

T H E AESTHETIC SHOW

REGULATIONS & GUIDELINES BOOTH CONSTRUCTION REGULATIONS & DIAGRAMS ISLAND BOOTH

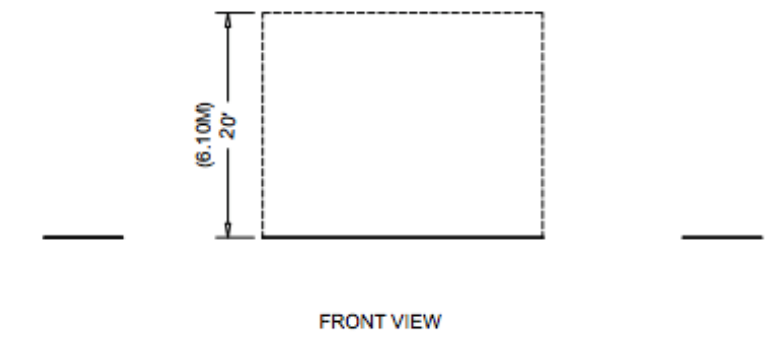
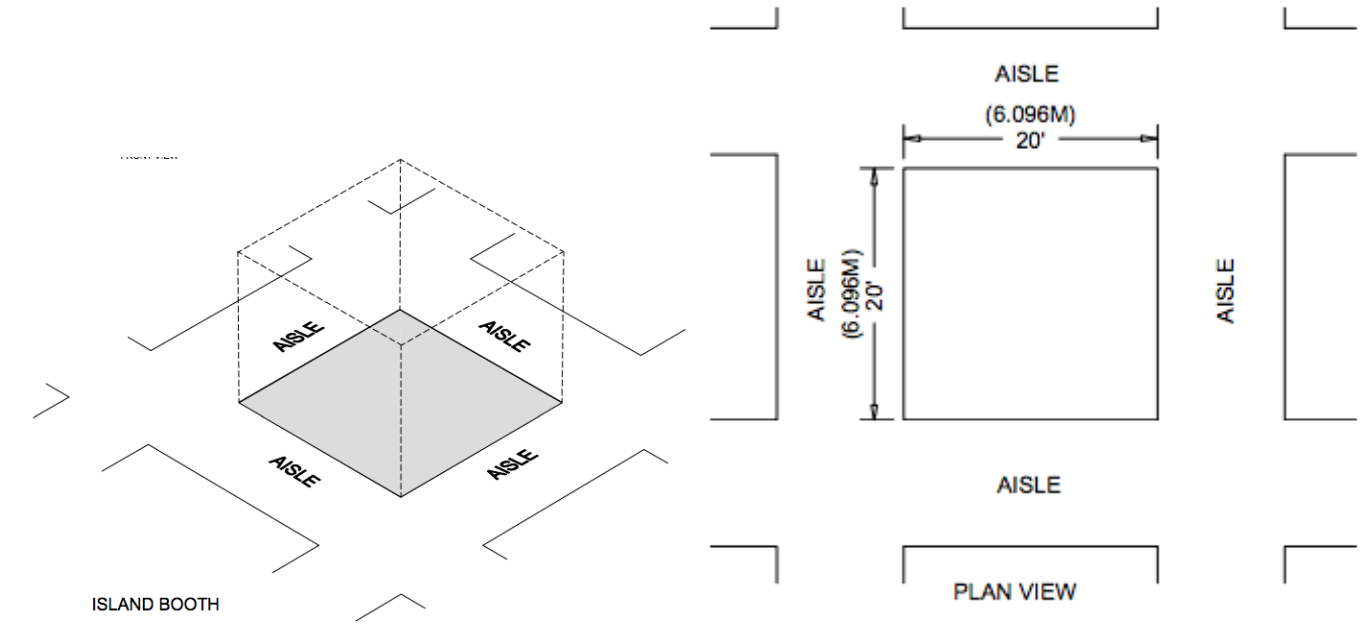
ISLAND BOOTH: A minimum of four standard booths (**20' x 20' / 6 meters x 6 meters or larger**), exposed to aisles on all four sides.

- The maximum height is 16' (4.88 meters). Maximum booth presence (including top of hanging signs) can be 20' with show management pre-approval. Request to exceed 16' must be sent to Aileen McDermott by October 30th, 2020.
Email Aileen at Aileen.mcdermott@Informa.com
- If you have a hanging sign, there must be at least a 3' clearance from the highest point of the booth properties to the bottom of the sign. Total height to top of sign cannot be higher than 20'.
- The length of any solid perimeter wall, structure, video wall, or combination of elements exceeding 8' in height (2.4384m) from the ground located within 3' from any adjoining aisle is limited to half the length (or width) of your contracted space.
- Walls must be finished on both sides so as not to be unsightly to neighboring exhibitors.
- Exhibitors may use Plexiglas or similar see-through material to create a wall that will allow for a line of sight from one booth to the next.
- If you have any type of interactive display, you must have a 3' clearance from the aisle(s) to allow for crowds.
- If the facility is not carpeted, all booths must be carpeted entirely due to safety and aesthetic reasons.
- All exhibitors must bring a copy of their US Engineer-stamped plans on-site for the Fire Marshal. The Fire Marshal reserves the right to deny booth construction without these plans.

(Examples of Island Booth on next page)

T H E AESTHETIC SHOW

EXAMPLE OF ISLAND BOOTH:



**SHOW MANAGEMENT MUST APPROVE ALL BOOTHS OVER 16 FEET.
PLEASE SUBMIT YOUR DRAWINGS TO AILEEN MCDERMOTT BY OCTOBER 30TH, 2020.
EMAIL AILEEN AT: AILEEN.MCDERMOTT@INFORMA.COM**