

# Booth Display Guidelines

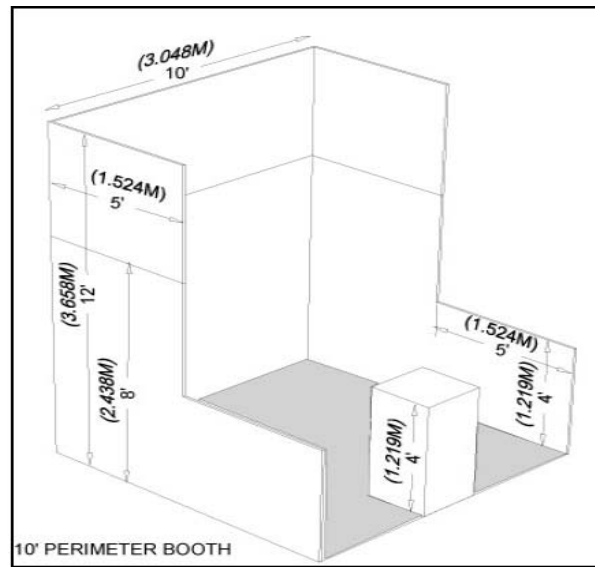
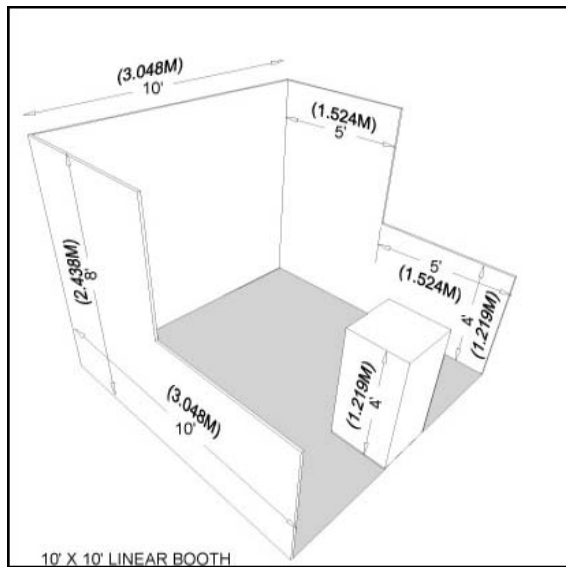
# General Information

The following guidelines have been adapted by PV America 2014 from the International Association of Exhibitions and Events (IAEE) 2009 Guidelines for Display Rules and Regulations. These guidelines detail the display rules and regulations that govern Solar Power PV Conference & Expo and primarily pertain to booth construction to ensure that site lines are maintained equally for all exhibitors helping to provide an environment conducive to successful interaction with attendees.

**ALL BOOTHS 400 Sq Ft and above MUST submit their proposed exhibit display design to show management at [wsutler@sets.solar](mailto:wsutler@sets.solar) or mail to the below address for Show Management approval by January 29, 2016.** Exhibit displays not approved in advance or displays that do not conform to guidelines will be asked to be modified on-site at the exhibitor's expense.

**ALL DISPLAYS 400 Sq Ft AND ABOVE MUST BE APPROVED BY SHOW MANAGEMENT.**

# Booth Structure Guidelines



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## **Standard Inline Booth**

Inline booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called linear booths.

### **Dimensions**

Standard inline booths for PVA '14 East are ten (10) feet long x ten (10) feet wide (3.05m x 3.05m). Maximum back wall height is 8 feet (2.44m).

### **Use of Space**

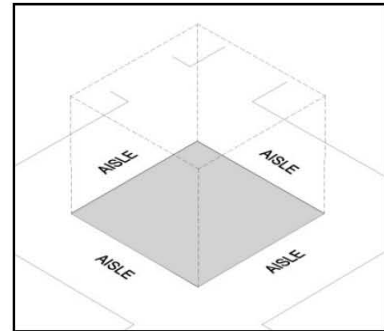
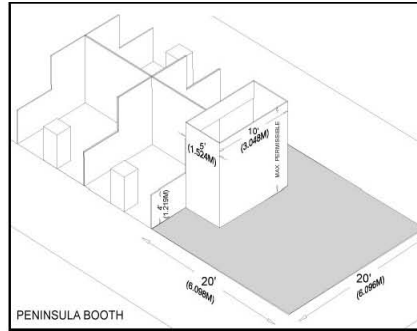
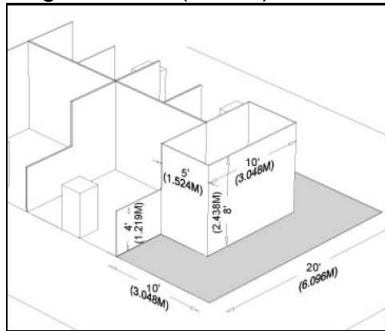
- The maximum height of 8 feet (2.44m) is allowed only in the rear half of the booth space, with a 4 ft. (1.22m) height restriction imposed on all materials in the front five (5) foot portion of the booth to the aisle.
- Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors.
- When three or more inline booths are used in combination as a single exhibit space, the 4 ft. (1.22m) height limitation is applied only of that portion of the exhibit space which is within 10 ft. (3.05m) of an adjoining booth.
- Hanging signs above inline booths is prohibited.

## **Corner Booth**

A corner booth is an inline booth exposed to aisles on two sides. All guidelines for inline booth apply (see above).

### **Perimeter Booth**

A perimeter booth is an inline booth that backs to/against an outside wall of the exhibit facility instead of another booth. All guidelines for inline booths apply except the maximum back wall height is 12 ft. (3.66m).



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### **End-cap Booth**

An end-cap booth is ten feet (10') deep by twenty feet (20') wide (3.048m x 6.096m). The maximum back wall height of 8 feet (2.44m) is allowed only in the rear center half of the booth space and within five (5') feet of the two side aisles with a four foot (4') height restriction imposed on all materials in the remaining space forward to the aisle.

### **Peninsula Booth**

A peninsula booth is exposed to aisles on three (3) sides and composed of a minimum of four standard booths (20' x 20' or larger).

There are two types of peninsula booths: A) one which backs up to inline booths, B) one which backs up to another peninsula booth (also known as a split island booth).

- When a peninsula booth backs up to two inline booths, the back wall is restricted to four (4) feet high within five (5) feet of each aisle, permitting adequate line of sight for the adjoining inline booths.
- Maximum height of twenty feet (20') is allowed only in the center ten feet (10') of the rear of the booth including hanging sign. No exhibit materials in the front five foot (5') portion of the booth or the two side five foot (5') portions of the booth may exceed four feet (4') in height.
- Peninsula booths are faced toward the cross aisle. Any portion of the exhibit facing or bordering another exhibitor's booth must have the back portion finished in a neutral color and cannot display identification signs, logos or other materials that would detract from the neighboring exhibitor's booth.

### **Split Island**

A split island booth is a peninsula booth that shares a common back wall or backs up to another peninsula booth. The maximum height is twenty feet (20'), including hanging sign.

The back sides of all back wall must be finished (no exposed framing or structure) in a neutral color and must not have any graphics or logos. All guidelines for island booths apply.

### **Island**

An island booth is typically 20' x 20' or larger and is exposed to aisles on all four sides. The entire cubic content of the space may be used up to twenty feet (20'), including signage.

Island booths must have adequate line of sight so that the surrounding area can be viewed through the booth and neighboring booths are not obstructed. Booth blocking (walls or drapes that may contribute to obstructed views of neighboring exhibitors) is prohibited.