

BOOTH CONSTRUCTION | DISPLAY RULES AND REGULATIONS

STANDARD INLINE BOOTH

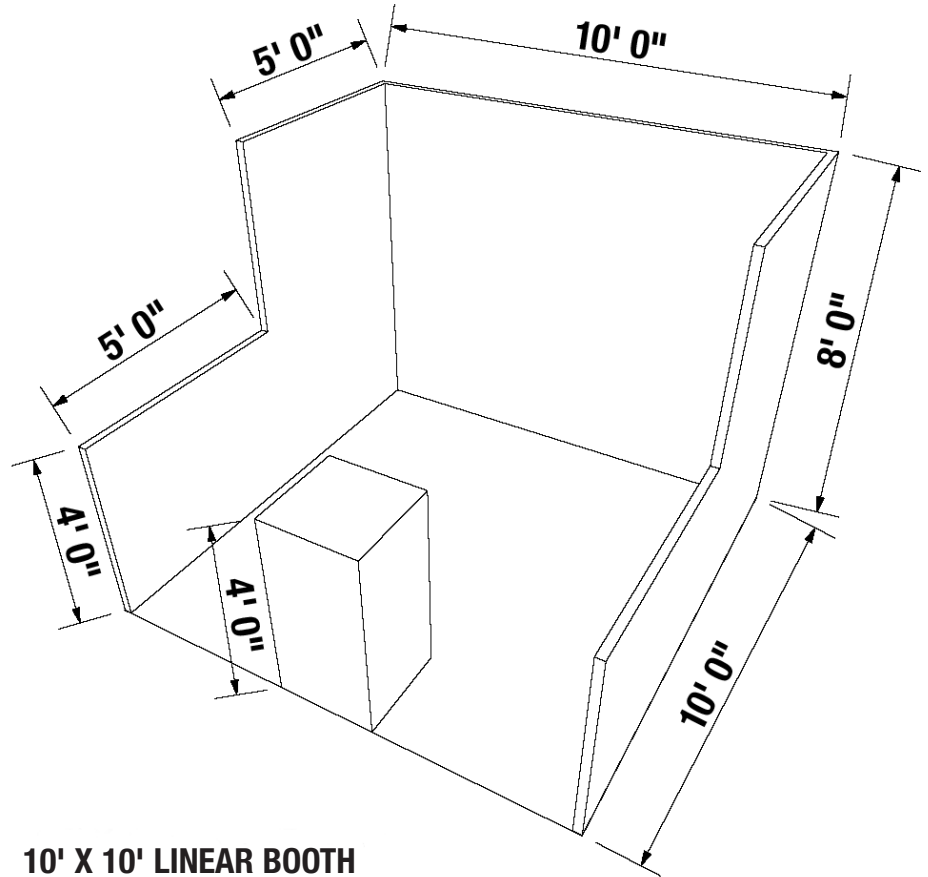
Inline booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. Individual booths may be combined to form a larger inline booth space.

Dimensions

For purposes of consistency and ease of layout, all inline booths are 10' (3.05m) across the front and 10' (3.05m) deep.

Use of Space

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.



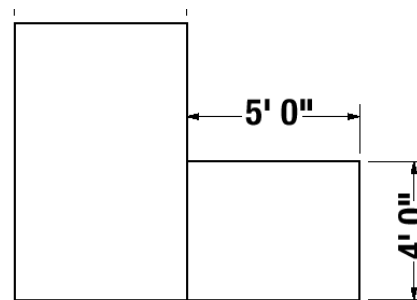
CORNER BOOTH

A corner booth is an inline booth exposed to aisles on two (2) sides. All other guidelines for inline booths apply.

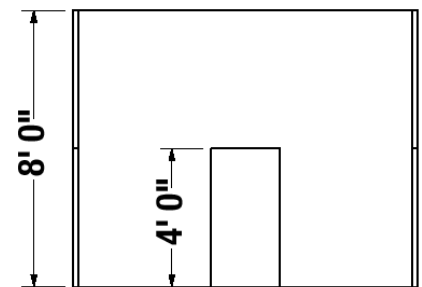
PERIMETER BOOTH

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).

10' X 10' LINEAR BOOTH



LEFT SIDE



FRONT

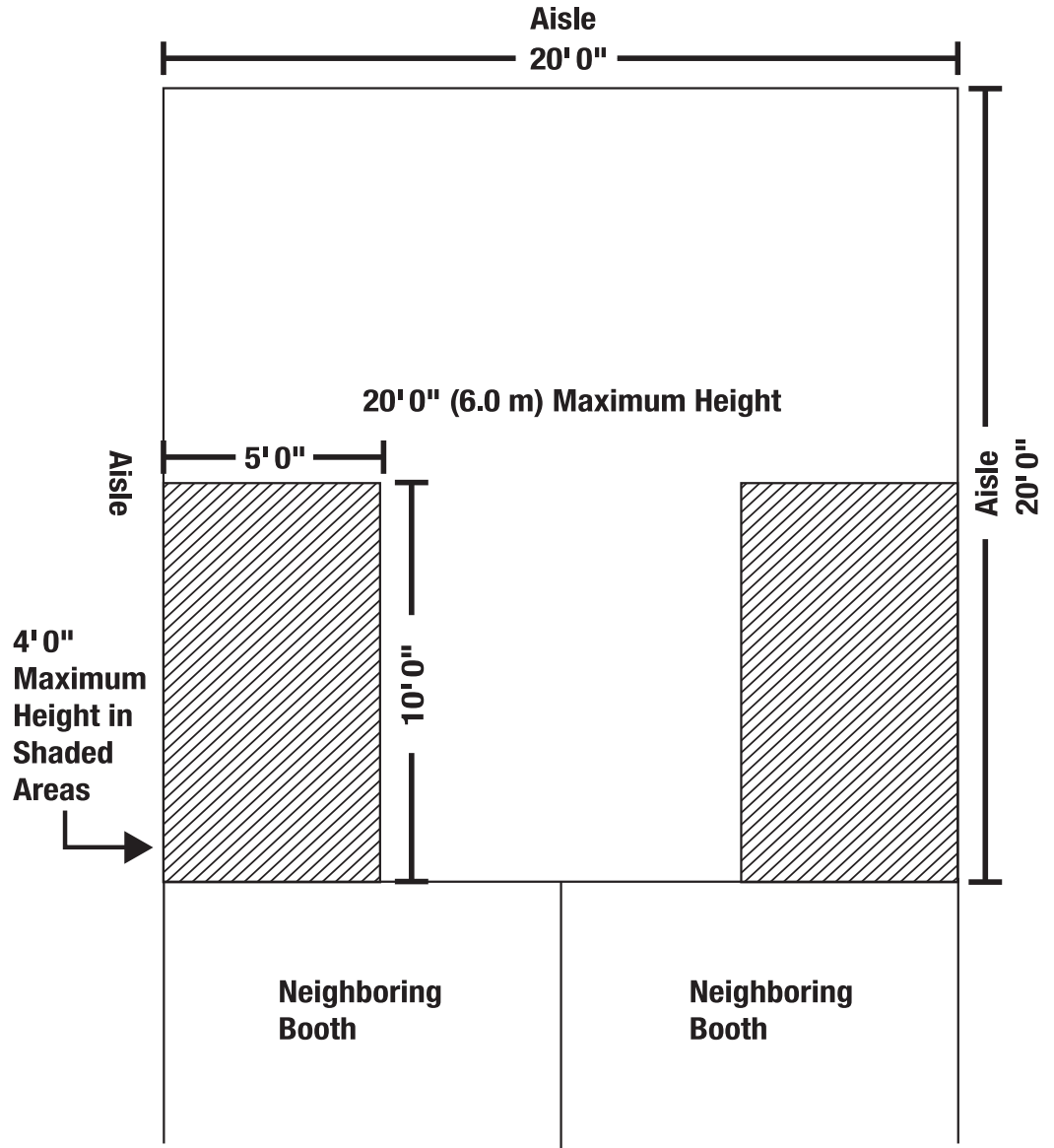
BOOTH CONSTRUCTION | DISPLAY RULES AND REGULATIONS

PENINSULA BOOTH

A peninsula booth is exposed to aisles on three (3) sides and composed of a minimum of four (4) booths. When combining booths to create a peninsula booth, any service aisle space becomes part of the usable booth space. Backwalls must be finished and cannot contain copy. There are two (2) primary types of peninsula booths: one which backs up to inline booths and one which backs up to another peninsula booth and is referred to as a split island booth.

Dimensions

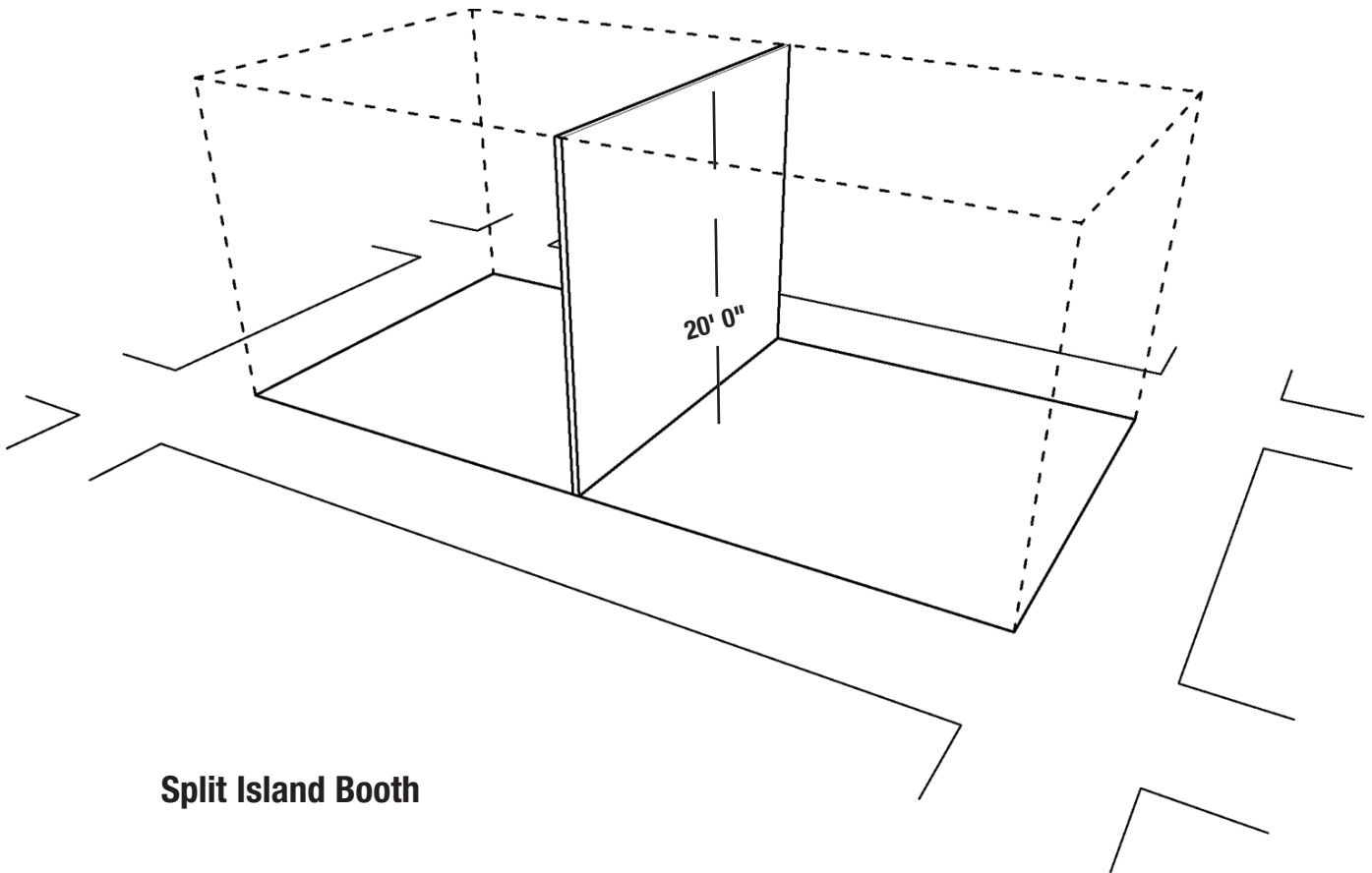
A peninsula booth is usually 20' wide (6.10m). When a peninsula booth backs up to two (2) inline booths, the backwall is restricted to 4' (1.22m) in height within 5' (1.52m) of the aisle and 10' (3.05m) of the adjoining booths. 20' (6.0m) is the maximum height allowance for the center portion of the backwall, exhibit fixtures, components and identification signs.



BOOTH CONSTRUCTION | DISPLAY RULES AND REGULATIONS

SPLIT ISLAND BOOTH

A split island booth is a peninsula booth that shares a common backwall with another peninsula booth. The entire cubic content of this booth may be used up to the maximum content of 20' (6.0m), including signage. Backwalls must be finished and can not contain copy.

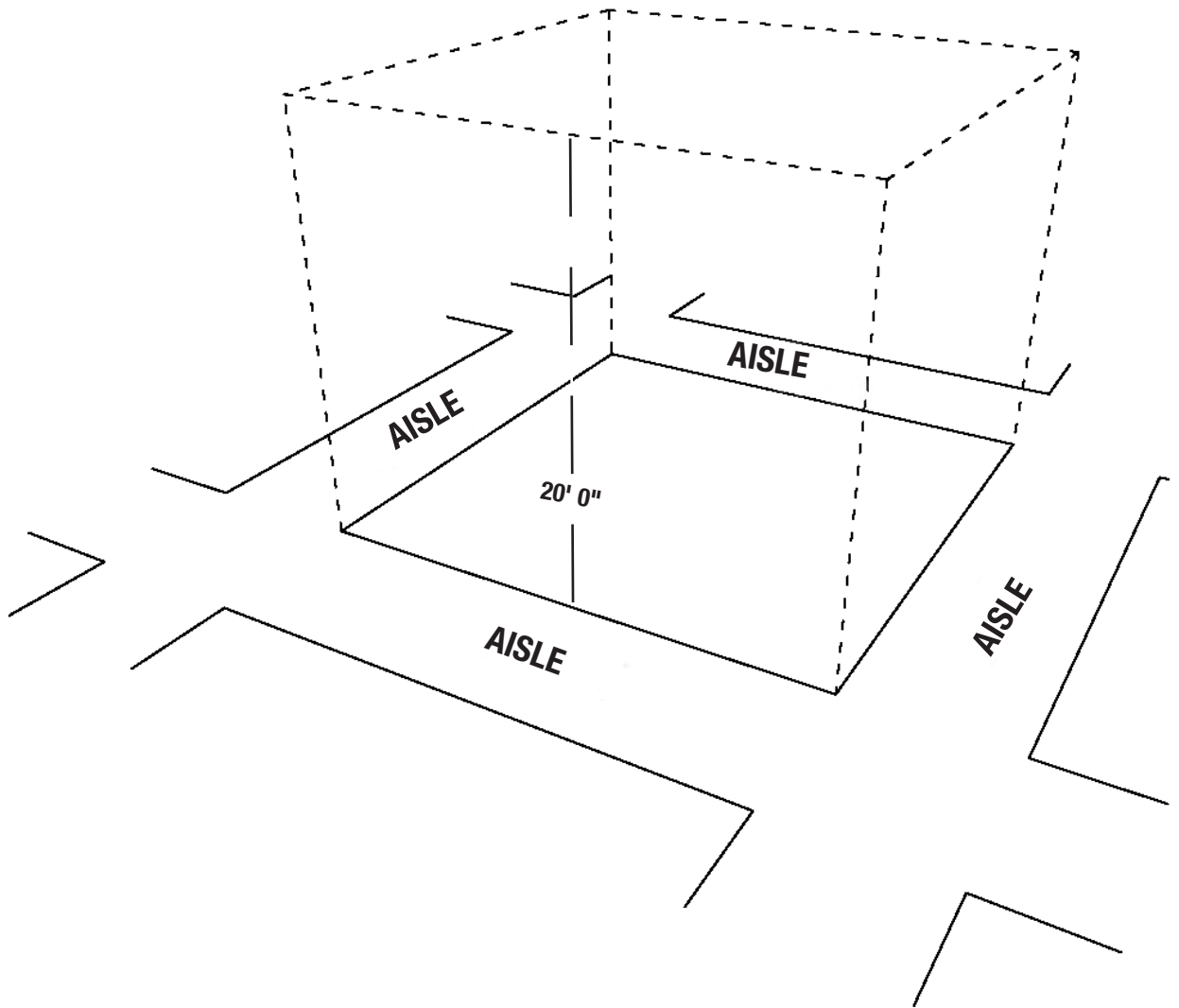


BOOTH CONSTRUCTION | DISPLAY RULES AND REGULATIONS

ISLAND BOOTH

An island booth is any size booth exposed to aisles on all four (4) sides. The entire cubic content of this booth may be used up the maximum content of 20' (6.0m), including signage.

Exhibitors may delete booths from the floor plan to form an island only, and only, if the total number of booths on both sides of the aisle totals 400 square feet or more (see diagram below).

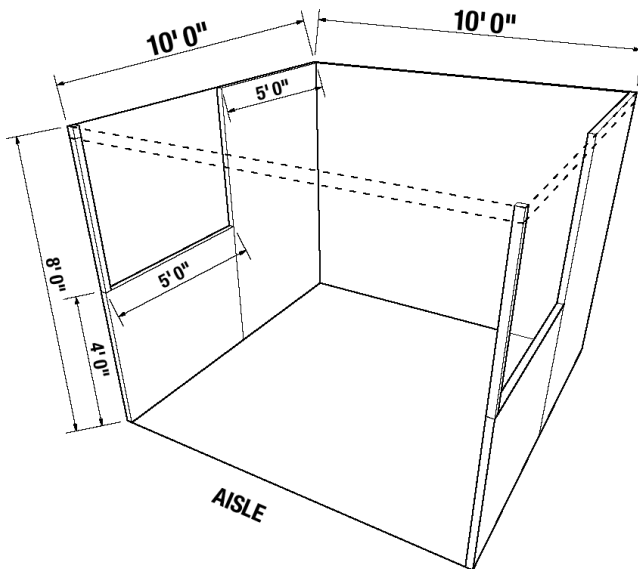


IMPORTANT BOOTH CONSTRUCTION DISPLAY CONSIDERATIONS

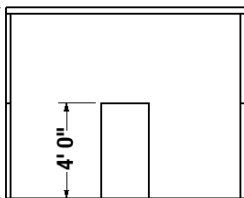
CANOPIES & CEILINGS

Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or for hanging products). Canopies for inline or perimeter booths should comply with line of sight requirements and may not protrude into the aisle.

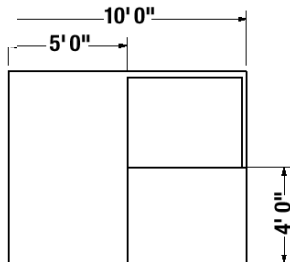
The base of the canopy should not be lower than 7' (2.13m) from the floor within 5' (1.52m) of any aisle. Canopy supports should be no wider than 3" (7.62cm). This applies to any booth configuration that has a sightline restriction, such as an inline booth. Fire and safety regulations for the convention center may apply to canopies and ceilings and will be included in the Exhibitor Services Manual made available to Exhibitors 90 days prior to show opening. The convention center has reserved the right to update, change or amend its rules and regulations after publication in the Exhibitor Services Manual.



**10' X 10' INLINE BOOTH
with Canopy**



FRONT



LEFT SIDE

HANGING SIGNS & GRAPHICS

Hanging signs and graphics are permitted in all peninsula, modified peninsula, split island and island booths to a maximum height of 16' (4.88m) to the top of the sign. Whether suspended from above or supported from below, they should comply with all use-of-space requirements. If within 5' (1.53m) of an adjacent booth, and if the placement complies with the use-of-space requirements, the side facing the adjacent booth should be finished and not contain any copy.

MULTI-STORY EXHIBITS

A multi-story exhibit is permitted in all peninsula, modified peninsula, split island and island booths to a maximum height of 16' (4.88m). Multi-story exhibits require approval and building permits from the convention center and the fire marshal. Exhibitors should obtain permits early on to ensure that all time constraints are met. Additional information will be included in the Exhibitor Services Manual made available to Exhibitors 90 days prior to show opening.

ISSUES COMMON TO ALL BOOTH TYPES

STRUCTURAL INTEGRITY

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring Exhibitors, hall labors or installation/dismantling equipment such as fork lifts. Displays should be able to withstand moderate wind effects that may occur in the Exhibit Hall when freight doors are open. Exhibitor should ensure that any display fixtures such as tables, racks or shelves are designed and installed properly to support the product or marketing materials to be displayed upon them.

FLAMMABLE AND TOXIC MATERIALS

All materials used in display construction and decorating should be made of fire retardant materials and be certified as flame retardant. Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency (EPA) and the facility.

STORAGE

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.