

## Linear Booth Regulations

*One or more 10'x10' booths in a straight line*

**Linear booths**, also called “in-line” booths are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle. Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors.

### Height

Exhibit fixtures, components and identification signs will be permitted to a maximum height of 8'.

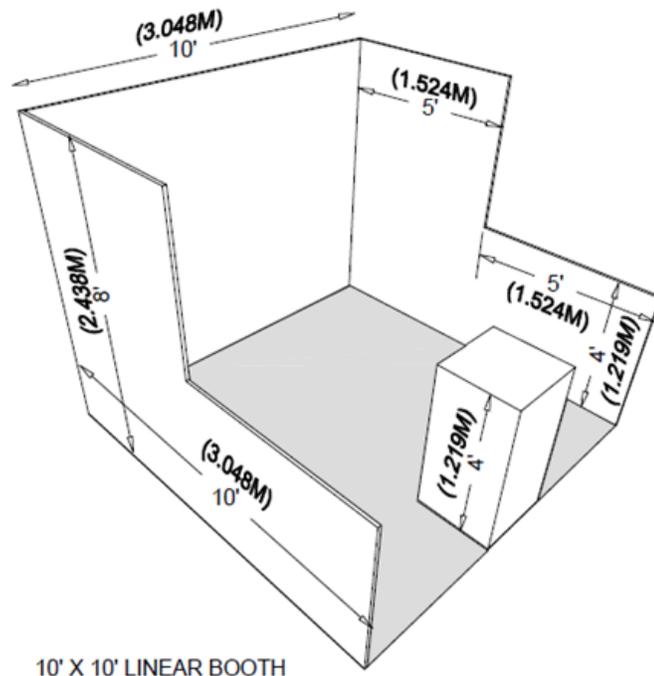
### Hanging Signs

Hanging signs are not allowed over linear booth configurations.

### Set-back

Sidewalls must drop to 48", 5' from the aisle. All display fixtures over 4' (1.22m) in height and placed within 10 lineal feet (3.05m) of an adjoining exhibit must be confined to the rear five feet of the exhibit space to avoid blocking your neighbor's visibility. Exhibitors with larger spaces – 30 lineal feet (9.14m) or more may extend booth fixtures, signage, and other display items all the way to the front line of their exhibit booth; provided that these items are at least 10 lineal feet away from any neighboring booth.

Suite usage in linear booths must have approval of Management.



10' X 10' LINEAR BOOTH

## Perimeter Booth Regulations

*One or more 10'x10' booths in a straight line on a perimeter aisle*

A perimeter booth is a linear booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

### Height

Exhibit fixtures, components and identifications signs will be permitted to a maximum height of 16'.

### Intent

Outer perimeter booths do not back up to another exhibitor's booth. Display back walls and materials over 8' will not interfere with or distract from any other exhibit booth.

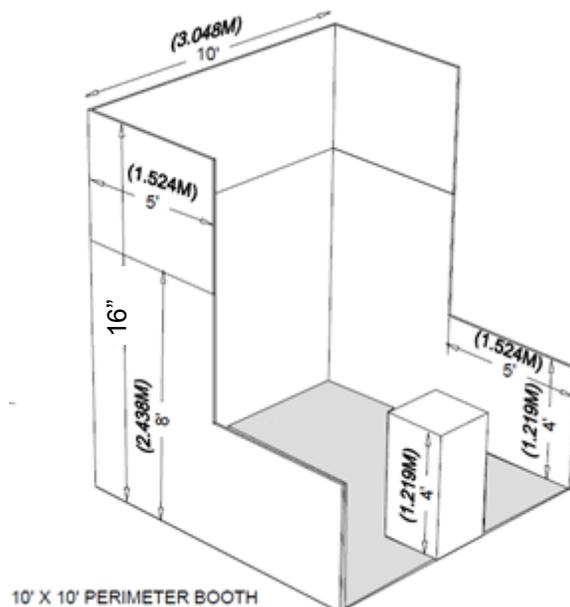
### Hanging Signs

Hanging signs are prohibited in perimeter linear booths.

### Set-Back

Sidewalls must drop to 48", 5' from the aisle. All display fixtures over 4' (1.22m) in height and placed within 10 lineal feet (3.05m) of an adjoining exhibit must be confined to the rear five feet of the exhibit space to avoid blocking your neighbor's visibility. Exhibitors with larger spaces – 30 lineal feet (9.14m) or more may extend booth fixtures, signage, and other display items all the way to the front line of their exhibit booth; provided that these items are at least 10 lineal feet away from any neighboring booth.

Suite usage in perimeter booths must have approval of Management.



## **Island Booth Regulations**

*Exhibit space, 400 sf. or greater, with aisles on four sides.*

**An Island Booth is a booth exposed to aisles on all four sides.**

### **Height**

Exhibit fixtures and components will be permitted to a maximum height of 16'.

### **Hanging Signs**

Hanging signs are allowed but must be within the booth footprint with the top of the sign not exceeding 25'.

### **Set-Back**

An island booth is separated by the width of an aisle from all neighboring exhibits so there is no set-back regulation.

### **Guidelines for Suite Portion of Exhibit Space**

Exhibit space must have a portion of the area designated as public access to all attendees.

- Floor spaces less than 400 square feet, a minimum of 100 square feet of an Exhibitor's floor space must be public.
  - Floor spaces 400 square feet or greater, 25% of an Exhibitor's space must be public.
- DAC will only provide suite walls and carpet to the suite area of an exhibit space according to the above schedule.

### **Two-Story Exhibits**

Management prohibits the use of two-story exhibits defined as those in which activity takes place on platforms at a height level of greater than 6' and/or arranged in such a fashion that booth traffic may pass under the platform.

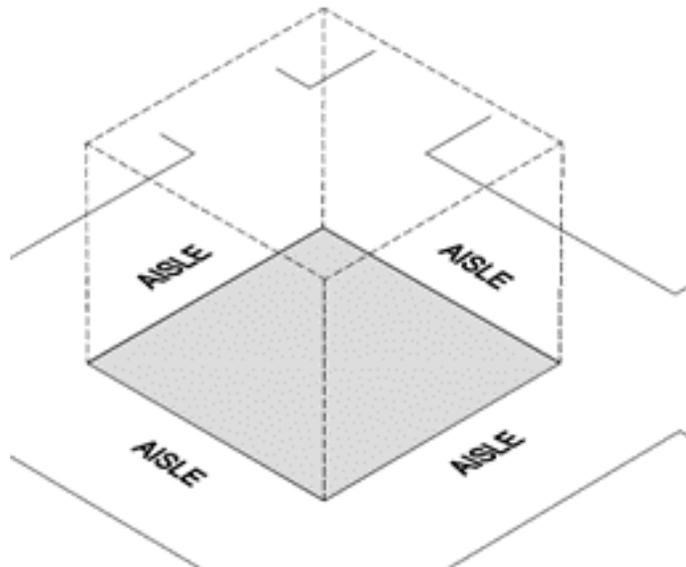
### **Structural Integrity**

Exhibitors must adhere to all structural rules and regulations of the convention facility.

### **Lighting**

Lighting must be directed exclusively into the exhibitor's booth, not in the aisles, nor in any other part of the exhibit hall.

**Cubic Content**  
Up to 16' High



## Split-Island Exhibits

*Open on three aisles*

A Split-Island Exhibit is also known as a Peninsula Exhibit.

### Height

The common backwall for this type of exhibit may be a full backwall from aisle-to-aisle; however, the backwall may not exceed 10'. Booth structure may not exceed 16'.

### Hanging Signs

Hanging signs are allowed but must be within the booth footprint with the top of the sign not exceeding 25'. Hanging signs must be within the booth footprint and must be positioned so that the sign copy may not be visible from the neighboring split-island booth.

### Finished Surfaces

All exposed areas of the exhibit must be finished or draped surfaces including the back and sides. No graphics, logos or print facing into another exhibit will be allowed. All such material must face into the aisle or into the exhibitor's own space. Any part of any exhibit needing a finished surface at 3:00 pm the day prior to show opening will be draped at the expense of the exhibitor. Show Management will decide whether such drape is needed.

### Guidelines for Suite Portion of Exhibit Space

Exhibit space must have a portion of the area designated as public access to all attendees.

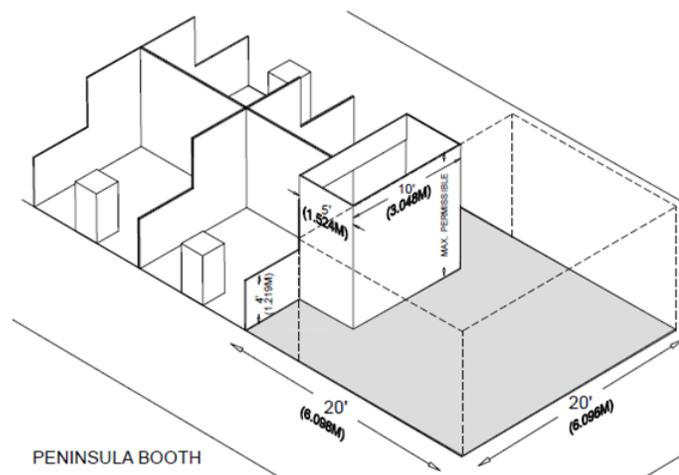
- Floor spaces less than 400 square feet, a minimum of 100 square feet of an Exhibitor's floor space must be public.
- Floor spaces 400 square feet or greater, 25% of an Exhibitor's space must be public.

DAC will only provide suite walls and carpet to the suite area of an exhibit space according to the above schedule.

### Suite Wall Positioning on Main Traffic Aisles

Main traffic aisles are designated by Management as those aisles where attendee traffic will be directed. The exhibits are positioned so that the open or public area of the booth is facing designated main traffic aisles. In order to preserve line of sight to all exhibitors and ensure the professional look of the Exhibition, the placement of suite walls along main traffic aisles is prohibited. Any placement of suites on main traffic aisles is solely at the discretion of management.

Exhibitors adjoining split-island exhibits are entitled to the same reasonable sight line from the aisle as they would expect if they were adjacent to an exhibitor with a stand-alone booth.



## Booth Demonstration Regulations

Demonstration areas must be organized within the exhibitor's space so as not to interfere with traffic in the aisles. Sampling or demonstration tables must be placed a minimum of 2'0" (60cm) from the aisle line. Should spectators or samplers interfere with the normal traffic flow in the aisle or overflow into neighboring exhibits, Show Management will have no alternative but to request that the presentation or sampling be eliminated. Each exhibitor has the responsibility to assure proper flow of traffic through the aisles around their booth.

### Sound

Exhibitors must police their own booths to be sure the noise levels from demonstrations or sound systems are kept to a minimum and do not interfere with neighboring booths. Remember the use of sound systems or equipment producing sound is an exception to the rule, not a right. Audio is permitted if tuned to conversational level (75dB max) and if not objectionable to neighboring exhibitors. Sound will be checked with a decibel meter. Operating equipment that emits excessive noise must be run before or after exhibit hours for specific demonstrations only. Show Management reserves the right to determine at what point sound constitutes interference with others and will be discontinued.

### Lighting

Management reserves the right to restrict or prohibit the use of glaring lights, objectionable lighting effects, excessive or bothersome noise, or other effects which are offensive or otherwise distract from the Exhibits as a whole.

