

# T H E AESTHETIC SHOW

## REGULATIONS & GUIDELINES BOOTH CONSTRUCTION REGULATIONS & DIAGRAMS PERIMETER LINEAR BOOTH

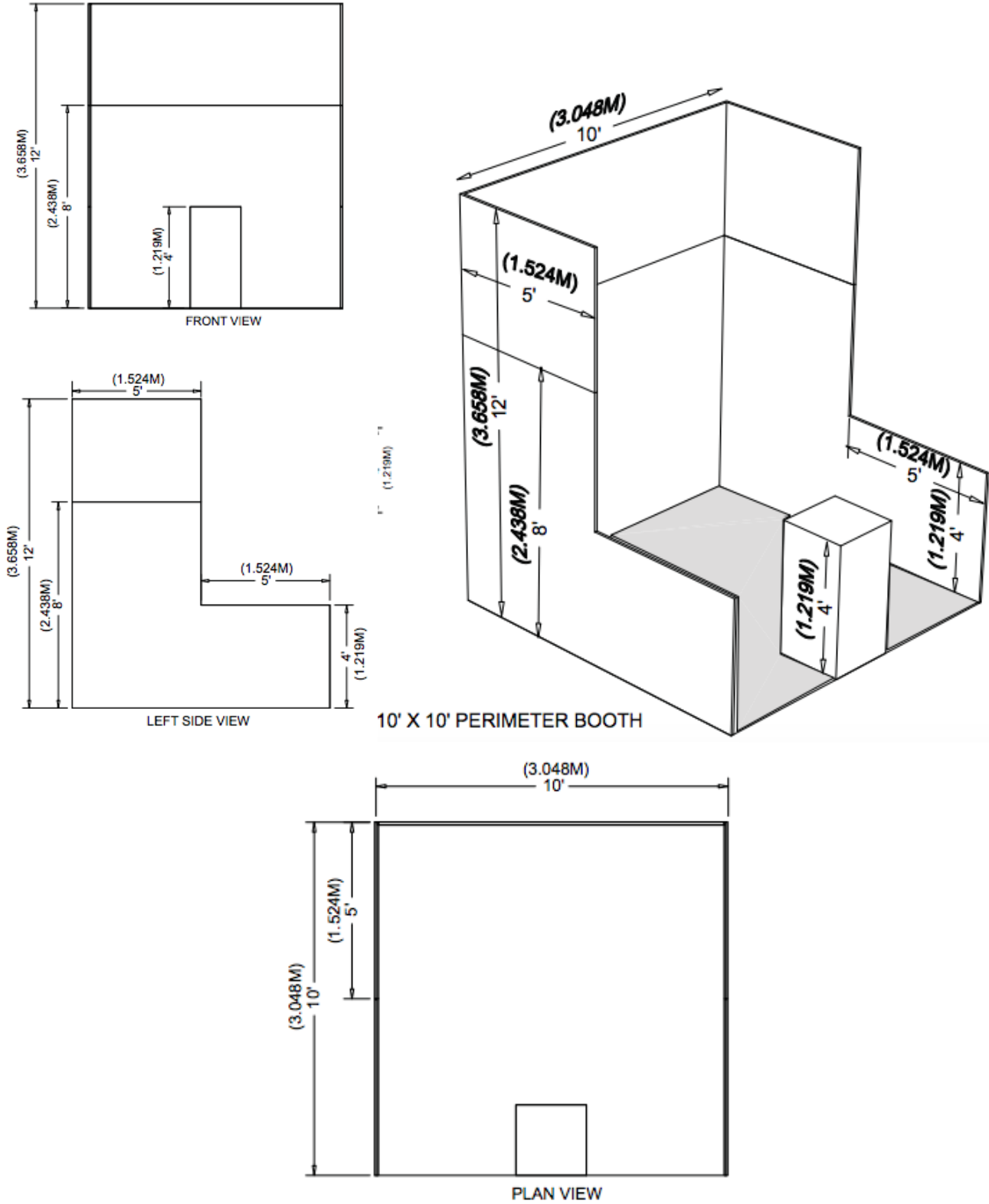
**PERIMETER LINEAR BOOTH:** Standard linear booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

- Hanging signs are not permitted above linear perimeter booths.
- Back 5' (1.52m) of booth has a maximum height of 12' (3.66m).
- Front 5' (1.52m) of booth has maximum height restriction of 4' (1.22m) on all materials – structure, product and/or equipment.
- Displays are limited to 4' in height (1.22m), in the front half of each booth. Machinery, equipment or products may not be shown on a raised/built-up platform or counter if they interfere with the height restrictions. If your display exceeds 4' in height (1.22m) it is required that you place it away from the 5' x 10' sightline area in the front of the booth in order to provide a “see-through” lane for neighboring sponsors.
- If facility is not carpeted, all booths must be fully carpeted for safety and aesthetic reasons.

**(Examples of a perimeter booth below)**

# THE AESTHETIC SHOW

**EXAMPLE OF A PERIMETER LINEAR BOOTH:**



10' X 10' PERIMETER BOOTH

PLAN VIEW