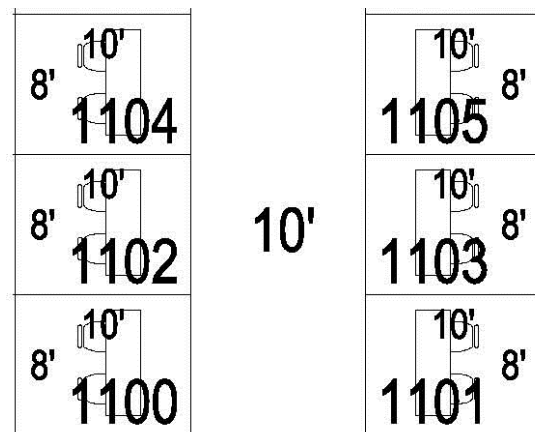




2014 KeHE Summer Selling & Product Innovation Show  
February 4-5, 2014  
Ernest N. Morial Convention Center  
New Orleans, Louisiana

## **EXHIBIT SPACE: CHANGE IN SIZE AND REGULATIONS**

New this year, the standard exhibitor booth dimensions will be 8' wide by 10' deep. KeHE no longer offers 10'x10' or 5'x10 spaces. Please see the diagram below for a layout of how each booth space will look.



In addition, KeHE is moving to a cubic content policy for all booth spaces within the Exhibit Hall.

**The cubic content policy allows display materials and products to occupy 100% of the exhibit space purchased, regardless of sightlines, up to a height established by the exhibition's rules. Exhibitors may use 8'x10'x10' worth of space.**

Cubic content is more conducive to product displays for KeHE's exhibitors, as they continue to strive for more return on their investment. All exhibitors may now utilize the entire space purchased, without concern for site line regulations.