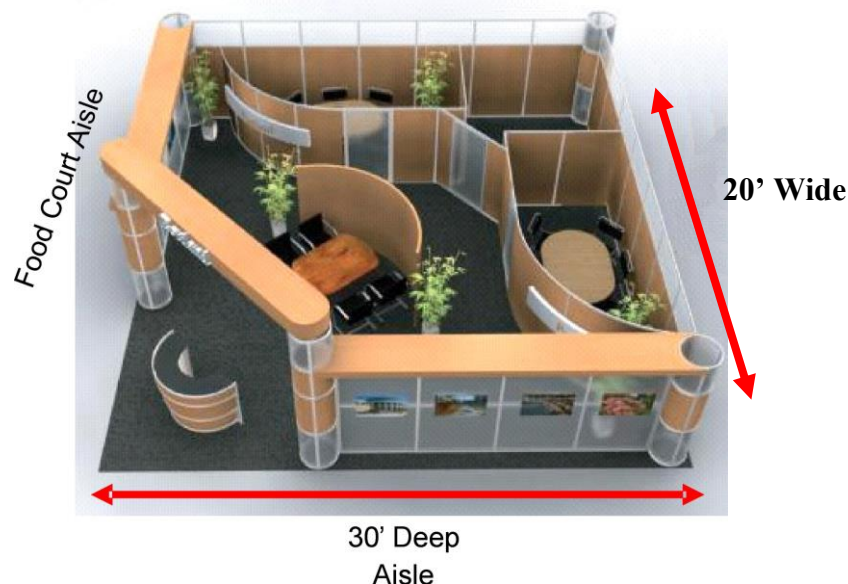
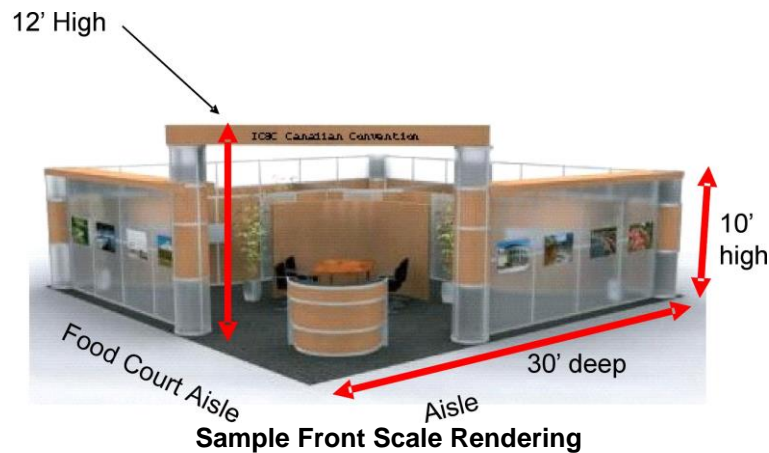
Display Rules:

Booth Design Criteria:

Marketplace Mall@REcon and SPREE REcon operate under the following booth design criteria.

Hanging Signs and Exhibit Displays – No hanging signs or banners are permitted. All exhibit displays must be ground supported.

Submission of Booth Rendering - All exhibitors with booths 400 sqf or larger must submit (or have their display house submit) a scaled PDF rendering of their booth design to ICSC Show Management no later than **30 days before the first day of move-in**. The rendering must include a Front Scale View and an Overhead Scale View. The rendering must identify complete dimensions including the height of all display structures. Renderings can be submitted to RECondesignssubmissions@ges.com with the subject line *2016 Marketplace Mall Exhibit Rendering* or *2016 SPREE Exhibit Rendering*.



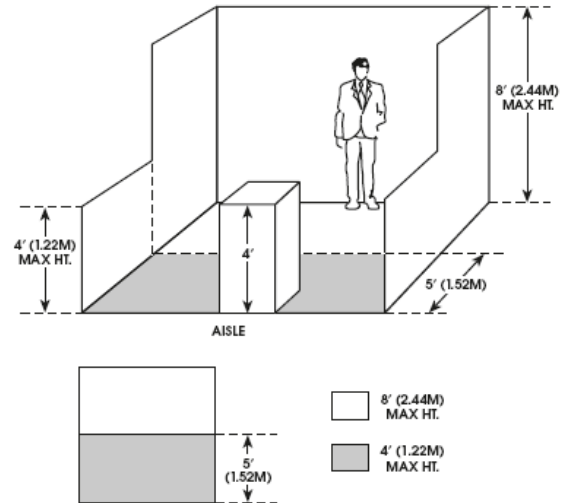
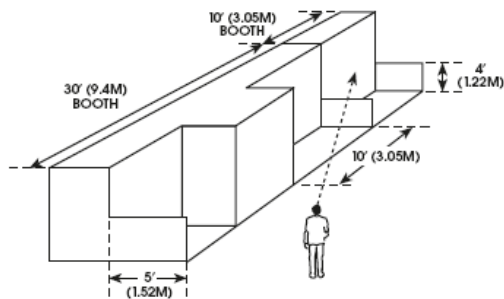
Linear Booth

Definition

Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called "in-line" booths.

Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10' (3.05m) has become the *de facto* standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10' (3.05m) wide and 10' (3.05m) deep, i.e., 10' x 10' (3.05m x 3.05m). A maximum back wall height limitation of 8ft (2.44m) is generally specified.



Use of Space

Regardless of the number of Linear Booths utilized, e.g., 10' x 20' (3.05m x 6.10m), 10' x 30' (3.05m x 9.14m), 10' x 40' (3.05m x 12.19m), etc., display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8' (2.44m) is allowed only in the rear half of the booth space, with a 4' (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Hanging signs are not permitted in linear booths.

Note: When three or more Linear booths are used in combination as a single exhibit space, the 4' (1.22m) height limitation is applied only to that portion of exhibit space which is within 10' (3.05m) of an adjoining booth.

Corner Booth

Definition

A Corner Booth is a Linear Booth exposed to aisles on two sides.

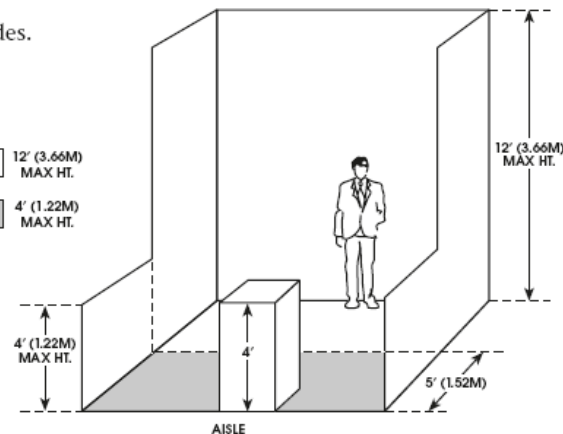
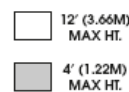
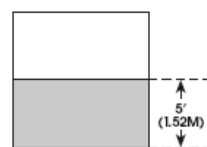
Perimeter Booth

Description

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

Dimensions and Use of Space

All guidelines for Linear Booths apply to perimeter booths except that the typical maximum back wall height is 12' (3.66m).



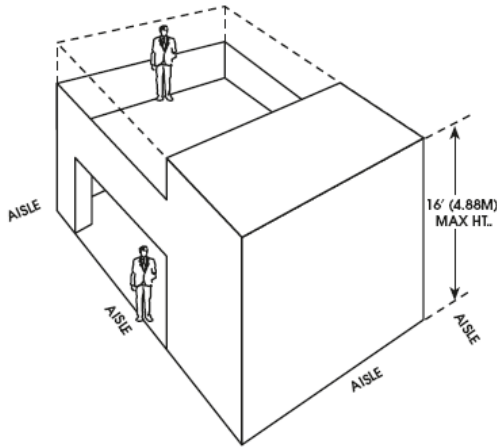
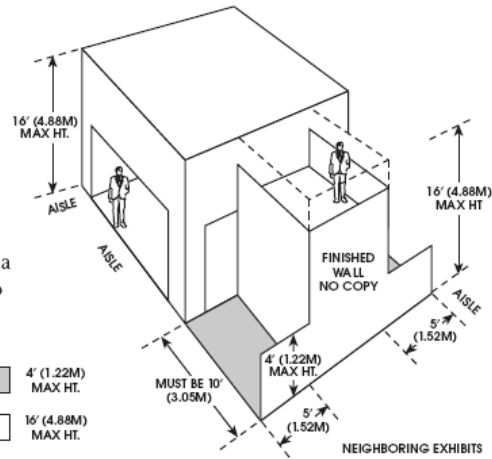
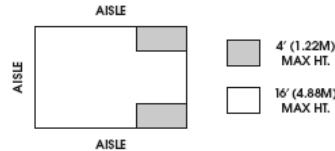
PENINSULA BOOTH

Definition

A Peninsula Booth is exposed to an aisle on three (3) sides and composed of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs up to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as "split island booth."

Dimensions

A Peninsula Booth is usually 20' x 20' or larger. When a Peninsula Booth backs up to two linear booths, the backwall is restricted to four feet (4') high within five feet (5') of each aisle, permitting adequate line of sight for the adjoining Linear Booths. Sixteen feet (16') is a typical maximum height allowance, including signage for the center portion of the backwall.



ISLAND BOOTH

Definition

An Island Booth is any size booth exposed to aisles on all four sides.

Dimensions

An Island Booth is typically 20' x 20' or larger.

Use of Space

The entire cubic content of the space may be used up to the maximum allowable height, which is usually sixteen feet (16') including signage.

Raised Flooring in Exhibits:

Low-rise platform flooring is allowable in standard booths, islands, and peninsula islands for covering utility lines (wiring, cabling, piping etc.), for elevating product displays, and for other purposes. All concealed wiring, etc, must be quickly accessible for emergency service.

Raised floors are limited to a **maximum height of six (6) inches (15cm)**. If people will be on them, raised areas must be non-hazardous and wheelchair accessible. Wheelchair ramps must be at least three (3) feet wide (915mm), with a maximum slope of 1:12; a six-inch rise would require a six-foot run. Ramps should be located every 100 feet around the accessible sides of the exhibit. Landings must be provided at tops and bottoms of ramps and must be at least 36 inches (915mm) wide by 60 inches (1525mm) and free of obstructions. Ramps must be curbed or guarded at their edges and surfaces must be firm and slip-resistant (if carpet used, it must be unpadded, low pile). Edges of raised floors must be ramped or guarded sufficiently to prevent people from tripping or falling at the transitions.