

PERIMETER WALL BOOTH

Definition

Standard booth located on the outer perimeter wall of the exhibit floor.

Height

Exhibit fixtures, components and identification signs will be permitted to a maximum height of **12.0' (3.66m)** in perimeter-wall booths.

Intent

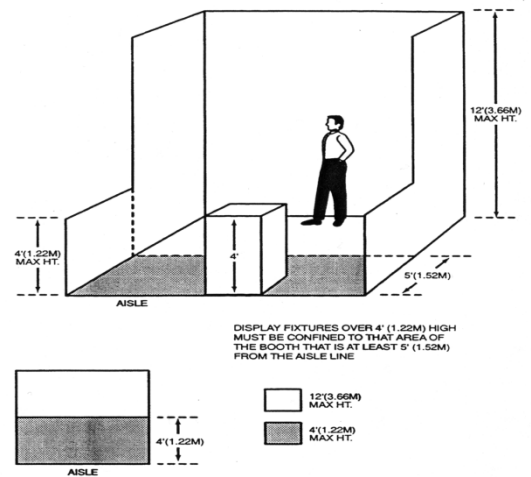
Because the outer perimeter booths are not backed up against another exhibitor's booth, display back walls and materials taller than **8' (2.44m)** will not interfere with or distract from any other exhibit booth.

Depth

All display fixtures taller than **4'0" (1.22m)** 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.

Intent

Each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of the exhibit. Exhibitors *with larger space—30 lineal feet (9.14m) or more—should* also be able to effectively use as much of the total floor space as possible, as long as they do not interfere with the rights of others. The limitation on display fixtures taller than **4'0" (1.22m)** and within **10 lineal feet (3.05m)** of a neighboring exhibit is intended to accomplish both of these aims.



IMPORTANT

- Space dimensions shown on the 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 and for utility service at rear of booth.
- Booth space **10'x20' or larger** may request to extend the height in the front 4' of the booth to allow for a column or pillar style booth (including a floor supported header). You may request to extend **one 4sq ft area or two 2 sq ft areas, to 8' in height.**
- Storage behind the back wall of the booth is strictly prohibited.
- If you have any type of interactive display, you should have a **2' clearance from the aisle(s)** to allow for attendee congregation. See demonstration guidelines.