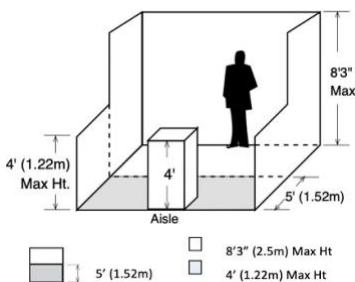


### STANDARD BOOTH

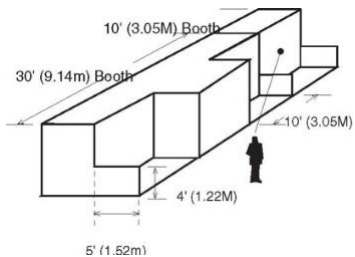
One or more standard booth units in a straight line.

**Height:** Exhibit fixtures, components, and identification signs will be permitted to a maximum height of 8'0" (2.5m).

**Set-Back:** All display fixtures over 4'0" (1.22m) in height and placed within 10 linear feet (3.05m) of an adjoining exhibit must be confined to that area of exhibit space which is at least 5'0" (1.52m) from the aisle line.



**Intent:** Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of exhibit space. Exhibitors with larger space – 30 linear feet (9.14m) or more – should be able to effectively use as much of the total floor space as possible as long as it does not interfere with the rights of others. The limitation on display fixtures over 4'0" (1.22m) and within 10 linear feet (3.05m) of a neighboring exhibit is intended to accomplish both these aims.

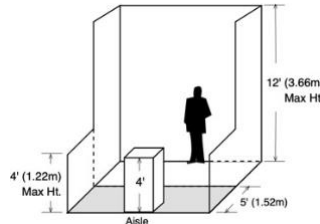


### PERIMETER BOOTH

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.

**Set-Back:** All display fixtures over 4'0" (1.22m) in height and placed within 10 linear feet (3.05m) of an adjoining exhibit booth must be confined to the area of exhibit space which is at least 5'0" (1.52m) from the aisle line.



### TOWERS

A free-standing exhibit component separate from the main exhibit fixture that is used for identification and display purposes only.

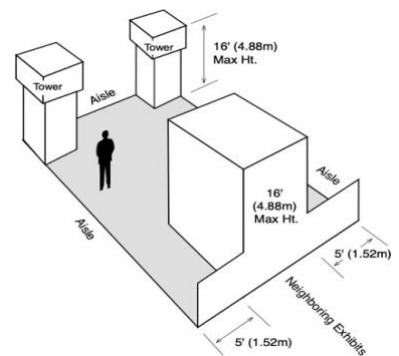
**Height/Depth:** Towers will be permitted to a height and depth that corresponds to the height and set-back regulations for the appropriate exhibit configuration of which they are a part. For example, towers a part of a peninsula exhibit will not exceed 16'0" (4.88m) in height and will not be placed within 10 linear feet (3.05m) of a neighboring exhibit unless they're confined to the area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line to avoid blocking the sightline from the aisle to the adjoining booth.

**Intent:** Towers are part of the overall exhibit presentation must be treated as a component of the total exhibit configuration. The height and set-back regulations have been set to avoid undue competition between exhibitors to see who can go higher or be seen farther, while also assuring neighboring exhibitors the same reasonable sightline from the aisle as would be expected if they were adjacent to an exhibitor with a standard booth.

**Structural Integrity:** All towers that reach 12'0" (3.66m) must have drawings available for inspection during the time the exhibit is being erected, exhibited, and dismantled at the show site.

Drawings must include a signature or stamp of a reviewing structural engineer indicating the structure design is properly engineered for its proposed use, and a signature of an authorized official of the exhibit building company indicating the structure is built in compliance with the details and specifications set forth on the drawings.

**Intent:** Exhibitors adjoining exhibits with towers are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.



### ISLAND BOOTHS

Exhibit space 400 square feet or greater with aisles on all 4 sides.

**Height:** Exhibit fixtures and components will be permitted to a maximum height of 20'0" (6.1m) provided written approval is received from Show Management at least 60 days prior to the opening of the Exhibit Hall.

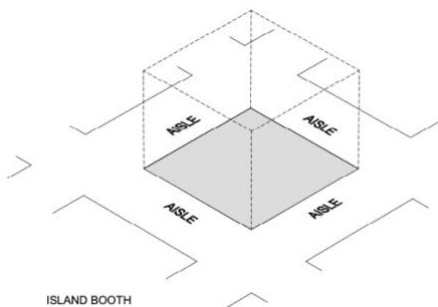
**Intent:** When an island booth exceeds 8'3" (2.5m), it does not interfere with other exhibitors because it does not back up against another exhibitor's back wall. Extra height is often required in an island booth exhibit to permit the open walk-through approach normally used in this type of location. The 20'0" (6.1m) maximum height limitation has been set to avoid undue competition between exhibitors to see who can go higher or be seen farther, negating the others' efforts. Also, the 20'0" (6.1m) high exhibit will fit into most exposition centers, thus permitting each exhibitor the maximum use of their exhibit.

**Set-Back:** Because an island booth is automatically separated by the width of an aisle from all neighboring exhibits, there is no set-back regulation.

**Structural Integrity:** Exhibit fixtures and components exceeding 12'0" (3.66m) in height must have drawings available for inspection during the time the exhibit is being erected, exhibited and dismantled at the show site. Drawings must include a signature or stamp of a reviewing structural engineer indicating that the structure design is properly engineered for its proposed use, and a signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth on the drawings.

Exhibit fixtures and components exceeding 12' in height must submit detailed booth renderings to show management for final approval of booth layout to be sure all display regulations and construction guidelines are followed.

**Intent:** Exhibitors in the vicinity of island exhibits are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.



**IMPORTANT:** Exhibitors are cautioned when installing a display with a ceiling, canopy, or multi-story exhibit to check with local fire departments and the convention center to ensure the display meets the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.

#### **HANGING SIGNS**

An exhibit component suspended above an exhibit for the purpose of displaying graphics or identification. Hanging signs are permitted over and Island Booths only.

**Height:** Hanging identification signs and graphics will be permitted to a maximum height of 20'0" (6.10m).

**Intent:** Hanging signs, whether double-faced or not, should be set-back within the exhibitor's space so as not to detract from the overall impact of the exhibit that is directly adjacent.

**Size:** Hanging signs and graphics above an island booth will be permitted to the total length and width of the exhibitor's booth space.

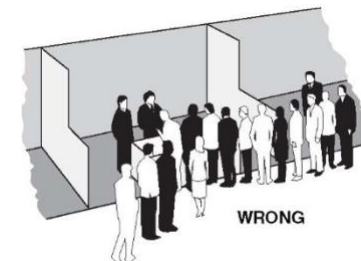
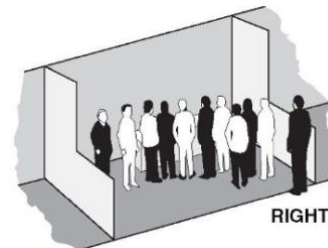
**Structural Integrity:** All hanging signs must have drawings available for inspection during the time the component is being hung, suspended, and removed at the show site which includes a signature or stamp of a reviewing structural engineer indicating that the stress points for hanging the sign have been properly engineered, and a signature of an authorized official of the exhibit building company indicating the structure is built in compliance with the details and specifications set forth on the drawing (NOTE: Exhibitors are encouraged to use lightweight materials in the construction of hanging signs to eliminate excessive stress to the facility ceiling structure).

**Intent:** Exhibitors adjoining booths with hanging signs are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.

#### **SAMPLING & DEMONSTRATIONS**

The interaction of exhibit personnel and their audience through presentations, product demonstrations, or sampling.

**Regulation:** Demonstration areas must be organized within the exhibitor's space so as not to interfere with any traffic aisles, and sampling or demonstration tables must be placed a minimum of 2'0" (60cm) from the aisle line. Should spectators or samplers interfere with the normal traffic flow in the aisle or overflow into neighboring exhibits, Show Management will have no alternative but to request that the presentation or sampling be eliminated.



**Intent:** The aisles are the property of the entire show, and each exhibitor has the responsibility to assure proper flow of traffic through the entire show. When large crowds gather to watch a demonstration or for sampling, interfere with the flow of traffic down aisles, or create excessive crowds in neighboring booths, it is an infringement on the rights of other exhibitors. Aisles must not be obstructed at any time.

**Sound:** Exhibitors must police their own booths to be sure noise levels from sound systems or demonstrations is kept to a minimum and does not interfere with others. Remember the use of sound systems or equipment producing sound is an exception to the rule, not a right. Show Management reserves the right to determine at what point sound constitutes interference with others and must be discontinued.

**Safety Precautions:** Product demonstration involving any moving and potentially hazardous machines, displays, or parts must have hazard barriers to prevent accidental injury to spectators. Demonstrations must always be supervised by exhibitor personnel who can stop the demonstration in the event of an emergency, and all demonstrations involving potentially hazardous by-products, such as dust, fumes, sparks, or flames must be approved in writing by Show Management at least 60 days prior to the show.