

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.

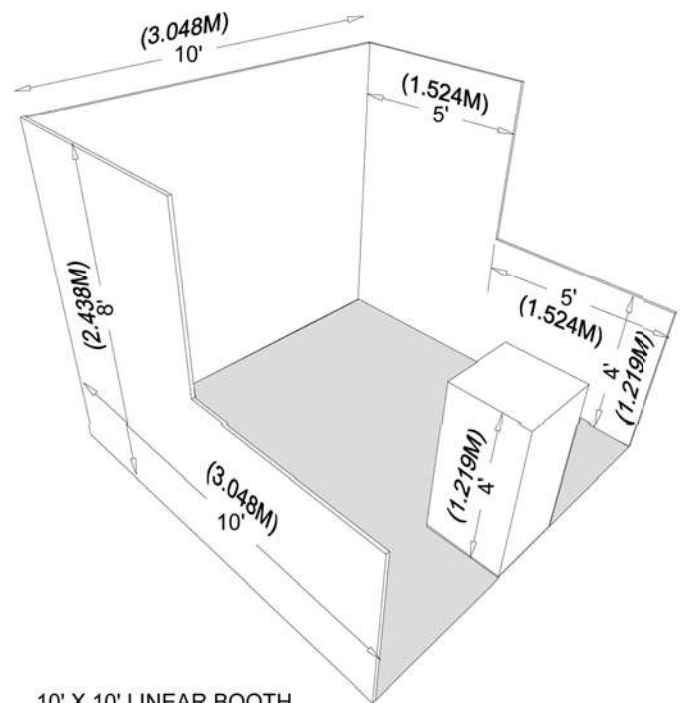
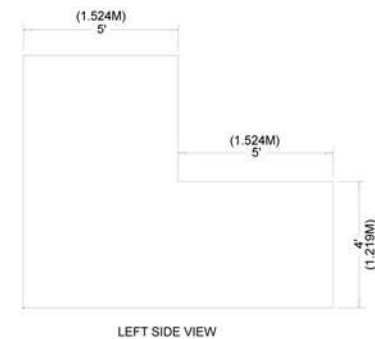
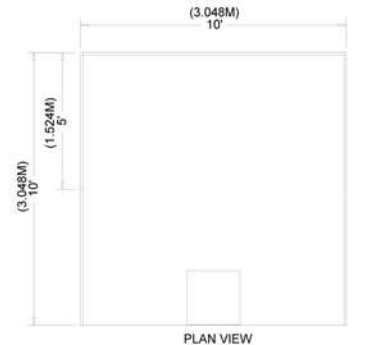
Use of Space

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.



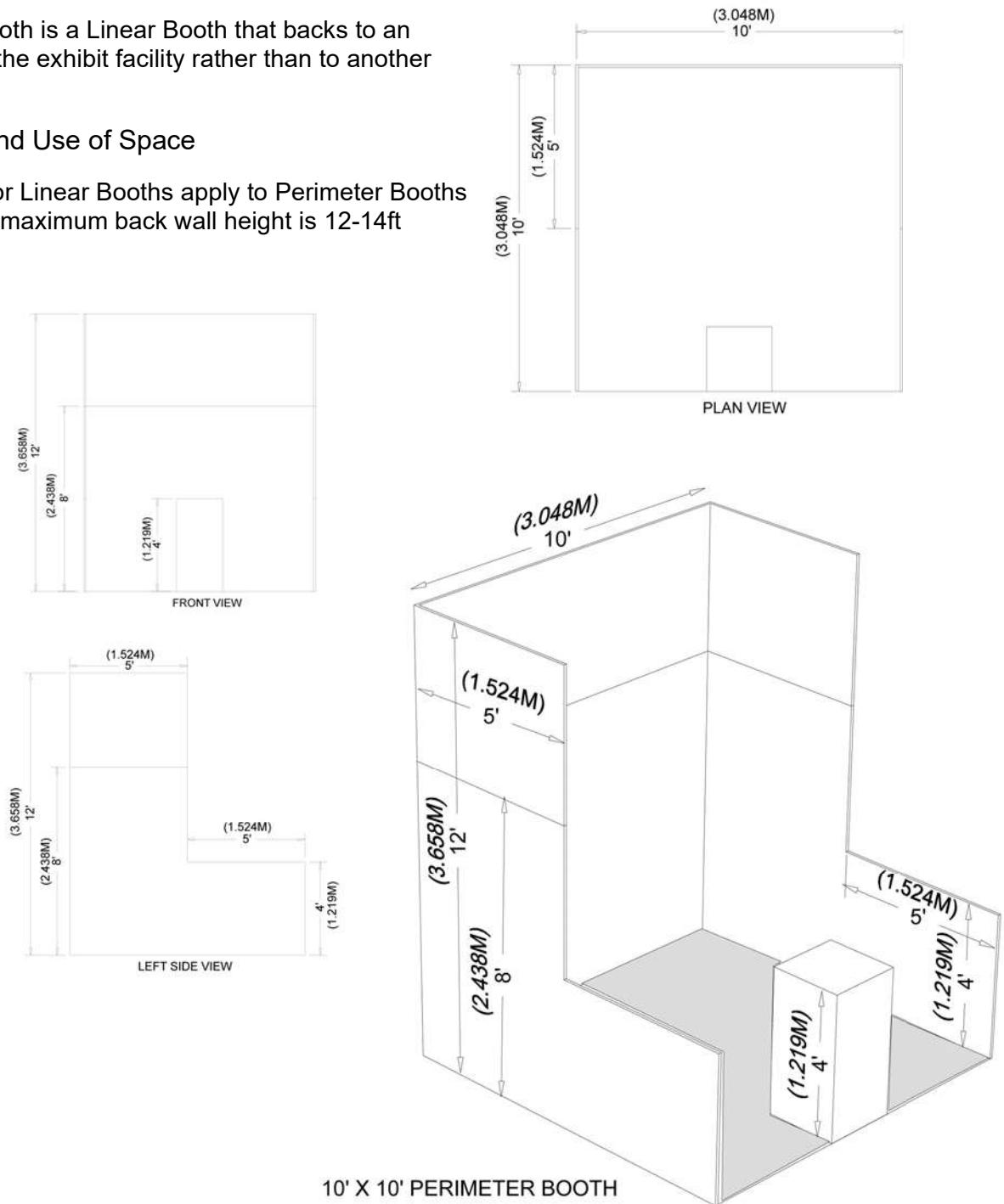
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PERIMETER BOOTH

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



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ISLAND BOOTH

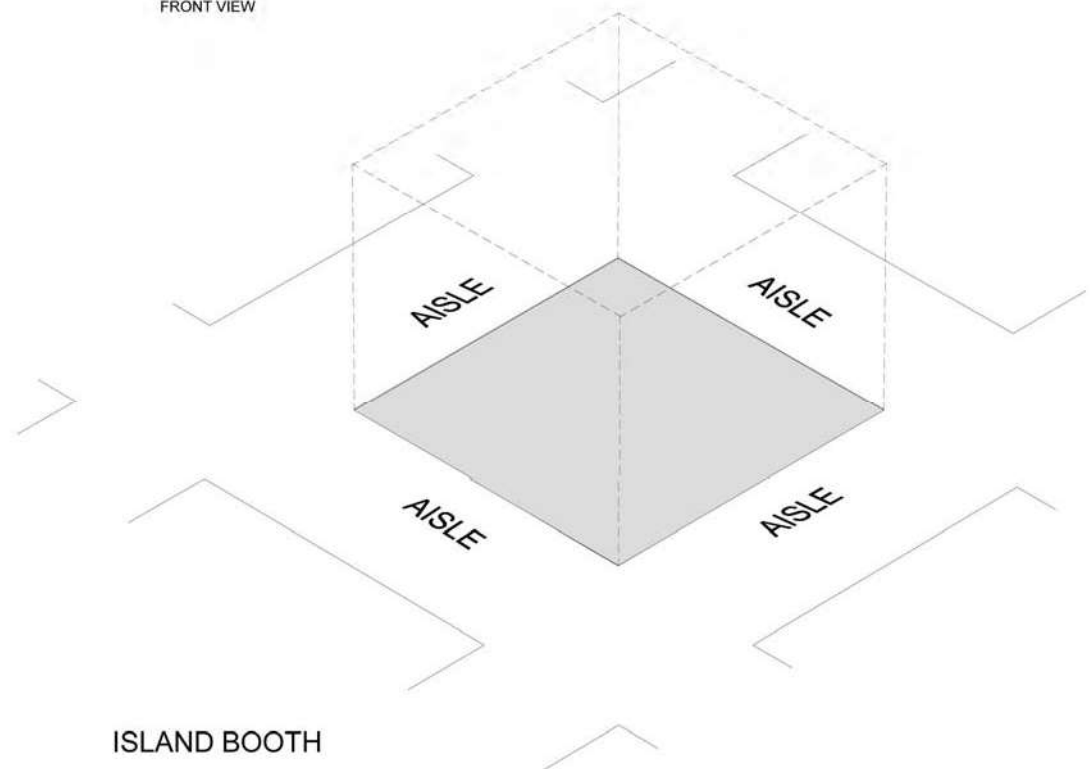
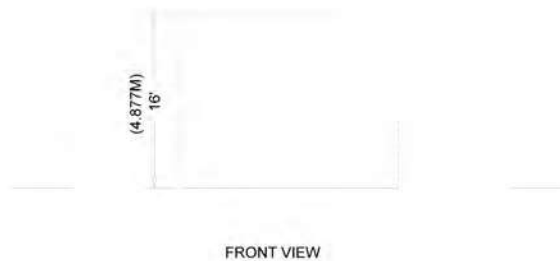
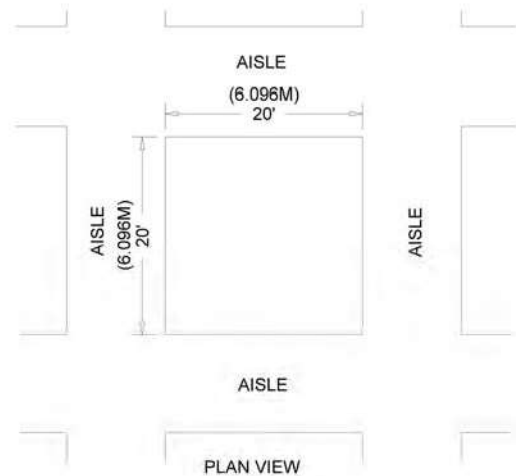
An Island Booth is any size booth exposed to aisles on all four sides.

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.



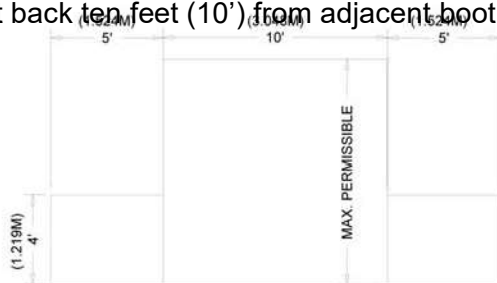
BOOTH & DISPLAY GUIDELINES

PENINSULA BOOTH

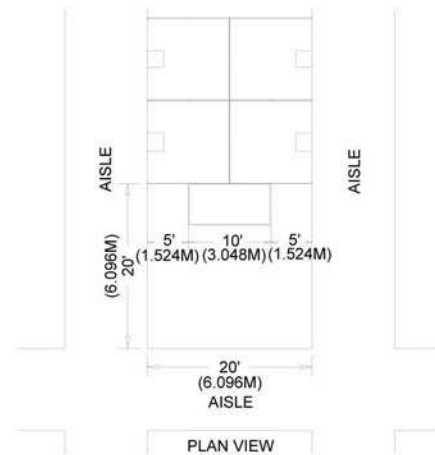
A Peninsula Booth is exposed to aisles on three sides, and comprised of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as a "Split Island Booth."

Dimensions

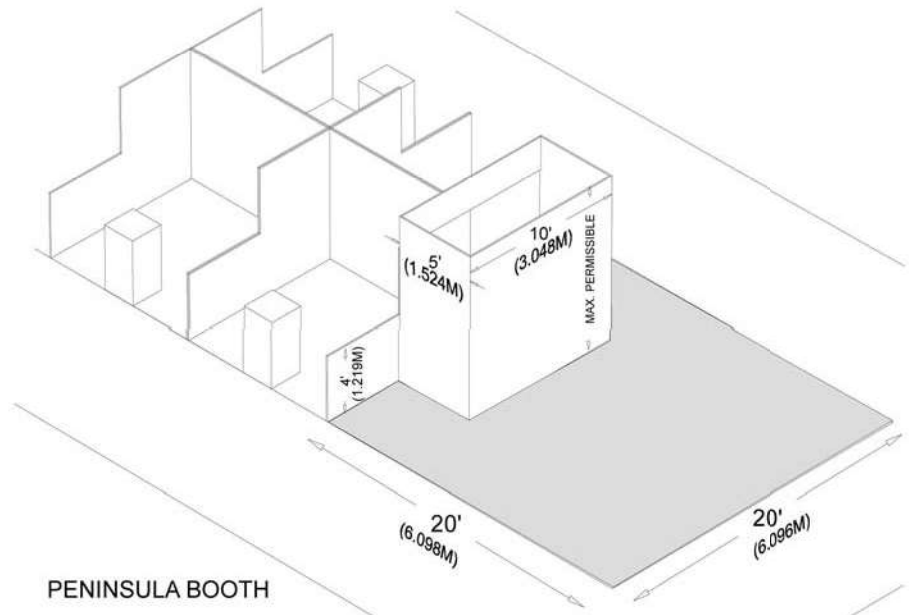
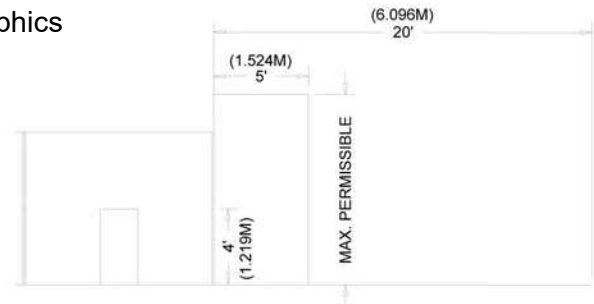
A Peninsula Booth is usually 20ft by 20ft or larger. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to 4ft high within 5ft of each aisle, permitting adequate line of sight for the adjoining Linear Booths. The maximum height range allowance is 20ft, including signage 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



PLAN VIEW



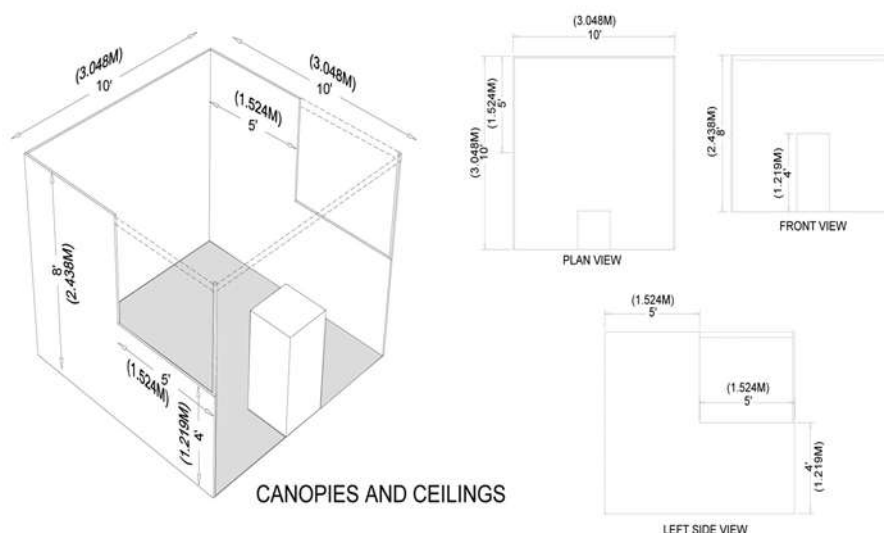
PENINSULA BOOTH

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.

DISPLAY REGULATIONS

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.

ISSUES COMMON TO ALL BOOTHS

DEMONSTRATIONS

The part of the exhibit program involving the interaction of exhibit personnel and their audience through corporate presentations, product demonstrations or sampling.

Demonstration area must be organized within the exhibitor's space so as not to interfere with any traffic aisle and sampling or demonstration tables must be placed a minimum of two feet (2') from the aisle line. Spectators or samplers should not interfere with the normal traffic flow in the aisle or overflow into neighboring exhibits.

The aisles are the property of the entire show and each exhibitor has the responsibility to assure proper flow of traffic through the entire show. When large crowds gather to watch a demonstration or for sampling and interfere with the flow of traffic, it is an infringement on the rights of other exhibitors. Aisles must not be obstructed at any time. Special caution should be taken when demonstrating machinery or equipment that has moving parts, cooking equipment with an open flame, or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of 3ft and/or install hazard barriers as necessary to prevent accidental injury to spectators. Additionally, demonstrations should only be conducted by qualified personnel.

OUTSIDE CONTRACTORS

Exhibitors are allowed to designate outside contractors to erect and dismantle their booths. However, exhibitors are required to notify Show Management by completing the EAC Authorization Form in the "General Information" section of this manual. The contractor is also required to show proof of liability coverage before setup. If Show Management does not receive proof of insurance, the contractors' employees will not be allowed to work in the exhibit hall.

VARIANCES

Any exceptions or alterations to the restrictions and boundaries described herein must meet with the approval of Show Management and must be obtained prior to the booth set up. If Show Management determines that your exhibit obstructs or interferes in any way with other exhibits in the area, you will be asked to conform to the rules during the TRA Marketplace. If you are unable to comply with the rules, you may be instructed to dismantle your booth or the part of the booth that does not conform. Show Management will not give refunds to any exhibitors asked to dismantle their booths.

ISSUES COMMON TO ALL BOOTHS

SOUND/MUSIC

General, exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. **Rule of thumb: Sound and noise should not exceed 80 decibels when measured from the aisle immediately in front of a booth.** The use of sound systems or equipment producing sound is a privilege, not a right. Show Management reserves the right to determine at what point sound constitutes interference with others and must be discontinued.

Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI, and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music. Refer to OSHA at www.osha.gov for more information.

AMERICANS WITH DISABILITIES ACT (ADA)

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA), and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities.

Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line, 800.514.0301, and from the ADA Web site at www.usdoj.gov/crt/ada/adahom1.htm.

STRUCTURAL INTEGRITY

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as fork lifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures.

It is recommended that all 20ft by 20ft and over exhibits require a drawing, plans or renderings, preferably digital, to be submitted to the Show Management. Exhibitors should ensure that any display fixtures such as tables, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.

ISSUES COMMON TO ALL BOOTHS

FLAMMABLE AND TOXIC MATERIALS

All materials used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant. Samples should also be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flame-proofing certificate should be available for inspection. Exhibitors should be aware of local regulations regarding fire/safety and environment which must be adhered to. Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility. Grease disposal bins are available in the specified wash areas in the exhibit hall.