

Booth Construction Guidelines

Booth Space and Set-Up

All standard inline booths are 10'x10' and island space on the floor plan. Additional islands may be created by selecting any full block of booths, provided that all other island space has been assigned.

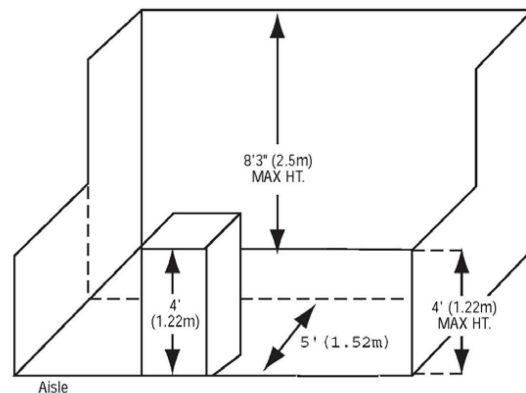
1. All exposed parts of displays must be finished so as to present an attractive appearance when viewed from the aisles or from adjoining exhibits. Masking drape is the exhibitor's responsibility.
2. All exhibits must be confined to the space limits of their respective booth(s) so indicated on the floor plan. All equipment, products or materials to be shown or demonstrated must be placed within the exhibit space in order to insure that the attendee viewing the exhibit will stand within said space and not in the aisles.

If booth design regulations are not followed once set-up has begun, Exhibitor and/or Display House labor will be instructed to, at the exhibitor's expense, disassemble the equipment/display in question and fines may be levied.

Inline Booth Construction Guidelines (linear booth configurations including corner booths)

- Linear booths are 10'x10' (100 square feet) or multiples thereof and are arranged in a straight line.
- All linear booths consist of 8' high back drape and 36" high side dividers mounted on aluminum tubular frames.
- Exhibit fixtures, components and identification signs will be permitted to a maximum height of 8'.
- Display material for linear booths is restricted to a maximum height of 4' in the first 5' of the booth, and 8' in the rear 5' of the booth in order to maintain uniformity and to prevent obstruction of view of adjoining booths.
- Hanging signs are not permitted for inline booths of any configuration.
- When a linear booth is 10'x30' or larger and used as a single exhibit, the 4' height restriction is applied only to that portion of exhibit space, which is within 10' of an adjoining booth.
- We do not allow or provide space configurations for End-cap or Peninsula booths.
- Exposed parts of any display must be finished so as not to be objectionable to other exhibitors or to Show Management.

Inline Booth Diagram Sample:



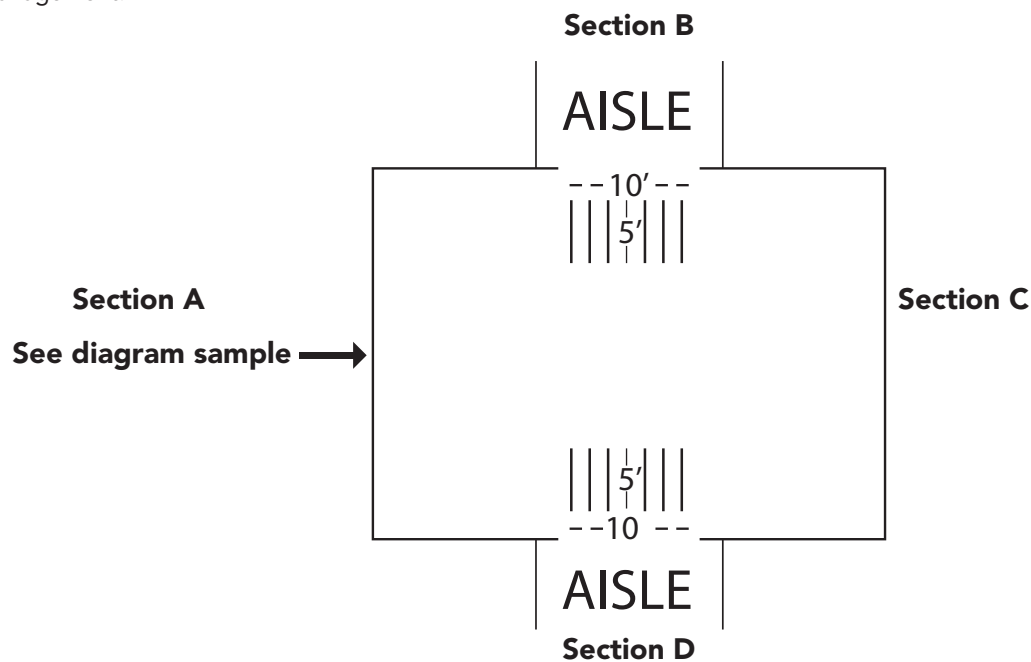
Inline Booth

Note: we strongly recommend you submit floor plans for approval if there is any question as to whether your booth is in compliance with the guidelines. Be sure to avoid additional costs on-site for booth modifications, etc.

Booth Construction Guidelines

Island Booth Construction Guidelines

- An island exhibit is an open area of exhibit space with aisles on all four sides.
 - The height limit for island exhibits is 24' from the floor of the exhibit hall.
 - Exhibit fixtures, components and hanging identification signs will be permitted to hang at a maximum height of 24' to the top of the unit.
 - To ensure traffic flow is not interrupted, booths that cross an aisle and are larger than 20x20 must be built so that their perimeter structures do not in any way block the aisle leading into their booth or leading from their booth. The opening into their booth and out of the booth must be at least 10 ft wide and match up with the aisle. Please see section B and D below.
 - Sampling or display counters, or any solid wall construction must maintain a minimum of a 5 ft set back with openings only on the entrance and exit, and sufficient space must be left within the exhibit to accommodate spectators, attendees or booth visitors. See sections B & D. The side walls do not need to have an opening, see sections A and C.
 - Vertical wall construction:
 - In the vertical plane from 8' to 16', 100% of booth perimeter is allowable for construction. See sections A & C.
 - In the vertical plane from 16' to 24', booth or signage may only occupy up to 75% of any one side of the booths boundaries at any location.
- *** These design regulations allow for sufficient see-through areas so as not to block the view of the adjacent exhibits or otherwise interfere with the displays of other exhibitors. *****
- Exposed parts of any display must be finished so as not to be objectionable to other exhibitors or to Show Management.



***Booth designs may have an exception to the rules above with prior written approval by Show management if submitted 60 days out.**

Booth Construction Guidelines

Special Considerations

- Approval of a covered or multi-level booth plan is contingent upon final approval of the overall exhibit hall floor plan submitted by *Show Management*.
- Coverings constructed of open grate or mesh greater than ¼ inch or a UL listed drop out ceiling may be exempt from the sprinkler requirement.
- It is suggested that covered booths of less than 100 square feet submit plans to the EC for review.
- A series or combination of covered areas, whether in one booth or adjacent booths, must be separated by a minimum of 10 feet.
- An exhibit that fails to comply with these regulations will not be allowed to install for the event.

Carpet

Booth carpeting is mandatory and is the responsibility of the exhibiting company. Carpet may be either supplied by the exhibitor or ordered from the General Contractor, see the " section of the Online Exhibitor Service Manual. Exhibits with exposed concrete or objectionable to *Show* shall at *Shows'* discretion be carpeted by *Show* at the exhibitor's expense.

Cleaning Service

Show will provide cleaning service for all aisles. Cleaning service for individual booths will only be provided when ordered by the individual exhibitor at the exhibitor's expense. *Show* has the right to order daily cleaning at exhibitor's expense if booth appearance is unsightly. Cleaning services can be ordered through the General Contractor, see the 'Labor Equipment and Storage' section in the online manual.

Booth ID Signs (Company Name & Booth Number)

One 7" h x 44" w identification sign with company name and booth number will be provided for all standard booths at no charge. Only professionally printed signs are allowed in the Exhibit Hall. Additional signs may be ordered through the general contractor, see the 'Graphics and Signage order form' in the 'Booth Furnishings' section of the online manual.

Hanging Signs or Banners

Exhibit booth signs, banners, booth ceilings or canopies, lighting grids or other exhibit related equipment should be free standing and floor supported where possible. Attachment to Exhibit Hall ceiling beams or trusses is permitted only through Freeman. Hanging signs/banners are only permitted for island booths. Hanging signs/banners may not exceed the perimeter of assigned space. See island booth diagram on Page 2.

Lighting and Electrical

Sufficient light is provided for adequate general illumination of the exhibit area. Any supplemental lighting for individual exhibit space is the responsibility of the exhibiting company. All electrical services and labor must be supplied by the Convention Center. Please see the 'Labor Equipment and Storage' section of the online manual.

Americans with Disabilities Act (ADA)

All exhibiting companies are required to be in compliance with the American Disabilities Act (ADA) and are encouraged to be sensitive, and as reasonably accommodating as possible to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800-514-0301) and from their website: www.usdoj.gov/crt/ada/infoline.htm.

Fire Regulations

Exhibitors must comply with all Federal, State, local fire, and building codes, which apply to places of public assembly. All curtains, bunting, draping, etc. must be flame proofed. Special care should be taken not to obstruct fire safety equipment, fire pull boxes, or entrances and exits within the Convention Center. *Show* strongly encourages exhibitors to review the Convention Center regulations.

Balloons

The use of any balloons as part of the exhibit display or as a giveaway is prohibited.

