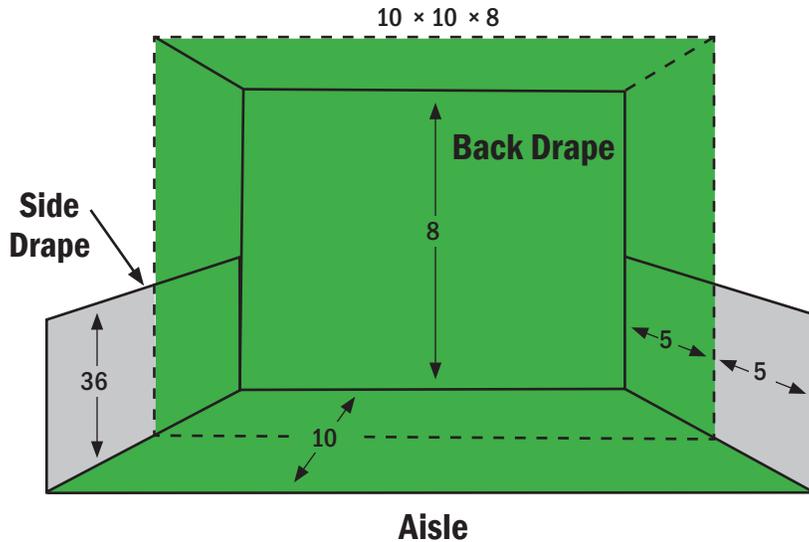


Booth Descriptions

INLINE BOOTH



Inline Booth Corner Booth

Definition

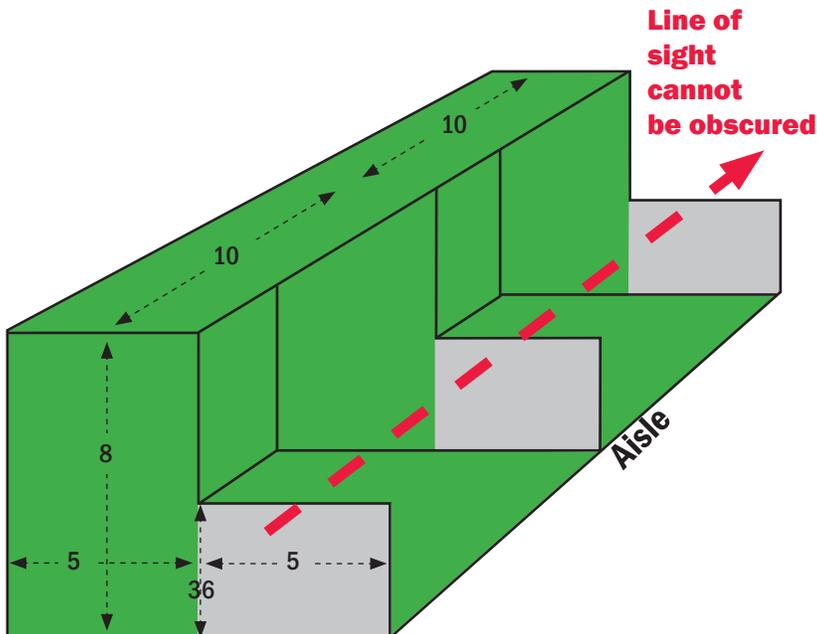
One or more standard units in a straight line

Height

All exhibit spaces have an 8' high backdrap. If materials exceed the 8' backdrap, they must be finished off so that they do not detract from the overall impact of the exhibit directly behind or to the side. Show Management reserves the right to have such finishing done as is necessary, and bill the exhibitor for charges incurred. In addition, all exhibit materials in excess of 36" 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 within 5' of the back line. Any violation of this rule must be immediately corrected or loss of booth space may result.

Intent

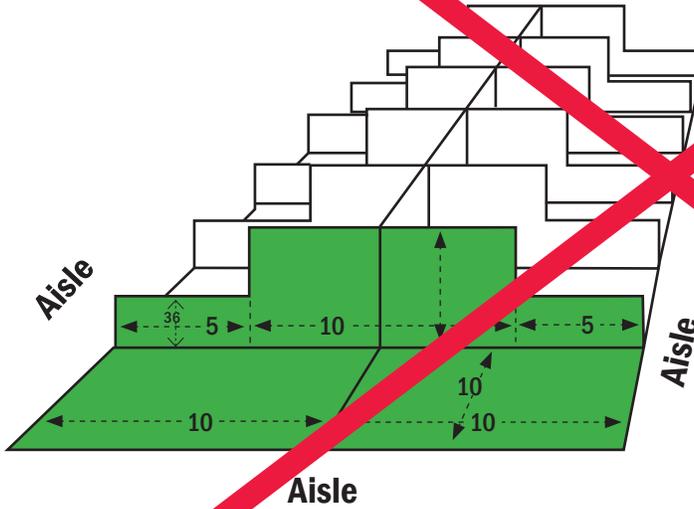
Each exhibitor is entitled to a reasonable sight-line from the aisle, regardless of the size of the exhibit. Exhibitors with large space (Example: 30 lineal feet or more) should also be able to use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 36" and with 10 lineal feet of a neighboring exhibitor is intended to accomplish both of these aims.



 **Usable Space**

 **Non-usable Space**

END-CAP BOOTH



End-Cap Booth

Definition

Back-to-back corner exhibit spaces that are combined to make one 10' x 20' booth facing an aisle.

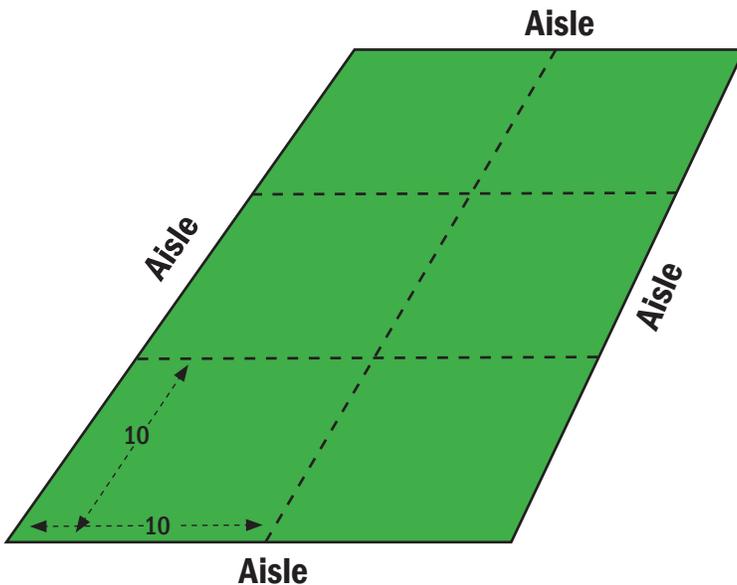
Height

End-cap booths have a back wall 20' wide. The central 10' of that back wall is 8' high. If material exceeds the 8' height, it must be displayed so that it does not detract from the overall impact of the exhibit directly behind. The 5'-wide back walls on either side of the 8' high back wall are limited to displays 36" in height.

Intent

Each exhibitor is entitled to a reasonable sight-line from the aisle, regardless of the size of their exhibit. Exhibitors with End-Cap booths should be allowed to use as much of the total floor space as possible as long as they do not interfere with the rights of others. End-cap exhibitors should not use clapping or other materials that will block the view of the booths behind them. The limitation on display fixtures over 36" and within 10 lineal feet of a neighboring exhibitor is intended to accomplish both of these aims.

ISLAND BOOTH



Island Booth

Definition

Blocks of exhibit space with aisles on all four sides.

Height

Height restrictions do not apply. Since an Island Booth is, by definition, separated by the width of an aisle from neighboring exhibits, full use of the floor space is permitted.

Intent

When an Island Booth exceeds 8' in height, it does not interfere with other exhibitors because it obviously does not back up to another exhibit. The extra height is often required in an Island Booth exhibit to permit the open walk-through approach normally used.