

T H E

AESTHETIC SHOW

REGULATIONS & GUIDELINES
BOOTH CONSTRUCTION REGULATIONS & DIAGRAMS
SPLIT-ISLAND BOOTH

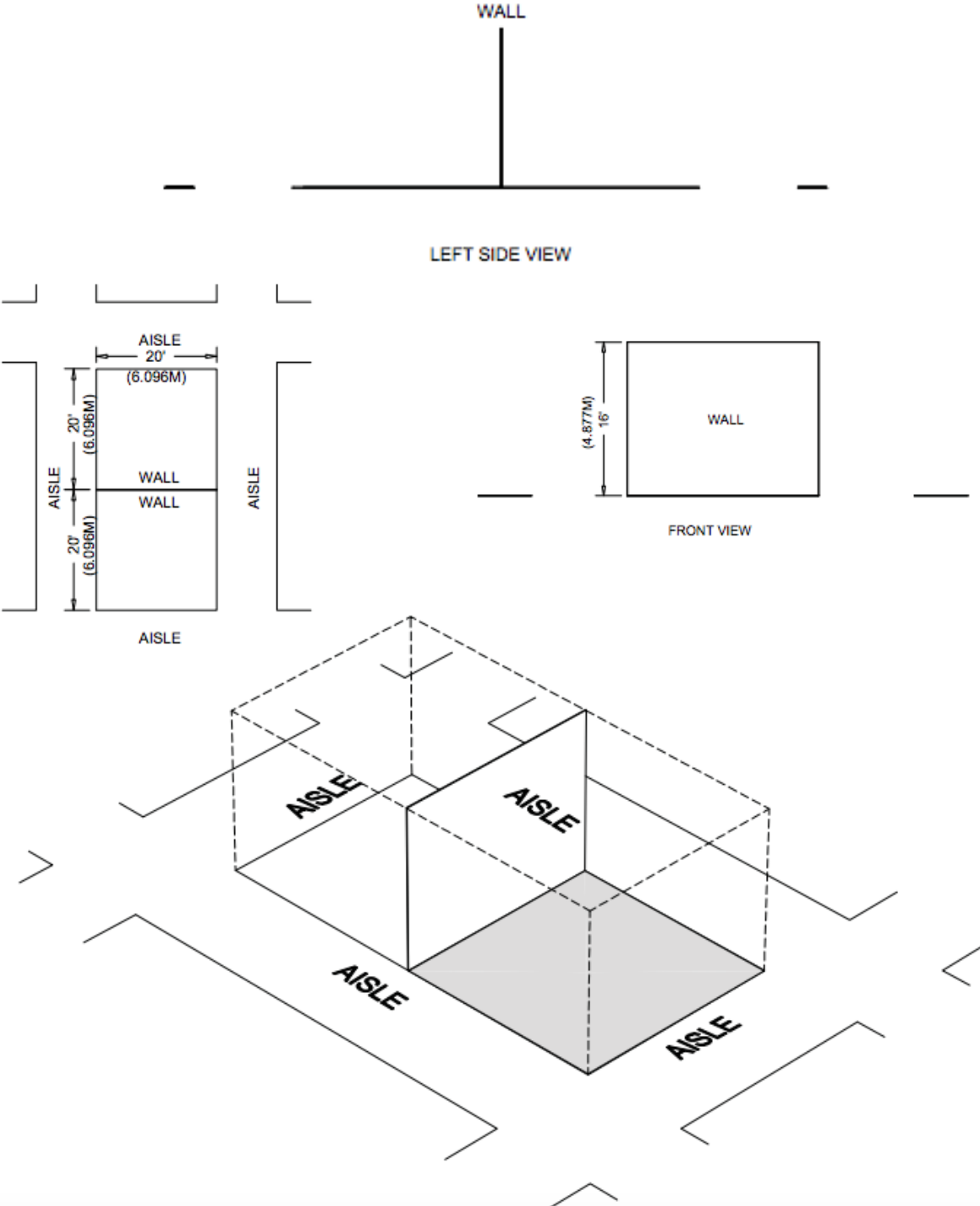
SPLIT-ISLAND BOOTH: Island Booth which shares a common back wall with another Island Booth. Island Booths are 20' x 20' (6.096m x 6.096m) and larger.

- Maximum height of 16' (4.88m), or higher with Show Management approval. Booth presence (including signs/graphics) can be 20' with Show Management pre-approval. All renderings for Split-Island booths 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 3' (0.9144m) clearance from the highest point of the booth structure to the bottom of the sign and your entire booth presence cannot exceed 20' (6.096m). Hanging sign must be set back 10' (3.05m) from the adjacent booth.
- If you have any type of interactive display, you must have a 3' clearance from the aisle(s) to allow for crowds.
- 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 Split-Island booth on next page)

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EXAMPLE OF A SPLIT-ISLAND BOOTH:



**SHOW MANAGEMENT MUST APPROVE ALL SPLIT ISLAND PENINSULA BOOTHS.
PLEASE SUBMIT YOUR DRAWINGS TO AILEEN McDERMOTT BY OCTOBER 30TH, 2020.
EMAIL AILEEN AT: AILEEN.MCDERMOTT@INFORMA.COM**