



# 2024 ANNUAL MEETING

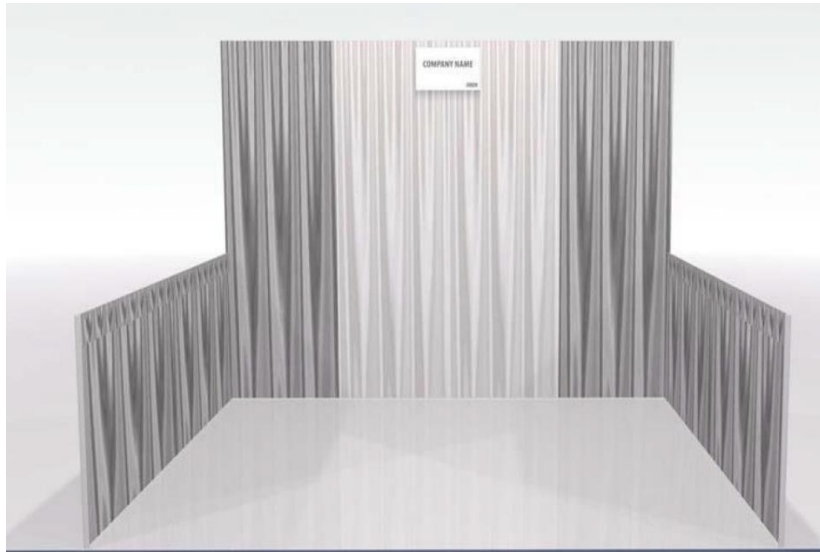
May 18–22, 2024 | Atlanta, Georgia, USA

## INTA 2024 Annual Meeting Innovation Marketplace Booth Configurations

All standard in-line booths are provided with the following from the general contractor (GES):

- Eight-foot high drape along the back wall and three-foot high side drape
- One identification sign showing your company name and booth number

This is what a standard booth will look like:



Please note that the exhibit space rental **does not include hard walls or floor covering**. Booth furniture (carpet/floor covering, tables, chairs, etc.) and material handling (shipping/drayage) are not included with your exhibit space rental. Ordering details are included in the [Exhibitor Manual](#).

International exhibitors can contact GES at [specialordersNSC@ges.com](mailto:specialordersNSC@ges.com).

Exhibitors who want more than a pipe and drape booth can bring their own exhibit booth, or rent one from GES/Spiro.

If you are interested in renting a custom booth, please contact:

Alisha Rodriguez | Spiro

Phone: +1-817-692-1433; Email: [alrodriguez@thisisspiro.com](mailto:alrodriguez@thisisspiro.com)

<https://ordering.ges.com/051601039/CustomExhibits>

**Order deadline: April 19, 2024**

The following Booth Configurations depict the Line-of-Sight display rules that provide restrictions on certain areas of booths to allow attendees to view neighboring booths in their line of sight as they walk the floor. **These diagrams are not meant to represent hard-wall booth structures. All standard booths will be pipe and drape as show above.**



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## BOOTH CONFIGURATIONS

**Linear/Standard Booth** DEFINITION: Exhibit consisting of one or more standard units in a straight line.

### HEIGHT

Exhibit fixtures, components and identification signs will be permitted to a maximum height of 8'3" (2.5m).

### DEPTH

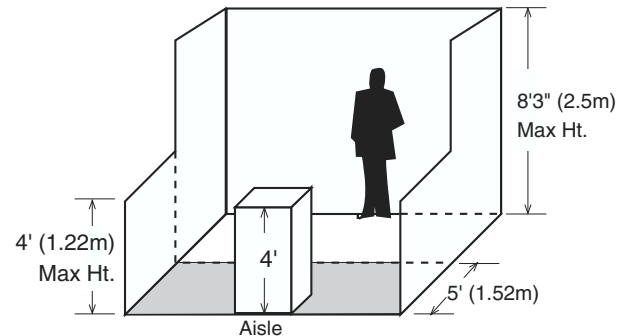
All display fixtures over 4'0" (1.22m) in height and placed within 10 lineal feet (3.05m) of an adjoining exhibit, must be confined to that area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line for those exhibits with 14'0" (4.27m) depth or more.

### IMPORTANT

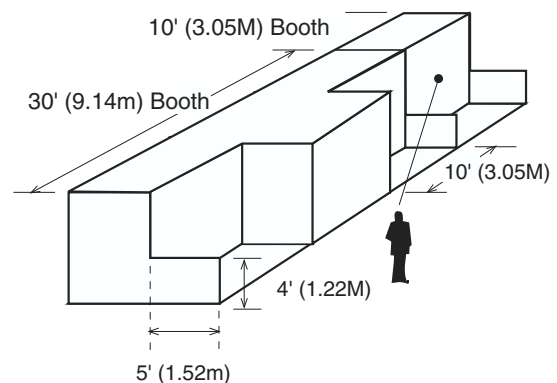
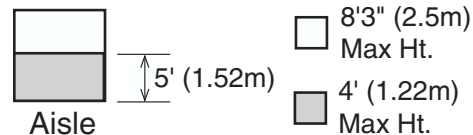
Space dimensions shown on floor plan are from center line of booth equipment, such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.

### APPROVAL

All exhibitors must provide a full rendering, including ALL graphics/copies of their exhibit booth design/display for approval by INTA. Please submit the [Rendering of Booth Design form](#) to [inta@heexpo.com](mailto:inta@heexpo.com) by April 5, 2024.



Display fixtures over 4' (1.22m) must be confined to that area of the booth that is at least 5' (1.52m) from the aisle line.



**Perimeter Booth** DEFINITION: Standard booth located on the outer perimeter aisle of the exhibit floor.

**HEIGHT**

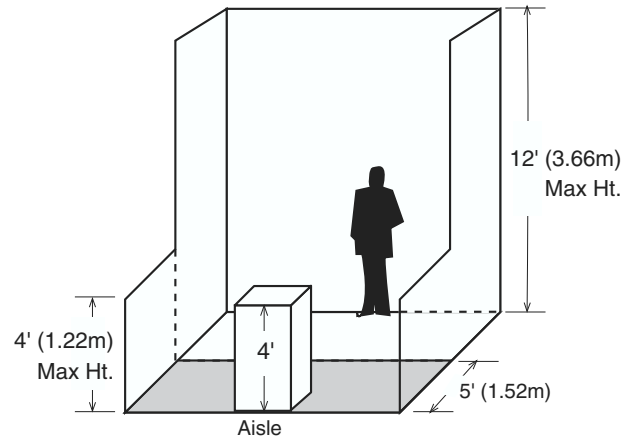
Exhibit fixtures, components and identification signs will be permitted to a maximum height of 12' (3.66m) in perimeter wall booths.

**DEPTH**

All display fixtures over 4'0" (1.22m) in height and placed within 10 lineal feet (3.05m) of an adjoining exhibit, must be confined to that area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line for those exhibits with 14'0" (4.27m) depth or more.

**APPROVAL**

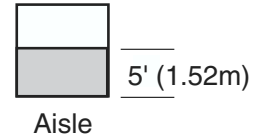
All exhibitors must provide a full rendering, including ALL graphics/copies of their exhibit booth design/display for approval by INTA. Please submit the [Rendering of Booth Design form](#) to [inta@heexpo.com](mailto:inta@heexpo.com) by April 5, 2024.



Display fixtures over 4' (1.22m) must be confined to that area of the booth that is at least 5' (1.52m) from the aisle line.

□ 12' (3.66m)  
Max Ht.

■ 4' (1.22m)  
Max Ht.



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**Island Booth** **DEFINITION:** Exhibit with aisles on all four sides. An Island Booth is a minimum 20' x 20' in size.

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**HEIGHT**

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The entire cubic content of the space may be used up to a maximum allowable height of 24'0" (7.31m).

**DEPTH**

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Because an island booth is automatically separated by the width of an aisle from all neighboring exhibits, full use of the floor plan is permitted.

**STRUCTURAL INTEGRITY**

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All multi-story exhibits, regardless of whether people will occupy the upper area or not, and all exhibit fixtures and components exceeding 12'0" (3.66m) in height must have drawings available for inspection by exposition management, the installation and dismantling contractor, the exhibitor and governmental authority during the time the exhibit is being erected, exhibited and dismantled at the show site that include a signature or stamp of a reviewing structural engineer indicating that the structure design is properly engineered for its proposed use, and a signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth on the drawings. Signs must also be posted indicating the maximum number of people the structure will accommodate.

**IMPORTANT**

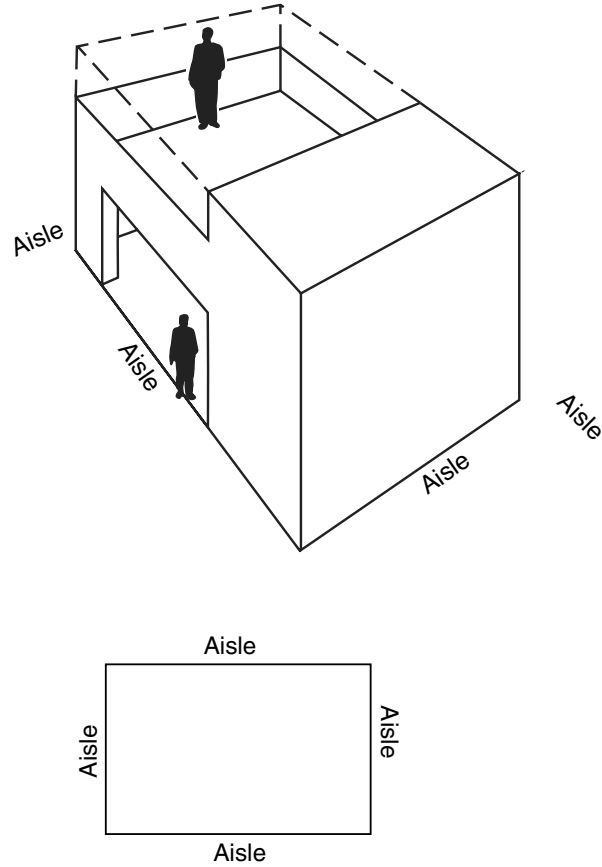
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Exhibitors are cautioned when installing a display with a ceiling or second level to check with the local fire department to ensure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.

**APPROVAL**

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All exhibitors must provide a full rendering, including ALL graphics/copies of their exhibit booth design/display for approval by INTA. Please submit the [Rendering of Booth Design form](#) to [inta@heexpo.com](mailto:inta@heexpo.com) by April 5, 2024.



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## ***Hanging Signs***

**DEFINITION:** An exhibit component suspended above or displayed on an exhibit for the purpose of displaying graphics or identification.

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### **HEIGHT**

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Island Booth configurations are the only booths that are permitted to display a hanging sign. Hanging identification signs and graphics will be permitted to a maximum height of 24'0" (7.31m), provided written approval is received from exposition management.

### **STRUCTURAL INTEGRITY**

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All hanging signs must have drawings available for inspection by exposition management, the installation and dismantling contractor, the exhibitor and governmental authority during the time the component is being hung, suspended and removed at the show site that include a signature or stamp of a reviewing structural engineer indicating that the stress points for hanging the sign have been properly engineered, and a signature of an authorized official of the exhibit building company indi-

cating that the structure is built in compliance with the details and specifications set forth on the drawings. (Note: Exhibitors are encouraged to use lightweight materials in the construction of a hanging sign to eliminate excessive stress to the facility ceiling structure.)

### **APPROVAL**

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All exhibitors must provide a full rendering, including ALL graphics/copies of their exhibit booth design/display for approval by INTA. This includes all sign requests. Please submit the Rendering of Booth Design form to [inta@heexpo.com](mailto:inta@heexpo.com) by April 5, 2024. Signs not approved in advance will not be hung.

IF YOU DESIRE TO HANG ANY SIGNS OR OTHER MATERIALS ABOVE YOUR EXHIBIT AND IT WILL UTILIZE ANY OF THE CEILING STRUCTURES IN THE CONVENTION CENTER, PLEASE REVIEW THE HANGING SIGN REQUIREMENTS IN THE EXHIBITOR MANUAL.

## Canopies and Ceilings

**DEFINITION:** Exhibit component supported over an exhibitor's space for decorative purposes.

### HEIGHT

Canopies, false ceilings and umbrellas will be permitted to a height that corresponds to the height regulation for the appropriate exhibit configuration of which they are a part. For example, canopies will not exceed 8'3" (2.5m) in height in a standard booth configuration. Furthermore, the canopy or false ceiling will not exceed 1'0" (30cm) in depth and cannot be used for identification or display purposes.

### DEPTH

Canopies may extend out to the aisle line and up to the booth line on either side of an exhibitor's space providing that the support structure will not exceed 3" (7.62cm) in width when placed within 10 lineal feet (3.05m) of an adjoining exhibit and not confined to the area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line. Furthermore, canopies, false ceilings or umbrellas will not be used for identification or display purposes except as would normally be allowed for any exhibit component within the regulations set forth for the exhibit configuration.

### IMPORTANT

Exhibitors are cautioned when installing a display with a ceiling to check with the local fire department to ensure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.

### APPROVAL

All exhibitors who qualify and wish to use a canopy or ceiling in the design of their display must submit the [Rendering of Booth Design](#) form to [inta@heexpo.com](mailto:inta@heexpo.com) by April 5, 2024.

