

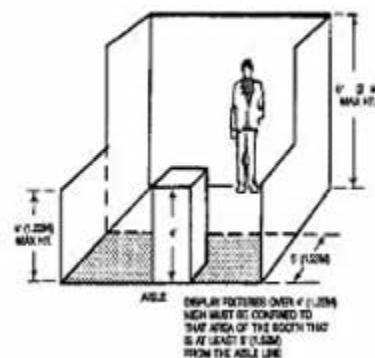
Standard Booth Regulations (USA)

There are four types of booth configurations: **Standard/Linear**, **Perimeter Wall**, **Peninsula**, and **Island/Split Island**. The following booth display rules are typical for U.S. Trade Shows and Convention Halls. However, regulations vary by convention center and even within show halls. Contact show management for specific regulations.

Standard/Linear Booth (10' depth)

Any booth that shares a common back wall and abuts other exhibits on one or two sides. Standard/Linear booths are also called inline booths. They are generally arranged in a straight line and have exhibiting neighbors on the left and right of them, leaving only the front exposed for attendees.

Maximum height is 8'. This 8' height may be maintained on the sidewall of your booth up to a distance of 5' from the front aisle. The remaining length of the sidewall may be no higher than 4'.



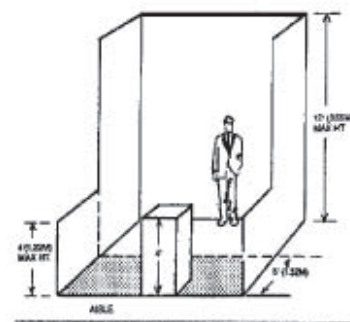
A corner booth is a linear booth exposed to aisle on two sides. All other guidelines for linear booths apply. Corner booths are always a good location. You can usually take down one of the 3' side rails on the side exposed to the aisle.

Note: Hanging signs are not permitted over standard/linear booths.

Perimeter Wall Booth (10' depth)

A standard/linear booth found on the perimeter walls of the exhibit floor. A perimeter booth is a linear booth that backs to a perimeter wall of the exposition facility and not to another exhibiting neighbor.

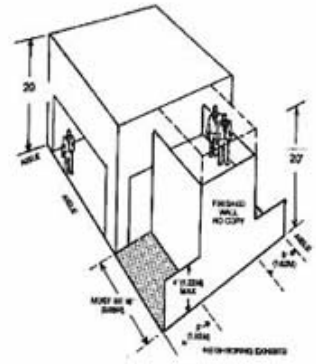
The maximum height is 12'. This 12' height may be maintained on the sidewalls of your booth up to a distance of 5' from the front aisle. The remaining length of the sidewall may be no higher than 4'.



Note: Hanging signs are not permitted over perimeter wall booths.

Peninsula Booth

Any exhibit 20' x 20' or larger with a depth from the common back wall to the aisle of at least 20' and with aisles on three sides. There are two types of Peninsula Booths: (a) one that backs up to Linear Booths, and (b) one that backs up to another Peninsula Booth and is referred to as a "Split Island Booth."



For all peninsula booths, the exterior of the back wall must be plainly finished and may not contain booth identification, logos or advertisements.

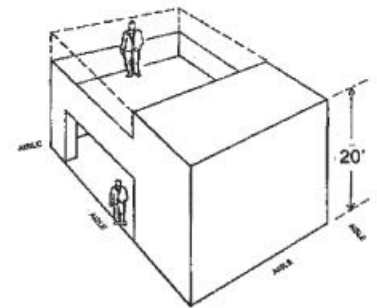
If backed by a row of standard/linear booths, the back wall may be no higher than 4' for a distance of 5' from either side aisle and 12' high in the center of the back wall and maintained for a distance of 10' along the back wall.

Where two (2) peninsula booths share a common back wall ("split Island"), the maximum height may be 12' high in all areas of the booth, including the back wall. There are no limitations on the number of solid walls for your peninsula booth, however this will be based on your location in the exhibit hall. Please check with event coordinator for height requirements and submit plans if you are including solid walls in your peninsula booth.

Note: Hanging signs are permitted over peninsula booths.

Island Booth

Any exhibit 20' x 20' or larger and is surrounded by aisles on four sides. The use of the entire space may be used. The maximum allowable height typically ranges from 8 feet to 12 feet, including signage. Regulations vary by exhibit hall. There are no limitations on the number of solid walls for your Island booth, however this will be based on your location in the exhibit hall. Please check with event coordinator for height requirements and submit plans if you are including solid walls in your island booth.

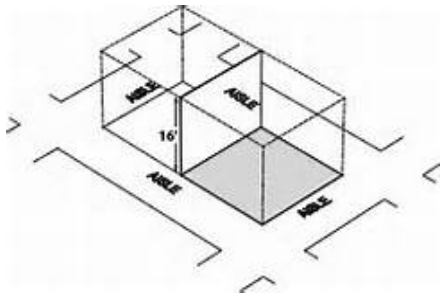


Note: Hanging signs are permitted above island booths.

Split Island Booth

A Split Island Booth is an Island Booth which shares a common back wall with another Island Booth and is exposed to aisles on three sides. Dimensions Split Island Booths are a minimum of 20ft (6.09m) wide x 20ft (3.05m) or larger, deep. The entire cubic content of this configuration may be used, up to the maximum allowable height, without any back wall line of sight restrictions. 16ft (4.877m) is the

maximum height allowance. Overhead Signs Overhead signs are permitted for Split Island Booths 20ft (6.09m) x 20ft (6.09m) or larger. Height limitation from the floor to the bottom of the sign is 16ft (4.87m) and must be directly over contracted space only.



OTHER CONSIDERATIONS

ADA Requirements

The Americans with Disabilities Act requires all exhibits to be equally accessible to attendees with disabilities.

- Trade show booths must be equally accessible to all persons, providing the exact same experience/access to all.
- Must provide ramps if the booth features a raised floor.
- Exhibitors can be fined for non-compliance.

Stay Within 10' x 10'

- Cannot place displays outside of the 10' x 10' area of the exhibit booth — this includes hanging signs.
- Cannot engage in marketing activities outside of the booth area
- No "guerilla" style marketing — which is an innovative, unconventional technique aimed at obtaining maximum exposure for a product usually at a low cost to the company.

Don't Obstruct Sight Lines

- Displays taller than 4' are not permitted in the front half of the booth.
- Cannot obstruct sight lines to any other booth. This includes signage, hanging posters, and lighting.

Canopies and Ceilings

Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or for hanging products). Canopies for Linear or Perimeter Booths should comply with line-of-sight requirements.

The bottom of the canopy should not be lower than 7 ft. (2.13m) from the floor within 5 ft. (1.52m) of any aisle. Canopy supports should be no wider than three inches 3 in.(08m). This applies to any booth configuration that has a sight line restriction, such as a Linear Booth. Fire and safety

regulations in many facilities strictly govern the use of canopies, ceilings, and other similar coverings. Check with the event coordinator prior to displaying any of the above.

Covered ceiling structures or enclosed rooms, including tents or canopies, shall have one smoke detector placed on the ceiling for every 900 square feet.

Hanging Signs and Graphics

Hanging signs and graphics are permitted upon approval in all Standard, Peninsula, Island and Split Island Booths, with a maximum height of sixteen feet (16 ft.) (4.87m) to the top of the sign as measured from the floor

Whether suspended from above or supported from below, they should comply with all ordinary use-of-space requirements (for example, the highest point of any sign may not exceed the maximum allowable height for the booth type). Double-sided hanging signs and graphics shall be set back ten feet (10 ft.) (3.05m) from adjacent booths and be directly over contracted space only.

Theatrical Truss and Lighting

Ceiling-supported theatrical truss and lighting are permitted in all standard Peninsula, Island and Split Island Booths to a maximum height of twenty feet (20 ft.) (6.1m) where ceiling permits. Ground-supported truss may not exceed the maximum allowable height for the booth type. Logos or graphics are not permitted over the sixteen-foot (16ft) (4.87m) height restriction and must have four feet (4 ft.) (1.22m) of separation from the top of the sign to the top of the truss.

Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:

- No lighting, fixtures, lighting trusses or overhead lighting is allowed outside the boundaries of the exhibit space.
- Exhibitors intending to use hanging light systems must submit drawings for approval by the published deadline date.
- Lighting must be directed to the inner confines of the booth space. Lighting must comply with facility rules.
- Lighting which is potentially harmful, such as lasers or ultraviolet lighting, should comply with facility rules and be approved in writing by exhibition management.
- 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.
- Reduced lighting for theater areas should be approved by the exhibition organizer, the utility provider, and the exhibit facility.

- Secure electrical cords to the floor with tape.
- [Spotlights](#) must be directed towards the inside of the booth.
- Lighting cannot be obnoxious or distracting from other exhibits or the general atmosphere of the event venue.