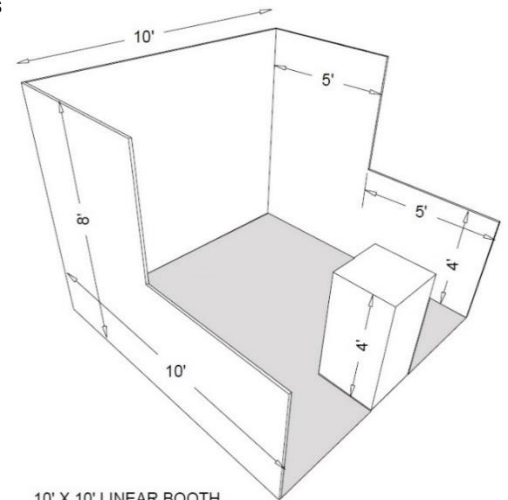


LINEAR BOOTH

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

Dimensions: Linear booths are 10’ (feet) wide and 10’ (feet) deep with a maximum back wall height limitation of 8’ (feet).

Guidelines: Regardless of the number of linear booths utilized by an exhibitor (e.g. 10’x20’, 10’x30’, 10’x40’, etc.) display materials should not obstruct sight lines to and from neighboring booths. A maximum height of 8’ (feet) is allowed only in the rear half of the booth space, while a maximum height of 4’ (feet) is imposed on all materials in the remaining space forward to the aisle.



10' X 10' LINEAR BOOTH

CORNER BOOTH

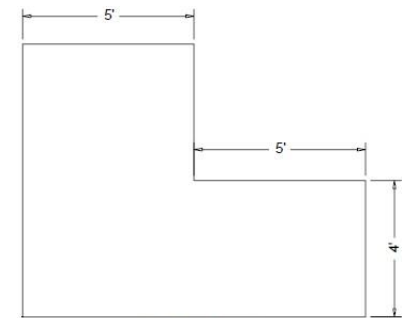
Corner booths have two sides exposed to aisles and are generally at the end of a series of linear or in-line booths.

Guidelines: All the above outlined linear booth guidelines also apply to this booth type.

PERIMETER BOOTH

Perimeter booths have a back wall that is against a wall of the exhibit hall or facility wall rather than backing up against another exhibit booth.

Guidelines: All the above outlined linear booth guidelines also apply to this booth type with exception of the maximum height of the backwall or items within the booth which can be up to 12’ (feet) in height.

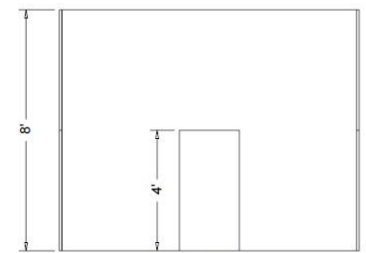


LEFT SIDE VIEW

PENINSULA BOOTH

Peninsula booths are exposed to aisles on three sides and comprised of a minimum of two (2) 10’x10’ booths. They are also called “end cap” booths.

Guidelines: A Peninsula booth is usually 10’ by 20’ or larger. When a Peninsula booth backs up to two linear booths, the maximum back wall height of 8’ (feet) is allowed only in the rear half of the booth space and within 5’ (feet) of the two side aisles with a 4’ (feet) height restriction imposed on all materials in the remaining space forward to the aisle.

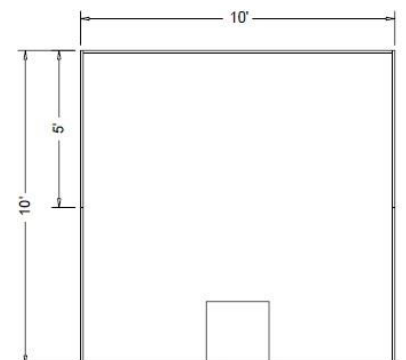


FRONT VIEW

ISLAND BOOTH

Island booths are exposed to aisles on all four sides and comprised of a minimum of four (4) 10’x10’ booths.

Guidelines: An Island Booth is usually 20’ by 20’ or larger. Island Booths have a maximum height restriction on structures or materials within the exhibit space of up to 20’ (feet) in height.



PLAN VIEW

All booths must have some type of flooring (carpet, tile, etc.) that covers 90% of the designated booth space. You may bring your own carpet, but it must be certified flame-proof. Show Management will require any exhibitor without flooring or flooring not covering 90% of their booth space to install flooring prior to the show opening. Any/all charges for the flooring and install thereof will be the exhibitor's responsibility.

No exhibit display may block or interfere with a neighboring exhibit. Linear/In-Line and Peninsula/Endcap booth displays are limited to 8' (feet) in height and must be positioned/set within the booth footprint at least 5' (feet) from the main traffic aisles. Perimeter booth displays (booths with their back pipe and drape along a facility wall or airwall) are limited to 12' (feet) in height and must be positioned at least 5' (feet) back from the main traffic aisles. Island booth displays are limited to 20' (feet) in height.

Low side dividers shall not exceed 48" in height. High side dividers over 48" in height must remain at least 5' (feet) back from the main traffic aisle (to prevent blocking the sight line of your neighbors). Island and peninsula locations are exempt, with limitations.

Maximum back wall height permitted for a linear/in-line or peninsula/endcap booth will be 8' (feet) plus a maximum of 6" for display lighting. Maximum back wall height permitted for a perimeter booth (along a wall) will be 12' (feet), including lighting. Sidewalls of these exhibits may not extend more than 5' (feet) from the back wall so as not to box in adjoining exhibitors.

Booth signage in standard 10'x10' in-line booths may not exceed 8' (feet) in overall height. Booth signage in standard perimeter booths (along a wall) may not exceed 12' (feet) in overall height.

Open area or island exhibits: Exhibit displays in these spaces may not exceed 4' (feet) in height if within 10' (feet) of perimeter of the exhibit. Any exhibitor who wishes an exception to this rule must submit a detailed plan of the exhibit to Show Management for approval.

Booths must be staffed during show hours. Only firms that have contracted for space are allowed to demonstrate products, solicit orders and distribute advertising materials at the show. All exhibitors must remain in the confines of their exhibit space, no soliciting in the aisles, lobby, etc. All signage, models, staff and distribution of literature must be confined to your exhibit space.

Ceiling light projection is allowed only if the projected light is stationary and does not expand beyond booth dimensions. Light color may slowly change (no blinking) if it does not offend any attendee or exhibitor. Exhibitors will NOT be allowed to project images onto aisles, ceilings outside their exhibit size, walls or other space outside exhibitor's purchased booth space.

No nails or screws may be driven into the floor. No damage of any nature may be done to the booth structures or to any part of the exhibit hall.