

Inline Exhibit

Definition

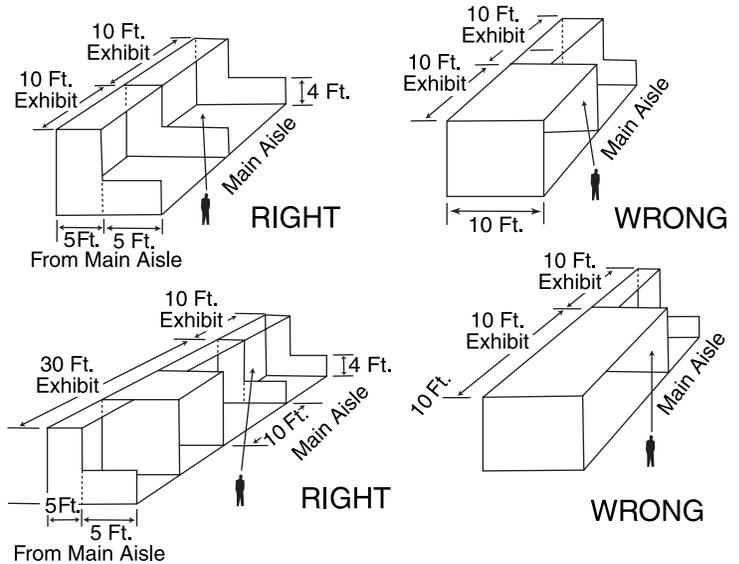
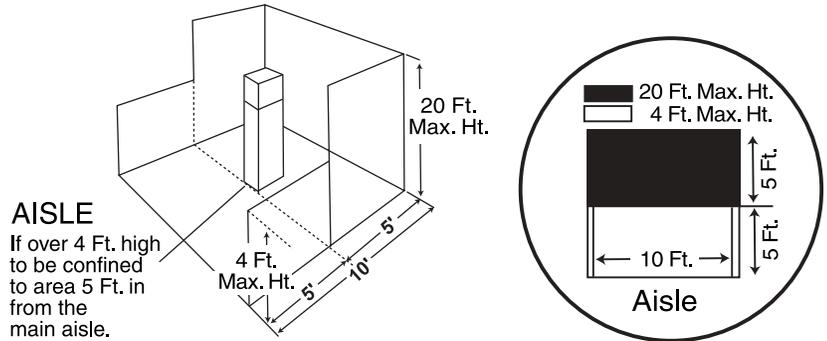
An exhibit with neighboring exhibits on each side and faces only one main aisle.

Exhibit Height

All display material over 4' high, placed within 10' of a neighboring exhibit, must be set back 5' from the main aisle.

Intent

Each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of the exhibit. Exhibitors with larger space (30 lineal feet or more) should be able to effectively use as much of the total floor space as possible so long as they do not interfere with the rights of others. The limitation on display fixtures over 4' within 10 lineal feet of a neighboring exhibit is intended to accomplish this.



Show rules and regulations are intended to provide guidelines to insure 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 are the responsibility of the exhibitor.

Walk Through Exhibit

Definition

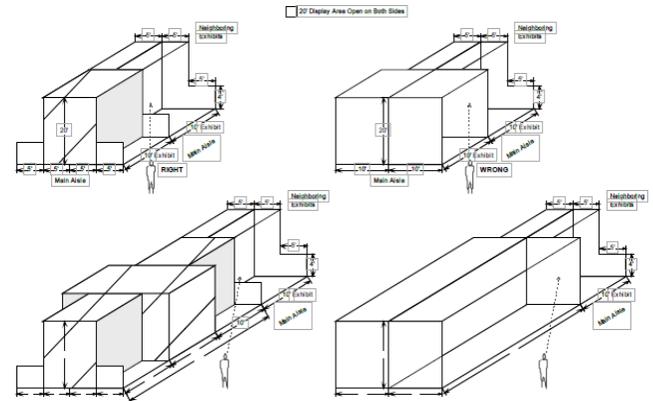
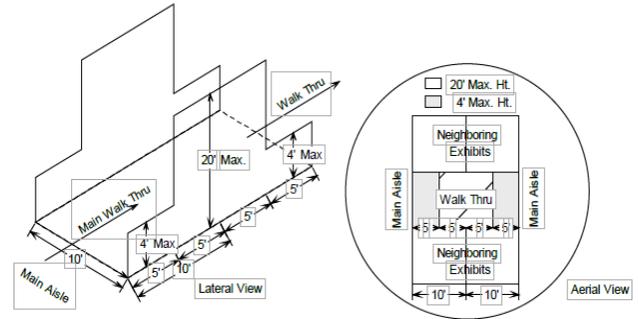
An exhibit with neighboring exhibits on each side and faces two main aisles. (Basically two standard exhibits, back-to-back facing on two different aisles.)

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 20' 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.



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Corner Exhibit

Definition

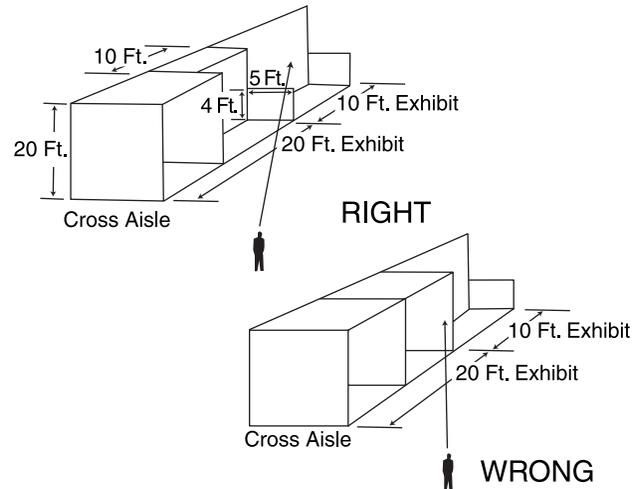
A standard exhibit with at least 20' of main aisle frontage with an adjoining neighboring exhibit on one side and a cross aisle on the other.

Exhibit Height

All display materials over 4' high, within 10' of the neighboring common side, must be placed 5' in from the main aisle.

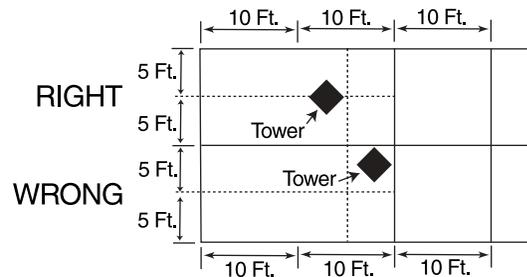
Intent

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



Towers

If your exhibit includes towers with verbiage facing a neighbor or other display material (signs, balloons), over 8' tall, they must be placed at least 5' from the border between your booth and your neighbor.



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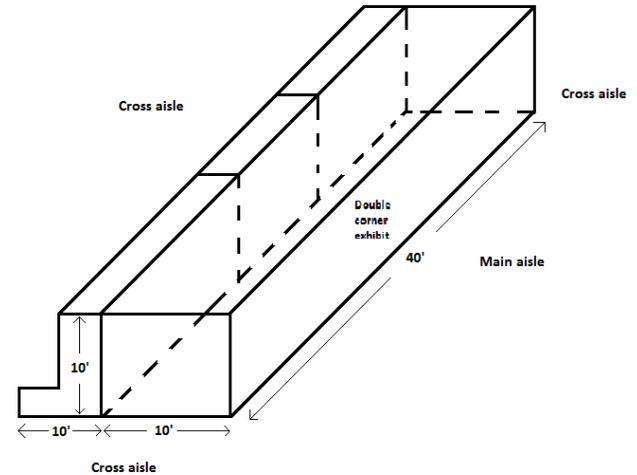
Double Corner

Definition

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

Exhibit Height

All displays and equipment up to 20' in height are allowed anywhere within the double corner exhibit area because there is no adjacent neighboring exhibit.



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Peninsula Exhibit

Definition

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

Exhibit Height

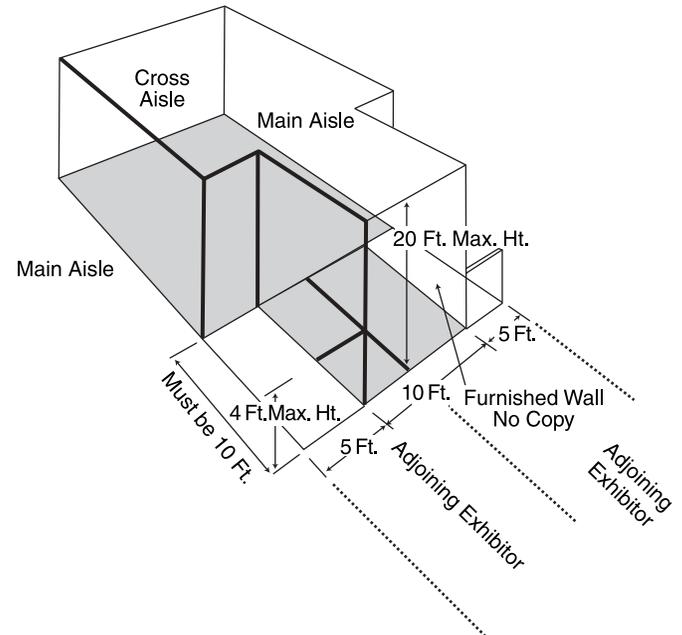
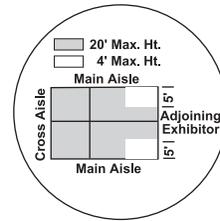
This type of exhibit must limit the length of back wall and placement of all displays over 4' high to 5' from the main traffic aisle (centered in the exhibit) and 10' from the neighboring exhibit. These items must be set back 5' from the main aisle and 10' from the border of the neighboring exhibit.

Intent

Exhibitors adjoining peninsula 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 standard exhibit.

Curtains & Drapes

Exhibitors will not be allowed to place 20' high blocking curtains or side blocking unattractive displays along main traffic aisles.



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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.)

Island Exhibit Height

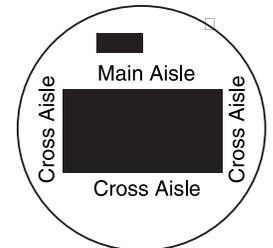
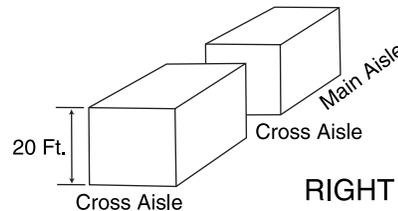
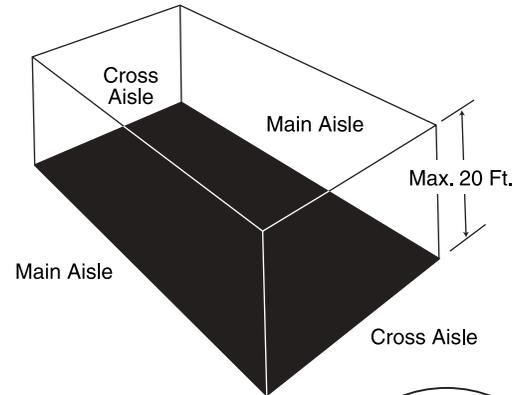
Identification signs, canopies and displays will be permitted to a maximum height of 20' throughout the exhibit area.

Curtains & Displays

Exhibitors will not be allowed to place 20' high blocking curtains or side blocking unattractive displays along main traffic aisles.

Intent

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.



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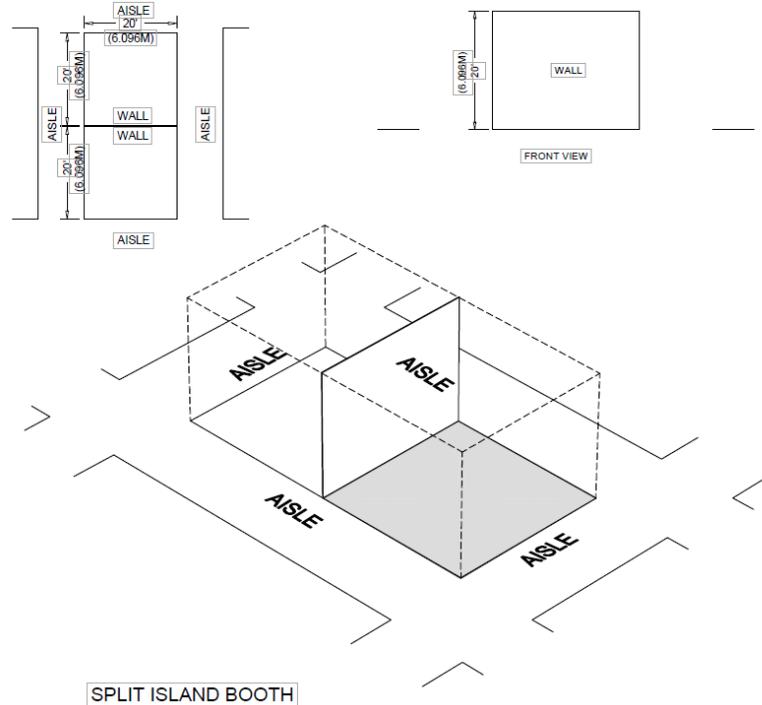
Split Island Exhibit

Definition

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

Exhibit 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 20 feet (20'). Double-sided signs, logos & graphics shall be set back ten feet (10') from adjacent booths.



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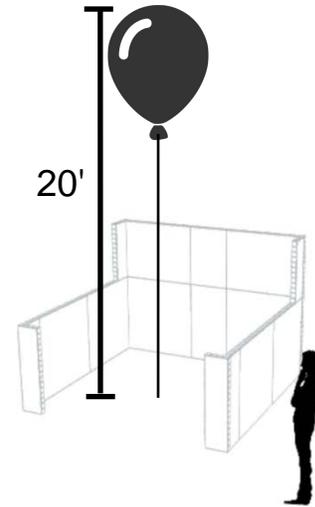
Balloons

Definition

Floor or exhibit mounted helium filled Balloons are permitted in all booth configurations. Helium filled Party balloons are not permitted on the show floor.

Exhibit Height

The maximum height is 20' from the top of the balloon. Balloons must adhere to the 20' maximum floor structure height of the booth and are not to be hung at the maximum height of hanging signs. Balloons cannot be larger than 50% of the total booth depth. For example, a 20' x 10' inline booth can have a balloon up to 5' in diameter. Balloons should be set back 5' from adjacent booths if they are rotating or have text/graphics facing the adjacent booths and must remain directly over contracted space only. Approval for the use of Balloons, at any height, must be received from Show Management prior to installation. Variances may be issued at Show Management's discretion



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