

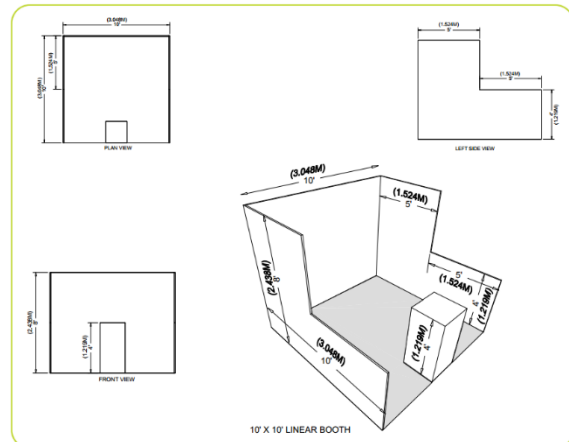
# Booth Rules & Regulations

## Booth Construction Guidelines

Please reference basic booth types and height guidelines below. Exhibitors are responsible for reading and complying with the complete booth display and use of space guidelines, available in the [Rules and Regulations](#). If you are uncertain what your booth type is, please contact [ASHE@smithbucklin.com](mailto:ASHE@smithbucklin.com).

### Standard Inline Booth

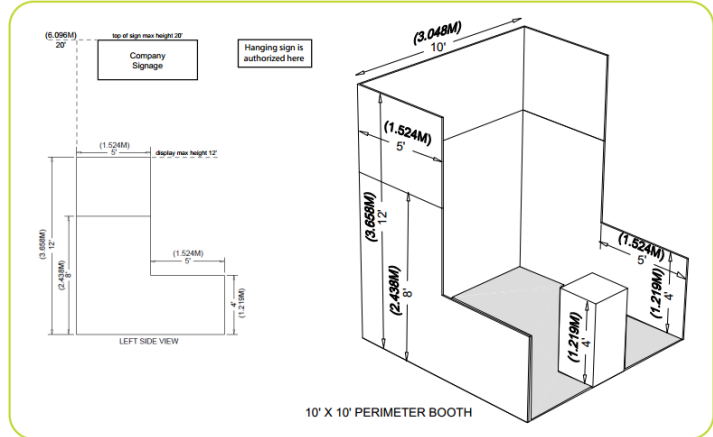
Inline booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. Individual booths may be combined to form a larger inline booth space. A corner booth is an inline booth exposed to aisles on two (2) sides. All other guidelines for inline booths apply. Regardless of the number of inline booths utilized, e.g. 10' by 20' (3.05m by 6.10m), 10' by 30' (3.05m by 9.14m), 10' by 40' (3.05m by 12.19m) etc., display materials should be arranged in such a



manner as not to obstruct sight lines of neighboring Exhibitors. The maximum height of 8' (2.44m) is allowed in the rear of the booth space, with a 4' (1.22m) height restriction imposed on all materials within 5' (1.52m) of an aisle. When two (2) or more inline booths are used in combination as a single exhibit space, the 4' (1.22m) height limitation is applied only to that portion of exhibit space which is within 10' (3.05m) of an adjoining booth. ***Hanging signs are not permitted.***

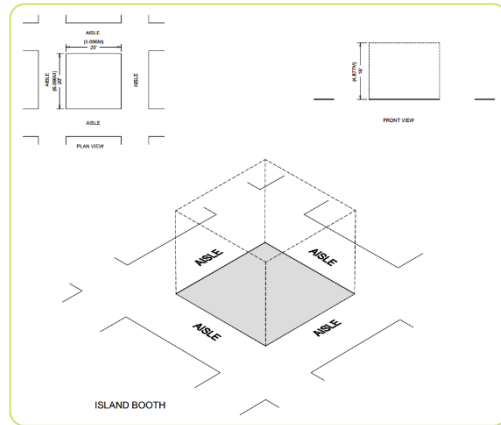
### Perimeter Booth

A perimeter booth is an inline booth that backs up to an outside wall of the exhibit facility rather than to another exhibit. All guidelines for inline booths apply to perimeter booths with the exception that the maximum back wall height is 12' (3.66m). **Hanging signs are not permitted.**



### Island Booth

An island booth is any booth exposed to aisles on all four (4) sides, typically a minimum of 20'x 20' or larger. The entire cubic content of this booth may be used up to the maximum height of 20' (6.0m), including signage. **Hanging signs are permitted.**



### Umbrellas and Canopies

Umbrellas and canopies are considered part of the overall booth components and must adhere to the height limits and may not protrude into the aisle.

### Booth Design Review

All booths larger than 400 sq ft will need to submit a detailed floor plan including dimensions to ASHE Show Management at [ASHE@smithbucklin.com](mailto:ASHE@smithbucklin.com) for review and approval by February 6, 2026

### Booth Giveaways

ASHE allows drawings, games of chance and raffles on the Exhibit Hall, subject to the prior written approval of ASHE. Exhibitors must abide by all Houston/Harris County/Texas statutes and regulations regarding drawings, games of chance and raffles. Exhibitors should send their approval requests to ASHE Show Management via email to [ASHE@smithbucklin.com](mailto:ASHE@smithbucklin.com) by Friday, February 6, 2026.

### Certificate of Insurance

Exhibitors are required to maintain and provide a certificate of insurance (COI) to ASHE Event Management on or before February 6, 2026, evidencing the following:

- (a) General liability with limits not less than \$1,000,000.00 per occurrence, \$2,000,000.00 in the aggregate
- (b) Owned (if applicable), hired and non-owned auto liability with limits of not less than \$1,000,000.00 per occurrence
- (c) Workers' compensation with state statutory limits
- (d) Employer's liability with limits not less than \$500,000.00
- (e) Commercial umbrella liability with limits not less than \$1,000,000.00
- (f) Personal property and equipment on a special form replacement cost basis

ASHE, Smithbucklin Corporation and the George R. Brown Convention Center are to be listed as additional insureds on a primary and non-contributory basis with respect to general/auto/umbrella liability.

A Waiver of subrogation must apply to all policies. All carriers are to maintain an A.M. Best rating of not less than A-VII.

Exhibitors will not be permitted to set up their booth without submitting the proper certificates. Certificates should be emailed to [ASHE@smithbucklin.com](mailto:ASHE@smithbucklin.com).

### Contract Conditions/Rules & Regulations

Exhibitors must comply with all policies, rules, terms, and regulations contained in this manual. A copy of PDC's [Contract Conditions/Rules & Regulations](#) is included in this Exhibitor Service Manual. Exhibitors are responsible for compliance with all [facility regulations and codes](#) concerning fire, safety and health, which may be applicable in the exhibit hall during the event.

### Dismantling of Exhibits

Exhibits are to be kept intact until the closing of the event at **2:00 PM on Tuesday, March 10**. No part of an exhibit shall be removed during the event without special permission from ASHE Show Management. Any exhibitor who begins dismantling of its booth before the close of the event may lose part or all of their priority points and may entirely lose the privilege of exhibiting at future ASHE events.

All carriers must check-in by **10:00 AM on Wednesday, March 11**. All freight must be removed from Facility by **12:00 PM, Wednesday, March 11**. If exhibits are not removed by this time, ASHE reserves the right to remove exhibits and charge the expense to the exhibitor.

### Storage Behind Booth Back Drapes

Fire regulations prohibit storing product, literature, empty packing containers or packing materials behind drapes. In most cases, however, Exhibitors may store a limited supply of literature or product appropriately within the booth area, as long as these items do not impede access to utility services, create a problem or look unsightly. ASHE, the Texas Fire Prevention Division and the George R. Brown Convention Center may inspect exhibits to ensure compliance. Accessible storage may be ordered from The Expo Group or arranged onsite at the Service Center.