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# AESTHETIC SHOW

REGULATIONS & GUIDELINES  
**BOOTH CONSTRUCTION REGULATIONS & DIAGRAMS**  
**PENINSULA BOOTH**

**PENINSULA BOOTH:** Exhibit which occupies both corners at the end of a row of standard linear booths with an aisle on three sides. A peninsula booth is a minimum of 20' x 20' (6.096m x 6.096m) in size.

- Maximum height of 16' (4.88m), or higher with Event Management approval. Booth presence (including signs/graphics) can be 20' with show management pre-approval. All Peninsula booths must be sent to Jessica de Robinson at [jessica.derobinson@ubm.com](mailto:jessica.derobinson@ubm.com).
- If you have a hanging sign, there must be at least 3' (0.9144m) clearance from the top of the booth to the bottom of the sign and the total booth presence cannot exceed 20' (6.096m).
- All display fixtures over 4' (1.22m) in height and placed within 10' (3.05m) of a neighboring exhibit must be confined to that area of the booth that is at least 5' (1.52m) from the aisle line to avoid blocking the sight line from the aisle to the adjoining booth.
- Peninsula booths are 'faced' towards the cross aisle. Any portion of the booth bordering another exhibitor's booth must have a finished back side and must not carry identification signs or other copy that would detract from the adjoining exhibit.
- Please bring all US Engineer-stamped, approved plans onsite for the Fire Marshal. The Fire Marshal reserves the right to deny booth construction without these plans.

**(Examples of peninsula booth on next page)**

**EXAMPLE OF A PENINSULA BOOTH:**

