

Booth Display Guidelines

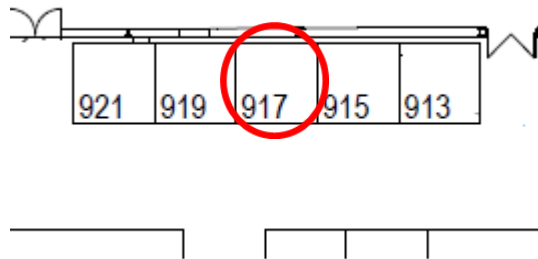
Standard inline booth:

A standard inline booth is 10 ft (3.05 m) deep and 10 ft wide or a multiple thereof. It is enclosed on three sides by a back wall and two sidewalls, except for a corner booth which may be open on the side facing the cross-aisle as well as at the front. A standard inline booth backs up to other booths in the next row.

844	842	840	838	836
745	743	739		737

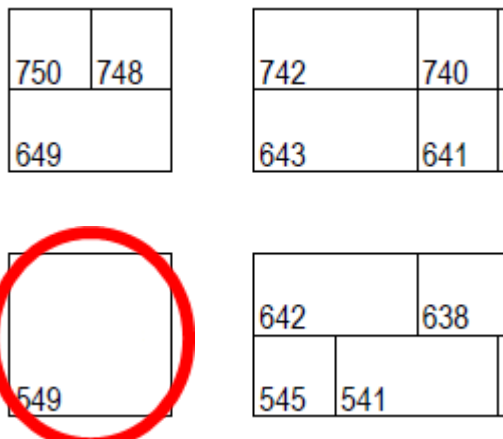
Perimeter booth:

A perimeter booth is a booth of any size which is located along the outer limits of the exposition hall. It is similar in many respects to a standard inline booth, except that it does not back against any other booth.



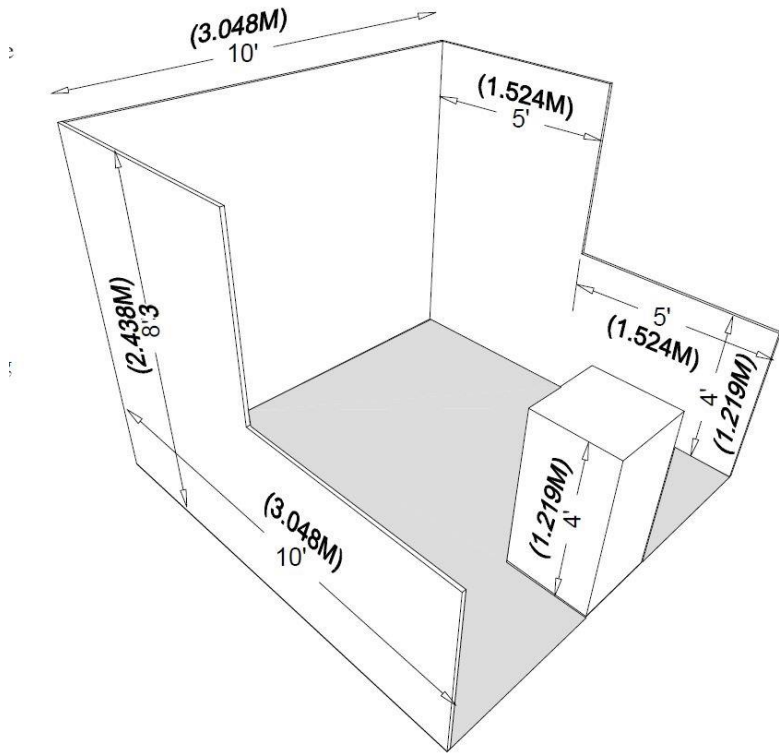
Island booth:

An island booth is a freestanding booth of 400 sq. ft (37.16 sq. m) or more with width of 20 ft (6.10 m) or more, and aisles on four sides.



Standard Inline Booth

- Carpet or floor covering is required in the exhibit space at the exhibitor's expense.
- An eight-foot (2.44-meter) high draped backwall and 3-ft (0.91-m) high draped sidewalls are provided by show management
- Hanging signs are not permitted
- The maximum height of 8 ft 3 in (2.44 m) is allowed only in the rear half of the booth

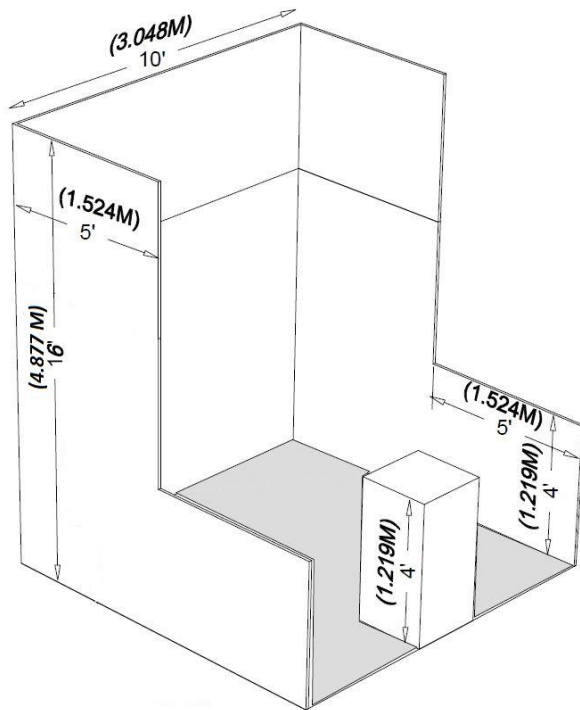


space (from the backline to 5 ft from the aisle) with a 4 ft (1.22 m) height restriction imposed on all materials in the front half of the booth forward to the aisle. For booths greater than 10 ft by 10 ft, all display fixtures and materials over 4 ft (1.22 m) in height and placed within 10 ft (3.05 m) of an adjoining exhibit must be confined to that area of the exhibitor's space which is within 5 ft (1.52 m) of the backline.

- Canopies or false ceilings, which are considered as display material, may be utilized by the exhibitor provided they do not exceed the height limitations for display material and do not obstruct the line of sight. Supports for canopies or false ceilings are limited to a single vertical support not to exceed 3 in (0.08-m) in diameter at the corners of the exhibit space.
- All booth materials must be flame-resistant and conform to [Fire Department Regulations](#)

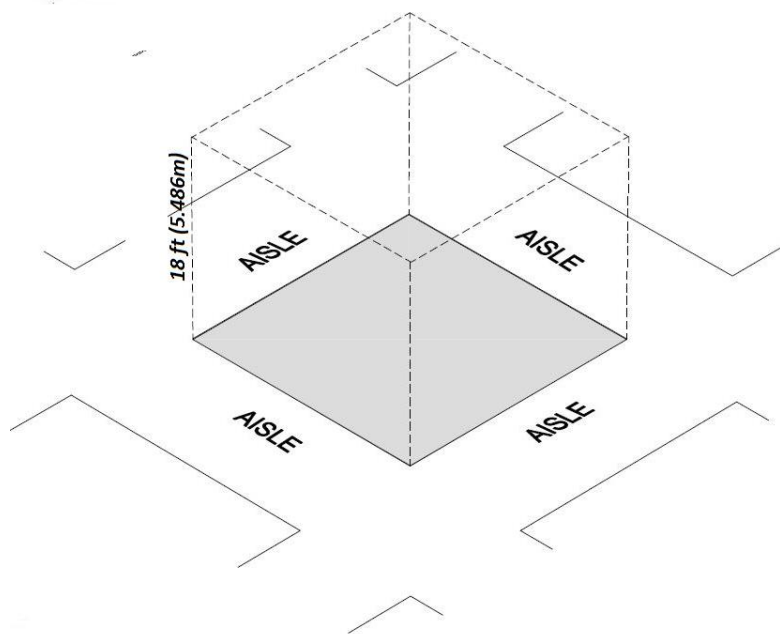
Review the full [Exhibitor Rules](#) for complete details

Perimeter Booths



- An eight-foot (2.44-meter) high draped backwall and 3-ft (0.91-m) high draped sidewalls are provided by show management
 - Carpet or floor covering is required in the exhibit space at the exhibitor's expense
 - Hanging signs are permitted whether suspended from above or supported from below to a maximum height of 16ft (4.87m) to the bottom of the sign from the floor and 18' to the top of the sign. Approval for the use of hanging signs and graphics must be received from Show Management prior to installation.
- Exhibits with display elements over 12 ft in height, must submit plans for approval to ensure structural integrity
 - The maximum height of 16 ft (4.87 m) is allowed only in the rear half of the booth space (from the backline to 5 ft from the aisle) with a 4 ft (1.22 m) height restriction imposed on all materials in the front half of the booth forward to the aisle. For booths greater than 10 ft by 10 ft, all display fixtures and materials over 4 ft (1.22 m) in height and placed within 10 ft (3.05 m) of an adjoining exhibit must be confined to that area of the exhibitor's space which is within 5 ft (1.52 m) of the backline.
 - Canopies or false ceilings may be utilized by the exhibitor provided they do not exceed the height limitations for display material and do not obstruct the line of sight. Supports for canopies or false ceilings are limited to a single vertical support not to exceed 3 in (0.08-m) in diameter at the corners of the exhibit space.
 - All booth materials must be flame-resistant and conform to [Fire Department Regulations](#) Review the full [Exhibitor Rules](#) for complete details

Island Booth



- Carpet or floor covering is required in the exhibit space at the exhibitor's expense
- Hanging signs are permitted whether suspended from above or supported from below to a maximum height of 16 ft (4.77m) (to the bottom of the sign from the floor and 18 ft (5.48m) to the top of the sign).
- Exhibits must submit plans for approval to ensure structural integrity
- The entire cubic content of the exhibit space may be used, to a maximum height of 18 ft (5.49 m). All surfaces within the booth must be of "finished" material.
- Canopies or false ceilings, may be utilized by the exhibitor provided they do not exceed the height limitations for display material and do not obstruct the line of sight. Supports for canopies or false ceilings are limited to a single vertical support not to exceed 3 in (0.08-m) in diameter at the corners of the exhibit space.
- All booth materials must be flame-resistant and conform to [Fire Department Regulations](#)
Review the full [Exhibitor Rules](#) for complete details