



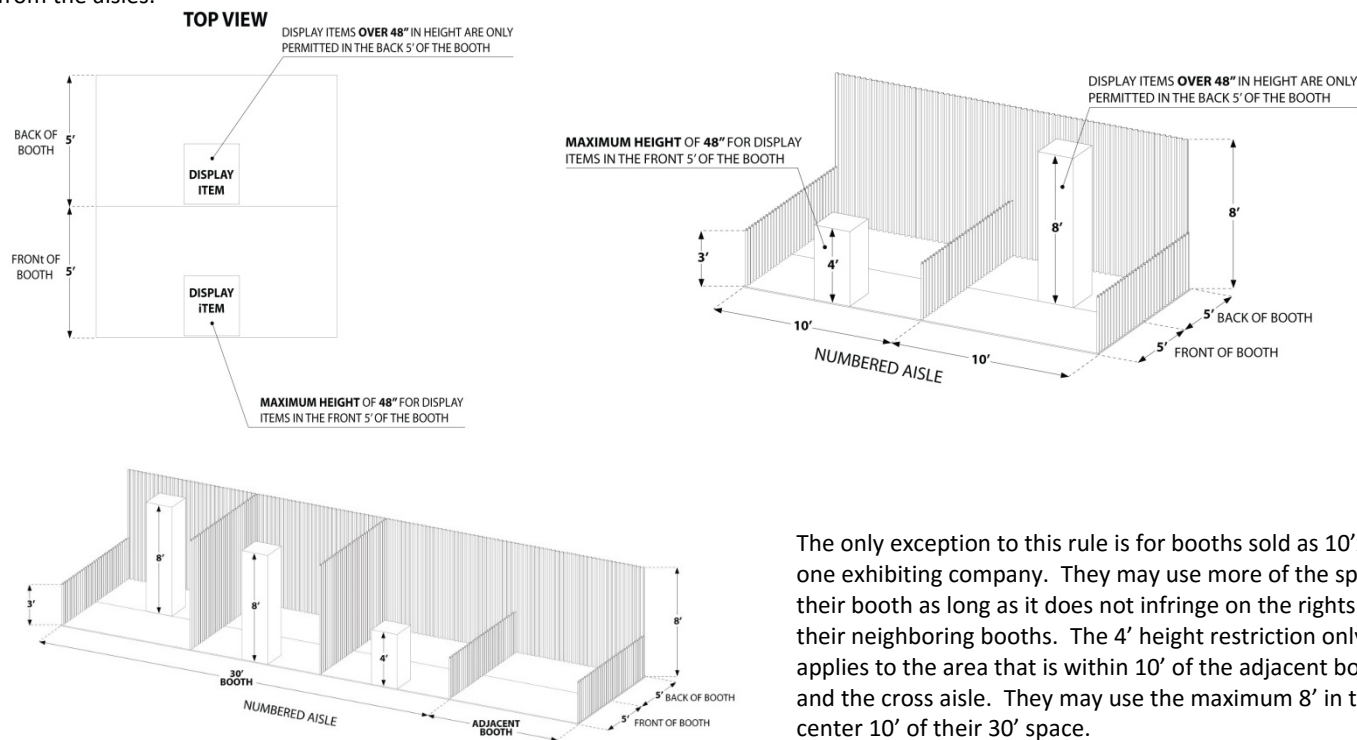
2017 ASTRA MARKETPLACE & ACADEMY

BOOTH DISPLAY RULES

All exhibits must be confined to the spatial limits of their respective booth(s) as indicated on the floor plan. Sufficient visibility must be maintained in each booth so as not to block the view of adjacent exhibits. Exhibitors who are blocking other exhibitor's line of site will be requested to re-set their booth layout in order to maintain all exhibiting company's visibility. Failure to re-set your booth layout as requested by show management will result in the loss of all priority points and ASTRA reserves the right to reject or cancel the application of the exhibitor not complying with these Rules and Regulations.

Standard 10' Linear Booths

Linear or "in-line" booths are 10' wide and in a straight line with booths on either side and also behind them. These linear booths are not allowed to be taller than the 8' height of the back drape of their booth. Any display items (cases, shelves, risers, racks, etc.) that exceed 48 inches must be placed in the rear half of the booth space. This arrangement will allow a reasonably unobstructed sight line to exhibitors from the aisles.



The only exception to this rule is for booths sold as 10'x30' to one exhibiting company. They may use more of the space of their booth as long as it does not infringe on the rights of their neighboring booths. The 4' height restriction only applies to the area that is within 10' of the adjacent booths and the cross aisle. They may use the maximum 8' in the center 10' of their 30' space.

Due to fire regulations, nothing may be stored behind linear booths. Also note that the floor plan shows the borders of the booth in the center of the display equipment – the side and back drape. Displays must be planned to allow for this equipment and for the utility service at the back part of the booth.

Corner Booths

A corner booth is a booth located at the end of a row of adjoined booths that has two exposed sides – the numbered aisle side and the cross aisle. All display rules for the standard linear booths apply to the corner booths. The only difference is that the 3' high side drape will not automatically be placed on the side open to the cross aisle. If an exhibitor wishes to have that drape please contact GES either prior to the show or on site and it will be installed for them.

20'x20' Island Booths

An Island booth is a booth that is at least 20'x20' that is open to the aisles on all four sides. Exhibitors with an island booth may use the entire floor space of their booth up to a maximum height of 12' since there are no booths that are connected or immediately adjacent to it. All exhibit fixtures and components exceeding 8' in height require a drawing, plans or renderings, preferably digital, to be submitted to show management for review and approval no later than 60 days prior to the convention.

Variances may be issued at show management's discretion. If required floor plans are not submitted for approval, ASTRA has the right to enforce exhibit construction changes at the exhibitor's expense.

ASTRA reserves the right to request removal of any display that takes away from the aesthetics of the show.

For more information on any regulations please contact ASTRA at exhibit@astratoy.org or (312) 222-0984.