

EXHIBIT DISPLAY REGULATIONS

Linear Booth

The intent of these regulations is to allow for the best use of booth space without interfering with or obstructing neighboring exhibitors. These regulations allow for reasonable sight lines from the aisles and open access to attendees walking the aisles. Show Management reserves the right to remove or modify, at the expense of the exhibitor, if the display does not meet the specifications as set forth in this manual.

LINEAR BOOTH

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.

Dimensions and Use of Space

Linear booths are most commonly 10' wide and 10' deep, i.e. 10' by 10'. Maximum back wall height is 8'. Regardless of the number of Linear booths utilized (e.g. 10' by 20', 10' by 30', 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' is allowed only in the rear half of the booth space, with a 4' height restriction imposed on all materials in the remaining space forward to the aisle. Note: when three or more Linear booths are used in combination as the single exhibit space, the 4' height limitation is applied only to that portion of exhibit space which is within 10' of an adjoining booth.

SPECIAL NOTE: ART & DESIGN LINEAR BOOTHS ARE PROVIDED WITH A HARDWALL PACKAGE AND ARE PERMITTED TO USE THE ENTIRE AREA OF THEIR BOOTH FOR MATERIALS, UP TO A MAXIMUM HEIGHT OF 8'. ART & DESIGN EXHIBITORS SHOULD REVIEW THE ART & DESIGN HARDWALL PACKAGE DETAILS FOUND IN THE BOOTH PACKAGE SECTION OF THE EXHIBITOR SERVICE MANUAL, OR CALL YOUR SALES REPRESENTATIVE FOR DETAILS.

Equipment

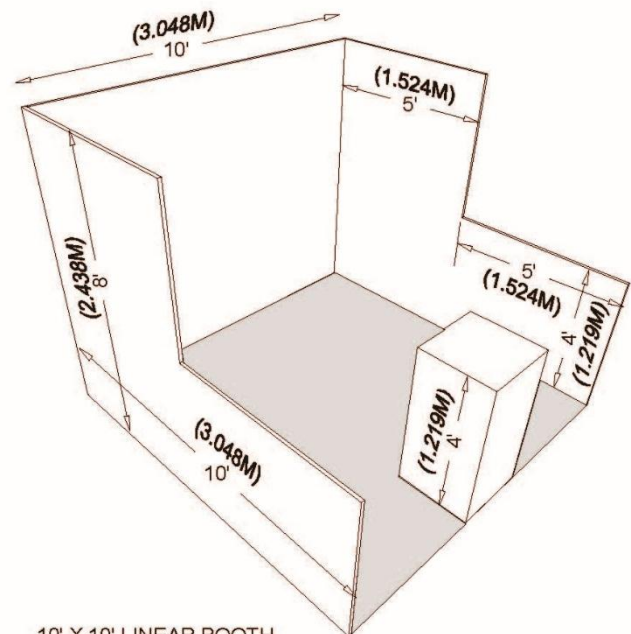
8' high back wall, 3' high side wall, 17" W x 11" H ID sign

Hanging Signs

Hanging signs are not permitted for Linear Booths.

**A Corner Booth is a Linear Booth at the end of series of in-line booths with exposure to intersecting aisles on two sides. All other guidelines for Linear booths apply.*

**A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit. All guidelines for Linear Booths apply except that the maximum back wall height is 12'.*



10' X 10' LINEAR BOOTH

NEW THIS YEAR: Licensing Expo is a Hardwall show. Pipe and drape will not be provided nor will it be permitted.

EXHIBIT DISPLAY REGULATIONS

End-Cap Booth

The intent of these regulations is to allow for the best use of booth space without interfering with or obstructing neighboring exhibitors. These regulations allow for reasonable sight lines from the aisles and open access to attendees walking the aisles. Show Management reserves the right to remove or modify, at the expense of the exhibitor, if the display does not meet the specifications as set forth in this manual.

END-CAP BOOTH

**NOTE: All End-cap Booth designs must be approved by Show Management in advance of the show. Please do not go into production on your booth until you have approval from show management. All End-cap Booths must submit the Booth Review Form to Show Management by April 4, 2017.*

An End-cap configuration is essentially an in-line (Linear) booth placed in the position of a Peninsula or Split Island.

Dimensions and Use of Space

End-cap Booths are generally 10' deep by 20' wide and back up to two Linear Booths or a Split Island Booth.

When an End-cap backs up to two Linear Booths:

- The center portion of the back wall (10' wide) is allowed a maximum height of 8'.
- The remaining back wall (5' wide on either side of the center 10' wide portion) is allowed a maximum height of 4'.
- The center portion of the back wall (10' wide) is allowed a maximum height of 8'.

When an End-cap backs up to a Split Island Booth:

- The maximum back wall height allowed is 8'
- The maximum height of 8' is allowed only in the rear half of the booth space, with a 4' height restriction imposed on all materials in the remaining space forward to the aisle and within 5' of the two side aisles.

Equipment

When an End-cap backs up to two Linear Booths:

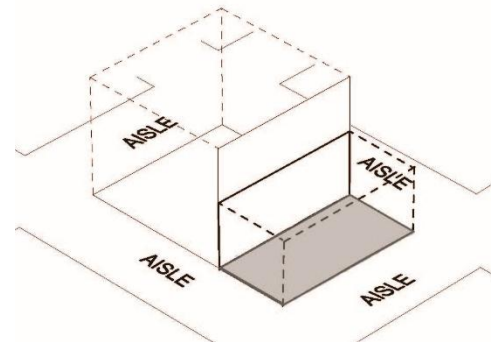
- 8' high back wall (center portion 10' wide), 3' high side wall (remaining back/side of neighboring exhibitor, 5' wide on each side)

When an End-cap backs up to a Split Island Booth:

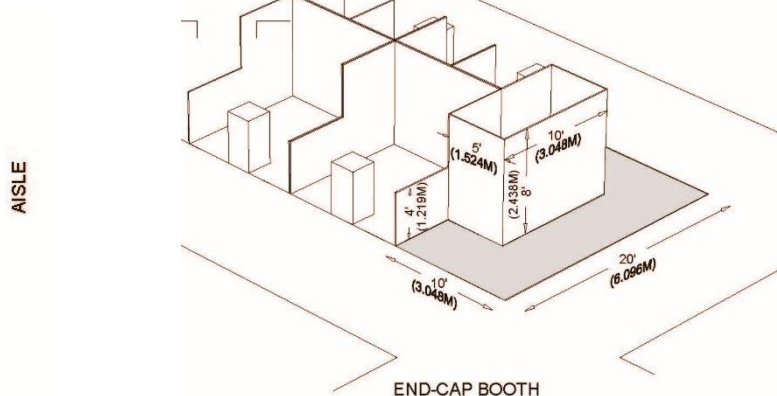
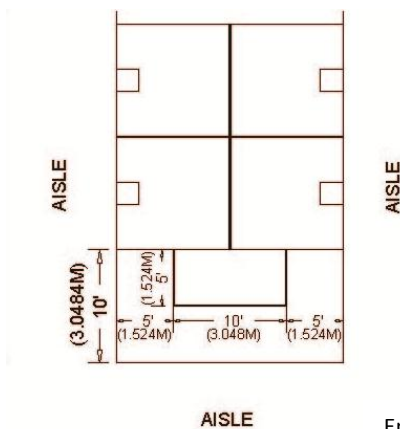
- 8' high back wall

Hanging Signs

Hanging signs are not permitted for End-cap Booths



End-cap to split Island Booth



END-CAP BOOTH

End-cap to two linear booths

EXHIBIT DISPLAY REGULATIONS

Peninsula Booth

The intent of these regulations is to allow for the best use of booth space without interfering with or obstructing neighboring exhibitors. These regulations allow for reasonable sight lines from the aisles and open access to attendees walking the aisles. Show Management reserves the right to remove or modify, at the expense of the exhibitor, if the display does not meet the specifications as set forth in this manual.

PENINSULA BOOTH

**NOTE: All Peninsula Booth designs must be approved by Show Management.. Please do not go into production on your booth until you have approval from show management. All Peninsula Booths must submit the Booth Review Form to Show Management by April 4, 2017*

A Peninsula Booth is exposed to aisles on three sides, and comprised of a minimum of four booths. There are two types of Peninsula Booths: (a) backs to Linear Booths, and (b) backs to another Peninsula Booth and is referred to as a "Split Island Booth."

Dimensions and Use of Space

A Peninsula Booth is usually 20' by 20' or larger.

When a Peninsula Booth backs up to two Linear Booths, the back wall has specific requirements:

- The center portion of the back wall (10' wide) is allowed a maximum height of 16'.
- The remaining back wall (5' wide on either side of the center 10' wide portion) is allowed a maximum height of 4'.
- Within 5' of the two side aisles, the maximum height for any display materials is 4'.

**NOTE: The reverse side of the back wall above 8' high will be exposed and therefore must be finished and include no graphics.*

Equipment

8' high back wall in the center portion (10' wide), 3' high wall in the remaining back/side of neighboring exhibitor (5' wide on each side)

Hanging Signs

Peninsula Booths 20'x20' or larger may hang banners or signage above their booths to a maximum of 24' and may not exceed the width of the contracted booth space. All hanging signs, hanging graphics and hanging banners must be approved in advance of the show by Show Management. Submit the Booth Review Form by April 4, 2017.

Finished Surfaces

All back walls, side walls or any other exposed areas of the display must be draped or finished surfaces. No graphics, logos, or print facing into another booth is allowed. Any company advertisement, graphic or promotion must face into the aisle.

Solid Walls

Fully-enclosed booths are not allowed. We recommend that each side of your booth is no more than 50% enclosed with any type of wall/enclosure over 4' high. **Please do not go into production on your booth until you have approval from Show Management.** Submit Booth Review Form by April 4, 2017.

Multi-story/Canopies/Ceilings

Use of multi-story exhibits, canopies and ceilings must be approved by Show Management in writing no later than April 4, 2017. New or expanded multi-story exhibits are subject to additional space fees of \$20/sq. ft. All Clark County and Mandalay Bay fire regulations must be followed. Please review the Fire Regulations found in this manual.

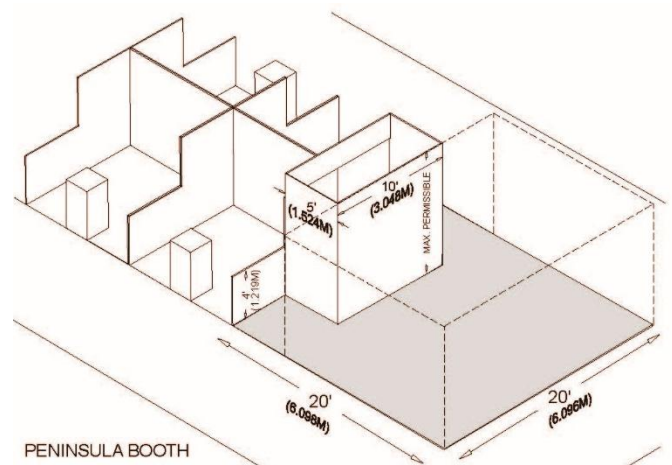
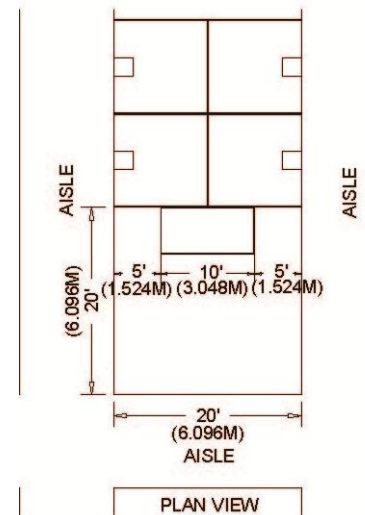


EXHIBIT DISPLAY REGULATIONS

Split Island Booth

The intent of these regulations is to allow for the best use of booth space without interfering with or obstructing neighboring exhibitors. These regulations allow for reasonable sight lines from the aisles and open access to attendees walking the aisles. Show Management reserves the right to remove or modify, at the expense of the exhibitor, if the display does not meet the specifications as set forth in this manual.

SPLIT ISLAND BOOTH

**NOTE: All Split Island Booth designs must be approved by Show Management in advance of the show. Please do not go into production on your booth until you have approval from show management. All Split Island Booths must submit the Booth Review Form to Show Management by April 4, 2017.*

A Split Island Booth is a Peninsula Booth which shares a common back wall with another Peninsula Booth. The entire area of this booth may be used, up to 16'.

Dimensions and Use of Space

A Split Island Booth is usually 20' by 20' or larger. Maximize height is 16'.

Equipment

8' high back wall

Hanging Signs

Split Island Booths 20'x20' or larger may hang banners or signage above their booths to a maximum of 24' and may not exceed the width of the contracted booth space. All hanging signs, hanging graphics and hanging banners must be approved in advance of the show by Show Management. Submit the Booth Review Form by April 4, 2017.

Finished Surfaces

All back walls, side walls or any other exposed areas of the display must be draped or finished surfaces. No graphics, logos, or print facing into another booth is allowed. Any company advertisement, graphic or promotion must face into the aisle.

Solid Walls

Fully-enclosed booths are not allowed. We recommend that each side of your booth is no more than 50% enclosed with any type of wall/enclosure over 4' high. **Please do not go into production on your booth until you have approval from Show Management.** Submit the Booth Review Form by April 4, 2017.

Multi-story/Canopies/Ceilings

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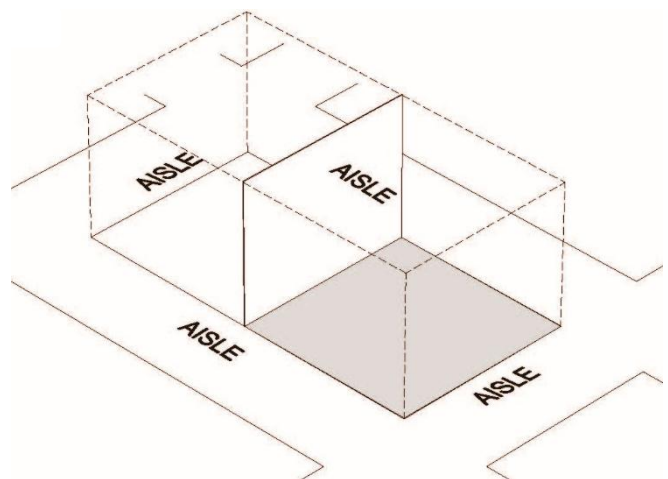


EXHIBIT DISPLAY REGULATIONS

Island Booth

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ISLAND BOOTH

**NOTE: All Island Booth designs must be approved by Show Management in advance of the show. Please do not go into production on your booth until you have approval from show management. All Island Booths must submit the Booth Review Form to Show Management by April 4, 2017.*

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

Dimensions and Use of Space

An Island Booth is typically 20'x20' larger. Maximum height is 18'. Island booths with 3,000 or more contracted and paid booth space are allowed up to a maximum height of 24'.

Hanging Signs

Island Booths 20'x20' or larger may hang banners or signage above their booths to a maximum of 24' and may not exceed the width of the contracted booth space. All hanging signs, hanging graphics and hanging banners must be approved in advance of the show by Show Management. Submit the Booth Review Form by April 4, 2017.

Finished Surfaces

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Solid Walls

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Multi-story/Canopies/Ceilings

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