

# EXHIBIT CONSTRUCTION GUIDELINES

## RULES AND REGULATIONS

These rules and regulations have been adopted to give each exhibitor more effective use of his space without infringing on the rights of neighboring booths.

Space dimensions shown on floor plans are from center line of booth equipment, such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.

## STANDARD BOOTH

### Definition

One or more standard units in a straight line.

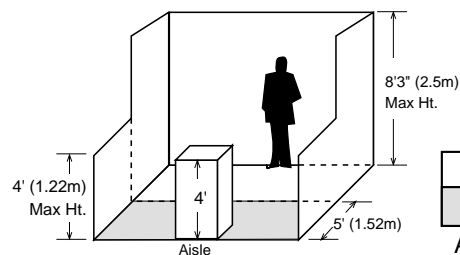
### Booth Design

Exhibit fixtures, components and identification signs will be permitted to a maximum height of 8'3" (2.5m).

All display fixtures over 4'0" (1.22m) in height and placed within 10 lineal feet (3.05m) of an adjoining exhibit, must be confined to that area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line for those exhibits with 14'0" (4.27m) depth or more. Meanwhile, for those exhibits with 9'0" (2.75m) or less of depth, they must confine their display fixtures over 4'0" in height to the back half of the booth.

### Intent

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



Display fixtures over 4' (1.22m) must be confined to that area of the booth that is at least 5' (1.52m) from the aisle line.

## PERIMETER WALL BOOTH

### Definition

Standard booth located on the outer perimeter wall of the exhibit floor.

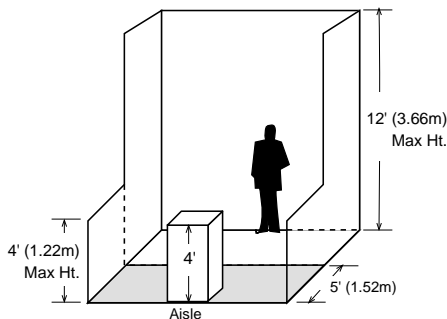
### Booth Design

Exhibit fixtures, components and identification signs will be permitted to a maximum height of 12'0" (3.66m) in perimeter wall booths.

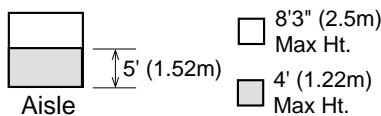
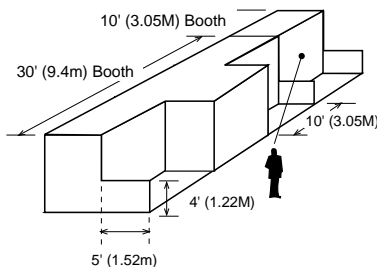
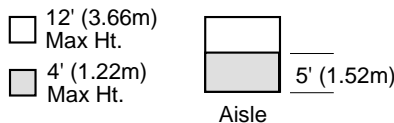
All display fixtures over 4'0" (1.22m) in height and placed within 10 lineal feet (3.05m) of an adjoining exhibit, must be confined to that area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line for those exhibits with 14'0" (4.27m) depth or more. Meanwhile, for those exhibits with 9'0" (2.75m) or less of depth, they must confine their display fixtures over 4'0" in height to the back half of the booth.

### Intent

See Standard Booth Guidelines.



Display fixtures over 4' (1.22m) must be confined to that area of the booth that is at least 5' (1.52m) from the aisle line.



## TOWERS

### Definition

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

### Design

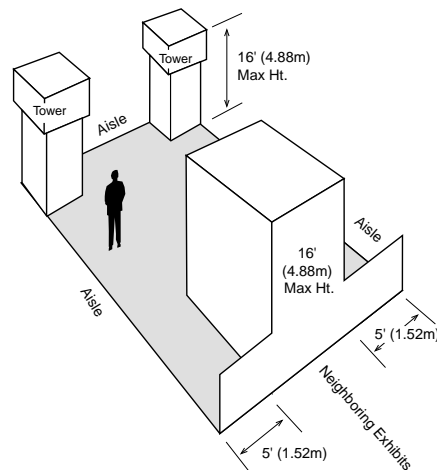
Towers will be permitted to a height and depth that correspond to the height and depth regulations for the appropriate exhibit configuration of which they are a part. For example, towers that are part of a peninsula exhibit will not exceed 16'0" (4.88m) in height, and will not be placed within 10 lineal feet (3.05m) of a neighboring exhibit unless they are confined to that 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.

### Structural Integrity

Towers in excess of 12'0" (3.66m) must have drawings available for inspection by exposition management, the installation and dismantling contractor, the exhibitor and governmental authority during the time the tower is being erected, exhibited and dismantled at the show site that include a signature or stamp of a reviewing structural engineer indicating that the structure designed 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.

### 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.



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## ISLAND BOOTH

### Definition

Exhibit with one or more display levels in four or more standard units with aisles on all four sides.

### Booth Design

Exhibit fixtures, components and identification signs will be permitted to a maximum height of 16'0" (4.88m), provided written approval is received from Show Management, 60 days prior to the opening of the Exposition.

Because an island booth is automatically separated by the width of an aisle from all neighboring exhibits, full use of the floor plan is permitted.

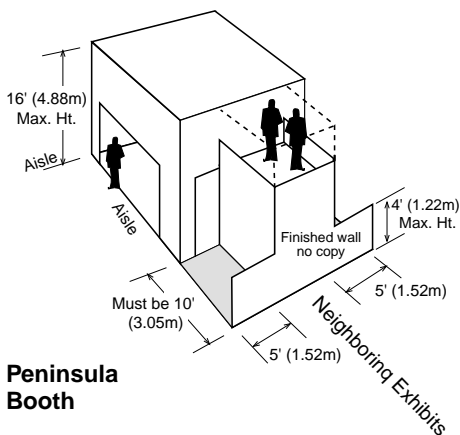
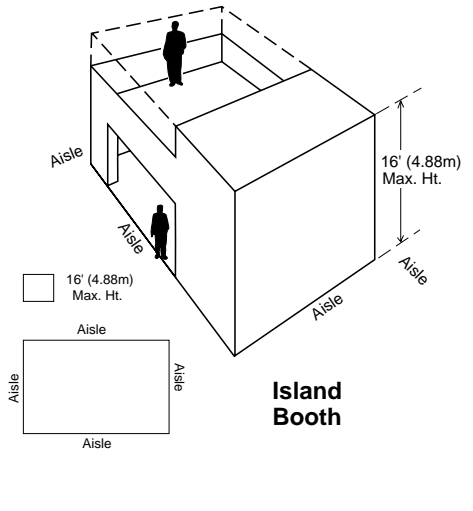
**CAUTION:** Exhibitors installing a display with a ceiling or second level should check with the local fire department to insure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.

### Structural Integrity

See Peninsula Booth guidelines.

### 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.



## PENINSULA BOOTH

### Definition

Exhibit with one or more display levels in four or more standard units back to back with an aisle on three sides.

### Booth Design

Exhibit fixtures, components and identification signs will be permitted to a maximum height of 16'0" (4.88m), provided written approval is received from Show Management, 60 days prior to the opening of the Exposition.

All display fixtures over 4'0" (1.22m) in height and placed within 10 lineal feet (3.05m) of a neighboring exhibit, must be confined to that area of the booth that is at least 5'0" (1.52m) from the aisle line to avoid blocking the sightline from the aisle to the adjoining booth.

Peninsula booths are normally "faced" towards the cross aisle. Any portion of the exhibit bordering another exhibitor's booth must have the back side of that portion finished and must not carry identification signs or other copy that would detract from the adjoining exhibit.

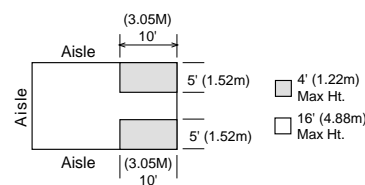
**CAUTION:** Exhibitors installing a display with a ceiling or second level should check with the local fire department to insure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.

### Structural Integrity

All multi-story exhibits and all exhibit fixtures and components exceeding 12'0" (3.66m) in height must have drawings available for inspection by exposition management, the installation and dismantling contractor, the exhibitor and governmental authority during the time the exhibit is being erected, exhibited and dismantled at the show site that include a signature or stamp of a reviewing structural engineer indicating that the structure designed 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. Signs must also be posted indicating the maximum number of people the structure will accommodate.

### Intent

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



## CANOPIES AND CEILINGS

### Definition

An exhibit component supported over an exhibitor's space for decorative purposes only.

### Design

Canopies, false ceilings and umbrellas will be permitted to a height that corresponds to the height regulation for the appropriate exhibit configuration of which they are a part. The canopy or false ceiling will not exceed 1'0" (30cm) in depth and cannot be used for identification or display purposes except as would normally be allowed for any exhibit component within the regulations set forth for the exhibit configuration.

Canopies may extend out to the aisle line and up to the booth line on either side of an exhibitor's space providing that the support structure will not exceed 3" (7.62cm) in width when placed within 10 lineal feet (3.05m) of an adjoining exhibit and not confined to the area of the exhibitor's space which is at least 5.0" (1.52m) from the aisle line.

**CAUTION:** Exhibitors installing a display with a ceiling should check with the local fire department to insure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.

### Intent

Exhibitors adjoining exhibits with canopies are entitled to the same reasonable sightline from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth.

