

Show rules and regulations are intended to provide guidelines to ensure all exhibitors have fair and equal opportunities to market their products and services. A violation of rules will result in show management requiring the exhibitor to modify their exhibit to conform to advertised regulations. **Expenses incurred to rectify a violation is the responsibility of the exhibitor.**

STANDARD EXHIBIT

Definition

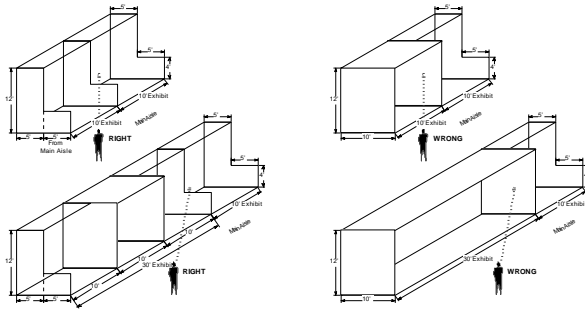
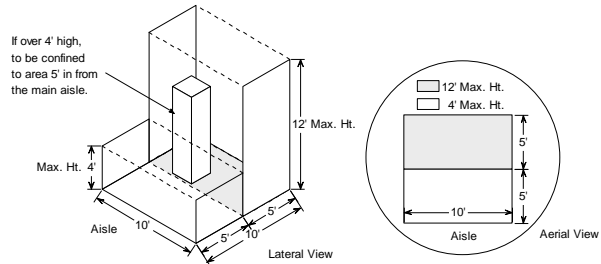
An exhibit with neighboring exhibits on each side and faces only one main aisle.

Depth

All display fixtures over 4' in height and placed within 10 lineal feet of an adjoining exhibit may not be placed within 5' of the main traffic aisle.

Intent

Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of the exhibit. Exhibitors with larger space (30 lineal feet 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' and within 10 lineal feet of a neighboring exhibit is intended to accomplish both of these aims.



WALK THROUGH EXHIBIT

Definition

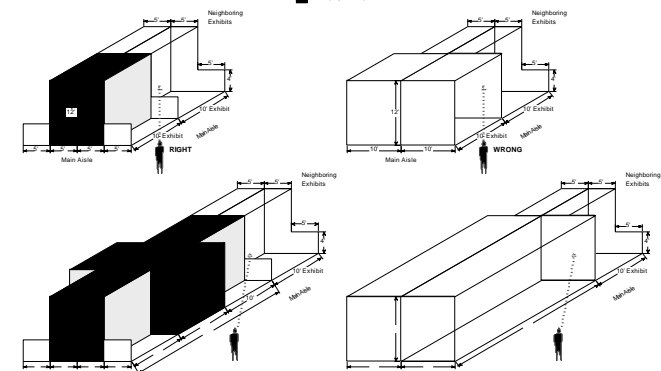
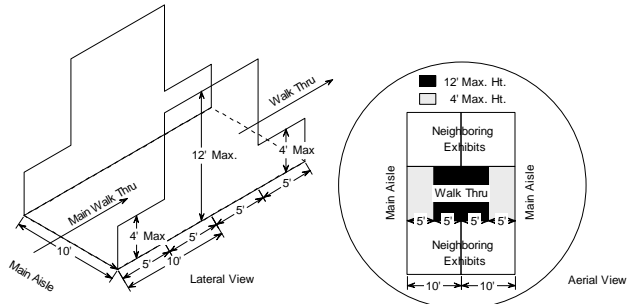
An exhibit with neighboring exhibits on each side and faces two main aisles. (Basically two standard exhibits, back-to-back facing on two different aisles.)

Depth

All display fixtures over 4' in height and placed within 10 lineal feet of an adjoining exhibit must be confined to that area of the exhibitor's space which is 5' from each main aisle. Back wall units may be displayed anywhere in the 12' height area.

Intent

Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of the exhibit. Exhibitors with larger space (30 lineal feet 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' and within 10 lineal feet of a neighboring exhibit is intended to accomplish both of these aims.



CORNER EXHIBIT

Definition

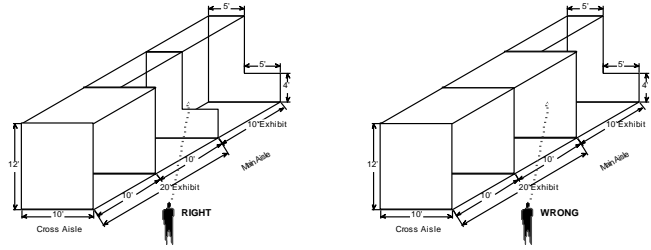
A standard exhibit with at least 15' of main aisle frontage with an adjoining neighboring exhibit on one side and a cross aisle on the other.

Intent

Exhibitors adjoining corner exhibits are entitled to the same reasonable sightline from the aisle as if they were not next to a corner exhibit.

Height

This type of exhibit must limit the placement of all displays from 4' to 12' in height to 5' from the main aisle and extending 10' from the common side with the neighboring exhibit. From the 10' point to the cross aisle and extending to the main aisles, the 12' displays are allowed.



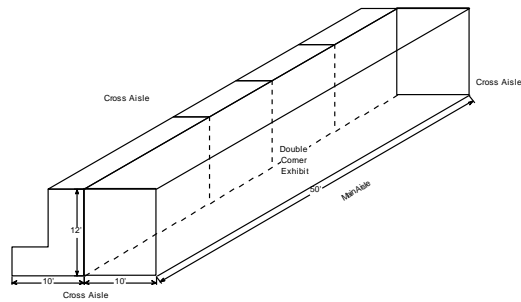
DOUBLE CORNER

Definition

Double corner exhibits have three open sides, two sides on the cross aisles and one large open side on the main aisle.

Height

All displays and equipment up to 12' in height are allowed anywhere within the double corner exhibit area because there is no adjacent neighboring exhibit.



PENINSULA EXHIBIT

Definition

An exhibit with three open sides, two sides on the main aisles and one side on a cross aisle.

Height

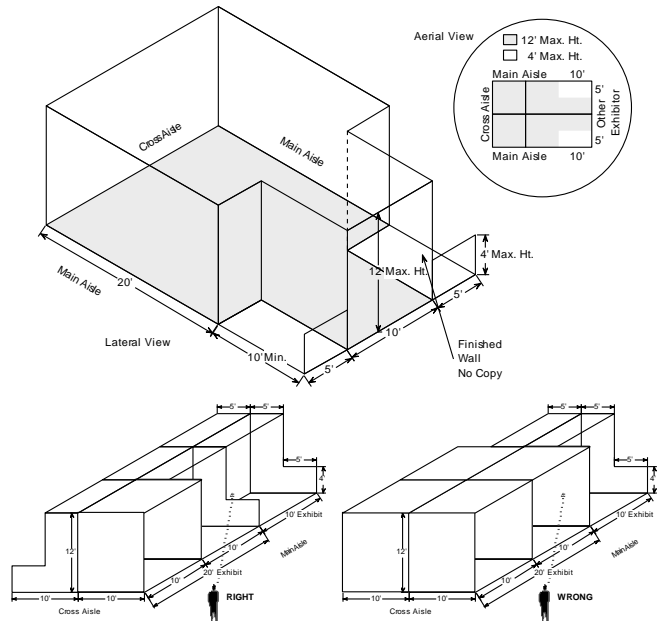
This type of exhibit must limit the length of backwall & placement of all displays from 4' to 12' in height to 5' from the main traffic aisle (centered in the exhibit) and 10' from the neighboring exhibit. At the 10' point from the neighboring exhibit to the cross aisle & extending to the main aisles, the 12' high displays are allowed.

Intent

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

Curtains & Displays

Exhibitors will not be allowed to place 12' high blocking curtains or side blocking unattractive displays along main traffic aisles.



ISLAND EXHIBIT

Definition

An exhibit with no adjoining neighbors and with two sides on the main aisle and two sides on the cross aisle. (Basically this is two Double Corner Units.)

Height

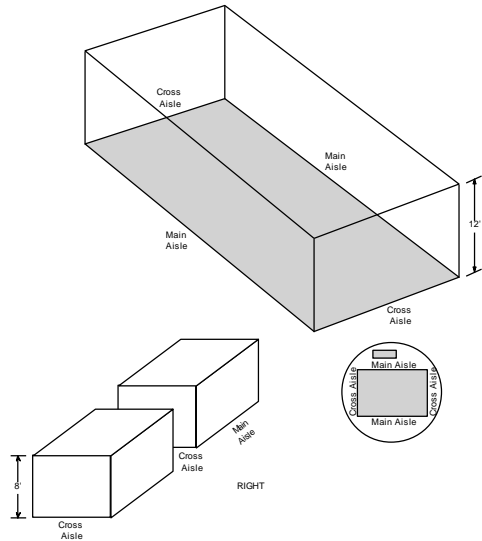
Identification signs, canopies and displays will be permitted to a maximum height of 12' throughout the exhibit area.

Curtains & Displays

Exhibitors will not be allowed to place 12' high blocking curtains or side blocking unattractive displays along main traffic aisles.

Depth

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



SPLIT ISLAND EXHIBIT

Definition

A Split Island Exhibit is a Peninsula Booth which shares a common back wall with another Peninsula Booth.

Height

The entire cubic content of this booth may be used, up to the maximum allowable height, without any back wall Line-of-Sight restrictions. The maximum height range allowance is 12 feet (12'). The entire content of the space may be used up to the maximum allowable height. Double-sided signs, logos & graphics shall be set back ten feet (10') from adjacent booths.

Curtains & Displays

Exhibitors will not be allowed to place 12' high blocking curtains or side blocking unattractive displays along main traffic aisles.

