

# DISPLAY RULES & REGULATIONS

## GENERAL

The following display rules and regulations were established in accordance with guidelines from the International Association for Exhibition and Events (IAEE). All exhibits at Learning Guild events must comply with these guidelines. Displays that are not in accordance with these guidelines must be corrected, at the sole expense of the exhibiting company, prior to show opening. Companies that do not comply with these rules will not be permitted to participate in the show and their exhibit will be removed from the hall at the sole cost of the exhibitor. In this circumstance, the exhibiting company will not be entitled to any refund or compensation from Show Management. These regulations ensure that all exhibitors, regardless of exhibit space size, will have an equal opportunity (within reason) to present products/services in the most effective manner possible.

## BOOTH DEFINITIONS

Linear booths: 10x10, 10x20, 10x30, 10x40 exhibit spaces. Island booths: 20x20 or larger exhibit spaces.

## BOOTH PLAN REVIEW FOR 20x20 and LARGER

Exhibitors with booths 20' x 20' or larger must submit a "to scale" drawing/rendering/blueprint **with all dimensions noted** to Show Management for approval at least 60 days prior to the event. All parts of the exhibit must be shown, including rigging, lighting, hanging signs, flooring, display items and structural supports.

## STRUCTURAL INTEGRITY

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by attendees, neighboring exhibitors, hall laborers or installation/dismantling equipment such as forklifts. Displays should also be able to withstand moderate wind effects that may occur when freight doors are open. Exhibitors 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.

## CANOPIES AND CEILINGS

Canopies/canopy frames, including ceilings, umbrellas can be either decorative or functional (to shade computer monitors from ambient light or for hanging products). Canopies are not permitted in Linear Booths. Perimeter Booths must comply with line-of-sight requirements. Fire and safety regulations strictly govern the use of canopies, ceilings and other similar coverings. See the fire and safety regulations from the facility for fire extinguisher, smoke detector, sprinkler system and security fire watch requirements. Contact Show Management with questions.

## MULTILEVEL & COVERED EXHIBITS

A multilevel exhibit is a booth where the display fixtures exceed twelve feet (12'), including double-decker booths. A multilevel exhibit requires prior approval by the exhibit facility because it is deemed to be a "structure" for building purposes. A booth plan for all multilevel exhibits must be submitted to Show Management for approval at least 60 days prior to the start of set-up. These plans must include multidimensional drawings of the display and include a signature or stamp of a reviewing structural engineer, indicating that the structure design is properly engineered for its proposed use. A signature is required by 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. The signed/stamped drawings must be available for on-site inspection from the beginning of set-up. Signs must be posted indicating the maximum number of people the structure will accommodate. Fire sprinkler systems must be installed if upper decks or covered exhibit area exceeds 1,000 square feet (or smaller if local regulations require it). There must be two remote means of egress if upper deck area is greater than 300 square feet or will be occupied by more than 9 people. Spiral stairs are not permitted. Upper decks, covered areas and roofed areas exceeding 300 square feet in size require the installation of battery operated smoke detectors.

## HANGING SIGNS & GRAPHICS

Hanging signs and graphics are permitted in Island Booths only (not linear booths) **to a maximum height of 16 feet (16')** and must be professionally finished on all sides. If located within 10 feet of another exhibitor's space, the side facing the neighboring booth must be professionally finished and not incorporate any identification signs, lettering or graphics that would detract from the adjoining exhibit. All materials including canned lights, theatrical lighting and truss, must be contained within the "footprint" of the booth space (ie. not extending out into the aisle space). Exhibitors should plan accordingly, if they intend to illuminate their hanging signs and graphics, by not hanging signs on the perimeter of their booth space or by back lighting the signs.

## LIGHTING

No lighting, canned lights, fixtures, lighting trusses or overhead lighting are permitted outside the boundaries of the exhibit space. Island booths may exceed the 16' maximum height restriction with lights and truss for lighting only, providing there are no graphics, advertising or promotional signage on the truss/lights. Lighting must be directed to the inner confines of the booth space, and must not project onto other exhibits, facility walls/columns or aisles. Lighting that spins, rotates, pulsates and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.

## PROHIBITED SPECIALTY DISPLAY ITEMS

**BALLOONS**: Helium balloons and balloons made of mylar are prohibited due to local and facility regulations. Air-filled balloons (excluding mylar) may be used for decoration as long as they comply with all show rules (specifically height and line-of-sight) and are not used as giveaways.

Balloons of any sort may not be left for the general service contractor or facility to dispose of and may not be released outdoors at any time.

**FLAGPOLE BANNERS / POLE FLAGS**: These display items (banners and flags on poles) are prohibited in all linear booths due to height and line of sight restrictions. Island booths may only use these if they are inset into the footprint of the booth so that they do not extend into the aisle space in any way (footing, flag/banner or pole) and comply with the height restriction of being under 16' tall at all times.

**WATERFALL STYLE DISPLAYS NOT ACCEPTABLE IN LINEAR BOOTHS**: This type of display has a portion/unit that attaches to a back wall and extends out toward the aisle. The waterfall portion is a graphic panel and/or includes a monitor, TV or display shelf/space. This type of display does not comply with "line-of-sight" rules that do not allow any item over 4 feet tall in the front half of the linear booth (within 5 feet of the front aisle). Advance and onsite **variances will not be given for this type of display** and the exhibitor will be forced to remove the waterfall display unit prior to show opening. Show Management reserves the right to have waterfall displays removed by Freeman labor and the exhibitor will be liable for all costs associated with this. **Exhibitors who have larger linear booths (ie. 10x30 booths) may request for a variance** to have this type of display in advance, as long as the request is received by Show Management (NOT Freeman) at least 30 days prior to the start of set-up. Variances for these larger booths will be granted based on line-of-sight rules and waterfalls being a minimum of 10 feet away from any neighboring booth.

**INSTALLATION EXCLUSIONS**

All exhibits must be free standing. No bolts, screws hooks or nails shall be driven into or otherwise attached to the walls or floors of the exhibit areas. No part of the display may be attached to or otherwise secured to the drapery backdrop or side dividers. In addition, no decals or other adhesive materials shall be applied or affixed to the walls, pillars or floor of the exhibit areas. Exhibitors shall not post any sign or description except within the confines of the exhibit space assigned. Exhibitor personnel will not make any graffiti or artwork promoting their company, website, product, etc. on show signs, art walls, facility surfaces, etc.

**PHOTOGRAPHY / FILMING IN THE EXPO**

Exhibitors are not permitted to take photographs or film outside of their company's own booth space in the Expo without written permission. If an Exhibitor would like to request permission to photograph or film outside of the confines of their company's booth space in the Expo, a request should be submitted to Show Management at least two weeks prior to Expo open.

**FLOOR COVERING**

The exhibit hall is fully carpeted, exhibitors have the right to install their own floor covering over the top of the facility carpet, as long as they use adhesive methods that do not cause any damage to the existing flooring. Rental carpet/flooring is also available from the general service contractor if the exhibit hall is not carpeted, or if the exhibitor does not have their own floor covering.

**UNFINISHED AREAS**

All open or unfinished sides of the exhibit which may appear unsightly must be covered or Show Management will have them covered at the exhibitor's expense. Any portion of the exhibit bordering another exhibitor's space must have the backside of the exhibit finished and not incorporate any identification signs, letter or graphics that would detract from the adjoining exhibit.

**AMERICANS WITH DISABILITIES ACT (ADA)**

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive, as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800-514-0301) and from web site [www.ada.gov](http://www.ada.gov).

**FIRE, SAFETY, TOXIC MATERIALS & ABANDONED DISPLAY MATERIALS**

Fog, smoke and steam machines are not permitted. Exhibits that have fire extinguishers, fire strobes and/or fire hose cabinets must have them visible with an unobstructed path from the aisle to the cabinets/strobe. All materials used in display construction or decorating should be made of fire-retardant materials and be certified as flame retardant. Samples should also be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flame proofing certificate must be available for inspection. Cardboard, crepe paper, corrugated paper and other combustible materials are prohibited. Exhibitors must dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and facility. Show Management will charge exhibitors disposal fees if any exhibitor abandons display materials or products in the Expo Hall at the end of the show. Spray painting, welding and gas cylinders are prohibited unless permission is secured from Show Management at least 60 days prior to the start of the show and the appropriate permits are secured through the facility and local authorities.

**ELECTRICAL**

In addition to the electrical requirements set forth by the facility, the following are required:

- A) All wiring should be grounded three-wire.
- B) Wiring that touches the floor should be "SO" cord (minimum 14-gauge/three-wire) flat cord, which is insulated to qualify for "extra hard usage."
- C) Cord wiring above floor level can be "SJ" which is rated for "hard usage."
- D) Using zip cords, two-wire cords, latex cords, plastic cord, lamp cord, open clip sockets and two-wire clamp-on fixtures is prohibited. Cube taps are often prohibited.
- E) Power strips (multi-plug connectors) must contain internal breakers and adhere to B & C above.

**STORAGE**

Fire regulations prohibit storing product, literature, empty packing containers or packing materials behind back drapes or under draped tables. However, exhibitors may store a limited supply of literature or product appropriately within the booth area, so long as these items do not impede access to utility services, create a safety problem or look unsightly. Freeman will store empty crates/cartons/pallets for exhibitors as part of their paid drayage service.

**DEMONSTRATIONS**

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations/demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibitors. It is the responsibility of each exhibitor to arrange displays, product presentation and demonstration areas to ensure compliance. Sound demonstrations should not exceed 75 decibels and speakers must be directed to the inside of the exhibitor's booth space. Speakers may not face into the aisle. Show Management will make rulings on sound levels at their discretion and a decibel reader will not be used. Should a demonstration, crowd or noise level interfere with the normal traffic flow in the aisle or overflow into neighboring exhibits, Show Management will require that the offending action is discontinued immediately. If a second request must be made, Show Management reserves the right to remove booth personnel from the facility, confiscate show badges, shut off booth power and/or close an exhibitor's exhibit with no compensation owed to the exhibitor.

**SOUND / MUSIC**

In general, exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Sound and noise should not exceed 75 decibels. Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music.

**ANIMALS**

Live animals of any kind, birds, fish and reptiles are not permitted on the exhibit floor at any time. However, working service animals will be permitted as necessary.

**EXHIBITOR PERSONNEL & PROFESSIONAL CONDUCT**

Exhibitors (as well as contracted personnel/models) are required to dress and conduct themselves in an appropriate, professional and business-like manner. Show Management reserves the right to make a final determination regarding what is acceptable and may remove persons from the show that are not in compliance. If an exhibitor utilizes a costumed character, moving entertainment/advertisement (i.e. robots, mascots), personnel attire that is specifically promotional in nature (i.e. sandwich boards) or something that draws attention to that exhibitor's company name or booth number, the personnel wearing that attire must stay within the confines of the contracted booth space. That attire/costume must be covered or removed when that personnel is in the aisles or any other part of the show (including going on break). Exhibitor personnel and their representatives may not enter the exhibit space of another exhibitor without permission from that exhibitor, and at no time may anyone enter an exhibit space that is not staffed. Additionally, exhibitors may not canvass the Expo Hall and conference spaces outside of the Expo Hall at any time for the purpose of promotion or visibility (using staff, graffiti/artwork or printed materials). Violators may be ejected from the event with no compensation from Show Management.

**EXHIBITOR APPOINTED CONTRACTORS (EACs)**

**WHAT IS AN EAC?:** Show Management provides service on-site through an official service contractor, Freeman provides services to exhibitors such as installation and dismantling labor, tables, chairs, other furniture, a full range of displays, signage, graphics, upgraded flooring, drayage, shipping/receiving, freight forwarding/handling, etc. Show Management has other official contractors to provide other services such as Lead Retrieval and A/V. The facility where the Expo is held has in-house exclusive contractors for electrical, hanging signs, rigging, internet, catering, security, etc. Most of these services must be provided by these "official" contractors due to legal, insurance, privacy and liability reasons. There are some services, such as booth design and booth installation and dismantling that can be provided by non-official contractors. These non-official contractors are called "Exhibitor Appointed Contractors" or "EACs".

**EXHIBITING COMPANY MUST FIRST REGISTER INTENT TO USE EAC:** If an exhibiting company wants to use one of these EACs, they must first register their intent to utilize that outside company. They can do this through the official Freeman site under the tab called Exhibitor Appointed Contractors. Please note applicable deadlines for EAC registration.

**EAC ELIGIBILITY:** After the exhibitor submits the initial intent, the EAC company must go in and complete required documentation and submit copies of their required insurance paperwork to Freeman. The EAC will only be permitted to work at the Expo after they complete all the required documentation and failure to do so will prohibit them from working on the show. **All exhibitors must be prepared for that penalty if their requested EAC fails to complete all of the requirements. Exhibitors with a disapproved EAC may get Freeman to assist them on-site for an additional cost.** Show Management and Freeman accept no responsibility for additional costs and it is the sole responsibility of the exhibitor to pay all expenses to get their display show ready while following all show and facility rules.

**EAC MUST FOLLOW ALL SHOW RULES:** It is the exhibiting company's responsibility to ensure that their EAC company and EAC personnel follow all the show rules, display regulations, and move in/move out schedules and policies. It is the exhibiting company's responsibility for forwarding to their EAC these rules and all information regarding their booth. Exhibitors with island booths 20x20 and larger are responsible for coordinating with their EAC to submit their floor plans to show management in advance for approval.

**EAC STAFF IN THE FACILITY:** Exhibiting companies are responsible for making sure that their EAC knows that **they will only have access to the show floor for set up and move out during the official EAC access hours and they will not be permitted early or late access** (bids and work crews should be scheduled accordingly). If the exhibiting company needs EAC staff to assist them during official attendee hours, they must register them for an official exhibitor staff badge. During official show hours, EAC staff must remain in the exhibitor's booth and not hang out in the aisles, other exhibitor booths, show lounge areas, common areas or theaters. Job boxes and ladders are not permitted on the show floor during official show hours. EAC staff without an official exhibitor badge are not allowed in the facility after the Expo opens on the first day and may not return until after the Expo closes on the last day. If an exhibiting company needs to meet with an EAC staff member before show closing on the final day, they must meet them outside or wait until after the show closes.

**MOVE IN & MOVE OUT**

**GENERAL:** Safety during move in/out is important - closed toe footwear is required of all exhibit staff and EACs.

**MATERIAL HANDLING:** Freeman has the responsibility of receiving and handling all exhibit materials and empty crates. An exhibitor may move material that can be hand-carried by one person from the exhibiting company, in one trip, without the use of dollies, hand trucks, or other mechanical equipment.

**ACCESS HOURS:** Exhibitors and approved EAC personnel may only enter the facility during approved access hours on the official show schedule. Approved EAC personnel will only be granted access during those posted hours and will NOT be given access to the exhibits outside of these hours so exhibitors and EACs should plan their installation and dismantling crews accordingly to finish their tasks within the posted official hours. Badged Exhibitor Employees may request after hours work passes for urgent issues to stay later on the last night of set-up from the Exhibit Hall Manager. Note that these passes are only to stay in the hall later, with no late entry available. These passes will not be given to any EAC staff.

**BOOTHS MUST BE SET BY 6:00 PM ON THE LAST DAY OF MOVE IN:** **Exhibitors must set up their booths on the move in day, not the first day of the Expo.** All crates, cartons, fiber cases, pallets and packing materials must be empty and labeled for removal by 6pm on the last day of move in. The official schedule may give additional access time on the last day of set up and on opening morning, but this time is for exhibitors to fine tune their displays and get ready for show opening. All exhibitors should plan to make their orders (furniture, electrical, internet, lead retrieval, A/V, etc.) in advance of move in, but should arrive early enough on the last day of move in to get all their orders done before 5pm. Show Management does not recommend any exhibitor request a variance for Expo opening day move in. Variances for this will only be considered for companies who are in 10x10 booths, can set-up their display in 30 minutes or less, hand carry in their display freight, create no set-up trash, do not need their empties removed by Freeman, and can confirm that all their orders are completed in advance (tables, chairs, other display items, A/V, lead retrieval, electrical, etc.).

**MOVE IN ISSUES:** If an exhibiting company or EAC experiences issues that will delay their set-up, they need to contact Show Management as soon as possible to help facilitate solutions. On-site, the Exhibit Hall Manager has a desk at the front of the Expo Hall. Issue examples: shipping issues, lost freight, travel delays, personnel sickness, etc.

**MOVE OUT:** At the close of the Expo, attendees will be asked to leave the Expo Hall immediately. Any exhibitors still working with attendees at that time should try to conclude their business expeditiously. If the conversation requires more time, exhibitors should resume discussions outside of the Expo Hall for everyone's safety. If exhibitors have stored empty crates/cartons with Freeman, please allow sufficient time for empty return. If you are shipping your materials out at the close of the show, please note that a Freeman Material Handling Agreement (MHA) must be completed. Be sure to drop off your completed MHA with the Freeman desk prior to your departure. Do not leave the MHA in your booth or boxes in your booth that are not accounted for on a submitted MHA as they cannot be processed and shipped out correctly without the details on the MHA. All exhibitors are advised to be very cautious of safety and valuables during move out. Injuries can be common during this time due to slipping and trip hazards as well as the use of forklifts and heavy equipment. Please keep an eye on your/company valuables during move out. .

**AGE RESTRICTIONS**

The conference and Expo is a professional business event, **registrants/participants must be at least 18 years old – no exceptions.** Set up and move out are particularly dangerous. Exhibitors are reminded that even when the Expo is not open, children under the age of 18, including family and infants that are carried or in strollers will not be admitted to the Expo Hall at any time.

**ADVERTISING / SPONSORSHIP EXPOSURE**

Exhibitors are prohibited from doing any promotions (signs, banners, graphic sponsorships, digital displays, in-room advertising, display trucks, billboards, etc.) within the official conference hotel unless they have done so through Show Management.

**LITERATURE / GIVEAWAY DISTRIBUTION**

**All literature, promotional, educational and all other giveaway materials may ONLY be distributed at the exhibitor's booth** and must be related strictly to the products and/or services on display or eligible for display, and for products which are directly available from the exhibitor. Distribution to other booths, in the aisles, on lunch tables, lounge areas, food service tables, theaters, registration area, session/meeting rooms, public areas including restrooms, or any other part of the show or facility is prohibited. Giveaways that may be used in an unsafe manner or whose use may not be controlled by the exhibiting company (ie. projectile toys, rocket launchers, boomerangs, etc.) are prohibited at the event. Exhibitors may not throw giveaway items of any type (ie. t-shirts, balls, soft- or hard-shelled giveaways) in their booths in the Expo Hall or in any conference area. Show Management reserves the right to make the sole determination on such items and no refund or compensation will be given. If an exhibiting company has any concerns that their giveaway may be determined inappropriate by Show Management, they are encouraged to get approval in writing in advance from Show Management. Exhibitors who are interested in gaining more exposure at the show should contact Show Management prior to the event about sponsorship and advertising opportunities.

**RAFFLES / PRIZES**

All exhibitor raffles/giveaways that are to be conducted in an exhibitor's booth must be no longer than 2 minutes in duration, and cannot include loud announcements (exceeding 75 decibels), or behavior disruptive to the adjacent exhibitors. Exhibitor raffles/giveaways may not take place outside of an exhibitor's booth without advance written permission from Show Management.

**DISRUPTIVE BEHAVIOR / SOUND / ACTIVITIES / DISPLAYS**

Show Management reserves the right to be the sole determining authority on when an activity is disruptive/inappropriate and must be modified or discontinued. Failure to comply with Show Management's requests will result in electrical service stoppage to the offending booth and/or exhibitor's booth being closed with exhibitor personnel being required to exit the exhibit hall immediately until the show is over. In such an event, the exhibitor will not receive any refund or compensation from Show Management, the general service contractor, the facility or any vendor.

**COMPETITIVE EVENTS**

As a professional courtesy to your fellow exhibitors, conference presenters, event sponsors, and event management, **competitive events are prohibited**. Exhibitors/sponsors should refrain from holding events of any kind (receptions, dinners, presentations, entertainment, etc.) with 10 people or more within a 10 mile radius of the event location that conflicts with the published conference and Expo schedule – including pre-cons.

**FOOD & BEVERAGE DISTRIBUTION**

All food and beverage for distribution from an exhibit booth must be arranged for and obtained through the hotel venue. If placing orders for food & beverage Show Management must be notified 30 days in advance of show dates. Distribution of alcohol is only permitted with advance written approval by Show Management and must be coordinated through the official facility providers with licensed bartender(s). Approval of alcoholic beverage distribution will not be granted during the sponsored Expo Reception, or the final two hours on the final Expo day.

**VEHICLES**

Exhibitors must submit a request for a vehicle to be displayed in their booth at least 60 days prior to the start of the event. Details on the vehicle, such as make, model, dimensions, fuel type (gasoline vs. hybrid vs. fully electric vs. display shell without engine), arrival date and time, etc. must be sent with the original request to Show Management. A dimensional plan of where the vehicle will be placed in the exhibitor's booth is also required. Please note that the placement of vehicles must be at least 10 inches from any aisle or neighboring booth and it must comply with all height and line of sight regulations for that particular booth size. If the request is approved by Show Management, the facility, and fire marshal, the exhibiting company will be notified in writing. For approved vehicles on display, all local facility rules must be followed regarding fuel and display standards. In general, for vehicles that require fuel, no more than 1/4 tank of gas is allowed in the vehicle and the filler cap must be either locked or sealed. For all vehicle types, the batteries must be disconnected and external chargers through the local electrical service contractor are recommended for demonstration purposes. All alarms must be deactivated or disconnected for the duration of time that the vehicle is in the exhibit hall.

**INTELLECTUAL PROPERTY RIGHTS / LEGAL DISPUTES BETWEEN EXHIBITORS**

Exhibitor warrants that it owns the rights for all intellectual property (patent, copyright, trademark, etc.) to be used by exhibitor for promotion or exhibition at the event, and agrees to defend, at exhibitor's expense, and to indemnify show management for any action brought against Show Management or its directors, officers, employees or agents and any cost incurred by them arising out of any dispute concerning exhibitor's intellectual property rights. Violation by exhibitor of these rules could result in closure of exhibitor's booth and/or exclusion from participating at future events.

**LINE OF SIGHT & CUBIC CONTENT USE**

Protection of each exhibitor's line of sight is outlined below. The rules are different for linear booths and Island booths. While it is recommended that companies design their displays with open formats, island booth exhibitors are permitted to fill the cubic content of their display space as outlined below. Companies exhibiting near "island" booths are forewarned that their line of sight consists of the 8-10 foot aisle space. These larger booth designs may have a large solid structure that seemingly impacts the neighboring exhibits' exposure. However, as long as it follows the rules outlined below, that exhibitor is well within their rights to use the full cubic content of their contracted space, even if it seemingly has a negative impact of visibility on the booths surrounding it. Show Management will not intervene and request exhibitors to change their displays (if they are in compliance of the rules) based on the requests of the neighboring exhibitors. Exhibitors who have booths located near island booths that have concerns with their location's exposure should contact Show Management in advance to be relocated away from larger exhibits. Similarly, linear booth rules require that all tall items (between 4-8 feet tall) be in the rear half of the booth. The front half of each linear booth may only have items under 4 feet tall. It is important to note that linear booths may not have any items taller than 8 feet in the back half of their booth. Exhibitors will be required to correct all line of sight and height violations immediately. All costs associated with rule compliance are to be paid by the exhibiting company. Show Management will not grant any credits, discounts, refunds or compensation to exhibitors who must correct their booths to comply with the rules.

## LINEAR BOOTH:

Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called “in-line” booths.

### Dimensions

Linear Booths are 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). There is a maximum back wall height limitation of 8ft (2.44m).

### Use of Space

Regardless of the number of Linear booths used, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05 m by 9.14m), 10 ft by 40ft (3.05 by 12.19m), etc. display materials must be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth. Any item exceeding 4ft in height must be set back at least 5ft from the aisle or be at least 10' from any neighboring exhibit.

### Line of Sight

Signs, displays, products, fixtures and decorations for all exhibit configurations located within an area 5' from the aisle and 10' from a neighboring exhibit can be no more than 4' high.

### Useable Space

Exhibit structures must be constructed to allow 3 inches for each side rail and 9 inches for utility service access in the rear. Example: a 10' x 20' exhibit space has 9'3" x 19'3" of usable space.

### Exclusions

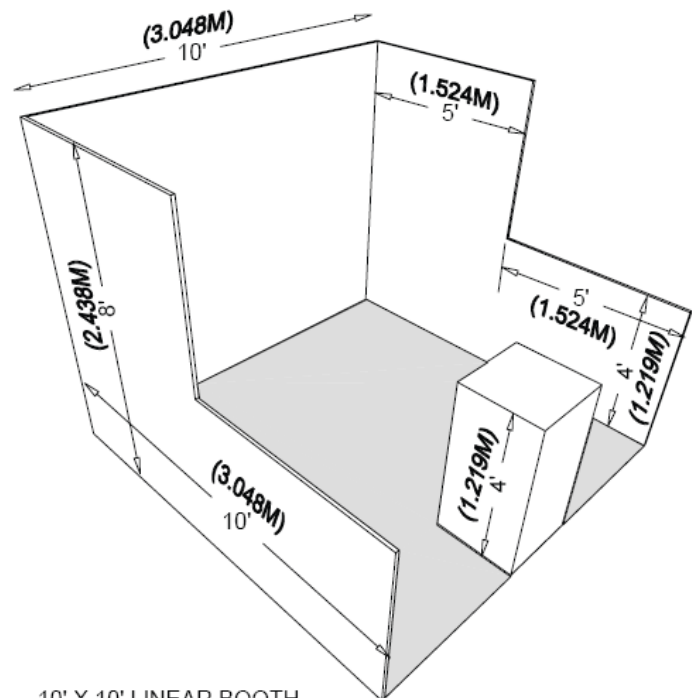
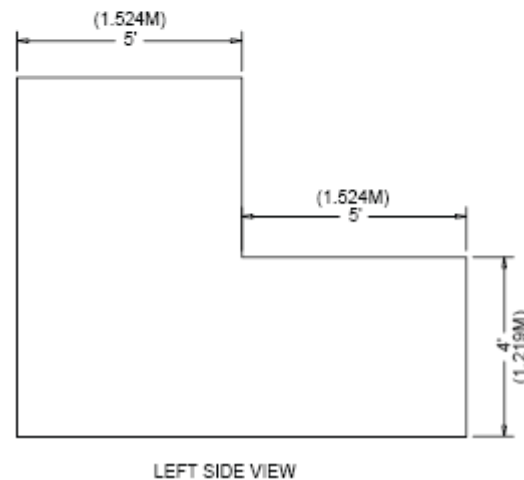
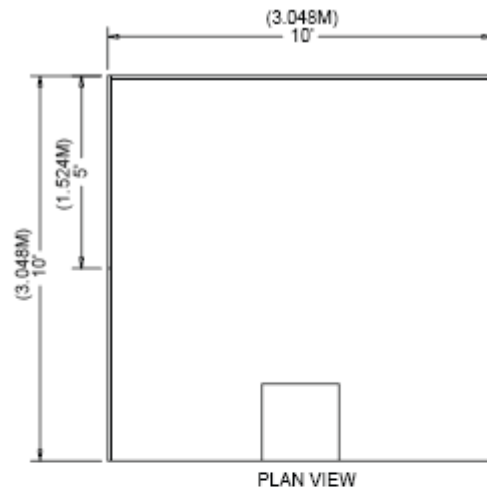
Hanging signs, canopies, flagpole banners, and **waterfall-style display walls/units** are **not** permitted in Linear Booths.

### Corner Booth

A Corner Booth is a Linear Booth exposed to aisles on two sides. All other guidelines for Linear Booths apply.

### Perimeter Booth

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit. All guidelines for Linear Booths apply to Perimeter Booths.



## ISLAND BOOTH:

An Island Booth is any size booth exposed to aisles on all four sides and must be at least 400 square feet.

### Dimensions

An Island Booth is 20ft x 20ft or larger. There are no back or side walls as this booth is exposed to the aisle on four sides.

### Use of Space

The maximum height for any display, product, fixture or decoration within the exhibit is 16ft. Since there are no adjacent exhibitors, signs and displays may be located anywhere within the exhibit.

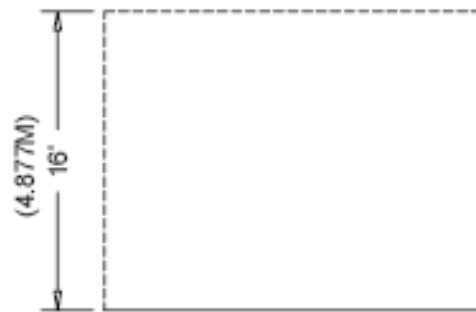
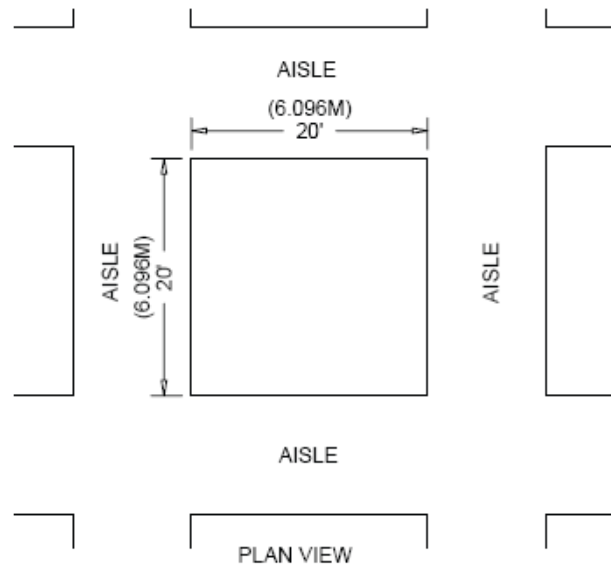
### Signs/Displays

Hanging signs/displays may not exceed 16ft in height and must be professionally finished on all sides.

Variances for extended height (more than 16ft tall) will not be granted. If an exhibitor is planning on using a hanging sign, it is highly recommended that they verify with their Show Management salesperson that rigging for a hanging sign is possible in the location they have been assigned. Not all locations in the Expo Hall can accommodate hanging signs.

### Unfinished Sides

Exhibit must have finished walls and sides. Unfinished areas must be professionally addressed or use masking drape.



### Island Booths Require Advance Booth Plan Approval

See the section above entitled "BOOTH PLAN" and the Exhibitor Resource Center for details. Submissions are required 60 days before the show. On-site corrections can be costly, on-site variances will not be given.

