



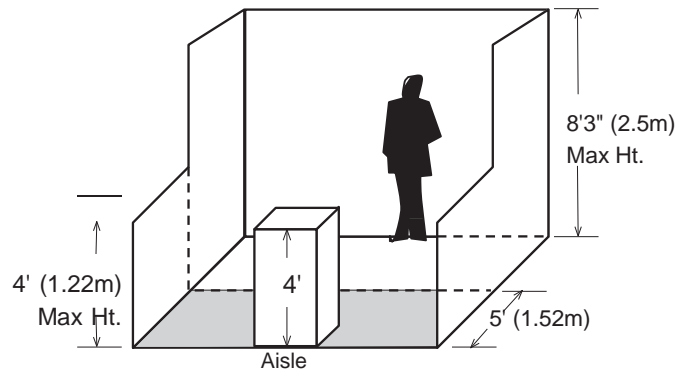
Exhibit Guidelines and Regulations

Standard Booth DEFINITION: Exhibit consisting of one or more standard units in a straight line.

HEIGHT

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

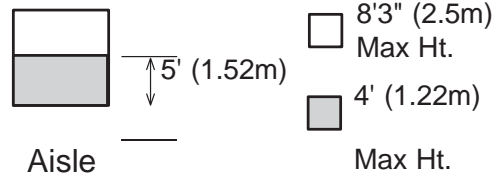
INTENT—If a portion of an exhibit booth extends above 8'3" (2.5m) high, the exhibit booth background will detract from the overall impact of the exhibit directly behind that booth regardless of how the rear of the offending exhibit is finished.



DEPTH

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 10'0" (3.05m) depth or more.

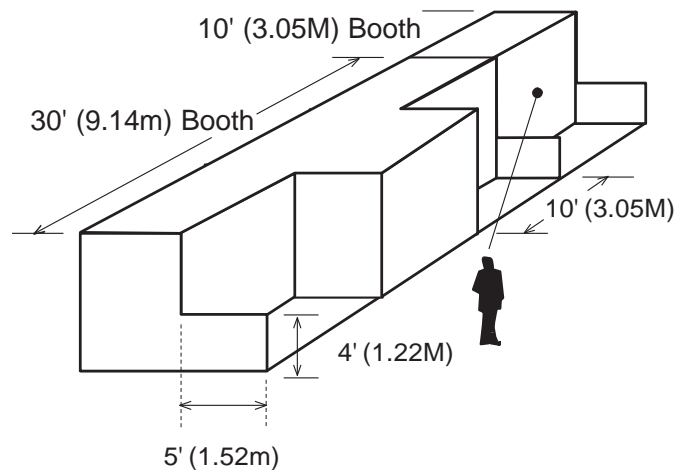
Display fixtures over 4' (1.22m) must be confined to that area of the booth that is at least 5' (1.52m) from the aisle line.



INTENT—Each exhibitor is entitled to a reasonable sight line 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.

IMPORTANT

Space dimensions shown on floor plan 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.



Hanging Signs are **NOT** permitted in Standard or Perimeter booths.

Perimeter Wall Booth

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

HEIGHT

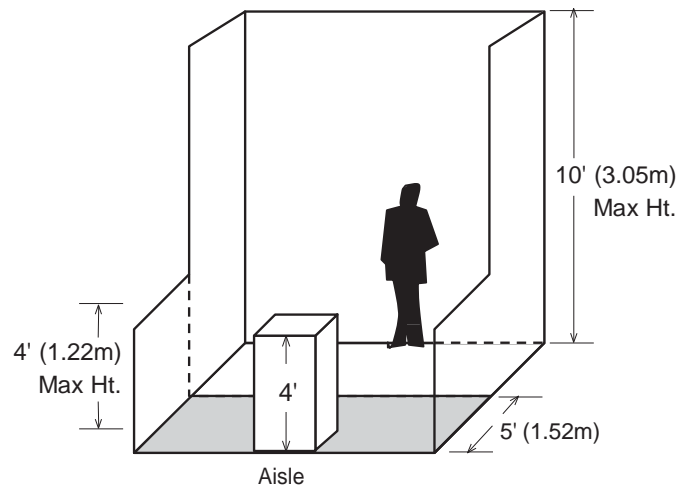
Exhibit fixtures, components and identification signs will be permitted to a maximum height of 10' (3.05m) in perimeter wall booths.

INTENT—Because the outer perimeter booths are not backed up against another exhibitor's booth, display back walls and materials over 8'3" (2.5m) will not interfere with or distract from any other exhibit booth.

DEPTH

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 10'0" (3.05m) depth or more.

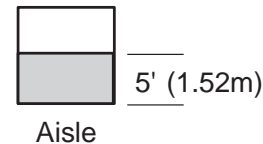
INTENT—Each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of exhibit. Exhibitors with larger space—30 lineal feet (9.14m) or more—should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights 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.

□ 10' (3.05m)
Max Ht.

■ 4' (1.22m)
Max Ht.



Hanging Signs are NOT permitted in Standard or Perimeter booths.

Island Booth & Towers

ISLAND BOOTH DEFINITION: Exhibit with aisles on all four sides.

HEIGHT

The Hyatt Regency Chicago exhibit hall ceiling height is 12' (3.65m). Due to these ceiling height limitations, island exhibit booths will be permitted to a maximum height of 10' (3.05m).

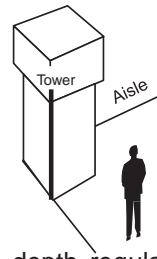
DEPTH

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.

IMPORTANT

Exhibitors are cautioned when installing a display with a ceiling to check with the local fire department to ensure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.

Due to the 12' (3.65m) ceiling height, the facility requests exhibitor hanging signs to be foam core or vinyl since they are hung off the ceiling pipes. Signs should be no higher than 3' (0.91m) from top to bottom.



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

HEIGHT/DEPTH

Towers will be permitted to a height and depth that correspond to the height and depth regulations for island booth configurations. Only island booth configurations can have towers at the MLA Exhibits.

INTENT—*Towers are part of the overall exhibit presentation and, therefore, must be treated as a component of the total exhibit configuration. The maximum height and depth regulations have been set to avoid undue competition between exhibitors to see who can go the highest or be seen the farthest, while also assuring exhibitors who are adjoining exhibits with towers of the same reasonable sight line from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth.*

Small Press/Product Table Display

DEFINITION: Exhibit consisting of a table-top display of products.

HEIGHT/DEPTH

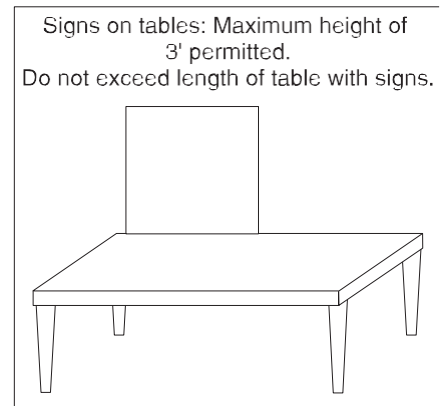
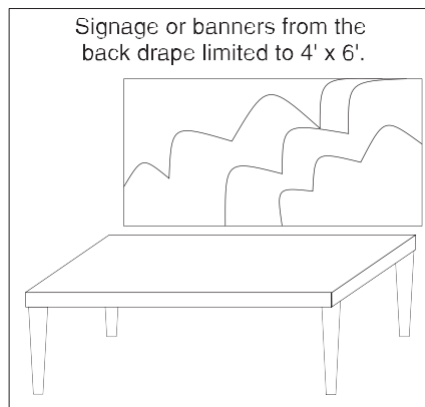
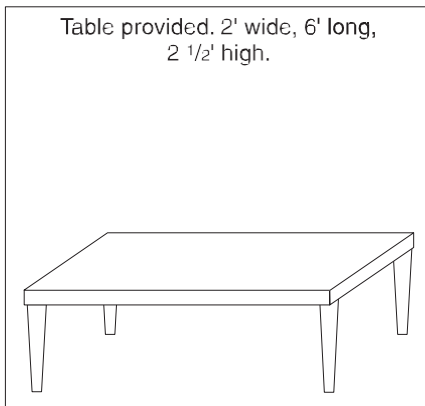
Table exhibitors may place a sign or vertical exhibit(s) on their table as long as they fit the 6'0" x 2'0" (1.83m x .61m) table area and do not exceed 3'0" (.91m) from the table top.

Table exhibitors may hang signage or banners from the back drape support to promote company identity or products. This area is limited to a space 6'0" wide x 4'0" high (1.83m x 1.22m), extending down from the top of the back drape line.

No exhibit or sign may interfere with, obscure, or block the view of another exhibit. No table exhibitor may construct a back wall or any equipment or display materials other than on the table provided. No product or display materials may be placed on the floor.

Table exhibitors are not permitted to order additional tables.

INTENT—Other table top exhibits are entitled to a reasonable sight line. Displays are limited to the table top due to the nature and intent of the Small Press/Product Area.



Canopies and Ceilings

DEFINITION: Exhibit component supported over an exhibitor's space for decorative purposes.

HEIGHT

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. For example, canopies will not exceed 8'3" (2.5m) in height in a standard booth configuration. Furthermore, the canopy or false ceiling will not exceed 1'0" (30cm) in depth and cannot be used for identification or display purposes.

INTENT—Exhibitors requiring canopies or false ceilings to create the desired exhibit environment within their booth space should be allowed to do so as long as the canopy and its support structure does not violate the intent of the height or depth regulation.

DEPTH

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. Furthermore, canopies, false ceilings or umbrellas will not 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.

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

IMPORTANT

Exhibitors are cautioned when installing a display with a ceiling to check with the local fire department to ensure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.

