



BOOTH & DISPLAY GUIDELINES

LINEAR & CORNER BOOTH

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

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft wide and 10ft deep, i.e. 10ft by 10ft. The maximum back wall height limitation is 8ft.

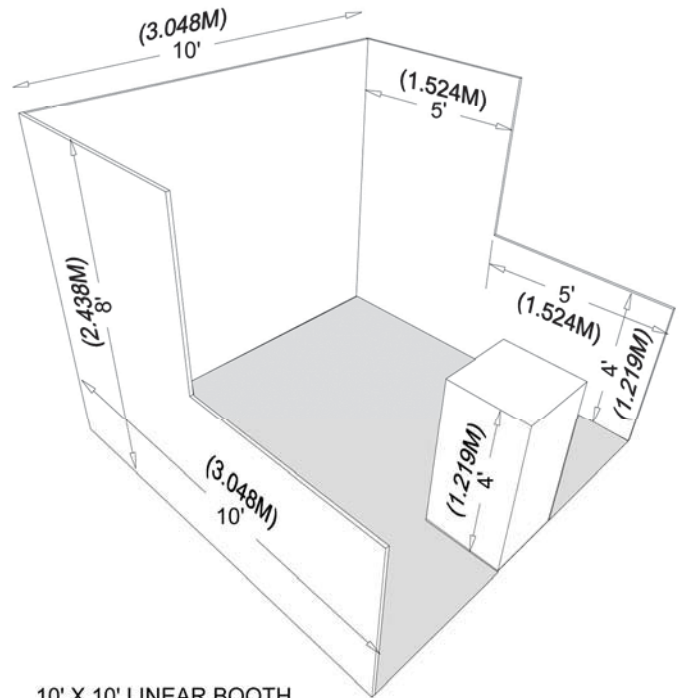
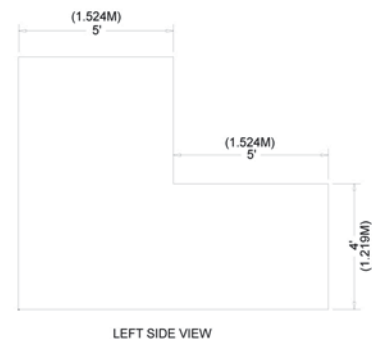
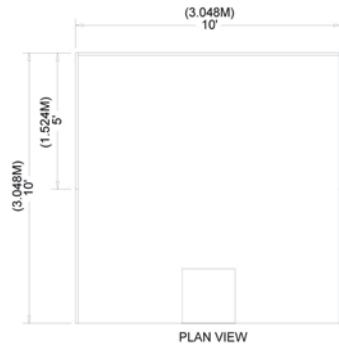
Use of Space

Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft, 10ft by 30ft, 10ft by 40ft, etc. display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors.

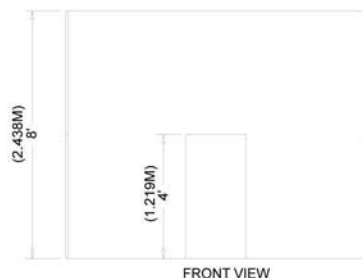
The maximum height of 8ft is allowed only in the rear half of the booth space, with a 4ft height restriction imposed on all materials in the remaining space forward to the aisle. Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft height limitation is applied only to that portion of exhibit space which is within 10ft of an adjoining booth.

CORNER BOOTH

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



10' X 10' LINEAR BOOTH



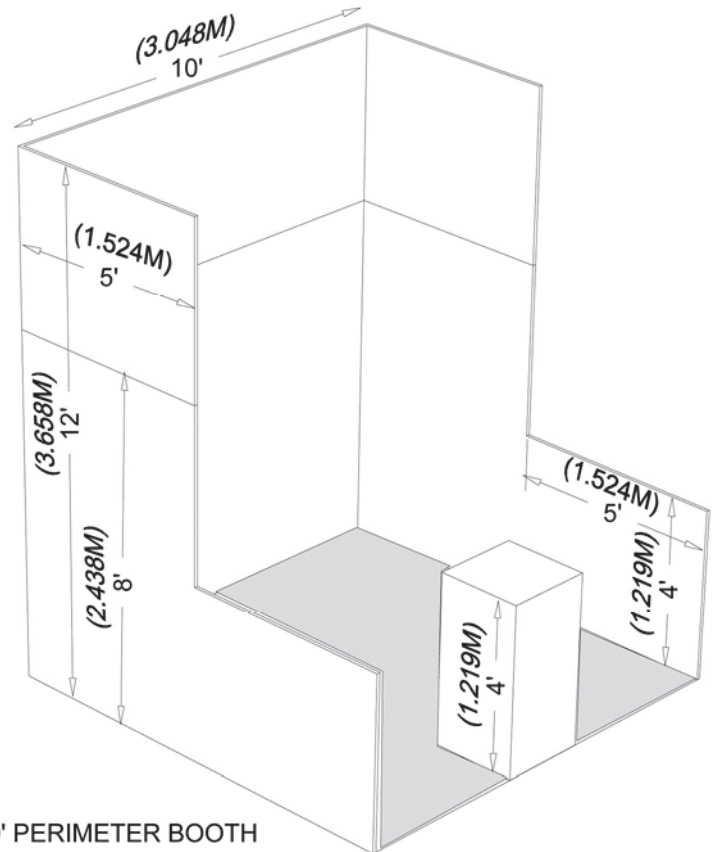
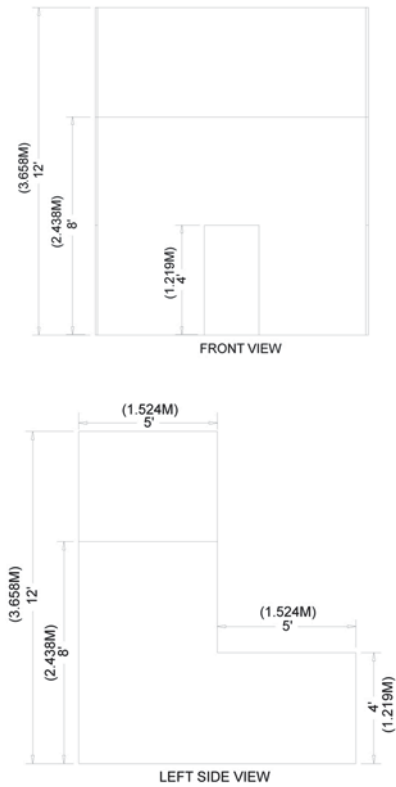
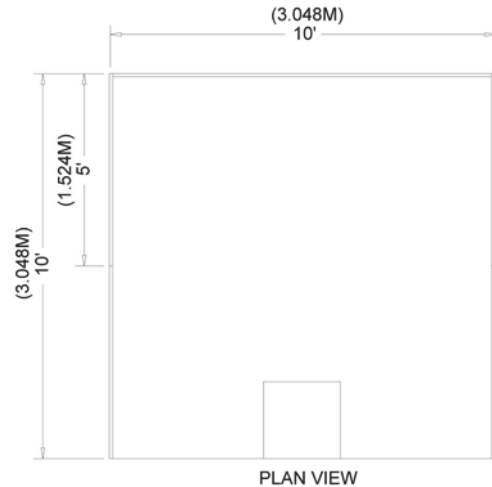


PERIMETER BOOTH

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

Dimensions and Use of Space

All guidelines for Linear Booths apply to Perimeter Booths except that the maximum back wall height is 12-14ft





ISLAND BOOTH

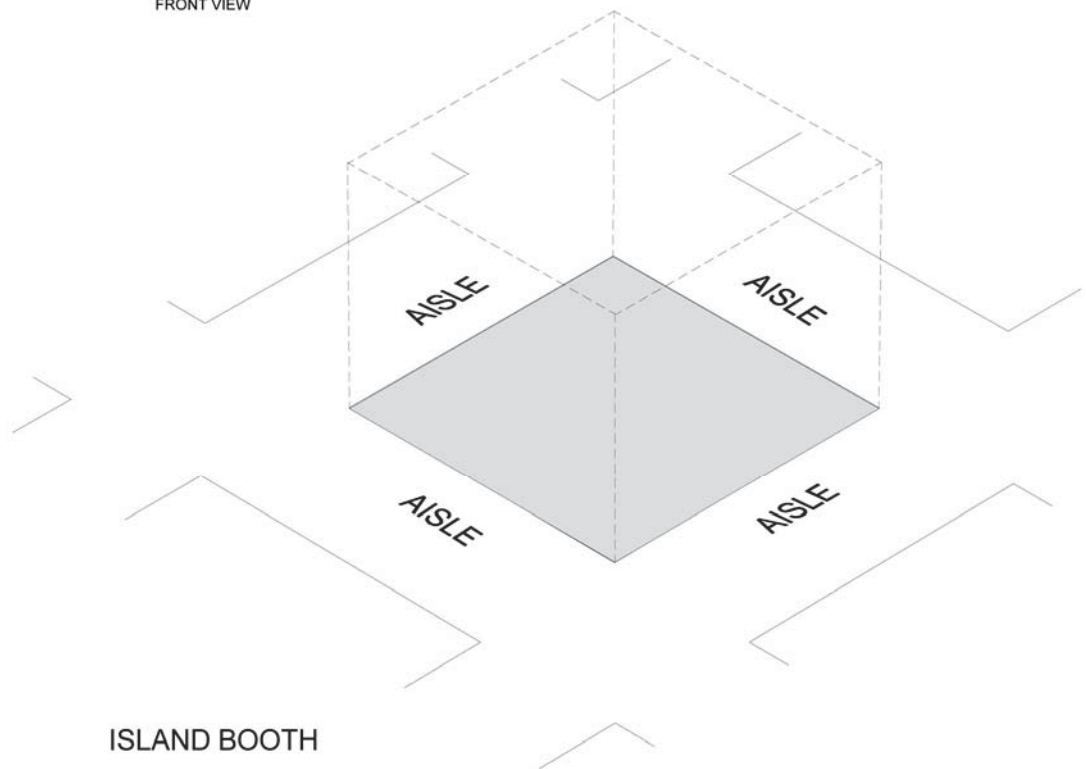
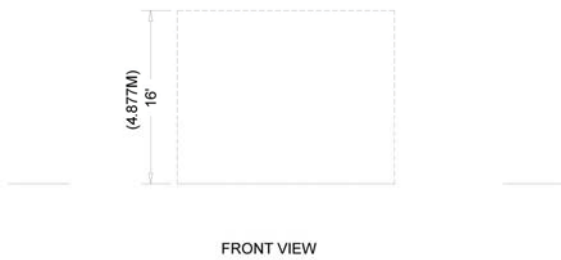
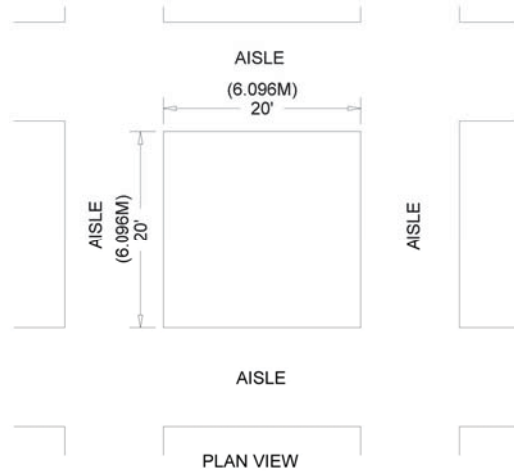
An Island Booth is any size booth exposed to aisles on all four sides.

Dimensions

An island booth is typically 20ft x 20ft or larger, although it may be configured differently.

Use of Space

The entire cubic content of the space may be used up to the maximum allowable height, which is 20ft including signage.





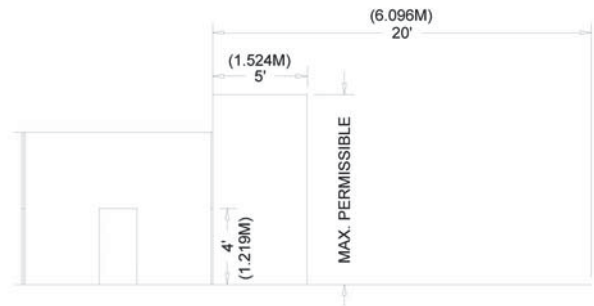
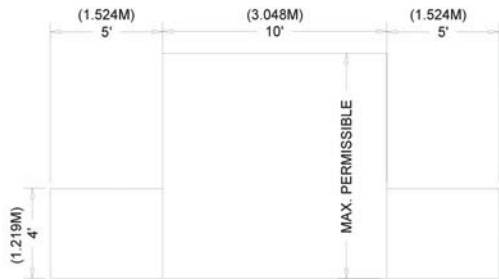
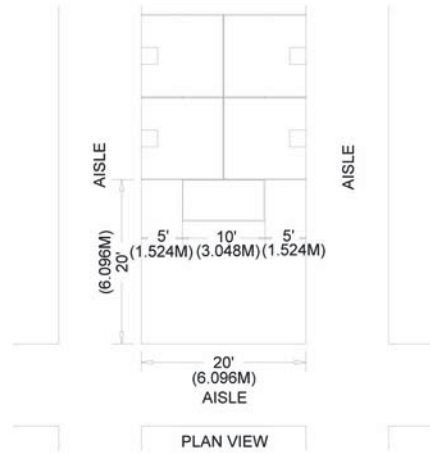
MARKETPLACE

PENINSULA BOOTH

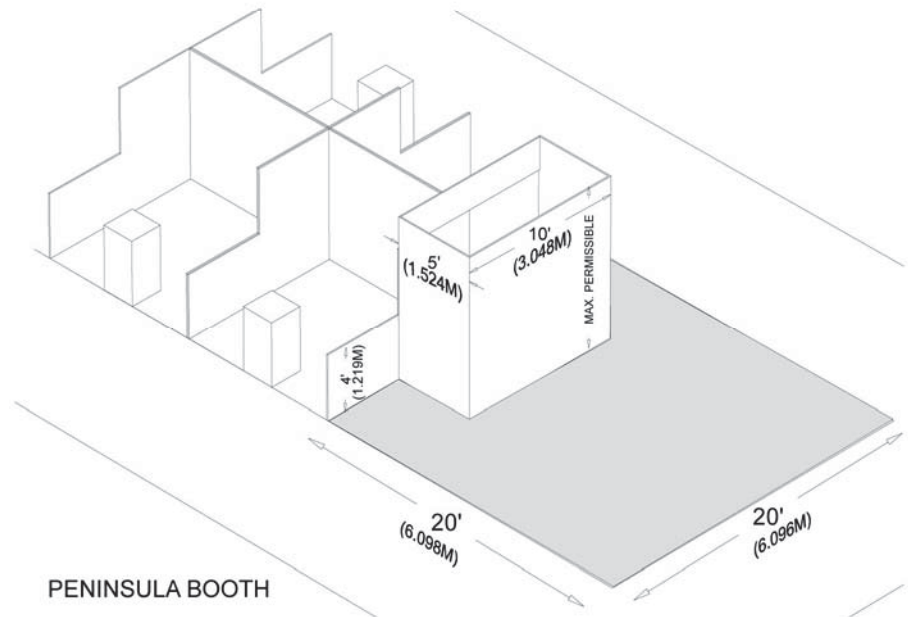
A Peninsula Booth is exposed to aisles on three sides, and comprised of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as a "Split Island Booth."

Dimensions

A Peninsula Booth is usually 20ft by 20ft or larger. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to 4ft high within 5ft of each aisle, permitting adequate line of sight for the adjoining Linear Booths. The maximum height range allowance is 20ft, including signage for the center portion of the back wall. Double-sided signs, logos and graphics shall be set back ten feet (10') from adjacent booths.



FRONT VIEW



PENINSULA BOOTH

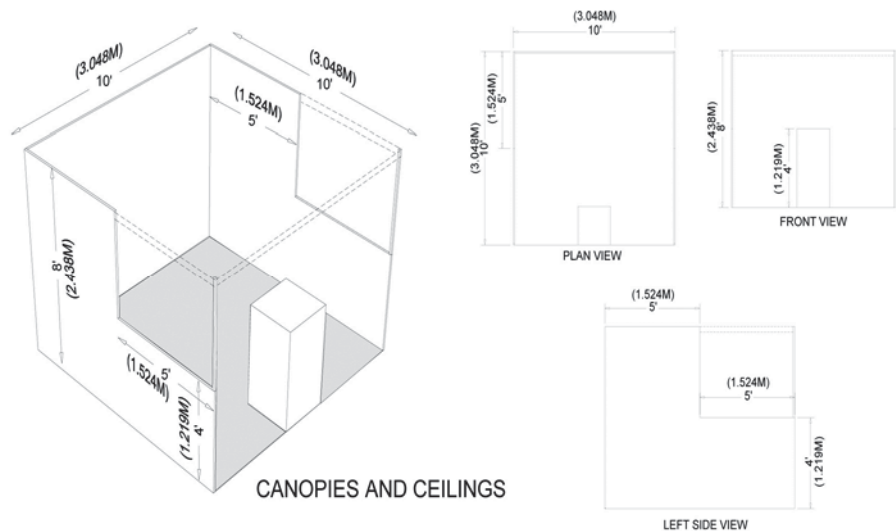


DISPLAY REGULATIONS

CANOPIES AND CEILINGS

Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or to allow for hanging products). Canopies for Linear or Perimeter Booths should comply with Line-of-Sight requirements.

The bottom of the canopy should not be lower than 7ft from the floor within 5ft of any aisle. Canopy supports should be no wider than three inches 3in. This applies to any booth configuration that has a sight line restriction, such as a Linear Booth. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings, and other similar coverings. Check with Show Management prior to determining specific exhibition rules.



HANGING SIGNS & GRAPHICS

Most exhibition rules allow for hanging signs and graphics in all standard Peninsula and Island Booths, usually to a maximum height range of 20ft from the top of the sign. The distance is measured from the floor to the top of the sign. Whether suspended from above, or supported from below, they should comply with all ordinary use of space requirements. For example, the highest point of any sign should not exceed the maximum allowable height for the booth type.

Hanging Signs and Graphics should be set back 10ft from adjacent booths and be directly over contracted space only. Approval for the use of Hanging Signs and Graphics, at any height, should be received from Show Management at least 60 days prior to installation. Variances may be issued at the Show Management's discretion. Drawings should be available for inspection.

TOWERS

A Tower is a free-standing exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit space configuration being used. Towers in excess of 8ft should have drawings available for inspection. Fire and safety regulations in many facilities strictly govern the use of towers. A building permit or safety lines may be required.



MULTI-STORY EXHIBIT

A Multi-Story Exhibit is a booth where the display fixture includes two or more levels. A Multi-Storied Exhibit requires prior approval by the exhibit facility, and relevant local government agency, as well as Show Management because it is deemed to be a “structure” for building purposes. The city building department generally needs to issue a building permit based on an application and drawings prepared and submitted by a licensed architect or engineer. Exhibitors should obtain local building regulations early on to ensure that all time constraints are met.