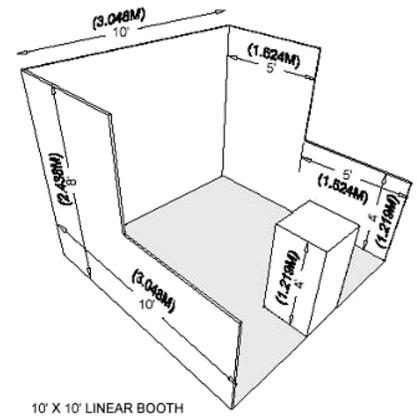


DEMA BOOTH DISPLAY SPECIFICATIONS

Linear or In-Line Booth

Linear Booths have one side exposed to an aisle and are generally arranged in a series along a straight line. Linear Booths are ten feet (10') wide and ten feet (10') deep, i.e. 10'x10'. In-line booths have an eight-foot (8') back wall height limit.

Display materials should not obstruct or block sight lines of neighboring exhibitors. The maximum height of eight feet (8') is allowed only in the rear half of the booth space, with a four-foot (4') height limited imposed on all materials in the remaining space forward to the aisle. Note: When three or more Linear Booths are used in combination as a single exhibit space, the four-foot (4') height limitation is applied only to that portion of exhibit space which is within ten feet (10') of an adjoining booth.

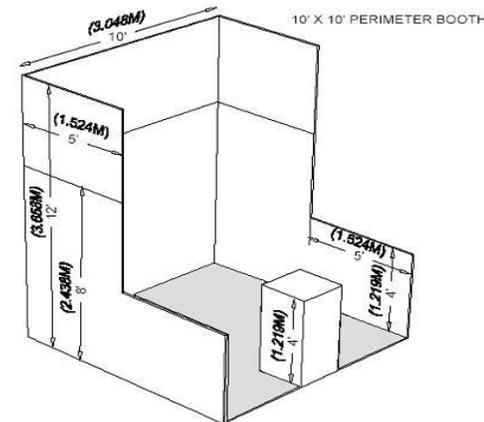


10' X 10' LINEAR BOOTH

Perimeter Booth

A Perimeter Booth is a Linear Booth that backs up to a wall of the exhibit facility rather than to another exhibit. Perimeter Booths have a twelve-foot (12') maximum height limit.

Display materials should not obstruct or block sight lines of neighboring exhibitors. The maximum height of twelve (12') feet is allowed only in the rear half of the booth space, with a four-foot (4') height limited imposed on all materials in the remaining space forward to the aisle. Note: When three or more Perimeter Booths are used in combination as a single exhibit space, the four-foot (4') height limitation is applied only to that portion of exhibit space which is within ten feet (10') of an adjoining booth.

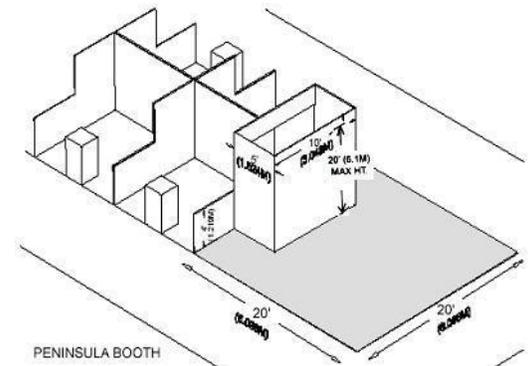


10' X 10' PERIMETER BOOTH

Peninsula Booth

A Peninsula Booth is exposed to aisles on three (3) sides and composed of a minimum of four booths. A Peninsula Booth is 20'x20' or larger.

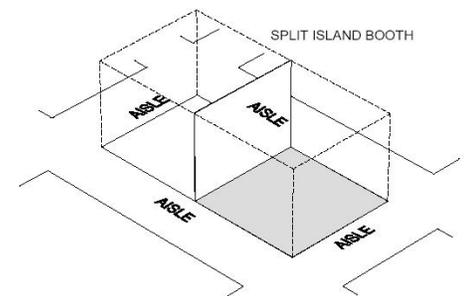
When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to four feet (4') high within five feet (5') of each aisle, permitting adequate line of sight for the adjoining Linear Booths. Twenty (20') feet is the maximum height allowance, including signage for the center portion of the back wall.



PENINSULA BOOTH

Split Island Booth

A Split Island Booth is a Peninsula Booth which shares a common back-wall with another Peninsula Booth. The entire cubic content of this booth may be used, up to the maximum allowable height, which is twenty (20) feet, without any back-wall line of sight restrictions. A Split Island booth is 20'x20' or larger.



SPLIT ISLAND BOOTH

Island Booth

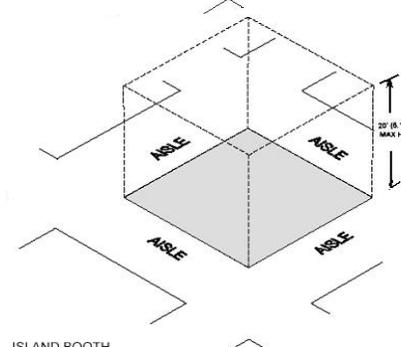
An Island Booth is a booth exposed to aisles on all four sides. An Island Booth is 20'x20' or larger. *Anything less than 20'x20' is not an island and will have an eight foot (8') restriction and no hanging signs will be allowed.*

The entire cubic content of the Island Booth may be used to the maximum allowable height which is twenty (20') feet.

Hanging Signs, Graphics & Exhibit Signage

Hanging signs and graphics are permitted in Peninsula, Split Island and Island booths **only**, to a maximum height of twenty-four (24') feet from the ground to the top of your sign. The top of suspended from above or supported from below signage may not exceed the twenty-four (24') foot height limit.

Exhibit signs within the booth space may not exceed height limit of the exhibit itself. All signage, including flags, must remain within the airspace of the exhibit, from bottom to top of signage, not to hang over the aisle space or neighboring exhibits.



ISLAND BOOTH