

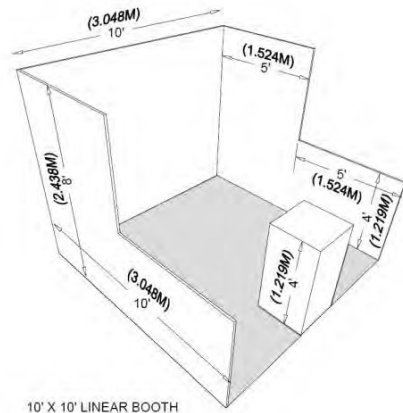
eXchange 2022 Booth Construction Guidelines



Inline/Linear Booth Overview

Inline or Linear Booths are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, share a backwall, and one side exposed to the aisle.

Regardless of the number of Linear Booths utilized, (e.g. 10 ft. x 20 ft., 10 ft. x 30 ft., 10ft. x 40 ft., 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 4 ft. height restriction imposed on all materials in the remaining space forward to the aisle.

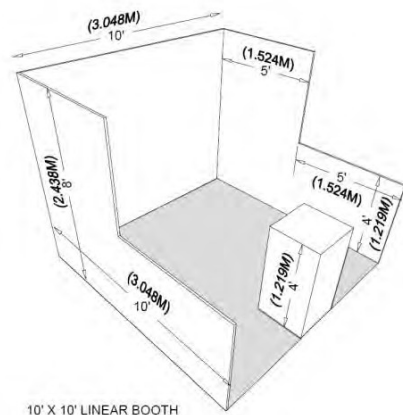


- **Max height = 8'**
- **No end caps are allowed**
- **All display material over 5' may not extend farther out than 5' from the back of the exhibit space.**
- **Exhibitors are required to provide flooring for the whole of their exhibit space**
- **No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space.**

Exhibitors in corner inline Booths must ensure that unfinished elements from their booth are not visible from the aisle. Exhibitors may order end panels or "masking" from GES or may provide a professional alternative on their own.

Exhibitors may not store exhibit cases behind booth due to location of electric boxes and fire hazard risk.

Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4 ft. height limitation is applied only to that portion of exhibit space which is within 10ft of an adjoining booth.



Perimeter Booth Overview

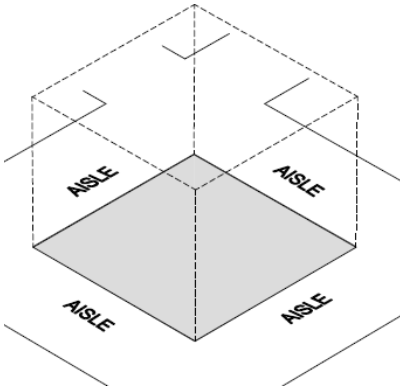
A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit. All guidelines for Linear Booths apply to Perimeter Booths except that the typical **maximum back wall height is 12ft.**

- **Max height = 12'**
- **No end caps are allowed**
- **All display material over 5' may not extend farther out than 5' from the back of the exhibit space.**
- **Exhibitors are required to provide flooring for the whole of their exhibit space**
- **No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space.**

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Island Booth Overview

An Island Booth is any size booth exposed to aisles on all four sides. The entire cubic content of the space may be used up to the **maximum allowable height of 16ft.**

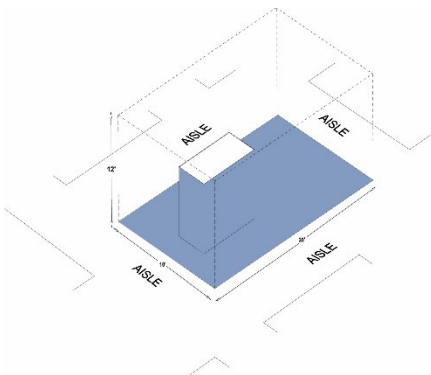


Hanging signs must be hung at a **maximum height of 22 ft. from the floor to the top of the hanging sign.** A minimum of 2 feet vertical distance must separate the hanging sign from the structure. Hanging signs must be located within the contracted booth area and must be no less than one foot inside any perimeter of the booth.

- **Max height = 16'**
- **Must be accessible from all 4 sides**
- **Hanging signs are allowed (max height 22 ft.)**
- **Booth drawings must be submitted in advance for approval by March 16, 2022 to sdriver@aami.org**
- **Exhibitors are required to provide flooring for the totality of their exhibit space.**
- **If rigging is needed for install only, please note this on booth drawing submission and obtain prior approval from AAMI**
- **Lighting should be directed to the inner confines of the booth space.**
- **Lighting should not project onto other exhibits or show aisles.**

New This Year: Mini Island Booth Overview

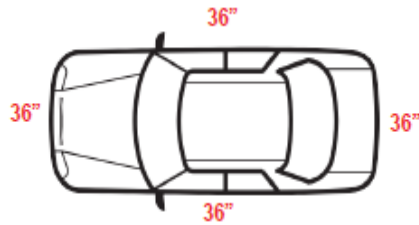
A Mini Island booth is a narrow island type booth comprised of one more or 10 ft-by-10 ft booths.



- **Max height = 12'**
- **Exhibitors are required to provide flooring for the entirety of their booth space.**
- **One level only**
- **Must be accessible from all 4 sides**
- **Hanging signs are NOT permitted.**
- **All back walls and side walls must be finished**
- **Booth drawings must be submitted in advance for approval by March 16, 2022**

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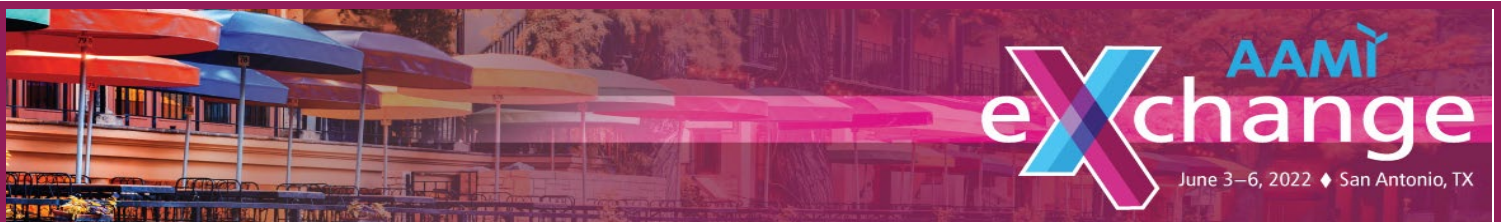
Vehicles Overview



- Max Height – 12 ft.
- Booth drawings must be submitted in advance for approval by March 16, 2022
- Hanging Signs/Rigging: Only permitted for vehicles in Perimeter spaces
- Vehicle keys must be left with GES.
- 36" | 3 ft. of clear access or aisles must be maintained around the vehicle.
- No part of vehicle (including doors, etc.) may extend into aisles.
- GES must be used to spot vehicle during move in and move out.
- Vehicle must remain in space after show closing until GES notifies exhibitor.
- Vehicles shall not be moved during the show and will remain turned off while freight doors are closed.
- Fuel tank openings shall be locked or sealed in an approved manner to prevent escape of vapors.
- Fuel tanks shall not contain more than one-quarter their capacity or more than five gallons of fuel, whichever is less.
- Batteries must be disconnected. Auxiliary batteries not connected to engine starting system may be left connected.
- External power is recommended for demonstration purposes.
- Battery charging is not permitted inside the building.
- Combustible/flammable materials must not be stored beneath display vehicles.
- Fueling or de-fueling of vehicles is prohibited.
- The unloading and delivery of all materials and equipment from the Henry B. Gonzalez Convention Center docks or other areas to exhibitors' booths or assigned spaces and loading out from same to vehicles must be performed by GES as the official contractor.
- No balloons allowed- Helium balloons are not permitted in the Henry B. Gonzalez Convention Center and are not permitted per AAMI Exhibit Rules.

Lighting – Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:

- No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems **must** submit drawings to Show Management for approval.
- Only U.L. approved clamp-on types of portable spotlights, with porcelain base and metal guards, are allowed. Clip-on types are not allowed.
- Lighting should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or show aisles.
- Lighting which is potentially harmful, such as lasers or ultraviolet lighting should comply with facility rules and must be pre-approved in writing by Show Management.
- Lighting that spins, rotates, pulsates and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.



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Design Approval

All exhibit spaces equaling 400 square feet or larger and mini Islands are required to submit a rendering, drawing, or photo of their proposed design and layout to Show Management by **Friday, April 15, 2022**.

Renderings should be **emailed to Sherrie Schulte at sschulte@aami.org or Fred Moxley at fmoxley@aami.org**.

Any variances will be considered and approved on an individual basis at this time. Any changes that occur to the exhibit design plans after initial submission must be resubmitted to Show Management for review.

On-site, booth constructions that deviate from the actual, submitted, and approved floor plans, or constructions not in compliance with display rules, will be required to correct all violations prior to show opening.