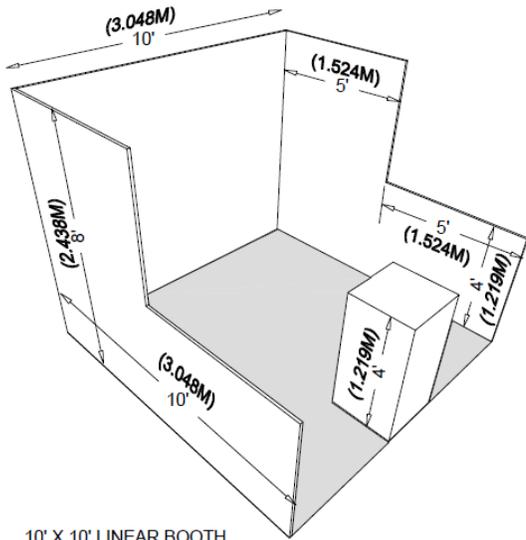


Booth Display Guidelines and Rules

Linear Booths: 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.

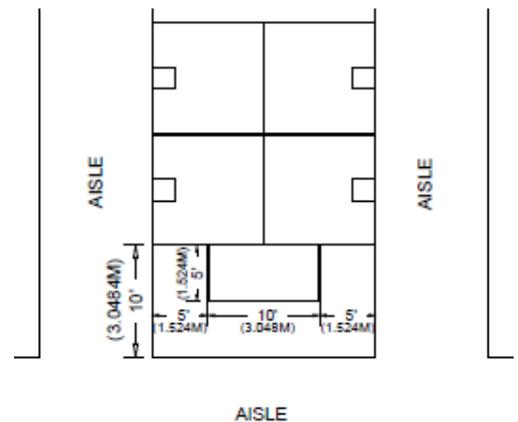
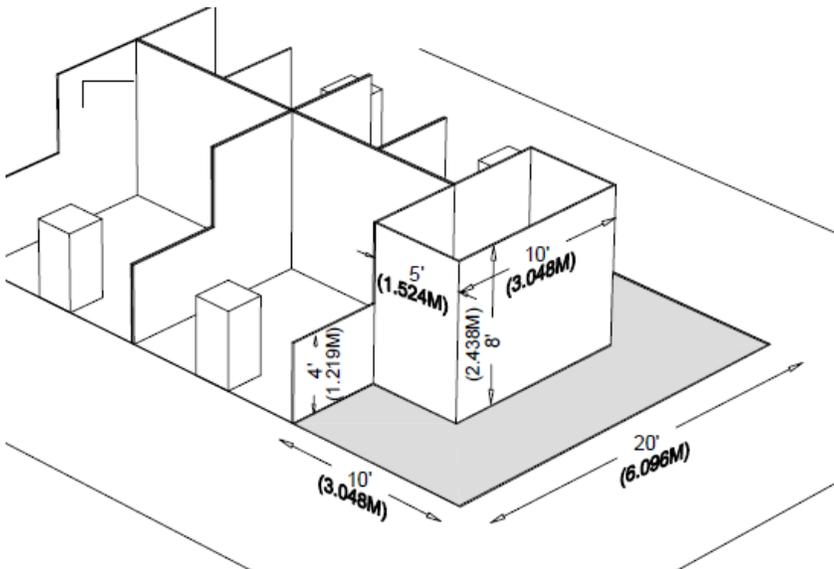


Dimensions: Linear Booths are 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is allowed.

Use of Space: Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc. display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.

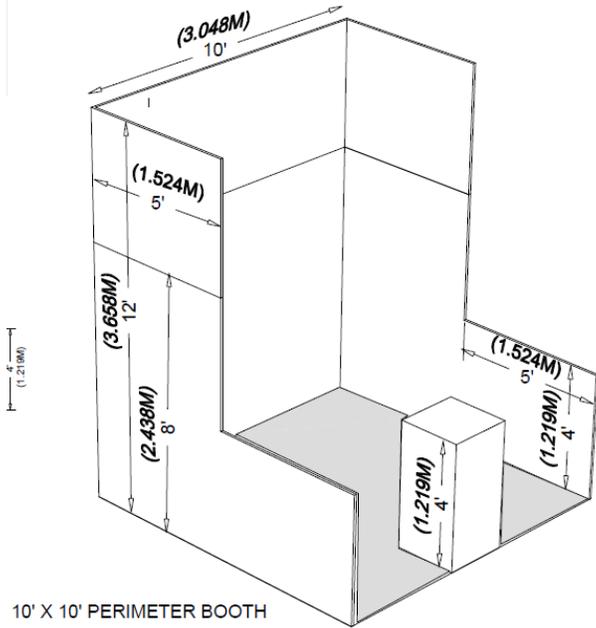
Corner Booths: A Corner Booth is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All other guidelines for Linear Booths apply.

End-Cap Booths: An End-cap configuration is essentially an in-line (linear) booth placed in the position of a Peninsula or Split Island.



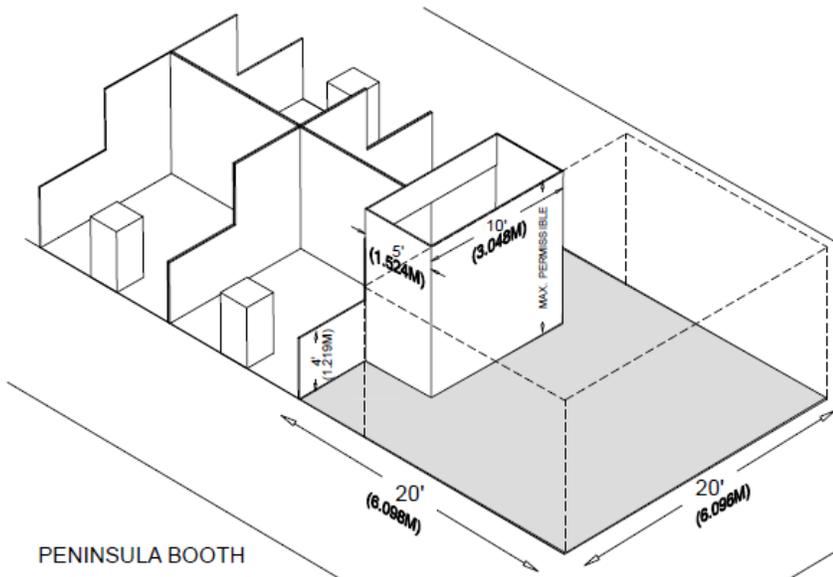
Dimensions: End-cap Booths are 10ft (3.05m) deep by 20ft (6.10m) wide. The maximum back wall height allowed is 8ft (2.44m) and the maximum back-wall width allowed is 10ft (3.05m) at the center of the back-wall with a maximum 5ft (1.52m) height on the two side aisles. Within 5' of the 2 side aisles, the maximum height for any display materials is 4'.

Perimeter Booth: A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.



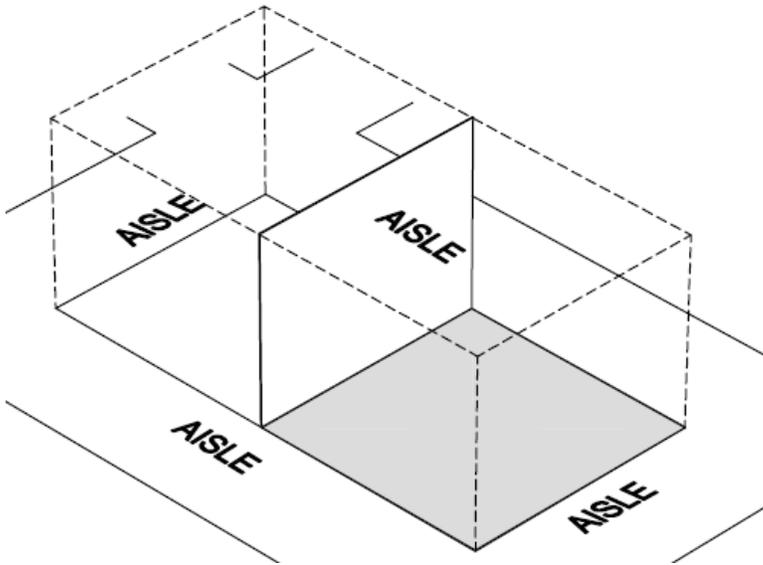
Dimensions and Use of Space: All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height is 12ft (3.66m).

Peninsula Booth: A Peninsula Booth is exposed to aisles on three sides, and comprised of a minimum of four (10ft x 10ft) booths. There are two types of Peninsula Booths: (a) one which backs to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as a "Split Island Booth."

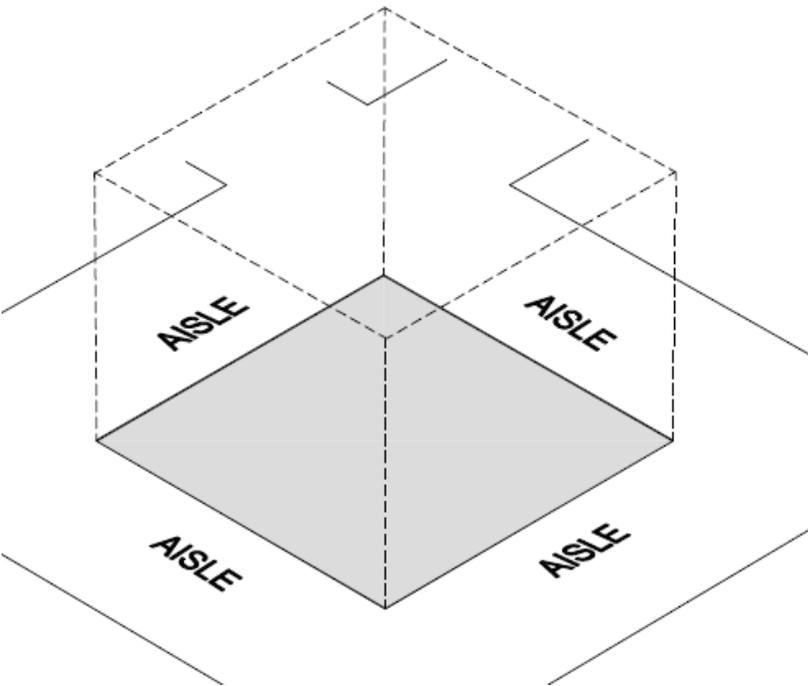


Dimensions: A Peninsula Booth is usually 20ft by 20ft (6.10m by 6.10m) or larger. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to 4ft (1.22m) high within 5ft (1.52m) of each aisle, permitting adequate line of sight for the adjoining Linear Booths. The maximum height range allowance is 20ft (6.10m), including signage for the center portion of the back wall. Double-sided signs, logos and graphics shall be set back ten feet (10') (3.05m) from adjacent booths.

Split Island Booth: A Split Island Booth is a Peninsula Booth which shares a common back wall with another Peninsula Booth. 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 20ft (6.10m), including signage. The entire cubic content of the space may be used up to the maximum allowable height. Double-sided signs, logos and graphics shall be set back ten feet (10') (3.05m) from adjacent booths.



Island Booth: An Island Booth is any size booth exposed to aisles on all four sides.



Dimensions: An Island Booth is typically 20ft by 20ft (6.10m by 6.10m) or larger, although it may be configured differently.

Use of Space

The entire cubic content of the space may be used up to the maximum allowable height, which is 20ft (6.10m), including signage.