

Exhibiting Companies, their employees and/or agents are required to comply the following booth display guidelines.

- Hanging from ceiling is prohibited.
- Exhibit must be self-contained within the assigned booth area; chairs, furniture, and/or exhibit materials are not to be placed outside the booth area.
- Exhibit and/or display materials shall be arranged so as to avoid obstructing the general view of the other exhibits in the exhibition area.
- Demonstrations are permitted only within the confines of the individual exhibitor's assigned booth. Obstruction/interference with normal traffic flow, infringement of neighboring exhibits and/or conducting business outside of exhibiting company's assigned booth will not be permitted.
- Display material exposing an unfinished surface to neighboring booths is strictly prohibited.
- Nothing shall be posted, tacked, screwed, or otherwise attached to columns, walls, floors, or other parts of the facility or furniture.
- Exhibiting company shall not do, nor permit to be done, anything which may interfere with the effectiveness or accessibility of utility, heating, ventilation, or air conditioning systems or portions thereof, or to the public areas adjacent thereto, or to the street or sidewalks adjoining.
- If any changes are deemed as required by ACMA to protect the facility, the exhibiting company will be responsible for any associated expenses.
- Machinery nor any part of an exhibitor's display can extend outside of the boundary of the contracted booth space regardless of the height clearance from the floor. This includes lights, speakers, and/or signage. Projection must stay within the contracted booth space and cannot extend onto walls or ceilings of the exhibit hall.
- Utility connections (electrical or internet wires, hoses, etc.) must be safely secured and hidden from view.
- Fire regulations in most exhibit facilities prohibit storing product, literature, empty packing containers, or packing materials behind back drapes or under draped tables. In most cases, however, exhibitors may store a limited supply of literature or product appropriately within the booth area, so long as these items do not impede access to utility services, create a safety problem, or look unsightly. Unsightly booth areas and/or stored materials must be masked or covered. A drape or cover may be ordered through the General Services Contractor.
- 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 forklifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open.
- Display fixtures such as tables, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.
- All materials used in display construction or decorating should be made of fire-retardant materials and be certified as flame retardant.
- In 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 85 decibels when measured from the aisle immediately in front of a booth. (Refer to OSHA at www.osha.gov for more information.) 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.
- Exhibits not in compliance must be brought into compliance prior to the end of exhibit setup.
- ACMA has developed these Exhibit Display Guidelines in accordance with the guidelines adopted by the International Association of Exhibitions & Events. ACMA reserves the right to modify these guidelines in its sole discretion if it determines it is in the best interests of the event. ACMA will note revision date and ensure that current rules, policies and guidelines are publicly available via the conference website.
- **FAILURE TO COMPLY** with the Booth Display Guidelines on the part of the exhibiting company, its employees, or agents may result in ACMA's termination of the exhibition contract, removal of exhibiting company and display from the conference and exhibit hall, and/or forfeiture of all fees paid to ACMA. All decisions of ACMA are final.

BOOTH DISPLAY GUIDELINES

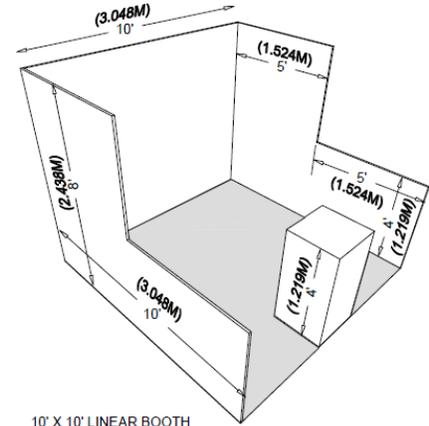
LINEAR or IN-LINE BOOTH

LINEAR or 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.

Linear booths are ten feet wide by ten feet deep and have a maximum back wall height of eight feet.

The full height of the back walls may extend from the back of the booth to three feet forward.

Maximum height for the front seven feet of the exhibit booth shall not be higher than four feet.



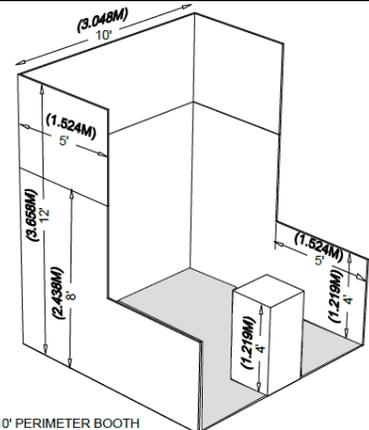
CORNER BOOTH

CORNER BOOTHS are linear booths at the end of a series of in-line booths with exposure to intersecting aisles on two sides. Corner booths must follow the same guidelines as LINEAR BOOTHS.

PERIMETER BOOTH

PERIMETER BOOTHS are linear booths that backs to an outside wall of the exhibit facility rather than to another exhibitor.

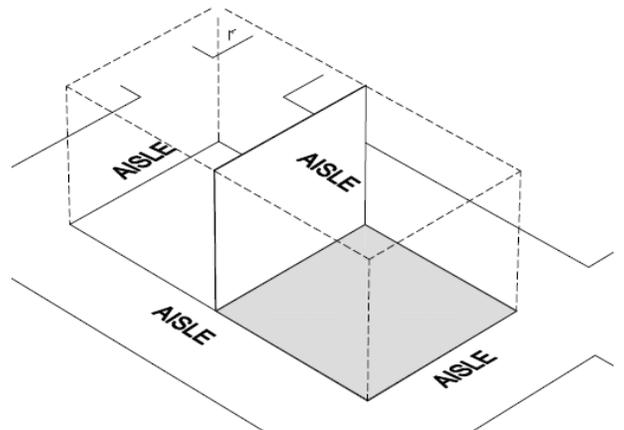
Perimeter booths must follow the same guidelines as LINEAR BOOTHS except that the maximum of height of the back wall is twelve feet.



SPLIT ISLAND PENINSULA BOOTH

SPLIT ISLAND PENINSULA BOOTHS that share a common back wall with another PENINSULA BOOTH have a maximum height of 16 feet including signage and the entire cubic content of the space may be used up to the maximum allowable height.

Double sided signs, logos and graphics should be set back ten feet from adjacent booths.



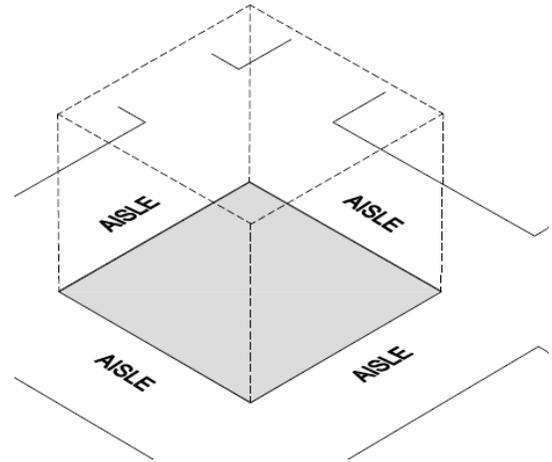
ISLAND BOOTH

BOOTH DISPLAY GUIDELINES

ISLAND BOOTHS are typically 20'x20' or larger.

A maximum height of 16 feet including signage and the entire cubic content of the space may be used up to the maximum allowable height.

Diagram and specs must be pre-approved by ACMA.



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 may require permits and prior approval by the meeting facility and/or relevant fire or local governmental agencies.

Diagram and specs must be pre-approved by ACMA.

MULTI-STORY EXHIBIT

A Multi-story Exhibit is a booth where the display fixture includes two or more levels. This type of booth may require permits and prior approval by the meeting facility and/or relevant fire or local governmental agencies.

Diagram and specs must be pre-approved by ACMA.